



Host a City Happening Community Grant Application Form

Submission Deadline: October 15, 2008, 4:30 pm

Filling out this form:

Please answer all the questions and provide attachments as requested. You will find it useful to refer to the evaluation criteria in the **Host a City Happening Grant Program Guidelines** while completing this application form. If additional information is required, please contact Olympic and Paralympic Operations at 604-296-2861 or send an email to hostcityhappenings@vancouver.ca

1. APPLICANT INFORMATION

Media Undefined Collective Society

Name of Organization or Society applying for grant

Jaimie Robson, Executive Director

Contact person and title/position

778.863.4649

Tel

Fax

jaimie_robson@yahoo.com

E-mail

2633 Dundas St., Vancouver, V5K 1R1

Mailing Address

S-49054

Business License Number

2. PROPOSED 'HAPPENING'

Name of event or project: BenchMark

Date(s):

1. Story gathering events: February/March 2009
2. Story tile creation event: April 2009
3. BenchMark unveiling: June 2009

Location: 2400 block Hastings Street (@ Hastings and Kamloops)

Is this a new event or project? Yes

Is this an existing event or project? No

3. FINANCIAL SUMMARY

Amount Requested for Event or Project \$6,000.00 (Funds requested for production of events only).

Total Cost of Event or Project \$ 45,000.00

4. ORGANIZATION/SOCIETY BACKGROUND INFORMATION

Provide a brief history and description of your organization/society, including your mandate, goals and achievements.

BenchMark is being produced through a partnership between Media Undefined Society, Hastings Community Centre, and the Hastings Sunrise Public Realm Subcommittee.

Hastings Community Association

The Hastings Community Association has a long history of community service dating back to 1934. The purpose of the Hastings Community Association is to provide and assist in any way, all types of endeavors that are social, cultural, recreational, sporting, charitable and of a community character.

The Hastings Community Association works in partnership with the Vancouver Park Board, other local non-profit agencies, schools and other levels of government, to provide a great diversity of social, recreational, cultural, educational and leisure activities for all ages at a minimal fee. The local Hastings-Sunrise community is served through programs and services provided at Hastings Community Centre, Templeton Park Pool, local parks and schools. Many programs are subsidized by the Hastings Community Association in order to achieve this goal.

Among the programs and services provided are:

- a family centre where children play in a safe environment and parents can socialize.
- licensed preschool spaces for 100 kids per week in 5 different classes.
- summer day camps for school age children.
- summer playground programs on Adanac, Clinton, Pandora and Burrardview parks.
- Seasonal special events such as Canada Day, Breakfast with Santa, Chinese New Year, Light Water Drums festival, etc.
- One time special events such as Our Community Story.

Media Undefined

Media Undefined is dedicated to fostering community and collaborative engagement through cross-disciplinary artistic practices. Our projects employ innovative community engagement strategies that connect socially, economically, and culturally diverse communities with practicing professional artists. Media Undefined strives towards achieving artistic excellence by creating projects in which public participation and artistic creation are mutually interconnected.

History of Media Undefined

- o *Our Community Story, 2005*, Hastings Sunrise Neighbourhood (In partnership with Hastings Community Centre and Kiwassa Neighbourhood House)
- o *Global Studio, 2006*, Strathcona and Downtown Eastside Neighbourhoods (In partnership with Strathcona Revitalization Committee, Strathcona Business Improvement Association, and UBC School of Architecture)

- o *Pandemonium, 2006-ongoing*, Istanbul, Turkey
- o *Trailing Tales, 2007-08*, Hastings Elementary School
- o *BenchMark, 2008-09*, Hastings Sunrise Neighbourhood
(In partnership with Hastings Sunrise Public Realm Committee)
- o *Intersections, 2008-09* Strathcona Neighbourhood
(In partnership with Strathcona Community Centre)

Hastings Sunrise Public Realm Subcommittee

The Hastings Sunrise Public Realm Subcommittee was formed in February 2006 by community members active in the City Plan process. Its purpose is to improve the aesthetic and social quality of public space in residential and commercial areas, through the creation of a lively neighbourhood atmosphere that encourages pedestrian activity and promotes local culture.

Currently, the key focus of the Subcommittee is the 'Side Streets Project', developed in 2006 in response to needs identified in the Hastings Sunrise Community Vision. The Community Vision, adopted by city council in 2004, identified the need for an improved use of properties located in the side streets intersecting Hastings Street. The 'Side Streets Project' is endorsed by The Hastings Sunrise City Plan Committee.

