

KEEPING THE MAGIC ALIVE



THE WESTDALE
COMMUNITY MAGIC

We Built Magic

The Westdale Theatre has come a long way since June 1, 2017. That's the date the Westdale Cinema Group, with the help of innumerable civic-minded volunteers and donors, took possession of the sadly neglected landmark in the heart of Westdale Village. The Building Magic Capital Campaign was supported by granting agencies, the City of Hamilton, the Province of Ontario, and over 500 people like you who donated funds or participated as volunteers in the renovation process. The community came together to bring the newly declared Heritage building back to its original Art Deco splendour.



Restoration created not only a top cinema screening experience but a state-of-the-art performance space for music, talks, performances and public events. On February 14, 2019, less than two years after the purchase of the property, The Westdale celebrated its Opening Night with an elegant red-carpet film premier and once again became the heart of Westdale Village.

Now it is time for The Westdale to move forward with more programs to support arts in Hamilton.

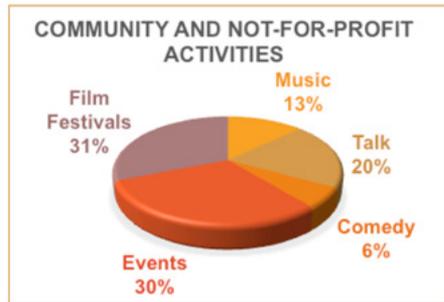
KEEPING THE MAGIC

The Westdale is a not-for-profit corporation with a deep commitment to its community. Eighty per cent of our revenue comes from conventional ticket receipts, rentals, and other commercial activity. But to fulfil our purpose as a vibrant community arts venue, we need your support.

Community activities, which are in many ways the heart and soul of The Westdale, are challenging to both fund and program. Consistent with its charitable status, The Westdale often offers its services at less than cost to maintain affordability. Relationship-building with like-minded organizations and financial support from donors are critical.

The Westdale's key focus remains:

To form partnerships with diverse community groups to both create affordable and unique programming, and to support the work of other non-profit organizations in Hamilton.



If supported by local leaders and funders, Community Magic events will grow in 2020. The Westdale will continue to offer space to charitable and nonprofit partners at reduced rates. The public will continue to be invited to live events, and other important shared sport, news, musical, and cultural happenings. Even better, more partnerships can be created, bringing the richness of additional grassroots events, performance, and programming.



DONOR MAGIC - HOW TO HELP

With donor support, programming will go forward in three focus areas over the next year:

- **Supporting Young People in Arts and Culture**
- **Providing Canadian Content and Highlighting Local Talent**
- **Facilitating Affordable Access to High Quality Arts and Cultural Performances**

The expansion of arts in the community cannot happen without continued assistance from donors and sponsors like you. The powerful impact of generous local support has been proven over the past two and a half years, taking The Westdale from near ruin to a cultural treasure. Now the pride of Westdale Village is ready to move forward, offering high quality, affordable, and appealing arts programming to everyone in the region.

Business Leaders Investing in Magic

If you have a business, please consider sponsoring:

- **Westdale Theatre as a whole**
- **A new or existing talk series, festival or partnership**
- **A one-off performance of your choice**
- **Cinematic programming such as Family Films or Seasonal Themes**
- **The Naming Rights for the Art Lounge are currently available. Would you consider a sponsorship with naming rights? What about a year of Art Lounge programming?**



You can also help by contacting The Westdale the next time you need a large space for presentations, training, or a celebration. And, of course, advertising at The Westdale is a great way to reach a variety of local consumers!

Individuals & Families Making Magic

As an individual or family, you can have a huge impact on arts and programming in your community with a charitable donation to The Westdale. You are welcome to support the theatre in general, a specific project, or a programming area of your choice. Here are some other ideas:

- The Art Lounge is currently unnamed. Would you like to honour a friend or family member by naming this space?
- The Westdale offers gift certificates or Memberships for your own giving list.

Sponsorship has many benefits, please contact a Staff or Board Member for more information



Give the gift of The Westdale to Low Income Teens

Help Teens and Youth in your community have a Westdale cinema experience this holiday season. In partnership with numerous Hamilton human service organizations, The Westdale will distribute a Westdale Holiday Gift package to pre-teens and youth at gift giving, Christmas and Santa events. Teen packages will include two film tickets, popcorns and drinks, as well as bus tickets. Additional gift items distributed through cooperation with Westdale businesses will be offered as teens visit the Village. Donors may sponsor a teen gift for \$35.

More about Community Magic

Before The Westdale was conceived, the City of Hamilton identified a need for more intimate community performance arts spaces in the region. This fit neatly with our vision:

The Westdale will be a community-based cinematic and cultural hub for Westdale Village, the City of Hamilton, and surrounding region.

