

Texada Arts Culture Tourism (TACT) 2015 Activity Report



Our mission is to support, encourage, and nurture arts, culture and tourism on Texada Island.

Our purpose is to work in harmony with the existing economic activities that are the mainstay of Texada Island and develop stimulating ways for people working in the arts, culture and tourism fields to be a strong part of Texada Island's economic base.

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Overview

The Board of TACT is extremely grateful for the financial support provided by the Regional District in 2015. This report is intended to highlight the accomplishments of TACT Board, Event Organizers and volunteers over the past year, and to demonstrate how “grant in aid” dollars can be leveraged to accomplish great things.

To quote one of our Directors “The arts enhance and inspire a population. TACT performs a major duty in raising the emotional tone of the island's people and helps create the island's own unique identity. The economic results are hugely affected by the vibrancy and mood of a group. This is infectious and adds even more vibrancy.”

2015 was a very busy year for TACT. The increased activity generated by events hosted by TACT and by other island groups resulted in a huge benefit to Texada Island and Powell River. Anecdotal evidence points to increased visitors at Shelter Point Regional Park, heavier traffic on the Texada Island Ferry, and an overall uplift in visitor traffic on the Island. The airport has seen a significant uplift in activity and there was an increase in house sales. Much of this increased economic development has a direct and proven link to TACT sponsored events on Texada.

General Marketing

TACT Board Members maintain a website at Texada.org. This website promotes Texada as a destination, advertises **ALL** events that are being hosted on island, and promotes tourism in general. Volunteers answer tourism questions received through this website. While we don't have the resources to run a Visitor Services outlet, we are able to provide WIFI at the TACT Centre so that visitors can visit our website to access information when they arrive on Island.

The website was updated in June of 2015, has a new look and is compatible with handheld devices. This update increased traffic significantly. Between April 1 and June 30 we saw 3,790 users on the site. 86.4% of these users were new. Between July 1 and September 7th after the site was updated we saw 8,868 users and 78.5% were new.



A Texada marketing brochure is produced annually by Tourism Powell River and distributed both on the island through various outlets and through the Visitor Centre network across the region. A TACT Board Member sits on the Powell River Tourism Board and brings Texada Island Tourism Initiatives to that table.

TACT maintains a display at the Powell River Town Centre Mall where Texada events are promoted to the citizens of and visitors to the Powell River region. Advertising in regional publications is coordinated to give maximum exposure for TACT events, and cooperative advertising is arranged with other Texada Island event organizers throughout the year. Examples include The Peak, The Shopper, Island Arts Magazines, event-specific publications, online media as well as local radio and television.

TACT Events

TACT Board members and volunteers directly host a number of small events throughout the year. These events are in addition to the larger scale events that are hosted by event coordinators under the TACT umbrella. Larger events will be reported out on directly later in this report.

TACT has the use of an ideal facility for hosting small events and workshops. The building is available to us thanks to the generosity of First Credit Union, and hundreds of volunteer hours have been invested in renovations as well as the care and maintenance of the facility.

Small events hosted during the year not only help TACT with building maintenance costs, but are integral to promoting arts and culture on the island year round.



A Cedar Hat Weaving Workshop was hosted by the Powell River Museum and Archives. Participants had the opportunity to experience weaving a Cedar Hat using traditional methods. Coffee Houses with local and regional musicians were very popular and consistently drew an audience of about 40 people. Entrance fees and refreshments for this type of event are by donation.

The space is also used for square dancing, art classes, choir practice, theatre rehearsals, workshops and other local events. In December the annual Texada Festival of Trees will be hosted in the Centre. This event has been hosted by TACT and held at the TACT Centre since acquiring the building.

In 2015 we have also provided free space for political meet and greets in the lead up to the election.

This year for the first time, a regular Craft Market was hosted three days a week over the course of the summer. The markets ran from June 18th until early September on Thursday and Friday evenings and on Saturday during the day. Local artists were encouraged to purchase table space at a nominal fee and musicians added a wonderful ambience to the event. Volunteers created posters and banners which now grace the walls of the TACT Centre.

The craft market was very popular with those staying at the marina as well as campers and locals. The first event in June drew approximately 45 people and Saturday markets often drew more than 100 people.

TACT Sponsored Events

There are a number of TACT sponsored events that are hosted annually or in some cases semi-annually on the Island. Thanks to the generosity of the Powell River Regional District "Grant in Aid" TACT is able to purchase insurance to cover all of these events as well as provide bookkeeping and administrative services. Seed money is also provided and often allows event organizers to leverage other funding through grants and sponsorships. A summary of this year's events is provided.

