



1 Centennial Square  
Victoria, BC V8W 1P6

E [grants@victoria.ca](mailto:grants@victoria.ca)

# 2015 Strategic Plan Grant Application Form

## How to Apply:

1. Complete **Application Form** in its entirety and send to [grants@victoria.ca](mailto:grants@victoria.ca)

2. Assemble **Eligibility Documentation**

Attach the following *required* documentation to ensure eligibility and completion of the 2015 Grant Application Form.

- ☐ Society or Charity confirmation – Provide society number and Certificate of Good Standing or Charity Registration Number and CRA Canadian Registered Charities details page showing charity status as **registered**
- ☐ Annual Report and Financial Statements – organization's current filed documents with the Registrar of Companies as required by the BC Society Act

## SECTION 1. CONTACT INFORMATION

Organization Name: Victoria Conservatory of Music

Mailing Address: 900 Johnson Street, Victoria BC V8V 3N4

Contact Person: Jane Butler McGregor, CEO

Email: butlermcgregor@vcm.bc.ca

Telephone: 250 386 5311

Website: www.vcm.bc.ca

## SECTION 2. ORGANIZATION INFORMATION

Are you registered under the *Society Act*? ☒ Yes ☐ No

Society Registration Number: S6880

Are you a registered Charity? ☒ Yes ☐ No

Charity Registration Number: 108172255

Organization mission/mandate

The VCM's mission is "to enrich lives through music in a thriving community accessible to all" and it realizes it through five primary program streams: Community schools, Post-Secondary School, Summer Schools, Music Therapy program, and Public Performance activities.

Brief history and role in benefitting residents of Greater Victoria

Founded in 1964, the VCM is among the largest federally registered charities in Victoria reaching 4,500 students and 44,000 concert patrons each year providing social, cultural and economic benefits to the community. A main artistic institution, the VCM uniquely reaches a broad range of people of all backgrounds: from 4 months of age to seniors, beginning students to those who aspire to a professional career, the musically gifted as well as those with developmental or physical challenges. As well, VCM's Alix Goolden Performance Hall was voted Victoria's Top Live Music Venue in Monday Magazine's 12th Annual M Awards.

How many paid staff at organization? Full Time: 55

Part Time: 159

How many volunteer staff at organization? 200

Total volunteer hours: 2,200

## SECTION 3. ORGANIZATION FINANCIAL INFORMATION

What is the organization's annual budget? \$4,658,517

What other sources of funding do you receive and how is it used?

Source	Total Funding	Use
Tuition Revenue	\$2,766,850	Operating – payroll, maintenance, utilities, etc.
Other Revenue	\$61,590	Operating – payroll, maintenance, utilities, etc.
Events Revenues (Rentals, concerts)	\$222,815	Operating – payroll, maintenance, utilities, etc.
Sub-Leases Revenues	\$60,408	Operating – payroll, maintenance, utilities, etc.
Fundraising – donations, grants, government funding, events, sponsorships	\$1,276,320	Operating – payroll, maintenance, utilities, etc.

Has the organization filed for bankruptcy or currently seeking credit protection?

☐ Yes

☒ No



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## SECTION 4. PROJECT OR PROGRAM INFORMATION

Project or program title: Building Profile and Identity – a VCM Signage Project

Brief description of the project or program and why the grant is needed.

Located in the heart of downtown, the VCM's facility is bordered by Pandora Avenue, Quadra Street and Johnson Street. This highly visible and active location has tremendous potential to significantly increase the profile and identity of the VCM through the addition of professional and visible signage capable of showcasing and promoting the over 240 performances/productions that take place at the VCM each year. The Strategic Plan Grant will be used to install a VCM branded, single-sided one colour LED message centre sign in front of our designated heritage site at the corner of Pandora Avenue and Quadra Street. The sign will prominently identify the facility as the home of the VCM and will have the capacity to display messages that will greatly enhance the VCM's marketing efforts while allowing the VCM to showcase to a broader audience:

- the many performances that take place by both students, faculty and local, national and international musicians
- fundraising events and activities, free community concerts and other special events to support the VCM community
- externally-based performances, productions and events that take place through the VCM's External Facility Rental Program helping the VCM to increase client profiles and to support their marketing efforts.

