



6584 Deer Lake Ave,
Burnaby, BC V5G 3T7
Ph: (604) 298 - 7322

August 25, 2016

Executive Committee of Council
City of Burnaby
4949 Canada Way
Burnaby, B.C. V5G 1M2

RE: Application for In-Kind City of Burnaby Printing Donation – total \$3,700
45th Annual Deer Lake Craft Festival & Print Shop Cost Increase

Dear Chair and Members of the Executive Committee of Council for the City of Burnaby,

Since 1971 the Burnaby Arts Council has organized the Deer Lake Craft Festival. The 45th Annual Deer Lake Craft Festival is a wonderful 3 day artisan market and community event where visitors and shoppers alike enjoy beautiful art, live music and entertainment, kids' hands-on workshop and face painting. For the event we hire live entertainment that appeals to all age groups. Ranging from the Burnaby International Folk Dancers, to fiddlers, pianist, emerging young musicians plus more. I have also reached out to local Burnaby High School Career Programmers to involve high school student volunteers to help in organizing/planning the event. Through my community networking I have recently come into contact with special needs volunteer Wilhem who has also been a great help in handing out printed flyers to the community promoting the festival.

For the last 2 years through concerted efforts I have been working diligently to increase the profile of the Deer Lake Gallery and the Burnaby Arts Council (BAC) in the community of Burnaby. In order to accomplish this goal I have increased the amount of printing of marketing and promotional materials significantly. In 2014 our COB printing was approx. \$700, in 2015 we invested \$2,200 and so far in 2016 ytd \$1,700 (total budget estimate \$2,500 for 2016 PRIOR to the 25% Print Shop increase). These costs are just for our general exhibition and event materials being printed to promote and support local artists exhibiting and other community events in the gallery. This does not allow for replacement or reinvestment of marketing materials for our largest community festival. 100% of our printed materials are sent to the City of Burnaby Print Shop and recently due to rising costs to the City the Print Shop had to increase their prices by 25%. The cost increase was an unexpected surprise and not part of the estimated \$2,500 budgeted for our 2016 printing. If you add the 25% on top of this amount it ends up being \$3,125 (almost \$700 difference!). This has now become a concern and hardship for us.

This is our first year applying for an In-Kind printing donation from the City of Burnaby. For our upcoming 45th Annual Deer Lake Craft Festival dated November 18/19/20, 2016 we are experiencing the need to invest money to replace and increase the signage for this event. In the last 10 years we have not increased



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the amount of signs or replaced due to lost/stolen signage as well as the need to refresh and replace current signage.

The Burnaby Arts Council is respectfully requesting an In-Kind donation to the value of \$3,700 in support of our printing for the Deer Lake Craft Festival community event as well as to assist in the recent Print Shop cost increase. All proceeds from Deer Lake Craft Festival and gallery events goes towards providing community support, resources and programming services to a diverse membership of individual and arts groups as well as improve and promote the arts in the City of Burnaby.

The Burnaby Arts Council (BAC) was established in 1970 and is a BC Registered Non Profit Society and CRA listed Charity. Our mandate is to Encourage, Support & Expand the Arts in Burnaby. The Membership represents all art forms including the performing, literary, dance, music and visual arts. The BAC is an important community outlet for people of all ages to express their creativity. We have created and organized 2 fabulously successful events that allows the community to experience art in its many forms.

With your help, the BAC looks forward to continuing to make a positive impact as an important community Gallery and Arts Council. Thank you for your attention and support of the Council and the community members that it serves. We look forward to your consideration of our request. Should you have any questions, please feel free to contact me directly at 604-298-7322 or info@burnabyartscouncil.org.

Respectfully

Teena Martin

Executive Director
Burnaby Arts Council
6584 Deer Lake
V5G 3T7

Promote, Support, Expand . . . the Arts in the City of Burnaby
