

GENERAL INFORMATION

Name of Organization Requesting Grant: <i>(Please list parent/sponsor organizations in parenthesis)</i>	The Point Artist-Run Centre Society (PARC)
Society Registration Number:	S-56503
Organization Mailing Address:	5-5678 Alta Lake Rd. Whistler, BC V8E 0C3
Contact Name & Title:	Stephen Vogler, Chair
Organization Phone Number:	604 698-5482
Organization Email Address:	thepointinfo@gmail.com
Organization Purpose or Mandate: <i>(Please provide this answer in one sentence.)</i>	Produce arts programming and educational opportunities for all ages that enrich the community while creating working opportunities for local artists

ORGANIZATION INFORMATION

How many years has the organization existed?	11
How many active members/participants does the organization have in the current year?	30 volunteers; 150 active members; 250 on Facebook group; 1000+ on mailing list; over 2000 participants annually.
How many volunteers/executive/staff are required to administer the organization in the current year?	9 board members / 1 part-time staff / 8 occasional staff / pool of 30 volunteers
Age range of participants in the organization:	1-80 years
Please list active website URLs and active social media accounts (Facebook, Twitter, Instagram, etc.):	website: www.thepointartists.com Facebook: @thepointarts Instagram: @thepointarts Twitter: @thepointarts
Can anyone join the organization or participate? If no, please specify the restrictions and requirements for membership or participation:	Yes
Does the organization have any outstanding debts or other means of funding from the RMOW? If yes, please state the amount and reason:	In 2020, the RMOW Cultural Planning & Development department invested \$7,500 in PARC's Learning & Education arts programming to assist in providing learning and education opportunities in the arts for Whistler residents of all ages, as well as working opportunities for artist instructors.

GRANT INFORMATION

1. Purpose of Grant:	<i>Explain in detail how the funding will be spent. Please refer to Council Policy A-7 Community Enrichment Program, available at www.whistler.ca/cep for funding criteria and eligibility. Please be as concise as possible using the space below.</i>
<p>PARC is applying for CEP funding for three areas of its programming in 2021. After a very challenging year in 2020 due to Covid restrictions, the organization lost much of its ability to generate income through arts events and performances; normally this accounts for approximately 70 percent of PARC's income. While PARC's operating budget in 2020 shrank to approximately 50 percent from the previous year (\$93,000 to \$47,000), certain administrative and operational expenses carry on, and in some cases have increased in order to meet Covid safety protocols. For this reason PARC is requesting \$3000 to help meet general administrative and operational costs.</p> <p>While Sundays at The Point arts open houses were cancelled in 2020, PARC has a plan to re-instate some public involvement in its Sundays program in summer 2021. Throughout 2020, whenever possible, PARC hosted Sunday Artist Sessions, providing safe space for artists to work (supported by the Whistler Community Foundation). In summer 2021, PARC will continue to offer the weekly sessions for artists, and will blend this program with Sundays at The Point open houses so that a limited number of public are able to attend performances (predominantly outside) to experience recently created works at The Point. PARC will be able to expand or contract the program depending on Covid restrictions. Activities will range from: 1) keeping only a small number of artists working on projects on site; 2) doing live streams of performances to an online audience; 3) inviting a limited number of public to enjoy outdoor performances with a smaller version of Sundays at the Point including limited café operations. For this program, PARC is requesting \$2500 to help support artist fees, technical fees, and café operating expenses.</p> <p>Finally, PARC will continue its Grant Writing Program in 2021 which has helped to generate sources of income for the organization from both inside and outside the Whistler community. Paying grant writers has proven a useful strategy for increasing PARC's overall funding, and has been expanded to include PARC's ongoing For the Love of Art – Get to The Point! Go Fund Me campaign which has replaced previous in person fundraisers for the time being. This unique funding campaign creates working opportunities for local artists while at the same time raising funds for The Point. PARC is requesting \$2000 for its grant writing program.</p> <p>PARC's total request for CEP funding in 2021 is \$7,500.</p>	

2. Is This a New Program or Activity?	<i>If yes, what are your targets and goals for this program/activity?</i>
<p>These programs have been in existence for ten years.</p>	

