



home to our
arts community

PLACE DES ARTS

2020

Annual Report

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2020 was off to a great start. Our plans to further our strategic goals were well underway, our programs were thriving and we had several incredible initiatives planned for the coming months. Little did we know how quickly things would change. In March, we closed our building to the public due to worsening conditions of COVID-19. There was so much uncertainty as we embarked into unknown territory. As an organization whose core service is the delivery of in-person arts education programs, we had many questions to answer and decisions to make. What would we do? How would we do it? What about our self-employed teachers and artists? Our students? The big question we faced – how can we continue to serve the community? As everything had changed, we had to change too.

And we did! We acted quickly and implemented a crisis management plan. Guided by our mission and core values, we identified current and emerging priorities and devised modified approaches to deliver our arts programs. We developed a Safety Plan and Restart Plan, adapting our facility to adhere to provincial guidelines, which allowed for students to attend in-person. With incredible critical thinking and ingenuity, we transformed many of our events and exhibitions to be experienced online, engaging new audiences. We launched our 2020-2021 season theme of “Belonging” and began using new tools to advance our storytelling goals, creating a stronger sense of community.

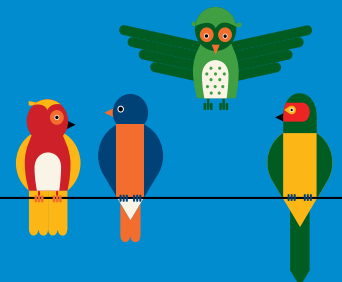
We would not have survived this year, without our dedicated board, staff and talented teachers. Through their incredible hard work, skill and creativity, we successfully adapted and overcame many of the challenges we faced. We are also immensely grateful to the City of Coquitlam, the Federal Government and the generous funders who provided the financial support which enabled us to continue serving the community. Leveraging the lessons 2020 has taught us and our increased resilience, Place des Arts will look to the future with a sense of possibility and a strong commitment to the development of new and valuable ways of fulfilling our mission to inspire the artist in everyone.

Barb Hobson
President, Coquitlam Place des Arts Society

Visits to Place des Arts in 2020 (in-person & online)

Visits by music students	19,475
Visits by visual arts students	7,691
Visits by dance & movement students	9,460
Visits by theatre & literary arts students	2,134
Visits by art camp students	2,432
Visits by school children	291
Visits by event & performance attendees	8,329
Visits by community groups & the general public	9,475

Total visits ----- **59,287**



Key Achievements



transitioned to online

Shortly after the pandemic hit, most of our staff transitioned to working from home. We got to work reinventing all the programming that had been planned for our current season. We quickly transitioned our programs online and within two weeks, we were hosting online private lessons in music and digital dance workshops. We understood how important it was for our students to continue to have an outlet for self-expression, especially as things shut down.

We created our first entirely virtual class with BC artist, Marlene Lowden, opening up Place des Arts to new audiences. We also created free video content for all ages and skill levels, that encouraged people to take care of themselves mentally and physically during the pandemic. By summer, our annual art camp was adjusted, and we ran the camp for six weeks offering many online options in dance, theatre, music and visual arts.

We completely revised our 2020/2021 season. Beginning in September, we offered a variety of online, social distanced in-person and hybrid classes, where our teachers welcomed students both online and in-person at the same time. Going digital required all our classrooms to be revamped, with new technology added including televisions, tablets, webcams and more to create the best results for our students.

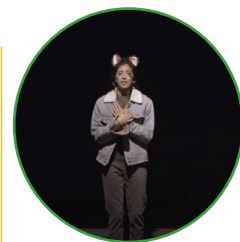
Special thanks to the Vancouver Foundation for their grant of \$15,000. With their support, we were able to upgrade our classrooms with the necessary equipment (computers, lights, cameras) to enable teachers to livestream from our studios.



celebrated belonging

Last year, during the peak of the pandemic, we launched our new season and our theme of Belonging. With everyone separated and isolated, feeling a sense of belonging is vital to mental health and wellbeing. Throughout the pandemic, it was more important than ever to continue to create a warm, welcoming and accepting environment where people can feel they are a part of a community. This is how we foster belonging; "home" in the best sense.

Our plans were well underway for three initiatives that aligned with our theme of Belonging. Our Creative heARTs Family Day series which would have encouraged mental and physical wellbeing for newcomer and low-income families through participation in visual arts workshops. Our Community Engagement project with Christine Mackenzie who would have attended 10 events with Place des Arts to celebrate multiculturalism through First Nations art and culture. And our annual Reflections event which was transformed to highlight the theme of belonging through a retelling of *The Ugly Duckling* fairytale. All three initiatives were postponed due to the pandemic.



found new ways to engage our community

Despite the restrictions around in-person events, we found new ways to reach and work within our community. At the City of Coquitlam's Kaleidoscope event, one of our visual arts teachers and one of our music teachers collaborated to create an event that inspired people through multiple disciplines. For the 2020 Culture Days, artist Rick Herdman held workshops for families to learn about print-making in a safe environment. These activities supported members of our community by allowing people to engage with the arts at no cost.

