

ARTS UMBRELLA COMMUNITY IMPACT

Arts Umbrella is a creativity incubator. Not only do we reach close to 20,000 students every year, we also work with over 200 practicing artists and participate in community arts events throughout the year. With the opening of the new 50,000 net-square-foot Arts Umbrella location on Granville Island in fall 2019, we're poised to expand our footprint even wider in the arts community.

Student Numbers and Programming Capacity

2016/17 programming numbers:

- 16,000 students accessed **free** programs at GI and in the community. That's **80%** of our students.
- 4,000 students participated in our tuition-based programs.
- We provided over **500 bursaries and scholarships** totaling over \$280,000.

Opportunity for growth—programming expansion on Granville Island:

- The new Arts Umbrella location at 1400 Johnston Street doubles our capacity, so we'll have more space on Granville Island to invite schools to our facility for existing free programs, such as the Environmental Education Program.
- Existing community programs—such as Stage Coach and Artful Afternoons—can expand to the Granville Island facility, bringing young people to our cultural hub.
- With more space, new free programs can be created in Dance, Theatre & Music, and Visual, Applied, and Media Arts.

Outreach Programming

Arts Umbrella offers many free community programs at community centres, neighbourhood houses, healthcare facilities, and schools across Metro Vancouver. 16,000 students access these free programs, and with the opening of our new building, we'll have a springboard to launch more programs and expand our offering. A bigger base = bigger reach.

- Increased visibility in Metro Vancouver will open doors for us to launch more free programs in the areas of Metro Vancouver that need them most: vulnerable communities. We aim to remove the geographic, cultural, social, and financial barriers that can prevent young people from accessing the arts.
- The Granville Island facility allows us to appeal to more funding partners and make the case for bigger grants.

Performance & Exhibition Spaces

Currently, teens in our Theatre & Music Troupes and in the Dance program visit schools across Metro Vancouver, bringing the arts to young people who may not have otherwise been exposed to it. Students in our Visual, Media, and Applied Arts programs exhibit at galleries in the

community throughout the year. The new Arts Umbrella facility will include a theatre and exhibition hall, which:

- Gives young people from our paid and community programs a dedicated platform from which to share their artistic expression;
- Allows us to invite more schools to Arts Umbrella for performances and exhibits;
- Gives more students from our community programs the opportunity to experience the magic of exhibiting or performing their work.

Artist Employment

Arts Umbrella is the second-highest employer of artists in British Columbia, employing over 200 staff and instructors.

- A larger facility means an opportunity for growth, both in terms of the number of programs offered, and the number of artist-instructors employed.

For more information (media only), please contact:

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artsumbrella.com