



To: Parks, Recreation and Cultural Services Committee

From: Suzanne Haines, General Manager, Gateway Theatre

Re: eyeGO Program

Proposal: Support for the youth event, *eyeGO Fusion*

eyeGO (“I decide to go see something eye-opening”) is a program developed for high school students to promote interest in and access to the arts in our community. The program began in Ontario. Richmond is the first community to implement the program in British Columbia. Gateway Theatre is a lead presenter and has assembled a team to develop the program for our community and to show leadership to other communities in BC. This proposal is to ask for \$5,470 in financial and in-kind support to launch *eyeGO* to the youth of Richmond.

At Gateway Theatre, we see this as a contribution to our community that goes beyond theatre and supports all disciplines of art. We feel this is a necessary program to invest in because of the benefits of building developmental assets of youth including but not limited to positive relationship building, empowerment, leadership, encouraging a creative use of time for themselves and their peers, self-esteem, responsibility, planning, and learning about marketing and producing art. As noted in the Ipsos-Reid Research in 2002,

“Arts and cultural activities improve the self-confidence of youth, including youth at risk, by developing social skills, helping students learn other subjects and enhancing academic performance – music, for example, helps improve math performance while drama and dance help improve reading, writing and language skills. These benefits are recognized by parents: 85 per cent believe that their child’s creativity is improved by arts programs; 78 per cent believe that their child’s personal growth is improved; and 78 per cent believe the arts enhance their child’s confidence and self-esteem. (Ipsos-Reid Research for the Department of Canadian Heritage, 2002)”

Not only are these assets a benefit to the youth by having this youth council in our community, there is a larger impact to the community. By giving youth an alternative social activity that is low risk (\$5 ticket) the community gains positive creative thinkers, less violence and more tolerance in youth. This was proven in the US where studies show that 40% of students who see 1 play are more tolerant. After 2 plays, this percentage jumps to 80%.

This program also benefits the art form by building future audiences, getting feedback from youth, promoting arts to young people at a time when they are making their future purchase decisions, and changes the demographic of regular participation. *eyeGO* requires the student to make the purchase decision, which encourages youth to take a risk on a concert, play or dance performance that they may not have considered. The City of Richmond is a partner to *eyeGO*

through cultural programming, offering *eyeGO* tickets to all ticketed cultural events. As a sponsor of the launch, the City of Richmond will be supporting youth leadership and a program that develops youth for the future. As a major sponsor, the City will receive recognition on the National website – www.eyeGO.org and will be listed onsite and in all the promotional opportunities for *eyeGO Fusion*.

eyeGO Fusion is an indoor/outdoor event at the Gateway Theatre on Thursday September 28th, 2006. The event runs from 5pm - 9pm, be produced by the youth council and include performances by youth for youth. There will also be food and fun outside. Inside, there will be student bands, student films, and workshops for students to participate in the art of making theatre. The goal of the event is to raise awareness for the *eyeGO* program to the public and high school students and encourage youth to participate as a patron, a youth council member, or an advocate. Attached are the financial details of *eyeGO Fusion* that the *eyeGO* youth council is presenting for your financial support. We thank you for your consideration.

History

In the first phase of this project, Gateway Theatre assembled a team of partners to form a committee to manage the outcomes of the project. The committee includes representation from School District 38, the City of Richmond, the Gateway Theatre and an *eyeGO* representative to sign up presenters and producers throughout the community. We also hired a youth coordinator, Sarah Sawatsky, to develop the *eyeGO* youth council.

Sarah put out a call for participation to all high schools, community centres and libraries, and through City of Richmond youth development workers. We currently have 8 dedicated students on the youth council representing high schools around the City. The mandate for the council is to promote the program to their peers and the community. Sarah's role is to offer leadership opportunities for the students through access to professional marketers, planning and producing events, and team development activities; promoting positive values and taking responsibility; guiding the students to become resources to other youth; and engaging students from across the City to participate together to achieve a common goal.

