

PACIFIC Opera VICTORIA

# 40<sup>th</sup> ANNIVERSARY CAMPAIGN FOR THE LOVE OF OPERA



**40<sup>th</sup>** PACIFIC Opera VICTORIA  
**ANNIVERSARY CAMPAIGN**  
**FOR THE LOVE OF OPERA**

In 2015, Pacific Opera Victoria celebrated the opening of the Baumann Centre, the culmination of years of planning and renovations. The Centre has been serving both POV and the greater community ever since.

With the Centre up and running and POV's 40<sup>th</sup> anniversary on the horizon, the Board of Directors reviewed its strategic plan in 2017 to decide, what next? As part of the planning process, POV consulted audience members, artists, other arts organizations, educators and community leaders. The results identified POV's strengths, including its artistic vision for the future, its reputation for artistic excellence, the quality of its artists, and its leadership in the arts community and opera sector. The consultations also identified a widely shared desire for more opera productions and enhanced opera programs.

Based on this community input, the Board of Directors established a list of artistic projects and programs to culminate in a celebration of POV's 40<sup>th</sup> anniversary in 2020. These include presentations of expanded and enhanced masterworks; second stage chamber operas; expanded artist training; expanded works for and with school children, families and the community; and the creation of a fund to invest in projects several years prior to their presentation to the public.

Realizing that these plans would require funding beyond POV's annual revenue, the Board agreed to undertake a **40<sup>th</sup> Anniversary Campaign** with a goal to raise \$2.5 million. This document provides information on the campaign's benefits, how funds will be used, the various ways to contribute, and how donors will be recognized.

Every member of the Board of Directors has made a personally significant financial pledge to the campaign. I now invite you to learn more about this campaign and how you can enhance the art of opera in our community, support emerging artists, educate children, youth and families on the art form, and make opera accessible for everyone in the community who wishes to participate. Thank you for your past support and your thoughtful consideration of this request.

Sincerely,



Robert Milne, President, Board of Directors

The best measure of the spiritual health of a community is the vitality of its arts. For almost 40 years, hundreds of thousands of audience members have attended and applauded POV productions.

To continue to serve opera lovers and learners, please make a special commitment to Pacific Opera Victoria's future – a future full of the thrill of discovery, of pride in the high standards of your Victoria opera company, and of the deep satisfaction that engagement with great art can bring.

Thank you.



Timothy Vernon, C.M., LL.D.(Hon), DMus (Hon), Artistic Director



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## A MESSAGE FROM THE CAMPAIGN CO-CHAIRS

“What do you love most about POV?” participants were asked at the start of a planning meeting. The answer for many was the moment in the theatre when the house lights dim, the conductor raises his baton and the music begins ... when the audience holds its breath, confident in the knowledge that after the performance they shall emerge transformed: entertained certainly, but also inspired and eager to share their profound experience.

**You are among Pacific Opera’s most important supporters.** Your donations combined with those from other opera-loving individuals account for more than 40 per cent of POV’s annual operating budget.

A huge THANK YOU to each one of you for your support. You make it all possible. Without donations, POV would not be able to stage productions, support artists, educate children and youth about the art form, or provide free concerts and lectures for the community.

POV is definitely on a roll. Tens of thousands of people in Victoria and all over the continent enjoy POV productions every year. **As we all look forward to POV’s 40th anniversary in 2020, the company is ready to move on to the next stage of its development “for the love of opera.”**

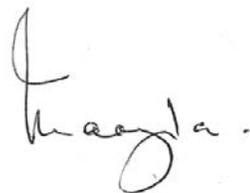
**The 40th Anniversary Campaign will make this possible.** The campaign is more than an effort to raise \$2.5 million. The campaign will celebrate 40 years of professional opera in our community, help POV to expand and launch new programs, and provide resources for future artistic ventures.

The campaign will enable POV to explore a kaleidoscope of operas on the main stage; experiment with chamber works; challenge and support emerging artists; inspire children and youth with the power of story and song and the joy of creativity and learning; and make opera accessible to everyone in the community.