We also transformed our annual performances for Place des Arts' theatre groups, the Coquitlam Youth Theatre and the Summer Theatre Troupe into digital productions *Oh, What a Lovely War! 2.0* and *Second Star to the Right*, respectively. These productions became an integral outlet for these young students to express their state of mind during COVID and allowed them to perform together. By recording these performances, we were able to engage larger audiences than in past years.

By transitioning our exhibitions online, we continued to provide opportunities for our local artists to showcase their work. We also provided new ways to explore artists' exhibitions with new content including *Artist Studio Tours* and a *Behind the Artwork* section on our website that provided an in-depth look into their work and style. Our 31st annual Positively Petite show was extremely popular as an online and by-appointment exhibition. We also moved our Artisan Shop online, putting up images of everything available in our shop and allowing people to reserve items and make purchases over the phone.

Our relationships with community partners strengthened and continued to grow. We worked with Opus Art Supplies to help our clients collect the supplies for their classes and they supported us through their TOGETHER donation program.



created a safe environment

As we worked to continue our year-long arts education programs and exhibitions, we developed our Safety Plan and Restart Plan with a phased plan for reopening the facility to the public. Adaptations included:

- Determining occupancy limits, traffic flow and classroom layouts
- Installing transparent barriers in visual arts and music classrooms and floor markings in our stance studios
- Posting signage
- Providing cleaning products and hand sanitizer in all rooms and common areas
- Creating a Check-In Desk to control the entrance with a new staffing role
- Updating our emergency procedures



transformed PdA storytelling

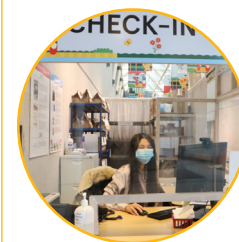
This year we implemented many changes to advance our goal of telling the Place des Arts story. With fewer programs and events to promote, we focused on using our platform to support our artists, highlighting our teaching arts professionals and exhibiting artists with mini-profiles to show their current projects when we could not hold their events.

We also started using new tools for marketing for the convenience of our clients and to grow our audiences, since we were now able to accommodate different audiences with digital programming. This year, we digitized our print guides into linked publications which made registering for our programs easier. We also started using new platforms to enhance our social media, such as linktr.ee.

We greatly expanded our video content, including launching our first Facebook Live to discuss our Summer Theatre Troupe production, created an Artist Studio Tour video and a few art activities videos for all ages.

In 2020, we generated 65 stories that we shared via our website, newsletter and social media.

In the past year, Facebook has had 6% increase in engagement with 121 new followers and Instagram had a 43% increase in engagement with 381 new followers.



increased organizational resilience

In 2020, our staff and board were put to the test with the changes in workstyle due to working remotely. In an environment that now presented constant change and relentless obstacles, we had to learn to adapt quickly, be flexible and determined how to work effectively and efficiently. We approached it with hardwork, grace and a lot of support and comradery that resulted in a stronger, more capable team. 2020 has gifted our staff and board with new expertise, knowledge and experience and an increased organizational resilience.

As a result of the pandemic, we created a new Greeter position that was vital to supporting the requirement of our safety plan and protocols. Prior to the pandemic, Place des Arts' board and staff took part in a fruitful strategic planning session the results of which will shape our 2021-2024 Strategic Plan. This new plan will guide our decision-making and shape our vision for the future of our organization.

Finally, thanks to support from the City of Coquitlam, in 2020 we added a new permanent full-time Community Engagement Coordinator position to our administrative team.



A word from our clients

Through the pandemic we saw how vital participation in the arts and classroom interaction was to our clients. Below are some kind words from Place des Arts community members:

"It's wonderful to come to an arts school where adults can pursue their passion in a relaxed and positive environment!"

Attending my dance class (in person and virtually) gave me something to look forward to, especially during COVID-19, when everything was shut down including most dance and yoga studios, as well as recreation centres. I'm a dance teacher myself and constantly need to be moving!

PdA has a great array of dance classes not only for children and youth but also for adults (there are not many places in the TriCites that have adult dance classes). The teachers are very knowledgeable, energetic, friendly and provide good constructive feedback to help you become a better dancer. The atmosphere is very welcoming and the staff are helpful and obliging.

Every time I come to my dance class, I feel elated, inspired and would take more dance classes per week if I could...I don't know what I would do without PdA. Please keep up the excellent work!"

- Heather (dance student and volunteer)

"Ever since I was a kid, I have been taking some form of class here at Place des Arts; whether it be dance, piano, or art classes. I've always grown up in a creative and comforting space, and I believe this is where my passion for the arts truly kindled. If it weren't for the incredible staff and teachers that have guided me through all aspects of my creative process and development, I literally wouldn't be who I am today. The arts have created a positive outlet for me; a space where I feel the happiest."

