

Summary

Rental Increases & Restricted Access to the Royal Theatre

- **Rental rate increases in excess of 100%** have been levied on non-profit performing arts organizations (the cost increase is \$120K per season for Pacific Opera)
- **Rental rates are as much as three times that of other civic theatres** in western Canada, (Royal Theatre rental is \$2.92 per seat vs. \$1.63 in Vancouver; \$0.89 in Calgary)
- **Non-profits contribute 74% of Royal Theatre revenues**, they are not subsidized by RMT
- **No compelling financial rationale** has been provided for such extraordinary increases. The Royal Theatre is in a stable financial position, and generating operating surpluses
- **Restrictions will force some performances onto dates when orchestra is unavailable**, and when audiences are less inclined to attend (ie. Mondays)
- **There is no alternate venue** for most opera and dance performances

Impact at the Royal Theatre

- **Local Non-profit users contribute 74 percent of all revenues** at the Royal Theatre
- **Local Non-profit users create 78 percent of total attendance** at the Royal Theatre
- **Symphony Opera and Dance delivered 68 performances at the Royal Theatre** last season, occupying 26 weekends
- With the symphony's move in 2019, **the three will deliver 49 performances at the Royal Theatre**, occupying 20 weekends

Efficient Use of the Royal Theatre

- **Non-profits make efficient use of the theatre by using weekdays and weekends** (almost 1:1 weekend day to weekday ratio)
- **Commercial acts typically perform one or two nights only** (a 1:0 ratio)
- **Pacific Opera uses the theatre as efficiently as any opera company in Canada** (eg. Vancouver, Calgary and Edmonton Operas) staging 5 performances plus 1 student preview during each 21 day residency at the Royal Theatre
- **Dark Days are an industry practice worldwide**, with a minimum of 1 day of vocal rest between performances
- **Stage can be used on Dark Days, because our sets are designed to be removable.** Several music, dance and comedy acts have performed on dark days in previous seasons
- **Pacific Opera uses only 6 prime weekends** each season, plus 3 holiday weekends, which are undesirable for commercial renters, and labour costs are 50% higher

Performing Arts Integration

- The three organizations are **mutually reliant on the same orchestral ensemble**, employed by the Victoria Symphony
- They share a **mutual dependence on the Royal Theatre** as the only theatre in the CRD with the necessary audience capacity and technical capabilities
- **Programming and schedules are deeply integrated** between Pacific Opera Victoria, the Victoria Symphony, Dance Victoria and the Royal Theatre
- In addition, these organizations also **must align 4 collective agreements** with 3 national trade unions, which dictate distinct rehearsal and performance schedules and conditions for each cohort of: performing artists, orchestra players, technicians, and craftspeople

Diversity

- **Theatre rental costs influence ticket prices.** High admission prices are identified as a primary obstacle to performing arts attendance
- **High ticket prices are a barrier to access and diversity** of audiences. Arts organizations maintain accessible prices for public and youth, deliver complimentary ticket programs and offer a multitude of free community and school programs
- Non-profit arts organizations have devoted significant resources to **increase diversity on the stage, in their boardrooms and in their audiences**. We maintain artist, volunteer and employee recruitment practices to attract increased diversity.
- **Our governance practices** are designed to maintain gender parity, encourage cultural representation and create diversity aligned with regional indexes
- Non-profit arts organizations all **deliver artistic programs** that explore indigenous, multi-cultural, francophone and contemporary subjects
- Our **community programs** are designed to attract diversity, and address equity and inclusion.
- We are active members of the Intercultural Association's Community Partnership Network, partnerships with multiple Indigenous organizations and Friendship Centres



Performing Arts Impact

Audience Impact

- ✓ 68 – Number of symphony, dance and opera performances at the Royal Theatre
- ✓ 68,138 – Attendance at symphony, dance and opera at the Royal Theatre
- ✓ 56,300 – Attendance at community events
- ✓ 25,700 – Student attendance at youth and school programs
- ✓ 10 – Number of Cities where our performances were staged for other audiences
- ✓ 55 – Percentage of Royal Theatre audiences created by symphony, dance and opera
- ✓ 97 – Percentage of symphony audiences living in the CRD
- ✓ 95 – Percentage of dance audiences living in the CRD
- ✓ 76 – Percentage of opera audiences living in the CRD, 19% from BC, 6% from away
- ✓ 9 – Percentage of 5-year average attendance growth

Economic Impact (per annum)

- ✓ \$11.7 million – Combined annual budgets
- ✓ \$16.4 million – Direct economic impact in the CRD (multiplier effect 1.7)
- ✓ \$6.7 million – Direct employment income
- ✓ 421 – Number of symphony, dance and opera artists engaged
- ✓ 74 – Percentage of Royal Theatre revenues contributed by non-profit users
- ✓ 78 – Percentage of Royal Theatre audiences created by non-profit users
- ✓ 135 – Cumulative years at Royal and McPherson Theatres

The Arts in Greater Victoria

- ✓ 93 – Percentage of CRD residents who attended an arts event in 2012
- ✓ 17 – Percentage of those who attended five or more times
- ✓ \$140 million – Net income (GDP) activity of arts and culture in the CRD
- ✓ 3,640 – Number of person years of CRD employment generated by arts and culture
- ✓ \$14 million – Property tax revenue generated by arts and culture in the CRD
- ✓ \$4 billion – Total economic impact of registered charities in the CRD