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THEATRE AQUARIUS

Dofasco Centre for the Arts | Ron Ulrich Artistic Director 2015-2016 SEASON

Where
Art Comes
ALIVE!

May 28, 2015

Mayor Fred Eisenberger
Members of Hamilton City Council
Hamilton City Hall
2nd Floor -71 Main Street West
Hamilton, ON L8P 4Y5

Dear Mayor Eisenberger and Members of Hamilton City Council:

On behalf of Theatre Aquarius, I am writing to express our sincere appreciation and gratitude to you for the commitment you have made in Arts and Culture in Hamilton and for your recognition and acknowledgement of the impact that Theatre Aquarius has each year on this city by increasing our municipal grant from \$73,530 to \$210,000 for 2015. A grant of this level begins to recognize the profound impact and exceptional return on investment Theatre Aquarius delivers to the city and Hamilton taxpayers.

As a rising tide lifts all boats, receiving Council's recognition in the form of this new investment in Theatre Aquarius as a cultural landmark in our city can help to leverage sponsors and private donors.

In recent years, Theatre Aquarius has taken great care and consideration in reporting to Hamilton City Council as part of the Boards and Agencies presentations during the budget process. These presentations provided many highlights associated with the tremendous impact Theatre Aquarius has on the economic success of Hamilton bringing millions of dollars annually into local restaurants, parking and many other businesses. With each year's presentation you acknowledged that we were chronically underfunded compared to our sister theatres across Canada and when compared to the economic impact we have each year (\$12 million+).

This new investment allows Theatre Aquarius to continue to play a starring role in the renaissance of Hamilton as we have the opportunity to undertake outreach beyond our city borders, resulting in further increases in restaurant receipts, parking revenues and more overnight stays as we reach further afield attracting new audiences to world-class professional theatre experiences in Hamilton.

Thank you.
Sincerely



Lorna Zaremba
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c.c. Ms. Anna Bradford, Director Tourism and Culture, City of Hamilton

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