

IMAGINE the an intimate venue just for live music, right here...

VANCOUVER

MUSIC

CENTRE

FINALLY – an exciting new space for the music you love.

World. Jazz. Folk. Chamber.

Superior acoustics. A welcoming space.

Busy every night and the talk of the town.

For musicians and their audiences. From Vancouver.

From around the world.

For you. **LISTEN TO THIS!**

theVIM

A NEW MUSIC CENTRE FOR OUR CITY



Vancouver! A city that is home to some of the best musicians in the world. Where tens of thousands of people attend the Jazz Festival every summer. Home to some of the most devoted folk music fans you can find. A place where lovers of traditional Chinese music live next door to devotees of classical Indian music. Where, every week, concertgoers can choose from classical chamber concerts, blues guitar, and music of la francophonie.

And yet, surprisingly, there is no facility in Vancouver that is specifically dedicated to music performance.

There are performance venues in Vancouver that work very well for theatre or dance. But these same venues pose serious challenges for concert promoters and audiences: rental rates are too high for a single night show; there are few available dates between long-running plays; extra costs may be incurred for important sound gear needed for a concert; and even if other problems can be solved, they have poor acoustics and sightlines.

THE VANCOUVER

CLOSE TO HOME *Musicians need to feel part of a dynamic music community to sustain inspiration, exchange ideas, and earn a living. Ideally that community is rooted close to home, and draws in more musicians from around the world. A good venue that is affordable enough for artists to self-present concerts ... would go a long way to help create and sustain that kind of dynamic music community year round.*

Jessica and Celso Machado
artist manager / musician

Vancouver's vibrant music community clearly deserves better! A purpose-designed facility will support the creative needs of musicians performing here, and greatly improve the experience of audience members.

The Music Centre will showcase the incredible diversity and wealth of music in Vancouver, as well as hosting performers from around the world. Musicians and artists from different genres and cultures will meet one another, exchange ideas and experiences and develop new musical collaborations. A wide range of audiences and communities will experience music in the same intimate setting. This will be a musical meeting place, a locus of creativity and a vital new urban facility.

Long-time music lovers in Vancouver remember favourite music venues of the past very well. Each one was unique; each one reeked ambience and somehow reflected its time. For every era, a classic joint emerged that was the epicenter of Vancouver's best music: Hogan's Alley (1920s), the Cave (1930s), Isy's Supper Club (1960s), the Classical Joint (1970s) and the Glass Slipper (1990s). All are gone now. A dedicated and dynamic new Music Centre in Vancouver would both honour and build on this rich legacy.

For today's musicians, for today's audiences, this could be the venue that defines our time. The Vancouver Independent Music Centre. The VIM.

THE VISION

A Vancouver Music Centre dedicated to world, jazz, folk, traditional and chamber music.

A Music Centre that

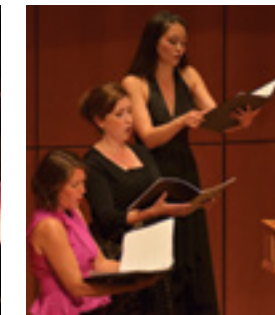
- cares about live music
- is tailored and affordable for the presentation of music
- is accessible to a broad range of artists
- is available to partner with the city's new and well-established music presenters and educators
- attracts all members of Vancouver's culturally diverse communities to the incredible musical wealth of this city

A place Vancouver is known for internationally.

A cultural hub of which we can all be proud.

A global destination for music.

MUSIC CENTRE



VANCOUVER'S TIME: *There are many non-profit precedents for music venues in cities all over the world from Edmonton's Yardbird Suite for jazz, to the Musiekgebouw / Bim Huis (Amsterdam) and the Stadtgarden (Köln). It's time for Vancouver to take the next step towards being a "world class" city for culture.*

Ken Pickering
artistic director,
Vancouver International
Jazz Festival



A DEDICATED VENUE *The Music Centres that I have played in Europe, dedicated venues of the type talked about in this proposal, have been fantastic. I would love to see something similar in our growing city, a place that could both nurture and promote our incredibly rich and diverse music scene.*

Veda Hille musician

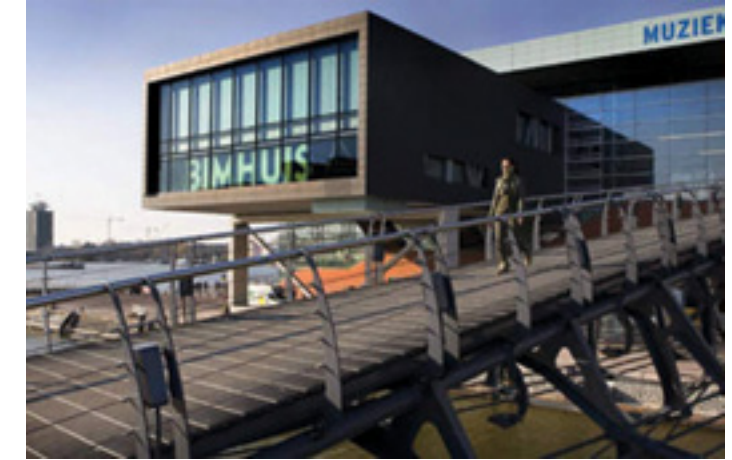


What so excites me as a performing musician about this effort is the chance that Vancouver can finally have an acoustically superior chamber-sized venue that will enable local audiences to hear their own community's musicians at their best, and attract the finest instrumentalists and vocalists from the rest of Canada and the world who will think of Vancouver not only as a beautiful but an important musical stop on their journeys.

