



home to our
arts community

PLACE DES ARTS

2021

Annual Report

1120 Brunette Avenue, Coquitlam
placedesarts.ca • 604.664.1636



Through yet another year of uncertainty and ongoing public health order restrictions, we found alternative ways to deliver our core services to the community, welcoming over 62,000 visits to our arts education programs and community engagement opportunities both in-person and virtually.

Two of our theatre programs gave voice to youth as they explored relevant social issues through a series of video monologues created by the Coquitlam Youth Theatre and a live, roving theatre experience presented by our Summer Theatre Troupe. We served our newcomer families through a new, fully subsidized, in-person art experience facilitated by some of our talented artists.

We strengthened our capacity by fostering partnerships and collaborations with our local charitable social service agencies, other non-profit organizations and talented local artists.

In 2021 we also focused internally, adopting a revised three-year strategic plan, new organizational core values and a Territorial Acknowledgement statement. We also completed Diversity, Equity and Inclusion training. Thanks to support from the City of Coquitlam and the BC Arts Council, we strengthened our technological capacity through infrastructure improvements, equipment purchases and the implementation of new software.

We extend our gratitude to our committed students, teachers and patrons who continue to engage with us and share their passion and joy for the arts. We also offer our deepest thanks to the City of Coquitlam, the Federal Government and the generous funders who provided financial support to us during this unprecedented time. Finally, I tip my hat to our incredibly committed board, staff and dedicated volunteers who worked so hard to ensure that Place des Arts continues to inspire the artist in everyone!

Barb Hobson
President, Coquitlam Place des Arts Society

Visits to Place des Arts in 2021 (in-person & online)

Visits by music students ----- 21,060

Visits by visual arts students ----- 9,260

Visits by dance & movement students ----- 9,566

Visits by theatre & literary arts students ----- 2,966

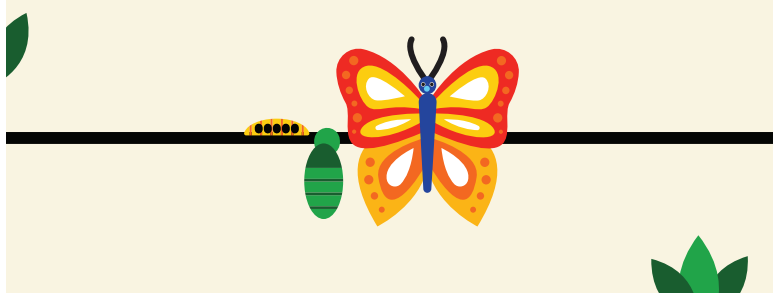
Visits by art camp students ----- 2,369

Visits by school children ----- 313

Visits by event & performance attendees ----- 7,959

Visits by community groups & the general public -- 9,108

Total visits ----- 62,601



Key Achievements

BROADENING AND DEEPENING ENGAGEMENT

with our audiences through innovative, inclusive and sustainable programs and services



Engaged IBPOC and LGBTQ+ Youth Actors

Thanks to a BC Multiculturalism grant and the TD Bank's Ready Commitment grant, our Summer Theatre Troupe showcased the power of diverse stories. The young actors worked with an emerging director to write, stage and perform a COVID-friendly, outdoor roving play on the Place des Arts grounds titled, *Youthless, It's a bit Grimm*.

The IBPOC and LGBTQ+ cast focused on the topics and issues important to them including pressures and expectations, the struggle to feel seen and heard and the tensions between generations.

Seven youth actors performed 12 limited attendance roving shows to over 170 people.



Served Newcomer Families

When we were aware that newcomer families suffer disproportionately from the psychological impacts of social distancing brought on by the pandemic, we committed to supporting these families by offering an in-person arts experience. Thanks to funding from the City of Coquitlam, the Coquitlam Foundation through the Emergency Community Support Fund and

Human Rights Internet, we worked with SHARE Family and Community Services and SUCCESS to offer **17 in-person workshops to families serving almost 200 individuals**. In November 2021, we expanded the reach of this program by creating three videos of the artist demonstrating the workshop activity in English, French and Punjabi.

Other Highlights

- Launched *Belonging: Reflections through the Eyes of the Ugly Duckling*, a virtual storytelling experience
- Served youth through the creation of the *Honey Files*, a series of video monologues exploring mental health, technology and peer support
- Piloted a fully subsidized week-long camp for students with support needs

MAXIMIZING IMPACT

of our programs and services through a resilient organizational structure and culture



Implemented Technological Improvements

Thanks to grants from the City of Coquitlam and the BC Arts Council, we implemented technological improvements to maximize the impact of our programs and services throughout COVID and beyond.

