



ELEANOR
PICKUP
ARTS
CENTRE

EXPANSION PROPOSAL

Where Community Takes Centre Stage

"EPAC will not only serve as a venue — it will be a launchpad for creative and cultural tourism across West Central Alberta."-Dave Davie



Arranged by

EPAC Board

Prepared For

Community Partners

Details

5144 51 St. Drayton
Valley, AB, T7A 1S8
403-998-9050



INTRODUCTION

The Eleanor Pickup Arts Centre (EPAC) stands as a cornerstone of arts, culture, and community life in Drayton Valley, AB. Since its 2014 expansion, EPAC has grown into a regional destination for live performances, youth programs, and community events. With more than 200 days of annual utilization and partnerships that span schools, arts groups, and local organizations, the facility is now operating close to its full potential.

Phase II Expansion represents the next evolution- transforming EPAC from a repurposed movie theatre into a true performing arts centre capable of hosting professional theatre, concerts, conferences, and regional tourism events. The proposed 9,020 square foot expansion will cost an estimated \$4.5 million, providing both economic and cultural returns that align directly with the province's Tourism and Culture Strategy to drive visitation, rural vitality, and creative economy development.

The Eleanor Pickup Arts Centre's Phase II Expansion is a model for sustainable rural cultural development – combining infrastructure investment, youth empowerment, and community resilience. Over three years, this project will not only expand a facility but transform a region's cultural and tourism identity. –Sandra Bannard, President

OBJECTIVES



Miss Joanne's School of Dance

- 01 | Improve functionality for current users and create a multi use space able to host larger productions and performers.
- 02 | Provide inclusive programming for youth of all backgrounds and abilities with classes that provide structure, mentorship, and creative therapy
- 03 | Increase Capacity to host events, weddings, larger receptions and community groups.
- 04 | Support a vibrant downtown core, increasing public interest in local businesses and supporting tourism objectives.

COMMUNITY ENCHANCEMENT



The expansion of the Eleanor Pickup Arts Centre represents far more than a building project — it is an investment in the cultural, social, and economic heartbeat of the Brazeau region.

The centre will provide young people with a creative outlet that supports mental health and confidence, foster collaboration among local artists and educators, attract visitors and tourism revenue to Drayton Valley's downtown, and offer inclusive spaces that reflect the spirit of rural Alberta — innovative, welcoming, and community-driven. EPAC's Phase II Expansion is not just about growing capacity; it's about growing connection, opportunity, and pride in the place we call home.

By creating a professional performance space, expanding youth and musical theatre programming, and adding affordable rental suites that sustain operations, EPAC will strengthen community wellbeing and resilience for decades to come.



OVERVIEW

The design adds 9,020 square feet to the existing facility and includes:

- Expanded lobby and seating area
- New concession and service area
- Green room and two new dressing rooms
- Large storage area for sets and technical equipment
- Rehearsal hall suitable for dance, music, and theatre use (Weddings, receptions, conferences)
- New corridor for large prop movement
- Two income-generating rental suites
- Fully accessible stage for performers of all abilities



OUTCOME

The Eleanor Pickup Arts Centre's Phase II Expansion is a model for sustainable rural cultural development — combining infrastructure investment, youth empowerment, and community resilience.

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TOURISM IMPACT

Year-Round Destination

Expands tourism beyond summer recreation by hosting concerts, theatre, conferences, and cultural festivals.

Visitor Spending

Each sold out weekend has the opportunity to host over 400 visitors, generating an estimated **\$40, 000** in local economic activity from hotels, restaurants, fuel, and shopping purchases.

Longer Stays

Encourages weekend visits- "Stay for the show, explore the valley."

Tourism Diversification

Complements outdoor attractions like Eagle Point Blue Rapids Park and the Dryaton Valley Museum with a new cultural experience.

Festival and Event Potential

Creates the capacity for new tourism draws- Performing Arts Week, music festivals, and regional showcases.

Regional Collaboration

Forms a cultural tourism corridor linking arts, history, and nature throughout Brazeau County.

Sustainable Economic Growth

Rental suites and expanded facilities generate steady operating revenue and local employment.



The Eleanor Pickup Arts Centre Expansion is not just about growing a theatre – it's about building a destination. It will bring people to Drayton Valley, fill our hotels and restaurants, diversify our tourism offerings, and shine a spotlight on the creative energy of rural Alberta." -Joanne Nelson, Owner of Miss Joanne's School of Dance

SUSTAINABILITY

The addition of two affordable suites ensures that EPAC's operational model remains viable for the long term. By blending cultural programming with prudent financial planning, EPAC is setting a precedent for sustainable arts infrastructure in rural Alberta — where facilities can thrive without continuous operating subsidies.

The combination of rental revenue, user fees, and community programming income will allow EPAC to remain self-sufficient.