**You are at the heart of POV and the Anniversary Campaign. Donations will fund 100% of the campaign goal.** Your gift to the *Anniversary Campaign* will help ensure that the unique combination of music and drama that is opera will continue to flourish in our community and beyond.

Thank you for everything you have done for POV and for considering this request for support.

Sincerely,



Maryla Waters, Co-Chair  
40<sup>th</sup> Anniversary Campaign



Bernard Beck, Co-Chair  
40<sup>th</sup> Anniversary Campaign

# 40<sup>th</sup> ANNIVERSARY CAMPAIGN

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## INTRODUCTION

Pacific Opera Victoria was founded in 1979 as – in the words of Artistic Director Timothy Vernon – ‘a little opera company on an island in the Pacific Ocean.’ It has grown since then to celebrate the highest per capita audience attendance of any Canadian opera company. Tens of thousands of audience members attend POV productions every year.

With decades of experience designing and building original productions for Victoria audiences POV now co-produces operas across North America. The company has been recognized by the Canada Council for the Arts, Peer Assessment Committee (2015) for its “*artistic output and vision... thoughtful programming choices and its continued commitment to new Canadian works.*” The committee further noted that POV is “*a model*” for outreach activities anchored in an organization’s artistic vision.

POV is leveraging even more artistic possibilities with the Baumann Centre, an acoustically engineered space for music making, artist development, new partnerships, and community engagement. Despite these strengths, POV is acutely aware that the context in which it works today demands that the company be prepared for challenges and for future opportunities.

Like opera companies around the world, POV faces cyclical cash flow challenges each season. When productions are developed to be staged two or three years in the future, ticket sales, government grants, and donations must cover not just the current year’s expenses, but also a significant portion of future production costs.

The cost to produce quality opera continues to grow; the art’s reliance on human inputs, not automation, makes efficiencies especially challenging to find. **It takes as many singers, musicians and craftspeople to stage opera today as it did 300 years ago.**

POV’s ticket prices have had to remain affordable to continue to grow audiences and attract newcomers to opera. Accessible ticket prices and community programs have resulted in a 12% increase in attendance since 2013.

Competition for audiences has increased from Live in HD performances at local movie theatres and opera performances online – even as the impact of traditional marketing and editorial content continues to decline.

Many opera companies have been unable to sustain themselves through such financial pressures. Several have closed their doors; others are sitting on a financial precipice. Most – like POV – realize they must build adequate financial resources if their future is to be driven by artistic vision rather than vulnerability to market forces and economic volatility.

**POV’s upcoming 40<sup>th</sup> anniversary in 2020 provides a remarkable opportunity to celebrate and position the company for success for the next four decades.** Recognizing this, the Board of Directors agreed to undertake a fundraising campaign to raise the additional resources required.

The *Anniversary Campaign* will provide funds to stage remarkable productions on the occasion of POV’s 40<sup>th</sup> anniversary, to enhance programs and create new ones, and to establish an Artistic Excellence Fund for artistic ventures and sustainability. Campaign funds will support the art in five key areas – **operas, artists, education, community – along with the Artistic Excellence Fund.**

# OPERAS

Every year, POV must fund work on current operas while also paying start-up costs for future productions. New opera commissions and co-productions that bring POV's work to multiple communities and generate unique revenues require extraordinary up-front investment two and three years in advance. Operas of greater scale, new operas, school touring and family operas that steward new generations of opera lovers and opera artists also require early investment.

The *Anniversary Campaign* will enable POV to produce remarkable large-scale works for audiences in Victoria and across Canada, create an innovative series of small-scale chamber works, and commission more new operas.

## EXPANDED Masterworks

Productions under consideration for the seasons leading up to POV's anniversary year include the following large-scale masterworks:

**Verdi's *La traviata*.** POV is collaborating on a five-company co-production of *La traviata* that will be seen across Canada over the span of three seasons. This will be the most ambitious opera co-production in Canada's history. All companies involved will benefit from enhanced production quality, lower final costs, and wide national impact.

