



Visual Arts, Banff Centre.

Midsummer LIVE! Artist Fund

Being able to participate in the online course with Banff Centre was an incredibly rewarding experience – especially in these times of isolation and uncertainty. Connecting with artists from all over the world for critical conversation and collaboration was such a special gift at this time. I didn't realize how much I need that feedback from other artists who share similar values and from whom I can learn new skills.

- Ashleigh Musk,
2020 Creative Practice for Contemporary Dance Online

Thank you to the leadership and support from all our donors who have helped sustain Banff Centre in these challenging times. It has made a profound impact on the life and career of artists across the country and around the world.

We recognize that many of our supporters have had to attend to the immediate challenges of leading their organizations through the COVID-19 pandemic. With these challenges, we see a shared opportunity for positive collaboration to work together on an unforgettable, impactful, and much anticipated event.

We respectfully present this proposal for support of the Banff Centre's Artist Fund through the Midsummer LIVE! event.

BANFF
CENTRE FOR ARTS AND CREATIVITY



Banff Centre. Photo by Karl Medig.

BANFF CENTRE MOVING FORWARD

Since 1933, Banff Centre has offered courses, creation residencies, and performance opportunities for artists to hone and develop their craft. More than 80,000 artists and leaders from nearly 100 countries have taken part in Banff Centre courses and residencies over 87 years.

In 1954, Banff Centre developed a vibrant hospitality business that has, in recent years, generated close to 40% of the organization's revenue. This revenue flows back into the organization to support arts and leadership programs in a social enterprise model. Since 1971, Banff Centre has offered Indigenous management and leadership programming and since the early 1990s, Indigenous Arts.

Banff Centre will thoughtfully and deliberately open its campus facilities and spaces when it is safe and financially feasible to do so. We look forward to moving ahead with on-campus, world-class programming across all disciplines when our facilities can open. In the meantime, the show will go on – digitally.

We know that Banff Centre cannot, and will not, separate from the power of place – our campus, long a gathering spot within Treaty 7 territory. On the side of Sacred Buffalo Guardian Mountain, we respect the power of this place and the Stoney Nakoda Nations, the Blackfoot Confederacy, the Tsuut'ina, and the Métis, among many other peoples and nations who have come here for generations.

AN ADAPTIVE AND RESILIENT ORGANIZATION

While we do not know what the continued impacts of the COVID-19 pandemic will be in the coming months, we do know that Banff Centre is committed to keeping connected with artists and leaders, wherever they may find themselves in the world. Throughout these uncertain times, Banff Centre will continue to provide artists and leaders with resources and program offerings, all the while looking to future opportunities such as artist residencies and on-campus programming. We know that artists and leaders will be looking to Banff Centre, whether for inspiration or professional development through online programs and initiatives, and eventually – when safe to do so in person – as a gathering place. We anticipate becoming an even more important resource for performing artists, visual artists, writers, film and new media practitioners, Indigenous artists and leaders.



Banff Centre's Artist Fund

In 2019 - 2020, we were able to provide scholarships to 60% of the total artists attending programs at Banff Centre. Every artist who requested financial aid for a program with financial aid attached, received some level of scholarship. The average scholarship amount awarded represented 63% of the tuition, housing, and meals cost associated with attending an arts training program at Banff Centre.

Pivotal Experiences For Artists

During this period, 2,225 artists attended over 90 arts programs at Banff Centre. Through the generous support of our donors, Banff Centre awarded \$2.588 million in scholarships and financial assistance to 1,300 of these participants. Additionally, 108 Practicum Participants received a living allowance totaling over \$900,000. The \$1.63 million that donors gave to the Artist Fund removed financial barriers for these deserving artists to attend our programs.

We are pleased to share with you the long-term impact of Banff Centre programs, and of vital scholarship funding, from a survey in 2018:

68%

produced, performed, or exhibited artistic work they initiated at Banff Centre

65%

are currently working as artists

77%

say our programs were "extremely" or "significantly" helpful

60%

say Banff Centre has "absolutely," "significantly," or "somewhat" contributed to their employment

While there have been challenges, there have also been many highlights. Here are a few from 2020 since this crisis began. Banff Centre recent milestones:

- Getting artists safely home in the early spring 2020
- Housing Banff Centre staff safely through the pandemic
- Providing over 20,000 free meals for current Banff Centre staff and for those permanently or temporarily laid off
- National Indigenous Peoples' Day – virtual celebrations (June 21, 2020)
- Midsummer Gratitude Event featuring artist alumni in online performances and videos which raised over \$870,000 (net)
- Online programs launched in Visual Arts, Literary Arts, Performing Arts, Indigenous Arts, and Indigenous and Cultural Leadership (began September 2020)
- Banff International String Quartet Festival (September 1-5, 2020) – online and free to access with over 130,000 views
- Reopening of Walter Phillips Gallery to the public*
- Banff Centre Mountain Film and Book Festival moving online (October 31- November 8, 2020)
- Theatre revitalization project – construction on the fully-funded Jenny Belzberg theatre has continued through the pandemic, and reopened in the Fall of 2020 with guided, physically distanced tours for community members and supporters*

*Suspended due to the increase in COVID-19 cases in the Fall of 2020 to be rescheduled in the New Year when it is safe to do so.



