

Be Part of the **MAGIC!**

The Westdale Needs Your Support



THE WESTDALE IS A CULTURAL GEM IN THE HEART OF HAMILTON



The Westdale Theatre hosts one of Hamilton's newest social enterprises. A multidisciplinary arts presentation space that focuses on cinematic, artistic, and community arts programming, the theatre itself is a heritage designated treasure in the heart of Westdale Village.

The fabled theatre has witnessed history's scenes play out since it was built in 1935 as the first cinema in Hamilton equipped to show 'talkies' – motion pictures with sound. The art deco single-screen cinema became a respite during World War II, a popular

*...a cinematic, artistic, and
community arts hub.*

place to bring a first date and fall in love, a magical escape for youngsters settling in for a Saturday double bill, and the best place in town to see the premiere of the new James Bond movies.

At the beginning of the 21st century, the theatre fell into disrepair. In 2016 the landmark theatre was destined to be sold to developers when a group of arts-and-culture-minded Hamiltonians decided to save it and build some magic. Their vision – to revitalize it into a cinematic, artistic, and community arts hub.



THE WESTDALE
COMMUNITY MAGIC



THE WESTDALE
COMMUNITY MAGIC

Their vision met with tremendous financial support and enthusiasm from the Hamilton community and the City of Hamilton; the Westdale was reborn— a stunningly refurbished state-of-the-art multidisciplinary arts presentation space that focuses on cinematic, artistic, and community arts programming. The heritage-designated cultural hub re-opened its doors on February 14, 2019, as a not-for-profit social enterprise with a vital mission. With the theatre’s history proudly on display, The Westdale was ready to welcome the future.



THE WESTDALE MISSION STATEMENT

The Westdale is a community-based cinematic, cultural, and economic hub for the City of Hamilton and surrounding regions. Under this vision, we screen art and independent film, focusing on Canadian content; engage the public through live cultural events, and utilize the arts as a vehicle for educating (learning through the arts) and connecting (through participatory activities) through community arts programming.



THE WESTDALE
COMMUNITY MAGIC



COMMUNITY MAGIC!

The Westdale is brimming with **COMMUNITY MAGIC**. In the first year of operation as a new charity, The Westdale welcomed over 50,000 people to the theatre for a cultural experience. The community watched independent movies from Canada and abroad, attended world-renowned film festivals, experienced one-of-a-kind concerts, laughed out loud at comedy shows, and listened raptly to film and literary talks. The Westdale has a whopping membership of over 1,600 people and is an economic force in Westdale Village. Highly remunerative activity at the theatre brings people to the neighbourhood to shop and dine while developing social and cultural capital for the city.



"The WESTDALE THEATRE is a vital contributor of culture and gives our community a much-needed insight and vision into the worlds struggles and triumphs through the eyes of our purist communicators, ARTISTS." – Musician Tom Wilson

The focus of The Westdale was always to evolve as a social enterprise. The model is simple: revenues from film programming and food and beverage sales help fund community, cultural, and arts programming, which are offered to community stakeholders at little to no cost. Many not-for-profit organizations in Hamilton have benefited from affordable rental access to the theatre based on this model. The Westdale is a critical part of the arts and culture infrastructure in the City of Hamilton.

The Westdale has become the place to experience all of the region's cultural riches on the big screen and the stage. There is simply no other cultural establishment like it in the city.



"You are a valuable community asset that deserves support."

– Donor



THE WESTDALE
COMMUNITY MAGIC

A PLOT TWIST

More recently, The Westdale's story features a plot twist worthy of a Hollywood Blockbuster. The COVID-19 pandemic decimated the entertainment industry and forced the cultural hub to close its doors to the public for over four months shortly after the first anniversary of the grand re-opening. The theatre was able to open when the provincial government moved to Phase III of its pandemic response; however, these conditions impose a crippling capacity cap, and subsequent closures have occurred due to government regulations. The future is uncertain, and revenues from the film programming and concessions have collapsed. The Westdale's ability to deliver its mission is compromised.