**Wagner's *Die Walküre*.** This will be POV's 40th anniversary signature event. *Die Walküre* is the second of four operas in Wagner's cycle *Der Ring des Nibelungen* (*The Ring of the Nibelung*), which has been called the "ultimate challenge for any opera company." Taking on this massive work is something POV could not have dreamed of 40 or even 10 years ago.

Following POV's 2014 production of the first Ring opera, *Das Rheingold*, *Die Walküre* is the next step in this monumental exploration. With its epic scope, intense emotional expression and elaborate structural and musical unity, *Die Walküre* will be an extraordinary operatic experience for audiences and artists alike. Scheduled for 2020, with its large orchestra and principal cast, this will be the crowning achievement for POV's 40th anniversary.

**Puccini's *Il trittico*** (*The Triptych*). One of Puccini's greatest works, this trio of one-act operas provides an emotional rollercoaster of an evening. *Il tabarro* (*The Cloak*) is a noir thriller of infidelity and murder; *Suor Angelica* (*Sister Angelica*) a poignant tragedy of loss and suicide; and *Gianni Schicchi* a black comedy of cheerful chicanery. Puccini intended the three operas to be staged together – but the work is complicated and costly to stage, demanding three different sets and a large cast. This means *Il trittico* is seldom staged in its entirety, and audiences rarely experience the full dramatic power and emotional range of this masterpiece.



Photo: David Cooper / Das Rheingold, 2014

## NEW Commissions

Creating new works is an important contribution to the legacy of Canadian opera. POV has commissioned works in the past, including *Mary's Wedding* in 2011 and the world première of *Les Feluettes* in 2016 in collaboration with Opéra de Montréal.

The *Anniversary Campaign* will enable POV to commission more new works. Possibilities include adaptations of Canadian literature or an opera from Canadian composers such as Brian Current or John Estacio. Creating operas can take three years or longer; campaign funds will provide the initial investment required to commission the composer and librettist, oversee development, and begin production.



Photo: David Cooper / Étienne Dupuis, *Les Feluettes*, Victoria Première 2017

## NEW Chamber Operas

The Baumann Centre provides an intimate theatrical venue ideal for small-scale productions. This opens up a rich new landscape of chamber works, increasing the diversity of repertoire, style, and culture POV can bring to its audiences. During the 2017/18 season POV staged two new chamber operas, *Missing* and *Rattenbury*. With funds raised through the *Anniversary Campaign*, POV can create and stage more chamber works, from across Canada and abroad. Two works under consideration are:

**Kalila wa Dimna.** A chamber opera by Palestinian composer Moneim Adwan, *Kalila wa Dimna* made its world première in July, 2016. This story is one of political intrigue, misplaced ambition, and the revolutionary power of song. The work features an exciting mix of Arabic music and western opera and is performed in French and Arabic.

**Svadba (Wedding).** Written by Serbian Canadian composer Ana Sokolovic, *Svadba* is an *a cappella* chamber opera for six women. Using Serbian and invented language, this exuberant Balkan bachelorette party spices traditional Balkan folk music with daring modernism. This prominent contemporary Canadian chamber work has been produced in the US and in Europe.



Photo: Dean Kalyan / *Missing*, World Première 2017



Photo: David Bukach / Richard Margison, *Rattenbury*, World Première 2017

# ARTISTS

The *Anniversary Campaign* will support new generations of opera artists – singers, directors, designers, stagecraft professionals, conductors, and composers – through three programs – the Resident Artist Program, Opera Conductors Intensive and the Composers Workshop.

## EXPANDED Resident Artist Program

POV will expand its Resident Artist training program from one artist to six. The expanded program will provide four resident singers, a director, and a designer with advanced training, coaching, and performance opportunities.