5. PROJECT INFORMATION

Describe the overall purpose of the proposed project and the community this project is intended to serve. If the project is part of an existing event, describe how funding will provide an enhancement that will address the priorities of the Host a City Happening Program. (250 words)

BenchMark is a community-involved public art project that will result in the creation of a permanent Hastings-Sunrise community legacy by transforming an underused pocket of green-space on East Hastings Street into a social gathering place and a public community story archive.

The project involves the creation of three major events to generate excitement about our community history and to highlight the neighbourhood as a host to the upcoming history-making event of the 2010 Olympics that will occur in our community.

Community residents of all ages and a number of former Olympians will participate in all events. The city of Vancouver kiosk will be requested for these events. The major events are:

1. Story gathering (Feb-March 2009): Residents of all ages will work together to gather stories about the neighbourhood. One of them major thematic groupings will be around sport, recreation and active living.
2. Story Tile creation (April 2009): Neighbourhood residents will be involved in a series of workshop-based events during which they will create tiles that feature excerpts of the stories gathered.
3. BenchMark unveiling (June 2009): This neighbourhood celebration will take place at the corner of Hastings and Kamloops Streets.

The Host a City Happening program provides an enhancement to BenchMark by connecting a major and upcoming history-making event (the 2010 Olympics) with the vibrant community history of the Hastings-Sunrise Neighbourhood. It connects well with what many residents view as core community values of sustainability, diversity, accessibility and inclusivity. The program provides critical funding for the celebration and promotion of those values within our community.

Briefly describe how your proposed project relates to the general criteria outlined for the Host a City Happening Community Program. If the project is part of an existing event, how do you see the Host a City Happening Program making a difference to your event or project? (250 words)

The project events bring together former Olympians, youth, seniors and community residents of all ages to share and collect stories about their experiences in the neighbourhood. Local organizations currently participating in the events include, the Hastings Sunrise Public Realm Sub-Committee, Hastings Community School, Renfrew District Girl Guides of Canada, Hastings Community Centre and Kiwassa Neighbourhood House Youth and Seniors programs.

The event-based process for collecting, recording and celebrating community history puts into practice the values friendship, solidarity, peace, fair play, optimism, inspiration and empowerment. All of these values are critical to the success of the project. Furthermore stories that emphasize those values will be reproduced on the legacy installation through the community created story tiles.

Several former-Olympians living in our neighbourhood are participating in the development and promotion of the Olympic values espoused by the BenchMark project. These include:

- Alecia Stephenson (1996 Olympics; Canada Women's Softball Team)
- Karin Larsen (1988 Olympics; Canada Synchronized Swimming Team; CBC TV Sports Reporter)

The Host a City Happening program provides the necessary funding to allow the three major publicity events to be promoted and celebrated in the community. This will significantly enhance community involvement in BenchMark, and will generate excitement about the history making 2010 Olympic events that will be hosted by our community.

6. PARTNERSHIPS

Describe how you have worked with the community and other local organizations in the planning and development of this event or project. If necessary, enclose an attachment. If the event has taken place in the past, provide a sample of the event program. (250 words)

This project was developed in collaboration by four groups: Hastings Community Association, Media Undefined, Hastings-Sunrise Public Realm Subcommittee and Hastings North Business Improvement Association. Since 2006 and with the assistance of the City of Vancouver Planning Department (CityPlan) numerous events have been promoted and held to develop this project.

The city of Vancouver staff has facilitated the public process used to identify the community vision which has resulted in the development of this project. City of Vancouver Engineering services staff has reviewed and approved the legacy installation. For more information please contact Edna Cho, CityPlans, 604-873-7271.

Together, the Hastings Sunrise Public Realm Subcommittee, Media Undefined, and the Hastings North Business Improvement Association conducted a series of community meetings and design workshops. It is through this community collaborative process that Artists Jaimie Robson and Alison Maddaugh of Media Undefined, arrived at the final site design and event plans.

The upcoming 2010 Olympics provide a key opportunity for the Hastings Sunrise Neighbourhood to reflect on and celebrate its history. The BenchMark project will:

- meeting the Public Realm committee's objective of improving the aesthetic and social quality of public space in residential and commercial areas, through the creation of a lively neighbourhood atmosphere that encourages pedestrian activity and promotes local culture.
- Provide a series of celebratory events through which community residents can engage with former Olympians who live in the neighbourhood, and become more connected to the excitement of the upcoming 2010 games.
- Result in the creation of a public legacy site that will enhance the neighbourhood's public realm, and embed some of the neighbourhood's stories into its streetscape. As a neighbourhood that will be host to an Olympic venue this legacy will share stories with local residents as well as with international visitors to the games.

