

NO: **F007**

COUNCIL DATE: **January 23, 2012**

FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **January 18, 2012**

FROM: **General Manager, Parks, Recreation and Culture
General Manager, Finance and Technology**

FILE: **1850-01**

SUBJECT: **Funding Request from Arts Umbrella Surrey**

RECOMMENDATION

The Parks, Recreation and Culture Department and the Finance and Technology Department recommend that the Finance Committee recommend that Council approve a grant of \$50,000 from the Council Initiatives Fund to Arts ***Umbrella Surrey*** for tenant improvements at the ***Arts Umbrella Surrey*** business location in north Surrey, being in the Park Place development at 100 Avenue and King George Boulevard.

INTENT

The purpose of this report is to provide information on the plans by Arts Umbrella to establish a location from which to deliver arts-education services in North Surrey and to obtain Council approval of a one-time contribution of \$50,000 from the Council Initiative Fund to ***Arts Umbrella Surrey*** to assist with the costs of tenant improvements at a new service delivery location in North Surrey.

BACKGROUND

Arts Umbrella is a not for profit arts-education centre for children and youth ages 2 to 19 years. Its mission is “*to inspire kids for life through the arts!*” It is committed to delivering the high quality visual and performing arts education to young people regardless of their socio-economic circumstances. Arts Umbrella was established over 30 years ago and currently offers more than 650 classes each week. It serves over 30,000 participants annually including 13,000 young people who face geographic, cultural or financial barriers in relation to accessing arts education.

The proposal related to ***Arts Umbrella Surrey***, which is the subject of this report, is the result of several years of research and deliberations by the Arts Umbrella Board of Directors and their staff. Arts Umbrella enlisted Dr. Clyde Hertzman and his team from the Human Early Learning Partnership at UBC to determine where their services would be most effective. Their studies indicated that within Metro Vancouver, the Surrey School District was found to have the highest proportion and highest actual number of vulnerable children, with 30.3% of children vulnerable in at least one aspect of their development. ***Arts Umbrella*** determined that Surrey was an ideal area for them to further expand their operations.

The Arts Umbrella Board formed a Surrey Community Leadership Advisory Committee with the following members: Joanne Curry, Nicoletta Baumeister, Bill King, Steve Lee, Sandi Lee, James Stewart, Jane Manning, Gary Hollick, Sheila McKinnon and Councillor Barbara Steele. They have completed market research and needs assessments, reviewed potential sites for the proposed operations and built supportive relationships with the business community and various local organizations including the Arts Council of Surrey.

Council approved the recommendations of a previous Corporate Report on this matter, being Corporate Report No. Foo6;2011 (copy attached as Appendix A) and thereby agreed to support the start-up operating costs for **Arts Umbrella Surrey** in the amount of \$25,000 per year for each the first 3 years and in-kind services of marketing support through the City of Surrey website and Parks, Recreation and Culture Leisure Guide. **Arts Umbrella Surrey** has received the first instalment of this funding and is establishing their first base of operations in Surrey at The Shops at Morgan Crossing in South Surrey. Details on up-coming programming activities at this location are contained in Appendix B, “Arts Umbrella Surrey Programs – Winter/Spring Program Guide.”

Arts Umbrella has confirmed the location of their second Surrey site, which will be in donated space in the new Park Place development in Surrey City Centre. Appendix C – Arts Umbrella – Central Surrey, provides information on the plans for this location. This site has a floor area of 1,300 sq. ft., but needs to be fitted out with walls, washrooms, plumbing, lighting and other equipment (i.e. tenant improvements). Much of the programming offered from this site will be fully subsidized (free) to vulnerable children in the North Surrey area.

In a letter to Council dated August 12, 2011 (attached as Appendix D) Arts Umbrella has advised that they have a private donor who is prepared to fund up to half the capital costs of the tenant improvements of the North Surrey location if a matching contribution can be secured by Arts Umbrella.

DISCUSSION

In November, 2010 Council adopted the City of Surrey Child and Youth Friendly City Strategy. The vision statement in this strategy describes a City where all children and youth are able to access enriching and engaging programs and services that promote their healthy development regardless of their family’s income or background. The Strategy outlines ten goals including four that strongly relate to the **Arts Umbrella Surrey** proposal:

Goal 6 – Provide services and programs that promote the developmental needs of early year’s children, middle year’s children and youth.

Goal 7 – Make programs and services inclusive and accessible to the diversity of children and youth in Surrey.

Goal 9 – Promote social cohesion by animating community spaces through events, arts and culture.

Goal 10 – Work with other government agencies and community agencies to ensure that children and youth have access to the range of opportunities, services and programs that they need.

The Strategy identifies research by a UBC/United Way of the Lower Mainland that examines the after-school lives of middle-years children. One of their findings of this research was “the vast majority of children said that during the after-school hours they wanted to be engaged in

activities that build their competence, physical health and connectedness.” Youth stated that they “would like a greater variety of activities, especially artistic and creative activities”.

