



## Pacific Region International Summer Music Academy

Dear PRISMA Supporters,

I am pleased to offer this report recapping another successful year. As you will see from the descriptions and accounts of the events of this past year, PRISMA put on a simply magnificent festival. We added several innovations to entertain, engage and educate members of our community, we expanded our visibility and reach into the community and we ended the year in the black. We increased access to music for people of every economic status and gave our youth and students greater opportunities to participate in the symphony music experience.

None of this would have been remotely possible without the generosity of people like you — people passionate about the music and their community. As you review this report, I hope you will reflect on your own PRISMA experiences and recall the thrills, excitement and inspiration of this past summer.

It is our goal to make PRISMA your continuing home for extraordinary musical and cultural experiences. This amazing program would not be possible without the strong support from every part of our community – government, businesses, non-profit groups and individuals. We are grateful to the talented students, dedicated guest artists, hardworking staff and generous volunteers who make these extraordinary experiences possible.

Thank you!

Michael Matthews,

President

## **PACIFIC REGION INTERNATIONAL SUMMER MUSIC ACADEMY (PRISMA)**

### REPORT TO THE COMMUNITY ON PRISMA 2015

PRISMA's third season could definitely be acclaimed as a banner year. During the 2015 season, PRISMA received 158 applications, hosted 74 students as part of the summer music academy and the Pacific Philharmonic, enjoyed the participation of 20 distinguished guest artists, featured internationally celebrated Canadian cello virtuoso Amanda Forsyth as soloist, gave five concert performances to large audiences at the Evergreen Theatre, expanded public participation by presenting daily master-classes at different community locations, integrated music and inclusiveness through the Anne Frank exhibit and thrilled 2,000 people by the free performance and jubilant festivities at the Celebration of the Senses on Willingdon Beach. PRISMA used 83 volunteers from Powell River to help put on the festival, plus PRISMA's volunteer board of directors and volunteers from the Comox Valley. Thanks to the amazing community and government support, PRISMA once again met its objective of keeping expenses within its current revenues. Powell River is part of the fabric of PRISMA, because this community is able to attract and nurture musicians of an unusually high calibre. PRISMA was supported by its members at levels starting at \$50, by business sponsors from Powell River and the province and by grants from different sources, including British Columbia Arts Council, City of Powell River, Powell River Arts Council, Powell River Community Foundation, Powell River Community Forest, Powell River Regional District and RBC Emerging Artists Foundation. The City of Powell River gave PRISMA a multi-year commitment of support, which now enables the organization to engage in the type of planning needed to build an enduring successful festival.

As a non-profit charitable organization that relies on continued support from community members, PRISMA understands our responsibility to share information with those who sustain our activities. Our annual report provides the community with a top-level view of PRISMA operations and financial statements. And, as always, we thank you for your continued support.

#### The Evolution of PRISMA

Twelve years ago, people in the local music community started to talk about making Powell River a hub of symphony music in the province. Powell River was already a fount of extraordinary music and audiences. The Powell River Academy of Music started the symphony academy and festival in 2004 with SOAP, the Symphony Orchestra Academy of the Pacific. SOAP continued through 2012, when the Academy of Music decided to end its sponsorship of the event to focus on K̓athaumixw and its other activities. PRISMA was formed in late 2012 to ensure that Powell River would continue to be a centre of professional music training for advanced symphony students and that its residents would continue to enjoy great symphony performances. In 2013, PRISMA added the free "Celebration of the Senses" (renamed in 2016 to "PRISMA on the Beach"). In 2013 and 2014, Soyoung Yoon, a brilliant violinist who performed at the best symphony houses throughout the world, was the featured soloist. In 2015, Amanda Forsyth, internationally acclaimed Canadian cellist, performed with the Pacific

Philharmonic. 2015 also saw an expanded “Celebration of the Senses” and an exhibition from the Anne Frank House in Amsterdam.

### Celebration of the Senses

PRISMA kicked off the festival in 2015 with the Celebration of the Senses on Willingdon Beach. This year the event had special significance, commemorating “Two Countries—One Spirit,” the 70th anniversary of the liberation of the Netherlands, in which Canada had a major role. PRISMA received the Distinguished Patronage of Her Honour, The Honourable Judith Guichon, OBC, Lieutenant Governor of British Columbia of PRISMA earlier in 2015. The Lieutenant Governor attended the commemoration and spoke to the assembly. Other notable speakers included Chief Councillor Clint Williams, MLA Nicholas Simons, a representative of MP John Weston and a representative of the Netherlands Consulate. More than 2,000 people came to the event to listen to the PRISMA musicians and other artists’ performances and to enjoy the air show with WWII era planes by the Fraser Blues. A highlight of the celebration came when the HMCS Whitehorse, anchored off Willingdon Beach, fired its cannons as part of the 1812 Overture by Tchaikovsky.



