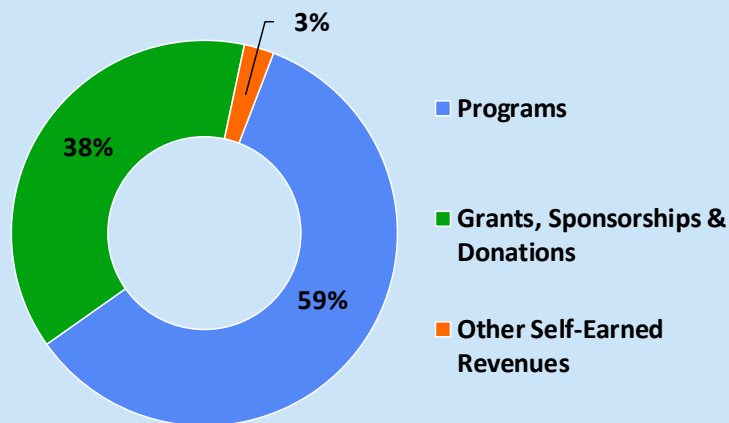


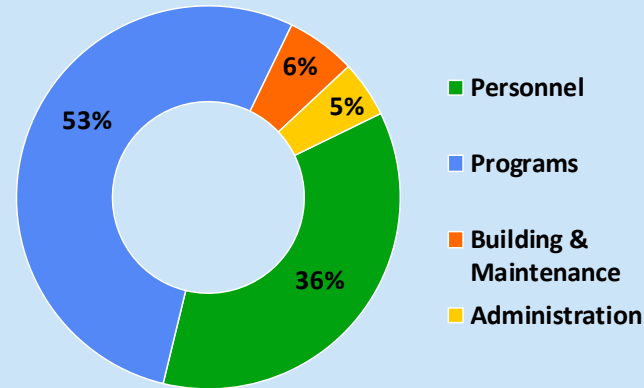
Statistics

Revenues 2018



- 2018 revenues self-earned**
 - 59% from program fees
 - 3% from facility rentals, gallery and artisan shop sales and investment income
- 2018 revenues from grants, sponsorships and donations**
 - 35% from City of Coquitlam Operating Grant
 - 3% from other grants, sponsorships and donations

Expenditures 2018



Teachers, Staff, Volunteers & Artists at Place des Arts

- 596**
 - 28 full- and part-time staff
 - 115 contracted teachers
 - 189 volunteers served 4,947 hours
 - 264 gallery and artisan shop artists



home to our arts community

PLACE DES ARTS

2018 Annual Report

1120 Brunette Avenue, Coquitlam • 604.664.1636
 placedesarts.ca • @pdacoquitlam



Thanks to our supporters

Thanks to our many kind-hearted bidders, donors and sponsors, our second annual online auction fundraiser was a great success. With their help, we raised \$10,000. The proceeds will be used to improve access to the arts for in-need youth and families in our community. Our heartfelt thanks to the over 135 individuals, businesses and organizations who supported Place des Arts in 2018 through grants, donations and gifts in-kind.

Government

- City of Coquitlam
Place des Arts is grateful for the ongoing support and annual operating grant provided by the City of Coquitlam.
- Employment and Social Development Canada (Canada Summer Jobs)
- Department of Canadian Heritage (Building Communities through Arts & Heritage)
- Province of British Columbia: Multiculturalism Grants

Foundations & Grant Programs

- Coquitlam Maillardville Heritage Trust, Hamber Foundation, Jack Gin Family Foundation held at Vancouver Foundation, Metro Vancouver Cultural Grants, TD MusiCounts, Theatre Society Legacy Fund

Businesses

- Dion Custom Metal Fabrication & Design Ltd., Vancity Maillardville Community Branch

Media Sponsor

- Tri-City News

Gifts in-kind \$2500 +

- International Web Express Printing

Gifts in-kind \$1000 +

- Coquitlam Centre, VIA Rail

Gifts in-kind \$500 +

- Canadian Tire #608 Coquitlam, Innovative Fitness, Peak Dental Arts, Vancouver International Film Festival