## NEW Opera Conductors Intensive

Conducting an orchestra is different from conducting an orchestra with singers. Working with singers requires an understanding of voice and vocal production and materially affects how a musician conducts an orchestra. Artistic Director Timothy Vernon will lead this mentoring program for emerging conductors with primarily orchestral backgrounds to learn the nuances of opera repertoire.

## NEW Composers Workshop

POV will develop a program to encourage composers and librettists to develop their practice in opera, cultivate their dramatic skills, and write for the voice. The legacy of this program will be an array of new works making lasting contributions to the Canadian opera canon.



Photo: David Cooper / POV Resident Artist Julie McIsaac works with director Atom Egoyan in a rehearsal of *Jenufa*, 2017



Photo: David Bukach / Conductor Giuseppe Pietraroia

“After silence, that which comes nearest to expressing the inexpressible is music

– Aldous Huxley



Photo: David Cooper / Justin Welsh & Miriam Khalil, *The Marriage of Figaro*, 2014

# EDUCATION

The *Anniversary Campaign* will enable POV to expand its opera educational opportunities for children and youth, launch an Opera in Schools production, and create more family operas. Programs include the following:

## NEW Opera in Schools Production

POV and Vancouver Opera are working on a new opera for young audiences, written and designed by internationally acclaimed Haida artist Michael Nicoll Yahgulanaas, whose works are in the collections of the Metropolitan Museum of Art, the British Museum, and the Vancouver Art Gallery. The opera is based on Yahgulanaas' bestselling book, *Flight of the Hummingbird: A Parable for the Environment*, which helps children learn about environmental issues and moral courage.



Photo: David Cooper / Kaden Forsberg & Caitlin Wood, *Mary's Wedding*, Opera in Schools production 2015

## NEW Family Operas

POV's 2013 productions of the family operas *Noye's Fludde* and *Let's Make an Opera / The Little Sweep* involved over 200 children and youth working alongside professional artists. Funds from the *Anniversary Campaign* will be used to produce up to three more family operas to introduce younger generations to the art form by bringing them onto the stage, behind the scenes, and into the audience. Works under consideration are *Hansel and Gretel*, Engelbert Humperdinck's popular adaptation of the beloved fairy tale; a reprise of *Noye's Fludde*, with children playing the animals that join Noah in his ark; and Krasa's *Brundibar*, in which two children, a cat, a dog, and a sparrow triumph over a bullying organ grinder.



Photo: David Bukach / *Noye's Fludde*, Family Opera 2013

## EXPANDED Classroom Workshops

POV aspires to expand its Living Opera classroom workshops to reach elementary and middle school children in all five South Island school districts. The campaign will also enable POV to expand its Professional Development days for teachers from one to two per year and to launch Visiting Artist Workshops to teach conducting and provide vocal coaching to youth ensembles, orchestras, and choirs.



The Magic Flute, Living Opera workshop 2017

# COMMUNITY

Funds from the *Anniversary Campaign* will enable POV to create more opportunities for the community to participate in the art form. Plans include the following:

## NEW The Co|Opera|tive

Funds will be used to provide public events and education for all POV productions so that anyone in the community can learn more about opera and the subjects explored in each work.

**Music** – POV will increase the popular Lunchbox Opera recital series from three to five per season. In addition, POV will expand the Coloratura program, which brings free concerts to seniors living in retirement residences. POV will continue to provide complimentary Inside Opera, Opera Motif, and Lobby Lectures.

**Dialogues** – Forums and symposia will explore the stories, the history and the subjects related to each opera.

**Exhibits and Screenings** – POV will present operas on film and mount community exhibits related to current productions.

**Livestreaming** – POV will use digital media to reach broader and more diverse audiences through the creation and online streaming of opera programs. This will make opera more accessible to people in remote communities and school districts.



Lunchbox Opera



Tatiana Vassilieva, Csinszka Redai & Robert Holliston,  
Complimentary Community Concert

## ARTISTIC EXCELLENCE FUND \$500,000

### In Honour of Founding Artistic Director Timothy Vernon's Continuing Commitment to Pacific Opera Victoria

The **Artistic Excellence Fund** will enable early investment in opera productions, which can require two to three years of initial investment before they appear on stage. The fund will also provide working capital to level out cash flow and provide insurance against unexpected events. Contributions will be made to replenish the fund to provide stability and continuity for POV over the next 40 years.

