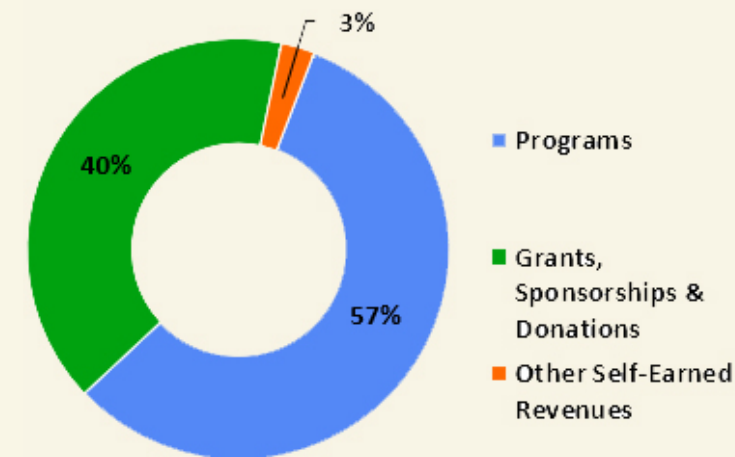


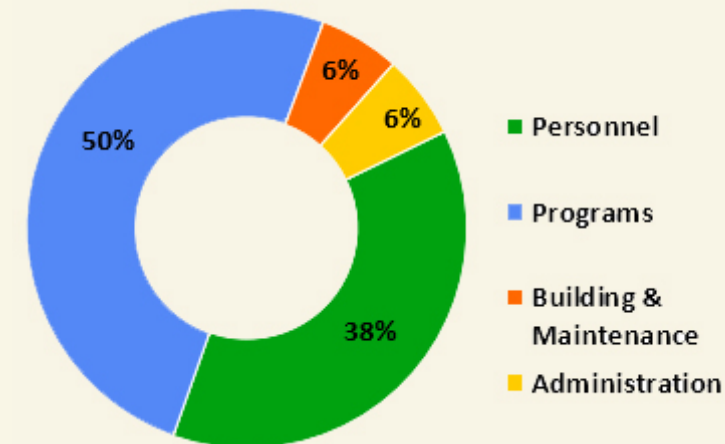
Statistics

Revenues 2019



- 60%** 2019 revenues self-earned
 - 57% from program fees
 - 3% from facility rentals, gallery and artisan shop sales and investment income
- 40%** 2019 revenues from grants, sponsorships and donations
 - 38% from City of Coquitlam Operating Grant
 - 2% from other grants, sponsorships and donations

Expenditures 2019



Teachers, Staff, Volunteers & Artists at Place des Arts

- 528**
 - 26 full- and part-time staff
 - 107 contracted teachers
 - 172 volunteers served 5,105 hours
 - 223 gallery and artisan shop artists



home to our arts community

PLACE DES ARTS

2019 Annual Report

1120 Brunette Avenue, Coquitlam

placedesarts.ca • 604.664.1636



Thanks to our supporters

Thank you to our many donors, sponsors, and participants who made our fourth annual online auction fundraiser a great success. With their help, we raised \$10,986. The proceeds are used to improve access to the arts for in-need youth and families in our community. Our heartfelt thanks to the individuals, businesses and organizations who supported Place des Arts in 2019 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.*

Department of Canadian Heritage (Building Communities through Arts & Heritage)

Employment and Social Development Canada (Canada Summer Jobs)

Foundations & Grant Programs

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

Businesses

Dion Custom Metal Fabrication & Design Ltd., Little Bangkok Thai Kitchen, Castoro de Oro Estate Winery



Media Sponsor

Tri-City News

Gifts in-kind \$2500 +

International Web Express Printing

Gifts in-kind \$1000 +

Coquitlam Centre

Gifts in-kind \$500 +

Tri-City News, Water's Edge Shoreside Suites, V2V Vacations, VIA Rail, Peak Dental Arts

