Project Title:	**Macmillan Arts Centre Digital Media Art Gallery**
Proponent:	**Oceanside Community Arts Council**
Amount Requested:	**$25,524.00**

Summary: This project supports the Innovation & Technology principles by creating a state-of-the art technical performing and exhibit space, unique to our area. It also supports the priority areas of Arts, Culture & Media, by supporting our community arts centre programs and cultural events as well as providing local digital artists and educators. This project is designed to create unique innovative arts and cultural experiences for our community and visitors, enhancing our local regional tourism industry.

Project Goals:

1) To offer artists an opportunity to explore their medium and share their innovative vision in this new art form.
2) To provide new experiences to attract more community and visitors to the arts centre
3) To generate direct economic benefit in the Oceanside area through sales of art, educational workshops, and performances.

Eligibility: Oceanside Community Arts Council is an eligible organization.

Eligible costs in the proposal will be used for Minor Capital and Information Technology.

Funding: Potential funding partners include Coastal Credit Union, and Parksville Qualicum Foundation.

Priority Areas: Arts, Culture and Media

Evaluation Criteria:

Project Viability:	Yes	No/ NA
Clear and well-defined project	✓	
Strong potential for success	✓	
Realistic goals	✓	
Sufficient information provided	✓	

Financial and Administrative Feasibility:	Yes	No/ NA
Realistic budget with clearly identified capacity to undertake work	✓	
Evidence that the funds will be well managed	✓	
Demonstration of other funding sources	✓	

New and Unique:	Yes	No/ NA
Unique component is evident in the project – the work is not already being attempted	✓	
The proposal does not replicate an existing event, program or project	✓	
Support will not compete with existing businesses or generate unfair competition for small or local businesses	✓	

Economic Benefit:	Yes	No/ NA
Demonstrates quantifiable economic benefits to the participating communities	✓	
Leads to increased economic activity or employment in the participating communities	✓	
Will attract business and investment to the Northern Communities of the RDN	✓	

Community Support:					Yes	No/ NA
Well-articulated community benefit;					✓	
Demonstrates partnership with the community or other organizations					✓	
Addresses priorities identified in the context of a community vision (Official Community Plan, Regional Growth Strategy or Board Strategic Plan)					✓	

Project Area: ☑ PARKSVILLE   ☑ QB   ☑ EA 'E'   ☑ EA 'F'   ☑ EA 'G'   ☑ EA 'H'

Assessment	The Oceanside Community Arts Council serves the communities of the Town of Qualicum Beach, City of Parksville and Areas E, F, G & H. The McMillan Arts Centre (MAC) is a community artist hub supporting artists and educators from these areas and beyond. There are over 550 active members and subscribers. The MAC offers concerts, workshops and classes, community events, gallery exhibits and other celebrations throughout the year. Educational programming supports youth, students, seniors and emerging artists. Investment for the MAC LAB Creative Arts programs will be used to support the arts community in Oceanside and will provide new opportunities to host cultural and other events related to digital arts media.
Recommendation	Fully Fund