



Our Civic Auditoriums

The Community's Historic Theatres

Presentation Purpose

- Provide background information and statistics on the civic theatres
- Build a common understanding of public funding for the McPherson Playhouse and the Royal Theatre
- Engage in dialogue and outreach with municipal partners
- Articulate opportunities for a civic performing arts centre model

“Over the past fifteen years, the Royal and McPherson Theatres Society has operated one of the most active and successful government-owned theatre centres in Canada”

-Janis Barlow, Theatre Management Consultant



Background

“Youth and aspiration are tied up in the McPherson Playhouse”

-Wendy Vernon, renowned local dance teacher

- Built in 1914, the 772 seat McPherson Playhouse is an important historic, regional cultural asset which is suited to many types of local and touring productions
- Built in 1913, the 1416 seat Royal Theatre is the region’s largest theatre
- The McPherson is owned and supported by the City of Victoria and managed by the Royal & McPherson Theatres Society (RMTS), a not-for-profit corporation established in 1998
- The RMTS also manages the Royal Theatre, which is owned by the CRD and supported by Oak Bay, Saanich and Victoria

Royal Theatre Partners

- Oak Bay, Saanich and Victoria have been partners in the Royal Theatre since 1974, when ownership was transferred to the CRD in trust for the three municipalities.
- The partnership has enabled management to undertake significant upgrades to the theatre so that the region has a first-class, large performing arts auditorium.
- The partnership has provided stability for resident companies like Pacific Opera Victoria, the Victoria Symphony Orchestra and Dance Victoria.
- The partnership has been a catalyst for Greater Victoria's place as a vibrant cultural centre and the attendant economic activity that this generates.



McPherson Highlights

Each year, the RMTS provides the McPherson at reduced rates for local non-profit organizations. In 2015/2016 these included:

- Ballet Victoria
- BC Cadet Honour Band
- Canadian College of Performing Arts
- Community Living Victoria
- Dance Unlimited
- Dart Coon Club of Canada
- Gilbert and Sullivan Society
- Kaleidoscope Theatre
- Shawnigan Lake School
- Shriners Care for Kids
- St. Michael's University School
- Royal Roads University
- TEDx
- Victoria Academy of Ballet
- Victoria Jazz Society
- Victoria Operatic Society

