

NO: R143

COUNCIL DATE: July 25, 2022

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **July 19, 2022**

FROM: **General Manager, Finance**

FILE: **1850-20**

SUBJECT: **Sponsorship Request – Beach House Theatre Society**

RECOMMENDATION

The Finance Department recommends that Council:

1. Receive this report for information; and
2. Approve a sponsorship contribution of \$8,500 from the Council Initiatives Fund in support of the Beach House Theatre Summer Festival (the “Festival”) 2022 taking place at Crescent Beach from August 8th to August 14th, 2022.

INTENT

The City has received a sponsorship request from the Beach House Theatre Society (the “Society”), in support of their 2022 Festival. The event will be held in-person at Blackie Spit Park, Crescent Beach from August 8th to 14th, 2022.

DISCUSSION

The non-profit Society consists of a group of creative and talented theatre industry members whose productions offer the audience a cultural, artistic experience in the glorious natural setting of Blackie Spit Park at Crescent Beach, Surrey. The objective of the annual Festival is to bring professional quality theatre to Crescent Beach and to educate and entertain the community with a lively and crowd-pleasing play. In the eight years that the Society has staged shows, they have received rave reviews from the local community.

The residents of Surrey will benefit from the exposure to a high quality, cultural and artistic experience. The production will bring patrons from many areas to Surrey’s only beachside community for a lively evening of entertainment. As patrons enjoy staying in their community for the arts, the Society also helps direct patrons to Surrey’s local businesses, especially in the restaurant industry. In addition to connecting the arts with the local community, the Society also offers educational and mentorship opportunities for youth who wish to gain experience in the performing arts. The production will involve a wide range of local performing artists, designers, technicians, and producers, with a goal of providing learning opportunities for youth to work alongside theatre professionals.

The City of Surrey is invited to become a Standing Ovation Sponsor of the 2022 Festival taking place at the Blackie Spit Park, Crescent Beach from August 8th to 14th. With this sponsorship, the City will receive 15 complimentary tickets to the Festival that will be allocated to members of Council. The City of Surrey will be recognized as a sponsor during the evening show welcome address and on displays during the entire Festival. The City will also be acknowledged as a sponsor on the Society's website and social media platforms. Full details of the sponsorship request are attached to this report as Appendix "I".

FUNDING

Staff have evaluated the request to ensure it is compliant with the Council Initiatives Fund Utilization Policy. Staff recommends Council consider supporting this initiative through a sponsorship of \$8,500 from the Council Initiatives Fund.

Appendix "II" attached to this report documents the balance in the Council Initiatives Fund based on an assumption that Council will approve the recommendations of this report.

SUSTAINABILITY

The recommendations of this report support the objectives of the City's Sustainability Charter 2.0. In particular, the recommendation relates to Sustainability Charter themes of Inclusion, Public Safety and Health and Wellness and the following desired outcomes ("DO's"):

- Diversity and Accessibility DO3: Residents have opportunities to build social connections with people from different backgrounds;
- Arts and Heritage DO7: An enviable and vibrant arts and heritage sector contributes to Surrey's citizen engagement, enrichment, economy, community livability and civic pride;
- Arts and Heritage DO8: Arts, heritage and entertainment spaces are incorporated throughout the City;
- Arts and Heritage DO9: Surrey supports and celebrates its diverse artists, cultures and community heritage through inclusive festivals, programming and events;
- Arts and Heritage DO10: Surrey celebrates, protects and promotes its natural and built heritage site; and
- Economy DO12: The City is a destination for visitors, which generates tourism revenue.

CONCLUSION

Based on the above discussion, it is recommended that Council approve a sponsorship contribution of \$8,500 from the Council Initiatives Fund to the Beach House Theatre Society in support of the Beach House Theatre Summer Festival 2022 taking place at Crescent Beach from August 8th to August 14th, 2022.

Kam Grewal, CPA, CMA
General Manager, Finance

Appendix "I": Beach House Theatre Summer Festival 2022 Sponsorship Package
Appendix "II": Council Initiatives - Allocations for 2022



Dear valued member of our community,

Beach House Theatre has become an important event in this community that brings together volunteers, supporters of the arts, and patrons of the arts. In the eight years Beach House Theatre has staged shows, we have heard from our patrons that they enjoy coming to Beach House Theatre because we are in their community. Of course, they enjoy the costumes, the sets, the dynamic actors, but most of all, they love attending the arts in their Surrey backyard. Audiences invite their friends and families and go out for dinner beforehand, all without having to leave the peninsula. Beach House Theatre is providing accessible entertainment in our beloved pocket of Surrey.

As a non-profit, volunteer, theatre company we depend on the generosity and support of sponsors. Without supporters like you, this event would not be possible. Sponsorship is our second-largest source of revenue, only after ticket sales. Corporate support also makes it possible, for example, to give out scholarships to young people receiving education and training in the Arts.