- BUDGET

Please provide your best estimate of total expenditures for proposed event or project for which a grant is requested.

Please note: A total of \$6,000 is requested for the event portion of this project.

Project Expenditures		Notes on Expenses*
Event or Project Costs		
Performers	\$ 1700	4 stilt walkers & roving performers @ \$300, 1 band @ 500
Equipments (tents, stages, lights, sound)	\$ 1500	Projector rental, sound system, screen, tents.
Facility Rental	\$	
Materials and Supplies	\$	
Permits, City Services	\$ 300	
Site Costs	\$	
In-Kind Costs*	\$	
Other (please specify)	\$	
Public Art installation	\$ 18,000	All aspects of public art materials, construction, and installation
Artist Fees	\$ 5,000	
Administrative		
Administrative Fees	\$ 7,000	Administration of events and overall project.
Fundraising	\$	
Insurance	\$ 1,500	
Marketing and Publicity	\$ 2,500	Posters, hand-bills, web page
Office Rent/Occupancy Costs		
In-Kind Administrative Costs**		
Contingency	\$ 7,500	
Total Project Expenditures	\$ 45,000	
Amount Requested from the Host a City Happening Program	\$ 6,000	

* Use the notes column to provide a more complete understanding of the expenditure. For example, if Performers is listed at \$1,000 use the notes column to indicate if this is 5 performers @\$200 or 2 performers @ \$500.

** In-kind expenses refer to good and services supplied to the event, either by the applicant or a donor, which have a cash value, but which are not cash. For example, a grocer donating \$500 of food would be in-kind. Or a salaried staff person working on the project for 5 hours could have the wages listed as in-kind.

REVENUES

Please provide an accurate estimate of the anticipated revenues for your event or project. Please include the dollar value of all in-kind contributions with the name of donor and description of the donation.

Sources of Revenue	Assured	Potential	Total Revenue
Earned Revenue			
Admissions/Ticket Sales	\$	\$	\$
On-Site Cash Donations	\$	\$	\$
Concessions/Merchandizing	\$	\$	\$
Advertising Income	\$	\$	\$
Rentals	\$	\$	\$
Other (please give details specify)	\$	\$	\$
Fundraising			
Individual Donations	\$	\$	\$
Cash Sponsorships	\$ 1,000	\$ 2,000	\$ 3,000
Fundraising, Special Events	\$	\$	\$
In-Kind Supplies and Services <i>(must equal the total of the two in-kind expense items)</i>	\$	\$	\$
Hastings North Business Improvement Association	\$ 5,000	\$	\$ 5,000
TD Bank	\$ 3,000	\$	\$ 3,000
Government Revenues			
City of Vancouver (Host a Happening)	\$	\$ 6,000	\$ 6,000
Province of BC - BC 150 Grant	\$ 10,000	\$	\$ 10,000
Government of Canada	\$	\$	\$
Vancouver Board of Parks and Recreation - Neighbourhood Matching Fund	\$ 10,000	\$	\$ 10,000
Canada Council for the Arts	\$ 8,000	\$	\$ 8,000
Total Revenues	\$ 37,000	\$ 8,000	\$ 45,000

7. CONDITIONS OF ASSISTANCE

- If the project, activity or event funds are not used as described in the application, or if there are misrepresentations in the application, the full amount of the financial assistance will be payable back to the City of Vancouver.
- If there are any changes in the funding of the project as presented in this application, the Olympic and Paralympic Operations Office will be notified of such changes.
- If the project proposed in this application has not started or will not be completed by the 2010 deadline and City funds remain on hand, or if the project is completed without requiring the full use of the City funds, such City funds will be returned to the Olympic and Paralympic Operations Office.
- All community projects and events must be completed by **March 21, 2010**.
- A final post-event summary will be submitted to the Olympic and Paralympic Operations Office within one month of completion of your project. Information concerning the post-event summary requirements will be available upon the award of funding.
- A closing financial report will be submitted to the Olympic and Paralympic Operations Office upon completion of the project.
- The Organization will make its records and accounts available for inspection by the City and its auditors upon request.
- In some cases the Olympic and Paralympic Operations Office will need to conduct fact-finding interviews with applicants. Once the review process has been completed, recommendations will be made by a staff committee. Written notice of these recommendations will be sent to all applicants, together with notice of the City Council meeting date the grants are being considered. Successful applicants generally receive grant payment within three weeks of Council approval.