Arts Umbrella believes that children and youth who develop arts literacy (knowledge, skills and abilities in the arts) will:

- Learn to appreciate the arts as participants and spectators;
- Learn technical skills;
- Develop self confidence and self worth;
- Explore and develop creativity and innovation;
- Learn how to work with others;
- Develop discipline; and
- Improve their odds of success in all areas of their lives.

These outcomes support the goals of Surrey’s Child and Youth Friendly City Strategy. The **Arts Umbrella Surrey** proposal is consistent with Surrey’s Cultural Strategic Plan (1999 – 2003) and the Parks, Recreation and Culture Strategic Plan (2008) objectives that state “*staff should play a facilitation role and collaborate to develop a comprehensive, decentralized arts delivery system throughout the City.*”

Arts Umbrella has confirmed funding of \$9,000/year for three years from Deloitte, \$50,000/year for three years from BMO and \$15,500 for one year from the Steve Nash Foundation.

The current request for funding in the amount of \$50,000 from the City will leverage an additional \$50,000 from a private donor, which will allow for the completion of tenant improvements at their proposed north Surrey business location. The programs and services that Arts Umbrella Surrey is proposing to deliver from that site will significantly augment services that the City is currently delivering and will assist children and youth in north Surrey to recognize their full potential as adults.

Balance in Council Initiative Fund

The attached Appendix “E” documents the balance in the Council Initiatives Fund on an assumption that Council will approve the recommendation of this report.

SUSTAINABILITY CONSIDERATIONS

Surrey’s Sustainability Charter states “*Cultural activities are recognized as an important way for individuals to contribute to their communities. Culture is an essential tool in understanding the values, shared meanings and goals of residents in a community. Wide, inclusive participation in cultural activities contributes to community vitality and supports sustainability.*”

The proposal by **Arts Umbrella Surrey** to establish a new location in north Surrey, from which their services will be delivered, supports the socio-cultural objectives of the City’s Sustainability Charter through:

- providing a range of accessible and affordable cultural services (Goal SC1);
- establishing arts and cultural facilities in accessible locations throughout the City (Goal SC12);
- promoting and raising awareness of arts and culture in Surrey (Goal SC 4 – 6); and

- promoting education and awareness by encouraging institutions to take responsibility to achieve a sustainable city (Goal SC8 – 1).

CONCLUSION

Based on the above discussion it is recommended that the Finance Committee recommend that Council approve a grant of \$50,000 from the Council Initiatives Fund to Arts ***Umbrella Surrey*** for tenant improvements at the ***Arts Umbrella Surrey*** business location in north Surrey, being in the Park Place development at 100 Avenue and King George Boulevard.

Laurie Cavan
General Manager,
Parks, Recreation and Culture

Vivienne Wilke
General Manager
Finance and Technology

Appendix A – Corporate Report - Foo6 Request from Arts Umbrella for Support for a New Surrey Program

Appendix B - Arts Umbrella Surrey Programs – Winter/Spring Program Guide

Appendix C – Art Umbrella Central Surrey letter

Appendix D – Arts Umbrella letter, August 12, 2011

Appendix E - 2012 Financial Plan – Council Initiatives – Schedule E

Foo6:2011 – Request from Arts Umbrella for Support for a
New Surrey Program



CORPORATE REPORT

NO: F006

COUNCIL DATE: March 14, 2011

FINANCE COMMITTEE

TO: **Mayor & Council** DATE: **March 02, 2011**
FROM: **General Manager, Parks, Recreation and Culture** FILE: **1850-01**
SUBJECT: **Request from Arts Umbrella for Support for a New Surrey Program**

RECOMMENDATION

The Parks, Recreation and Culture Department recommends that the Finance Committee recommend to Council, subject to the Arts Umbrella organization establishing and maintaining a base of operations in Surrey from which programs and services are provided to children and youth in Surrey and reporting annually to the City the results of their operations in Surrey for the immediately preceding year and their work plan for the following year, that Council:

1. approve funding to Arts Umbrella Surrey of \$25,000 from the Council Initiatives Fund to support this organization in the delivery of programs and services to Surrey children and youth in 2011 and approve the City providing to Arts Umbrella as a gift in kind for one year promotions assistance in the Parks, Recreation and Culture Leisure Guide and on the City's web site as generally described in this report; and
2. instruct staff to include in the 2012-2016 Five Year Financial Plan for the years 2012 and 2013, \$25,000 of funding per year for Arts Umbrella Surrey.

INTENT

The purpose of this report is to, firstly, provide information about *Arts Umbrella Surrey* and its plans to establish arts education services in the City of Surrey and, secondly, to recommend that Council instruct staff to include funding in the City's 2012-2016 Five Year Financial Plan in response to the request for funding that has been received by the City from *Arts Umbrella Surrey*.

