

August 13, 2010

TO: *Alayne*  
Executive Committee Members - B. Anderson, B. Henderson, D. Loken,  
T. Caterina

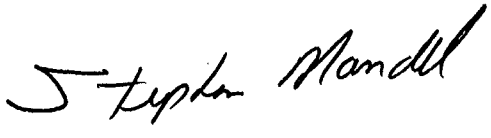
FROM: Stephen Mandel  
Mayor

SUBJECT: *Centre for Arts & Music*

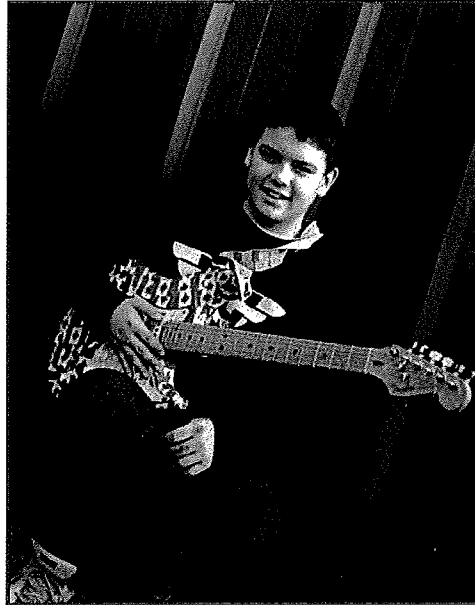
UCCAM1005 18 OCT 11

Please find attached a proposal from The Centre for Arts & Music to support this program for inner City children.

I am going to ask at Executive Committee tomorrow that this be considered.



Stephen Mandel  
Mayor



The Rock and Roll Society of Edmonton

## **Centre for Arts & Music**

The City of Edmonton

CAM Overview & Request for Funding

September 2011

### **AGENDA**

- CAM Overview
- Funding Requirements
- Program Curriculum & Measures for Success
- Testimonials
- Sample of Student's Work
- Appendix:
  - Structure & Governance
  - Twelve month budget



## Centre for Arts & Music

Launched in early 2011, The Centre for Arts & Music (CAM) is a division of The Rock and Roll Society of Edmonton. Focusing on youth at risk in Edmonton, our aim is to instill confidence and provide the life skills these young people need to succeed in today's world.



*Instructor Jeff Kittlitz teaches a student in our pilot program about the finer side of keyboard layout. This young lady went on to perform live at a fundraising event and will continue in the program as a mentor.*

Studies\* confirm the importance of keeping youth constructively engaged between 3 - 7 pm, as this is when many are left alone and can be negatively influenced. In Edmonton, youth deemed 'at risk' of delinquency are priority students for the CAM program. They typically come from impoverished backgrounds, unstable homes, and are often in the care of a social services agency.

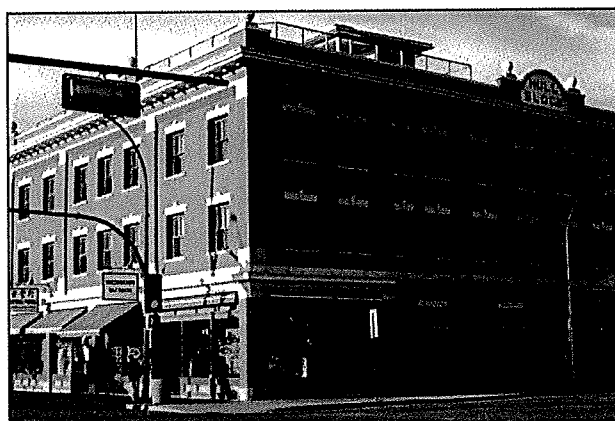
CAM provides these children with a safe environment where they can constructively spend time to learn new skills. Through the power of music, they receive instruction on how to write lyrics, compose music, play instruments, record CDs, produce video and perform live. Services are offered during critical after school hours, and includes individualized instruction to accommodate those with learning difficulties.

