



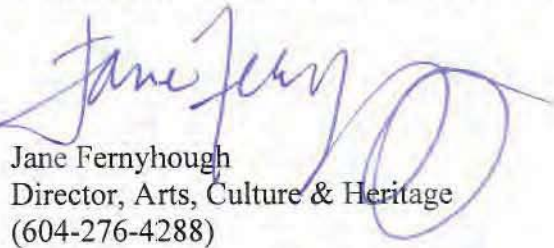
City of Richmond

Report to Committee

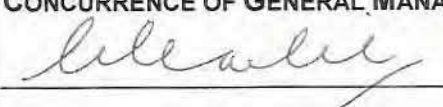
To: Parks, Recreation and Cultural Services Committee **Date:** January 10, 2012
From: Jane Fernyhough
Director, Arts, Culture & Heritage **File:**
Re: **Richmond Potters Club's concerns at the Richmond Arts Centre**

Staff Recommendation

That the report "Richmond Potters Club's concerns at the Richmond Arts Centre" dated January 10, 2012 from the Director, Arts, Culture and Heritage Services, be received for information.


Jane Fernyhough
Director, Arts, Culture & Heritage
(604-276-4288)

Att: 2

FOR ORIGINATING DEPARTMENT USE ONLY		
CONCURRENCE OF GENERAL MANAGER 		
REVIEWED BY TAG	YES  <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
REVIEWED BY CAO	YES  <input checked="" type="checkbox"/>	NO <input type="checkbox"/>

Staff Report

Origin

At the November 29, 2011 Parks, Recreation and Cultural Services Committee meeting, staff were encouraged to:

Draft a report on the Richmond Potters Club's concerns as it would provide the Club an opportunity to meet with the Committee.

This report responds to the request.

Analysis

The Richmond Arts Centre, opened in 1993 in the Richmond Library and Cultural Centre, consists of nine (9) studios:

- dance studio
- painting studio
- lapidary studio
- pottery studio
- fabric arts studio
- multipurpose room
- printmaking studio
- recording studio (formerly a photography studio and dark room)
- piano room

The studios are booked for public programs, resident art groups and the occasional rental to other groups. **Attachment 1** gives a breakdown of the resident art groups booking hours and the public program bookings.

The Richmond Arts Centre strives to be a leader in community arts and arts education. Participation levels are increasing due to a growing population, and community interest in the arts is rising, placing greater demands on existing resources and limited arts spaces. Providing opportunities for the arts to grow while honouring the City's past relationships and ensuring operations are well managed requires updating current systems and models to meet the needs and demands of today.

In various communications including the newspapers and emails to Mayor and Council, the Richmond Potters Club has expressed concerns about their use of the pottery studio in the Richmond Arts Centre. Their concerns expressed are primarily centered around the hourly cost to book the studio for their club member's use. Since January 2011, staff have met with the Potters Club 9 times where studio rates, equipment, program fees, scheduling, glazing and kiln use, membership numbers, club promotion, and safety and storage were addressed.

Resident Art Group Rates

Resident Art Groups (formerly referred to by the generic term of User Groups) have been booking studio space at the Richmond Arts Centre since the Richmond Cultural Centre opened in 1993. According to Arts Centre records, in 1996 a studio rate of \$0.84 per hour was charged to Resident Art Groups and in 2005 the studio rate was increased to \$1.49 per hour. In 2011, after

five years of no rate increases the Resident Art Groups studio rate was raised to \$4.46 plus HST (\$5 per hour) to bring rates more in line with other rates in the City. In the fall of 2011, Resident Art Groups were informed that as of January 1, 2012 their club studio rate would be increased to \$5.13 per hour plus HST (\$5.75 per hour). Resident Art Groups pay a reduced rate compared to other non-profit groups who can rent studio space for \$20 per hour plus HST.

The increase in 2011, and more recently the increase for 2012, has sparked displeasure amongst some of the clubs, particularly the Potters Club which has a large number of hours booked for their exclusive use, and has been referenced on occasion as a 300% increase in studio rates.