Gifts in-kind \$1 - \$500

- 3M Canada, Alliance Massage Therapy Centre Inc., Angelo's Salon and Spa, Anton's Pasta Bar, Arts Club Theatre Company, Ballet BC, Bard On The Beach Shakespeare Festival, Barre Fitness Port Moody, BC Lions, BC Sports Hall of Fame, Beaty Biodiversity Museum, Black Rock Oceanfront Resort, Britannia Mine Museum, Browns Socialhouse Town Centre, Burger Heaven, Cactus Club Café, Capilano Suspension Bridge, Charlie's Chocolate Factory, Choices Market, Climb Base5, Cobs Bread Sunwood Square, Coquitlam Chop Shop, Coquitlam Grill, DavidsTea, Evergreen Cultural Centre, Everything Wine, Filomena Spa and Salon, Forbidden Vancouver Walking Tours, Greater Vancouver Zoo, H.R. MacMillan, Space Centre, Hard Rock Casino Vancouver, Hunni's Coquitlam, Il Terrazzo Ristorante, Keurig Canada Inc., Kushala Yoga, Landmark Cinemas, Leash Loft & Spa, Lougheed Town Centre, Mastermind Toys, Minuteman Press, Nita Lake Lodge, Old Spaghetti Factory, Pacific National Exhibition (PNE), Pacific Theatre, Pandora's Locks, Peak Dental Arts, Plum, PuSh International Performing Arts Festival, Royal BC Museum, Royal City Musical Theatre, Sammy J's Coquitlam, Sandman Hotel Group, Seattle Mariners, Silver Reef Hotel Casino Spa, SilverCity Coquitlam and VIP Cinema, Skoah, Spa Utopia, The Cinematheque, The Cultch, The Golden Boot Caffe, Thrifty Foods #23 Port Moody, Trail Appliances, Tri-City Building Maintenance, UBC Museum of Anthropology, Vancouver Aquarium, Vancouver Bach Choir, Vancouver Canadians Club, Vancouver Canucks, Vancouver Chamber Choir, Vancouver Christmas Market, Vancouver Circus School, Vancouver Folk Music Festival, Vancouver Opera, Vancouver TheatreSports League, Village Toy Shop, W.P.J. McCarthy and Company Ltd., Westwood Plateau Executive Course, White Spot, WildPlay Element Parks Maple Ridge.

Individual Donations

- Jane Appleby, Lucienne Anczykowski, Cecile Bouvier, Noreen Chila, Jane Clayton, Gillian Elliott, Joann & Stan Enns, Barbara Hobson, Anna Kan, Darrell Lim, Jean-Paul Lebert, Joanne Lebert, R & L Lebert, Joan McCauley, Laurie Thompson, Challen Pride-Thorne, Suzanne Walry, Irene Weisner.

2018 was a transformational year for Place des Arts! We launched a compelling new brand and an easy-to-navigate, mobile-friendly website. We welcomed an abundance of new teachers. And we sadly lost one of our most dedicated supporters, Place des Arts founding member and long-time board member Fern Bouvier, who passed away in 2018 at age 83.

For our rebrand and website, we worked with Carter Hales Design Lab who created a vibrant new visual identity system and developed a welcoming new positioning line: *Home to our arts community.*

Carter Hales took inspiration for this slogan not only from the beautiful heritage home complete with its historical mansard roof that is now the Place des Arts facility, but also from the warm, welcoming sense of home that many of our clients feel when they are at Place des Arts.

Much of that sense of home was fostered by Fern. A school art teacher and jewelry artist, he championed arts education his entire life. When reflecting on Place des Arts' beginnings he said, "When you walk into a school you get a feeling . . . I guess you call it a *vibe*. Is this a warm, welcoming place? Is this a happy place? Are kids comfortable here? It's hard to put your finger on it, but we were determined that whatever we did, we would try to make a place that was warm and welcoming to the kids and to the parents."

We are indebted to Fern's vision, leadership and years of dedication. In 1972, he led the then Coquitlam Fine Arts Council on their mission to find our "home" for the arts. He pressed the City of Coquitlam to secure our building, he gave us our name, and, as a committed volunteer, he helped Place des Arts grow from its humble roots into the well-respected and thriving arts organization we are today.

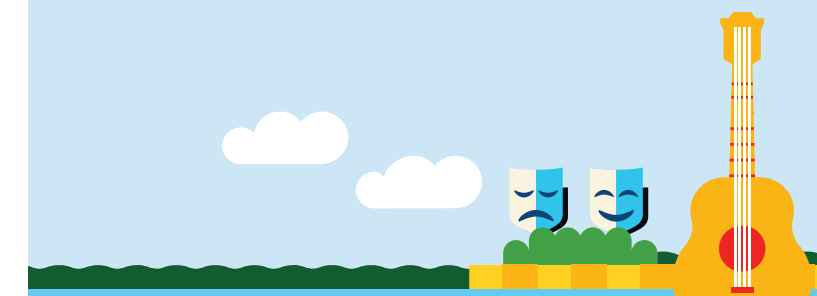
Fern has left an important legacy to Coquitlam's arts community and to all the people who learn at Place des Arts—a legacy that will live on in our new brand as *home to our arts community.* He will be dearly missed.

