

Presentation and request to the
City of Victoria, Mayor and Council.
Sept 23. 2021

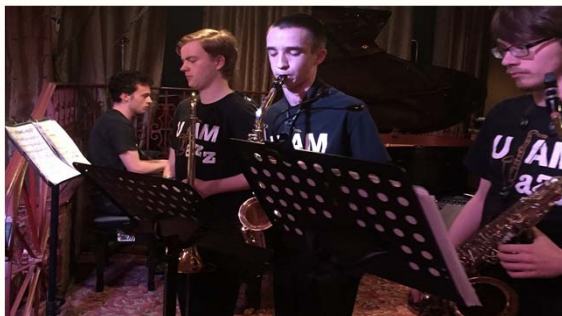


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About Hermann's Jazz Club



Hermann's Jazz Club is a 150-seat, all-ages venue (currently operating at 75 seats). Hermann's hosts upwards of 400 live performances each year, providing invaluable support to musicians who receive 100% of ticket sales. We are well situated less than half a block from a city parkade, aiding those with mobility issues to participate. As the longest continuous running jazz club in Canada, Hermann's Jazz has been at the forefront for the past 40 years for local and visiting musicians to showcase their talents and hone their skills.

Arts on View currently run Hermann's Jazz Club and the View Street Social as a non-profit social enterprise. The profits earned by the operation of these facilities is reinvested to the Society's purposes.



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The Arts on View Society's vision is to support a vibrant performing arts and music community in Victoria.

Purposes:

- creating a Performing Arts Centre (Arts on View) in downtown Victoria featuring Hermann's Jazz Club as well as venues for live performances and rehearsals,
- protecting and enhancing Hermann's Jazz Club as a cultural asset, thus maintaining an all-ages musical performance venue that is accessible to all
- presenting jazz, blues and world music by local, Canadian and international artists
- collaborating with and contributing to non-profit performing arts organizations,
- nurturing and fostering emerging artists and students



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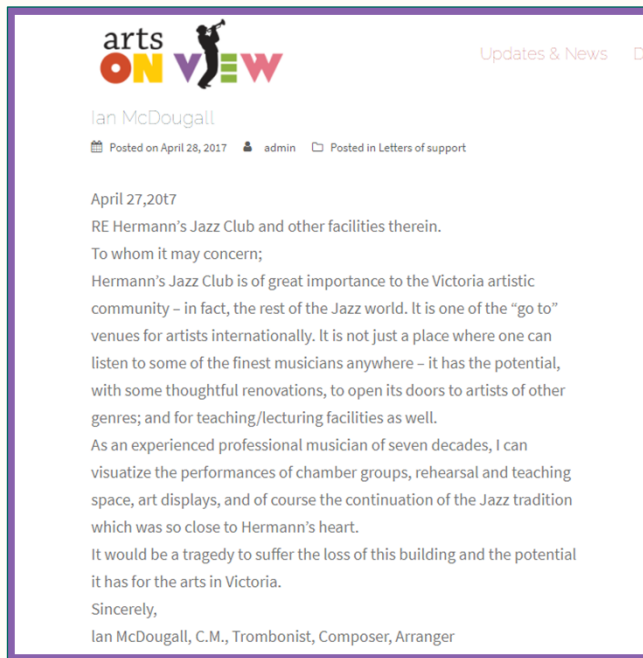
Guiding Principles

In implementing our vision, we will adhere to the following guiding principles:

- ongoing sustainability
- fair and equitable access for performers, taking into consideration the appropriate balance between international artists, local talent and emerging artists that reflects our vision
- purposeful partnerships with other community based non-profit arts organizations
- a focus on quality
- a phased approach to implementing our vision
- transparent communications to performers and supporters



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Over 100 letters of support demonstration of all of the reasons why music and venues are important to members of our community.

<https://artsonview.ca/lettersfromoursupporters>

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Given our society's success in running both Hermann's Jazz Club and View Street Social, we plan to run the newly acquired upper floors as a separate entity called "Hermann's Upstairs". The multi-room area, containing two venues with over 400 spots for seating, would feature a vibrant selection of music, dance, theatre and more.



