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## Parks, Recreation & Cultural Services Committee

Date: Tuesday, July 23, 2002  
Place: Anderson Room  
Richmond City Hall  
Present: Councillor Harold Steves, Chair  
Councillor Lyn Greenhill  
Councillor Sue Halsey-Brandt  
Councillor Bill McNulty  
Absent: Councillor Linda Barnes, Vice-Chair  
Call to Order: The Chair called the meeting to order at 4:00 p.m.

### MINUTES

1. It was moved and seconded  
*That the minutes of the meetings of the Parks, Recreation and Cultural Services Committee held on Tuesday, June 25, 2002 and Wednesday, July 3, 2002, be adopted as circulated.*

**CARRIED**

### PARKS, RECREATION AND CULTURAL SERVICES DIVISION

2. **SERVICE LEVEL REVIEW – GATEWAY THEATRE**  
(Material to be distributed at the meeting) (0060-20-RGTH1-01)

*Designated Speaker: Simon Johnston*

# Parks, Recreation & Cultural Services Committee

Tuesday, July 23, 2002

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Mr. Johnston distributed copies of the Gateway Theatre 2002 Service Level Report to Committee members and staff and reviewed the information contained therein. A copy of the report is attached as Schedule 1 and forms a part of these minutes.

A discussion then ensued between Committee members and Mr. Johnston which included:

- 1) a question on whether the number of affiliate days in the report matches that contained in the original agreement;
- 2) that, in comparison to the industry standard of 20%, the Gateway Theatre marketing budget is 10% of its annual expenses;
- 3) a suggestion that fundraising could be improved, perhaps by the development of "Friends of the Gateway";
- 4) a suggestion that concession prices could be higher;
- 5) various options for increasing rental usage.

It was moved and seconded

*That the Gateway Theatre Service Level Report 2002 be received for information.*

**CARRIED**

## ADJOURNMENT

It was moved and seconded

*That the meeting adjourn (4:40 p.m.).*

**CARRIED**

Certified a true and correct copy of the Minutes of the meeting of the Parks, Recreation & Cultural Services Committee of the Council of the City of Richmond held on Tuesday, July 23, 2002.

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Councillor Harold Steves  
Chair

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Deborah MacLennan  
Administrative Assistant

SCHEDULE 1 TO THE MINUTES OF  
THE PARKS, RECREATION AND  
CULTURAL SERVICES COMMITTEE  
MEETING HELD ON JULY 23, 2002.

# **GATEWAY THEATRE**

## **Service Level Report**

**2002**

## **Background**

- Gateway Theatre was opened in 1984
- The facility is owned by the City of Richmond
- The City of Richmond entrusts the Gateway Theatre Society to operate the facility and its programs
- The Society is comprised of a Board of Directors and the Society membership
- The Society and the City have had an operating agreement continuously since the opening of the building

## **Mandate**

The Richmond Gateway Theatre Society is dedicated to providing the community with opportunities to participate in the performing arts through excellence in programs and services. The community of Richmond entrusts the Richmond Gateway Theatre Society to operate the Gateway Theatre

## **Vision**

- To bring performing arts excellence to Richmond
- To be a gathering place for the artistic aspirations of a community
- To take a leadership role in embracing a changing community
- To be committed to life long learning opportunities for all ages
- To prepare the Gateway Theatre for the next generation

Working towards this vision is a comprehensive five year strategic and financial plan developed through the co-operation of board, staff and volunteers that covers the period from 2001 - 2005.

## GOVERNANCE

- There are total of thirteen members who sit on the Board of Directors for two-year terms.
- The Operating Agreement provides that, included in the thirteen members, there will be a City Council representative appointed by the Mayor in Council. Evelina Halsey-Brant current holds this position.
- Additionally, the City also appoints four "City Appointees" to the Board. Currently these appointees are: Ron Climenhaga, Gordon Dalglish, Shelly Leonhardt and Patrick McAndless.
- The remaining eight Board members are selected from a slate nominated at the Society's annual general meeting held in November. All members of good standing of the Society are eligible to vote.
- All Board members serve their terms as volunteers.
- The Society has 150 members.
- The City also appoints one City Staff Liaison to sit on the Society's Finance Committee. Jim Bruce is the City's Staff Liaison.