2016

General Attendance:
53,067

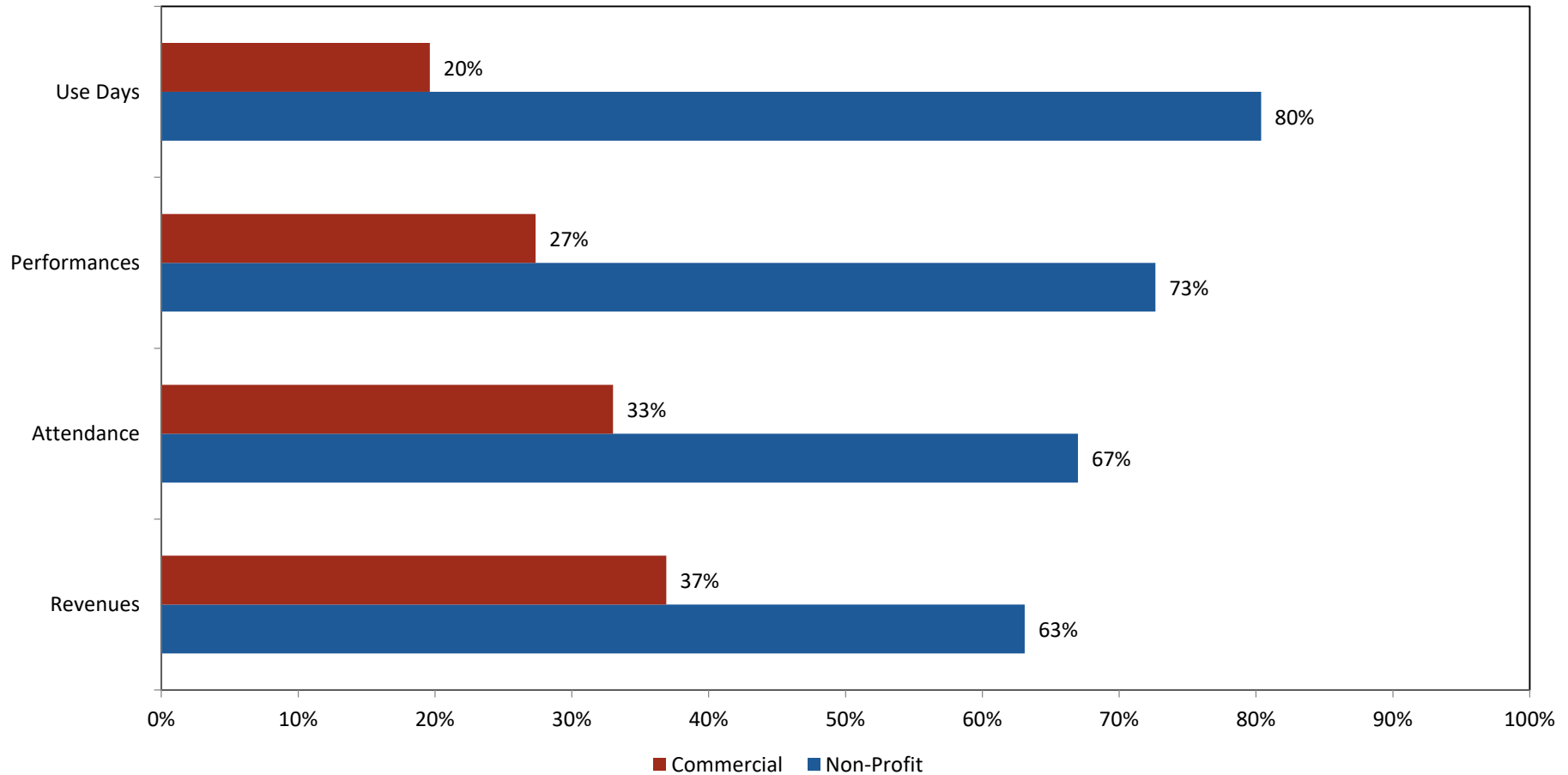
Days of Use:
143

Number of Performances:
96

FTE Staff:
16

-RMTS

McPherson Non-Profit/Commercial



Non-profit discounts totaling \$95,00 were provided at the McPherson in 2016

22.3% of Oak Bay residents attended a show at the McPherson Playhouse in 2016

Royal Highlights

Each year, the RMTS provides the Royal at reduced rates for local non-profit organizations. In 2015/2016 these included:

- Allegro Performing Arts Centre
- Ballet Victoria
- Boston Dance Collective
- Dance Victoria
- Naden Band
- Pacific Opera Victoria
- St. Michaels University
- Raino Dance
- Dansko Studios
- Salvation Army
- Royal Roads University
- Victoria Jazz Society
- Victoria Symphony Orchestra

