

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Monday, January 20, 2014 9:53 AM
To: Public Hearing
Subject: FW: Support for West Coast Reduction's naming sponsorship of the York Theatre

From: Kathleen Barilla s.22(1) Personal and Confidential
Sent: Saturday, January 18, 2014 5:35 PM
To: Correspondence Group, City Clerk's Office
Subject: Support for West Coast Reduction's naming sponsorship of the York Theatre

Dear Mayor and Council,

I am writing to express my support for West Coast Reduction's naming sponsorship of the York Theatre.

In these challenging economic times, the arts need the support of private companies. The \$2M to be donated by West Coast Reduction for an unobtrusive sign on the new York Theatre is vital to ensuring the expanding arts scene in East Vancouver. West Coast Reduction is a current series sponsor at The Cultch and has a history of supporting the arts.

As a resident of East Vancouver living less than 2 km from The York, as well as a long-time subscriber and donor to The Cultch, I am deeply invested in the success of these theatres. Their sustainability is crucial to the East Van art scene.

While some people are opposed to the recognition of West Coast Reduction on a sign at The York, it is a fact that the arts cannot maintain sustainability without donations from corporations. I think it is wonderful that a local company is willing to make such a donation. The proposal for the sign's design and lighting demonstrates sensitivity to the local residents.

I strongly support the donation and the signage.

Sincerely,

Kathleen Barilla

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Monday, January 20, 2014 9:28 AM
To: Public Hearing
Subject: FW: York Theatre

-----Original Message-----

From: Sharleen dumont s.22(1) Personal and Confidential
Sent: Monday, January 20, 2014 8:53 AM
To: Correspondence Group, City Clerk's Office
Subject: York Theatre

I am writing to express my support for West Coast Reduction's naming sponsorship of the York Theatre. Both The Cultch and the York Theatre could not survive without local corporate support. Allowing corporate naming of buildings is an economic reality and I am therefore in favour of a naming sponsorship that involves a local business supporting an important community arts organization and its sustainability.

Regards,
Sharleen Dumont

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Friday, January 17, 2014 12:28 PM
To: Public Hearing
Subject: FW: York Theatre

From: Julie Matheson s.22(1) Personal and Confidential
Sent: Friday, January 17, 2014 12:11 PM
To: Correspondence Group, City Clerk's Office
Subject: York Theatre

Hello Vancouver leaders!

I am writing to express my support for West Coast Reduction's naming sponsorship of the York Theatre.

We need to protect the Arts. They are so important.

I think the signs are beautiful and am so sad to see how little the signs themselves have been publicized. How unfair to those who have worked to make this donation fit the community it will be supporting.

With love,

Julie Matheson
s.22(1) Personal and Confidential

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Monday, January 20, 2014 9:28 AM
To: Public Hearing
Subject: FW: Support for York Theatre signs

From: s. 22(1) Personal Cowell s. 22(1) Personal and Confidential
Sent: Monday, January 20, 2014 8:04 AM
To: Correspondence Group, City Clerk's Office
Subject: Support for York Theatre signs

Dear Mayor and Council,

I am writing to express my support for West Coast Reduction's naming sponsorship of the York Theatre and the accommodation in the signage bylaws that are requested to secure their sponsorship.

In these challenging economic times, when public support is limited non-profits need to seek the support of private companies. The \$2M donation offered by a long standing local business will be lifeblood for live theatre in East Vancouver. The request for an unobtrusive sign on the York theatre seems a modest trade off. West Coast Reduction is a current series sponsor at The Cultch and has a history of doing business in Vancouver, of supporting the arts and of trying to be a good community citizen despite their unappealing aspects of their green business.

As a resident of East Vancouver (living less than 2 km from The York), as well as a subscriber and donor to The Cultch, I am deeply invested in the success of these theatres.

While a small group oppose the recognition of West Coast Reduction in any form, I believe the majority of area residents would rather see this company continue to provide green jobs in Vancouver and spend their profits here, particularly on such worthy endeavours as the York Theatre. I think it is wonderful that a local company is willing to make such a donation. The proposal for the sign's design and lighting demonstrates sensitivity to the local residents. I strongly support the donation and the signage.

Sincerely,
s. 22(1) Personal and Confidential Cowell

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Monday, January 20, 2014 9:27 AM
To: Public Hearing
Subject: FW: York Theatre: naming agreement and exterior signage proposal

From: Jean Anderson s.22(1) Personal and Confidential
Sent: Sunday, January 19, 2014 7:31 PM
To: Correspondence Group, City Clerk's Office
Subject: York Theatre: naming agreement and exterior signage proposal

Your worship and Councillors

I strongly support the exterior signage proposal for the York Theatre.

A vibrant performing arts sector is a vital part of a healthy, liveable city. It provides stimulating entertainment, creates jobs, attracts visitors.

With the demise of the Playhouse, the city has had to rely heavily on The Cultch as a venue. The Cultch has responded beautifully to this challenge, providing a wide range of excellent productions every year. It fills an admirable role in the creative life of this city.

In a perfect world no major donations would be needed to help this wonderful organization to thrive. However, this is not a perfect world, and the Playhouse provides a vivid example of how difficult it is for a theatre to survive.

I respectfully request that you support this proposal.

Jean M Anderson

s.22(1) Personal and Confidential



Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Monday, January 20, 2014 9:25 AM
To: Public Hearing
Subject: FW: letter in support of the York Theatre signage.

From: James Wright s.22(1) Personal and Confidential
Sent: Sunday, January 19, 2014 3:29 PM
To: Correspondence Group, City Clerk's Office
Subject: letter in support of the York Theatre signage.