In addition, the installation of highly visible and communication-based signage along the corner of Pandora Avenue and Quadra Street is an instrumental step towards the revitalization efforts taking place along Pandora Avenue between Quadra and Vancouver Streets.

Does this project or program impact public space? ☐ Yes ☒ No

Please select the Strategic Plan Objective that the project or program aligns with or supports (for further explanation of objectives, please read the full text of the Strategic Plan found at <http://www.victoria.ca/EN/main/city/corporate-strategic-plan.html>). Check off as many as is appropriate.

- |   |  |
|---|--|
| <input type="checkbox"/> Innovate and Lead                                  | <input type="checkbox"/> Enhance and Steward Public Spaces, Green Spaces and Food Systems  |
| X Engage and Empower the Community  | <input type="checkbox"/> Complete a Multi-modal Active Transportation Network              |
| <input type="checkbox"/> Strive for Excellence in Land Use                  | X Nurture Our Arts, Culture and Learning Capital   |
| <input type="checkbox"/> Build Financial Capacity of the Organization       | <input type="checkbox"/> Steward Water Systems and Waste Streams Responsibility            |
| X Create Prosperity through Economic Development                            | <input type="checkbox"/> Plan for Emergencies Including Climate Change Short and Long Term |
| <input type="checkbox"/> Make Victoria More Affordable                      | <input type="checkbox"/> Demonstrate Regional Leadership                                   |
| <input type="checkbox"/> Facilitate Social Inclusion and Community Wellness |  |

Explain in detail how this project or program will meet and support the City of Victoria's Strategic Plan Objectives.

**Objective 2 – Engage and Empower the Community** (directly related to the 2017 Outcomes)

The VCM is an active member of the 900 Pandora Neighbourhood Group that is actively working to revitalize the Pandora/Quadra Street area. With the addition of improved VCM signage on Pandora Avenue and Quadra Street, residents and businesses in the area will experience a greater sense of pride for their neighbourhood helping to empower them and encourage continuing efforts to improve upon the overall vitality of the area.

**Objective 5 – Create prosperity through Economic Development** (directly related to the 2017 Outcomes)

The VCM is one of Victoria's premier art centers attracting close to 50,000 people to the downtown core each year, many of which utilize City of Victoria parking services, visit local retailers and restaurants, and also use other services in the area, all of which contribute dramatically towards the economic wellbeing and prosperity within the downtown area. With the addition of effective and well-positioned signage, the VCM anticipates greater numbers of audience members and higher enrollment within the VCM Community and Post-Secondary Schools helping to drive greater numbers of residents and visitors to the vibrant downtown core.

**Objective 10 – Nurture Our Arts, Culture and Learning Capital** (directly related to the 2018 Outcomes)

City of Victoria support for the VCM through signage funding will nurture and contribute to the overall vibrancy of the arts within the downtown core while creating a more positive presence in the Pandora and Quadra area – an area frequented by people dealing with drug addictions, mental illness and homelessness.

How many will benefit from the project or program? At least 50,000 Percentage of Greater Victoria Residents? 90 – 95 %

Who is your target audience? Neighbourhood residents/businesses; members of the community interested in music education & performances.



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## SECTION 5. PROJECT OR PROGRAM FINANCIAL INFORMATION

Please attach a detailed breakdown of all expenses for this application.