We upgraded our exhibition lighting and implemented Matterport, a virtual tour software platform. With this technology, we can transform our exhibition spaces into immersive digital 3D models providing an in-depth online visual representation of our exhibition spaces. This enhancement allows us to promote our artists better and reach new audiences.

We purchased new audio-visual equipment to improve the quality of online music lessons and musical collaborations and acquired 12 lavalier microphones to amplify actors' voices when performing outdoors resulting in much improved sound quality.

We enhanced our technological infrastructure and capacity through the purchase of equipment (laptops, docking stations and monitors) and Wi-Fi upgrades. Benefits include greater efficiency, security and increased work flexibility.



Additional COVID-friendly, program space

To increase our in-person capacity for our Summer Fun! Art Camp, we created additional programmable space in our underground parkade with the addition of tables, chairs, lighting and a portable sink. This **allowed us to offer 60 additional spots** in the program and serve more children and youth.

Other Highlights

- Ratified revised three-year strategic plan and new organizational core values
- Adopted Territorial Acknowledgement statement
- Undertook Diversity, Equity and Inclusion training workshops and continued work on policy creation

STRENGTHENING CAPACITY

to fulfill our mission by building our stakeholder community



Fostered Partnerships and Collaborations

This year, we strengthened our partnerships with our local charitable social service agencies, other non-profits and talented local artists.

Through our Creative HeARTs program, we partnered with S.U.C.C.E.S.S and SHARE Family and Community Services, and several artists to present fully subsidized art workshops for newcomer families. See more under "Served Newcomer Families."

PdA's Coquitlam Youth Theatre collaborated with actors from the Western Gold Theatre Society (a non-profit theatre company of established 55+ theatre artists) to present a special radio play performance of A Christmas Carol at our December Reflections event.

We partnered with the Canucks Autism Network (CAN) who facilitated a group virtual autism training session attended by our staff, teachers and volunteers. In exchange we offered fibre arts workshops to sixteen CAN teen and adult participants led by artist Catherine Dumaine.



Shared stories

Through a new social media series titled *Our Community*, we engaged our audiences by sharing stories of one-of-a-kind people who comprise the Place des Arts community. The stories featured a range of staff, artists, artisans, teachers, board members, volunteers and students highlighting their contributions and the positive impact of the arts in their lives.

In total, we shared 50 stories via our website, newsletter and social media, reflecting our diverse, vibrant community.

Other Highlights

- Received SHARE Family & Community Services Society's *New Community Partnership of the Year Award*
- Brought back our annual online auction and raised \$5,366

TESTIMONIALS

how Place des Arts' continues to make an impact

"Ashley's adult hip hop class is my first intro to classes here, and I couldn't be happier with my dance experience. I've already signed up for the next round of classes because Ashley makes it so fun, and she leaves lots of room for different learning styles and dance levels. You dance, you laugh, you learn cool stuff - what more could you want?"

- Dianna

"Very nice people and great kids programs. My daughter is in a drama program and she loves it"

- Piotr T.

"My kids have taken several classes through Place des Arts and they always love each experience. They're such a great value for the price as well."

- Simer S.

"Stan offered a more challenging art class that showed new techniques and helped develop skills beyond the basics. Excellent Zoom setup. Being able to see Stan and see his workstation was easy for my child to follow along. Stan is an exceptional teacher who was constructive and encouraging."

- Anonymous

"The instructor is kind and patient but also challenges my daughter to push her creativity and try new things. I couldn't ask for more! My 7year old is gaining confidence being in a group setting. She's very shy but loves the small class size."

- Anonymous

"Learned new skills, and getting back to in-person activities improved his emotional well-being. Great staff, great safety protocol, very reasonable cost of classes, a wide variety of offerings."

- Anonymous

"Thanks for the online possibility, I got back into painting classes after 10 years. You are bringing art to people in the middle of a pandemic, and we really appreciate it!"

