

**“Keeping the arts alive and available for all of the Lakeland”**

## **BUSINESS CASE**     May 2022

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**Tel:** 780-812-7315  
**Email:** [lfielding@stingray.com](mailto:lfielding@stingray.com)  
**Website:** [www.claytonbellamyfoundation.org](http://www.claytonbellamyfoundation.org)

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## **1. CAPITOL PROJECT NAME**

The Clayton Bellamy Foundation for the Arts Theatre (The Foundation)

## **2. EXECUTIVE SUMMARY:**

The Foundation is a registered, non-profit organization founded in April 2021, by successful Singer/Songwriter, Clayton Bellamy. The intent of The Foundation is to develop/revive, a state-of-the-art Performing Arts Theatre in the Lakeland. It was on the small, Lyle Victor Albert Centre Stage, in hometown Bonnyville where Clayton's music career began over twenty years ago. He is now in a position to honor his roots in the Bonnyville Community. Working with a volunteer Board of Directors comprised of local residents, this strong team has the dedication, skills and knowledge necessary to see this initiative to completion and carry it forward.

The educational component of this project, through Grant MacEwan University is essential to the project. Opportunities for youth to pursue arts related school programs, after school programs and weekend seminars in music, dance or theatre will be available. Further to this, the Theatre will provide opportunities for arts related performers from across the Lakeland to showcase their talents in a professional (state-of-the-arts theatre.)

With a reputation of hard work and success in the music industry, Clayton Bellamy is in a position to bring in top-level performers to share their gifts at the new performing arts theatre. Hosting productions, concerts, dance recitals and competitions, will have an economic impact in the business community. Overall, we will bring people together and provide a wide range of quality entertainment to the community.

## **3. PROJECT DESCRIPTION:**

The scope of this project will reach the Town and M.D. of Bonnyville, City of Cold Lake, Town of St Paul, two First Nations Communities and One Metis Settlement. Approximately 50,000 people of which we estimate at least 25% will use the venue. In partnership with Northern Lights School Division (NLSD) (owners of the property,) and through a lease agreement with NLSD, the Foundation will develop a state-of-the-art Performing Arts Theatre in the old Gymnasium of BCHS, to replace the forty year old Lyle Victor Albert Centre, which was demolished when BCHS was renovated in 2021. Consulting with the Mac Lab Theatre in Leduc, who operate an amazing school/theatre combination venue we have decided to adopt a similar model. Consulting with theatre booking agents, we are confident that our venue will be viable and find its place in our community. A local contractor with nine years of experience, Mr. Desnoyer - #1273164 AB Ltd, has agreed to accept the position of Project Manager. Construction will start upon approval of necessary funding.

#### **4. DEMONSTRATED NEED FOR THE PROJECT**

To our knowledge, there is no other Performing Arts Centre in the Lakeland region. We feel our project is justified by the benefits it will bring to our community. For children/youth – Participating in performing arts gives a balance of learning, development, and inclusion. Taking part in a creative activity, for anyone, at any age, brings people together, and helps to maintain our general well-being. The Foundation understands the power of the arts and the vehicle it provides for our community's mental health, creativity and unity. The previous Lyle Victor Albert Centre had an amazing following. The Foundation wishes to bring this back to the community. The arts bring a tremendous gift to those who participate in them in any capacity.

#### **5. PROJECT BUDGET**

Please see attached budget.

#### **6. FINANCIAL PLAN**

The Foundation is following five financial streams

- **Grants** - Federal, Provincial & Municipal Grant Funding
- **Sponsorship Opportunities**
- **Fundraising** - The annual Celebrity Golf/Concert Fundraiser. We will pursue further fundraising as Covid-19 restrictions are lifted
- **Weekly local Rentals** - Soliciting local Lakeland groups to rent our space (Theatre, Dance, Music, Motivational speaking, Conferences, Film presentations)
- **Monthly concerts** - Jim Cressman, Invictus Entertainment, shall assist in booking the theatre with world class artists and entertainment on a monthly basis