Gifts in-kind \$1 - \$500

30 Minute Hit Port Moody, Alive Health Centre, Angelo's Salon and Spa, Art Knapp Plantland & Florist, Arthur Murray Dance Studio, Arts Club Theatre Company, Audain Art Museum, Ballet BC, Bard On The Beach Shakespeare Festival, Barre Fitness Port Moody, The Bateman Foundation, BC Lions, Beaty Biodiversity Museum, Best Western Plus Carlton Plaza Hotel, Britannia Mine Museum, Browns Socialhouse Town Centre, Canadian Tire #608 Coquitlam, Capilano Suspension Bridge Park, Chan Centre for the Performing Arts, The Cinematheque, Climb Base5, Club 16: Trevor Lindon Fitness, Coquitlam Express, The Cultch, Dominelli Massage Therapy & Wellness, Eaglequest Golf Centre Coquitlam, Electronic Arts, Evergreen Cultural Centre, Forbidden Vancouver Walking Tours, The Golden Boot Caffe, Gray Line Westcoast Sightseeing, Harbour Cruises and Events, Harbour Dance Centre, Hard Rock Casino Vancouver, Harrison Beach Hotel, Harrison Hot Springs Resort, Healing Cedar Wellness, Home Depot Port Coquitlam, H.R. MacMillan Space Centre, Il Terrazzo Ristorante, Jasper SkyTram, John Fluevog Boots & Shoes Gastown, The Keg Steakhouse and Bar, Keurig Canada Inc., Kushala Yoga and Wellness, Landmark Cinemas, Landsea Tours & Adventures, Mastermind Toys, Minuteman Press, Miniature World, Mr. Mike's Steakhouse, Museum of Anthropology at UBC, Museum of Vancouver, New Westminster Museum and Archives, OPUS Art Supplies Coquitlam, Old Spaghetti Factory, Oxygen Yoga & Fitness, Pacific National Exhibition (PNE), Pagliacci's, The Polygon Art Gallery, PuSh International Performing Arts Festival, Prince of Whales Whale Watching, Rocco's Deli, Royal BC Museum, Royal City Musical Theatre, Save-On-Foods, Skoah Suter Brook, Spa Utopia, Steamworks Brewing Company, Swallow Tail Tours, Swinomish Casino & Lodge, Tea and Paper Nook, Trail Appliances, Translink, Ucluelet Aquarium Society, Vancouver Art Gallery, Vancouver Bach Choir, Vancouver Canucks, Vancouver Chamber Choir, Vancouver Circus School, Vancouver International Film Festival, Vancouver Opera, Vancouver TheatreSports League, Vancouver Water Adventures, Victoria Bug Zoo, Victoria Royals, The Village Toy Shop, Westwood Plateau Executive Course, Whistler Film Festival,

Individual Donations

Lucienne Anczykowski, Soohoon Heo, Barbara Hobson, Duncan Roberts, Riek Ruys, Karolynn St. Pierre, Diane Tucker, Lynne Walko

In 2019, we continued to advance our strategic goal to deliver the best in arts education by increasing participation in, and accessibility to, the arts. We worked to accomplish this by providing: a wide variety of programs; bursaries and subsidies where possible; and low-cost and no-cost community engagement initiatives.

Numerous studies have concluded that creative expression has a powerful impact on health and well-being, and as a result providing low barrier and inclusive programming to reach our under-served populations remains a priority for us. As evidenced in Jackson's Story contained within this report, active engagement in the arts can boost positive emotions, encourage confidence and self-awareness, and reduce stress and anxiety.

2019 also marked the launch of our season of humour. Through several events and performances planned in the fall, we set out to explore how it can ignite a sense of play, reveal truths and help us to overcome hardship.

The year also saw us tell the Place des Arts story through a number of initiatives including an online profile series celebrating the work and achievements of our teachers, artists, staff and students. We were successful in reaching new audiences when we were featured on CTV news for our unique Pawcasso event, where dog owners and their furry friends came to Place des Arts to create artwork together. So much fun!

Our accomplishments each year could not be achieved without our committed board and staff. This past year, our Place des Arts administrative team welcomed three new staff into key positions, and additionally a permanent full-time Marketing Assistant. We also welcomed two new members to our Board of Directors. These changes have strengthened our human resources capacity and are bringing new expertise, energy and fresh perspectives to the organization.