8. SIGNATURES

We have read the Conditions of Assistance in the Host a City Happening Community Grant Application Form and agree to abide by them.

Signature Event Organizers

Title

Date (yy/mm/dd)

Patrick Mueller

Name (*please print*)

Signature of Board Chair of the Society

Title

Date (yy/mm/dd)

Ray Wargo

Name (*please print*)

9. METHOD OF PAYMENT

Upon City Council approval, the first portion of the Host a City Happening Community Grant payment will be made within two weeks. The entire Grant payment is usually allocated in two installments. The first installment represents 80% of the total grant amount. The remaining 20% of the funds is delivered upon conclusion of the project and completion of the mandatory final report.

CHECKLIST OF ATTACHMENTS

Your application is incomplete if the following materials are not attached to this form. (Please check each box to indicate if submitted and assemble in this order). Note that Proof of Insurance and a Special Event Permit may also be required.

- Financial Statements
- List of Board of Directors
- List of Event or Project Organizers
- Site Map
- Publicity Plan
- Copy of Certificate of Incorporation
- Letters of Support from Community Partners

Please return three signed hard copies of the application form, and one copy of each of the attachments, to:

City of Vancouver
 Host a City Happening Community Grant Program
 Office of the City Manager
 Olympic and Paralympic Office
 453 West 12th Avenue
 Vancouver, BC V5Y 1V4

For Office Use			
Date Received:	Eligible <input type="checkbox"/> Ineligible <input type="checkbox"/>		
Date of Committee Review:	Further Information Requested:		
Approved <input type="checkbox"/> Not Approved <input type="checkbox"/>	Olympic and Paralympic Operations Staff Signature:	Date:	

Letters of Support

May 29, 2008

City of Vancouver
Host a City Happening Community Grant Program
Office of the City Manager
Olympic and Paralympic Office
453 West 12th Avenue
Vancouver, BC V5Y 1V4

Re: Support for BenchMark and the Olympics in Hastings-Sunrise

To Whom It May Concern:

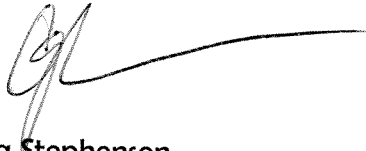
We are ex-Olympians living with our families in Hastings-Sunrise, and are excited about the 2010 Olympics coming to our city and community.

We enthusiastically support BenchMark and look forward to our participation in the creation and promotion of the project. It will capture positive memories of how the Olympics and Commonwealth Games have affected community residents, and will involve the community in creating the sculpture that presents those memories.

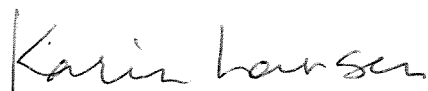
Through this project we will participate in generating excitement about the upcoming games by sharing our positive experiences with our community. In particular we will work with the BenchMark organizers to promote the Olympic memories in a manner that engages the interest of the youth in sports and sporting events, such as the Olympics.

We urge the Host a City Happening Grant Program to share our excitement about BenchMark, and to provide the requested financial support to this project.

Sincerely,



Alecia Stephenson
(1996 Women's Softball Team)



Karin Larsen
(1988 Women's Synchronized Swimming Team)

HASTINGS COMMUNITY ASSOCIATION

INCORPORATED 1934

OPERATING THE

Hastings Community Centre

IN CONJUNCTION WITH THE VANCOUVER BOARD OF PARKS AND RECREATION



October 29, 2007

To Whom It May Concern:

On behalf of the Board of Directors of Hastings Community Association, I am pleased to write in support of the Benchmark proposal to install sculptural benches on Kamloops Street at Hastings. This project, which is the result of two years of consultation with neighbours and the local business community, will answer several aspects of the Hastings-Sunrise Community Vision document, which called specifically for more public art, the creation of inviting public spaces on the wide side streets, and streetscape improvements, including street furniture. As well, the project will connect with and reinforce other public art projects in the neighbourhood including the story benches at Hastings School and the series of Our Community Story mosaics to be installed at points along Hastings Street, creating a cohesive visual 'brand' that is unique to our area.

We believe that the Benchmark project, from consultative planning phase, through hands-on participation by community members and local businesses in implementing the design, to final creation of an inviting respite area away from the noise and bustle of Hastings Street perfectly meets the criteria for a Neighbourhood Matching Fund grant.