- Anonymous



Place des Arts 2021 Board of Directors

President: Barb Hobson

Vice President: Diane E. Tucker

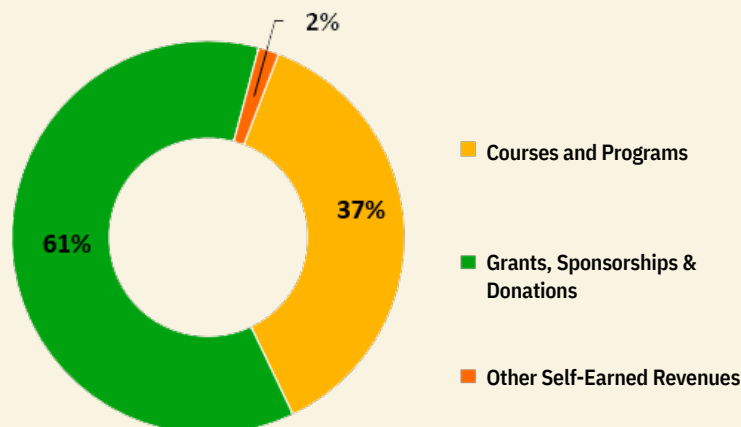
Treasurer: Matthew Sebastiani

Secretary: Rachel Mai

Directors: Terence van der Woude, Luana Magno

Statistics

Revenues 2021



39%

2021 revenues self-earned

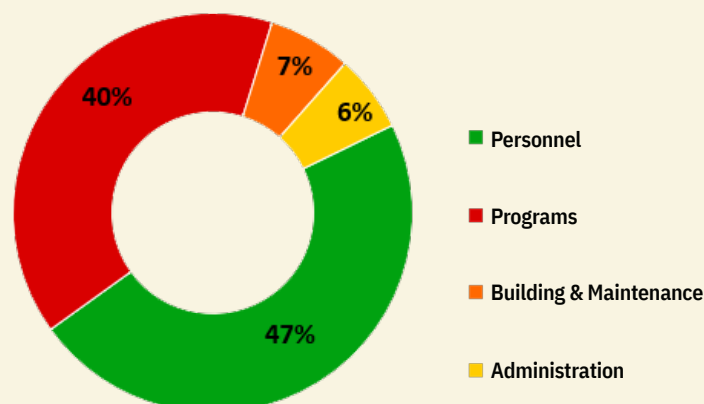
- 37% from program fees
- 2% from facility rentals, gallery and artisan shop sales and investment income

61%

2021 revenues from grants, sponsorships and donations

- 45% from City of Coquitlam Operating Grant
- 16% from other grants, sponsorships and donations

Expenditures 2021



364


Teachers, Staff, Volunteers & Artists at Place des Arts

- 26 full-time and part-time 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 2021 through grants, donations and gifts-in-kind.

Government

The Government of Canada 
City of Coquitlam
BC Arts Council
Canadian Heritage
Province of British Columbia

Foundations

The Hamber Foundation
Vancouver Foundation
Coquitlam Foundation
Metro Vancouver

Corporations

TD Bank
Minuteman
International WebExpress
Opus Art Supplies
Human Rights Internet

Media Sponsor

Tri-City News

Monthly Giving Circle

Little Bangkok Thai Kitchen, Thomas Lamarre

Individual Donations

Tanja Doslov, Soohoon Heo, Joan McCauley, Matthew Sebastiani, Gregory Strocher, Irene Weisner, Terence van der Woude, Anonymous, Jehnel Wong

2021 Online Auction Supporters

Thank you to our many donors, sponsors, and participants who made our fifth annual online fundraising auction a great success. With their help, we raised \$5,366. The proceeds are used to improve access to the arts for under-served youth and families in our community.

Major Sponsor (Gifts \$450+)



INNOVATIVE
FITNESS

PREMIUM
PERSONAL
TRAINING



MUSE + MAVEN

Gifts (up to \$450) (Listed Alphabetically)

Bill Reid Gallery, Browns Socialhouse Town Centre, Burger Heaven, Climb Base5, Coffee + Vanilla, Dominelli Massage Therapy & Wellness, FlyOver Canada, Forged Axe Throwing, Jay Taylor, Jeff Wilson Art, Jessie Au Dance & Fitness, Kushala Yoga, Laura Clark, Lougheed Town Centre, Museum Of Vancouver (MOV), Old Spaghetti Factory, Opus Arts Supplies Coquitlam, Plantsome, Port Moody Refillery, Safeway – Austin Avenue, Skoah Suter Brook, Tania Deisinger, The Golden Boot Caffe, The Keg Steakhouse and Bar, The Polygon Gallery, Thrifty Foods #23 Port Moody, Trail Appliances Ltd., UBC Museum of Anthropology, Vancouver Art Gallery, Vancouver Bach Choir, Vancouver Canucks, Vancouver Water Adventures, Westwood Plateau Executive Course

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