*\*Juvenile Offenders and Victims: 1997 Update on Violence; Family-Based Programs for Preventing and Reducing Juvenile Crime (2008)*

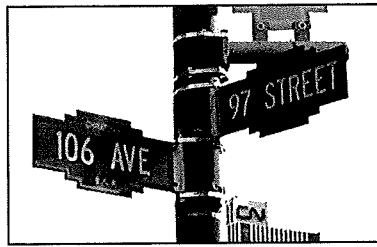
A recent pilot consisting of 22 under-privileged and at-risk youth yielded impressive results. In addition to demonstrating measurably improved behavior and focus, the children also experienced a sense of accomplishment leading to improved self-esteem and confidence; qualities that will support them into adulthood. Graduation from the 15-week pilot program was held in June, 2011, and several students have since performed live in venues and on TV.

More importantly, these children learned to express themselves constructively through music and song writing - a powerful form of therapy. In the process, CAM believes that engaging children in positive musical instruction during critical after-school hours will help reduce the likeliness of participating in criminal activity. In this sense, CAM provides a safe and encouraging environment, and fosters positive attitudes and growth to improve our city and communities.

Over 400 children are now on a waiting list and the Centre is in discussion with inner city schools and social agencies to identify those who can benefit most from CAM. To continue this much-needed program, the centre must expand and move operations to the next level.



*The Centre for Arts & Music recently secured space at a new location in Edmonton's inner city at the historic Hull Block. Work is currently underway to renovate this space into six fully functional and sound-proof recording studios.*



## Funding to Support Vision & Growth

To continue this critical community program, The Centre for Arts & Music must raise \$260K to complete renovations at the Hull Block, set-up and operate for next twelve months.

The Centre is requesting financial support from The City of Edmonton for a one-time contribution of \$165,000, or a multi-year commitment totaling \$165,000 (Year 1: \$50,000, Year 2: \$55,000, and Year 3: \$60,000).

**Total 2011/2012 projected budget: \$337,500**

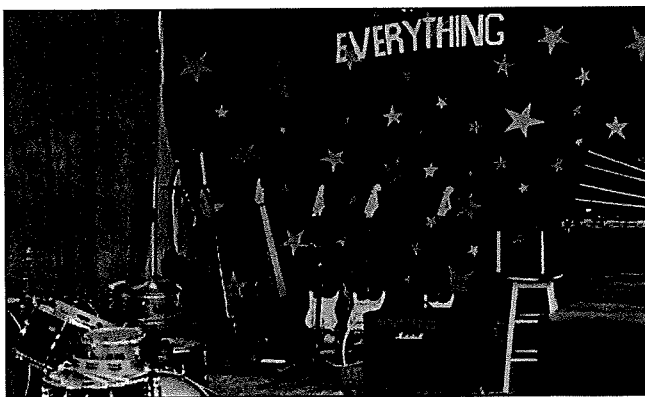
**Projected Revenue: \$77,000**

**Administrative cost allocation: eight percent**

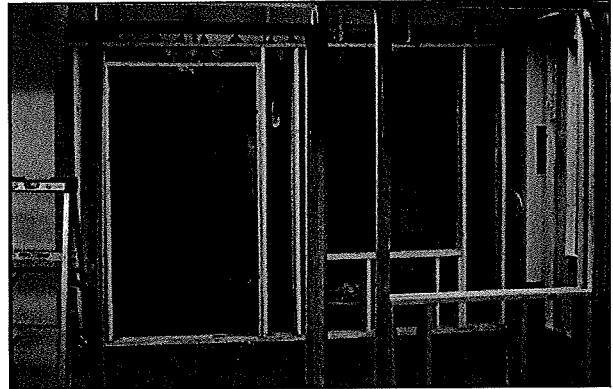
**Money raised to date: \$60,877 (funded start-up and pilot)**