Jeremy Berkman,
Trombonist and Co-Artistic Director
Turning Point Ensemble

A joyful swirl of world, jazz, folk, traditional and chamber music, with a place for education and a BEAUTIFUL space for celebrations and gatherings.

MAKING IT HAPPEN



Research and consultations conducted in Vancouver have confirmed the need for this venue. The diverse music community in Vancouver is discovering common values and that they share an urgent need for space. This shared ground is providing the impetus to open a great venue for live music in Vancouver.

A coalition of musicians, music presenters and managers supports the development of a culturally-diverse Music Centre for world, jazz, folk, chamber and other music in Vancouver. A non-profit society, the Vancouver Independent Music Centre Society, was created in July 2011 to lead the development of this new venue.

Don't just take our word for it BACKGROUND STUDIES

Since 2011, with support from the City of Vancouver's Cultural Infrastructure Program, the Canada Council's Flying Squad Program and individual donors, the Society has hired highly qualified consultants to assess the need for a dedicated live music venue in Vancouver and to develop a strategic plan to build this new venue and to define a program for its success.

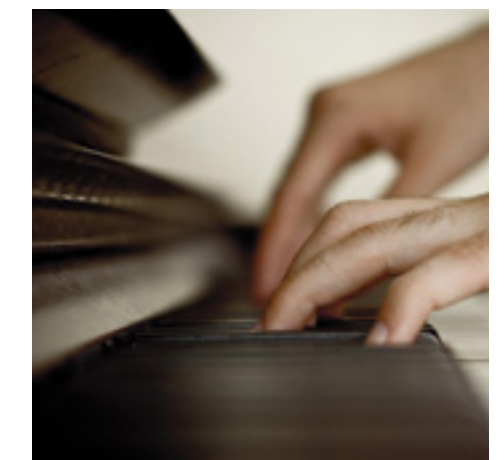
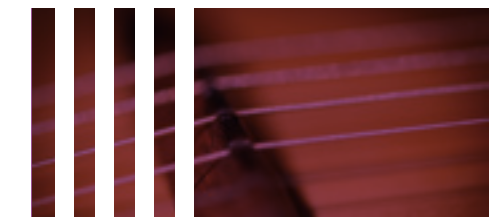
NEEDS ASSESSMENT

In 2011, a Needs Assessment was conducted for a Music Centre in Vancouver. Starting with key stakeholder interviews and a review of existing venues, the Needs Assessment included online surveys and focus groups with a wide range of musicians, presenters, sound technicians, music managers and audience members. This study concluded that there was a desperate lack of suitable venues for live music in Vancouver, and a corresponding large and unmet demand within the City for a centre for both acoustic and amplified music that would be supportive, affordable, accessible and sustainable. The assessment identified significant negative consequences for the music community and audiences when the right venues are not available, from financial challenges to reduced access and diminished experience.

The need for an "accessible" "affordable" and "important" facility – operated by and for the music community – was overwhelmingly apparent.

OPERATIONAL MODELLING

Operating plans and budgets have determined potential revenue sources and costs associated with different operational models for the Music Centre. The goal is to develop an operational model that will satisfy community interests and enable opportunities to arise through private and public partnerships, in a way that is responsible, realistic and sustainable. The long-term financial viability of the proposed centre will be established before construction begins.





FEASIBILITY STUDY

A Feasibility Study is assessing how the centre will operate, including the vision, values, governance, projected usage and estimated capital and operating costs for the facility. The physical elements of the proposed building are also being established, including programming, spatial requirements and architectural parameters. Preferred locations are being assessed. Special attention is being paid to acoustical performance specifications, which are being determined before the final design is undertaken.

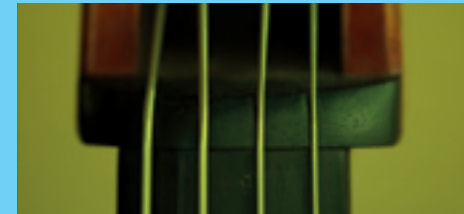


BUILDING PROGRAM

Through these comprehensive studies, we envision a truly exciting, purpose-built facility of approximately 16,000 square feet, which will include a music performance venue with a capacity of 250 to 325 seats, and support functions such as rehearsal halls, studios and administrative space. The architecture will be dynamic, functional and inspiring.



We are taking the next steps towards making the new Vancouver Music Centre a reality. This includes determination of the preferred location, extensive study of acoustic requirements, architectural design, a capital fundraising campaign and operational revenue generation.

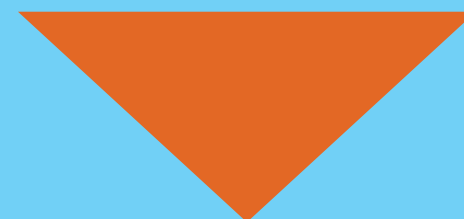


This is the place to be if you love music.

Early Music Vancouver wholeheartedly supports this proposal, which will address the lack of proper performance spaces in the Vancouver area. Over the 40 years of our existence, we have explored over 70 venues in the city, ranging from churches to community centres to more formal concert halls like the Playhouse and the Orpheum Theatre. These larger spaces, in general, are not suitable for the rather intimate nature of most of our performances. The community of presenters and performers in Vancouver has shown remarkable and exciting growth, especially in the past ten years. Providing access to suitable performance spaces deserves to be a top priority for the city.



José Verstappen
and Sarah Ballantyne
Artistic Director / Managing Director
Early Music Vancouver



the
VANCOUVER
MUSIC
CENTRE

PLAY IT FORWARD



theVIM

For further information
and to join in making this
vision a reality, contact:

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