

COFFEE C'ART SOCIAL ENTERPRISE



Arts Council of New Westminster Coffee C'art: Social Enterprise

Building a strong art community, while providing training and sustainable employment for people who face barriers to employment.

Idea:

The concept of the Coffee C'art project is to build and operate a mobile espresso cart, which will be designed by the local community and local artists, and will bring members of the community together to connect with the arts through a mobile cafe venue. This initiative is spearheaded by the Arts Council of New Westminster and aims to provide work to unemployed or underemployed citizens who face barriers to employment. This is entirely a not-for-profit initiative meant to roam through Queen's park and the city of New Westminster at different times of the day during the summer months (and will be active at a fixed community venue during the winter months). The cart will act as a "vehicle" for artists and art events in New Westminster.

Goals:

- To have a venue for the local community to connect with the arts through a local coffee cart
- To enhance the Art Council's presence in the city and act as a "vehicle" for featuring artists and art events in New Westminster
- To provide jobs for unemployed or underemployed residents of New Westminster community facing barriers to employment
- Social Enterprise acting as a Fundraiser for the New Westminster Art Council

Project:

Initially, this pop-up coffee cart will move to different areas of Queen's park and different locations throughout New Westminster. The idea is to develop a customer's following and to increase the presence of art and artists in the community (and Art Council of New Westminster). The coffee cart will provide information about the Art Council's and other arts activities in New Westminster, will be designed by the community in collaboration with artists. The coffee cart could also add a give shop component featuring New Westminster's artist's books, art and crafts.

For the duration of the initial phase of the project, the New Westminster Art Council, through the help of funding through the Ministry of Social Development and Poverty Reduction, will provide up to three (3) eligible participants with up to 52 weeks of work experience and skill enhancement in the areas of Food and Drink Industry, as well as with Art and community development. The project will aim at developing a sustainability (and business) plan which employs workers who face challenges to employment year-round.

Expected results:

By the end of 2019, the New Westminster Art Council will have provided three (3) eligible Clients with up to 52 weeks each of work experience in the areas of Food and Drink Industry, as well as with Art and community development. In addition, the New Westminster Art Council, with the assistance of the project participants, will have created a fundraising initiative through the development of a social enterprise. They will have set up permits, developed processes, and build connections with vendors. They will have contributed to developing a community and promoting the arts in New Westminster.

Fundraising:

Coffee cart and equipment: coffee cart (according to health authority requirements)
commercial cappuccino machine, coffee grinders, coffee containers, utensils, etc.

Inventory Coffee beans, tea, sugar, different milks, other beverages.

Biodegradable coffee cups and utensils, napkins, etc.

Sandwich boards (6-8) and key chain

Contact:

Louise Cournoyer

lmcournoyer14@gmail.com