BACKGROUND

Arts Umbrella is a not for profit Society that focuses on providing arts education for children and youth ages 2 to 19 years; their mission is "to inspire kids for life through the arts!" This organization is committed to delivering the highest quality visual and performing arts education to young people, regardless of their socio-economic circumstances. Arts Umbrella was established over 30 years ago and currently offer more than 650 classes each week in B.C. to over 30,000 participants annually including 13,000 young people who face geographic, cultural or financial barriers in relation to accessing arts education.

Based at Granville Island in the City of Vancouver, Arts Umbrella offers a variety of outreach programs within the Metro Vancouver Region and across the Province. For example, it's Rio Tinto Alcan "Van Go" and "Stage Coach" offer free theatre and visual arts classes to elementary school students throughout Metro Vancouver and its Industrial Alliance Pacific School offer guest appearances of the Arts Umbrella Dance Company and the Junior and Senior Musical Troupes to thousands of school students. The Sarah McLachlan Music Outreach program is an Arts Umbrella project offering all aspects of music education to students at no cost in the Downtown Eastside of Vancouver. Arts Umbrella programs are delivered by nearly 200 professional instructors. The classes combine rigor and discipline with fun and creative expression.

Arts Umbrella's proposal for Surrey, named *Arts Umbrella Surrey*, is the result of several years of research, survey work and discussions by the Arts Umbrella Board and staff. Guided by a commitment to serving vulnerable children in the early stages of life, Arts Umbrella enlisted Dr. Clyde Hertzman and his team from the Human Early Learning Partnership at UBC to determine where their services would be most effective. Their studies indicated that within Metro Vancouver, the Surrey School District was reported as having the highest proportion and highest number of vulnerable children, with 30.3% of children vulnerable in at least one aspect of their development. Arts Umbrella determined that Surrey was an ideal area to establish another base of operations.

Over this past year, the Arts Umbrella Board has formed a Surrey Task Force involving seven of its Board members. A Surrey Community Leadership Advisory Committee was also formed including Joanne Curry, Nicoletta Baumeister, Bill King, Steve Lee, Sandi Lee, James Stewart, Jane Manning, Gary Hollick, Sheila McKinnon and Councillor Barbara Steele. The Arts Umbrella has completed market research, needs assessments, reviewed potential sites for operations and built supportive relationships with the business community and various local organizations including the Arts Council of Surrey.

The letter from Arts Umbrella attached as Appendix 1 to this report includes a request for funding and other support from the City of Surrey to allow that organization to establish a base of operations in Surrey focused on delivering services to Surrey children and youth.

DISCUSSION

In November, 2010 the City adopted a Child and Youth Friendly City Strategy. The vision of the Strategy is "a City where all children and youth are able to access enriching and engaging programs and services that promote their healthy development regardless of their family's income or background." The Strategy outlines ten goals including four that strongly relate to the *Arts Umbrella Surrey* proposal as documented below:

Goal 6 – Provide services and programs that promote the developmental needs of early year's children, middle year's children and youth.

Goal 7 – Make programs and services inclusive and accessible to the diversity of children and youth in Surrey.

Goal 9 – Promote social cohesion by animating community spaces through events, arts and culture.

Goal 10 – Work with other government agencies and community agencies to ensure that children and youth have access to the range of opportunities, services and programs that they need.

Research by a UBC/United Way of the Lower Mainland study examining the after-school lives of middle years children, which was used in developing the above-referenced Strategy, advises that “the vast majority of children said that during the after-school hours they wanted to be engaged in activities that build their competence, physical health and connectedness”. The youth that were surveyed stated that they “would like a greater variety or range of activities, especially artistic and creative activities”.

The Arts Umbrella organization believes that children and youth who develop arts literacy (knowledge, skills and abilities) will:

- Learn to appreciate the arts as participants and spectators;
- Learn technical skills related to the arts;
- Develop self confidence and self worth;
- Explore and develop creativity and innovation;
- Learn how to work with others;
- Develop discipline; and
- Improve their odds of success in all areas of their lives.

These outcomes are consistent with the goals of Surrey’s Child and Youth Friendly City Strategy. The *Arts Umbrella Surrey* proposal is also consistent with Surrey’s Cultural Strategic Plan (1999 – 2003) and the objectives of the Parks, Recreation and Culture Strategic Plan (2008). One such objective is that the City should play a facilitation role and collaborate to develop a comprehensive, decentralized arts delivery system throughout the City.

Arts Umbrella is proposing to establish a solid foundation for assisting the City in achieving many of its objectives in relation to supporting children and youth. Arts Umbrella has now confirmed that it has achieved funding of \$9,000/year for three years from Deloitte and \$50,000/year for three years from BMO along with one time funding of \$15,500 from the Steve Nash Foundation. Arts Umbrella is currently in discussions with various building owners across the City to establish locations from which their services will be delivered. They hope to open at least one location in the fall of 2011 in City Centre and phase in future locations in the South Surrey and Cloverdale areas.