I write in support of The Cultch's proposal to create a replacement reserve fund for the York Theatre and other facilities associated with The Cultch. This fund is essential to bridge the gap in operations until 2015, when the facilities will begin to generate a surplus, as well as eliminate the accumulated deficit at The Cultch which will ensure stable cash flow into the future.

The \$2 million naming sponsorship proposed for the theatre at York follows in the tradition of other naming in the city such as "The Industrial Alliance Stage" at The Stanley. The York would be called "York Theatre - Westcoast Reduction Stage" and would be in effect for 20 years.

I understand that The Cultch's lease agreement with the City for The York stipulates that The Cultch is responsible for all operating and replacement costs except the exterior envelope, requiring The Cultch to accumulate a significant replacement reserve to ensure the building is maintained to a high standard and that there are funds available should there be major repairs or the need to replace major systems.

For these reasons, I support The Cultch's proposal for a \$2 million naming sponsorship and hope that this will be granted.

James Wright

s.22(1) Personal and Confidential



Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Monday, January 20, 2014 9:24 AM
To: Public Hearing
Subject: FW: York Theatre signage

From: Mona Sharman s.22(1) Personal and Confidential
Sent: Saturday, January 18, 2014 12:30 PM
To: Correspondence Group, City Clerk's Office
Subject: York Theatre signage

To the Mayor and Council,

Of course I support the adding of exterior signage to the York Theatre naming West Coast Reduction as a major financial sponsor. WCR is a valuable business in the community. The Cultch and The York are important community arts organizations that rely on funding. Of course we should support them in obtaining such funding. Of course we should therefore, by the signage, recognize when such large donations have been offered. **We do it in healthcare all the time.**

Regards,

Mona Sharman

s.22(1) Personal and Confidential

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Friday, January 17, 2014 10:29 AM
To: Public Hearing
Subject: FW: West Coast Reduction's naming sponsorship of the York Theatre.

From: Tracy Rawa s.22(1) Personal and Confidential
Sent: Thursday, January 16, 2014 8:35 PM
To: Correspondence Group, City Clerk's Office
Subject: West Coast Reduction's naming sponsorship of the York Theatre.

I am writing to express my support for West Coast Reduction's naming sponsorship of the York Theatre. Both The Cultch and the York Theatre could not survive without local corporate support. I'm absolutely in favour of a naming sponsorship that involves a local business supporting an important community arts organization and its sustainability.

Tracy Rawa

Commercial Drive resident since 1998

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Friday, January 17, 2014 10:28 AM
To: Public Hearing
Subject: FW: Renaming of the York Theater stage

From: Christine Fannon s.22(1) Personal and Confidential
Sent: Friday, January 17, 2014 8:33 AM
To: Correspondence Group, City Clerk's Office
Subject: Renaming of the York Theater stage

I am writing to express my support of the sponsorship naming of the York Theater stage by West Coast Reduction. As a member of the East Vancouver theater community, I believe that local theaters play a vital role in our neighborhood. The Cultch and the York are an important part of our community, and cannot survive without donations such as this.

Thank you for your time,

Sincerely,
Christine

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Friday, January 17, 2014 10:28 AM
To: Public Hearing
Subject: FW: Naming rights for the York Theatre

From: 5.22(1) Personal and Confidential
Sent: Friday, January 17, 2014 7:50 AM
To: Correspondence Group, City Clerk's Office
Subject: Naming rights for the York Theatre

It seems only fair to allow public acknowledgement of a large donation in the form of naming rights. If the business giving the donation is violating city by-laws, hold them accountable. Otherwise, their donation is as valid as any of the corporate donations for facilities. Do I like constant reminders of corporate power on buildings? Not at all. But this one is no more offensive than any of the others.

Sincerely,
Kathleen Flaherty

Sent from Windows Mail

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Friday, January 17, 2014 10:27 AM
To: Public Hearing
Subject: FW: Support for York Theatre Naming

From: Chantal Vaage s.22(1) Personal and Confidential
Sent: Thursday, January 16, 2014 9:19 PM
To: Correspondence Group, City Clerk's Office
Subject: Support for York Theatre Naming

Dear Mayor and Vancouver City Council

I am writing to express my support for West Coast Reduction's naming sponsorship of the York Theatre. Both The Cultch and the York Theatre could not survive without local corporate support. I'm absolutely in favour of a naming sponsorship that involves a local business supporting an important community arts organization and its sustainability.

Sincerely,

Chantal Vaage

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Friday, January 17, 2014 10:26 AM
To: Public Hearing
Subject: FW: WCR sponsoring the York Theatre

From: Catherine 5.22(1) Personal and Confidential
Sent: Thursday, January 16, 2014 7:26 PM
To: "mayorandcouncil@vancouver.ca"@invalid.domain
Subject: WCR sponsoring the York Theatre

Please accept this email as absolute affirmation that West Coast Reduction's name should be attributed to the York Theatre after their generous sponsorship.

Their generosity in supporting the arts and local community should be noted and as a local resident I am grateful to their support.

Best,

Cathy Hayes

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Monday, January 20, 2014 11:56 AM
To: Public Hearing
Subject: FW: Support for westcoast reduction York theatre support

-----Original Message-----

From: Peter White s. 22(1) Personal and Confidential
Sent: Monday, January 20, 2014 10:55 AM
To: Correspondence Group, City Clerk's Office
Cc: s. 22(1) Personal and Confidential
Subject: Support for westcoast reduction York theatre support

I am writing to express my support for Westcoast reduction's naming sponsorship of the York theatre. Both the cultch and the York could not survive without local corporate support.

I have lived in close proximity to this location for over 10 years and have seen the positive transformation the York redevelopment means to this neighbourhood.

I am absolutely in favour of this Ning sponsorship.

Cheers,
Peter white

Sent from my iPhone