

NCED Summary Evaluation & Recommendation

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| Project Title: | Feasibility Study for Qualicum Beach Community Cinema |
| Proponent: | Qualicum Beach Multi-Use Cinema Society |
| Amount Requested: | \$15,000 |

Summary: The Qualicum Beach Multi-Use Cinema Society wishes to conduct a feasibility study examining the prospects, conditions, and models for a community-owned cinema in Qualicum Beach. The feasibility study will follow up on research performed by Society board members who have spoken with community cinema representatives across BC and in the UK. It will include a market assessment, a financial analysis, a comparison of available sites, and a look at operational considerations and competition.

Project Goals: To complete the feasibility study as it will be a requirement for applying for capital grants from federal and provincial government programs.

Eligibility: Community Futures Central Island is an eligible organization.
Eligible costs in the proposal include: Events; Plans and Studies.

Funding: Potential funding partnerships; Coastal Credit Union, Town of Qualicum Beach in kind donation from Town Planner and Cultural Spaces Fund.

Priority Areas: Events Plans and Studies
Arts, Culture and Media
Tourism and Recreation

Evaluation Criteria:

| | Yes | No/ NA |
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| <i>Project Viability:</i> | | |
| Clear and well-defined project | ✓ | |
| Strong potential for success | ✓ | |
| Realistic goals | ✓ | |
| Sufficient information provided | ✓ | |
| <i>Financial and Administrative Feasibility:</i> | 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 | ✓ | |
| <i>New and Unique:</i> | 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 | ✓ | |
| <i>Economic Benefit:</i> | 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 | ✓ | |
| <i>Community Support:</i> | 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'

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| Assessment | <p>Requested funds will be used to pay a portion of the cost for an independent consultant to conduct a feasibility study for a multi-use cinema in Qualicum Beach.</p> <p>Community cinemas are important cultural institutions that are growing in number and popularity across the Province. Measurable economic benefits from the cinema would include new jobs, better attraction and retention of residents and visitors, and increased evening revenue for downtown businesses. Benefits from the feasibility study directly include optimally positioning the multi-use cinema for success within the Oceanside area. A completed feasibility study is required to apply for Capital grants from Federal and Provincial government programs.</p> |
| Recommendation | Fully Fund |