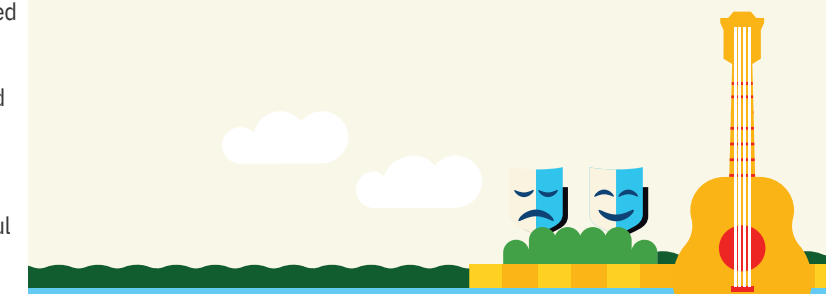
Lastly, we are forever grateful for the support of our generous sponsors and donors, and our dedicated volunteers. With their help we continue to strive to achieve our mission to inspire the artist in everyone. We are enormously grateful for their abundant contributions of resources, time and talents.

Barb Hobson
President, Coquitlam Place des Arts Society

Visits to Place des Arts in 2019

Visits by music students	31,997
Visits by visual arts students	20,539
Visits by dance & movement students	15,007
Visits by theatre & literary arts students	5,139
Visits by art camp students	5,121
Visits by school children on field trips	1,257
Visits by event & performance attendees	13,567
Visits by community groups & the general public	15,608

Total visits ----- **108,235**



Key Achievements



explored
theme

In September 2019, we adopted a theme for the first time with the launch of our season of humour! Through events and performances, we explored how humour can ignite a sense of play, reveal truths, and help us overcome hardship.

In October, as a part of our classic concert series, *Immer Kleiner: Always Smaller*, people reveled in seeing a clarinet shrink down to just the mouthpiece!

In November, our youth created silly crafts at our annual Teen Day event. Finally, in December, at our annual event *Reflections: A Celebration of Light and Humour*, engaging activities and performances highlighted how the community is united through humour, through art and through stories.

13,567
people
engaged

continued to engage
our community

To increase participation and engagement in the arts, Place des Arts strives to provide a variety of opportunities to allow people of all ages, abilities and interests to engage in arts experiences that are meaningful and appealing to them. In 2019, we offered 825 arts education programs and engaged over 13,500 members of the public through a variety of events, performances and art activities.

By bringing art out into the community we reached new audiences. In 2019, we attended many off-site events held by our community partners including the City of Coquitlam's reimagined Kaleidoscope event where we partnered with Evergreen Cultural Centre to create a funky art lounge complete with live piano music, and an engaging diorama activity art/installation led by artist, Jocelyn Sanchez.

Our free, live theatre performances inspired and entertained many children and families last year, including our Coquitlam Youth Theatre performances of *The Chrysalids* and *Charlie and the Chocolate Factory* to approximately 2,000 students in 6 elementary and middle schools in School District #43. The TD Community Stage at Town Centre Park was animated in July by our Summer Teen Theatre Troupe who performed eight free, live performances of the *Windsinger*, an adaptation of Shakespeare's *the Tempest*, to over 1,000 captive audience members.



strengthened
our team

In 2019, we advanced our strategic goal to invest in the best-in-class people and tools.

Thanks to support from the City of Coquitlam, we added a new permanent full-time Marketing Assistant position to our administrative team. We also welcomed two new board members and onboarded new staff in three key positions including our Resource Development Coordinator, Communications Coordinator and Fine and Performing Arts Programmer with a music specialization. These changes have added new expertise, experience and additional human resources, strengthening our capacity to advance our strategic goals.

63 stories

communicated
the PdA Story

Our new Marketing Assistant position increased resources to leverage our communication channels to share more impactful content and achieve better engagement with our audiences. In 2019, we generated 63 stories (see Jackson's story) that we shared via our website, newsletter and social media. We also increased our Instagram followers by 81%, our Facebook likes by 9% and earned new media including a feature on CTV news and provided a better marketing presence at our off-site events.

A key achievement was the launch of an online profile series highlighting the many talented artists and teachers who instruct our arts education programs, facilitate workshops, perform at our events and exhibit in our galleries. Posted in our news section and promoted in our newsletter and on social media, these profiles celebrated their work, skills and achievements.