### Sources of funding:

Name	Amount	In-kind
WLG Law	\$21,950.00	
Catholic Social Svces	\$10,000.00	
Mammoth Properties		\$6,000
Rodway Electric	\$2,000.00	
Numeric Holdings Inc.	\$2,000.00	
G&M Law	\$15,000.00	
Various Fundraising	\$9,927.48	
	<b>\$60,877.48</b>	



*Most musical instruments at CAM have been donated by local musicians and citizens. Picking up donations, managing inventory and completing repairs /maintenance is performed largely by dedicated volunteers.*



*Work is currently underway to renovate the Centre's new space into six fully functional and sound-proof recording studios. Each student will produce a CD recording of the song they wrote and composed music to.*

12 Month Forecast	Total
Revenue (students)	\$77,000.00
Musical Instruction Salary Expense	\$192,000.00
Music Book Expense	\$4,000.00
CD/Photos Production Expense	\$2,400.00
Promotion/Advertising Expense	\$1,800.00
Management/Admin Staff Expense	\$20,000.00
Rent Expense	\$24,000.00
Insurance	\$2,500.00
Utility/Internet Expense	\$6,000.00
Instrument Maintenance Expense	\$2,000.00
Office Supplies/Stationary Expense	\$600.00
Janitorial Expense	\$7,200.00
Capital Build Expense	\$35,000.00
Equipment for Start-up Expense	\$40,000.00
<b>Total Expense</b>	<b>\$337,500.00</b>
Less Projected Revenue	-\$260,500.00

*All funds are utilized exclusively to develop and initiate the Centre for Arts & Music. All financial statements are available for viewing and are audited by Pennock, Acheson, Nielson, Devany.*



## Centre for Arts & Music Curriculum

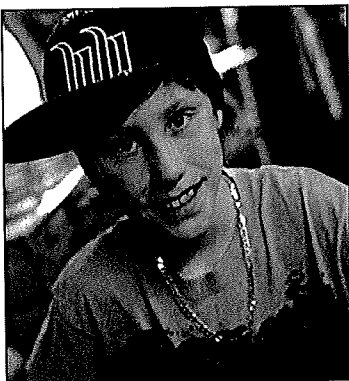
Over 400 children kids are now on a waiting list and the Centre is in negotiations with St. Alphonse School, Catholic Social Services and Yellowhead Correctional Centre to identify 220 youth who could benefit most from the CAM program in the upcoming 2011/2012 school year.

Building on the success of our pilot project, instructors have modeled the curriculum using the same approach. This consists of an individual assessment to determine skill level and areas of interest, and then embarking on the music and song writing process prior to being prepared for the studio.

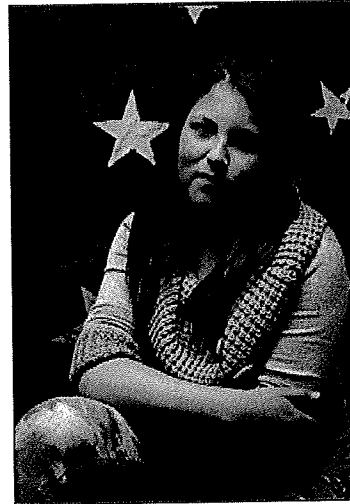
As was the case during the pilot, CAM will continue to recruit professionals such as experienced educators involved with youth at risk, child youth workers, and accredited musicians with teaching backgrounds.

### St. Alphonse (Inner City School)

This consist of a 10-week course where instructors will come on location between the hours of 3:30 – 7:30 pm for two days each week to provide students with a three hour session. Each cycle will support 20 students, who upon assessment will be grouped into teams of five. Following the song writing and musical instruction portion of the course, students will have two three-hour field trips to CAM where they will complete the recording and video production portion of the program.



