



Date: 2020/2021 Yearend

Director of Public Relations Report

Marvin, Jim and I Started working with the city get some renovations done at the theatre (their dime of course)

- back stage stage area Lobby Green Room and Kitchen

We met Peter Ling who is currently overseeing the Recreation and Culture Dept. for the city of Belleville. Jim, Marvin and I toured Peter and shared some ideas.

I spoke with Rod Bovay, CAO at the city about what would be the best route for us to take to see if the city might cover some of our utility costs on their building that we would have had to pay during Covid 19. Rod said the best thing for us to do is gather together what we have paid and submit a letter to he and the Mayor requesting some support. Rod also indicated to it was fair to contact Peter L about inside the inside. Amy-lyn was able to send a letter to the Mayor and grants committee and was successful on obtaining some support.

Share information with Cindy with regards to CEBA loan through the FEDS, CEBA, for charities and small business with a less than \$1.5 million in wages. Essentially a \$40k loan and if you pay it back before a certain date you actually get to keep \$10k. Thought it might be helpful.

Also shared information about Ontario Trillium Fund Resilient Communities Grant application process - RESILIENT COMMUNITIES FUND
The Resilient Communities Fund is a one-time fund to support the non-profit sector recover and rebuild from the impacts emerging from COVID-19 so they can effectively meet the needs of communities across Ontario. OTF is investing in projects of eligible non-profit organizations to aid their medium to longer-term recovery efforts, help with their stabilization and build their capacity and resiliency in the aftermath of COVID-19.

This fund is providing a flexible range of activities over two deadlines to address the diverse needs of organizations and to support them where they

are at in their recovery and rebuilding.

Request amount: From \$5,000 to \$150,000

In April 2021 we reached out to all of our sponsors and friends about our “Show Must Go On Campaign”

An email was sent to all sponsors along with campaign information and letter from Amy-Lyn.

Dear Belleville Theatre Guild Family, Friends, Sponsors and Supporters,

We need your support now more than ever!

When the world as we knew it came grinding to a halt in March 2020, a lot of us (myself included) never imagined we'd be in the same place a year later.

To keep us connected, the BTG Board of Directors has made sure to have some theatre (virtually) available to enjoy throughout the year. But that can't be all we accomplish during this time with our theatre empty, can it?

What the Belleville Guild Board of Directors is dreaming of now is a fundraising campaign to upgrade our beloved Pinnacle Playhouse, and have it looking fresh, updated, and ready for when we're allowed to have theatre in person again!

As a longtime supporter and sponsor we hope you would please take a moment to review the attached [“The Show Must Go On” campaign material](#) and consider helping us financially to bring our theatre some new life this year!

To donate online go to www.bellevilletheatreguild.ca and click on the "Donate" button.

With many thanks for your consideration, and so much love,

Amy-Lyn Van Londersele

***President
Belleville Theatre Guild***

David Allen; Director of Public Relations