## Gateway Theatre Programs

1. Live, professional level theatre productions. Six productions per year. Four on the Main Stage and two in the Studio.
2. Pacific Piano Competition now in its ninth year is an international, classical competition that is unique in the Province
3. The Gateway Academy runs theatre classes all year for students age 9 - 19. Faculty are all professionals and admittance is by audition.
4. The Rentals program for affiliated community groups and others.

### The Operating Agreement

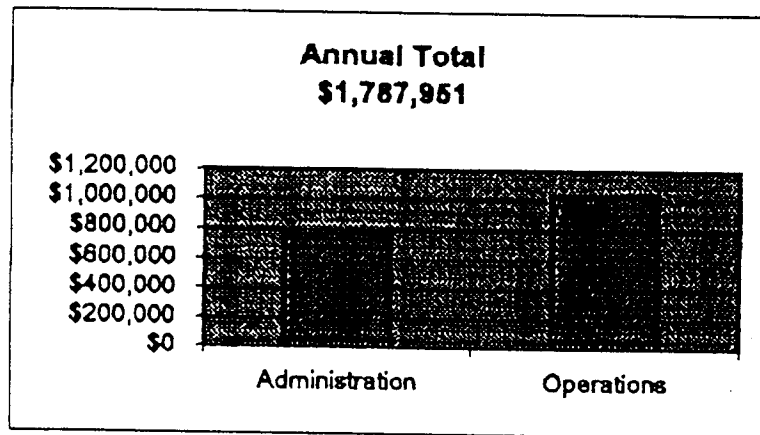
The operating agreement is a three-year renewable contract that covers the relationship between the city and the society. From the financial perspective the agreement can be summarized in the following manner:

<b>City Obligations</b>	<b>Cost 2002</b>
1. Administration Salaries/ Office Expenses	\$ 754,100
2. Utilities, maintenance, major/minor capital	\$114,000
3. Major and minor capital projects	0

<b>Gateway Theatre Society Obligations</b>	<b>Costs (2002)</b>
Four program areas	\$1,033,851

### Gateway Theatre 2002

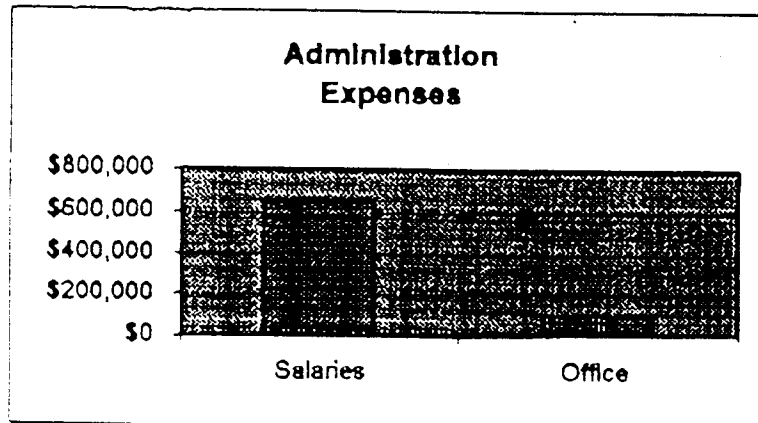
<b>Annual Total</b>	<b>\$1,787,951</b>
Administration	\$754,100
Operations	\$1,033,851