Texada Fly In and Fly-In Dance

On the weekend of July 18 and 19th, 40 aircraft visited Texada for the 2015 Fly-In; both to participate in activities at the airport and to enjoy the Fly- In Dance at the Legion the evening prior to the airshow. In addition to viewing the aircraft and classic cars on display, attendees were treated to a performance by the Fraser Blues Formation Demonstration Flying team, and a sky diving exhibition by a team from CFB Comox.



Texada Aerospace Camp and AirBuzz Flight Simulator

Texada Aerospace Camp targets primarily children from 10 to 13 years old. This introduction to aerospace technologies introduces kids to the theory of flight, aircraft construction, model rockets, and basic flying techniques via flight simulator (Air Buzz). They also learn basic riveting and metal cutting and forming techniques. Our volunteer aerospace team built and runs the only fully operational mobile wind tunnel in use at any camp on the West Coast. The children get to learn basic aerodynamics hands-on by manipulating the remote control aircraft in the wind tunnel and observing how the aircraft manoeuvres in response.



This year, 21 children came from across the region to attend this 3 day camp and is now getting some international response with enquiries coming from as far away as France and Brazil. A highlight for the graduating class was at the Texada Island Fly In, where the Fraser Blues Flying team did a ceremonial flypast before awarding kids with their diplomas.

AirBuzz full-scale flight simulator participates in a number of regional events. In addition to bringing the Air Buzz experience out into the Region, volunteers promote Texada Island and the Sunshine Coast at all of the events they attend. This year Air Buzz attended the following events:

- Westview Flying Club Fly-In
- Texada Annual Fly In
- Texada Aerospace Camp
- Comox Air Show
- Qualicum Air Show
- Texada Sandcastle weekend parade
- Powell River Sea Fair parade
- Blackberry Festival in Powell River
- July 1st and Labour Day events on Texada Island

Blues and Roots Festival

The first annual Blues and Roots festival was hosted at Gillies Bay ballpark August 8th and 9th. Despite the rain, this event drew more than 200 people over the course of the event and filled hotels, restaurants and camping spots across the island. The event proved that you don't have to go far to find first class entertainment. All entertainers live within 100 kilometers from Texada. Entertainers included Sam Hurrie, Joanna Finch, Luke Blu Guthrie, Keisha Cox, and many local performers.



Run the Rock

On August 23rd 93 athletes participated in the 5th Annual Run the Rock event. 18 athletes ran the full marathon, 45 ran the half marathon, and 37 ran the 8 km race. In addition to local athletes we saw 52 from the region, 7 from other locations in Canada and 6 international. This is the best attendance ever recorded for Run the Rock, due in no small part to the organizational skills and passion of the organizing team supported by 84 volunteers. Run the Rock has the reputation of being one of the toughest courses and affords participants extreme bragging rights. According to a poll by one of the major running magazines our medals for finishers are among the top 10 favorites voted by the participants.



Kids for Saving Earth

Kids for Saving Earth is a 5 day camp for children is another very successful event under the TACT umbrella. This year, 30 children were able to attend at no charge. All help is volunteered, and activities include excursions, crafts, music, and a day away in Powell where the children enjoyed a super presentation from the “bird sanctuary lady” Merrillee Prior.



Plein Air Paint Out

On September 12 Texada Island saw 5 local and 2 regional artists as well as more than 50 members of the public attend Shingle Beach for this outdoor painting event. This event was a part of the International Plein Air Paintout. September 13th artwork was displayed at the TACT Centre for all to enjoy. A light lunch was served for the artists.



Airport Enhancements

The Texada Island Fly In, Aerospace Camp and other Airbuzz Activities have increased interest in and traffic to the Texada Island Airport. This increased interest as well as the requirement for space to house the flight simulators have amplified the need for additional hangar space. The vision for this increased space as well as a wind tunnel, coffee house and library is turning into a reality. TACT volunteers have stepped up and generous donations of materials and time from local businesses have allowed us to begin construction of a new airport hangar.



Thank you to our supporters:

It is not possible to list the multitude of the businesses and individuals that put so many hours into the success of the programs hosted by TACT throughout the year. A volunteer appreciation night will be hosted in the early New Year to recognize the contribution of every TACT supporter and the date will be announced in the Texada Express Lines newsletter as soon as it has been confirmed.

Again we would like to thank the Powell River Regional District for acknowledging the importance of TACT activities with continued grant-in aid funding. This financial support provides us with stability we require to support these major on-going events and to provide seed money for new initiatives.