3. Current Year Highlights and Community Benefits:	<i>Detail the specifics of activities and community benefits your organization provides.</i>
<p>While PARC operated in a reduced capacity in 2020 to comply with all BC Health orders during the Covid-19 pandemic, it managed to continue with important arts offerings including four children's theatre and music camps (limited to 8 students per camp), the adult theatre mentorship program (with a reduced cast of five actors), Sunday Artist Sessions (whenever Covid restrictions allowed), and the annual Flag Stop Theatre & Arts Festival, held predominantly outside with a maximum capacity of 50 audience members per night. These programs allowed children and adults to continue to pursue their artistic activities and aspirations, and wherever possible, allowed the public to enjoy the resulting performances. With restrictions on gatherings, PARC also developed its ability to live stream events, including the entire Flag Stop Theatre & Arts Festival, a number of children's theatre and music productions, and a fight cancer fundraiser for a member of the community. While the live streaming relied on much borrowed equipment and donated time, this year PARC has applied for a Pivot Grant from BC Arts Council to purchase dedicated digital streaming equipment.</p> <p>In 2021, PARC looks forward to again hosting as many of these programs as possible, with the ability to expand and contract in response to Health Authority guidelines, and to pivot to live streaming of events when physical gatherings are not possible.</p>	

4. Existing Funding and Grant Applications:	<ol style="list-style-type: none"> <i>List the specific grants, funding and fundraising planned, approved or pending for the existing year, and</i> <i>Please also list rejected or non-approved funding (with reasons).</i>
<p>PARC has applied for \$5000 from BC Arts Council for the 10th annual Flag Stop Theatre & Arts Festival and its spinoff performances (This grant has been approved for the past six years). In 2019 and 2020 PARC received a Canada Summer Jobs grant enabling it to hire a summer Events Assistant. This application has been submitted again for 2021. PARC is again seeking investment from the RMOW's Cultural Planning & Development department for its Learning & Education programming in the arts. This funding helps PARC in providing quality arts education for local adults and children, and is used in a different area of operations from PARC's CEP grant request. PARC is again applying for a \$3000 grant from the Whistler Community Foundation to continue its Artist Sessions program providing ongoing studio work space for local artists. PARC recently applied to BC Arts Council's Pivot Program for \$10,000 to purchase digital equipment in order to shift to more live streaming of events. Due to Covid-19 restrictions, PARC has been unable to host its annual spring fundraiser in 2020 and 2021. To adapt to these restrictions, PARC has launched an ongoing Go Fund Me campaign entitled, For the Love of Art – Get to The Point! which raises money for the organization while at the same time creates working opportunities for local artists. (Goal for 2021: \$10,000). PARC will again conduct the Alta Lake Ice-Break Raffle in 2021 with a much-reduced target of raising \$350 due to challenges in ticket sales. PARC's in-kind support from local businesses in food and beverage will be much reduced this year due to limited public events. (approximately \$1000).</p> <p>The majority of PARC's annual operating budget is usually generated through arts programming that relies on registration fees, ticket sales and café and bar sales. A large percentage of this revenue is not available under current Covid restrictions. PARC's grant writing program, launched three years ago through funds from the CEP, has seen much success and will continue to enable the organization to apply for grants from within and outside the community.</p>	

GRANT INFORMATION (CONTINUED):

5. Grant Request Amounts and Financial Breakdown:		<i>Please ensure numbers provided in this table coincide with the required financial documents you provide in your application.</i>	
	Annual Operating Budget	Grant Requested	<i>Provide a brief description of the specific amount requested. (Ex: Products, services, staffing roles, advertising, etc.)</i>
Salaries/contracts:	38,350	2000	Grant writing program - contract fees per grant application
General operations:	13,000	3000	Portion of Artistic Director fees, marketing and publicity, insurance, bookkeeping, Covid Safety plan related expenses,
One-time project / program:	5650	2500	Sundays at The Point/Sunday Artist Sessions - hosting staff, artist fees, technical fees, café expenses
Physical assets:			
Rent (RMOW facilities):	3000	N/A	
Rent (other facilities):			
Other:			
Total	\$ 60,000	\$ 7500	<u>12.5</u> % <i>(Grant request ÷ Annual budget amount)</i>
Reminder: The grant amount requested cannot be more than 50% of the annual operating budget of the organization.			

