

**Tuerlings, Leslie**

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**From:** Correspondence Group, City Clerk's Office  
**Sent:** Tuesday, January 21, 2014 9:35 AM  
**To:** Public Hearing  
**Subject:** FW: York Theatre: naming agreement and exterior signage proposal

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**From:** Jean Anderson s.22(1) Personal and Confidential  
**Sent:** Monday, January 20, 2014 6:04 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



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**From:** Correspondence Group, City Clerk's Office  
**Sent:** Tuesday, January 21, 2014 1:38 PM  
**To:** Public Hearing  
**Subject:** FW: Support for York Theater Naming

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**From:** Rita s.22(1) Personal and Confidential  
**Sent:** Tuesday, January 21, 2014 1:35 PM  
**To:** Correspondence Group, City Clerk's Office  
**Subject:** Support for York Theater Naming

Dear Mayor Robertson and Council:

I'm writing to voice my strong support for The Cultch's naming agreement of the stage and proposed exterior signage to recognize a financial contribution offered by West Coast Reduction Ltd. for the York Theatre in East Vancouver.

I hope my support together with the others, will be duly considered during your deliberations.

Respectfully submitted,

Rita Albano

s.22(1) Personal and Confidential

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**From:** Correspondence Group, City Clerk's Office  
**Sent:** Tuesday, January 21, 2014 9:23 AM  
**To:** Public Hearing  
**Subject:** FW: In support of the York

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**From:** Kathleen Bouchier s.22(1) Personal and Confidential  
**Sent:** Monday, January 20, 2014 10:02 PM  
**To:** Correspondence Group, City Clerk's Office  
**Subject:** In support of the York

Dear Mayor and Council:

I would like to register my support for the naming of the newly-renovated York Theatre stage for West Coast Reduction, an East Vancouver company that has pledged \$2 million toward theatre operations over the next several years. In my humble opinion, City Councillors opposed to the exterior branding of City properties by the donors who pay to keep the doors open are, at best, naive.

Does the City suppose that the Scotia Bank Dance Centre is so named because the dance community is particularly adept at banking? Or that the Stanley Industrial Alliance Stage targets the arts community as potential insurance clients? Or that Rogers Stadium or the Telus World of Science use these venues to mine their customers? Of course not. Civic-minded corporations brand public properties so that the community is aware of their social commitment, a measure of business performance that is increasingly important to an enlightened citizenry.

If venues, such as the York Theatre, were to depend on public funds for their existence, they would be part of our history rather than our heritage. It is not an unreasonable expectation that private donors, upon whose generosity so many of our public institutions depend, would want their names attached to the community causes they support. The financial backing of West Coast Reduction (WCR) has helped to keep the lights on at the venerable Cultch for many years. Now, WCR is stepping up to ensure that the York has the resources it needs to contribute to the cultural vibrance of our city. I strongly endorse this donor's recognition as the community-minded organization it has always been.

Sincerely,

Kathleen Bouchier s.22(1) Personal and Confidential  
s.22(1) Personal and Confidential



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**From:** Correspondence Group, City Clerk's Office  
**Sent:** Tuesday, January 21, 2014 3:49 PM  
**To:** Public Hearing  
**Subject:** FW: SIGNAGE YORK THEATRE  
**Attachments:** pastedGraphic.pdf; pastedGraphic.pdf

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**From:** Jane McFadden s.22(1) Personal and Confidential  
**Sent:** Tuesday, January 21, 2014 3:49 PM  
**To:** Correspondence Group, City Clerk's Office  
**Subject:** SIGNAGE YORK THEATRE

Mayor and Councillors,

I had registered to speak this evening to Council regarding the signage for the York Theatre that is on Commercial Drive. I am attending the Business Continuity Workshop at City Hall this evening so I have had to cancel my spot for speaking to you hence the email.

The York Theatre is a welcome addition to the neighbourhood and is symbolic of the expanding Arts within the East Side of Vancouver. We support all of the Arts within our community and of course offer support when we can to these important organizations that do need community support to sustain. As you are aware the Arts funding over the past decade has had substantial cutbacks and as a result funds required to operate such Theatres as The York have to be raised from other partners or sponsors. WestCoast Reduction has offered an enormous gift to The York and as recognition for their generous gift signage seem like a natural fit. The Theatre will still remain The York just with some additional funding to assist in launching and maintaining the Theatre into a place that not only our Commercial Drive community can participate in but all visitors and communities in BC. We, The Commercial Drive Business Society fully support the signage that The York has proposed and feel it is a necessary and deserving recognition to a community partner: West Coast Reduction.

If you require further information from our end, please advise.

Thank you for your consideration.

Jane McFadden

s.22(1) Personal and Confidential