FOUNDER:

Name: Clayton Bellamy

780-499-8849

PRESIDENT:

Name: Lise Fielding

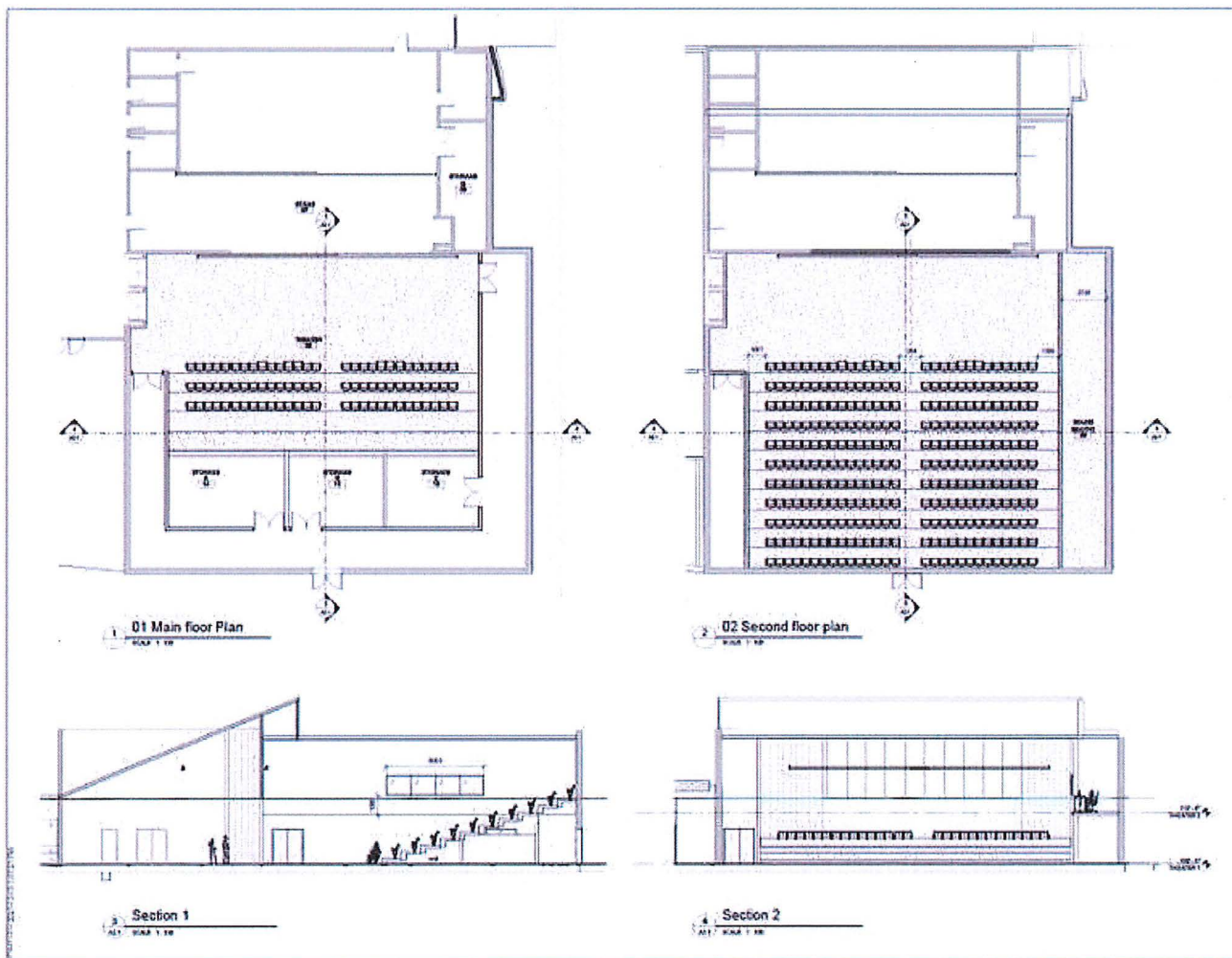
780-812-7315

Date: May 4, 2022



THE  
CLAYTON  
BELLAMY  
FOUNDATION  
FOR  
THE  
ARTS

# PERFORMING ARTS THEATER CONCEPT



**ACI ARCHITECTS INC.**  
1000 - 100 Avenue Road, Suite 100, Toronto, Ontario M5G 1B7  
416-593-8888 • 1-800-387-8888 • www.aciarchitects.com