The *eyeGO* youth council meets every 2 weeks to accomplish the goals they have set. So far the youth council has developed design ideas for marketing materials, worked with staff from the Richmond Review to create some advertising and in April Gateway sent two youth council members and our youth coordinator to Ontario for the National *eyeGO* conference. At the conference, the students met other youth council members, attended workshops and events, and learned a variety of ways to promote the program in their community. The students came back energized and with the rest of the youth council, developed an *eyeGO* launch event for Richmond, called *eyeGO Fusion*.

eyeGO FUSION - Thursday, September 28th 2006

Schedule of events

LOCATION: Gateway Theatre interior and exterior

2:30-5:00	Set up
3:30-5:00	Bands load in
2:30-4:45	Lighting and sound load in & set up
4:30-5:00	Sound check
5:00	Outdoor event starts: <ul style="list-style-type: none">*dunk tank*BBQ*eyeGO partners invited to have tables with information*performers (Buskers)
5:30-6:00	Stage Combat Workshop in lower lobby (Professional TBA)
6:00-6:30	Audition Workshop in lower lobby (Professional TBA)
6:30	Doors open in studio B <ul style="list-style-type: none">*Student film starts; possibility of multiple films*Local performers to be MCs
6:30-7:00	First band starts <ul style="list-style-type: none">*local bands such as: 'The sessions', 'The ingredients', 'Tom Howie', 'life without water', 'dust', 'blackout'
7:00-7:20	Bands change over (Student Film #2 starts)
7:20-7:50	Band #2
7:50-8:10	eyeGO presentation
8:15-9:00	Band # 3 (Headlining Band)
9:05-10:30	Load out the event

BUDGET

Technical Needs

<u>Description</u>	<u>In-Kind</u>	<u>Cost</u>
Venue Rental	\$1200 Gateway Theatre	
Head Carpenter (Labour)		\$264.00
Sound Equipment	\$1500 Gateway Theatre	
Head Sound (Labour)		\$264.00
Audio-Visual Equipment		
• Two Projectors/Screens, (one for the lobby and one for a back drop behind the bands)	\$500 Gateway Theatre \$500 City of Richmond	
• One Sony Handy Cam	\$200 Gateway Theatre	
• The appropriate cabling	\$500 Gateway Theatre	
Head Sound II / Audio-Visual (Labour)		\$264.00
Lighting Equipment		
• 2 automated mirror lighting fixtures	\$100 Gateway Theatre	
• 2 ambient color changing effects (for in-between bands sets)	\$ 50 Gateway Theatre	
• 4 Par 38 back lighting	\$100 Gateway Theatre	
• 4 Par 68 for color accent	\$100 Gateway Theatre	
• 1 Hazer (atmospheric effect)		\$40.00
• 2 – 4ch elation dimmer packs	\$100 Gateway Theatre	
• 1 Elation Lighting Board (moving fixtures / dimmer packs)	\$200 Gateway Theatre	
Head Lighting (Labour)		\$264.00
Head Props (Labour)		\$264.00
Technical Director		\$800.00
Total Technical Budget	\$4550 Gateway Theatre \$ 500 City of Richmond	\$2,160.00

Artistic Needs

<u>Description</u>	<u>In-Kind</u>	<u>Cost</u>
Band # 1		\$100.00
Band # 2		\$100.00
Band # 3		\$100.00
Master of Ceremonies		\$500.00
Stage Combat Workshop Leader		\$200.00
Auditions Workshop Leader		\$200.00
Performers (Buskers)		\$500.00
Event Coordinator		\$1500.00
Total Artistic Budget		\$3200.00

Outdoor Event Needs

<u>Description</u>	<u>In-Kind</u>	<u>Cost</u>
Dunk Tank		\$250.00
Bar-B-Q Rental		\$300.00
Food/Drinks		\$750.00
Preparation of outdoor space (electrical etc)	\$500 City of Richmond	
Total Outdoor Budget	\$500 City of Richmond	\$1300.00

Marketing & Promotional Materials

<u>Description</u>	<u>In-Kind</u>	<u>Cost</u>
Ad Design (Designer)		\$150.00
Poster Design (Designer)		\$150.00
Postcard Design (Designer)		\$150.00
Advertising		
• Richmond Review	request article and event	\$350.00
• Youthink Advertising	listing	\$750.00
• Georgia Straight		\$750.00
Promotional Materials		
• Flyers		\$500.00
• eyeGO balloons		\$60.00
• eyeGO t-shirts for Youth Council		\$100.00
• eyeGO Banner for the event		\$100.00
• eyeGO posters		\$100.00
• eyeGO postcards		\$200.00
OUTREACH:		
• Youth council members to promote in schools in early Sept.		
• Posters/postcards/flyers distributed throughout Richmond & schools		
• Council members use e-marketing to spread the information to their friends		
• Youth Council Coordinator to contact high school teachers in Richmond to promote event to classes (going to each of the 11 schools)		\$1000.00
Total Marketing Budget		4360.00

Total Event Budget **\$ 11,020.00**

Less: Total Gateway In-Kind & Financial contribution **(5,550.00)**

Total Request from City of Richmond **\$ 5,470.00**
(includes \$1000 of in-kind contribution of equipment and time)