



January 10, 2013

Grant-in-aid supports equipment and building improvements at the Tidemark Theatre

Campbell River City Council has approved a one-time grant-in-aid to the Tidemark Theatre of \$250,000 to support a fundraising drive for facility improvements.

“This grant demonstrates the community’s support for the Tidemark’s initiative to pull together \$600,000 for equipment and building upgrades,” explains Mayor Walter Jakeway. *“The City’s contribution will help the Tidemark secure funds from other sources, all helping us make the most of this legacy community facility.”*

Other funding commitments have been received from Island Coastal Sustainability Trust (\$153,000) and Coast Sustainability Trust (\$153,000). The funding recognizes the Tidemark Theatre upgrade as a strategic investment with long-term economic diversification potential. A strong arts environment generates economic benefits in both the tourism and small business sectors of the local and regional economy and reduces economic reliance on resource industries without adversely affecting neighbouring communities. Examples of businesses that benefit from the Tidemark’s activities include: hotels, graphic design, marketing and print companies, radio stations and newspaper outlets.

“Each of these grants requires the Tidemark Theatre to have matching funds in place,” says Kim Emsley-Leik, Managing Director for the Tidemark Theatre. *“With the grant-in-aid, we’ll be able to continue to move forward on our drive to catch up and keep up – and make sure the Tidemark can attract and host the type of entertainment that comparable facilities in other communities can offer.”*

“The Tidemark Theatre Society is very pleased to receive the grant-in-aid to revitalize our performing arts centre,” says Kin Fowler, president of the Tidemark Theatre Society. *“The City of Campbell River has recognized the generous community support of all the individuals and businesses who donated to the Tidemark 25 Capital Campaign and the importance of continuing to enrich the cultural life of our community.”*

The Tidemark fundraising campaign supports upgrades including:

- Replacement of the 65-year-old seats
- Online ticketing
- State-of-the-art stage lighting
- In-house projection system

The grant-in-aid will be funded through the City’s gaming reserve rather than general taxation. This reserve is replenished with approximately \$600,000 every year.

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