- Anella (dance and music student, Youth Arts Council volunteer)

Stepping into Place des Arts is like entering a separate world of self-expression and contentment. It is so inspiring to be able to work in a place where there is so much creation and learning constantly happening around you. Hearing people learning their instruments, peeking in on whatever is happening in the LPS and seeing the art in the foyer all add to the environment and fills me with anticipation for what I am about to learn, create and express in my own classes. Even if I am here for a technique class, it makes me so much more determined to give my all and develop myself to my full potential.

- Natalie (dance student)

"Studying at Place des Arts has inspired me to try new things. There is always a buzz of activity and I see and hear people pursuing their own dreams."

- Krish (music student)

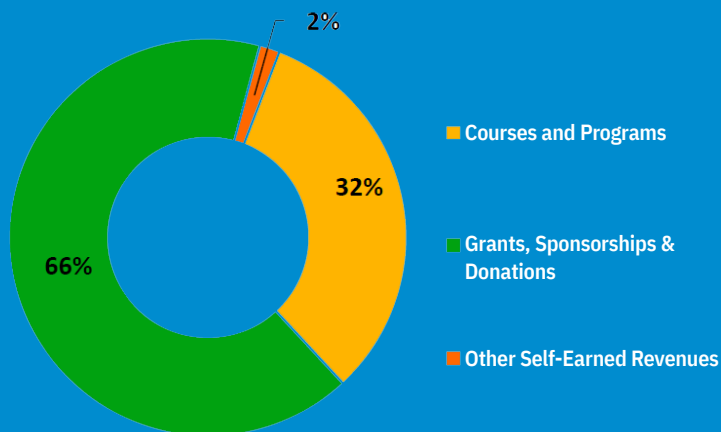
"I felt safe, even relaxed and it was likely the first time in many months that I felt more myself."

- Ceramics student attending class in 2020



Statistics

Revenues 2020



34%

2020 revenues self-earned

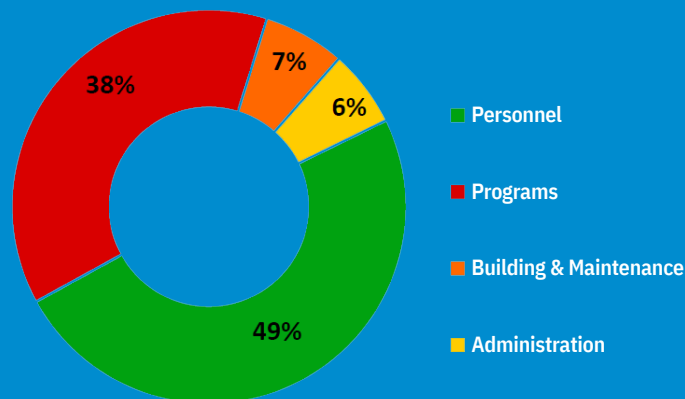
- 32% from program fees
- 2% from facility rentals, gallery and artisan shop sales and investment income

66%

2020 revenues from grants, sponsorships and donations

- 45% from City of Coquitlam Operating Grant
- 21% from other grants, sponsorships and donations

Expenditures 2020



Teachers, Staff, Volunteers & Artists at Place des Arts

364

- 26 full-time, part-time and temporary staff
- 106 contracted teachers
- 76 volunteers served 810 hours
- 156 gallery and artisan shop artists

Thanks to our supporters

Our heartfelt thanks to the individuals, businesses and organizations who supported Place des Arts in 2020 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 and for their support through the Recovery Fund*

Canadian Heritage- *Building Communities through Arts & Heritage for Reflections Festival and COVID-19 Support*

Government of Canada- Canada Emergency Wage Subsidy (CEWS)

Employment and Social Development Canada (Canada Summer Jobs)

WorkBC- *Youth Community Partnership Program, Community Workforce Response Grant*

Foundations & Grant Programs

The Hamber Foundation, Vancouver Foundation, Emergency Community Support Fund through the Coquitlam Foundation, Metro Vancouver Cultural Grants, Human Rights Internet

Businesses

Minuteman Press, International WebExpress, Opus Art Supplies

Media Sponsor

Tri-City News

Individual Donations

Anonymous, Isaac Juarez-Flores, Little Bangkok Thai Kitchen, Stephanie Adams, Nikki Fowlie, Gayle Murphy, Rita Raharjo, Beatrice Tincu, Lei Wang, Rebecca Kavanagh, Susan Kindersley, Emma Ciprian, Nina Rosta, Matthew Sebastiani, Debbie Nazarevich, Laura Miles, Joan McCauley, Valerie Simpson, Thomas Lamarre, Barbara Hobson

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!

Email our Development Coordinator at development@placedesarts.ca.

Place des Arts 2020 Board of Directors

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