



# 2024 REPORT



## About Us:

Riverview Arts Centre is a registered charity... Not-For-Profit Organization

- Established in 2006 – soundtrack record.
- In our 19th season of serving the citizens of Riverview.
- We belong to the community and strive to be a catalyst for community engagement & collaboration.
- We take pride in connecting local audiences with spectacular artistic opportunities all year long.

## Our Mission:

Our mission is to inspire a passion for the arts and enrich the cultural life of our community.

## Events in 2023 – 2024:

Our live events at Riverview Arts Centre in 2023 – 2024 were:

- Ukranian Dance Company
- Kerala Association of Moncton- Onam 2023
- Debut Atlantic (School Show Series) – La Fiammata
- Jim Cuddy & Sons (Devon Cuddy & Sam Polley)
- Sin City Illusions – Magic & Mystery
- Valdy
- Debut Atlantic (School Show Series) – Noel Wan

- 2023 Flex Lewis Canadian Classic Championships
- Classic Albums Live – Fleetwood Mac: Rumours
- Myles Goodwyn
- Oh What A Night – Tribute to Frankie Valli & The Four Seasons
- Spectacle Bilingue – Moncton – Sugar Sammy – You’re Gonna Rire 2
- Lucinda – A Witches Night Out
- Electric Beat Dance Competition (3 Day Event)
- Still The One! – The Shania Twain Experience
- Debut Atlantic (School Show Series) – Stick & Bow
- Premier Mortgage Event - Jason Cyrus
- Moncton Youth Orcestra
- Tis the Season (Tutta Musica, Ivan and Vivian Hicks, Samantha Robichuad, Shane Douthwright, Cameron Molloy, Sussex Ave Fiddlers , Fundy Ceilidh)
- Lennie Gallant – The Innkeeper’s Christmas
- Dance Chaos Christmas Recital (5 Performances)
- Atlantic Ballet (2 Day Event)
- DancEast Presents – The Nutcracker (Multi-Day Event)
- Dance Envy - Recital
- AKA Dance Studio Christmas Recital (Multi-Day Event)
- A Gunning & Cormier Christmas
- Banff Film Festival
- Ray Anderson’s Hypno Comedy Show & Family Magic & Illusion Show
- Sounds of Cape Breton with Heather Rankin
- Classic Albums Live - Supertramp: Crime of the Century
- Debut Atlantic (School Show Series) – Duo Cordelia
- Dance DNA (One Day Event)
- Dance Chaos (2 Day Event)
- Electric Beat Dance Competition (3 Day Event)

- Debut Atlantic (School Show Series) – Amir Amir
- Take the Stage Dance Competition (3 Day Event)
- The Ultimate Tribute to Celine Dion
- Limelight Dance Competition (4 Day Event)
- 2024 Atlantic Classic Championships
- Dance Chaos Spring Recital (5 Performances)
- RHS Theatre (Multi-Day Event)
- Diversity Festival (Partnership with RHS) (Multi-Day Event)
- Take the Stage Dance Competition (3 Day Event)
- Limelight Dance Competition (4 Day Event)
- DancEast Recital & Gala (Multiple Performances)
- Dance DNA Recital

We had a total of **103** performance days and **186** performances The above list of events excludes rehearsals, repairs and maintenance and set up days.

## **Events in 2024– 2025:**

Exciting line-ups booked for 2024 – 2025 and other shows to be added.

- Barvinok Ukrainian Dance Ensemble 55th anniversary East Coast Charity Tour
- Symphony New Brunswick Presents Symphonic Chart Toppers – The Funny Bone Addition
- SOS - The ABBA Experience East Coast Tour II
- Rick Bockner Stories of My Life in Reiki
- Country Boys – A Tribute to the Music of Alan Jackson, Garth Brooks, Brad Paisley & George Strait
- Father Ray Kelly The Singing Priest of Ireland
- Tutta Musica