**ACI TEMPLATE**

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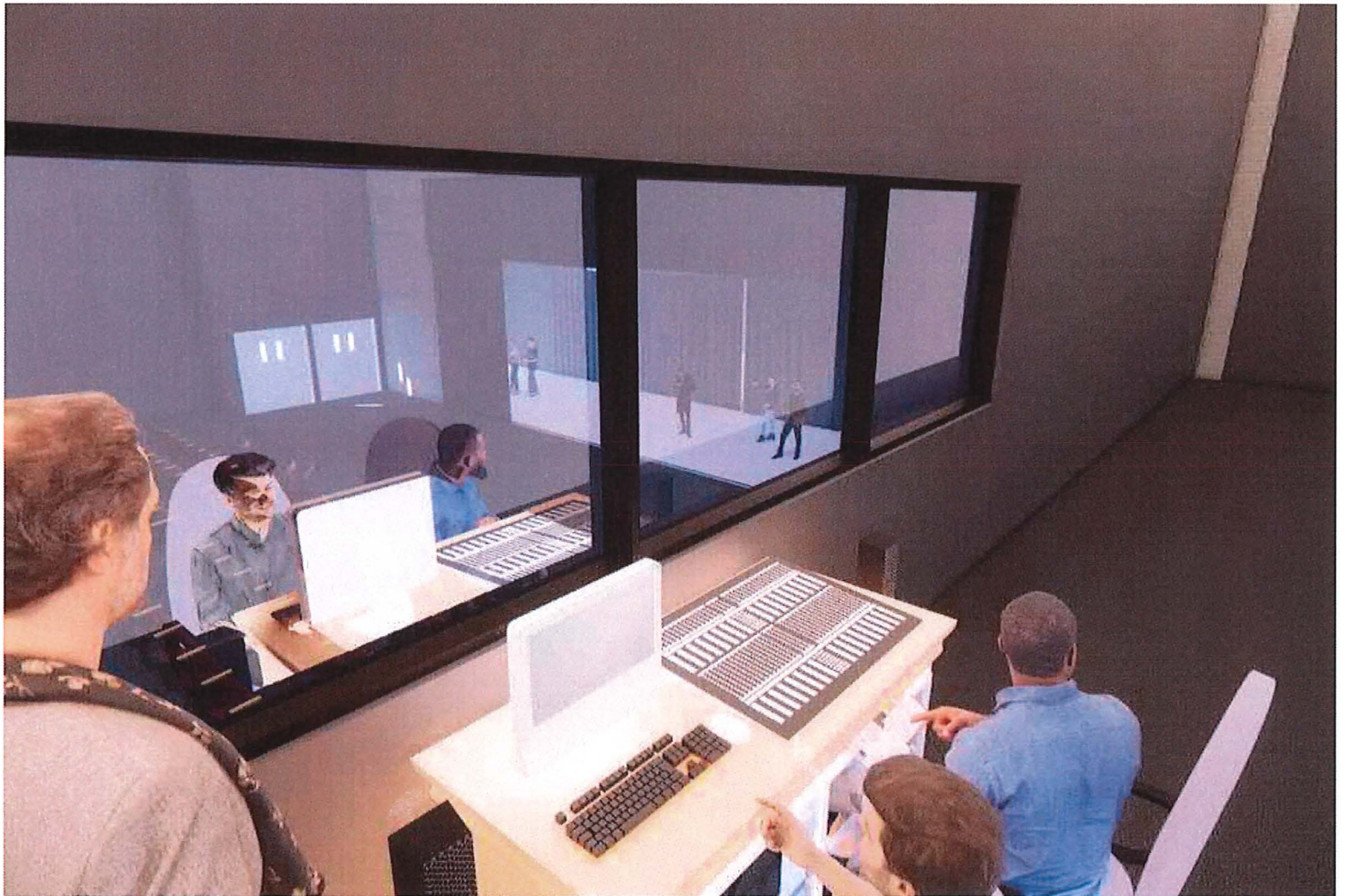
**MAIN FLOOR - OVERALL PLAN**