Like many non-profit theatre companies, we have struggled through the Covid-19 pandemic. After a nearly two-year closure, we are excited to offer "The Servant of Two Masters" this August for our 10th anniversary! However, we are facing some challenges, including sourcing new materials, rising costs, and reconnecting with our volunteers and our community.

We understand there are many worthy causes to lend your support to but hope that you will consider supporting Beach House Theatre this year. This sponsorship package helps explain a bit about our organization and it lists our sponsorship levels and packages. If you have any questions, feel free to contact our Sponsorship Concierge, Rona Tepper (778-989-1897 or rtepper5@gmail.com)

Thank you for time,

Sincerely,

A handwritten signature in black ink, appearing to be "Dr. David Weston".

Dr. David Weston
President, Beach House Theatre.



Our Production History

- 2012 | A Midsummer Night's Dream
By William Shakespeare
- 2013 | Twelfth Night
By William Shakespeare
Munsch Ado About Nothing
Stories by Robert Munsch, adapted by Debbie Paterson
- 2014 | The Comedy of Errors
By William Shakespeare
The Three Munscheteers
Stories by Robert Munsch, adapted by Debbie Paterson
- 2015 | The Importance of Being Earnest
By Oscar Wilde
Munsch Upon a Time
Stories by Robert Munsch, adapted by Debbie Paterson
- 2016 | The Foreigner
By Larry Shue
Aesop's Fables
By Mike Kenny
- 2017 | The Heart of Robin Hood
By David Farr
The Tales of King Arthur
By Lane Riosley
- 2018 | Rumors
By Neil Simon
Miss Electricity
By Kathryn Walat
- 2019 | Romeo and Juliet
By William Shakespeare
Love You Forever and More Munsch
Stories by Robert Munsch, adapted by Stephen Colella and Sue Miner

Making a Difference

Inspiring our Audiences and our Artists



Here are some of the wonderful things audience members have said to us:

"Beach House will always hold a special place in my heart. What excites me most about them is how accessible they've made theatre to people of Crescent Beach, Surrey, and beyond. People from all over the lower mainland arrived to witness and be a part of what Beach House was creating. It was truly inspiring to see the community so excited about theatre. Beach House has brought something special to our community, and I can't wait to see what they do next!"

"What's exciting about BHT: Beach House makes quality family theatre available to an area of greater Vancouver that, distance wise, makes it difficult to simply pop into metro Vancouver for a show."

"I get excited every summer because just like the troupes of the best Shakespearian comedies, BHT, for a limited time extends out into nature, produces a silly, fun, and magical experience, and then disappears, remaining in our memories until the next summer's adventure."

"What is exciting about Beach House Theatre? It's live, interactive fun in a fantastic outdoor venue right on the beach! The perfect summer outing for the whole family."

"Beach House Theatre is inspiring because they are working to bring accessible theatre to a beautiful and exciting venue right here, in the heart of the Crescent Beach community."

Making a Difference *continued* Inspiring our Audiences and our Artists



Here is what some of our Artists say about their experience with Beach House:

"Being a part of Beach House Theatre has allowed me to be a part of something visionary and magical right here in my own backyard. It is a real treat to be involved in a production that brings together talented and dedicated people of all ages and each with their own special something. It is behind the scenes at the tent at Blackie Spit that I have been lucky enough to make new friends, learn new skills, share a laugh, and even shed a tear or two. Thank you so much for making this possible!"

Dianna Harvey, Props Manager, *The Comedy of Errors*,
The Foreigner, *The Heart of Robin Hood*

"I went from doing theatre on the sands of the beach, lit by the stars, to doing Chekhov in a basement under fluorescent lights. When I was on stage at Beach House my smile was for the beach, when I smile now...it's because I remember the beach. Thank you doesn't begin to cover it. This isn't a pastime, it's my life, my love and my pride. Thank you for helping me follow my dreams."

James Walker

Charlie Baker, *The Foreigner*
Oberon, *A Midsummer Night's Dream*
Dromio, *The Comedy of Errors*
Dr. Chasuble, *The Importance of Being Earnest*
Pierre, *The Heart of Robin Hood*

"I started my journey at Beach House in 2014 the summer I graduated high school. I was given the opportunity to work on both set-building and back-stage during both shows. The moment I came onto the site, I was greeted by the friendliness of everyone-from volunteers to the crew and the board members. I was immersed right away and mesmerized by the venue and all of the hard work that goes into creating something so beautiful! Thank you for your unconditional support and all of the hard work you all put into ensuring that we all get to come back to the beautiful scenery of Blackie Spit Park and Crescent Beach and continue to win the hearts of our community through live theatre! We appreciate it!"

