

Central Cariboo Arts and Culture Society Community Arts Council of Williams Lake



Progress Report for Performances in the Park 2025 To the Central Cariboo Joint Committee for 26 March 2025

The Community Arts Council of Williams Lake and the Central Cariboo Arts and Culture Society are committed to crafting an extraordinary summer experience for our community, bringing together local, regional, and international talent to produce vibrant performances and engaging activities that appeal to all ages. Through careful planning and collaboration with the City, the Regional District, numerous community partners, and community businesses, we are shaping a truly exceptional event. With attention to detail and a strong focus on community engagement, we aim to create an event that celebrates local arts and culture, fosters meaningful connections, and offers a memorable experience for everyone. Our planning is well underway, and we are excited to bring this celebration of culture, creativity, and connection to life this summer. Here are some of the details we've been working on:

PERFORMANCE PROGRAMMING

Following our February call for applications, we have **received over 30 submissions**. Our next steps involve assessing each act based on budget considerations, scheduling feasibility, and alignment with our goal to 'lift up local,' while also ensuring a balance with our family-focused community programming. Following this work, contracts will be established for our successful performers, and our full marketing schedule can begin. We typically release a full line-up announcement and season kick-off at the start of June.

MARKETING AND PROMOTIONS

We are exploring additional advertising opportunities, including the use of new channels to broaden our reach. As part of our annual refresh, a designer is updating the colour-way for our existing graphics and promotional assets. Meanwhile, our in-house staff will continue to manage social media content and graphics and oversee regular newsletter communications, ensuring consistent and timely updates for the community. This summer, you'll find us at the Williams Lake Farmers' Market, promoting the show and connecting with the community. We'll also be gathering valuable feedback through both written and online surveys to learn more about attendees' experiences and hear their ideas for the future of the event. This feedback will be very valuable as we work towards a contract renewal for 2026-28.

FUNDRAISING AND SPONSORSHIP

Our sponsorship efforts are well underway, and we are pleased to have **secured commitments from 6 returning sponsors so far**. Additionally, we remain hopeful that the Provincial Government's Fairs, Festivals, and Events grant will reopen for applications this year but, have not yet had any confirmation of that. We are planning to explore the newly announced provincial *Destination Events Program* to assess whether our event aligns with its criteria and eligibility requirements. We are leveraging the audience of the Chamber of Commerce this month to extend our sponsorship call-out and engage any potential new sponsors interested in the event.

VENUE PREPARATIONS

We recently met with City of Williams Lake staff to discuss our venue preparations and share ideas for the event. Collaboration will continue as we work together to ensure a successful experience. Additionally, we plan to engage Community Policing to explore their available services and support during the event.

OTHER EVENT OFFERINGS

Food Vendors and Food Trucks: The Central Cariboo Arts and Culture Society is actively reaching out to local and regional food entrepreneurs to participate in the regular Thursday concerts. To boost interest and engagement, we will be promoting this opportunity at the upcoming Chamber meeting. Additionally, a direct invitation letter has been shared with businesses, and social media outreach has generated further interest. So far, **3 businesses have expressed their commitment to participate.** We will also work closely with the City of Williams Lake to ensure all necessary permits, placements, and logistical needs are met for a successful collaboration.

Art in the Park – Kids Art: The Community Arts Council is actively working to secure an art facilitator for this popular program. This initiative adds a vibrant, hands-on component that enhances the event's multi-generational appeal. We anticipate confirming the facilitator and making a formal announcement about this annual offering in June.

Extending Artist Visibility: We are exploring ways to extend performer visibility and support artist promotion beyond their individual concerts. This includes the potential development of a dedicated section on our website featuring artist links, and/or creating a community playlist on platforms like *Spotify*. These initiatives will offer attendees an opportunity to continue enjoying and supporting the talented performers featured at Performances in the Park long after the event.

Spotlight on Arts and Culture Organizations: The Community Arts Council will continue to support local arts and culture organizations by providing opportunities for them to participate in Performances in the Park concerts. This initiative offers organizations a platform to engage with the community, promote their activities, and expand their outreach through direct interaction with event attendees.

We hope you have plans to attend a show or two in the summer months, please make sure to let us know so we can recognize you in our opening remarks!



Melissa Normandin

Central Cariboo Arts and Culture Society



Venta Rukauskas

Community Arts Council of Williams Lake



BUDGET 2025

Income	<u>Proposed</u>	<u>Actual</u>
Contract Amount (City CRD)	\$21,800	
Sponsorships, etc.	\$9,000	\$2,750
Retained Earnings from 2024	\$4,000	
Total Income	\$34,800	
Expenses		
Insurance – General Liability	\$1,100	
MC Honorarium.	\$800	
Advertising & Promotion	\$1,500	
Sound	\$7,300	
Event Contractor Payment	\$9,500	
Artist Honorariums	\$12,000	
Miscellaneous Expense	\$500	
Total Expenses	\$32,700	