Arts Umbrella is proposing to offer classes that will be a combination of visual arts, theatre art, early learning and music. The following are examples of class descriptions that are being considered for the Surrey program:

Dress-Up Drama (ages 3-4)

The sharing of stories and myths from around the world sets the scene for the children’s journeys through the landscape of imagination. Through inspirational theatre games, children create their own stage and pretend to be fantastical creatures, using costumes from Arts Umbrella’s ‘tickle trunk’.

Drawing, Painting & Printmaking (ages 6-8)

Children experiment with techniques and materials, from oil pastel and tempera paints to printing inks and collage. They create unique works of art with drawing, painting and carving, and develop their own artistic expression as they learn about artists and historical influences.

Mixed Media & Sculpture (ages 9-12)

Students enter the world of three-dimensional art forms, and develop skills and techniques using materials and methods of sculptural design. They create their own pieces with traditional techniques and experimental methods, using wood paint, papier mâché and found objects.

Arts Umbrella plan to expand on the free outreach programs they are currently delivering including after-school programs at Lena Shaw Elementary and Spring Break camp at Mary Jane Shannon Elementary. In addition they plan to run a free after school program (likely visual and theatre arts based) and early learning classes (e.g. Musical Expressions, Dress Up Drama, Art Start) at a location in central or North Surrey. In the first year of operation in Surrey they anticipate reaching between 1500 and 2000 children and youth.

Gift-in-Kind Support:

In response to the Arts Umbrella request for a gift-in-kind related to promotions support, staff recommend providing a half page of advertising space in each of four consecutive quarterly issues of the PRC Leisure Guide, starting with the Fall 2011 issue. Also, over the same one year period, Arts Services staff will incorporate Arts Umbrella programming announcements on the City's web site.

The Manager of Arts Services as a member of the Arts Umbrella Steering Committee will monitor the participation levels in Arts Umbrella classes and its program development. A year-end report will be provided to Council on the progress of the Arts Umbrella initiatives.

SUSTAINABILITY CONSIDERATIONS

The Arts Umbrella proposal if implemented will support the socio-cultural objectives in the City's Sustainability Charter by:

- providing a range of accessible and affordable cultural services (Goal SC1);
- establishing major arts and cultural facilities in central locations throughout the City (Goal SC 12);
- promoting and raising awareness of arts and culture in Surrey (Scope Action SC4-6); and
- promoting education and awareness by encouraging institutions to take responsibility to achieve a sustainability city (Scope Action SC8-1).

The Charter recognizes that there is a need for investment in social infrastructure south of the Fraser River and recommends that the City work with senior governments to ensure investments match the needs of a rapidly growing population in Surrey.

CONCLUSION

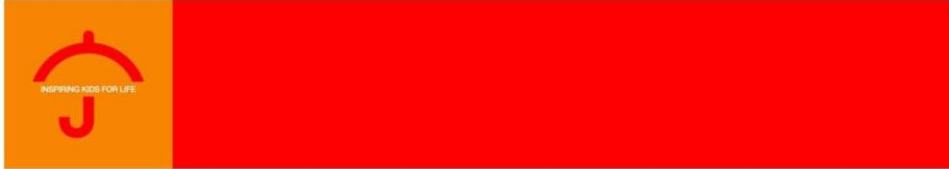
Based on the above discussion it is recommended that the Finance Committee recommend to Council, subject to Arts Umbrella establishing and maintaining a base of operations in Surrey from which programs and services are provided to children and youth in Surrey and reporting annually to the City the results of their operations in Surrey for the immediately preceding year and their plans for the following year, that Council:

- approve funding to Arts Umbrella Surrey of \$25,000 from the Council Initiatives Fund to support this organization in the delivery of programs and services to Surrey children and youth in 2011 and approve the City providing to Arts Umbrella as a gift in kind for one year promotions assistance in the Parks, Recreation and Culture Leisure Guide and on the City's web site as generally described in this report; and
- instruct staff to include for the years 2012 and 2013 in the 2012-2016 Five Year Financial Plan, \$25,000 funding per year for Arts Umbrella Surrey.

Laurie Cavan
General Manager
Parks, Recreation and Culture

Appendix 1 – Letter, dated October 28, 2010, from Arts Umbrella

f:\park-rec\wpcentre\corprts\2011\arts umbrella surrey.docx
. 3/10/11 3:15 PM



arts**UMBRELLA**™

October 28, 2010

Councillor Barbara Steele
City of Surrey
14245 - 56th Avenue
Surrey, BC V3X 3A2

Dear Councillor Steele:

Further to your request, please find attached a detailed request for support to the City of Surrey for Arts Umbrella's Surrey initiative.

We are respectfully asking the City consider supporting Arts Umbrella Surrey in the amount of \$25,000 a year for three years (2010/11, 2011/12 & 2012/13) as well as a gift-in-kind provision of marketing services.

We greatly appreciate the support we have received from the Mayor, City Council and many city staffers to date. Your commitment and dedication to helping us make this project a reality has been integral getting us where we are today.

We have analyzed the risk and determined that in order to achieve our goal of a soft launch in spring 2011 we must have 50% of our start-up and operating funds in place and have a location secured by the end of the year.