Credit: Eran Jayne Photography



1,371
subsidized
spots

Continued to
increase
accessibility



In 2019, we continued to focus our efforts on reducing barriers to arts education through bursaries and subsidies, and low-cost and no-cost community engagement initiatives.

We revamped our bursary program to open eligibility for more students to apply and qualify for financial support. We also supported 1,371 spots in our programs including 290 registrations in our classes and lessons through partial or full subsidies, bursaries and scholarships, and 1,081 spots in our fully subsidized Artist-in-Residence program for local school children.

Notably, in 2019, we launched two half-day, no-cost drop-in style visual arts workshops during the second week of Spring Break for families who may not be able to afford our Spring Break Camp. We also worked with SUCCESS, an organization that helps guide people who are new to the country, by offering free tickets to our Classic Concert Series, encouraging new immigrants to connect with the local community and art.

Offered since 2008, our fully subsidized ArtReach summer camp successfully provided under-served and at-risk children ages 6-11 with access to the arts. The week-long camp included a variety of visual and performing arts classes facilitated by arts professionals. On the last day, the children showcased their musical theatre and dance routines and exhibited artwork for family and friends to enjoy.

A very important component of the camp is the daily meal program as it makes the camp even more accessible to families with limited incomes. We provided all children with a nutritious lunch and a morning snack each day of the camp. To further enhance the accessibility of the camp, Place des Arts hired an Education Assistant (EA) to support children with special needs and behavioral concerns participating in the camp.

ArtReach has become such an important program for our community. One of the parents of a camp attendee had this to say about the 2019 camp: *"Our child has ADHD combined and FASD, and most of the time she cannot recall her day, or yesterday, let alone last week or month. I asked her last week what was her favourite part of the art camp and she thought for about 30 seconds and said, 'oh yes, musical theatre'. I wanted to share this, as I hope opportunities like what we have been given continue not just for us, but for many others like us. We are a family of 5 children; not only is it financially difficult it is also daunting with the diagnosis that they have to find inclusive programming that is so vital for our kids' development."*



Jackson's
story

It is vital that we communicate the important impact that the arts can have on participants. This past year, we were thrilled to feature one of our students, Jackson whose story below reinforces the positive impact of arts participation.

Jackson's grandmother, Rhonda, got the idea of acting classes for Jackson from a Steve McQueen biography. According to the biography, when McQueen was little, he didn't fit in and so he became an actor which enabled him to be somebody else. Similarly, Jackson also struggled with fitting in and so Rhonda was motivated to find an acting class that would appeal to him. She began looking for options that would suit Jackson's needs.

After contacting Place des Arts, it was suggested that the Speech Arts and Drama class might be a good fit and our Registration staff connected her with the teacher to get more information about the class. After speaking with the teacher, Rhonda felt confident Jackson would do well. She chose us because we offered a shorter time commitment that would allow Jackson to test out if he liked performance. The class was also affordable and offered at accessible times.

Since beginning the class, Rhonda has seen a lot of growth in him in every way. The class is not a top-down approach, and so the students and teacher develop the structure together, making the students feel more invested. Rhonda shared that despite it being a Saturday morning, Jackson was always eager to go to class which has not been the case with other programs he has tried.

Before taking the class at Place des Arts, Jackson did not want to be a part of his school concerts and would avoid singing even if he was on the stage. This year, Jackson was happily participating, and Rhonda was delighted to say that "he was just like everybody else." Not only has Jackson been able to learn from the class, it's also "something of his own, that is all his."

There are so many opportunities to grow at Place des Arts, and we are thrilled to see how our students can flourish as a result of engaging with the arts.

facility
updates

- replaced 5 pottery wheels and an electric kiln
- refurbished 100 of our chairs used for public seating
- IT updates included the replacement of our firewall and switch, and updates to our operating system
- purchased a new portable sound system for events and off-site performances
- upgraded the sound system in LPS, Dance studio and Ren Room
- purchased 12 folding cafeteria tables for our art camps

Place des Arts 2019 Board of Directors

President: Barb Hobson • Vice President: Diane E. Tucker
Treasurer: Terence van der Woude • Secretary: Karolynn St-Pierre
Directors: Rachel Mai, Matthew Sebastiani

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.

