

“In the Limelight”



Eleanor Pickup Arts Centre
Annual Report 2023-24

“In the Limelight”

Creating opportunity is a guiding sentiment for the Eleanor Pickup Art Centre (EPAC).

Show casing amazing local talent, attracting international performers, and providing an inviting multi-purpose venue for the community fuels the work of the EPAC board.

We aspire to continually enhance the theatre experience for both performers and the audience. The opportunity to perform, the opportunity to be entertained, the opportunity to be inspired are occasions that elevate individuals and organizations. It is through the support of the community and our valued partners that allow us to imagine and create; it gives all of us opportunities to stand in the limelight.



Pictured: Maddie Storvald & Misery Mountain Boys

Sandra Bannard
EPAC President

Who We Are...



Located in the historical Cadium Theatre in Drayton Valley, Alberta - The Eleanor Pickup Arts Centre is a multipurpose performing arts venue for the greater Drayton Valley, Brazeau County & surrounding communities. Our aim is to encourage & foster participation in the performing arts while revitalizing the downtown area. We strive to create a community where adults and youth alike, perform & be entertained in this unique landmark venue.

2023-2024 Eleanor Pickup Art Centre Board of Directors

President-Sandra Bannard

Vice-President-Russ Hickman

Secretary-Melody Sommers

Treasurer-Dave Davie

Theatre Manager-Holly Davie

Fundraising Coordinator-Erin Hickman

Volunteer Coordinator-Jessie Herdrigan

Marketing & Communications-Svetlana Kos

Construction Committee-Jason Colby

Art Gallery Curator-Aaron Laforest

Fundraising Committee-Karstina Oscar

Construction Committee-Joanne Nelson

Concession Coordinator-Tammy Pequin

Brazeau County Representative-Donna Wiltse

2023-24 Performances

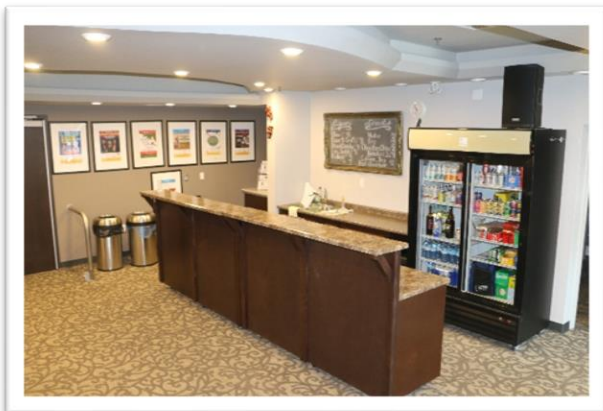
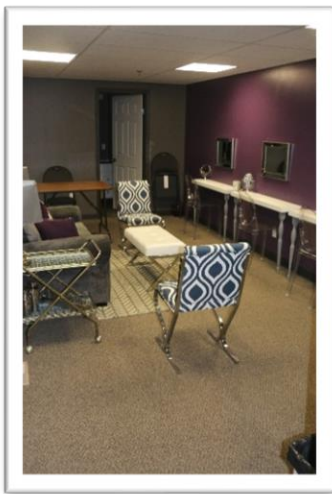


Pictured clockwise: Jake Vaaderland, Aaron Pritchett, Oliver Twist, Valley Voices Choir, Somebody Loves You Mr. Hatch, Brent Butt, Wizard of Oz. Performances from 2023-24.



Theatre Usage

<u>Fiscal Year</u>	<u>Rental Income</u>	<u>Days Used</u>	<u>Attendees</u>
2024	\$9,130	204	10,422
2023	\$5,485	124	5,439
2022	\$3,425	89	2,654
2021	\$2,450	91	1,128
2020	\$4,231	154	6,349
2019	\$6,168	166	7,766
2018	\$5,005	97	5,228



Committee Reports 2023-24

Theatre Management-Holly Davie

EPAC has seen 204 rentals this year, with attendance reaching 10,422. This is up from the previous year with 190 rentals and 6000 patrons.

Eight performances were booked for this year's concerts series.

The Alberta Foundation for the Arts grant was \$6060.

Theatre apartment lease continues to offset building operation costs.

Volunteer Committee-Jessie Hendrigan

This season volunteers contributed 1,764 hours toward theatre operations, bookings, advertising, concession, security, hosting and production.

We have 30 volunteers to assist on the show dates. Some assist as their time permits, others turn up faithfully for every show. All time is appreciated and allows us to put on affordable productions.

Concession Coordinator-Tammy Pequin

Tammy Pequin has replaced Russ Hickman as the Concession Coordinator . The concession ran smoothly and generated a profit over \$8000.