Like the city, Arts Umbrella is committed to helping children and youth develop into happy, healthy and contributing members of society. Working together through a long-term investment we can make Surrey a place where children are given the opportunities and experiences they need to become successful, engaged citizens of the future.

Please do not hesitate to contact me should you have any questions. I can be reached at 604-681-5268 x 229 or lpacey@artsumbrella.com.

I look forward to discussing this opportunity with you further.

Regards,



Lucille Pacey
President & CEO

arts**UMBRELLA**[™]

Arts Umbrella Request for Support

1. Introduction

As one of Canada's foremost providers of children's arts education, Arts Umbrella is looking to expand its operations to establish a presence in the City of Surrey. Arts Umbrella Surrey would offer unique and meaningful arts programming for all children, to educate children in the arts, and to build a lifelong audience for the arts. We plan to offer dynamic tuition-based and funded arts programs in a variety of disciplines.

Arts Umbrella Surrey will serve as an important contributor to helping the city achieve its goal to create a child and youth friendly city. Arts Umbrella recognizes that exposure to the arts resonates beyond the development of well-rounded children, and that it plays an integral role building strong, healthy, and dynamic communities. Through the delivery of our programs in Surrey we hope to bring skills development and personal growth to the city's children and youth, while at the same time contribute to creating a cohesive, economically vibrant community.

2. Start-up Costs

The following is a breakdown of start-up costs for Arts Umbrella Surrey:

TOTAL – \$216,125

Facility - \$108,000

Program Supplies & Equipment - \$66,200

- Priority 1 – basic supplies = \$38,700
- Priority 2 – portable Mac digital arts lab = \$20,000
- Priority 3 – black box theatre lighting = \$7,500

Administrative Supplies & Equipment - \$11,925

Contingency - \$10,000

HST - \$20,000

In addition to the above-listed costs, we must raise \$195,560 in operating costs (including lease) for the first eight months of operation (January – August 2011).

3. Financial Commitments to Date

Deloitte (confirmed) - \$9,000/yr for 3 yrs

BMO (pending) - \$50,000/yr for 3 yrs

Steve Nash Foundation (pending) - \$25,000

4. Request to City of Surrey

Cash - \$25,000/yr for 3 years

GIK – marketing support through City of Surrey websites and Leisure Guides

5. Summary

This year Arts Umbrella will invest over \$50,000 in program delivery for the children and youth of Surrey through the delivery of fully funded outreach programs at three different high-needs schools.

As we look to the future, we are excited by the opportunity to continue contributing to making Surrey a child and youth friendly city. Our vision is to create a high-impact, positive artistic organization that will nurture the development of creative, confident, tolerant children in a safe environment. We will achieve this, by building on our past success and customizing to meet the needs of Surrey's community.

Arts Umbrella Surrey Programs – Winter/Spring Program Guide

Appendix B

artSUMBRELLA™

Surrey programs
winter & spring 2012



at The Shops at Morgan Crossing
Classes available for ages 2–19.

class schedules

Arts Umbrella classes provide diverse opportunities for children and youth to discover their artistic voice in a positive learning environment. Inspire your child by registering for any of the following classes! (See reverse for registration information)

EARLY LEARNING – An inspired introduction to self-expression for ages 2–6. Parent & Me classes transition young learners into the learning environment; other classes encourage age-relevant modes of expression.

MEDIA ARTS – Build a foundation of technical understanding, visual literacy and practical skills for using new media for creative expression and discovery.

THEATRE ARTS – Elements of performance, improvisation and play for stage and film develop an artistic sensibility and self-confidence to express with voice and movement on stage.

early learning

ART START

- (ages 3–5)
- W** 9:30–10:15am
Th 9:30–10:15am, 10:30–11:15am
F 9:30–10:15am, 10:30–11:15am
Sa 9:15–10:00am
Su 9:15–10:00am, 10:15–11:00am
Fee: Winter - \$120 Spring - \$165

CREATIVE DANCE

- (ages 3–5)
- W** 9:30–10:15am
Sa 9:15–10:00am, 10:15–11:00am
Su 9:15–10:00am
Fee: Winter - \$120 Spring - \$165- (ages 5–6)

Su 12:00–1:15pm
Fee: Winter - \$140 Spring - \$195

CREATIVE DRAMA

- (ages 5–6)
- F** 5:30–6:45pm
Su 1:45–3:00pm
Fee: Winter - \$140 Spring - \$195

DRAWING & PAINTING

- (ages 5–6)
- W** 3:45–5:00pm
F 3:45–5:00pm
Sa 12:30–1:45pm
Su 10:15–11:30am
Fee: Winter - \$160 Spring - \$220

DRESS-UP DRAMA

- (ages 3–5)
- W** 10:30–11:15am
Th 9:30–10:15am
F 10:30–11:15am
Sa 11:15–12:00pm
Fee: Winter - \$120 Spring - \$165