*The majority of children participating in the CAM program are encouraged to form small bands (a la Camp Rock Star style). In the process, they acquire self-esteem, confidence along with respect for themselves and others.*



*As part of the CAM program, all participants start by learning to write, perform and record simple exercise songs. As their skills progress, so too does the complexity of the music they work with. In addition to spending time with our full time staff, all students also have the opportunity to spend time with special guests and mentors. Performances in front of each other, parents and friends help to build their confidence along with professional photos and videos CAM produces.*

### Yellowhead Correctional School

This program focuses exclusively on one-on-one time with five students per ten-week cycle. CAM instructors visit the school twice each week to provide individualized mentoring. Students will also receive three 4-hour field trips sessions to CAM accompanied by a guardian.

As is the case with all programs, students are assessed and then guided through the processes of writing their own song and music in line with their ability and interest. They are prepared to spend time in the studio prior to recording their music and video performances. Students also get the opportunity to earn credits, perform live and work with experienced musicians and mentors. Work is currently underway to sound proof rooms at Yellowhead and provide needed equipment.

### Catholic Social Services

Approximately 30 children will go through the program for each 10-week cycle. Students will be taught exclusively at CAM following the same basic curriculum outlined for the other programs. All students are accompanied by their case worker or guardian.



## Measures of Success

The CAM project launched and completed a 15-week pilot project with the support of Catholic Social Services (CSS) in April 2011. The project included 22 children ranging from the age of 10 to 17.

These children selected an instrument to learn, wrote a song, recorded their song and assisted in the engineering and production of their music. Some formed bands to work together on their songs.

Collectively the group produced a compilation CD featuring all their songs entitled "Give Us A Chance." The group performed live at several functions including the 50<sup>th</sup> anniversary celebration of Catholic Social Services, opening ceremonies of the South Common Farmers Market and at a graduation ceremony held in their honour. Some also appeared on local television and continue to captivate audiences when they perform.

The success of this pilot project exceeded expectations of all involved. A sample of the CD recording can be heard by visiting our website at [www.edrocks.ca](http://www.edrocks.ca)



*Each student goes through an individual assessment to help determine their skill level and area of interest. At the conclusion of the program, all students will go through an evaluation individually, with their parent or guardian and school teachers to formally measure areas of improvement.*



*Learning to write their own song and compose music to it, helped all members of 'The DC Homies' to feel proud of their accomplishments and all showed measureable improvement in their behavior and ability to focus.*

The pilot project was deemed a success. The best measureable indicator was the change in behaviour in those children involved in the pilot project.

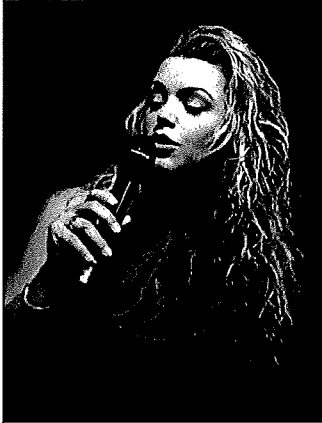
Social workers, care givers and guardians all recognized a marked improvement in the behaviour and attitudes of these children during and after the program. The students often asked to borrow instruments so they could practice on their own. They showed initiative in learning and the desire to learn new skills.

These positive behaviours developed as a result of pride in their new accomplishments. The caregivers advised that these improved behaviours also carried into their home environment, and that additional practice at home occupied time that previously was unproductive and even challenging at times.

In addition to this improved behaviour, we were also able to measure improvement in the children's ability to play a musical instrument. Most had no previous experience or formal instruction. At the conclusion of CAM, all of the students significantly improved their skills.



## Testimonials



Having a program like CAM is invaluable as it provides a safe and encouraging environment along with opportunities for social and emotional development. There are no bad kids, just bad choices and The Centre for Arts & Music is providing the chance for kids to make the right choices. I am very proud and honoured to be involved."