- Electric Beat Dance Competition
- Dance Envy
- David Myles Devil Talking Tour
- Taylor Swift Tribute Tour
- A Gunning & Cormier Christmas
- DancEast Presents – The Nutcracker (Multi-Day Event)
- Atlantic Ballet (4 Day Event)
- Dance Envy Recital
- Lennie Gallant – The Innkeeper’s Christmas
- RHS Battle of the Bands
- Classic Albums Live – The Eagles Greatest Hits
- Dance Chaos (Multi-Day Event)
- Danse DNA Dance
- Banff Film Festival
- Theatre New Brunswick - O'Brien
- Champions Dance Competition 2025 (3 Day Event)
- Help! - The Beatles Revisited
- SHOCK Dance Challenge (3 Day Event)
- Rockland Entertainment
- Millennium Dance Festival (3 Day Event)
- Limelight Dance Competition (4 Day Event)
- Take the Stage Dance Competition (3 Day Event)

And Many More

## **Other Mentions:**

We are proud to be members of the following associations:

### **Memberships:**

- Atlantic Presenters Association (APA) Membership: Our team attended many virtual training sessions throughout the year.
- Music New Brunswick
- CAPACOA
- Albert County Chamber of Commerce

## Seniors Connect Program:

- Live performances on stage are streamed to nursing homes from Prince Edward Island to Saskatchewan.
- Bridges Buddies.
- 140+ Virtual performances distributed to long term care facilities.
- The Riverview Arts Centre was featured in an article for Primetime New Brunswick – Seniors Magazine for the launch of our Senior Connects Program.
- We aim to keep seniors busy and entertained.
- This program has been running for 4 years and is highly likely to continue for its 5th year.
- We have invested over \$120,000 running this program throughout the years.

## Team

Our team is comprised of **2** full time staff, **20+** casual/part time staff, **110+** volunteers and **25+** independent contractors and thus we have **150+** helping hands.

## **Volunteer Hours:**

We had volunteers working at Riverview Arts Centre for more than 3400 + hours in the past year of 2023 – 2024. If we were to calculate the value of these hours using the New Brunswick minimum wage (\$15.30), it would be \$52,020.

## **Strategic Planning**

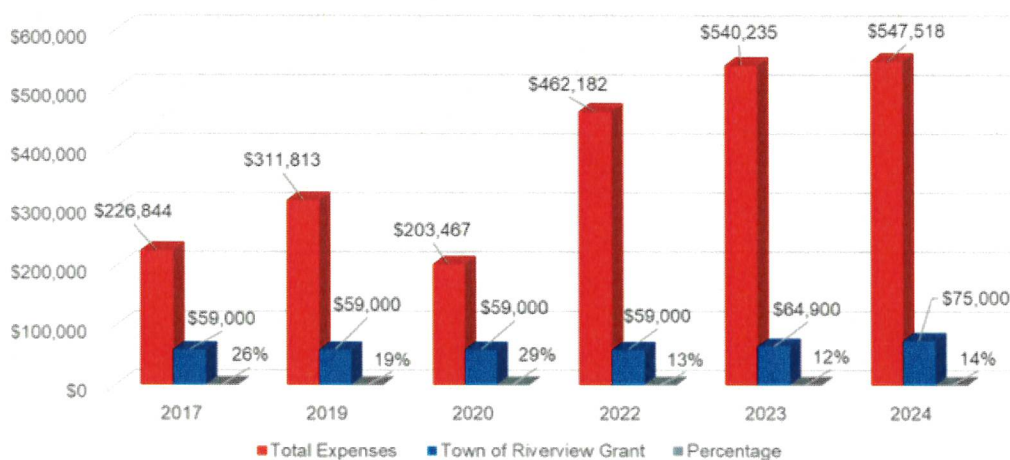
In Spring 2019, Riverview Arts Centre (RAC) launched a 5-year strategic plan aimed at driving growth, enhancing governance, improving venue operations, and securing sustainable resources. Despite the challenges brought by the COVID-19 pandemic in 2020, RAC has not only met but exceeded its key objective despite staffing limitations.

However, two issues remain, the air conditioning and limited opening hours, as our location within the school restricts auditorium access during school hours. We were to increase attendance to 10-15 thousand and we increased it to over 80,000.