All concession workers are certified with ProServe Liquor Training.

Treasurer's Report-Dave Davie

An internal audit was performed by the Audit Committee with the annual compilation report prepared by Verity LLP.

Capital donations were \$19,742.50

EPAC continues to accumulate funds toward theatre expansion with \$349,000 being held in reserve.

Year over year EPAC continues to be a sustainable operation.

Communications Committee-Svetlana Kos & Russ Hickman

Social media continues to be an area of growth for EPAC and has been steadily gaining traction for EPAC. Social media and our web page are essential in advertising, especially for reaching folks outside the local community.

Utilizing the local newspaper has been advantageous in profiling performances and through earned media. Nineteen articles were featured in the Drayton Valley Free Press highlighting artists, productions and public reaction.

Casino Coordinator-Melody Sommers

The Eleanor Pickup Arts Centre has been fortunate to participate in hosting a Casino through AGLC at the Camrose Resort Casino three times.

EPAC is hosting our 2024 Casino October 19 – 20, 2024. Hosting a casino enables EPAC to supplement our income to pay for theatre utilities.

EPAC recognizes the casino volunteer hours EPAC Board Members and the greater Drayton Valley community have given.

Construction/Maintenance Committee- Dave Davie & Russ Hickman

EPAC has entered into an agreement with Chandos Construction to develop Phase Two Theatre Expansion plans and cost estimates.

JMAA Architecture was hired to prepare construction drawings.

Development plans will be shared with the Town of Drayton Valley & Brazeau County as landlords of the facility. Expansion will be determined by a collaborative process between EPAC and the municipalities.

Fundraising Coordinator-Erin Hickman

During the 2023-24 season, we undertook two fundraising events. Our “Raise Your Spirits” Liquor Survivor Fundraiser, ended on December 15, 2023, and netted \$3540. Thirty six teams took part, with the winning team being the Nic Davie team. Feedback received was generally positive, in that winners could choose their preferred libation and it was not as much work for the organizers. Our second fundraiser, held around the Christmas season, was a Seat Sale, where supporters could sponsor two seats for \$1000. This sale raised \$4000.

Financial Data

Eleanor Pickup Arts Centre
Statement of Revenues & Expenditures
Year Ended March 31, 2024

	Total 2024	Total 2023
Revenues		
Concerts	\$ 28,000	\$ 37,705
Rental	27,006	19,847
Interest Income	13,700	5,525
Concession	12,846	6,963
Concert sponsorship	9,021	13,220
Grants	6,060	9,164
Fundraising	5,390	12,791
Non-capital donations	2,791	2,960
Gallery sales	279	1,050
	\$105,093	\$ 109,225
Expenses		
Concert expenses	61,906	41,939
Utilities	18,308	17,782
Janitorial	7,425	5,325
Repairs and maintenance	7,370	3,962
Advertising and promotion	5,070	4,292
Concession expenses	4,421	4,323
Insurance and licenses	3,442	2,741
Fundraising	2,760	35
Professional fees	2,516	2,510
Office	1,526	1,101
Memberships and conferences	1,155	1,226
Telephone	971	977
Interest and bank charges	254	248
Cost of sales-art	187	893
Travel	151	740
	\$117,462	\$ 88,094
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENDITURES FROM OPERATIONS	(12,369)	21,131
OTHER INCOME		
Amortization of deferred contribution	7,834	9,793
Amortization of equipment	(7,866)	(9,833)
	(32)	(40)
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENDITURES	\$ (12,401)	21,091

Financial Data

Eleanor Pickup Arts Centre
Statement of Financial Position
Year Ended March 31, 2024

	Total 2024	Total 2023
ASSETS		
CURRENT		
Cash	\$ 5,625	\$ 22,626
Short term investments	349,121	334,902
Accounts receivable	2,632	1,486
Goods and services tax recoverable	1,470	221
Prepaid expenses	11,102	12,829
	\$369,981	\$372,064
PROPERTY AND EQUIPMENT (Note 2)	53,216	39,332
	\$423,197	411,396
LIABILITIES & NET ASSETS		
CURRENT		
Accounts payable	\$ 18,352	\$ 5,319
Deposits held	800	1,300
Deferred casino revenue	1,789	28
Deferred donation revenue-capital	212,945	216,953
	233,886	223,600
DEFERRED CONTRIBUTIONS-EQUIPMENT	170,114	148,364
LESS: ACCUMULATED AMORTIZATION	(117,028)	(109,194)
	286,972	262,770
NET ASSETS		
Unrestricted net assets	136,095	148,464
Capital fund	130	162
	136,225	148,626
Total	\$ 423,197	\$ 411,396

Financial compilation compiled by VERITY LLP