

November 7, 2005  
Kelowna City Council Meeting

Public in Attendant:

**Andrew Spoeth**  
**Marketing/Programming Coordinator**  
**Rotary Centre for the Arts**

Subject:

**Kelowna arts groups launch cooperative initiative**

1. Background of the arts card project
  - a. the need to increase viability of performing arts productions, i.e. sell more tickets and better utilize existing capacity in Rotary Centre for the Arts and Kelowna Community Theatre
  - b. listening to the public's needs
2. The project's three stages
  - a. arts groups agree on single concept, commit to the card program
  - b. sponsors and partners are found
  - c. RE/MAX ArtsCard is launched and sold to the public. It is a \$20 card which provides the cardholder with a year's worth of variety, convenience and unlimited savings on event tickets.
3. Results of card project to date
4. Next steps
  - a. generate awareness of card and the cultural products associated with it
  - b. remain in constant contact with stakeholders: arts groups, sponsors, and customers to ensure an ongoing win-win-win situation
  - c. potential expansion of card program

Founding arts organizations:

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|----------------------------------|---|
| • Ballet Kelowna                 | • Kelowna Community Concert Association |
| • Life & Arts Festival           | • Viva Musica Society                   |
| • Theatre Kelowna Society        | • Sunshine Theatre Co.                  |
| • Kelowna Community Music School | • Okanagan Symphony Orchestra           |
| • Kelowna Community Theatre      | • Chamber Music Kelowna                 |
| • Rotary Centre for the Arts     |   |