MIXED MEDIA & SCULPTURE

- (ages 3–5)
- Th** 10:30–11:15am
F 9:30–10:15am
Sa 11:15–12:00pm
Fee: Winter - \$120 Spring - \$165- (ages 5–6)

W 5:30–6:45pm
Fee: Winter - \$160 Spring - \$220

MUSICAL EXPRESSIONS

- (ages 3–5)
- W** 10:30–11:15am
Sa 10:15–11:00am
Fee: Winter - \$120 Spring - \$165

PARENT & ME: CREATIVE DANCE

- (ages 2–3)
- Th** 10:30–11:15am
F 9:30–10:15am
Sa 11:15–12:00pm
Su 10:15–11:00am
Fee: Winter - \$120 Spring - \$165

PARENT & ME: MUSICAL EXPRESSIONS

- (ages 2–3)
- W** 9:30–10:15am
Sa 9:15–10:00am
Fee: Winter - \$120 Spring - \$165

PARENT & ME: VISUAL ARTS

- (ages 2–3)
- W** 10:30–11:15am
Th 9:30–10:15am
F 10:30–11:15am
Sa 10:15–11:00am
Su 9:15–10:00am
Fee: Winter - \$120 Spring - \$165

media arts

CARTOONING

- (ages 6–8)
- Th** 3:30–5:00pm
Fee: Winter - \$190 Spring - \$265

CLASSICAL ANIMATION

- (ages 6–8)
- Sa** 12:30–2:00pm
Fee: Winter - \$190 Spring - \$265

DIGITAL & MEDIA ARTS

- (ages 9–12)
- Su** 3:30–5:00pm
Fee: Winter - \$190 Spring - \$265

KID TECH

- (ages 6–8)
- Su** 1:45–3:15pm
Fee: Winter - \$190 Spring - \$265

theatre arts

ACTING FOR THE CAMERA

- (ages 13–19)
- Su** 3:30–5:30pm
Fee: Winter - \$225 Spring - \$310

CREATIVE DRAMA

- (ages 6–8)
- W** 5:30–7:00pm
Th 5:30–7:00pm
F 3:30–5:00pm
Sa 2:30–4:00pm
Fee: Winter - \$170 Spring - \$230
 - (ages 9–12)

W 3:30–5:00pm
Sa 4:30–6:00pm
Fee: Winter - \$170 Spring - \$230

MUSICAL THEATRE

- (ages 9–12)
- Th** 3:30–5:00pm
Sa 12:30–2:00pm
Fee: Winter - \$170 Spring - \$230

THEATRE WORKSHOP

- (ages 13–19)
- Th** 5:30–7:30pm
Fee: Winter - \$225 Spring - \$310

visual & applied arts

ARCHITECTURE

- (ages 6–8)
- F** 5:30–7:00pm
Fee: Winter - \$190 Spring - \$265
 - (ages 9–12)

F 3:30–5:00pm
Fee: Winter - \$190 Spring - \$265

DRAWING & PAINTING

- (ages 6–8)
- W** 3:30–5:00pm
Th 3:30–5:00pm
Sa 4:30–6:00pm
Su 12:00–1:30pm, 1:45–3:15pm
Fee: Winter - \$190 Spring - \$265
 - (ages 9–12)

Th 5:30–7:00pm
F 5:30–7:00pm
Sa 2:30–4:00pm
Su 12:00–1:30pm
Fee: Winter - \$190 Spring - \$265

MIXED MEDIA & SCULPTURE

- (ages 6–8)
- Su** 3:30–5:00pm
Fee: Winter - \$190 Spring - \$265

VISUAL ARTS WORKSHOP

- (ages 13–19)
- W** 5:30–7:30pm
Fee: Winter - \$255 Spring - \$355

WESTMINSTER SAVINGS ARTS UMBRELLA ART-FULL SATURDAYS*

- (ages 0–99)
- Sa** 2:30–4:30pm
Drop-in Fee: \$12

*This class is available on a drop-in basis.
Please note: all children participating in Art-Full Saturdays must be accompanied by a parent or guardian. For groups, there must be one adult for every two children.

artSUMBRELLA™

The Shops at Morgan Crossing
#N112-15850 26 Avenue
Surrey, BC V3S 2N6

how to register

At Arts Umbrella, we know that creative expression is fun! We also know that arts learning provides kids with skills and ways of thinking that can benefit them for life.

Registration for Arts Umbrella Surrey opens November 15, 2011, and continues throughout the program year.

ONLINE

New and returning students can register online.

www.artsumbrella.com

IN PERSON

Visit our Student Services team at Arts Umbrella Surrey at The Shops at Morgan Crossing.

BY PHONE

Call us at
604.681.5268 x222

SESSION DATES:

Winter Session: January 11–March 4, 2012

Spring Session: March 28–June 17, 2012

OFFICE HOURS:

Wednesday to Friday 9:00am–7:30pm

Saturday 9:00am–6:30pm

Sunday 9:00am–5:00pm

Closed Monday, Tuesday and statutory holidays

Arts Umbrella is a not-for-profit centre for arts education for young people, ages 2–19, dedicated to inspiring kids for life through the arts.