Intent to proceed with this project at this time has been supported by at least three contributing factors:

- the need for affordable venues within the performing arts community
- the opportunity to be part of the City of Victoria vision of becoming a Music City
- the availability of additional entertainment venues in the building



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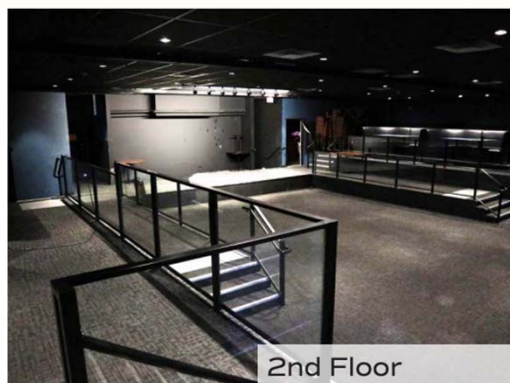
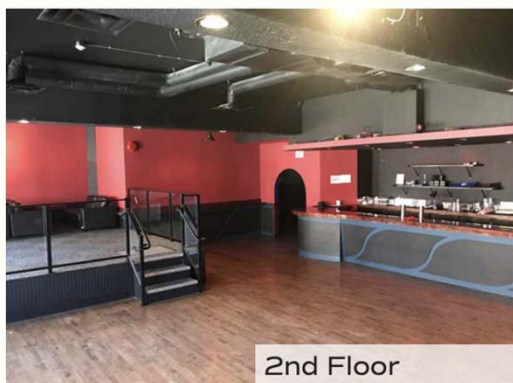
This staged implementation strategy includes:

- Stage 1: Lease the upper floors
- Stage 2: Undertake improvements to the venues
- Stage 3: Develop collaborative working relationships with the City and non profit Performing Arts Organizations
- Stage 4: Acquire a majority interest in 753 View Street



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Stage 1: Lease the Upper Floors



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Stage 2: Undertake Improvements to the Venues



Upper floor renovations include:

- Installation of a limited use, limited access (LULA) elevator to facilitate access to the 2nd floor
- Extension of the stage, improvements to wings
- Installation of a 24'x24' dance floor
- Enhancements to the food and beverage infrastructure equipment
- Installation of improved sound and lighting systems, sound booth and livestream equipment., and installation of a livestream system
- Structural Change application to LCRB to adjust licensed area and allow for extensions of the tiered audience areas
- Utilization of rear patio for kitchen garden space. Future - potential development of rooftop kitchen garden and patio space at the front of the building



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Stage 3: Develop Collaborative Working Relationships with the City of Victoria and Non-Profit Performing Arts Organizations