*Figure 1: The crowd at the 2015 Celebration of the Senses look to the skies for the air show as part of the event's tribute to the 70th anniversary of the Dutch liberation.*

### Concert performances

PRISMA put on five major concert performances at the Evergreen Theatre. All were very well attended, and the final concert played to a full house. Although total attendance is hard to gauge because of festival and member passes, PRISMA estimates that more than 2500 people attended the concerts. This includes approximately 400 people who came from Courtenay/Comox for the Matinee Symphony Cruise on the first Saturday. PRISMA did a trial of ticket scanning equipment in 2015 and will be implementing an upgraded system in 2016 to enable the festival to have better tracking of overall attendance. The PRISMA experience was enhanced this year by the addition of festival tents, which were acquired through a generous

grant from the Community Forest Foundation. The tents enabled PRISMA to include the pre-event and intermission hospitality as part of the overall festival atmosphere. The Concerto Competition integrates the teaching academy aspect of PRISMA with the concert presentations. Throughout the festival, the most talented students compete for the grand prize of an expense paid trip to Moscow to play with the Moscow Symphony Orchestra. The final two rounds of the competition were part of the public concerts, and the audience heard the exceptional solo performances of these gifted musicians. At the Saturday Matinee, the Audience Choice prize was awarded. The international panel of judges selected the Grand Prize winner at the evening performance. The final PRISMA concert featured a stunning performance by Juno Award winning soloist Amanda Forsyth of Victor Herbert's Cello Concerto No. 2 in E minor, Op. 30 (1894). There is no doubt that these concerts enhance Powell River's cultural presence. Audience feedback consistently rates PRISMA as an outstanding event. *"Thank you – a huge thank you – to everyone who makes this event happen. We are so lucky to have such beautiful, wonderful music"* is a typical comment.



*Figure 2: Tents added to the ambience at the Comox Wine & Cheese fundraiser and inspired a grant request to the Powell River Community Forest Foundation.*

### Master-classes and Student Recitals

Master-classes are an increasingly popular feature of the PRISMA festival. These programs enable the audience to have a behind the scenes look at the process by which students sharpen their skills to ascend to the professional platform. Having an audience is an important component of the instruction, as students learn to prepare themselves for performances in front of the public. In turn, the audience gets to learn about music techniques and concepts involved. This year the master-classes included Conducting with Arthur Arnold, Oboe with Roger Cole, Bass with Mark Morton, Violin with Herbert Greenberg, Trombone with Gordon Cherry, Tuba with Paul Beauchesne, Bassoon with Mathieu Harel, Viola with Andrew Brown, Flute with Janet Arms, Violin with Richard Roberts, Clarinet with Alain Desgagné, Cello with Amanda Forsyth, Trumpet with Marcus Goddard, Horn with Fokke van Heel, Percussion with

William Linwood and Harp with Valerie Muzzolini. There were seven free student recitals at Evergreen Theatre. To maximize community access and participation, master-classes and instrument rehearsals were held at the Complex and at various other sites, including Town Centre Mall, Town Centre Hotel, Willingdon Creek Village and Kiwanis Garden Manor.



*Figure 3: A world-class musician and PRISMA veteran guest artist, Herbert Greenberg inspires students and audience members alike in a violin master-class.*

### World Class Summer Academy

The best music students from Canada and throughout the world have many choices when it comes to summer programs. They are looking for a program that will help them reach the next level and pursue their dream of a professional music career. 96% of the advanced music students who attended PRISMA in 2015 agreed or strongly agreed that the overall program improved their level of performance. The quality of instruction is important, as is the rigor of the program. The unique character of our region and the community support are also critical factors to the program's success. The best explanation comes from the students themselves:

- *I enjoyed it! Every single minute.*
- *I had a lot of fun making music with people from everywhere, and being in a beautiful place made it that much better!*
- *I was blown away by the beauty of this small town (having the beach so close was really great) and I enjoyed how intensive the program was. I played a lot and feel like I improved.*
- *It is a great program with great faculty and students.*
- *The faculty is excellent, Maestro Arnold is inspirational, and the audience of Powell River are truly spectacular. It's an intense musical festival, yet the beautiful location and supportive atmosphere make it extremely enjoyable and fun.*

