

Performing Arts Facilities Select Committee Service Options

ARTS & CULTURE | 2024

Recent CRD Board Decision

On September 11, 2024, the CRD Board adopted amending Bylaw No. 4560

COUNCIL CONSENT STATUS FOR AMENDING BYLAWS				
BYLAW	SAANICH	OAK BAY	VICTORIA	RESULT
4560 (Royal Theatre)	Approved	Approved	Not yet considered	Adopted
4561 (McPherson Playhouse)	Not applicable	Not applicable	Not yet considered	Under review by City of Victoria

Direction from Select Committee

On September 4th, 2024, PAFSC passed a motion:

That staff develop options for regional and sub-regional services that would scale up support for existing and potential additional performing arts facilities with regional impact, including options to ensure value for all participating jurisdictions.

Theatre Rental Grant Program

POLICY PROBLEM

- › Regional Theatres have high operating costs = unavoidable high labour fees for rentals
- › Rental costs now unaffordable for many local groups
- › Fewer local rentals = lower usage rates at regional theatres (esp. McPherson)

POLICY SOLUTION

THEATRE RENTAL GRANTS

- › Subsidize rental costs for local groups in participating areas
- › Prioritize regional distribution and new users
- › Report on KPIs: # of shows activated & usage rate change

POLICY OUTCOME

- › Affordable access to regional theatres for local groups
- › Increased earned revenues for theatres (multiplier effect)
- › Significantly higher usage rates at regional theatres = greater economic impact & variety of cultural offerings

Theatre Rental Grant Program

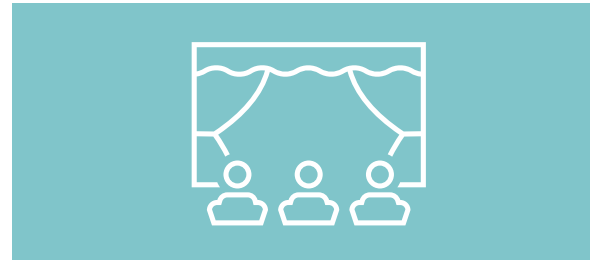
A \$350,000 program has the potential to:



**Subsidize
60-80 shows**
at 50-75% of
the full cost
with labour



**Prioritize new
rental groups
and regional
distribution** in
the grant process



**Increase number of
local groups** using all
three theatres and
**doubling the usage
rate at McPherson**



Win for audiences
thru more shows
Win for local arts
thru more access
Win for theatres
thru more revenue

Regional and Sub-Regional Service Options

	OPTION A	OPTION B	OPTION C	OPTION D	OPTION E
	Full Regional – Updated 2021 Model	Full Regional – with Theatre Rental Grants	Sub-Regional – 13 Munis / 3 Theatres	Sub-Regional – 6 Munis / 3 Theatres	Sub-Regional – 4 Munis / 2 Theatres
PLAN	Planning Grants	Planning Grants	Planning Grants	N/A	N/A
DEVELOP	Maintenance (Royal, Mac, C. White) + Major Capital Reserve	Maintenance (Royal, Mac, C. White) + Major Capital Reserve	Maintenance (Royal, Mac, C. White)	Maintenance (Royal, Mac, C. White)	Maintenance (Royal, Mac)
FUND	Royal, Mac, C. White	Royal, Mac, C. White + Theatre Rental Grants	Royal, Mac, C. White + Theatre Rental Grants	Royal, Mac, C. White + Theatre Rental Grants	Royal, Mac + Theatre Rental Grants
PARTICIPANTS	All	All	13 municipalities	6 municipalities	4 core municipalities
APPROVAL	Full Regional AAP	Full Regional AAP	Sub-Regional AAP	Council Consent	Council Consent

Staff Recommendation

1. That staff initiate an RFP to engage a consultant for the purposes of undertaking a cost-benefit analysis of the five proposed service options, in terms of their sustainability and direct value proposition to each participating jurisdiction and to the region as a whole.
2. That the resulting report from this analysis be presented to the CRD Performing Arts Facilities Select Committee in the first half of 2025 with recommendations on next steps.