

Funding and Sponsorship Committee

The past year provided new direction for Shuswap Theatre. Though funding and sponsorship had been applied managed by two individuals, there was no committee. The formation of the new committee resulted in five enthusiastic members. Due to our reduced theatre season, there was little need to concern ourselves with sponsorship, and therefore the committee focused primarily on funding. Funding has three components: operations, programming, and capital needs (major equipment purchases, and major building repair costs along with replacement of building components).

As there was no income from ticket sales, the committees' foremost concern was finding funds for Shuswap Theatre to stay operationally viable so that utility, service, and maintenance bills could be paid. An application to the **British Columbia Arts Council (BCAC) Expanded Arts & Culture Resilience Supplement** resulted in a generous grant of \$18,000 in addition to an additional \$2,000 under the *Resilience Supplement Award*. Shuswap Theatre channeled part of the funding into programming to support *Theatre on the Edge (TOTE)*. The committee understands that in future years, TOTE will be better served through grant applications specific to programming, rather than utilizing operational funds.

Kelly Coubrough's Summer Youth Musical Theatre Program has the makings of another annual program for which Shuswap Theatre will continue to support. The Committee's application to *Shuswap Community Foundation* resulted in a grant of \$5,200, greatly assisting the first year of the program.

The Board's prioritization of capital needs provided excellent direction for the committee to begin seeking appropriate funds. The committees' application to the City of Salmon Arm Grant's-in-Aid Program provided funds of \$2,500 towards the purchase of three video cameras and associated equipment. The committee was unsuccessful in its application to the *British Columbia Arts Council (BCAC) Pivot Program*, which we hoped would provide the funds for the remainder of the cameras and equipment. Consequently, the Board redirected its priority to just one video camera and associated equipment. Following the committees' application, Armstrong Regional Coop announced Shuswap Theatre as the chosen charitable organization for the *Armstrong Regional Cooperative Fuel Good Day*, to be held September 21, 2021 (following the date of this report). The committee projects that the funds from Fuel Good Day will be adequate for the remainder of the camera and equipment costs, with an additional surplus towards other capital needs.

Lastly, the committees' application to *SASCU Community Support* resulted in a generous award of \$9,000 towards completing the replacement of our heating, ventilation, and air conditioning system. Proair Heating & Cooling deserves thunderous recognition as they have donated components and in-kind service, already completing a significant portion of the project.

Though it may seem at times to be thankless work, I do indeed wish to give thanks to the committee members: Kim MacMillan, Heather Stefanek, Jaci Metivier, and Sherry Bowlby. A special thanks needs to be given to Jaci Metivier, who used to do this all on her own. Though it was a combined effort, Jaci still completed the bulk of the grant applications. Also, a tremendous thank you to our granting organizations.

Howard DeLong, Chair Funding and Sponsorship Committee