

B.C. tourism grant helps Sooke Fine Arts Show

Grant will attract audiences from across B.C. and Washington

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The Sooke Fine Arts Society will use a tourism grant to increase its exposure to a wider audience across B.C. and the northwestern U.S. (Sooke News Mirror file photo)

The Sooke Fine Arts Show is getting a boost from the province, which could attract many more people to the region.

The Sooke Fine Arts Society has been successful in its application for a Destination B.C. Tourism and Events program grant, that will supplement its advertising budget

and extend promotion to a wider audience this summer.

“Funding made available by the Destination B.C. grant has provided the means for a more robust Sooke Fine Arts Show media plan, to attract audiences from all of B.C. and northwestern U.S.A.,” said Christa Brenan, executive director of the Sooke Fine Arts Society.

“The amount of funding is generous and will allow for television and radio exposure, as well as promotion on B.C. Ferries, the Vancouver Sun, and on large digital signage boards, to a level that would not otherwise be available to us as a non-profit organization.”

Last year, more than 8,500 people attended the art show. The added exposure is expected to increase numbers of patrons attending this year.

“The Sooke Fine Arts Show is only one part of it. This is a grant specifically designed to help the local economy through tourism, arts and culture and we are extremely grateful for having been successful in our bid,” Brennan said.

The Sooke Fine Art Show is July 27 to Aug. 6 at SEAPARC.