The new rates are not intended to remove Resident Art Groups from the Richmond Arts Centre or impede their arts practice. This is an hourly club rate and not the rate for an individual club member. Richmond's rates are the lowest in comparison to other similar facilities (pottery studios) in the Lower Mainland (**Attachment 2**). Studio rates help offset increasing operating costs such as cleaning of studios, general maintenance and repairs, utilities and administration. The Arts Centre also spends a minimum of \$2000 per year cleaning the clay traps and maintaining the exhaust system in the pottery studio.

In addition to using the pottery studio, the Potters Club also uses a storage room and closet, which are both free of charge. The estimated billing for the Club for 2011 was \$4,080 plus HST (\$4,613.89). This included the following offsets given to the Club in 2011 to help with the increase in the hourly charge given the Club has a large number of hours booked for their use: \$500 for fall classes, \$1300 for the Arts Centre's use of club equipment, and \$2400 worth of studio time when the Club offers adult pottery classes.

As of September 2011, the Club recorded 38 individuals on its 2011 membership list. An annual membership is currently \$100. In discussions with members of the Club executive, an optimal number of members for the Club is 65 and staff have offered to help review the Club's operations to build capacity as well as help promote the Club's benefits in an effort to increase the membership.

Adult Pottery Classes

Adult pottery classes are offered by the Potters Club. The City provides the studio free of charge for these classes (value \$2,400), as well as promotes the Club's classes in the Parks, Recreation and Culture Guide at no charge. The Potters Club hires their own instructors and is responsible for administering their classes. In 2011, the Potters Club received a subsidy for each pottery class to help offset the increases, however, staff communicated at the October meeting that this would not continue in 2012. The Arts Centre does not subsidize its children's art classes and according to the Potters Club 2010 budget, adult pottery classes made a profit.

A review of adult pottery classes offered at comparable sites in the Lower Mainland was conducted and found the Richmond fees were the lowest. It was recommended that the Potters Club raise their class fees to align with other facilities in the area and staff offered to help the Club calculate its new fees and costs. Raising their class fees would also cover the subsidy the Club received in 2011. Adult class fees have been raised for Winter 2012 classes. Currently, two of the five classes are full and the others have limited spaces available.

Equipment Use

The Potters Club owns two of the five kilns at the Arts Centre. The Club also owns ten pottery wheels of which three are in need of replacing. Staff proposed that the Arts Centre would purchase two new wheels in 2012 (total value approximately \$3,000), which would be available for the Club to use. In 2011 the Club received a substantial credit from the Art Centre for the use of their equipment, however, after a recent review it was found that in 2011, the Arts Centre only used the Club's kilns 5-6 times and their wheels approximately 150 hours. In 2012, the Club will receive a \$25 credit each time their kiln is used for Arts Centre programs. Staff have also suggested that the Arts Centre's use of club's wheels be free of charge in exchange for the Club receiving the studio at no cost when they offer adult classes.

The Club is currently not charged for kiln firing at the Arts Centre. However, the Potters Club charges its members for this service. On average the Club fires 2-5 loads per week, resulting in increased hydro costs. Over the next several months staff will review the practices of other facilities in the Lower Mainland and will work with the Club to determine the optimum number of free firings and the cost for those over and above. Any costs will not be implemented until 2013.

Studio Time

In 2011, the Potters Club had approximately 45 hours of studio time per week for their member's use (many times there are only one to two members using the studio) and adult pottery classes (20 hours per week for three 9 week sessions per year), while the Arts Centre accessed the studio 14 hours per week to offer children's pottery classes. The Arts Centre has notified the Club that as of January 2012 the studio is required on Fridays from 1:45 p.m. to 7:45 p.m. to accommodate children's pottery classes, which were previously offered in the Printmaking room, as well as accommodate the preschool pottery waiting list.

In order to advance the ceramic arts and build the number of the participants practicing the art (and thereby keep the pottery club viable into the future) it is important that the Arts Centre pottery classes be offered in the appropriate room, as it is a reflection of the quality of classes offered in an arts-specific facility. The kiln room (a separate room from the studios) is available to the Club at no charge during these class times to load/unload materials. The Club has also been assured that in the event they propose to organize a two day or even week long pottery workshop that staff will work with them to accommodate and help facilitate the success of these workshops.