Higher Caliber Artists ✓	Additional Resources ✓	Establish Standing Committee ✓	Establish Governance Committee ✓
New Ticketing System ✓	Increase Attendance ✓	Completed Feasibility Study for New Venue ✓	Improve Audience Experience ✓
Lobby Enhancements (Bar service) ✓	Green room and dressing room enhancements ✓	Marketing Enhancements ✓	Improve Wheelchair Accessibility & Parking ✓
Increase Revenue ✓	Community Involvement ✓	Improve Heating ✓	Improve Cooling ✗

The New strategic plan for the next 5 years 2025-2030 is one to two meetings from approval and completion and can be shared with the council once approved. It will be in place for January 2025.

## Town Contribution Vs. Total Expenses:





As you will notice from the corresponding slide the Riverview Arts Centre's expenses have increased significantly, except for the pandemic in 2020, you will notice that funding from the Town of Riverview has stayed flat despite the increased growth and cost of inflation. Based on information provided by Canada Heritage, a business such as ours is expected to receive 25% of funding from their municipalities.

## Financial:

<b>Riverview Arts Centre Inc.</b>			
	<b>Actual</b>	<b>Projected</b>	<b>Proposed</b>
<b>Income &amp; Expenses</b>	<b>2023</b>	<b>Fall 2024</b>	<b>Budget</b>
		<b>2024</b>	<b>2025</b>
<b>REVENUE</b>			
Event Proceeds/Fundraising/Rentals	\$ 336,650	\$ 375,000	\$382,500
Sponsorships/Donations	\$ 22,900	\$ 14,250	\$ 14,535
Grants (Town of Riverview, Other)	\$ 210,262	\$ 157,000	\$165,000
Other Income	\$ 1,280	\$ 1,300	\$ 1,326
<b>Total Revenue</b>	<b>\$571,092</b>	<b>\$547,550</b>	<b>\$563,361</b>
<b>EXPENSE</b>			
<b>Direct Expenses</b>			
Artist Fees & Expenses	\$ 62,942	\$ 53,850	\$ 48,577
Box Office (Direct & Indirect)		\$ 16,000	\$ 16,320
Facility Rentals	\$ 7,508	\$ 22,000	\$ 28,000
Custodians	\$ 5,008	\$ 15,000	\$ 18,000
Production Expenses (Supplies, etc.)	\$ 83,231	\$ 70,000	\$ 71,400
Wages/Salaries	\$308,531	\$316,968	\$316,958
<b>Total Direct Costs</b>	<b>\$467,220</b>	<b>\$493,819</b>	<b>\$499,255</b>
<b>General &amp; Administrative Expenses</b>			
Advertising(Newspaper, Flyers, etc.)	\$ 21,165	\$ 15,000	\$ 15,300
Bank Fees/Membership Fees & Dues	\$ 17,775	\$ 18,000	\$ 18,360
Bursary			\$ -
Insurance	\$ 2,501	\$ 2,500	\$ 2,550
Office Supplies	\$ 12,627	\$ 6,000	\$ 6,120
Sign Lease/Electricity/Expesnes			\$ -
Telephone	\$ 5,418	\$ 5,500	\$ 5,610
Other Admn. Costs	\$ 9,793	\$ 9,750	\$ 9,945
Professional fees	\$ 3,736	\$ 6,000	\$ 6,120
GST/HST Refund		\$ (9,050)	
<b>Total General &amp; Admin. Expenses</b>	<b>\$ 73,015</b>	<b>\$ 53,700</b>	<b>\$ 64,005</b>
<b>TOTAL EXPENSE</b>	<b>\$540,235</b>	<b>\$547,518</b>	<b>\$563,260</b>
<b>SURPLUS/(DEFICIT)</b>	<b>\$ 30,857</b>	<b>\$ 32</b>	<b>\$ 101</b>

## Community Support:

We estimate that approximately \$25,000 has been given back to groups in our community from a diverse range. Many groups do not have the financial means to put on high-calibre shows such as Tuttamusica that we

offer at the Riverview Arts Centre. We work with these organizations and are pleased to host them at the Riverview Arts Centre. We look to be a catalyst in the community and promote economic development. Priority is given to non-profit groups.