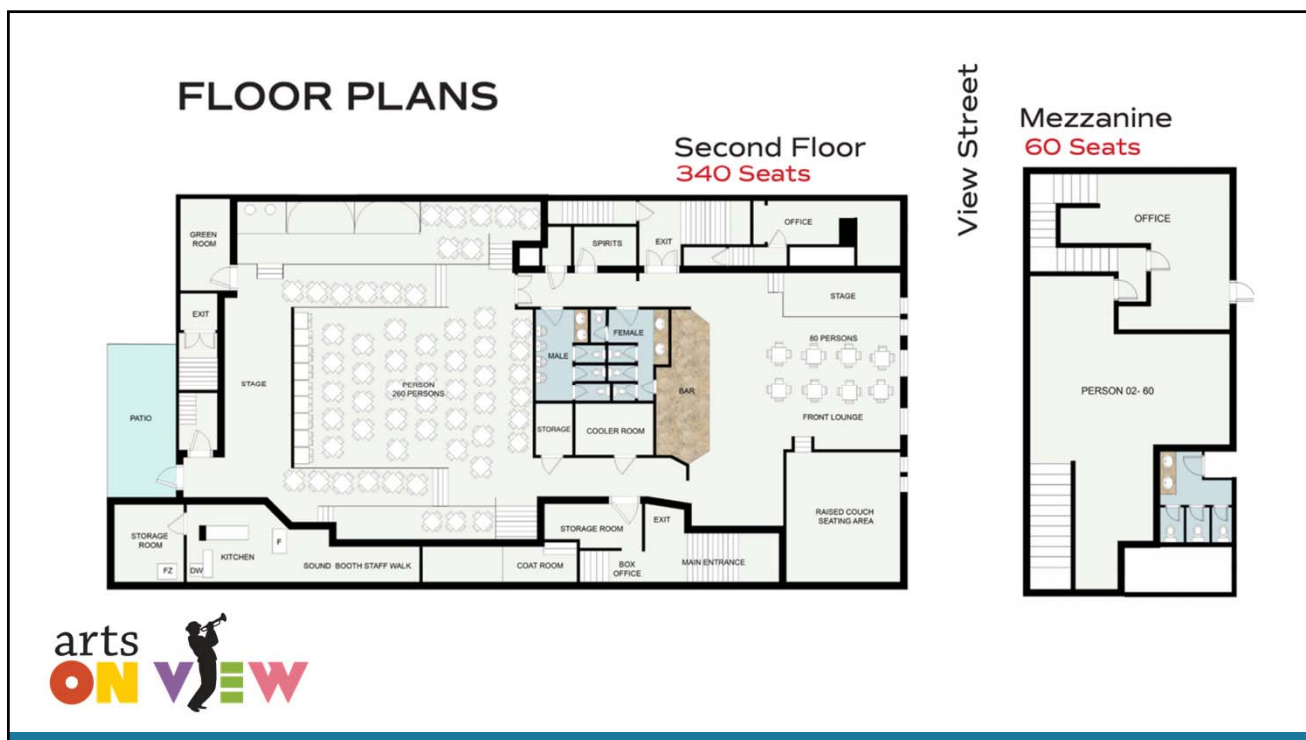
Once the Society has introduced the Performing Arts Centre and developed collaborative working relationships with community based performing artists organizations, it envisages assuming a leadership, coordinating, and mentoring role as previously outlined, working closely with the City. Ongoing operational support from the City to allow the Society to hire staff dedicated to these activities would be appreciated.



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Stage 4:

Acquire a Majority Interest in 751/753 View

Acquisition of the building by the Society would solidify the ability to operate a Performing Arts Centre.

It would:

- provide certainty and security of ongoing use of the facility
- be held as an asset in a non-profit structure
- support longer term development of the facility and improvements to diversify the use of the space
- reduce the operating costs of the Society through the net reduction of basic rents
- be an investment that supports the ongoing work of the Society and the music/performing arts communities

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PROJECT REQUIREMENTS – UPSTAIRS 751 VIEW STREET

DEVELOPING THE PERFORMING ARTS CENTRE YEAR ONE

The introduction of the Performing Arts Centre and concurrent application for charitable status for the Society involves the following anticipated project expenditures, and offsetting sources of funding:



Project Expenditure	Projected Cost
1) Renovations to the venues (see Section 3)	\$ 195,000
1) Legal Expenses for the Lease and Obtaining Charitable Status	\$ 17,500
1) Seed funding to cover anticipated operating shortfalls until fully operational (see Appendix C)	\$ 17,500
Total Anticipated Project Expenditures	\$ 230,000
Project Funding	Amount of Funding
Infrastructure and Cultural Grants	
• BC Gaming (application submitted)	\$ 52,000
• BC Arts Council Infrastructure	\$ 54,000
• City of Victoria	\$ 100,000
Total Infrastructure & Cultural Grants	
Livestream Donations (already received)	\$ 24,000
Total Actual/Anticipated Funding	\$ 230,000

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Support from the City of Victoria



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What we can offer:



The Society envisages it can support the City's vision in a number of ways:

- providing an all-ages musical performance venue at Hermann's Jazz Club (including Hermann's Upstairs) that is accessible to all and that presents jazz, blues and world music by local, Canadian and international artists
- developing a Performing Arts Centre that will be available in an affordable and accessible manner to non profit performing arts organization
- collaborating with the City and performing arts organizations on an ongoing basis to identify needs and determine how best to address them
- serving as a 'test model' in working with the City to determine how best to have collaborative and beneficial relationships between the City and performing arts' organizations
- being willing to mentor other non-profit organizations as they strive to meet their goals and objectives
- nurturing and fostering emerging artists and students.



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We look forward to collaborating with the City and performing arts organizations on an ongoing basis to identify needs and determine how to best address them. We will continue to support the City's desire to offer affordable and accessible opportunities for the community to enjoy music and the performing arts.



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