

Proposal To Lease Kaltasin Works Yard

This document is a proposal to lease the approximately 1.32 acre parcel of the District of Sooke's works yard at the corner of Sooke Rd. and Kaltasin Rd. This would include land and buildings in this parcel.

Business Description

This proposal is being put forward by The Sooke Community Arts Council. SCAC has recognized and promoted our large and talented arts and craft community, stretching from East Sooke to Port Renfrew, for the past 25 years. We see this property on Kaltasin as an opportunity to showcase this talent in an ongoing and imaginative way, creating a place for our area artists/crafters to work, display and sell their works and thus create an attraction for drawing people to Sooke. The 4 bay building has tremendous flexibility, for example;

- A permanent gallery space for a rotating group of artists and crafters to showcase and sell their art and crafts.
- A metal artist, wood carver, potter etc. could schedule a project show for a month +/-, providing a very interesting event for people to participate in.
- A presentation of how-to workshops where artists could schedule hands-on instructional classes. These classes would be used to bring participants from around the south island and our accommodation businesses could market these workshops to their customers as another reason to visit Sooke. This concept has been used over the years in areas such as Oregon to increase their visitor traffic. Locally, the Coopers Cove B&B successfully used food/cooking classes as one of their main 'draws' for their customer base.
- Two or three of the bays could be sub-leased to local small businesses that need secure space to allow them to build and develop their business plan.

The outside yard would be artistically developed to create a frequently used arts and crafts and farmer's market place. We are confident, with the array of talented people in our area, we will have a beautiful and imaginative market area of which we can be proud.

Although I wasn't able to view the property for detailing all the amenities, our needs are not immense. 100 amp electrical service is adequate and 200 amp service would be better. Additional services can be added as we develop the need and can afford them. The people and businesses in the Sooke region have always been very generous with time and materials in helping community based organizations develop and improve. While we don't see the need for large capital expenditures to start our vision, we are confident that with SCAC current resources, supplemented with Sooke community generosity and expected revenues as we grow, our vision can be started.

Timelines

By the end of 2012

- create the first year's schedule of arts and crafts markets, probably starting in April with fairs and workshops.
- develop an inventory and schedule of instructional classes.
- creation of first year expenditures and revenues forecasts.
- allocate the physical assets of the property for various uses.

By April/May 2013

- design and build the first stage of the marketplace, with landscaping and structures.
- co-ordinate the marketing information with the accommodation businesses the schedule and program details of workshops and fairs.
- improve our web presence to include our new vision, goals and accomplishments for world-wide consumption.

Revenue Opportunities

We see revenue opportunities from;

- shop bay monthly rentals
- fees from instructional workshops
- fees from stall rentals during fairs and markets
- SCAC food and beverage run stalls at events
- Commissions from arts & crafts sales

Operating Costs

Ongoing monthly non event costs will be for utilities of approximately \$100 and telephone/internet of about \$100. Expenses incurred by event usage will be built into the fee structure for those events.

Lease Arrangement

I don't know what an appropriate lease arrangement would be between the District of Sooke and SCAC but I do feel that we need to feel that there is some permanency to our relationship. This will enable us to make operational and marketing plans with some forethought and vision.

Staffing and Management

Using the SCAC Board as a resource for ideas, imagination and support, Randy Welters will be the initial 'driver' for this project, with generous help from Marion DesRochers. The 'down-the-road' goal will be to hire an Office Manager but until then we will, with the participation of our Board of Directors and general membership, move forward with the implementation of our vision. The plan will be to have a business office with phones, computer/printer, photocopier, etc. and we would also be able to provide support for other community-based associations with file cabinet space, communal telephone and office equipment use and meeting space. We see a great benefit to having the workings of a communal office for the associations and organizations that are short of administrative support, meeting space and so on. The other big bonus would be

that the communication and co-operation between organizations would increase dramatically, for everyone's benefit.

Qualifications of the SCAC Team

The Board of SCAC is a mixture of artists, entrepreneurs and those who work within the business community. All of us have a passion for the arts and crafts and see this as an opportunity to further invest in the culture of Sooke and its commercial future.

Board of Directors

President: Sandra Scafe – housing support for Capital Mental Housing Assoc.

Vice President: Carole Cave – local business owner and dance instructor

Treasurer: Marion DesRochers - local business owner

Secretary: Allen Crandall – local business owner

Past President: Deb Clay – web designer

Directors at Large:

Bobbie Momsen – local artist

Beth Pattullo – retired from Victoria Art Gallery

Peggy Elmes – teacher, potter

Linda Bristol – T'Souke Band member

Loretta Boerkamp – retired businesswoman

Randy Welters – local businessman, consultant for Stone Pipe Grill

Randy Welters and Marion DesRochers are the main contacts for this proposal and should be considered the proponents of this proposal

Marion, with her internationally recognized artist husband Michel, own Sooke Fine Art Gallery and is involved at every level of the arts and crafts culture in Sooke, including being a current Board member of the Sooke Region Chamber of Commerce, founding Board member of the Sooke Region Tourism Association and member of the Sooke Fine Arts Society.

Randy has 40 years experience in owning and operationally managing businesses and has been a part of the Sooke business community since 2003, including Stone Pipe Landing restaurant, Stone Pipe Grill and Dirt Taxi Trucking. He has also been the President of the Sooke Region Chamber of Commerce on two occasions and a founding member of the Sooke Region Tourism Association. With SRTA he was charged with the accounting responsibilities of paying and billing invoices using a computer accounting program and managing and designing member advertising on the website.

References

Michael Nyikes – 250-642-6833 – co-owner of Little Vienna Bakery

Patrick Irwin – 250-642-0566 – owner of Stone Pipe Grill, Randy's employer

**Kari Osselton – 250-642-6112 – Executive Manager of Sooke Region
Chamber of Commerce**

While the SCAC would be the lessor and managing entity, the opportunities would be available to all artists and crafters in our region and not restricted to SCAC members.

We recognize that the Sooke Coast Guard Auxiliary has had use of one of the office buildings in the yard and we would not want to interfere with their needs in any way. We also recognize that other community groups, the Volunteers Association is an example, might also require space to hold their file cabinet and have use of office space for meetings, communal phone, internet and copy equipment and we would endeavor to accommodate those needs.

About Sooke Community Arts Council

The Sooke Community Arts Council has been serving the arts and crafts community for more than 25 years. In addition to the three featured yearly events; Art in the Park, Family Arts Fair and Beach Art, the Arts Council puts on a yearly art show and sale. SCAC also is a Gold Sponsor for the renowned Sooke Fine Arts Show held every summer.

The Arts Council is a Government funded not for profit society (BC Arts Council and District of Sooke). We also have paid individual, group and business members.

Over the years SCAC has sponsored and given grants in aid to many of the art related groups in the Sooke region, including The Sooke Philharmonic, Sooke Harbour Players, The Sooke Fine Arts Show and more. We also have a website on which the facility and coming events would be promoted.

Benefits for the District of Sooke

Our vision is to provide a permanent site for the development and promotion of our regional arts and crafts community. This community is already a major, and increasingly so, reason for people to visit the Sooke area. Ganges on Salt Spring Island is an example of this type promotional success. Locally, we have the successes of the Sooke Fine Art Show and the Stinking Fish Tour, as well as the Fall and Christmas Fairs, to gives us the confidence that a place for our community to showcase our arts and crafts talent on an ongoing basis will be a success on many levels; social, artistic and commercial. It is these successes we would like to take advantage of and build on.

SCAC contacts are;

**Marion DesRochers, treasurer
The Sooke Fine Art Gallery**

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Barking Dog Crafts
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