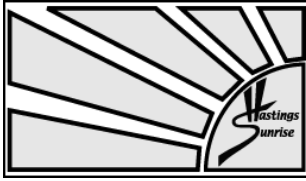
Sincerely,

A handwritten signature in black ink, appearing to read "Eric Harms".

Eric Harms

President

Hastings Community Association



Hastings North Business Improvement Association

October 31, 2007

Vancouver Board of Parks and Recreation
Neighbourhood Matching Fund
2099 Beach Avenue
Vancouver, BC, V6G 1Z4

Re: Hastings-sunrise BenchMark Project Neighbourhood Matching Fund Request

Dear Board Members;

The Hastings North Business Improvement Association (BIA) is proud to lend their support to the installation of sculptural ceramic and brick benches at Kamloops and Hastings Streets. The BIA has worked with the community in the formation of this project and is continually working to improve the public realm of the area. We will continue to work with the community to assist in the installation and maintenance of this project. We believe that it will bring a visual and functional improvement to the area both at this corner and the overall BIA district. In its current form the project will include the BIA colours in order to maintain cohesiveness in the area which we believe is very important. In addition it will provide a community public meeting place and take advantage of the wide corner and the northern views.

The BIA looks forward to working with the community as a member of the Public Realm Committee and as an active participant in the upcoming Neighbourhood Centres Program. We recognize that one of the issues once the benches are installed is continued maintenance. The BIA has a number of programs including graffiti removal and garbage pickup that include and will continue to include this area. Consequently, we will ensure that graffiti is removed and garbage pickup does occur. In addition, the benches are designed to minimize graffiti as well as other forms of misuse.

Yours sincerely,

HASTINGS NORTH BUSINESS IMPROVEMENT ASSOCIATION

Patricia Barnes, Executive Director



October 30, 2007

Vancouver Board of Parks & Recreation
Neighbourhood Matching Fund
2099 Beach Avenue
Vancouver, BC V6G 1Z4

RE: Vancouver Parks Board Neighbourhood Matching Fund

On behalf of the Hastings-Sunrise CityPlan committee, please accept this letter of endorsement for the Hastings-Sunrise Public Realm subcommittee group which has applied for the Vancouver Parks Board Matching Fund. The Public Realm group is comprised of community volunteers working to implement the Hastings-Sunrise vision directions regarding public realm improvements in the Hasting-Sunrise area.

We feel that this application for the installation of sculptural benches on Kamloops Street at Hastings Street (Benchmark) will serve to assist in the accomplishment of the Hastings-Sunrise Vision approved directions noted below:

18.10 Improve the Area's Appearance

The appearance of the Hasting Sunrise/North shopping area should be improved through efforts of private owners, the BIA, and the City (e.g. street furniture, murals, public art, sculpture, bike racks, public notice boards, directory to the area, drinking fountains). Special streetscape treatment and 'branding' should be implemented to enhance the identity, cultural heritage, and viability of the shopping area.

18.13 Better Utilize Wide Side Streets

The extra wide (100') road allowances of side streets (such as Kamloops, Penticton, Slovan, Kaslo) are a major opportunity to create public spaces, to bring greater amenity and greening to the area, and to provide a respite from the noise of Hastings. Emphasis should be placed on the development of these as public spaces, rather than seeking public space in larger developments.¹

We encourage the Parks Board to select this group for the matching funds grant as we have community support and willing volunteers but no funds to make the approved City-Plan directions a reality.

Yours truly,

Haida Lane, Chairperson
Hastings-Sunrise CityPlan Committee

¹ <http://vancouver.ca/commsvcs/planning/cityplan/Visions/hs/pdf/neighcentres.pdf>



Hastings-Sunrise Public Realm Subcommittee

Implementing the Community Vision

April 10, 2008

Re: Letter Confirming our Partnership in *BenchMark*

To Whom it May Concern:

The Public Realm Subcommittee, composed of community volunteers working with the city of Vancouver community planning process, has been leading the community collaborative process that created *BenchMark*. The Public Realm Subcommittee is guided by the Hastings-Sunrise community vision that was the outcome of a large scale multi-year community based planning process organized by the city of Vancouver. Since 2006, we have hosted community tours and workshops engaging residents and businesses in the Hastings area, creating the opportunities for community based development of the community vision ideas for public art in the neighbourhood centre along Hastings Street.