Phone: 604.681.5268 x222
Fax: 604.681.5272
registration@artsumbrella.com

Register online!
www.artsumbrella.com

Arts Umbrella Central Surrey

Appendix C

Arts Umbrella Central Surrey
Park Place #2 13678 – 100 Avenue
Surrey BC, V3T 0H2

Since 1989, Arts Umbrella has provided young people, from all economic backgrounds, with the opportunity to benefit from arts education close to their home. Arts Umbrella recognizes that even though we offer funded and subsidized programs at our Granville Island location, many children still do not have access to safe transportation to our core facility. This, along with extensive research on the importance of arts education for children, is why we deliver dynamic workshops and performances offsite at schools, community centers and day-cares throughout Metro Vancouver.

As part of its commitment to accessibility, Arts Umbrella is planning to expand its operations into the City of Surrey. Due to the expansive geographic footprint of Surrey as well as our Board's ongoing commitment to open access for all children, Arts Umbrella has decided to open two locations concurrently: one in south Surrey and one in central Surrey.

With the generous help of Terry Hui and Concord Pacific, a small leased facility (1300 sq ft) will be established at #2 13678 – 100 Avenue. This facility is located near the new City Hall and SFU Campus to serve the many children in that area who would not typically have any access to arts education.

Projected to open in January 2012, this facility will offer tuition programs to children between the ages of 2 to 5, in creative movement, visual arts, dramatic work and music. This location presently houses many young families and we are interested in providing programming for the young children that live right in the complex; this will constitute our day time programming for approximately 30 children over the week. Free after school programs will be offered to the children in the immediate vicinity in visual arts, theater arts and music fundamentals. We presently have funding to serve 40 children weekly in the free afterschool programs. The Central Surrey location will also be the staging location for all the programming that is delivered at no charge to the vulnerable children in the community. Typically these programs are offered in partnership with the School District, and/or other service agencies like the Immigration Services Society who are responsible for the safe and responsible settlement of new Canadians.

Classes will be taught by working artists from the Surrey community as well as long-time Arts Umbrella faculty. Arts Umbrella Surrey will service the city's ever-growing population of children and youth. Currently, 27% of Surrey's population is 19 years and under. Of that population, 23% of children under six are living in poverty and 30% of children entering grade one in Surrey are assessed as being vulnerable in terms of readiness to learn.

Arts Umbrella Surrey will serve as an important contributor to helping the city achieve its goal to create a child and youth friendly city. Arts Umbrella recognizes that exposure to the arts resonates beyond the development of well-rounded children, and that it plays an integral role building strong, healthy, and dynamic communities. Through the delivery of our programs in Surrey we hope to bring skills development and personal growth to the city's children and youth, while at the same time contribute to creating a cohesive, economically vibrant community.

The feedback we have received to date through our community consultations and the execution of a market research study confirms that there is a place for Arts Umbrella Surrey in the community. The general consensus is that there is a want and need for more children's arts programs. The city's own consultation with youth further supports this notion as respondents stated that "there aren't many opportunities to take part in arts and culture activities" and "youth want more opportunities to express themselves creatively".³

As we look to the future, we are excited by the opportunity to contribute to making Surrey a child and youth friendly city. Our vision is to create a high-impact, positive artistic organization

where we will nurture the development of creative, confident, tolerant children in a safe environment.

Your support will help us establish a safe and sustainable location that can become the hub for children at risk who have no access to arts programming in their community. We are starting small and will expand only as the resources are identified to help us meet the identified needs in the community. Our challenges are daunting however we are committed to making this location a reality and look forward to working with you as we deliver our programming.

Our startup costs are estimated to be approximately \$150,000; your donation of \$25,000 for 3 years is so important to the overall success of this initiative.

Thank you for your serious consideration of this request.

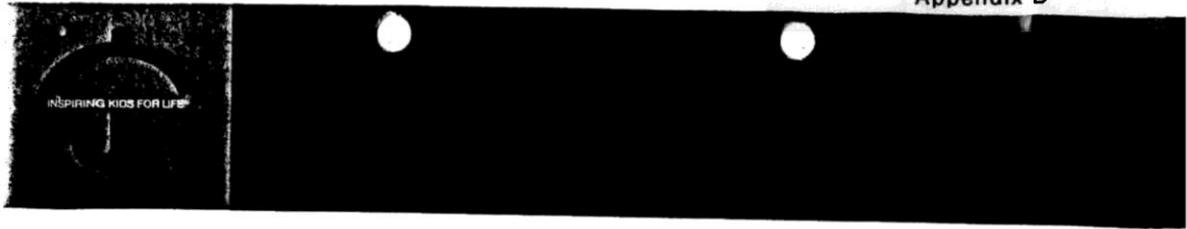
¹ By 'funded', we mean programs that are delivered free of charge to the child.

