



# Arts and Culture Initiative

2010 Tsawwassen Business Association



building a vibrant community

**T**sawwassen **B**usiness **A**ssociation

About:

- The TBA coordinates people, resources and assets to enhance community so as to leave a sustainable and lasting legacy that all may benefit from and enjoy.



## 2010 Initiative

To coordinate a business minded approach for Arts & Culture in the community



## Objective: Destination for Arts & Cultural Events

- Utilizing existing facilities, events, funding resources and volunteer base
- Create consistency in scheduling, location and entertainment genres,
- Businesses of Tsawwassen / S. Delta will benefit through merchandising and marketing opportunities that tie into the events



## Partners:

- BIA – will assist in local merchant programs
- Delta Arts Council – talent, programs, facility
- Tsaw SunFest Society – Pinnacle Event

## Facilities:

- Royal Canadian Legion
- Kin Village
- Tsawwassen Arts Centre



## THE STAGE at RCL

- New brand for the live performance stage at Royal Canadian Legion Tsawwassen
- RCL will donate over \$25,000 back to the community in support of the Arts
- Friday night blues, Sunday Jams, more

# Partnering at work

 **Scotiabank** blues music series @**THE STAGE**



**Jerry Doucette**

*and his band*

**Fri. June 18th**

**RCL-Tsawwassen**  
22-1835 56th street

Doors Open: 7:00pm  
Tickets \$15

Purchase in advance, limited supply:  
Phone: 604 943 0232

More info [www.tsawwassen.org](http://www.tsawwassen.org)

- Local businesses cross promote
  - Boundary Bay Airport
  - Scotiabank
- Local Government puts branding to work with Tourism emblem
- Local facilities get support from public, both local and from outside community
- Consistent approach creates awareness

**JUNO AWARD WINNER**

- "Mama Let Him Play"  
Country music award for Best Country Album 2009
- "Down the Road"  
Country music award for Best Country Album 2008
- "All I Wanna Do"  
Best Country Album 2007
- "Nobody"  
Best Country Album 2006

PRESENTED AS PART OF  
THE 2010 ARTS & CULTURE INITIATIVE

Local business and community partners are invited to support the event. The event is presented by the RCL-Tsawwassen and is a part of the 2010 Arts & Culture Initiative. The event is presented by the RCL-Tsawwassen and is a part of the 2010 Arts & Culture Initiative. The event is presented by the RCL-Tsawwassen and is a part of the 2010 Arts & Culture Initiative.

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# Partnering at work

Thirsty Thurs Concerts

June 10th



Live  
Ska

Think Global Listen Local

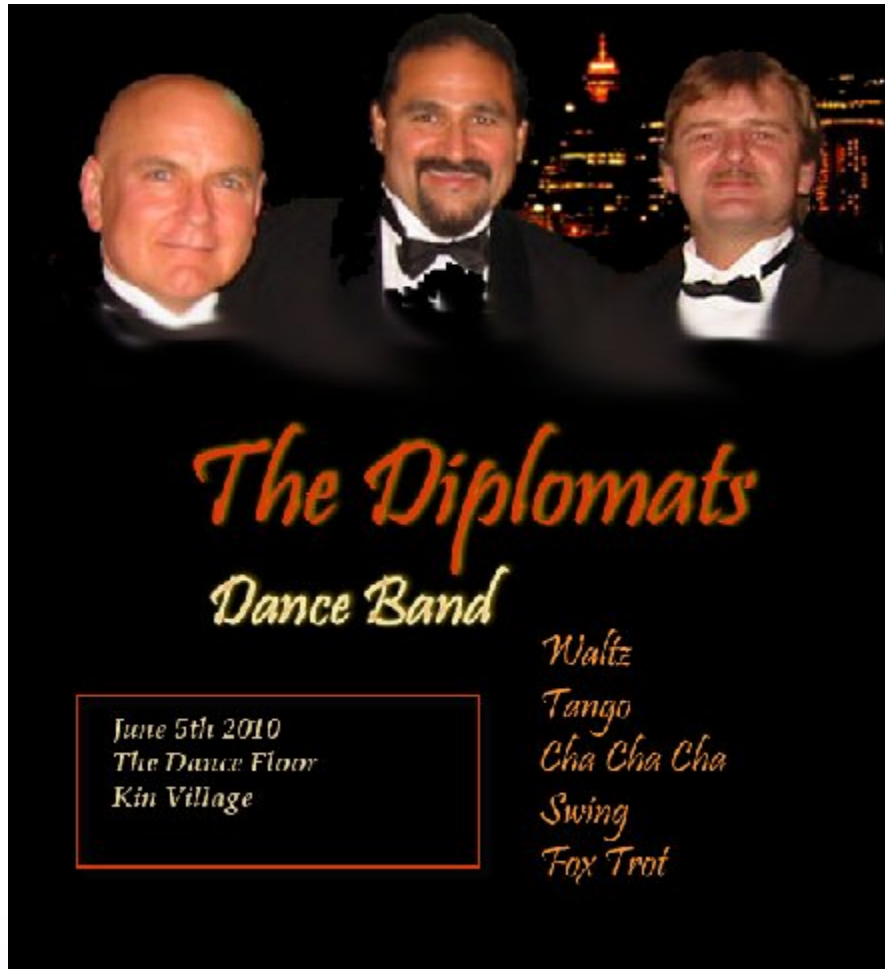
- Entertainment also focused toward young adults
- Thursday night concerts
- Keep entertainment dollars local and patrons within walking or cab distance

**DELTA**tv

PlayFullScreen.com

**Event will be produced for Television and Webcast Live**

## Partnering at work



- Dancing – Saturday Night
- Kin Village – The first Saturday of the month

May 1 – Salsa Colossus

June 5 – The Diplomats

Tickets are available at  
Kin Village

**June 5<sup>th</sup>, 2010 – 7:30 PM**



# Tsawwassen Businesses Benefit

- Build around these events, have promotions at your store of place of business.
- Poll customers and identify new visitors to Tsawwassen. Encourage these visitors to come back again and enjoy more of our Arts and Cultural events
- Learn what's going on through BIA and TBA. Both Websites will have event calendars and links to each other
- Build toward Sun Festival Weekend July 30th – Aug 2nd



## How do you get involved?

- Alert your associates of this initiative
  - Make your clients and business associates aware of the Arts and Culture initiative
- Attend an event
- Join the TBA as a member, recruit others to join
  - Volunteer your time in an area that interests you



## Contact for TBA

building a vibrant community

**T**sawwassen **B**usiness **A**ssociation

- [president@tsawwassen.org](mailto:president@tsawwassen.org)
- Dave McIlroy Ph: 604.664.7774