Barb Hobson
 President, Coquitlam Place des Arts Society

Visits to Place des Arts in 2018

Visits by music students	31,187
Visits by visual arts students	18,316
Visits by dance & movement students	16,287
Visits by theatre & literary arts students	5,831
Visits by art camp students	4,459
Visits by school children on field trips	1,848
Visits by event & performance attendees	15,165
Visits by community groups & the general public	16,004

Total visits ----- **109,097**



Key Achievements



launched our new brand

One of our strategic goals is to *communicate the Place des Arts story*. We did this, in part, through one of our biggest achievements of 2018 — the launch of our new brand!

The decision to rebrand resulted from updates to our vision, mission, core values statements and our strategic plan. These updates compelled us to look at our brand and ask ourselves, “Does it effectively convey who we are today and how we want to position ourselves as we move towards the future?”

We decided that our brand needed a refresh, and engaged award-winning firm Carter Hales Design Lab to create a new visual identity system that captures our artistic vibrancy and the growing role we play in building community and fostering a sense of belonging.

Over the years, we’ve heard many words used to describe the Place des Arts vibe: warm, welcoming, vibrant, inspiring. But chief among them is the word *home*. “Place des Arts is like home to me” is the phrase we hear more than any other. It is no surprise, then, that *home* was the word Carter Hales used to inform the development of our new brand and the tagline: *home to our arts community*.

For the logo, Carter Hales took inspiration from the iconic mansard roofline of our original historic home, Ryan House. Immediately recognizable and relatable, the mansard shape becomes a striking “A” — the logo’s centrepiece.

Carter Hales chose a colourful palette for a series of graphic illustrations that playfully convey the variety of artforms that converge under our roof. The graphics evoke inspiration and the warm, welcoming feeling that so many experience at Place des Arts. The bold but friendly look reflects our goals to increase awareness of the arts, remove barriers to participation and invite more people to explore their creativity in ways that are meaningful to them.

After months of work, we launched our new logo, tagline and illustrations in June and our new website in September. We couldn’t be happier with the new brand and feel it is a fresh and inspiring reflection of the unique Place des Arts experience.

Brand launch story contest

In celebration of our brand launch, we held a *My Place des Arts Story* contest. Winners received cash prizes and the opportunity to star in a *My Place des Arts Story* video. To enter the contest, people were asked to respond to the following:

1. Tell us why (or how) Place des Arts feels like home to you.
2. How do you feel when you come to Place des Arts?
3. Share one of your memorable experiences at Place des Arts.

We received 45 heartwarming entries that reaffirmed our belief that Place des Arts is a second home to many of our clients. With so many wonderful stories to choose from, picking the prize winners was a daunting task indeed.



L - R: second place winner Tara Campbell, third place winner Bella Han, first place winner Donna Forsyth

Congratulations to the winning storytellers!

- First place: Donna Forsyth
- Second place: Tara Campbell
- Third place: Bella Han
- Honourable mentions:
Natalie Quiring
Anita Hubbard

How does Place des Arts feel like home to our contest winners?

Donna Forsyth says . . .

Home to me is a place where you can be 100% you! Where you can be grounded in your authenticity whatever that looks like in the moment. Place de Arts is this place, and my family and I have enjoyed it for over 20 years.

Since the age of 3 or 4 my children have loved the summer art camps. So much so, that I would have to camp in a lawn chair and blanky under the stars with a few other die hards at 3am to sign up the kids for summer camp before there was online sign up. Why would I do such a thing you may ask? Because it was that important. Having two shy children (one on the autism spectrum) means the environment has to feel good to them to thrive. Home is such a place, and *Home* became Place des Arts.

Tara Campbell says . . .

Place des Arts; a trusted old friend and a twist of novelty . . . home for all our families’ generations. Place des Arts is a collection of talented folks sharing their passions with students who are ever keen to grow, hone and display their work.

There may be a time in the middle of the rainy season when you arrive at Place des Arts feeling a little less than fine, but keep in mind the home sweet home kitchen. It’s the perfect place to make a cup of tea — what a comfort! Place des Arts, brimming with talent and creativity, exudes the comfort of a favourite childhood blanket and is as original and fresh as the next artistic expression.

Bella Han says . . .

Place des Arts feels like home to me because of the welcoming environment that I have been encountering since my first step into the building. My family and I are at Place des Arts 4 to 5 days a week; we practically live there!