In 2007, we reviewed Media Undefined's neighbourhood community art project at Hastings Elementary School (Trailing Tales). We found the experience of the school children, parents, school staff and community members was very positive regarding the extensive community engagement conducted by Media Undefined during development and implementation of the art project. This type of community based approach is important to the Public Realm Subcommittee as it is the basis for how our community vision is intended to be implemented. For this reason we were pleased when, in 2007, Media Undefined accepted our invitation to join the community in the development of this project. Media Undefined has brought their artistic and community engagement expertise to our process, and has helped us move much closer to our goal - completing a successful community-engaged art project in the Hastings neighbourhood centre.

Working together, community residents, businesses, groups, and artists have developed *BenchMark*, and we look forward to our ongoing collaboration in bringing this community-engaged art project to fruition.

Please feel free to contact me regarding further details on this collaboration; you may reach me by phone at (604) 253-5480.

Sincerely,

Patrick Mueller
Co-Chair
Hastings-Sunrise Public Realm Subcommittee



April 10, 2008

Canada Council
350 Albert Street
P.O. Box 1047
Ottawa, Ontario K1P 5V8

Re: **Recommendation letter for Media Undefined**, Artists and Community Collaboration Program

Dear Pao Quang Yeh,

I highly recommend Media Undefined for the Artists and Community Collaboration Grant in order to collaborate with the Vancouver Hastings community in developing, creating and producing the permanent art piece **BenchMark**. This project is a partnership between Media Undefined and the Hastings Public Realm Committee.

The work of Media Undefined as community-arts practitioners came onto my radar screen through the youth and seniors oral history project they co-developed in an east Vancouver neighbourhood, called **Our Community Story (OCS)**. The motivation, clear vision and community development purpose of this collective process captured my attention as did the raising of over \$70,000 in order to actualize this authentic neighbourhood project, which took 3 years to create from inception to completion. The process and end result of **OCS** impressed me so, that I hired Jaimie Robson to be an artist for a project ArtStarts was facilitating based on the inquiry of **Who are We?** Students investigate what it means to be Canadian.

Media Undefined is currently working with Hastings Elementary School in east Vancouver on a community public art project called **Trailing Tales**. ArtStarts awarded this project an Artist in Education Grant in the fall of 07 to assist with this creative community production. Trailing Tales is the result of a public call of interest which Media Undefined artist Jaimie Robson, and landscape architect, Alison Maddaugh responded to. The initiative was developed in response to an outdoor school ground greening project partially funded by City of Vancouver Neighbourhood Matching Grant.

artstarts

808 Richards Street Vancouver, BC V6B 3A7 email: creativity@artstarts.com
tel: 604.878.7144 toll-free: 1.888.878.7144 fax: 604.683.0501 website: www.artstarts.com

In the spring of 2007, their proposal was selected by the community to be executed. This collaborative project was created with a sampling of K-7 students and elders from the neighbourhood who hold a relationship with the school. The colourful, playful, interactive cubes and benches that were created through the project are embedded with ceramic tiles that capture the narratives told by these elders to the students, highlighting the social difference of school in the past to the present.

As a program coordinator with ArtStarts I recognize the community engagement this project attained while achieving an aesthetic art-piece that holds memory for all involved as well as for the community at-large. I encourage you to look favourably upon their application. If I can be of further assistance to support Media Undefined's application please don't hesitate to contact me.

Regards,

Cyndy Chwelos.

Cyndy Chwelos
Program Coordinator

List of Project Organizers

List of Project Organizers

Media Undefined:

Jaimie Robson: 778.863.4649

Alison Maddaugh: 604.677.4954

Hastings Sunrise Public Realm Sub-Committee

Patrick Mueller: 604.253.5480

Hastings Community Centre:

