

## Performances in the Park – Report for Joint Committee

**BRINGING LIVE ACTS AND ENTERTAINMENT TO THE DOWNTOWN CORE OF WILLIAMS LAKE.**

**FAMILY ORIENTED ACTIVITIES PEOPLE CAN RELY ON THROUGHOUT THE SUMMER MONTHS, ADDING COLOUR AND DEPTH TO THE FABRIC OF OUR REGION.**

**ONE OF A KIND LIVE MUSIC AND PERFORMANCE EVENT IN WILLIAMS LAKE WITH THE OPPORTUNITY TO GROW INTO A BIGGER OCCASION, AIDING IN THE TOURISM EXPERIENCE OF OUR CITY.**



For over a decade, Performances in the Park has been delivered via the Central Cariboo Arts and Culture Society and its contractors. We've offered a consistent and quality event through the years, once a week for the months of July and August, even delivering high quality videos during the pandemic, providing the artists and the community a solid and beautiful product that showcases what we have to offer.

There is no event quite like it in Williams Lake, and we'd like to see 'Performances' grow and evolve for the future, ensuring audiences will continue to be inspired by high quality acts within one of the city's best outdoor venues.





90 Fourth Avenue North  
Williams Lake, BC V2G 2C6  
250-305-9428  
performances@centralcaribooarts.com



## In 2022 we celebrated a return to LIVE MUSIC

***We know it takes many factors to make a city a welcoming place – livability includes but is not limited to economic opportunities, access to leisure and nature, cultural offerings, community safety and connection. As a focal event for the region in the summer months, we believe Performances in the Park bridges many of those factors, and ought to be promoted and celebrated as such.***

We have seen numerous changes impact our program over the past several years, not the least of which is the global pandemic's effects and after-effects, leading to culture and cost changes across the board. We have taken the initiative to adjust within the allotted funding and sponsorships earned but believe there is room to grow and innovate further.

### Scope of Work – What we Provide:

- ✚ **Budget and program development**
- ✚ **Artist recruitment – discovering suitable and quality acts from across BC and beyond, negotiate and set up contracts**
- ✚ **Sponsorship – planning, outreach and relationships**
- ✚ **Event Coordination – Developing plans (safety, scheduling, scripts for MCs), scheduling, coordinating sound tech and acts onsite**
- ✚ **Marketing - All outreach and social media, including artist and sponsor promotions**

### Our Request:

**Increase the base funding to the CCACS for delivery of Performances in the Park to \$22,000 annually for a three- year term (2023-25), in order to reflect the rate of inflation from 2012 (at 2.24% per year) to present, the ever-increasing costs in travel, advertising, and insurance of the event.**

Since 2012, there have been no increases to the PIP budget from City of Williams Lake and Cariboo Regional District, an indication of either lack of interest in the program or lack of awareness to what is provided and at what cost.

Performances in the Park continues to shine because it is built from the ground up by government AND business support, a partnership that benefits our residents. With that said, relying on sponsors and businesses who've been affected by the pandemic does not provide our team with a solid annual budget. This leads to planning delays and more time-consuming administration, seeking out more funding, finding acts who'll play for less and adjusting the program delivery model. It's a chain reaction that leads to inefficiencies.

We propose an annual increase of \$8,000 to account for inflation over the last decade and increased costs. Artist fees have jumped way up, as did any associated costs of living and travel, which affect the artists, managers, and tech providers for the contract.





Additionally, we would like the City of Williams Lake and Cariboo Regional District to provide a venue for inclement weather and/or smoke over and above the increase to our operating budget. We are hopeful the stakeholders involved will see the value of providing this back-up venue, as an alternative to paying musical acts, sound tech and management fees even when events are called off.



## Outcomes:

### With Funding Increase

With the core base funding increasing to reflect this proposal, the management of the event can attract an improved quality of performer and artist to enhance our local talent. With a funding increase we will be better equipped to provide fair payment to our artists and contractors, something both the CACWL and the CCACS advocate for in our organizations. Increased funding could extend our marketing and advertising reach, improving the tourism experience. We believe that increased funding will allow us to provide our community with a better event, attracting more sponsorship and quality partnerships, growing our event into the future for our community.

### Without Funding Increase

With core base funding remaining at the status quo, the CACWL would not be able to take on the planning of the event moving forward. The CCACS would need to seek out a new management contract to execute the annual event, which would be very difficult at the current rate of pay. There is a small possibility that, with no increase, the CACWL would need to significantly reduce the program in order to manage the budget and costs OR the CACWL considered reducing the scope of the program.

