

The Brentwood Bay Community Association
C/O 1189 Damelart Way,
Brentwood Bay BC,
V8M 1E3

District of The Municipality of Central Saanich
1903 Mt Newton Cross Rd,
Saanichton BC
V8M 2A9

March 20th, 2026

To Mayor & Council:

Re: Request for increase in Community Service Funding to \$10,000.00

Dear Mayor & Council,

In 2023 The Brentwood Bay Community Association submitted our four-year Community Service Funding application for \$4,250.00 per year, which was successful. Due to an oversight, we didn't realize the maximum allowable could be as much as \$10,000.00 a year. We are asking for an increase for the duration of the funding term (which expires in 2027) to be set at \$10,000.00 per year.

In recent years, our costs have all risen significantly. These include musician fees, sound tech, insurance, etc. Since COVID, local hotel rooms alone have doubled in price. The new safety plan required by the district has added extra expenses, with the increase in the number of paid flaggers for the parade, as one example. All other BBKA funding is from local business & private donations, and when the economy is in flux, as it certainly is now, we see those donations dry up. We now find ourselves financially challenged to continue offering the quality events that we are known for.

In 2024 we formally chose to become more proactive in Truth & Reconciliation initiatives as well as honouring diversity & inclusion. At the 2025 festival, 4 out of 5 performances on our stage were Indigenous led. The 5th performer was a young Zambian-Canadian songwriter. At Music in the Park, we now proactively book bands that include more representation from women, BIPOC and LGBTQ2S+ where ever possible. We strive to present quality performances you'd see at a music festival, and further, believe it is profoundly important to children and families to experience live music together. We want to continue our mandate of hosting free events, so that financial hardship is not a barrier for audience goers.

Here are some details of what we do:

The Brentwood Festival & Parade:

- Attracts approximately 5000 residents of all ages each year
- Showcases & celebrates diversity & inclusion onstage
- Requires approximately 2500 volunteer hours by a core of 25 main volunteers and approximately 100 casual volunteers (10-20 hours each) to present
- Offers a day of employment to approximately 120 (mostly local) market & food vendors

Music in the Park:

- Attracts approximately 500 people of all ages per week over 7 weeks each summer
- Showcases & celebrates diversity & inclusion onstage
- Requires approximately 800 volunteer hours by a core of 6 main volunteers and approximately 24 casual volunteers (10 – 40 hours each) to present

Holiday Light Up:

- Provides festive cheer & enjoyment for all Central Saanich residents.
- Requires approximately 100 volunteer hours by a core of 8 volunteers (10 – 20 hours each). This includes co-ordinating the donation of Driftwood Communications resources (bucket truck & operator).

But after 27 years, it's more than just numbers and statistics. It's the stories.

1. When a local Wsanec youth was bullied for performing a traditional drum song, we arranged for him to play two songs at Music in the Park with his cousin. They performed beautifully, and the audience response was overwhelmingly positive. The out-of-town drummer, waiting backstage to perform, had tears in his eyes and told us how honoured he was to witness the event.
2. The Wednesday night after the rainbow sidewalk at Bayside Middle School was vandalized, we announced onstage that Music in the Park was a safe and inclusive event where all were welcome. This was met with rousing applause from the audience. Later in the evening, we were thrilled to observe that a same sex couple now felt comfortable to get up and dance. We now proactively announce from stage that our events are a safe and inclusive space where all are welcome, and have a formal declaration to reflect that on our website.
3. Every touring musician we have booked has asked to come back, and have told us what a special place to perform our events are. The most common feedback is how much they love the opportunity to perform for all ages, including kids.
4. Young families in the community who grew up with the festival and Music in the Park, now bring their children to share in the experience, and are reaching out to get involved as volunteers.

5. Local Indigenous families attend Music in The Park as vendors to fundraise for various events. These have included funding youth soccer trips, The Wotanmy Powwow, and more. They are always enthusiastically supported by our audience.
6. While fundraising for our stage, a four-year-old girl put a toonie in the donation bucket. Her parents told us that she insisted on giving her money for the stage. Best donation ever.

After all these years, we still have a strong core of volunteers who are committed to presenting arts and culture in our community. We would be grateful for the requested increase in funding, as it will allow us to continue to present these events in the community.

Thank you for your consideration.

Regards,


Ginny Alger,
BBCA Chair


Leslie Gentile,
BBCA Community Liasson

Brentwood Bay Community Association
Statement of Financial Position
For the Fiscal Year Ending
December 31, 2025

Assets:

Cash:	\$22,122.22
Savings: (Dedicated Stage Funds)	\$22,789.15

Total Current Assets:	\$44,911.37
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Liabilities:

Accounts Payable:	\$0.00
Debt:	\$0.00

Total Current Liabilities:	<u>\$ 0.00</u>
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Total Equity:	\$44,911.37
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Brentwood Bay Community Association
 Revenue & Expense Statement
 For the Fiscal Year Ending December 31 2025

Revenue:

Donations/Sponsorships	27,738.59	
Community Service Funding	4,250.00	
50/50	2,987.50	
Vendor Fees	1,510.00	
Silent Auction	1,199.14	
Popsicles/Water Sales	<u>484.00</u>	
Revenues:	\$38,169.23	Total Revenues: \$38,169.23

Festival/Parade Expenses:

Entertainment:	3,222.00
Flaggers:	2,120.69
Advertising:	1,857.63
Sound Stage:	1,200.00
Chair Rentals:	627.20
Medi-Van First Aid	551.25
Security Guard	459.90
Youth Leadership Council Donation	400.00
Old School Hall Donation	250.00
Opening Ceremonies Honourarium	<u>125.00</u>
Total Festival/Parade Expenses:	\$10,813.67

Music In the Park Expenses:

Entertainment:	13,150.00
Sound Stage:	4,550.00
Hotel Rooms:	1,667.23
Misc: (50/50 tix, chairs, etc.)	488.41
Advertising:	57.41
Gaming License:	<u>25.00</u>
Total MIP Expenses:	\$19,938.05

Holiday Light Up Expenses:

Replacement lights, cables, garland:	\$1,509.09
Total Light UP Expenses:	\$ 1,509.09

Misc Expenses:

Insurance (Directors & Liability)	\$1,350.00	
BBCA Website	\$ 353.56	
Storage Fees:	\$ 200.00	
Bank Fees:	<u>\$ 53.50</u>	
Total Misc Expenses:	<u>\$1,957.06</u>	Total Expenses: \$34,217.80

Net Revenue: \$ 3,951.36