*Paula Perro: vocalist, songwriter & performer*

Feeling the excitement of these young budding musicians is infectious. I watched them sign out instruments saw how proud and eager they were to practice their individual parts before their next session. The students are totally engaged in learning, in the process of making music, and in the process of creating their dream. And all of these kids are disenfranchised, underprivileged, and couldn't otherwise afford to take music lessons. CAM is giving them hope and opportunities.

*Brian Gizzie: teacher, ISS Yellowhead School, Edmonton Public Schools*

***"Our current focus is on offering the program to youths in group care. Now, many in my staff of over three hundred are asking how others they know of can become involved."***

*— Chris Simonson, Chief Operating Officer, Children, Family, and Community Service, Catholic Social Services*

***"My students won't stop talking about the program. Every time we are driving together, one boy always plays the CD recording of his music that he's so proud of."***

*— Case worker, Catholic Social Services*



*Wayne Allchin:  
Mentor &  
musician*

"Teaching at CAM is a humbling experience in a room of kids who just want to learn -kids who are so very grateful to be there. When I was a kid, I often did everything I could to get out of music lessons. I did not expect to see the drive and determination I saw. Bottom line is that these kids WANT to learn. They WANT to be there and they WANT to succeed. I enjoyed showing them how music works and watching the music work its magic on these kids. This NEEDS to continue. "



*"I really like the teachers, they see I can succeed in areas I didn't think I could... They support and encourage me."*

*"I feel like my goals are coming true!"*

*"I think this is awesome. No, literally, awesome with a capital WOW!... And a Capital A."*



### **If You Give Me A Chance**

He was a young boy in an apartment downtown  
His mother too sick to make him a home  
His father couldn't keep up  
So many bills he almost drowned  
Tired of doing this all alone

If you give me a chance  
I promise I will never let you down  
If you give me a chance  
I'll be the lost one who now is found  
If you turn your back on me  
I might not make the rest of this dance  
Give me THE chance

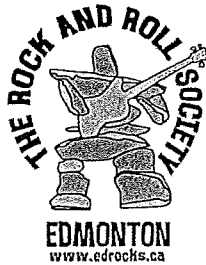
So many bruises on his heart makes him cry  
But his mother can still dry the tears  
A little bit of music can make him want to try  
Each note can take away fear

If you give me a chance  
I promise I will never let you down  
If you give me a chance  
I'll be the lost one who now is found  
If you turn your back on me  
I might not make the rest of this dance  
Give me THE chance



## Appendix





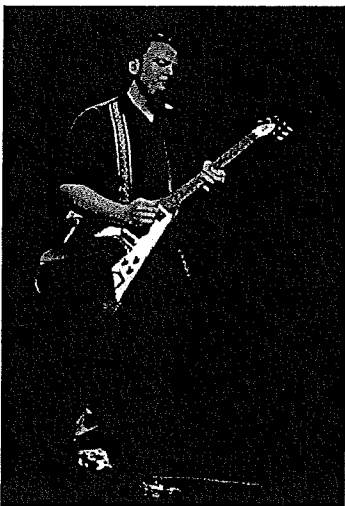
## The Rock and Roll Society of Edmonton

The Rock and Roll Society of Edmonton is a circle of passionate music lovers dedicated to the preservation and promotion of the music that we grew up with and the music we love today.

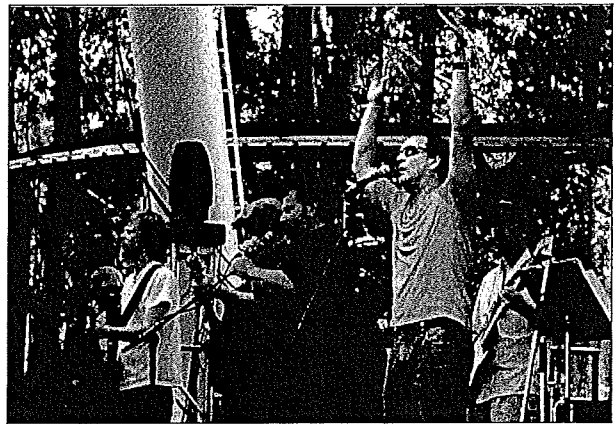
We carry out this mission by organizing social activities for members and their families to enjoy in a safe environment, and by honoring and supporting musicians who pursue their craft and passion.