2016

General Attendance:
125,482

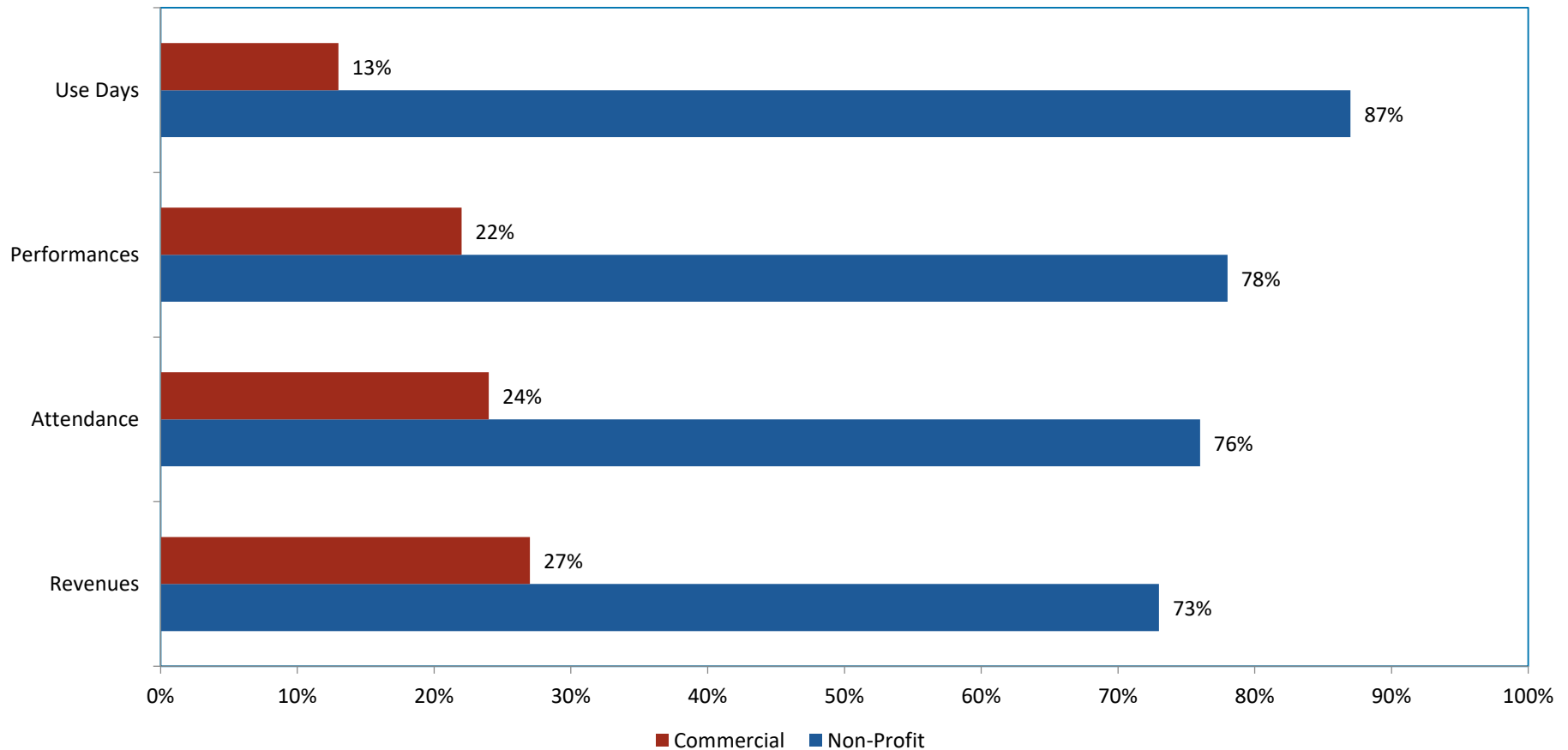
Days of Use:
191

Number of Performances:
122

FTE Staff:
19

-RMTS

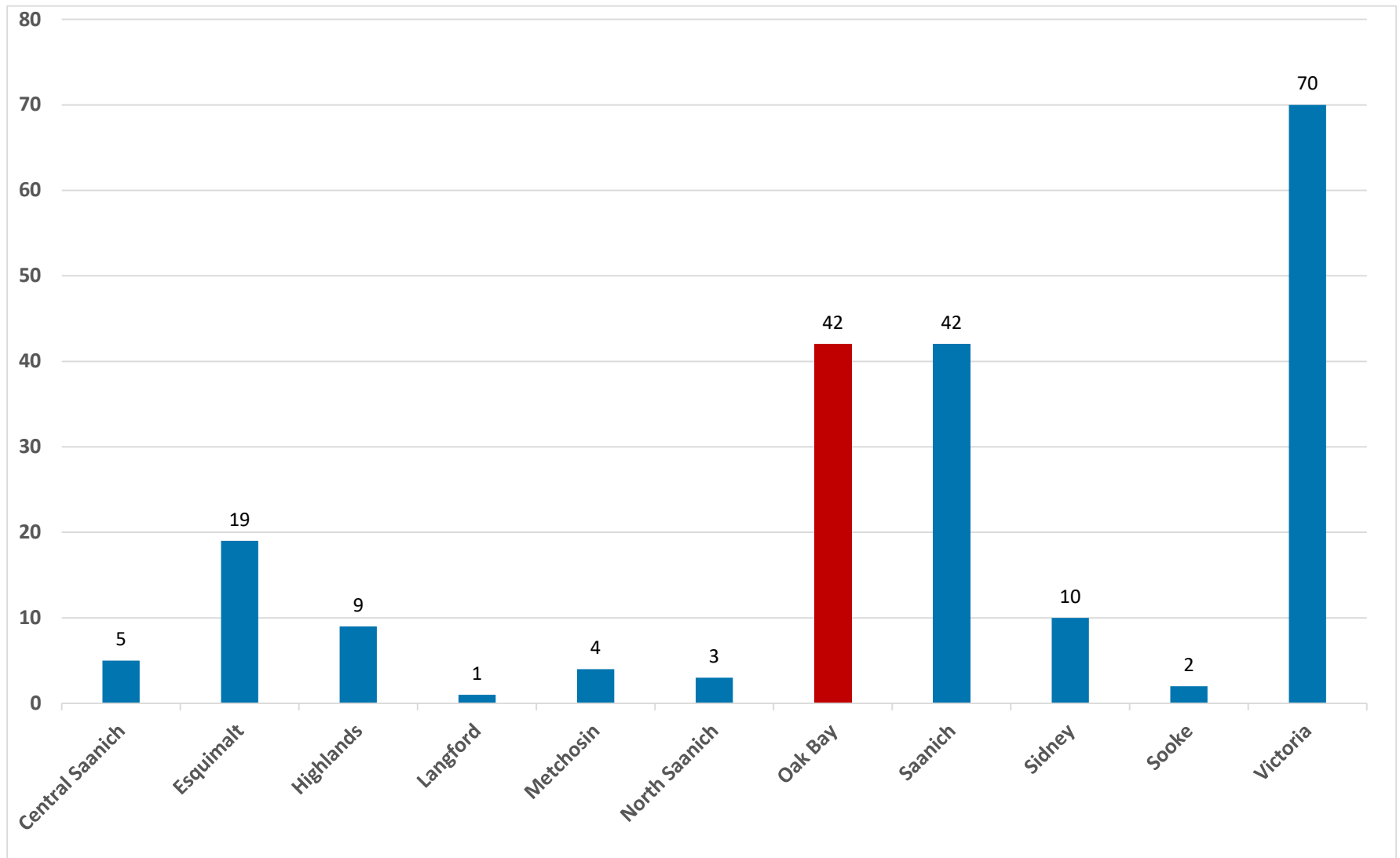
Royal Theatre Non-Profit/Commercial



Non-profit discounts totaling \$301,00 were provided at the Royal in 2016

61.4% of Oak Bay residents attended a show at the Royal Theatre in 2016

Number of RMTS Employees by Municipality in 2016



Currently

- The McPherson serves arts organizations and audiences throughout the region