#### ADMINISTRATION EXPENSES

Salaries	\$654,100
Office	\$100,000
<b>Total Expenses</b>	<b>\$754,100</b>

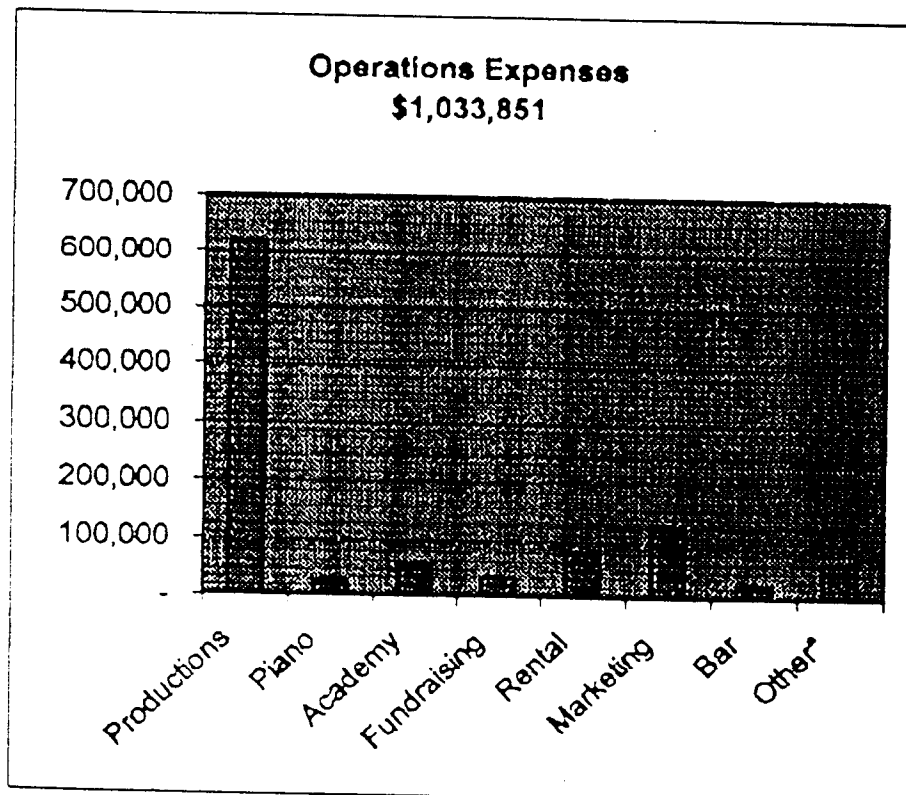
**CITY GRANT**            \$754,100



## GATEWAY THEATRE 2002

### OPERATIONS EXPENSES

<b>Productions</b>	620,111
<b>Piano</b>	27,240
<b>Academy</b>	56,000
<b>Fundraising</b>	34,000
<b>Rental</b>	80,000
<b>Marketing</b>	128,000
<b>Bar</b>	25,000
<b>Other*</b>	63,500
<b>TOTAL</b>	<b>1,033,851</b>



\*Other

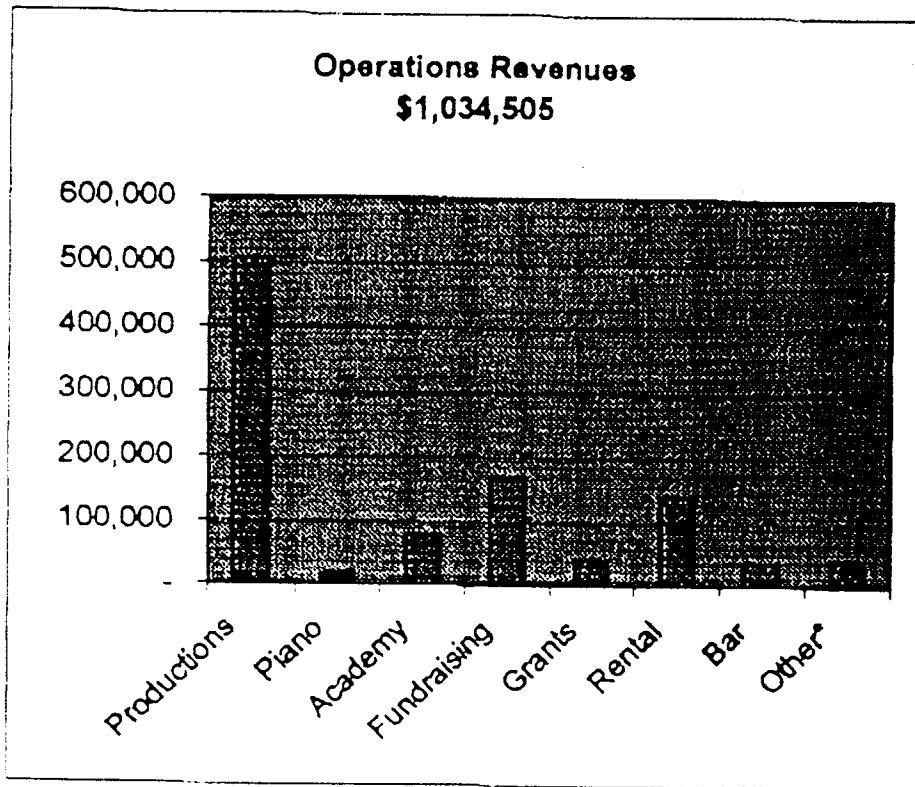
Postage, Multi-cultural, Bank charges, Newsletters, Volunteers, End. Transfers, Cash, Storage, GST offset, misc.