As a key contributor to Edmonton's art & culture landscape, the Society strives for quality in all its events with a focus on detail. This approach is gaining a strong following across generations from baby boomers who grew up listening to rock music, to younger generations who are discovering the great rock classics and building appreciation for the music.

We are a non-profit organization governed by a Board of Directors (see appendix). Our motivation is to keep the spirit of rock music alive, and to pass the torch to future generations so they too can experience the power and potential of music to change the world.



*Canadian great David Gogo was on hand for the official launch of The Rock and Roll Society of Edmonton on March 20, 2010, at Fort Edmonton Park Blatchford Hanger. Also performing were local artists, The Flying Saucers and The Carson Cole Band. In Spring 2011, another Canadian icon, Streetheart, performed to a sold-out crowd further validating support for the Society.*



*Local musicians, The Big Rubber Band, entertain the crowd at the first annual Rock Fest Music Festival held August 12-13, 2011, at Hawrelak Park Amphitheatre. The two-day event paid tribute to rock music with twelve bands including Big Brother & The Holding Co., Canned Heat, Jefferson Starship, Country Joe McDonald, Jerry Doucette, Nick Gilder, Sweet along with seven great local acts.*



*When they played at our November 2010 event, DRT's combined age was 38. What these kids lack in years, they make up for in enthusiasm and talent. An inspiration to rock music fans young and old and reflection of the popularity of the genre among younger generations.*

## The Rock and Roll Society of Edmonton Board of Directors - *continued*

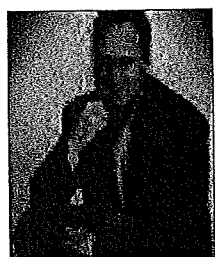


### **Witold L. Gutter - Director**

A founding member of the Society, Witold practiced law with his own firm until 1990 when his career shifted to the oil patch with NQL Energy Services. During his tenure, he held the positions of Vice-President, Corporate Secretary and Corporate Counsel and enjoyed learning about the 28 countries NQL operated from. In 2004, Witold returned to private practice where he remains today. He is corporate counsel for Edmonton Catholic Charities, Edmonton Catholic Social Services and Edmonton Sign of Hope Society - a role he's filled since 1988. Witold has coached baseball, hockey and football and became more involved with music after being inspired by his friend Graham Calder. Witold believes that music should be part of everyone's life and can be a useful tool when working with persons in need.

### **Doug McRae - Director**

Doug McRae was instrumental in establishing The Rock and Roll Society of Edmonton following a series of benefits for the late Graham Calder. Hailing from the from K.D. Lang and Nickleback flatland country, Doug is a native Albertan and has been part of the local music community for the past 35 years. In addition to being a well-established musician, Doug is also highly regarded among his peers and best known in recent years as the front man in 'The Flying Saucers.' Doug is inspired by the time he spends with The Rock and Roll Society and says it's a great way to get people out and more involved in making things happen in the community.



### **Corey Christenson - Director**

As an experienced real estate professional, Corey Christenson knows the value of building relationships. He prides himself in continuing to learn and expand his knowledge, and firmly believes that this is the key to delivering value and exceptional client experiences. A dedicated volunteer, Corey has served four years as vice-president and president of the Greenfield Community League and sits on the Greenfield school playground committee. He is involved in numerous fundraising activities and supports a variety of charitable organizations. Corey believes that music is a universal and powerful tool in helping people grow, heal and move forward in their lives. In addition to spending time with his children, Corey enjoys skiing, camping and boating.

