

# President's Report 2022



2022 was another busy year for the Juan de Fuca Performing Arts Centre Society (PACS), as we continue our quest to create a West Shore Arts and Culture Centre.

## New Logo, Updated Website

We have an exciting new look! Thanks to our talented creative team—Thom Klos, Julie Melano and Jennifer Dempsey—we have a new logo and updated website. Check us out at [www.building4theArts.com](http://www.building4theArts.com). We also have active social media accounts on [Facebook](#) (JDFPACS) and Instagram (building4thearts).

## RRU MBA students' project

In February, we worked with Dr. Sandy Walker and the entire MBA Leadership Challenge Group at Royal Roads University to seek their advice on moving the arts centre project forward. Their advice included “get a new logo” and “more community outreach”—we did this! Their work also informed the feasibility study (see below). The in-kind contribution from these dedicated and experienced learners was valued at more than \$80,000.

## Building Municipal Support

In February 2022, PACS provided a presentation and request to the City of Colwood. This resulted in the following Council resolution:

1. THAT Council advance the concept of establishing a performing arts facility in Colwood;
2. THAT through 2022 budget deliberations \$30,000 be allocated in the draft budget to the Juan de Fuca Performing Arts Centre Society (JDF PACS) to advance the concept of performing arts facility;
3. AND THAT Council support the Juan de Fuca Performing Arts Centre Society (JDF PACS) to explore a West Shore performing arts facility through the West Shore Parks and Recreation Society model;
4. AND FURTHER THAT in principle, Council consider the phase-in of a future annual operating contribution towards an arts and culture facility in Colwood.

We are very grateful for this support from the City of Colwood, which enabled us to update the feasibility study, and to continue progress towards making this centre a reality.

2022 was also an election year! PACS sent out a survey to all municipal candidates in the West Shore, and many responded favourably. The [results](#) can be seen on our website.

## Feasibility Study

With so many changes since the feasibility study prepared by Schick Shiner (2013), it was high time to update the proposed building program for the arts and culture centre. Our fabulous consultant team (Michael Heeney and Hilary Meredith of C+O Advisory Inc. and Howard Jang of H. Jang Consulting) talked to numerous potential user groups and facility operators, studied potential building and operating costs, and provided advice on next steps. The West Shore Community Arts Centre Preliminary Feasibility Study (2022) provides a good sense of the types and sizes of spaces needed for the West Shore community, including:

- ♦ a theatre of about 350 seats with large lobby
- ♦ a variety of smaller rooms that can be used for recording, teaching, classes, workshops, meetings
- ♦ a space with a sprung floor (suitable for dance)
- ♦ classroom spaces
- ♦ space for exhibiting
- ♦ a dedicated art room and pottery studio
- ♦ a small space for recording/podcasting
- ♦ space for gathering
- ♦ storage – by user groups, those who may teach/instruct etc., and regular users
- ♦ a café or similar
- ♦ accessible and inclusive spaces and programs that are physically accessible for all and inclusive of all

This list reflects the space needs identified through the summer 2002 community survey (see below). It is very focused on meeting community needs and ensuring that spaces will be well used.

This study provides a solid foundation for ongoing discussions with all five West Shore municipalities.

## Building Community Support

We had a lot of fun out and about in the community this year, asking people to complete a short survey identifying their wishes and desires for a West Shore Arts and Culture Centre. We spoke to hundreds of individuals at Eats and Beats at the Beach, as well as at Music in the Park. In all, well over 250 surveys were completed (see <https://building4thearts.com/join-support/what-you-have-told-us/>) and provide strong support for the building of such a facility. As part of the fun, we were giving out our branded frisbees and pens!

## Building Business Support

We are now a proud member of the West Shore Chamber of Commerce. Some of our Directors regularly attend Chamber meetings and this is an excellent opportunity to reach out into the West Shore business community. In December, we were pleased to donate some of our merchandise (apron and tote bags) to the door prize draw, with proceeds supporting Fateh Care.

## Fundraising and Donations

We could not do this work without support from our wonderful donors and sponsors! This year we began our “ArtsAngels” program, with donations from the [Aadmi Group](#) and [Aragon Properties](#). Through this program we include a small feature in our monthly newsletter, and include sponsor logos on our webpage.

## Thank you and more!

Thanks to all of you who are members and subscribers to our newsletter.

I would especially like to thank this year’s Board of Directors: David Stocks, Al Lehmann, Jim Bryant, Dorothy York, Lee Colwill, and Duc Le. You are a small but mighty team, and it is a pleasure to work with you!

Judith Cullington

President