- Public investment in the theatres has been static since 1998 so it's now more challenging to provide not for profit discounts
- Local performing arts groups need access to affordable venues
- The McPherson has the capacity and expertise that the community desires to showcase their work
- The two theatres have the management structure to operate as a single performing arts centre, yet the ownership is not aligned

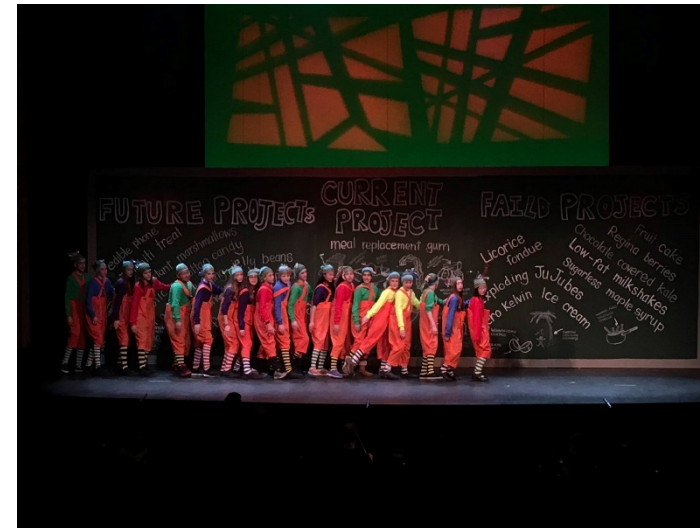


Moving Forward

Aligning the ownership of the McPherson and the Royal would allow the region to realize the benefits of an integrated performing arts centre.