The venue is now very much in the process of fulfilling that vision, allowing community-based and commercial organizations the opportunity to present programs, films, and other events. The Westdale is proudly presenting and hosting a wide variety of activities every day of the year and drawing new audiences to the area who might not otherwise visit. The benefits for local businesses have been clear and the expanded customer base has been welcomed enthusiastically by the shops and restaurants in Westdale Village



“My designer consignment shop is just down the street and I love it when customers drop in from The Westdale. I am offering The Westdale Members a special discount!”

Lora, from “Lora’s Walk-In Closet”

Magical Happenings

Since the opening of The Westdale in February 2019 we have fulfilled our promise to the community by showcasing:

MUSIC

Performances covering a range of genres including:

- *Lunch at Allen’s*
- *Pavlo*
- *The HPO Brass Ensemble*
- *Quattro Gelato*
- *Diana Patton*
- and over 25 other live music events

TALK

- A partnership with HOT DOC's successful *Curious Minds* series led to six-part educational series.
- *Creative Soul*, a three-part series on Song Writing with host and local resident Ian Thomas and guests Murry McLaughlin, Dan Hill and Sylvia Tyson.

COMEDY

- *The Comic Strippers*
- *Middle Raged*
- *Full English*

COMMUNITY DRIVEN FILM

Partnerships with:

- The Art Gallery of Hamilton Film Festival
- Hamilton Film Festival
- Italian Film Festival
- Hamilton Jewish Federtation Film Festival

COMMUNITY EVENTS

- Hamilton Fringe Festival
- Hamilton Conservation Foundation Fundraiser
- Friends of Auchmar; Evening with documentary film
- Canadian Warplane Heritage Museum event
- Free Live Oscar Party
- Toronto Raptor Playoffs
- Cootes Paradise Elementary School Grade 5 graduation
- And even a wedding!



Grade 5 Graduation

"I loved it. the ceremony had more gravitas than the high school auditorium. The day felt more important and official."

Veronica, parent



ART LOUNGE

Rotating shows of local artists in the Art Lounge which include Opening Night events with the screening of an art-themed film with a speaker. Open to the artists, friends, and community members.

More About Cinema Magic...

As a unique independent cinema, The Westdale offers a wide variety of Independent, Canadian, International, Classic, and Documentary films. We keep our ticket prices affordable and carefully curate our programming. With an average of three shows a day, seniors, families, adults, and youth all have options for an engaging cinematic experience.

Since our opening night an astounding 1,700 people have demonstrated their commitment to The Westdale by becoming Members, which gives them access to lower pricing and regular updates on programming and special offers.



Magical Film Highlights

AWARD WINNING FILMS

Exclusive screenings of:

- *Roma* (Best International Film Oscar)
- *Green Book* (Best Film Oscar)
- *Shoplifters* (Cannes Palm D'or Winner)
- *Once Upon a Time in Hollywood*
- *Free Solo*
- *Pavarotti*

MUSIC FILMS

Music documentaries like *Pavarotti*, *Amazing Grace*, and *Legends of the Canyon*, where great sound and high-quality projection are critical.

TALK

Unique cinema experiences with film producers speaking at screenings of films like *Bram Stoker's Dracula*, *The Secret Garden* and *Speak Your Mind*.

CLASSICS

Mini festivals of Alfred Hitchcock and Ingmar Bergman films with a presenter and discussion afterwards and *Silent Saturday* (classic silent films accompanied by live music)

FAMILY

Free screenings of classics like *The Wizard of Oz* and the Family-focused *Saturday Morning All-You-Can-Eat Cereal For Cartoon Party*.

Questions ?

For more information on movie schedules or upcoming events please ask a staff member or go to www.TheWestdale.ca

For more information on supporting programs at the Westdale please contact:

Board Chair, Fred Fuchs:
fred@thewestdale.ca

Lisa Mulholland, CFRE, Development:
lisa@thewestdale.ca
Tel: (905) 407-4742



Dundas raised filmmaker Cyrus Baetz will show his second feature film, *Speak Your Mind* at The Westdale as part of the Hamilton Film Festival in November. “The Westdale was extremely formative in my love for cinema, the theatre had a vintage movie palace feel, and the programming was stellar ... there was always something interesting to see growing up.”

THE WESTDALE BOARD OF DIRECTORS



FRED FUCHS
CHAIRPERSON

Fred is an independent film & television producer focusing on the development, financing, and production of films and television series for international audiences. He spent 20 years living and working in California, 10 years as the President of American Zoetrope Studios and was Executive Producer of 17 feature films including The Godfather Part III, Bram Stoker's Dracula, The Secret Garden, Don Juan De Marco, and, The Virgin Suicides. He was the Executive Director of Arts and Entertainment at the CBC in Toronto where he was responsible for developing, commissioning and supervising production of major television series. Now a resident of Hamilton current feature projects includes: LITTLE ITALY, MONKEY BEACH, THE VIRTUOSO, and MILTON'S SECRET.



