

# APPENDIX C

MD of Bonnyville,

January 23,2025

Honorable MD Council Members

For those who do not know me, my name is Brent Mattice, writing on behalf of the Clayton Bellamy Foundation / Strathcona Performing Arts Center. Since retiring from Northern Truck & Industrial Supplies Ltd, I became a Board member of the Foundation two and a half years ago, helping with our very successful Gala and Golf to fundraising for the Theater.

I am writing this for Council to review and understand our position to date with the Theater build. As you know, this project has had a wonderful start, support from our Community has been amazing. We have raised almost 1.6 million Dollars through Grants, Galas, Municipal Partners, the MD of Bonnyville and the generous support of this Community. The tireless commitment from Clayton Bellamy, Lise Fielding, Louise Bellamy and our Board along with multiple volunteers has made this vision close to a reality.

The struggles we are seeing are not due to commitment or support to date, our struggles are due to companies wanting to ensure the completion of the project prior to committing to a sponsorship. We would like to apologize to Council as we have stood in these Chambers asking for support on a few occasions. Our Goal was to raise 1.6 million, the original estimated cost of the build. We have done that and exceeded, only to experience the unforeseen with abatement's having to be done for lead paint and vermiculite etc, as well as general escalation of costs due to inflation and construction. Gen Mec has been a great local Contractor, working with us very closely and continuing the build to completion. We are expecting to have the theatre completed by mid-February, with our first show March 21, 2025. We have over 15 theater performances booked for 2025 and 2026, including Lakeland Live, formally the very popular Bonnyville Country Opera / Bonnyville Live organized by Shane Larmand. Multiple School bookings will round out our first year as well.

With the end in site, and sponsorship dollars not yet secured, we now know we will be short the funds to bring this project to fruition. We are anxiously awaiting to hear back from the CFEP Grant applied for, hopefully by this council meeting. We have pro-actively asked Lakeland Credit Union to provide us with an interim bridge loan. Estimated short fall will be approximately \$1,100,000.00, however we have received from the Northern Lights School Division, a secured loan amount of \$300,000, bringing the total amount needed to date of \$800,000. We have sponsors that we are actively in front of, such as Pathways Alliance, Cenovus, Gen Mec ACL, ACFA and Lakeland Credit Union, all of whom have expressed a desire to help fund in some capacity. These type of sponsorship commitments require time, as we are all doing this on a volunteer basis, both Clayton and Lise having full time careers to also attend to, which makes securing sponsorship on top of everything else associated with the build, very difficult. We are planning on doing a smaller campaign called "Friends of The Theatre" and are also in conversations regarding Sponsorship with our Gala and Golf event which has secured us \$450,000 in the last 2 years

Our ask for the MD is not cash money today, but for support by way of security for **\*\*up to** \$800,000 for a loan with the Credit Union. **\*\**(We will know by this council delegation what we have received from our CFEP Grant so the amount might be less.)*** Clayton Bellamy and Lise Fielding will continue to manage the theatre at this time in lieu of making interest payments for this Interim Backing loan. Once we have secured backing, we can confidently proceed with actively securing sponsorships, as well as promoting our venue, making it the Gem of the Lakeland for the general public to enjoy. It is our hope the MD of Bonnyville will commit to this secured backing. Thank you for your time and consideration in this matter.

Yours Truly,

Brent Mattice  
Board member  
Clayton Bellamy Foundation for the Arts

Below Is our repayment plan:

Repaying the \$800,000 (+300,000) back:

|   |  |
|---|--|
| CFEP:                                       | \$ 500,000   |
| Sponsorship opportunities:<br>Theatre, etc) | \$ 400,000 (3 main sponsor opportunities + Friends of the<br>Theatre, etc) |
| Gala 2025                                   | <u>\$ 200,000</u>  |
| Total;                                      | \$1,100,000  |

\*\*We also have the Bonnyville Fine Arts who have a Casino in early 2026 with all proceeds going toward our Theatre

\*\*\*We are anticipating making approximately \$6,000 + per show per month + \$2,000 average rental income @ 1 per month - which will pay for the interest payment, our insurance and power. For the time being, Clayton and Lise will manage the theatre until we can be in a better position

\*\*If we do not get CFEP either at all or to the full extent of our applied for amount – we will have to take longer than one year to pay back, and we will use future money raised at our Gala/Golf event to pay that shortfall amount back over 3 years. The Credit Union has said that they are prepared to work with us and yourselves in that capacity should we need that help.