# CAMPAIGN VOLUNTEERS

The *Anniversary Campaign* is a volunteer effort under the guidance of **Honorary Chairs Eric Charman and David Flaherty**. A campaign task force **led by Board members Maryla Waters and Bernard Beck** and composed of Board and community leaders has been formed.

## HOW YOU CAN HELP

You can help ensure that anyone in our community who wishes to participate in opera is able to do so – from seniors attending free concerts to young artists pursuing operatic careers to school children seeing an opera for the first time.

There are several ways you can give to the campaign while gaining tax benefits for yourself:

### Cash

Cash gifts are the most common type of gift. Gifts to the 40<sup>th</sup> Anniversary Campaign may be **pledged over three years**. This makes it possible for you to consider a larger gift spread over several years.

### Stocks and Bonds

Publicly listed securities such as stocks, bonds and mutual funds with capital gains are a tax-effective gift. When you donate shares, you **do not pay tax on the capital gains**, plus you **receive a charitable tax receipt for the total value of the shares** on the day they are received into POV's account.

### Other Gifts

There are other tax effective ways to support the campaign through more complex gifts such as donations of **life insurance, real estate, RRSPs, RRIFs, private business shares, real estate, or charitable remainder trusts**. POV encourages you to consult with your lawyer or financial advisor to determine which type of gift is best for you.

## THANK YOU – HOW YOUR GIFT WILL BE RECOGNIZED

All donors will receive a thank you letter and tax receipt and will be recognized in a special house programme. Donors of \$5000 or more will have their names placed on a new Donor Wall designed by Kwagiulth artist and POV Board member Carey Newman. Donors of \$5,000 or more will also be invited to the celebration event when the campaign goal is reached and will be listed in the celebration programme. Other recognition opportunities – including sponsoring a production, meeting the artists, and enjoying backstage tours and receptions – are available at various levels of giving.



Ceiling canopy in the Baumann Centre's Wingate Studio designed by Kwagiulth artist Carey Newman

# CAMPAIGN SUMMARY AND BUDGET

Opera	Campaign Allocation
<b>Expanded</b> Masterworks	\$600,000
<b>New</b> Commissions	\$200,000
<b>New</b> Chamber Operas	\$300,000
<b>Sub Total</b>	<b>\$1,100,000</b>
<b>Artists</b>	
<b>Expanded</b> Resident Artist Training program	\$250,000
<b>New</b> Opera Conductors Intensive	\$150,000
<b>New</b> Composers Workshop	\$60,000
<b>Sub Total</b>	<b>\$460,000</b>
<b>Education</b>	
<b>New</b> Opera in Schools production	\$200,000
<b>New</b> Family Opera productions	\$120,000
<b>Expanded</b> Classroom Workshops and Professional Days for Teachers	\$20,000
<b>Sub Total</b>	<b>\$340,000</b>
<b>Community</b>	
<b>New</b> The Co Opera tive – music, dialogues, exhibits, screenings, livestreaming	\$100,000
<b>Sub Total</b>	<b>\$100,000</b>
<b>Artistic Excellence Fund in Honour of Timothy Vernon</b>	
<b>Sub Total</b>	<b>\$500,000</b>
<b>New</b> Working Capital	
<b>New</b> Operating Reserve	
<b>Total</b>	<b>\$2,500,000</b>

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“ Pacific Opera Victoria is the little opera company that could, a shining gem of homegrown artistic excellence. Over my long career on international stages I have met many incredible Canadian artists who were nurtured by the company. POV punches way above its weight when it comes to supporting opportunities for the next generation of artists and entertaining thousands of people with world-class productions.”

– Ben Heppner, Canadian tenor, international opera star, and host of  
CBC Radio 2's Saturday Afternoon at the Opera

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