Kinnear Centre, Midsummer Ball Weekend.
Photo by Donald Lee.

Midsummer LIVE!

Midsummer LIVE! is scheduled for July 24, 2021*

The Midsummer Ball has historically been a weekend to gather influential leaders, arts supporters, and philanthropists to Banff Centre's stunning campus. It is our intention to present a highly anticipated on-campus event that will continue to draw an exceptional guest list of industry, government, and community leaders. Banff Centre's top priority is to ensure the health and safety of our communities. We will continue to abide by regional, provincial, and federal government public health restrictions, especially as they relate to events, gatherings, and public performances during the COVID-19 pandemic. As public arts and cultural venues, including Banff Centre, look to reopening and scenario planning for their stability, financial constraints and appropriate staffing levels continue to be a factor with respect to providing accommodation, food, and guest services required to properly support on-campus activities.

*Pending Government and health authority restrictions. Guests are welcome to stay at Banff Centre for the duration of the weekend; programming will be limited to one day rather than a three day event.



Kinneir Centre during Midsummer Ball.
Photo by Donald Lee.

2021 MIDSUMMER LIVE! – SNAPSHOT OF SCENARIOS

In planning for the upcoming Midsummer LIVE! event we recognize there will be uncertainty with regards to what people gathering together again will look like. This is why we see the opportunity to re-imagine a new Midsummer event as a immersive experience, with on campus and online innovations. We will continue to raise the national and international profile of Banff Centre and elevate diverse voices, including artists of colour and Indigenous artists. We will incorporate what audiences and guests love about the event into a new experience that can be delivered safely and enjoyed by our guests and partners while bolstering support for Banff Centre.

For 2021, the number of guests may be limited to around 100 people onsite. While capacity will be determined by public health guidelines, lead sponsors will have guest list priority.

For the 2021 Midsummer LIVE! event we are intending to offer the following components:

- Date of Saturday, July 24, 2021.
- Guests are welcome to stay at Banff Centre for the duration of the weekend; programming will be limited to one day.
- Onsite events held at Banff Centre, with possible increased use of outdoor spaces.
- Performance in the new Jenny Belzberg Theatre (with physically-distanced seating).
- Artistic components throughout via spotlights, performances, interactions with artists, faculty and programming team; (performances and related events may be shorter in duration).
- We will be unable to offer brunch at the President and CEO's home. Gala dining options will be adapted. Buffet meal service on campus will be discontinued for all programs and events.

- The event will remain a vital fundraiser for Banff Centre and will include a modified auction.

Additional features may include:

- Optional lunch on arrival and check in.
- Physically-distanced campus tours.
- Live stream broadcast of show to online stakeholders and supporters.
- Boxed brunch for guests to enjoy after they check out at the end of their stay.



Your support of
Midsummer LIVE! would
be recognized* in the
following ways:

Artist Scholarships

- We will award one named scholarship for every \$5,000 in sponsorship or donation value (actual scholarship value may vary depending on the program).
- Banff Centre will provide artist scholarships under your name.
- Banff Centre will share thank you letters from the recipients to better tell the story of the impact of your support to the Midsummer Artist Fund.
- The 2019 Banff Centre Artist Fund impact video can be viewed [here](#).

Recognition

- Your logo and/or name will be used in all promotional and recognition materials, including the event website (1.4 million annual visitors), various materials such as invitations, promotional program advertising, and event signage.
- A final report summarizing the investment and its impact on the community, delivered following each event.
- Name recognition on any relevant annual supporter listings.

Thank you for your consideration

Thank you for your patience, support, creativity, and inspiration as we move through this period. Banff Centre will be ready to welcome artists back to our campus in the future to continue the long and proud tradition of learning, creation, production, and presentation that has been a hallmark of this institution for almost 90 years. We thank you for your shared belief in the power and potential of an investment to the future.

"Thank you from the deepest reaches of my heart for empowering this work"

Hannah Epperson,
2019 Artist Award Recipient

*please note that benefits listed in this document are subject to change, based on the shifting restrictions during the COVID-19 pandemic. We will continue to work closely with your team on benefits and opportunities as planning continues throughout the year.



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Banff Centre for Arts and Creativity

Founded in 1933, Banff Centre for Arts and Creativity is a learning organization built upon an extraordinary legacy of excellence in artistic and creative development. What started as a single course in drama has grown to become the global organization leading in arts, culture, and creativity across dozens of disciplines. From our home on Treaty 7 territory in the stunning Canadian Rocky Mountains, Banff Centre for Arts and Creativity aims to inspire everyone who attends our campus – artists, leaders, and thinkers – to unleash their creative potential and realize their unique contribution to society through cross-disciplinary learning opportunities, world-class performances, and public outreach.

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