PTE PRAIRIE | THEATRE | EXCHANGE

Prairie Theatre Exchange
Presentation to the City of Winnipeg
Executive Policy Committee
March 13, 2012

Request for $20,000 in Support from the City of Winnipeg

Prairie Theatre Exchange respectfully requests that the City of Winnipeg make a $20,000 contribution to PTE's Capital Campaign. This – added with the funds committed from CIGP grants – would bring the support from the City and City Councillors to $100,000.

Prairie Theatre Exchange, located on the 3rd Floor of Portage Place in the heart of Winnipeg's downtown, will be celebrating its 40th season this October. The first play in October will be the 140th world premiere in our history and highlight PTE's commitment to Canadian theatre.

To date PTE has commitments to its capital campaign program of $2,341,453 for its $2,500,000 goal. At 93% of goal this has been very encouraging.

We do need to raise this final $200,000 to fully realize our plans.

The current breakdown of funding is:

Federal Government	39%
Province of Manitoba	20%
City (current)	3% (slightly over)
City (at $100,000)	4%

This means 62%-63% would be supported from the three levels of government and the balance would come from individuals and the corporate community.

Several city councillors have been very generous with CIGP grants and we have commitments of just under $80,000. We thank them for considering this extraordinary request and appreciating that this funding is needed beyond the annual operating funding that is provided via Winnipeg Arts Council.

This is the first time – since PTE moved to Portage Place 22 years ago – that extraordinary funding has been requested of the City. All sectors are being approached for this project. PTE has a reputation as a well-run organization that works within our means.

A CENTRE OF INNOVATIVE AND CONTEMPORARY THEATRE AND DRAMA EDUCATION

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The response to our funding request from individuals, corporations and government sources has been very encouraging. This has brought us to $2.3 million dollars in capital campaign commitments.

We believe that when we have made presentations, people have learned of the range of work we do within the community. Aside from our excellence in theatre, we play an important role as a community service in the City of Winnipeg.

In a typical year we have more than 450 days of use by outside groups. This is a mixture of not for profit and for profit groups. They use our theatres, our school studios, and our rehearsal hall. Permanent residents in our facility are Manitoba Chamber Orchestra and Shakespeare in the Ruins.

In a typical year, more than 100,000 people come through our front doors. PTE is a key tenant in the downtown core and our decision to invest $2.5 million in upgrading our facility after 22 years is our way of contributing to rebuilding the resources of downtown.

PTE began as a theatre school as a result of Manitoba Theatre Centre closing down its theatre school. A group of committed students, teachers and parents worked together to create PTE. We still have a theatre school as one of our core activities. Beyond the 900 students we have coming to classes at our site, we also reach out into schools across the city.

PTE draws subscribers and ticket buyers from every corner of the City of Winnipeg. We have over 3,400 subscribers to our 5-play season.

We have been proudly showing off the results of the first phase of our improvements this season. Altar Boyz, our play that closed on Sunday, allowed us to show off to more than 6,000 people the new lounge, the renovated lobby, the new seating in the Mainstage theatre. Since PTE moved to Portage Place more than 22 years ago, there have been no significant updates. Phase 2 is set to begin this June and be completed by the end of the year.

Now is the time to invest in a reinvigorated Prairie Theatre Exchange in the heart of downtown with a commitment of $20,000 beyond the $80,000 already committed by city councillors via their CIGP grants.

Thank you for the opportunity to present our request for support.

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