What is the project or program: Total Cost \$13,500 Amount Requested \$10,000

Administrative costs are capped at a maximum of 18% of total budget. Indicate the percentage of administrative costs: 15 %

How much is the organization contributing to this project or program? \$ 3,500

Please indicate the funding sources for this application:

☐ Government funding

Organization Name	Contact Person	Phone Number	Amount

☐ Corporate sponsorships

Organization Name	Contact Person	Phone Number	Amount

☐ Matching funds

Organization Name	Contact Person	Phone Number	Amount

☐ In-Kind contributions

Organization Name	Contact Person	Phone Number	Amount

☐ Waived fees and charges

Organization Name	Contact Person	Phone Number	Amount

☒ Other

Organization Name	Contact Person	Phone Number	Amount
VCM's Designated Bldg Fund	Chris Kask, CFO	250-386-5311	3,500

Grand Total of Other Funding Sources \$ 3,500

Partial funding may be available. Will the project occur without full funding by the grant? ☐ Yes ☒ No

If you do not receive full funding, what is the impact to the organization and project or program. Please provide an explanation below.

Without full funding of this project will not be able to proceed as the VCM is undertaking a number of other infrastructure projects over the next 2 years in order to maintain its heritage building and protect/secure its overall facility to ensure it is a safe place for all who attend VCM programs, performances and events.



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## SECTION 6. PROJECT OR PROGRAM TIMELINE

Project or program dates From: August 1, 2015 To: July 31, 2016

Project or program location: At Quadra Street and Pandora Street

Project or program timeline and major milestones.

Date	Milestone
August 1, 2015	Seek and secure signage providers; work with consultants to design signage
August 1, 2015	Seek City of Victoria guidance re: signage requirements and necessary permits
September 15, 2015	Order all signage according to City of Victoria requirements
September 30 – November 30, 2015	Install signage at the corner of Pandora/Quadra
April 1 to July 31, 2016	Final stage – establish electrical connections via the VCM facility in conjunction with another VCM exterior infrastructure project that involves electrical connections and hook ups.

## SECTION 7. PROJECT OR PROGRAM VOLUNTEERING

How many volunteers will work on this project or program? 0 Total volunteer hours required: 0

Can the project or program occur without volunteer support? ☒ Yes ☐ No

## SECTION 8. PUBLIC ACKNOWLEDGEMENT


All grant recipients are required to publicly acknowledge the grant. How does your organization plan on publicly acknowledging the City's funding support?

- |  |   |
|--|---|
| <input checked="" type="checkbox"/> Website  | <input type="checkbox"/> Newspaper Advertisement  |
| <input checked="" type="checkbox"/> Social Media   | <input type="checkbox"/> Newsletter               |
| <input type="checkbox"/> Sponsor Plaque  | <input checked="" type="checkbox"/> Annual Report |
| <input checked="" type="checkbox"/> Other: Logo recognition in VCM Presents Concert programs |   |

## SECTION 9. DECLARATION

I am an authorized signing officer of the organization and I certify that the information given in this application is correct. I agree to the following terms:

- The organization will be in compliance with all applicable municipal policies and bylaws
- The organization will publicly acknowledge the grant awarded by the City
- The organization is in good standing with either: (1) the Province of BC as a registered Society or (2) the Canada Revenue Agency as a registered Charity
- The organization is not in arrears with the City
- The organization is not in bankruptcy or seeking creditor protection
- The grant application meets all the eligibility requirements of the City's Grant Policy

Signature: 

Position: CEO

Name: Jane Butler McGregor

Date: June 26, 2015

**BUDGET: Building Profile and Identity – A VCM Signage Project**  
**Victoria Conservatory of Music**

<b>Project Expenses</b>	<b>Amount</b>
Engineering & Design Consultant Fees	\$ 1,500
Signage for Pandora/Quadra (2'x7' single sided one color LED message centre)	\$ 7,900
Sign permit	\$ 100
Electrical 120v connection	\$ 2,000
Building Director/Marketing Director/Administrative salaries	\$ 2,000
<b>Total Project Costs</b>	<b>\$ 13,500</b>