I have an affectionate relationship with Place des Arts. The school provides me with so much love, education and trust. It’s a tight-knit community where I feel happy, safe and cherished, even when my parents only drop me off (although, most of the time they’re sitting in Place des Arts where they are comfortably doing their work).

Read the full winners’ stories on our website and view their video vignettes on our YouTube channel! Get there by clicking on the YouTube icon on our website at placedesarts.ca.

1,689

subsidized our students

Another of our strategic goals is to *deliver the best in arts education for all ages and backgrounds*. One of the ways we achieve this goal is to increase affordable, accessible arts education programming.

With some of the highest rates of working poverty in Metro Vancouver, the need for low-barrier and inclusive arts programs is greater than ever in Coquitlam. In 2018, we are pleased to have been able to provide financial assistance to 1,689 students.

4 bursaries awarded to Place des Arts students with financial need

13 scholarships awarded to Place des Arts students for excellence and achievement

22 ArtReach school program* spots provided to local school children to learn fibre arts and piano

38 class subsidies given to families with financial need, in partnership with the City of Coquitlam’s *Get Connected, Get Active* program

54 ArtReach summer camp spots offered to low-income children in our community

70 Adapted Arts subsidies given to people with special needs, learning difficulties or physical challenges

1,488 Artist-in-Residence program** spots provided to local school children to experience the arts and learn from professional working artists



*The *ArtReach School Program* is a new subsidized program we piloted in 2018. The program provides local school children with an introduction to an arts discipline through 10 weeks of instruction, fostering creativity, self-confidence and the development of new skills.

In the fall of 2018, 22 grade 1 and 2 students from Alderson Elementary School were introduced to the piano with teacher Jenneka MacRae and Fibre Arts with teacher Catherine Dumaine.

We are extremely grateful to Dion Custom Metal Fabrication & Design Ltd. for generously sponsoring this important program!

**As part of our 2018 Artist-in-Residence program, we partnered with The Arts Club Theatre to present a series of workshops based on the award-winning coming of age musical *Fun Home*. These workshops engaged 344 youth who explored and tackled the issues surrounding LGBTQ youth in a fun and interactive environment. The goal of the workshops was to boost self-confidence and help students find their inner voice, while at the same time raising awareness around LGBTQ issues.

15,165

engaged our community

Place des Arts continually strives to increase participation and engagement in the arts. We do this by providing multiple performance opportunities for our performing arts students, offering exciting programs specifically for youth such as our Youth Arts Council, our Coquitlam Youth Theatre Company and our Summer Teen Theatre Troupe, and by engaging members of the public in a variety of events, performances and art activities held both at Place des Arts and at events organized by our community partners.

1,820 people were inspired during 26 low-cost or free public events and performances at Place des Arts

8,053 audience members were entertained by Place des Arts students in 72 performances at the centre

685 young people dove into the arts in meaningful ways during 6 youth-centred art events at Place des Arts

4,607 members of our community enjoyed 20 free performances and art activities we offered at off-site events held by community partners

equipment purchases

As part of our re-brand, we invested in a variety of branded items to display at Place des Arts and for use when we participate in events and activities out in our community. These beautifully branded items draw attention and make us immediately recognizable as Place des Arts: *Home to our arts community!*



- 8 hanging signs for our Atrium
- 6 display signs for our front windows
- 10 custom event flags
- 4 retractable event banners
- 3 tents with branded canopies and walls
- 12 table cloths
- 1 podium decal
- 1 floor decal
- A variety of swag items for giveaways

OTHER CAPITAL PURCHASES

In 2018 we acquired new equipment to assist with program delivery including:

- 30 atomic clocks installed throughout the building to ensure all clocks are synced with the most accurate time. A big help to our teachers and students!
- 5 multi-shelf drying racks to accommodate additional visual arts classes that were programmed for the 2018/19 season.
- 2 wire hanging systems installed in our gallery spaces to make hanging artwork more efficient and reduce facility maintenance due to nail holes in the walls.

Place des Arts 2018 Board of Directors

President: Barb Hobson • Vice President: Diane E. Tucker
Treasurer: Terence van der Woude • Secretary: Steve Kim
Directors: Fern Bouvier, Travis Kang, Karolynn St-Pierre, Sharleen Sutherland

Support us!

If you like what you see, please consider donating cash or an item to our online auction fundraiser, bidding on our online auction fundraiser, or becoming a sponsor of one of our accessible programs! Find out how you can help us engage more local children, youth and adults in the arts!

Call our Resource Development Coordinator at 604.664.1636 ext. 36.