RUTH LIEBERSBACH FCMA
TREASURER

Ruth is currently the Chief Financial Officer for McMaster Innovation Park where she draws on her experiences as Past Chair of the Hamilton Chamber of Commerce and as past CFO of various highly entrepreneurial companies to ensure that MIP has the resources to meet its mandates.



CHRIS FIRTH-EAGLAND HON. B.SC. B.ED
BOARD MEMBER

Chris is a retired project manager and public servant who's focus has been in the design and development of public projects and the delivery of essential municipal services. With a career that spans private and public sector engagements, Chris has successfully managed annual budgets upwards of \$50 million and multi-disciplinary workforce's of 500 employees.

Chris has led teams through the design, funding and implementation of defining projects for Hamilton, including brownfield restorations, waterfront developments, community parks, heritage building restorations and environmental remediation. Chris served on the board of directors for the Hamilton Conservation Authority with 8 years as the Chairman and returned to serve for 5 years as CAO.



ROBERT (BOB) CROCKFORD
BOARD MEMBER

In 1978, Robert (Bob) Crockford became President of The Valley City Manufacturing Company Limited, a market leader in architectural and laboratory furniture. In 2004, Bob became Chairman, and continued to serve in that role until Valley City's closure in 2012.

In addition to his position at Valley City, Bob has been a founding investor and a director in such ventures as Ctelc Inc, Call-Net Inc., Fermentas

International, TeleBermuda Inc., and CDP Inc. Bob is currently chairman of Nanopay Inc., as well as president of Rojust Holdings Ltd.

Bob's extensive community activities have included serving organizations such as The Hamilton Civic Hospital Corporation Board, McMaster University Business Advisory Council, Hamilton-Wentworth District Health Council Joint Action Committee, Hamilton United Way Campaign (Chairman, 2005), Hamilton Community Foundation, Hamilton Conservation Foundation, Canadian Mental Health Association, Banyan Community Services and the Dundas Arts Community Foundation.



MARK TAMMINGA

SECRETARY

Mark is a partner in Gowling WLG's Hamilton office. He provides strategic and practical advice in the areas of real estate law and recovery services, with a focus on mortgage remedies and creditors' rights. He has pioneered the use of practice automation software tools for lawyers, having automated the firm's recovery services practice and having designed, built and implemented additional practice systems in the areas of debt collection, loan placement and civil litigation. Mark has taken on various management roles in the firm, including acting as managing partner of the Hamilton office from 2008-2012. In his current role as Leader, Innovation Initiatives, Mark is leading the firm's transformational process improvement and project management program.



BERNADETTE CURTIS

BOARD MEMBER

Bernadette's decades of work in the community has spanned multiple sectors – from private, public to non-profit. Irrespective of the sector, her focus has been on helping individuals in need find the support necessary to thrive. This included empowering Canadians affected by multiple sclerosis and the developmentally handicap. For the last 18 years, her focus has been on community outreach for the Provincial Government in the greater Hamilton area. In her capacity, she has experience working with a wide range of private and public and nonprofit organizations and individuals.



BETH MCNALLY

BOARD MEMBER

As a native of Hamilton whose parents, grandparents, and great grandparents enjoyed nights out at the Westdale, Beth McNally wants to see the Westdale continue to be a part of the lives of future generations. Beth joined the board of the Westdale Cinema Group in March 2017 as a representative of Jessett Investments, one of the founders behind the Westdale's restoration efforts. By day, Beth works in the Engineering department of McMaster University as a research engineer and operations manager in a group developing stronger, longer lasting materials for cars. After hours, Beth has enjoyed building community and supporting culture as part of The Westdale's board of directors.

MISSION

The Westdale Theatre, as Hamilton's premier, not-for-profit independent cinema and arts venue, will screen art, independent and commercial films, and provide an intimate, heritage-designated cultural space for performances and events

VISION

The Westdale Theatre will be a community-based cinematic and cultural hub for Westdale Village, the City of Hamilton and surrounding region

Contact us today to get more information or to discuss your giving options!

Fred Fuchs, The Westdale's Board Chair:
fred@thewestdale.ca

Lisa Mulholland, CFRE, Development at The Westdale:
lisa@thewestdale.ca Tel: (905) 407-4742

Leave a message and someone will get back to you
Tel:(905)-577-0074

Charitable Registration No. 731390324 RR 0001

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The Westdale 1014 King St. W. Hamilton, Ontario