² City of Surrey, "Creating A Child and Youth Friendly City: What Does It Mean?" 3.

³ City of Surrey, "Results of Consultations with Children, Youth and Families Report," Sept. 2009: 23.

Arts Umbrella Letter, August 12, 2011

Appendix D



artsUMBRELLA™

August 12, 2011

Mayor Dianne Watts & Council
Mayor's Office
City of Surrey
14245 - 56th Ave
Surrey, BC V3X 3A3

SURREY PARKS, RECREATION
& CULTURE DEPARTMENT
1850-01 X
AUG 19 2011
RECEIVED BY
Per _____

CLERKS DEPT.
1850-20
AUG 18 2011

TO Council NS
For your information
For CRM
In CITY CLERK

cc: GM Finance
GM PRIC

Dear Mayor and Council:

RE: CR No. F023 dated December 6, 2011

Thank you for your support of Arts Umbrella's expansion into Surrey and your recent financial commitment to support our operating costs. We are very appreciative of this funding which provides the stability we seek as we build out the services for the children in your community.

As we move forward on our South Surrey location, we begin the task of addressing the build out in Central Surrey. We have been approaching various donors to support us with this initiative and at the present time are in a position where we have a single donor who is prepared to support us both with capital and operating costs, under the condition that we identify matching funds. It has come to our attention that the above noted document CR No. F023, page 5 under the Capital Expenditures Table there is a heading for City Wide -Private Partnerships for Recreational Delivery with a budget of \$1M for each of five years. It is our understanding that this fund is applicable to Parks, Recreation and Culture partnership opportunities on a matching fund basis. Further, we appreciate that this fund has supported a variety of recreation facility developments and that the fund is now depleted for 2011. Therefore, we are seeking information as to how to apply to this fund for support in 2012.

Our discussions with our donor have been very positive and encouraging. We are now in a position to demonstrate to the donor how his funds will be leveraged. While we are very excited to have the support of the property developer with free lease costs for three years, we are still faced with the responsibility of building out the space. Our build-out costs are estimated to be \$95,000; furnishings and initial supplies will be an additional \$30,000. We have asked our donor to support us for half of the build-out and the \$30,000 to cover furnishings and initial supplies. It is our hope, that the City of Surrey will consider matching the donor's commitment for capital costs with a \$50,000 grant from the above-noted fund or any other fund that might be appropriate such as the Council Initiative Fund

...2

We are very excited to be providing a safe space for children in Central Surrey and recognize the importance that our art education programs can have in a child's life. We have been successful in identifying donors who will support us in the delivery of free after-school programs to children in the Central Surrey area and now our priority is to ensure we have a space that is appropriate to their needs.

Please do not hesitate to contact me should you have any questions. I can be reached at 604-681-5268 x 229 or lpacey@artsumbrella.com.

Thank you for your consideration of this request.

Sincerely,



Lucille Pacey
President & CEO

cc: Councillor Bob Bose, Councillor Tom Gill, Councillor Linda Hepner, Councillor Marvin Hunt, Councillor Mary Martin, Councillor Barinder Rasode, Councillor Barbara Steele, Councillor Judy Villeneuve, Laurie Caven, General Manager, Parks Recreation & Culture, Sheila McKinnon, Manager, Surrey Arts Centre

2012 Financial Plan – Council Initiatives



2012 FINANCIAL PLAN
COUNCIL INITIATIVES

Appendix E

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	267,341		
2011 Proposed Budget	<u>250,000</u>		\$ 517,341
Sponsor Appreciation Event	10,000		
RCMP 60th Anniversary Exhibit	20,000		
Surrey Minor Hockey - Provincial Championships	3,000		
Arts Umbrella Surrey (1st year of 3-year program)	25,000		
2011 Flavours of Surrey Event	15,000		
Red FM 5th Annual Run	5,000		
Annual Pride Festival	1,000		
Mayor's Charity Ball	3,250		
2011 Canadian Junior Boys Golf Championship	10,000		
2012 Doors Opens Surrey Event	50,000		
Break the Silence on Violence Against Women	10,000		
Surrey Crime Prevention Society - Annual General Meeting & Awards	1,000		
SFU - Diwali Dinner	2,500		
SFU - Annual Gala Dinner	5,000		
SFU - Annual Gala Dinner - Councillor Attendance	2,000		
SASSY Awards	2,500		
Hargobind International Wrestling Championship	11,000		
Surrey City Orchestra	40,000		
Surrey Fire Fighters' Historical Society	18,000		
Immigrant Women's Resource Centre	2,000		
REC for Kids Society	350		
Allocations for 2011		<u>\$ 238,600</u>	<u>\$ 280,741</u>
2012 Proposed Budget	<u>250,000</u>		\$ 530,741
Arts Umbrella Surrey (2nd year of 3-year program)	25,000		
Arts Umbrella re: Tenant Improvements	50,000		
Allocations for 2012		<u>\$ 75,000</u>	<u>\$ 455,741</u>