## Centre For Arts & Music Steering Committee



### Chris Simonson – CEO, Children, Family and Community Services - Catholic Social Services

Chris Simonson brings more than a decade of varied human service experience to his role as CEO within Catholic Social Service's Children, Family and Community Service. Catholic Social Services is currently celebrating fifty years of serving and employing people of all faiths and cultures, and as part of one of the largest multi-function social service agencies in North America Chris finds no shortage of opportunities to make an impact. The pilot of the Artist Development Program is a perfect example, combining Chris's passion for collaborative efforts and innovative programming with his firm belief that art and music can have a profound transformative effect on the lives of the marginalized.

### Dr. Debbie Sonogo – Chartered Psychologist

Dr. Debbie Sonogo is a chartered psychologist with over 25 years of experience in the field. With a particular interest in addictions, family violence, professional development and community enhancement. Dr. Sonogo's focus on resiliency and self-improvement strikes a chord with those accessing services and has resulted in many people seeking out her services.



### Carson Cole - Executive Director, Centre for Art & Music

Carson Cole has been in the music industry for 30 years since releasing his first album at the age of 15. In addition to operating a successful production company and studio (Brown Sound Music and The Coupe), Carson has also worked as an agent and independent label. Instrumental in launching the careers of musicians such as Wide Mouth Mason, McQuaig, and Danni Tibbo, he's also worked and toured with the likes of Colin James, Trooper, LoverBoy, Brian Adams, and Terry Clark. An accomplished songwriter and performer, Carson has released fourteen CDs to date and toured across Canada 26 times. His current passion is developing, supporting and producing the next generation of musicians.

### Terry Evans – Radio Personality

Terry Evans is the host of the Terry, Bill and Steve Show on K-97 Radio and has been heavily involved in the community and local music scene since moving to Edmonton in 1986.



### Damien Kutinsky - Legal Assistant

A legal assistant and student at Grant MacEwan University, Damien Kutinsky plans to enter law school upon completing his bachelor's degree. Having been raised by ardent rock and roll fans, he's always had a keen ear for the guitar and is a member of Edmonton's Rock and Roll Society. Damien appreciates the opportunity to be a part of the CAM and is inspired to give back to the community by helping children from less privileged means grow through the power of music.

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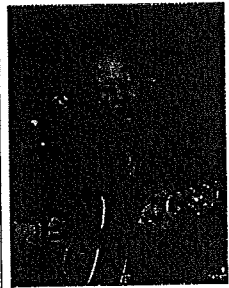
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## The Centre for Arts & Music Steering Committee - *continued*



### **Bruce Larsen – President Crane Safety Inc. & Musician**

As owner and founder of a leading safety business, Bruce Larsen has been a professional instructor and a partner in helping hundreds of businesses achieve their goals for 25 years. Bruce also owns a sound equipment rental company and is an accomplished musician who has played in several local bands. As a life long fan of live music, Bruce is honored to support The Centre for Arts & Music and the work being done to provide Edmonton's youth at risk with a safe and positive environment where they can express themselves and grow through music.

### **Jeff Kittlitz – Recording Studio Owner & CAM Officer**

With incredible inspiration from his late father, Darrel Kittlitz, Jeff started playing guitar at 11-years old performing his first show at twelve. He and brother, Ryan, performed at many school and talent shows and organized their own events. Jeff experienced a challenging period in his life involving drugs and disenchantment with society. An ad for a guitar player changed his life and Jeff spent the next ten years thriving with music and playing with the likes of Lynard Skynard, Steppenwolf, and Darkest Hour to name a few. His current project, This Is War, keeps him busy along with his work at CAM. Giving kids the opportunity to experience and create music in a safe and positive environment and improve their lives resonates deeply with Jeff who continues to work very hard and follows his passion each day.



**Note:** Witold Gutter, Director, The Rock and Roll Society of Edmonton, also sits on the Steering Committee for The Centre for Arts & Music.