# GATEWAY THEATRE 2002

## OPERATIONS REVENUES

Productions	503,983
Piano	17,020
Academy	80,001
Fundraising	169,001
Grants	42,000
Rental	140,000
Bar	40,000
Other*	42,500
<b>TOTAL</b>	<b>1,034,505</b>



\*Other  
Equipment rentals, interest, B/O revenues, Lobby sales, End. Transfer, GST offset, misc

# Gateway Usage 2001 - 2002 Totals

MONTH	Attendance													
	RGT	Rentals	City	Cost	ST A	ST B	Lobby	Theatre	AFFIL 1	AFFIL (+)	City	Cost	RGT	Rentals
JULY (2001)	1332	500	0	0	18	17	17	20	1	0	0	0	19	1
AUGUST	1024	0	0	0	19	19	19	21	0	0	0	0	21	0
SEPTEMBER	141	708	350	0	13	9	3	3	1	0	1	0	8	10
OCTOBER	4876	1639	0	0	19	8	1	20	0	0	0	0	39	4
NOVEMBER	2511	4711	0	0	27	22	1	15	2	2	0	0	30	11
DECEMBER (2001)	7447	548	60	0	3	21	0	24	1	0	1	0	27	2
JANUARY (2002)	4440	0	0	0	16	10	0	22	0	0	0	0	43	0
FEBRUARY	2218	1719	300	0	9	18	3	22	3	1	1	0	36	9
MARCH	1078	3439	0	0	10	17	3	11	1	0	0	0	21	12
APRIL	3658	2022	0	0	10	15	3	23	0	1	0	0	41	7
MAY	780	4682	0	0	4	23	1	11	4	2	0	0	17	14
JUNE (2002)	0	7408	0	0	9	7	0	18	0	2	0	0	0	19
<b>TOTAL</b>	<b>29505</b>	<b>27376</b>	<b>710</b>	<b>0</b>	<b>157</b>	<b>186</b>	<b>51</b>	<b>210</b>	<b>13</b>	<b>8</b>	<b>3</b>	<b>0</b>	<b>302</b>	<b>89</b>

TOTAL ATTENDANCE: 57591



### Community Participation

- Prime level of efficiency lies in Gateway's Volunteer program. Over 150 members of the community assist in a variety of duties year round and contribute over \$70,000 worth of labour.
- There are single staff departments assisted by committees of the Board that serve to ensure accountability in theatre operations. They are:
  - Executive Committee
  - Finance Committee
  - Nominating Committee
  - Personnel Committee
- Each year, during the Christmas period, one production is dedicated to involving community actors in a large musical. Up to 45 children, teens and adults participate in this project.
- The Academy enrolls about 200 students each year in a variety of theatre classes
- The Rentals program disburses between \$1500 - \$3500 each year to the city's affiliated groups. These monies are from the interest accrued from the Gateway Theatre Foundation

### Conclusion

Over the last eighteen years, Gateway has been host between 55,000 - 70,000 people each year. Close to 70% come from Richmond and the remainder from areas to the south and east of the city. The Theatre enjoys a national profile as a result of its artistic policy of creating new Canadian plays and enjoys a good reputation locally because its roots are in the community. We are proud of our inclusive programs and community participation at all levels of operation. With our five year strategic plan in place, Gateway will continue to contribute to the City's mandate to be the most liveable and well managed city in the country.