*"Coronavirus is certainly a first-anniversary storm to weather.
Looking forward to seeing you again on the other side ❤️"*

– Donor

THE SILVER LINING

The Westdale team is nothing if not resilient, creative, and hard-working. The board of directors, staff, and volunteer team refuse to allow the community magic to evaporate—the mission is too important.

Immediately following the physical theatre's closure, The Westdale pivoted to online programming to continue to execute its mission and demonstrate its commitment to the Hamilton arts and culture community. Amid the pandemic, The Westdale has rapidly re-invented its programming to embrace a mix of live and online program delivery that recognizes these new realities.

"We must support local businesses at this time.

The Westdale is one of the important venues that I have chosen to support.

I hope my contribution helps." – Donor



"Keep up the good work you are doing for our community."

– Donor

THE WESTDALE
COMMUNITY MAGIC

NEW ONLINE COMMUNITY-BASED CINEMATIC PROGRAMMING

FILM TALKS

After viewing a film at home, participants tuned into Facebook Live and YouTube to engage with filmmaking experts as they shared their insights on the film and the industry. The Favourite Film Talks series featured in-depth artist talks between Hollywood producer Fred Fuchs and industry experts, artists, and community activists.

OVER 14,500 PEOPLE WATCHED ONLINE



~Fred Fuchs

THE WESTDALE
COMMUNITY MAGIC



“Thank you so much for the Facebook live film club! Made my day.”

– Viewer





FILM CLUBS

This interactive program features weekly clubs where participants discuss a particular genre of film with local industry experts, filmmakers, and special guests on Zoom.

12 FILM CLUBS WITH OVER 240 PARTICIPANTS



“This is a thank you for sponsoring these wonderful film clubs and the classic cinema talks! It has been a shining light in an otherwise uncertain time and I am truly grateful.” – Film Club participant



SOARING SPIRITS: A COLLECTION OF INDIGENOUS SHORTS

Presented in partnership with The Hamilton Film Festival, this one-night event, hosted and curated by Cher Obediah, featured a collection of Indigenous short films.

OVER 300 PEOPLE ATTENDED



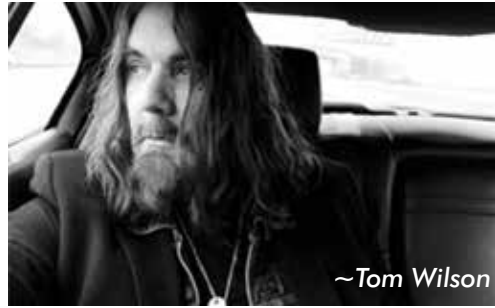
ONLINE COMMUNITY ARTISTIC PROGRAMMING

HAMILTON ORIGINALS™: Live from The Westdale



Hamilton Originals™: Live from The Westdale is the signature online programming achievement of The Westdale in response to the COVID-19 pandemic. The online music and interview program filled the void left when music venues city-wide were forced to close and later limit attendance. The program offers musicians local to the Hamilton area an opportunity to play their music in the historic venue when there is nowhere else to play and talk about their artistic practice, the music industry, and the cultural scene in Hamilton with the show's host Mike McCurlie.

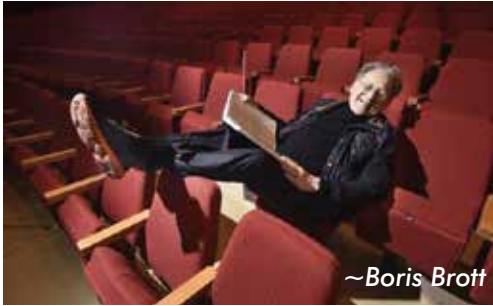
"This series of interviews highlighting Hamiltonians who have brought honour to this city is an excellent use of this space both familiarizing Hamiltonians with the venue and the personalities interviewed." – Boris Brott



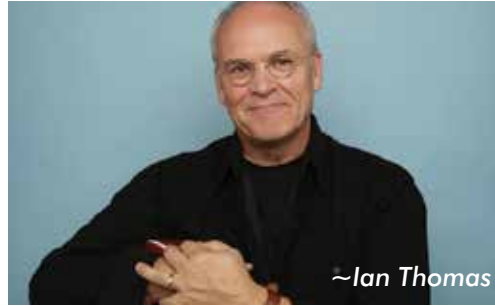
~Tom Wilson



~Steve Smith



~Boris Brott



~Ian Thomas

It is a living tribute and historical legacy to the incredible and tenacious spirit of the arts and culture creators that make Hamilton a world-class city.