**A2.1**











THE  
CLAYTON  
BELLAMY  
FOUNDATION  
FOR  
THE  
ARTS

# DOCUMENT OF INTENT

## Who We Are



The Clayton Bellamy Foundation for the Arts believes that arts participation is an essential element in community development. The foundation aims to keep the arts alive and available in our community. Founded in 2021, this non-profit initiative will provide a venue for our community to showcase arts based performance in a professional theatre setting. Whether dance, music or theatre, our fundraising efforts will be focusing on making the venue a professional acoustical theatre for any type of performance.

## Mission & Vision Statement



The Clayton Bellamy Foundation for the Arts supports local community-based programs by advocating the benefits and importance of the arts in our community.

The impact the arts have by being accessible to everyone through community-based arts programs is something we believe is fundamental to our community inclusivity. The theatre will bring a positive economic impact to the community through theatre productions, concerts, dance recitals and competitions.

The arts bring a tremendous gift to those who participate in them. We understand the power of the arts and the vehicle it provides for our community's health, creativity and unity.

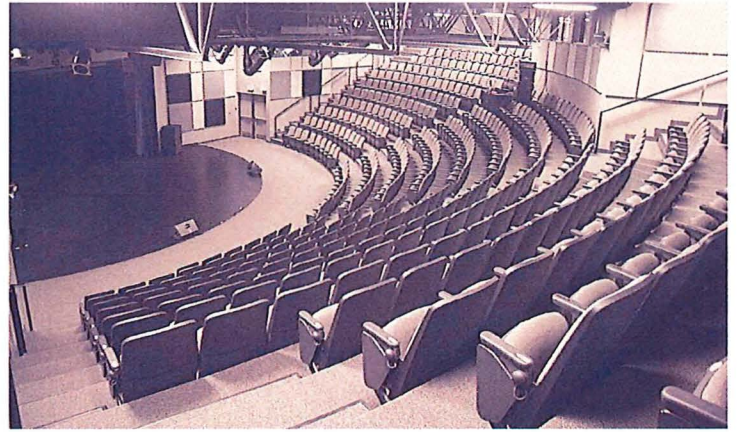
## A Message From Our Founder - Clayton Bellamy



Clayton Bellamy is a JUNO Award and five time CCMA Award winning artist and songwriter and the first recipient of the "Roots Artist of the Year" at the Alberta Country Music Awards.

This town, and the people in it, helped to give me the chance to follow my dreams of music. Being able to perform, learn and grow in a professional setting on a local stage was key to my success. I want to make sure every member of our community has those same opportunities and more.

## Document of Intent



The Clayton Bellamy Foundation for the Arts intent is to turn the current "theatre" space which was formerly the BCHS Gymnasium at the Northern Lights School Division into a new **"Theatre of the Arts"** in our own of Bonnyville. The Theatre of the Arts will be operated by the Clayton Bellamy Foundation for the Arts, with first right of refusal on booking dates to the BCHS High School. The Foundation will accept bookings through an online booking portal on the website. The Foundation will be responsible for all funds generated from booking and will pay all parties accordingly.

It will be a place for our community to create, learn and grow. This space will gift our whole community with access to dance, music, drama and performance. It will open opportunities for children to fuel their dreams and the community to showcase their talents.

# Examples of our Corporate Sponsorship Initiatives

The benefits of investing in our children's future.