- *PRISMA was an exciting two weeks. I learned a ton and had an amazing time.*
- *I really enjoyed my time! The guest artists are all very encouraging and the environment is great for learning. Like-minded friends support and learn from each other.*
- *I truly loved PRISMA. I definitely put it at the top of my list as the best summer festival I have attended. Now that it is over, it feels like it was almost all a dream and I can't believe how much fun I had. It was great to play so much repertoire and to put it all together in such a short amount of time.*
- *I had such a good time at PRISMA. I do not even want to imagine who I would be right now had I not attended. All of those experiences are now a part of me and will continue to shape me as a person and musician.*
- *The repertoire was exciting and the place beautiful. I had the feeling of being a local celebrity.*
- *I enjoyed it very much! I have never been out of the U.S. for this kind of music festival, so it was certainly a unique experience. The level of support that the town has for such an event is remarkable- people everywhere were very complimentary of the group's playing, and I was impressed to see such a turnout at every event we held- even sectionals that we had out in the community. At times, it felt almost like being an Olympic athlete!*

Students also report on their memorable moments. Here are a few:

- *Performing with cannon fire in the "1812 Overture" was one of the most noteworthy.*
- *I loved the big climax moment in "Don Juan" where the horns blast out the soaring melody. It was a lot of fun to play with such high quality musicians.*
- *Experiencing the beautiful nature of BC. I loved Lund and going to the beach, especially performing outdoors.*
- *Performing with the symphony for the final round of the Concerto Competition, especially for an audience who enjoyed it so much*
- *The Celebration of the Senses concert was magical. I've never performed in a celebration quite as memorable and powerful as that one.*
- *"The Planets" on the final concert. Just wow. I got goosebumps just thinking about it. It was a wonderful performance.*
- *When we played at Willington Creek Village, and this man who suffered of dementia was so happy to listen to us! It was a beautiful moment.*

### Anne Frank Exhibition

PRISMA partnered with School District 47 to bring "Anne Frank – A History for Today" to the community. This aspect of the festival opened to the public on May 31 at Max Cameron Theatre where stories of the liberation of The Netherlands were told by local community members, followed by a presentation by Julie Couture, a representative from the Anne Frank House in Amsterdam. "A History for Today" was exhibited in the lobby of the Recreation Complex from June 20 to June 27 and in front of the PRISMA office in the Town Centre Mall from June 21 to



July 19. The object of the exhibition was to connect culture and education to: (1) inform about the history of WWII and the Holocaust with specific acknowledgement of Canada's role in the liberation of the Netherlands in May 1945, (2) show that cultural, ethnic, religious and political differences exist in every society, and how denial of the right to equal treatment can lead to discrimination, exclusion, persecution and even murder, (3) promote discussion about mutual respect, human rights and democracy, and (4) explain that a respectful society comes about only through governmental action and individual commitments. Volunteers were trained as guides to communicate the themes of the exhibit to elementary students during scheduled visits and to secondary school students and others during the exhibition. The themes of culture and education came together at the first Guest Artist Concert where Brooks students gave moving readings from Anne Frank's diary in connection with musical presentations by composers Karel, Messiaen & Dauber.

### Bringing Music to the Schools and to Young People

Music infused throughout the school curriculum improves educational outcomes. This year PRISMA Music Director Arthur Arnold went to schools in our region to help teachers bring music to their classrooms. With the help of a grant by the Powell River Community Foundation, PRISMA provided free concert tickets for youth. In particular, young people aged 18 and under were encouraged to come to the first Guest Artists Chamber Music Concert with their families to hear "The Big Top, a Circus Suite for Brass Quintet"; "Youth", a wind sextet and "Serenata in Vano". The older youth were encouraged to stay for the program of music compositions and student readings from the diary of Anne Frank. During the June 16 and June 24 master-classes at Evergreen Theatre, young audience members were given free admission, and the instructors engaged in special questions and answers with the youth in attendance.



*Figure 4: Maestro Arthur Arnold delights children during school visits at the beginning of PRISMA's 2015 season.*

## Impact of PRISMA on the Economy of Powell River

PRISMA is an important economic driver that generates funds for the entire community and attracts visitors and potential residents to the area. Using BC Stats methodology for determining economic outcomes for arts and culture activities, PRISMA calculates that the funds it expended locally (direct effects), the activities of its suppliers and service providers (indirect effects) and the secondary spending (induced effects) produced approximately \$610,000 for the local Powell River economy.