## Centre For Arts & Music Instructors

Both Carson Cole and Jeff Kittlitz are dedicated to daily operations at The Centre for Arts & Music in addition to holding positions on the steering committee. Joining them on the team is Ryan Kittlitz, Jeff's brother and co-founder of Rockhouse Recording Studio. This team is supported by large and dedicated team of volunteers experienced educators involved with youth at risk, child youth workers, and accredited musicians with teaching backgrounds.



### **Ryan 'Junior' Kittlitz – Recording Studio Owner & CAM Officer**

Co-owner of Edmonton's Rockhouse Recording Studio, Ryan 'Junior' Kittlitz began his musical career when playing his first show at 10-years old. At 16, he became a founding member of the popular band, Compromise, and toured extensively across Canada and the U.S. A tragic car accident cut the band short in 2002. Over the next eight years Junior toured with the likes of Savannah, Strapping Young Lad, Madball and Misery Signals. After releasing four records with Savannah, including two with legendary producer Devin Townsend, and securing a record deal with Toronto's Distort Entertainment, the band took a break to pursue other projects. Ryan says that working with kids at the Centre who don't have a lot of opportunities is a life-altering, and often a very entertaining experience.

# 12 Month Operating Budget

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total
Revenue (students)	\$7,700.00	\$7,700.00	\$3,850.00	\$7,700.00	\$7,700.00	\$3,850.00	\$7,700.00	\$7,700.00	\$3,850.00	\$7,700.00	\$7,700.00	\$3,850.00	\$77,000.00
Musical Instruction Salary Expense	\$16,000.00	\$16,000.00	\$16,000.00	\$16,000.00	\$16,000.00	\$16,000.00	\$16,000.00	\$16,000.00	\$16,000.00	\$16,000.00	\$16,000.00	\$16,000.00	\$192,000.00
Music Book Expense	\$400.00	\$400.00	\$200.00	\$400.00	\$400.00	\$200.00	\$400.00	\$400.00	\$200.00	\$400.00	\$400.00	\$200.00	\$4,000.00
CD/Photos Production Expense	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$2,400.00
Promotion/Advertising Expense	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$1,800.00
Management/Admin Staff Expense	\$2,000.00	\$2,000.00	\$1,000.00	\$2,000.00	\$2,000.00	\$1,000.00	\$2,000.00	\$2,000.00	\$1,000.00	\$2,000.00	\$2,000.00	\$1,000.00	\$20,000.00
Rent Expense	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$24,000.00
Insurance	\$208.00	\$208.00	\$209.00	\$208.00	\$208.00	\$209.00	\$208.00	\$208.00	\$209.00	\$208.00	\$208.00	\$209.00	\$2,500.00
Utility/Internet Expense	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00
Instrument Maintenance Expense	\$200.00	\$200.00	\$100.00	\$200.00	\$200.00	\$100.00	\$200.00	\$200.00	\$100.00	\$200.00	\$200.00	\$100.00	\$2,000.00
Office Supplies/Stationary Expense	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$600.00
Janitorial Expense	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$7,200.00
<b>Total Expense</b>	<b>\$22,308.00</b>	<b>\$22,308.00</b>	<b>\$21,009.00</b>	<b>\$22,308.00</b>	<b>\$22,308.00</b>	<b>\$21,009.00</b>	<b>\$22,308.00</b>	<b>\$22,308.00</b>	<b>\$21,009.00</b>	<b>\$22,308.00</b>	<b>\$22,308.00</b>	<b>\$21,009.00</b>	<b>\$262,500.00</b>
<b>Net Revenue from Operations</b>	<b>-\$14,608.00</b>	<b>-\$14,608.00</b>	<b>-\$17,159.00</b>	<b>-\$14,608.00</b>	<b>-\$14,608.00</b>	<b>-\$17,159.00</b>	<b>-\$14,608.00</b>	<b>-\$14,608.00</b>	<b>-\$17,159.00</b>	<b>-\$14,608.00</b>	<b>-\$14,608.00</b>	<b>-\$17,159.00</b>	<b>-\$185,500.00</b>