



The RCA expands and develops the art scene in Kelowna. Celebrating Its 20th Anniversary, the Rotary Centre for the Arts (RCA) is a multi-purpose art and cultural facility in the heart of Kelowna's Arts and cultural experience with a mission to celebrate, nurture and promote the arts through diversity, entertainment and education. The RCA continually strives to improve the economic, cultural, and social quality of life in Kelowna by fostering participation in, and appreciation of the arts. Housed in a 44,000-square-foot facility owned by the City of Kelowna and operated as a non-profit under the Kelowna Visual and Performing Arts Centre Society (KVPACS), the RCA celebrates creative expression through diverse art forms and disciplines where individuals of all ages and backgrounds can come together to share in the excitement of strengthening art and culture.

Current tenants: New Vintage Theatre, The Alternator Centre for Contemporary Art, Theatre Kelowna Society, Potters Addict Ceramic Art Centre, painter Brandy Masch, The Piano Room, New Vintage Factory, Cool Arts, Okanagan Music Collective, Frequency Vocal Studio, Ponderosa Spinners, Weavers & Fibre Artist and ARTSCO (Arts Council of the Central Okanagan).

Community Benefits

The 326-seat Mary Irwin Theatre is used nearly 280 times through rentals by local performing arts groups and promoters as well as RCA's own presentation series. Small rental rooms are rented up to 2,000 times each year by community organizations.

RCA's Youth Arts Education Programs, Multicultural Performing Arts School Programs, and Arts Blast Camps for summer, spring, and professional development saw approximately 1,100 participants in 2020-2021.

Working in collaboration with School District 23, 1,500 students annually visit the RCA for arts and culture field trips. 10 professional artists and artists teams are hired to facilitate this program and deliver 80-100 performing art classes in various forms including Jazz and Hip-hop Dance, Musical Theatre, Kung Fu, and Drama. From January to August 2022, we have run 21 adult art programs, with a total of 258 registrants and a total of earned \$11,678 in revenue.

In 2022, we offered 8 multi-week youth workshops for 14-18 year olds. 39 registrants earned revenue of \$5,341.

In 2022, two weeks of Spring Break camp, eight weeks of Summer Arts Blast camps, and one Pro-Development day camp for 350 children grossed \$83,115 in revenue and netted \$42,000, representing a growth of over 400% since the second highest year in camp revenue generation in the last five years.

RCA was able to continue to offer programs to the community during COVID and kept staff employed as RCA curates its own education arts and culture programs that were permitted to deliver in person to small groups (with some restrictions such as social distancing and masks).

Our spring and summer camps this year have sold out, and next year we plan to expand our camps by hiring more instructors and camp counselors, utilizing more of our building space, and registering 30% more campers each week.

A community partnership with UBCO had a student intern gain experience in the workforce by designing activities for each week of summer camp. We also recruited volunteers from UBCO to assist with running camp classes.

We are committed to accessible, diverse, and fun programming. We partnered with Mamas for Mamas with support from the Stober Foundation to subsidize 22 summer camp spots, which included a full week of camp, a lunch every day, and a t-shirt. We will subsidize 15 spots at our 2023 Spring Arts Blast Camp.

To provide creative opportunities to French-speaking children, we are planning to offer three French immersion Pro-Development Day camps in the upcoming school year in an expansion of our offering.

Okanagan College partnership agreement for a \$35K contract for a 3-year studio lease (from Sept 2020 – April 2023) with the College Animation Department's Life Drawing Classes in our Harmony Honda Painting Studio three times a week

The Out & Proud Film Festival, is a 3-day film festival in the Mary Irwin Theatre featuring stories by and about the LGBT2Q+ community. Kelowna Out & Proud Film Festival is an affiliate event of Kelowna Pride 2020, the largest Pride Festival in the BC Interior.

During the 2021-2022 academic year (September 2021 – June 2022) we brought in 101 classes, for a total of 2422 students and \$12,625 in revenue. For the 2022-2023 school year, we plan to offer additional field trip program opportunities in Cultural Dance and Circus Arts. We will offer French immersion music classes in the upcoming school year.

RCA 's first Youth Arts Council of seven high school students was selected via application. Professional local artist, Tyler Keeton Robbins, mentored the design and create a portable

canvas mural that they used as a backdrop to three community pop-up performances (held in a neighbourhood backyard, a local park, and at CoLab (in partnership with KinFolk), provided opportunities for Kelowna locals to gather and be creative. The Arts Council was a great success and will be continuing in September 2022 with a new cohort.

Our weekly free community Jazz Jam concert is a mentorship that provides an opportunity for local professional musicians, hobbyists, and high school students to perform together. Led by beloved local music educator, Craig Thomson, as well as Stephen Buck, the Jam has brought 1652 visitors in the past year, not including the dozens of musicians who have sat in and played. The Jam generated \$6,306 in donated revenue in the past two years, half of which goes to the Jazz Jam fund to purchase and repair.

Because of this unique program, Kelowna has sent countless musicians to top music programs across Canada and the US. In 2022, a new Jazz Jam scholarship was awarded to two local Grade 12 students (each received \$935) to apply to their continued studies in the Capilano University jazz program.

The free community program, School of Blues, runs every third Thursday with professional Blues artists Kenny Wayne Spruell and Sherman Douchette. 666 people have attended this series in the last year, and although Kenny has moved out of Kelowna, the program continues to run strong.

Free Community performances Tricia Dagleish, a local vocalist and pianist, performs once a month as a soloist or with her band, Major Mambo, and we have had 239 attendees since October 2021.

KVPACS has seven gallery spaces on site, including our professional-focused Alex Fong Galleria, and spaces like our Mezzanine and South Atrium that we reserve for novice and up-and-coming artists. Our galleries provide much-needed spaces for local artists to exhibit their work and gain experience having their work presented in a formal gallery space. We featured over 60 artists throughout our building in 2021, including solo and group shows from all skill levels. We have shown work by over 50 between January and August of 2022. The success of our exhibitions has much to do with our partnerships, and we have worked with multiple local art organizations and artist groups to create engaging exhibitions. Some partnerships include UBCO, the Ponderosa Fibre Artist Guild, the Parkinson's Senior Painting Club, ATUTU Canada, Cool Arts, the Quilter's Guild, and the Thursday Group.

During COVID-19, we expanded our exhibition space to include the Urban Screen, which is curated by ARTSCO. The Urban Screen features works by professional artists across Canada as

well as UBCO media arts students. We also created the RCA Art Wall on the west side of our building. Both of these spaces allow for distanced viewing of work and will continue to develop in the coming years.

Volunteering in arts and cultural activities provides direct group benefits. The RCA brings together over 60 community volunteers a year that contribute to the personal community feeling that transcends within the Centre for our multi-generational patrons. The act of volunteering is crucial for RCA as a non-profit organization. Volunteers not only reduce costs through their devoted work, but they also provide extraordinary service to our clients since they share a passion for our organization and its mission. However, the organization isn't the only one benefiting from such services. Volunteering is a two-way street and participants equally benefit from the work they contribute through personal growth, networking, and intangible benefits such as self-esteem.

RCA is the hub for annual community festivals such as Kelowna Fringe, the Out & Proud Film Festival, Kelowna Fan Expo (FX), and the Living Things Festival, and hosted Kelowna Culture Days for the past 5 years. These festivals attract hundreds of patrons from the wider Okanagan and visitors and are supported by numerous community partnerships and sponsorships.

The RCA provides 12 leased creation and exhibition studios from potters to painters to music instructors, supporting their work through affordable studio rental space, as well as collaboration and outreach support. These groups serve thousands in the community including adults of varying developmental abilities.