Shilpa Narayan, Stage Manager, *Munsch Upon a Time*,
Aesop's Fables and *The Commedia Tales of King Arthur*

"Beach House is a dream come true in so many ways. For us, the best part is watching all of the artists and crews doing what they love to do, developing their skills, and clearly finding so much joy in the accomplishment and success of our shows. The fact that our audiences are so happy and return year after year as their summer tradition is just another wonder to us."

Candace Radcliffe and Rick Harmon,
Artistic Directors

Facts About Funding Our Project

- To most people's surprise, ticket sales are not enough to operate our event.
- No one stream of revenue covers more than 35% of our operating budget.
- At Beach House we believe in having a strong and diverse revenue streaming structure in order to sustain our project.
- Our funding comes from private donors, Corporate Sponsors, fund raising events, ticket sales and grants.



Giving Back to our Major Sponsors

- At Beach House, we strive to deliver maximum marketing value to our Sponsors by highlighting their strong connection to our event.
- Major Sponsors are featured in our ad campaign, our beautiful show program, throughout our digital marketing and with on site signage.
- Our sponsors tell us they are proud to be helping make the community stronger by building the kind of artistic and cultural event that inspires and educates right here in Surrey.



Looking Ahead

- Beach House Theatre has a goal of building a legacy in the performing arts here in Surrey.
- We are seeing firsthand the power of our event in bringing pride and excitement to our community in a way that we haven't seen before.

"Culture begins at home. It is the collective fingerprint of local passion that enriches life where we live...It is an applied spirit of doing and sharing. It's infectious, and makes us engage with our neighbours and visitors to our community. The Beach House Theatre is an inspiring example of culture in Surrey."

Eric Seiz,

President of the Crescent Beach Property Owners' Association, 2014



Come and Join Us!

- We are calling on the Business Community to sponsor us and to partner with us.
- We want to work with businesses that believe in the power of arts and culture to strengthen our community's identity, to inspire youth, and to make a valuable impact on the economy here in Surrey.
- We are seeking volunteers to get involved in all areas of the production.

Sponsorship Levels

<p>Main Stage Sponsor</p> <hr/> <p>\$10,000</p>	<p>As our exclusive Main Stage Sponsor, your company, name, or logo will:</p> <ul style="list-style-type: none"> • Be advertised on our auditorium tent (300 person occupancy), and appear in all communication as our Main Stage Sponsor. • Appear on our posters and advertisements. • Appear on site signage. • Will be advertised in every evening show welcome address. • Be advertised on our website and on our social media platforms. • Will receive 25 complimentary show tickets for • Receive invitations to our exclusive VIP reception.
<p>Standing Ovation</p> <hr/> <p>\$8,500-\$5,000</p>	<p>As a Standing Ovation Sponsor, your company, name, or logo will:</p> <ul style="list-style-type: none"> • Appear on our posters and advertisements. • Appear on site signage. • Will be advertised in every evening show welcome address. • Be advertised on our website and on our social media platforms. • Will receive 15 complimentary show tickets • Receive invitations to our exclusive VIP reception.
<p>Starring Role</p> <hr/> <p>\$4,000-\$2,500</p>	<p>As a Starring Role Sponsor, your company, name, or logo will:</p> <ul style="list-style-type: none"> • Appear on our posters and advertisements. • Appear on site signage. • Be advertised in our program, on our website, and on our social media platforms. • Will receive 8 complimentary show tickets for • Receive invitations to our exclusive VIP reception.
<p>Leading Role</p> <hr/> <p>\$2,000 - \$1,500</p>	<p>As a Leading Role Sponsor, your company name or logo will:</p> <ul style="list-style-type: none"> • Appear on site signage. • Be advertised in our program, on our website, and on our social media platforms. • Will receive 4 complimentary show tickets for • Receive invitations to our exclusive VIP reception.

PLAY BY
CARLO
GOLDONI

SERVANT OF TWO MASTERS

ADAPTED BY
ODED
GROSS
AND
TRACY
YOUNG




BEACH HOUSE
THEATRE

UNDER THE STARS AT BLACKIE SPIT, CRESCENT BEACH

AUG 9-14, 2022

AUG. 8 PREVIEW

BUY TICKETS AT BEACHHOUSETHEATRE.ORG

SHOW 8:00PM

DOORS 7:30PM

PRESENTED BY
OUR MAIN STAGE
SPONSORS

The Funke Group
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of Scotia Capital Inc.

 **Scotia Wealth Management***


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MATHISEN
FAMILY FOUNDATION

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ADDITIONAL SPONSORS



Appendix “II”



2022 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	240,000		
2022 Adopted Budget	<u>260,000</u>		\$ 500,000
The Vancouver Urbanarium Society		10,000	
Car Free Days Surrey Festival		25,000	
Canada India Networking Initiative		4,000	
The Beach House Theatre Society (Proposed)		8,500	
Allocations for 2022		<u>\$ 47,500</u>	<u>\$ 452,500</u>