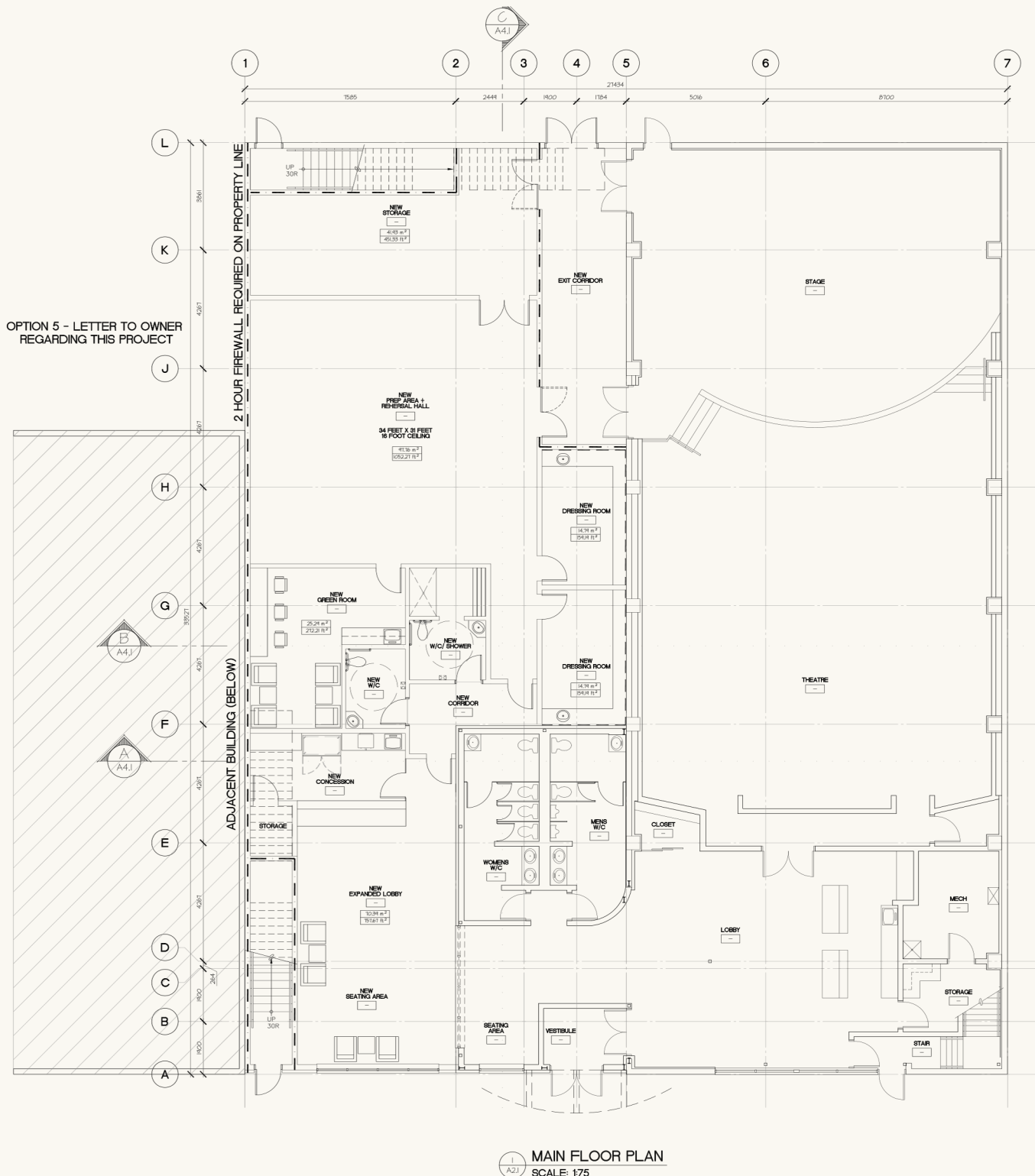


Projected Revenue and Cost Coverage

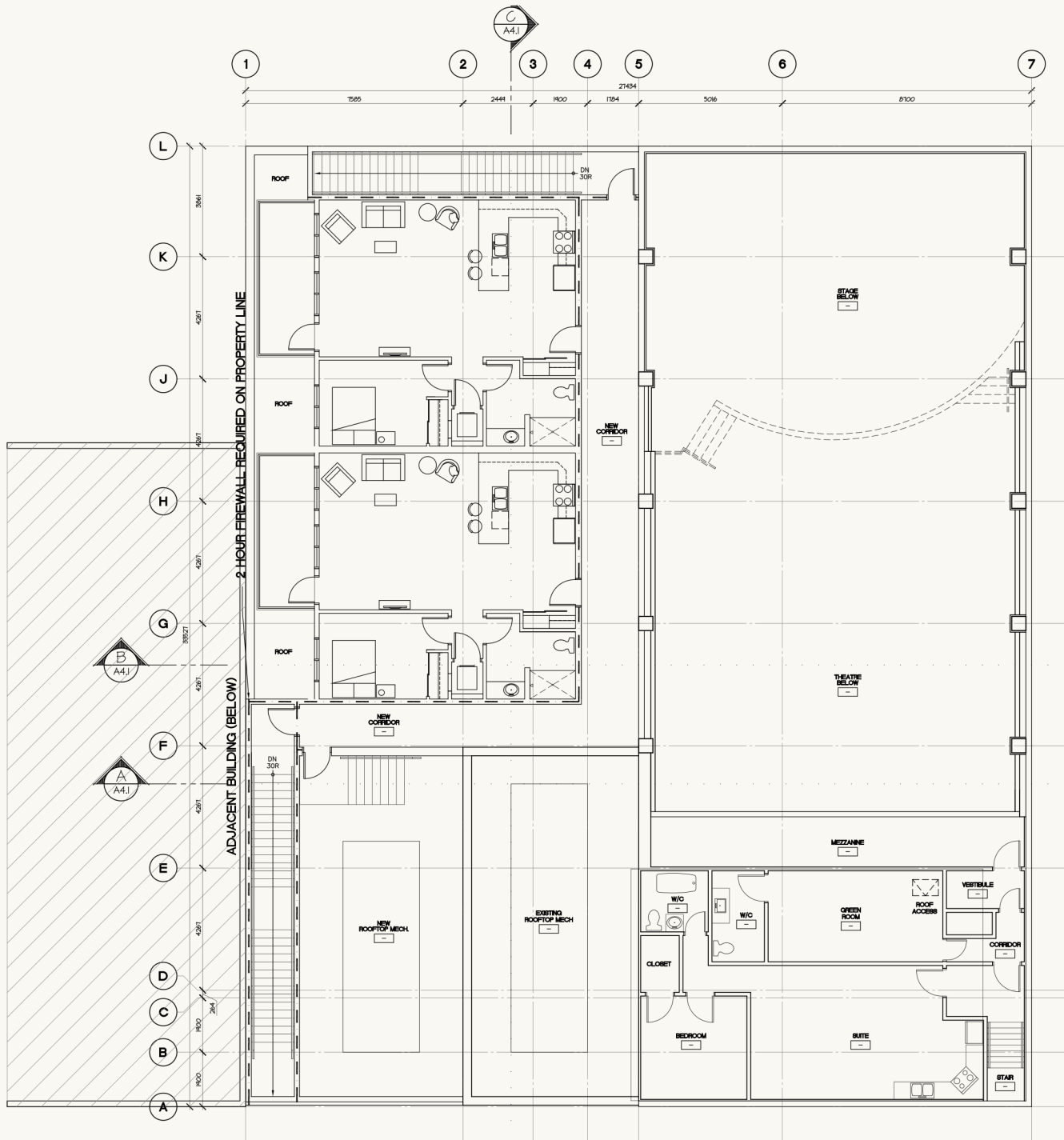
Existing Suite: 1 Bedroom \$950 / month 95% \$10,800
New Suite A: 1 Bedroom \$1,100 / month 95% \$12,500
New Suite B: 1 Bedroom \$1,100 / month 95% \$12,500
Total Annual Rental Income
~\$35,800

(Figures are conservative estimates based on 2025 market rental rates in Drayton Valley, assuming ongoing affordability designation.)

MAIN FLOOR PLAN



SECOND FLOOR PLAN



1 SECOND FLOOR PLAN
A2.2 SCALE: 1/75

LEGACY NAMING RIGHTS AND SPONSORSHIP OPPORTUNITIES

For decades, this building has been part of our community's story, where memories were made and people came together. Now, we have the opportunity to preserve that history while expanding it to serve a growing community and we invite you to be a part of it!

Investment Terms

Sponsorship contributions may be fulfilled over a flexible three-year payment schedule, making it easier to align with annual budgets and planning cycles.

Naming rights are granted for an initial 10-year term, with sponsors receiving first right of renewal, recognizing their role as founding partners in bringing this project to life.



All Legacy Sponsors Receive:

- Recognition integrated into architectural design and signage
- Ongoing marketing exposure across EPAC and partner platforms
- Recognition at Grand Opening + media events
- Opportunity to speak at unveiling
- 4 annual tickets to theatre series
- 1 complimentary facility rental per year

LEGACY NAMING RIGHTS AND SPONSORSHIP OPPORTUNITIES

1

Arts Centre Naming Rights

\$1 000 000

Put your name on the landmark that will define arts, culture, youth, and community in Drayton Valley for generations.

2

Stage & Auditorium Sponsor

\$350 000

Be at the centre of every performance and event that brings our community together.

3

Lobby & Concession Sponsor

\$150 000

Be part of the central gathering space where every visit begins and connections are made.

4

Rehearsal Hall Sponsor

\$150 000

Support the space where local talent is nurtured, community programs come to life, and youth confidence grows.

5

Green Room Sponsor

\$100 000

Provide a dedicated space where performers prepare, connect, and bring their best to the stage.

6

Dressing Room Sponsors (2)

\$75 000 each

Play a vital role in every performance by supporting the artist's preparation space.

7

Lights & Sound Sponsor

\$50 000

Power every show through the technology that drives every audience experience.

8

Seat Donation

* Not eligible for legacy sponsor recognition

Contact

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ADDITIONAL DETAILS

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