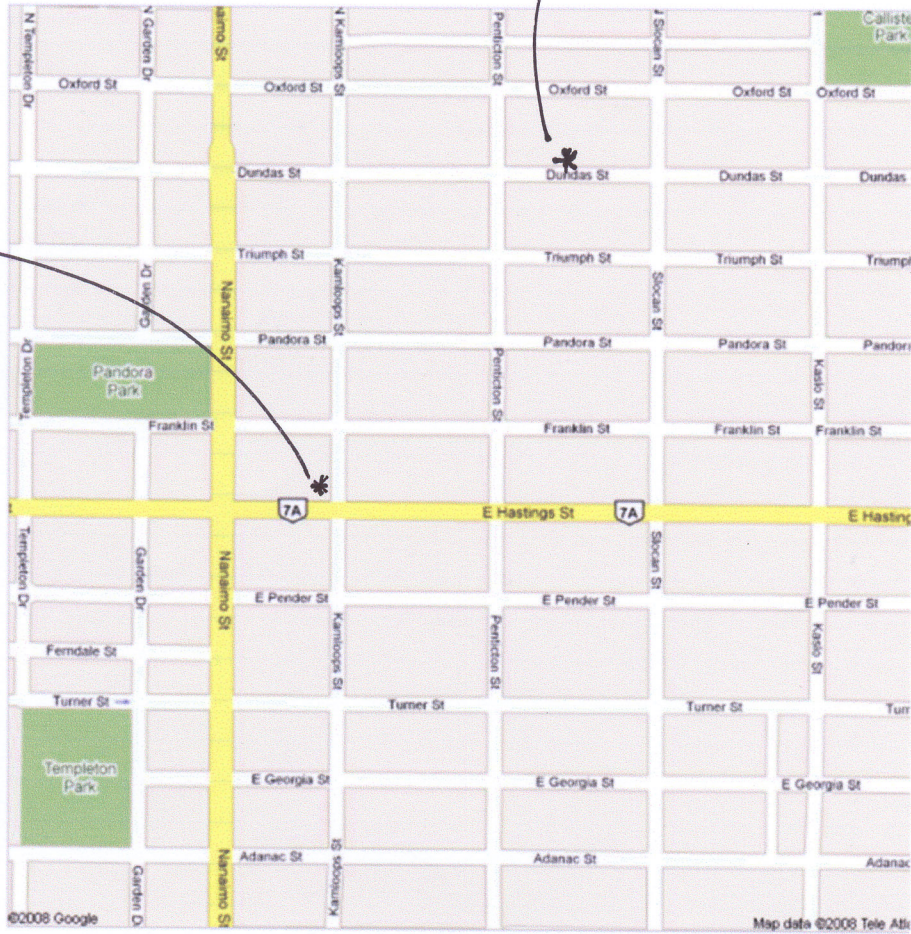
Paul Calderhead: 604.718.6222

Site Map

SITE MAP.

STUDIO/WORKSHOP LOCATION.
FOR TILE PRODUCTION.

Main event
location
+ INSTALLATION
SITE.



HASTINGS
COMMUNITY
CENTRE
→ (HASTINGS
@ LILLOUET)

NOTE:

STORY GATHERING WILL TAKE PLACE AT
VARIOUS LOCATIONS THROUGHOUT THE
NEIGHBOURHOOD.

Publicity Plan

PROMOTION

The publicity of BenchMark will be managed by the project management team. Publicity will be geared towards residents of the Hastings Sunrise Neighbourhood, and neighbouring East Vancouver communities. As a result of the community-involved nature of BenchMark, excitement about the project will build throughout the outreach, interview, and construction phases. This will be furthered through promotion of the event that celebrates the completion of the project.

Local former-Olympians Alecia Stephenson (1996; Canada Women's Softball Team) and Karin Larsen (1988; Canada Synchronized Swimming Team; current CBC TV Sports Reporter) are participating directly in promotion of the project and events. These athletes have enthusiastically offered their support and desire to participate in generating local excitement about the presence of this international sporting event in our neighbourhood.

Publicity will include:

- Media releases to local radio stations and newspapers for interviews & articles.
- Outreach to neighbourhood groups.
- Project pamphlet and poster distributed throughout neighbourhood.
- Project featured on Media Undefined website (www.mediaundefined.ca)

All funders will be recognized on:

- all print material (postcard, poster, and brochure)
- at opening events
- on the project website