These include:

- An incubator stage and a mainstage working in concert to support and develop local talent
- Improved governance
- A more efficient funding structure to provide better access for audiences and not for profit arts organizations across the region



To Consider

- Help us align the ownership and funding of the McPherson Playhouse and the Royal Theatre to realize all of the benefits an integrated performing arts centre brings to our region.

“I will never forget the experiences I had at such historic theatres as The McPherson and The Royal. Victoria is blessed to have such beautiful performing spaces and I trust they will continue to thrive for generations ahead”

-Atom Egoyan, award winning film director, actor and producer



Next Steps

- Express an interest in joining the conversation to align the ownership and funding of the McPherson Playhouse and the Royal Theatre for the benefit of our entire region.



Additional Slides

- Why Invest in the Arts
- Canadian Theatre Investment Context
- Theatres' Vital Statistics
- Local Theatre Facility Inventory

Why Invest in the Arts?

Social Impacts

- Improving educational performance
- Improving personal health
- Integrating diverse populations in communities
- Fostering a better quality of life and a more creative society
- In a 2012 Canadian Heritage study, 92% of Canadians say that the performing arts bring vitality, energy and a sense of well-being to their community

Economic Impacts

- Regional employment
- Local support to regional non-profit organizations
- Tourism and visitor investment to the region
- Regional suppliers and contractors

“I have seen the critical role that the arts play in stimulating creativity and in developing vital communities....the arts have a crucial impact on our economy and are an important catalyst for learning, discovery, and achievement.”

—Paul G. Allen, Co-Founder, Microsoft

Canadian Theatre Investment

- In most major centres across Canada, civic and provincial governments own and support performing arts venues for the benefit of their citizens and communities.
- As shown below, the RMTS managed theatres receive relatively low government operating support compared to publicly owned theatres in similarly sized centres.

| Theatre Centre | Total Seating Capacity | Budget (2015) | Government Support | % of Annual Budget |
|---|------------------------|---------------|--------------------|--------------------|
| Duncan Cowichan Performing Arts Centre | 731 | \$1,935,558 | \$1,176,658 | 61% |
| Nanaimo Port Theatre | 804 | \$1,706,101 | \$712,376 | 42% |
| Chilliwack Chilliwack Cultural Centre | 807 | \$1,156,509 | \$444,900 | 38% |
| Charlottetown Confederation Centre | 1,482 | \$12,534,000 | \$4,457,000 | 26% |
| Victoria Royal & McPherson | 2,188 | \$3,291,362 | \$450,000 | 14% |

Theatres' Vital Statistics

| Aspect | Royal Theatre | McPherson Playhouse |
|--|---|-------------------------------|
| Operating Funding | Oak Bay, Saanich, Victoria - based on population and assessment | Victoria |
| Population - 2016 Census | 218,034 Oak Bay, Saanich, Victoria | 85,792 |
| Operating Funding as a per capita expense | \$100,000 - \$0.46 per capita | \$350,000 - \$4.08 per capita |
| Primary Capital Funders | Oak Bay, Saanich, Victoria | Victoria |
| Capital Funding | \$445,000 | \$400,000 |
| Capital Funding as a per capita expense | \$2.04 per capita | \$4.66 per capita |
| Total Municipal Contribution | \$545,000 | \$750,000 |
| Total Per Capita Contribution | \$2.50 per capita | \$8.74 per capita |
| Financial Contribution Static Since | 1998 | 1998 |

CRD Theatre Facility Inventory

| Name | Type of Staging | Incubator 150-399 Seats | Community 400-799 Seats | Small 800-1199 Seats | Mid-Size 1,200 – 1,799 Seats |
|----------------------------|-----------------|----------------------------|----------------------------|----------------------------|------------------------------------|
| Metro Studio | End Stage | 185 | | | |
| Roxy | Thrust | 225 | | | |
| Belfry | Thrust | 260 | | | |
| Charlie White | Thrust | 310 | | | |
| Dave Dunnet | Proscenium | | 440 | | |
| McPherson Playhouse | Proscenium | | 772 | | |
| Alix Goolden | Recital Hall | | | 800 | |
| Farquhar Auditorium | Concert Hall | | | 1,051 | |
| Royal Theatre | Proscenium | | | | 1,416 |