

Grant sought to upgrade Cleland Theatre

(Penticton, BC – March 15, 2022) – Deterrents preventing the Cleland Theatre from reaching its full potential are set to be addressed with the implementation of two of three phases outlined in an upgrade plan approved by Penticton City Council during their March 15 meeting.

With direction drawn from recommendations provided in 2016, combined with specific feedback gathered from the recently completed Asset and Amenity Project Management Plan, Council has given staff direction to correct long-standing audio deficiencies by undertaking updates to the theatre's power distribution, circuits, network controls and speaker support assemblies. Once the first set of updates are complete, a second set will see the theatre's audio gear upgraded with new equipment that's compatible with the needs of today's event promoters, professional performers and rental clients.

To help cover costs, funding in the form of a grant will be sought via an application to the Canada Cultural Spaces Fund (CCSF) in the amount of \$410,000, or 50 per cent of the total project cost - \$820,000. To proceed immediately with phases one and two, Council approved an allocation of \$410,000 within the 2022 Capital Fund during last year's budget deliberations.

Should the City be successful in receiving the CCSF grant, work will proceed on the third phase of the project which involves the design and upgrade of the theatre's house and stage lighting equipment. If the grant is not approved, or approved in portion, the City will seek other funding opportunities.

"The steps being taking this year to address the challenges surrounding the Cleland Theatre will provide a much needed revitalization to this important and popular arts and entertainment facility," said Penticton Mayor, John Vassilaki. "Council is hopeful the Canada Cultural Spaces Fund will see the value in the changes that are planned and support the City with its funding request."

-30-

Contacts:

Kelsey Johnson
Manager of Recreation, Arts & Culture
City of Penticton
250-490-2441

Philip Cooper
Communication Manager
City of Penticton
250-490-2583