**Logo on Foundations Website** Have your company's logo and website advertised on both our main page and on a specific sponsorship page

**Verbal Recognition at Events** Have your company recognized as one of our sponsors at our events during the sponsorship term

**Social Media Mentions** We will promote your company on our Foundation social media accounts along with Clayton Bellamy's social media accounts. (Each post has the potential of reaching over 60,00 Followers)

**Logo On Tickets and Posters For Events** Have your company logo on tickets and posters for any saleable events during the sponsorship year, along with your logo on all event pages of the website for the sponsorship term

**Logo On Pull Up Banner At Entrance Of Building** Have your company logo on a pull up banner at the entrance of the building

**Pick A Seat** Have your company logo on a name plate on the number of seating allocated to your sponsorship level

**Naming Rights on Front of Stage** Have naming rights on the front of the stage (5 Year Term)

**Naming Rights To The Building** Have naming rights for the building (5 Year Term)



LEGISLATIVE ASSEMBLY  
ALBERTA

**DAVID HANSON, MLA**  
BONNYVILLE-COLD LAKE-ST. PAUL CONSTITUENCY

February 18, 2022

To Whom It May Concern:

As Member of the Legislative Assembly for Bonnyville-Cold Lake-St. Paul, I am pleased to provide this letter of support to the Clayton Bellamy Foundation.

The Clayton Bellamy Foundation is in the process of building a new Theatre to support Arts and Culture in the Lakeland. The arts are a cornerstone of a community, and this will bring new life and economic growth to our constituency and surrounding areas.

Your consideration of funding this application is greatly appreciated.

Sincerely,

A handwritten signature in cursive script that reads "David B. Hanson".

David Hanson, MLA  
Bonnyville-Cold Lake-St. Paul



February 24, 2022

To Whom It May Concern,

This letter is being written as a letter of support for the development of space within our Bonnyville Centralized High School (BCHS) to become a community space, primarily as a theatre and/or fine art space. In Alberta, school facility builds and renovations are approved by Alberta Education (and Alberta Infrastructure), and must meet certain requirements, primarily those concerning instructional space. In the case of BCHS, the space formerly designated as the "gym" would have to find another use and could not be used as instructional space. Our goal was to find a community partner who would commit to using the space, in order to have our renovation approved. Modernization is now completed, and we are working with the Clayton Bellamy Foundation for the Arts (CBFA) to finalize use of the former gym into a theatre space.

It is important to note that the renovation included the demolition of fine art space formerly known as the Lyle Victor Albert Centre. The new design of the renovated school space specifically addressed using the former gym as a theatre space. While the black box (former stage area) is part of the school design, direct access to the cosmetology area was planned to use it as green space for events and performances. Other design enhancements were also made to the school to create collaborative space for use as a theatre/fine art space.

As the land owners, who are required to ensure the space is not used solely as instructional space, it has been our goal to find a group to develop the area into a facility that furthers the fine arts. We are pleased to be working with CBFA to this end to create a solution for our community. We have attached a copy of the title, showing Northern Lights School Division as the title holder.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Paula Elock', with a stylized flourish at the end.

Paula Elock  
Secretary Treasurer



# *Town of Bonnyville*

*It's Multi-Natural*

POSTAL BAG 1006  
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PLEASE VISIT BONNYVILLE  
ON THE WORLD WIDE WEB  
[www.bonnyville.ca](http://www.bonnyville.ca)

February 18, 2022

**TO WHOM IT MAY CONCERN**

Dear Sir/Madame:

**RE: LETTER OF SUPPORT – GRANT APPLICATION – THE CLAYTON BELLAMY FOUNDATION OF THE ARTS PROJECT**

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On behalf of the Town of Bonnyville, we would be pleased to support the Grant application being forwarded by the Clayton Bellamy Foundation.

The Town of Bonnyville recognizes the importance of the Arts in our Community and having a permanent home for these activities is vitally important.

Sincerely,

Bill Rogers,  
CAO  
Town of Bonnyville

BR:tdg