6. Additional Information:	<i>Please list any additional information, details or explanations regarding your grant request that you would like to be considered by Council.</i>

7. Attachments:	<i>Please indicate the attachments you are including with your Grant Application Form:</i>
<input checked="" type="checkbox"/> Financial Statement (audited preferred) or Organization Budget (Required) <input checked="" type="checkbox"/> Proof (copy) of registered not-for-profit society status or registered charity status (Required) <input checked="" type="checkbox"/> PARC 2021 Budgets_CEP.PDF <input type="checkbox"/> _____ <input type="checkbox"/> _____	

COMMUNITY PERFORMANCE INDICATORS

<p>Please list how your organization may improve Community Performance Indicators:</p>	<p>First, please visit www.whistler.ca/monitoring to learn about the five priority areas of Whistler's Community Performance Indicators (CPI):</p> <ol style="list-style-type: none"> 1. <i>Enriching Community Life</i> 2. <i>Enhancing the Resort Experience</i> 3. <i>Protecting the Environment</i> 4. <i>Ensuring Economic Viability</i> 5. <i>Partnering for Success</i> <p>Secondly, identify how your grant (or organization) may improve any CPIs described in the five areas listed above.</p> <p>Note: Each priority listed above has numerous areas of measurement to choose from and all are listed with their existing statistical trend at www.whistler.ca/monitoring</p>
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Example: This grant addresses the priority of "Enriching Community Life" because it improves [personal health status](#), a [sense of belonging](#) and increases [resident volunteer rates](#). Specifically, this is because...

PARC improves Whistler's Community Performance Indicators in the areas of

1) Enriching Community Life; a) Personal Health Status: by encouraging walking and biking to events, and enriching community life through cultural activity. b) Sense of Belonging: by connecting the community with its heritage and bringing together all ages of locals and visitors. c) Volunteer Rates: Events involve a broad variety of volunteers from teenagers to seniors. d) Satisfaction with Access to Learning Opportunities: by offering arts learning opportunities through workshops to locals and visitors (An area in need of improvement with only 33% satisfaction).

2) Enhancing the Resort Experience; a) Whistler Atmosphere - Visitor: PARC's events create "a vibrant atmosphere, supported by other attributes such as people, programming and activities," and provide a cultural tourism attribute as an off-the-beaten-track hidden gem that helps to build Whistler's "cultural tapestry". b) Cultural Event Participation - Visitors: Events attract visitors from the Sea-to-Sky and Vancouver area, as well as international tourists in the resort. c) Visitor Satisfaction: PARC events provide variety to Whistler's cultural and recreational offerings.

3) Protecting the Environment; a) Developed Footprint: Repurposing of heritage building. b) Greenhouse Gas Emissions: Encourages non-fuel burning modes of transportation to events. c) Landfilled Waste: Recycling waste from café operations and composting.

4) Ensuring Economic Viability a) Median Income: Offers working opportunities for artists and artist instructors which boosts median income. b) Total Room Nights: Draws a modest amount of additional room nights to the resort through destination art camps and arts festivals.

5) Partnering for Success; a) Community Trust: Events and activities build trust among disparate community members by bringing all ages and backgrounds together in a community hall atmosphere. b) PARC also partners with business sponsors to produce cultural activities and events, and cooperates and partners with other organizations such as Whistler Sailing Association (on site), Whistler Writers Society, Between Shifts Theatre, Sea to Sky Orchestra, and others.

GRANT APPLICATION AUTHORIZATION:

Submitted by:	Stephen Vogler
Phone number:	604 698-5482
Email:	
Acknowledgement:	<input checked="" type="checkbox"/> I confirm that the information provided in this CEP Grant Application Form is true; <input checked="" type="checkbox"/> I confirm that a representative is required to present this grant request at a future Council Meeting; <input checked="" type="checkbox"/> I confirm that if any amount is granted that the the Grant Reporting Form is due by December 1 of this year; <input checked="" type="checkbox"/> I confirm that if any amount is granted it will be used only for its intended purpose unless otherwise approved by Council.
Signature:	

Funding decisions will be announced during a Regular Council Meeting in April 2021.

Please contact the Legislative Services Department at corporate@whistler.ca if you require any assistance.



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NUMBER: S-56503

SOCIETY ACT

CERTIFICATE OF INCORPORATION

I Hereby Certify that

THE POINT ARTIST-RUN CENTRE SOCIETY

has this day been incorporated under the *Society Act*

Issued under my hand at Victoria, British Columbia

on March 26, 2010

RON TOWNSHEND
Registrar of Companies
PROVINCE OF BRITISH COLUMBIA
CANADA