The Arts Centre, like other community facilities, does not make a profit and instead is subsidized by the City in an effort to provide quality programs and services to the community at large. Staff respect the fact that the Potters Club offers adult pottery classes and will continue to provide ongoing support towards the operation of the Club by providing studio space at a very reasonable rate, maintaining the space and equipment associated with running the studio, crediting the Potters Club for the City's use of their equipment, providing administrative support and promoting their classes and the Club.

The Arts Centre provides children and adult classes in a variety of art forms to the community as well as supports arts groups and clubs to practice their art. As the only public programmable arts spaces in the city, maximizing the use of these important spaces ensures that an increasing number of residents derive benefit. Currently the spaces support 14 resident art groups with one

on a waiting list until space can become available. In addition, over 6,000 people took part in registered programs in 2011 with a number on waiting lists. The Arts Centre also partners with others to present various arts events, including but not limited to the growing Children's Arts Festival and the Richmond International Film and Media Arts Festival.

Financial Impact

There is no financial impact to the recommendation.

Conclusion

The arts are a vital part of the community and contribute to the liveability of the City. In an effort to provide the community with a variety of arts experiences that are accessible to people of all ages, abilities and backgrounds, it is important for the City to honour past relationships, cultivate new ones and ensure operations continue to be well managed and responsive to the needs and demands of the growing population. By working together, we can ensure that the arts grow and flourish, now and into the future.



Kim Somerville
Manager, Arts Services
(604-247-4671)

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2011 Arts Centre Studio Use

Resident Art Group	Studio	Average Weekly Use (Sept-June)
Cathay Photographic Society	Painting	2 hours
Creative Jewellers Guild	Lapidary	3.5 hours
Richmond Artists Guild	Painting	3.25 hours
Riverside Arts Circle	Painting	2.5 hours
Richmond Gem & Mineral	Lapidary	20 hours
Richmond Chinese Calligraphy & Painting Club	Painting	1.5 hours
Richmond Chinese Folk Dance	Dance	5.75 hours
Richmond Photo Club	Painting	2.75 hours (Bi-weekly)
Richmond Potters Club	Pottery	45 hours
Richmond Reelers & Scottish Dancers	Dance	2.5 hours
Richmond Weavers & Spinner	Fabric Arts	5 hours
TAGOR	Fabric Arts	20 hours
Youth Services	Sound Studio	5 hours
Arts Centre Programs	Dance	45 hours
	Painting	26 hours
	Pottery	14 hours
	Printmaking	22.5 hours
	Lapidary	6 hours
	Performing Arts Studio	23 hours
	Piano Studio	37.5 hours
	Sound Studio	21 hours
	Fabric Arts	12 hours

Pottery Studio Rate Market Comparison

Club	Richmond Arts Centre	Shadbolt (Burnaby)	Roundhouse (Vancouver)	West Point Grey (Vancouver)	Port Moody	South Delta
Studio Usage	Richmond Potters Club 43 hrs/week *20 hrs for 9 weeks classes Access 6 days per week \$5.13/hr + HST \$0.00/hr when running classes	Burnaby Potters Guild 34 hrs/week Access 3 days per week \$5.40/hr + HST	User Group 19.5 hrs/week N/A Drop-in only	Aberthau Potters Club 16 hrs/week Access 1 day 6am-10pm and on other days if no classes in studio	No club 9 hrs/week N/A. Drop-in only \$3.73/hr per person HST included	Delta Potters Association Exclusive use of facility Access 24/7 – except when classes are being offered \$4665.60 + HST Annually
Studio Rental Rate (Club)						
Studio Rate (Drop In Individual)						
Membership						
Club Membership	38 members \$100/year per person *\$1.92/week	23 members \$35/month/person \$8.07/week	80 participants User group individuals pay drop-in rate	60 members with a waiting list \$585/year per person *\$11.25/week	N/A N/A	23 members Full membership \$250/year per person *\$4.80/week Associate membership: \$85/year per person *\$1.63/week
Storage	Yes	Yes	No	No	No	Yes
Kiln Firing Rate	Included in rental Club charges members	4 free/month Bisque firing free for Club members. Additional firing shared amongst members	No fee Included with drop-in	Included Unknown if club charges members	Extra fee	Included with rental Unknown if Club charges members