Certificate of Incorporation
and
Board of Directors
and
Financial Statements



NUMBER: S-49054

SOCIETY ACT

CERTIFICATE OF INCORPORATION

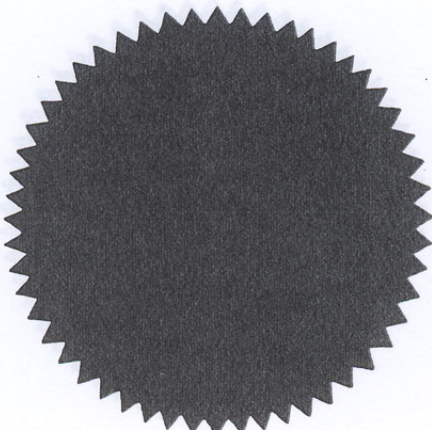
I Hereby Certify that

MEDIA UN-DEFINED COLLECTIVE SOCIETY

has this day been incorporated under the *Society Act*

Issued under my hand at Victoria, British Columbia

on April 28, 2005



Liz Mueller

LIZ MUELLER
Registrar of Companies
PROVINCE OF BRITISH COLUMBIA
CANADA

Media Undefined Board of Directors 2007-08

Name	Title	Profession	Contact
Louise Elmes	Chair	Project Manager, BC Housing	604.215.2157 lelmes@bchousing.org 2633 Dundas St., Vancouver BC
Karl Fousek	Secretary	Art History Student, UBC	604.253.6952 kfousek@telus.net 2455 Wall St., Vancouver BC
Elizabeth McKenzie		Art Theory/Critical Studies Professor Emily Carr Institute	604.709.9890 emacken@eciad.ca 235-2915 Kaslo St., Vancouver BC
Alison Maddaugh	Director	Landscape Architect Space 2 Place	604.677.4954 alisonmaddaugh@hotmail.com #7-1826 Adanac St., Vancouver BC
Ray Wargo	Director	Retired Social Worker	604 251-6840 rwargo@telus.net 408 - 2388 Triumph St., Vancouver BC
Conrad Lew	Director	Vancouver School Board Trustee Family Literacy Coordinator	604.255.2048 conradlew@shaw.ca 303-2245 Eton St. Vancouver BC

STATEMENT OF FINANCIAL POSITION
As At December 31, 2007

	\$
Assets	
Cash	5999.41
Grants and Donations receivables <i>(note 2)</i>	12500.00
Capital Assets, net <i>(note 2)</i>	513.95
Total	<u>19013.36</u>
Liabilities	
Accounts payables and accrued liabilities <i>(note 3)</i>	0.00
Total	<u>0.00</u>
Net Assets	513.95
Unrestricted	18499.41
Total	<u>19013.36</u>
	<u>19013.36</u>

see accompanying notes

STATEMENT OF OPERATING ACTIVITIES
FOR THE YEAR ENDED DECEMBER 31, 2007

	\$
Revenue	
Grants	10000.00
Donations	2500.00
Contract	500.00
Enterprise	343.25
	<u>13343.25</u>
Expenses	
Various Project Costs	7309.67
Depreciation	513.96
	<u>7823.63</u>
Excess of revenue over expenses for the year	<u>5519.62</u>
Net assets at beginning of year	<u>1,027.91</u>

**NOTES TO FINANCIAL STATEMENTS OF
MEDIA UNDEFINED COLLECTIVE SOCIETY
(Media Undefined)**

1. PURPOSE AND STATUS

MUD was formed, and registered as a non-profit society, in April 2005 by artists Maya Ersan, Jaimie Robson, and Sepideh Saii.

Vision & Purpose

Media Undefined (mediaundefined.ca) is dedicated to fostering community and collaborative engagement through cross-disciplinary artistic practices. Our projects employ innovative community engagement strategies that connect socially, economically, and culturally diverse communities with practicing professional artists. Media Undefined strives towards achieving artistic excellence by creating projects in which public participation and artistic creation are mutually interconnected.

The mandate of Media Undefined is to:

- To work with professional artists and arts organizations to design and implement community and collaborative arts-based projects, through local, national, and international partnerships.
- To create environments and pedagogical models that cultivate dialogue, self-expression, inquiry, collaboration, and experimentation.
- To exhibit projects in non-traditional venues.
- To encourage reflective practices and ongoing artistic development.

2. SIGNIFICANT ACCOUNTING PRINCIPLES

These financial statements, which are presented on an accrual basis of accounting, have been prepared in accordance with Canadian generally accepted accounting principles applied within the framework of significant accounting policies summarized below:

Revenue Recognition

Media Undefined recognizes revenue as grants and donation pledges are secured. The organization has received their grant and donation funds through their affiliation with the Kiwassa Neighbourhood House and the Hastings Community Association. Pledged amounts still owing but already recognized as revenue.

Net Assets

Capital assets are recorded at cost. In the year ending 2006, Media Undefined amortized their assets by one third using the straight-line method, to the amount of 513.96. Media Undefined will continue to amortize their assets in the 2007 fiscal year. The assets are amortized on a straight-line basis over the following period:

- Computer hardware - 3 years

3. STATEMENT OF CASH FLOWS

A statement of cash flows has not been presented as management does not consider it meaningful in the circumstances.