## **Support for Our Youth:**

**Anglophone East School- RHS, RMS and elementary schools**

RAC produced the following:

- 4 Debut Atlantic Shows (Presented)
- RHS coffee house
- School performance of “Irving Berlin – White Christmas”
- RHS Christmas Show
- RHS Battle of the Bands
- RHS Drama (Week long event)
- Anglophone East for Professional development training days
- District Turnaround Events
- RHS Girl’s Night Out Event
- RHS Diversity festival (3 Day Event)

Other contributions, including theatre upgrades, repairs, maintenance, Co-Op Placements and much more, had a cumulative impact of \$50,000.

## **Return on Investment For your Core Support**

We believe the value we're providing far surpasses the grant from the Town of Riverview. We provide \$ 120,000 worth of digital advertising as well as recognition of the Town of Riverview in all our advertising such as social media, print media website & mail chimp. Our advertising efforts regarding the Town of Riverview promotes tourism. The range and quality of our contributions through our marketing greatly benefits the community. Given the significant impact we have made, we believe our

efforts warrant greater financial support to continue delivering these benefits to the Riverview community.

We also demonstrate our commitment by supporting the community and promoting local initiatives with impactful advertising besides discounted rates, free ticket giveaways and many more.

### **Our Economic Impact So Far:**

The Riverview Art Centre has significantly bolstered the economy during the 2023-2024 season. The economic impact for 2023-2024 was \$7,000,000, showcasing the substantial contribution of the Art Centre's events. These events, featuring renowned artists like Lennie Gallant, Gunning & Cormier & Sugar Sammy, Tutta Musica Orchestra, as well as 7 dance competitions, drew a large number of visitors, thereby boosting ticket sales and benefiting nearby businesses. The increased foot traffic led to heightened demand for food, drinks, and staff during show nights, directly linking the Art Centre's events to increased revenue for local businesses. This economic impact encompasses both direct and indirect effects, with direct impact including wages and show-related purchases, and indirect impact encompassing various expenditures such as hotels, meals, fuel, dancer fees, and purchases at local businesses. The estimated economic impact for the upcoming 2024-2025 season is projected to increase to \$8,000,000, highlighting the anticipated growth and continued positive influence of the Riverview Art Centre on the local economy as you will see from the quote of Rob Taylor (In Presentation)

To summarize,

Our economical impact in year 2023 – 2024 was:

**\$7,000,000**

Our economical impact in year 2024 – 2025 is projected to be:

**\$8,000,000**

## **Necessary Changes for Sustainability of Riverview Arts Centre**

Due to rising facility rental costs (50-64%) and insufficient funding, we must make difficult decisions to sustain operations. This includes reducing complimentary tickets, reducing discounts for schools and non-profits, and cutting down on school events. After three years of maintaining ticket prices despite inflation, we must now raise them to cover costs. Additionally, support for youth programs and donations will be reduced. While we understand the impact these changes will have on the community, especially seniors & youth, they are necessary to ensure our organization's long-term survival. We weren't able to secure funding for a new PA and hence we aimed to save by managing all the work with just two full-time staff members. These dedicated individuals have worked exceptionally hard, allowing us to avoid hiring two additional staff and saving on wages. Also, we have seen a reduction in both the number of sponsors and the overall sponsorship amounts. The greater number of town ads is diminishing the visibility for our sponsors' advertisements on the billboard, as these ads are prioritized based on a contract made between the Town and Riverview Arts Centre years ago. This arrangement makes it increasingly challenging to attract new sponsors.

### **You Continued Support is Imperative:**

**We respectfully request Council to approve a GRANT of \$90,000 to assist with the required upgrades to allow the continuous expansion**

**of Arts & Culture and the economic development for the town of Riverview!**

Your support will allow us to:

- Continue to support arts and culture in our community & driving traffic and tourism to our community.
- Support local and regional performers which will lead to increased traffic and the development of Riverview.