This is consistent with the findings of the BC Arts Council report prepared by G. Sandhu & Associates. The report concluded that counting induced impacts for every dollar of expenditure for cultural endeavours, additional spending of \$0.87 are generated in the BC economy. For PRISMA that would equate to \$613,534 in total economic impact.

In reality, PRISMA generates greater economic activity than typical local arts programs, because it brings a large number of students, faculty and out of town audiences to Powell River. PRISMA 2015 had 74 students from Canada, the United States and 13 other countries (Australia, Belgium, Brazil, Cuba, People's Republic of China, Taiwan, Macau, Japan, Poland, Singapore, Spain, Turkey and South Korea). The festival also employed 20 guest artists and accompanists from prestigious orchestras in the United States, Canada and Europe. PRISMA's Symphony Cruise brought more than 400 people from the Courtenay/Comox area for a matinee concert. PRISMA's activity generated an estimated 2450 paid accommodation stays and 7150 purchased meals.

PRISMA's free outdoor event at Willingdon Beach had over 2,000 people in attendance. Food vendors at the event were sold out by the end of the evening. Other vendors also reported brisk activity. These added economic activities, and other events PRISMA holds during the year, bring the estimated quantifiable economic impact of the two week festival to approximately \$750,000.

PRISMA produces non-measurable benefits to the economy, as well. Non-measurable impacts are those whose effects are real, but are very difficult to assess. PRISMA adds to the local area by the value of media exposure, the long term effect on tourism and business attraction, the educational opportunities and the benefit of an amenity that enhances the value of area properties. PRISMA also brings intangible economic effects to the area by building greater civic pride, place bonding and community cohesiveness. These effects are not directly observable or measurable, but they are recognized as real.

PRISMA helps the development and growth within the business community. The vitality of a robust arts community helps attract talented professionals, brings entrepreneurs to our region, supports existing business and encourages newcomers to choose Powell River as a place to live and work. There is a strong, positive economic correlation between arts and cultural events and money spent in hotels, restaurants, travel services and retail businesses.



PRISMA provides needed employment within the arts community in Powell River. The 2015 Vital Signs report found that although arts, culture and recreation employment in Powell River is increasing, with 20 additional people working in those fields over a five year period, it is still low compared to the average in BC and Canada. PRISMA employed an Executive Director and a Student Services Coordinator who each worked extensive hours during much of the year. A Transport and Facilities Coordinator was employed mainly for work from May through July, and had hours at other times, as well. PRISMA also employed a part-time Media Coordinator and contracted with an Events Coordinator to put on PRISMA functions before and during the festival. PRISMA accounted for approximately 20% of the total employment growth in Powell River's arts, culture and recreation area.

## SUMMARY OF FINANCIAL POSITION

### INCOME AND EXPENSE STATEMENT

October 1, 2014 to September 30, 2015

#### REVENUE

Government Grants	77,195
Corporate Grants	6,000
Donations	75,139
Fundraising Activities	15,580
Student Fees	119,907
Ticket Sales	40,465
Concession and Merchandise Sales	6,062
Total Revenue	340,348

#### EXPENSES

Guest Artist Expense	82,662
Student Transport, Food and Housing Expense	65,117
Facilities Rental	31,499
Direct Festival and Production Costs	72,798
Employee Salaries and Wages	46,821
General and Administrative Expense	29,196
Total Expenses	328,093
Net surplus or (shortfall)	12,255 (Note 1)

Note 1 – The actual net cash surplus for the year is much less. The entire amount of the Powell River Community Forest Foundation grant of \$11,640 is included as revenue for this fiscal year. However, due to generally accepted accounting procedures related to the amortization of the asset acquired with the grant (festival tents), only \$1,841 of the \$12,272 actually spent can be deducted as an expense. In addition, since PRISMA does not receive meaningful income in the period from October to mid-December, any actual cash surplus from the prior year is required to meet expenses during that period.

## BALANCE SHEET

October 1, 2014 to September 30, 2015

### ASSETS

#### Current

Cash	51,476
Accounts receivable	1,168
Goods and services tax recoverable	3,436
Prepaid expenses	922
Total Current Assets	57,002

#### Equipment

Equipment	14,715
Total Assets	71,717

### LIABILITIES

#### Current

Accounts payable	3,800
Employee deductions payable	665
Deferred income	2,900
Total Current Liabilities	7,365

#### Net Assets

General fund	43,852
Restricted fund	20,500
Total Net Assets	64,352
Liabilities and Net Assets	71,717