**OVER 40,000 PEOPLE
HAVE WATCHED
HAMILTON ORIGINALS™
ONLINE**



~Judy Marsales

THE WESTDALE
COMMUNITY MAGIC

NEW ONLINE COMMUNITY-ARTS BASED PROGRAMMING

MY SUMMER OF 2020

In collaboration with Lyons Media Arts Centre in Mill Library, McMaster University, this digital storytelling program featured a series of instructional videos and Zoom workshops teaching participants the media arts skills to capture, record, edit, and share their experiences of the Summer of 2020.

15 PEOPLE PARTICIPATED



THE MUSIC BUCKET

With support from the Canadian Mental Health Association, Community Living Hamilton, and the Eva Rothwell Centre, The Music Bucket program engages persons with lived experience of mental health and/or addiction. Through a series of Zoom-based workshops and instructional videos, participants learn how to create instruments out of everyday objects.

50 PEOPLE PARTICIPATED

THIS IS ME

An online digital storytelling program in partnership with SACHA, for survivors of gender-based violence against women. This program is funded by the Hamilton Community Foundation and the Ontario Arts Council.

8 PEOPLE PARTICIPATED



"I was nervous and never realized how fun this would be. I so badly needed something to take my mind off the current events, the news, and Covid.

The Music Bucket is the BEST!" – Drew Cadman



THE WESTDALE

THE PLAN FOR THE FUTURE

The Westdale has prepared for whatever the next scene in its history may be and is ready to tackle the future with programming designed to engage the community online and in the theatre.

The organization is at the early stage of development in securing future investments to assist in refining and scaling the social enterprise business model, restructuring debt, and creating an actionable plan to pursue alternative financing.

The Westdale will continue to provide the community with access to a broad range of diverse cultural, artistic, and community-based programming in one of the city's oldest landmarks: a fully-restored and modernized theatre facility.

THE WESTDALE
COMMUNITY MAGIC





“We just moved to the neighbourhood and can’t wait to make your theatre a regular date night :)”

– Donor

“We had dinner next-door and saw a movie at a REAL movie theatre. It all seemed so normal and magical all at the same time. For those of you who may not have gone to the Westdale yet.... it’s a clean, beautiful theatre with appropriate social distancing and wonderful movie popcorn. I can’t express how much we enjoyed a few hours of “normal” again.”

– Patron

THE WESTDALE
COMMUNITY MAGIC



Be Part of the **MAGIC!**

The Westdale Needs Your Support

The Westdale has been working to keep its head above water amid the COVID-19 pandemic. Usually, The Westdale supports artistic and community-based programming through movie tickets and concession sales, but unfortunately, that is no longer the reality. The film industry is unstable, and new release independent films are few and far between. The revenues earmarked for growing the artistic and community-arts based programming have ceased to exist.

The Westdale is looking at all government levels and the community for financial support to continue to deliver on its mission and make sure that The Westdale is not another pandemic casualty. The survival of The Westdale is vital to the cultural fabric of the region.

*“Thank you for being a vital part
of the community.”*

– Donor

COMMUNITIES NEED THE ARTS TO BE HEALTHY AND SURVIVE.

HOW YOU CAN SUPPORT

- **CONSIDER A LEGACY DONATION.** The Westdale Art Lounge naming rights are available that provide exclusive benefits to the philanthropist or trust fund.
- **DONATE TO THE WESTDALE** and receive a charitable tax receipt. Consider making your donation last the long term by making it a monthly contribution.
- **SPONSOR THE WESTDALE.** The Westdale offers four levels of monthly sponsorship to fit your business needs and goals.
- **SPONSOR A PROGRAM AT THE WESTDALE.** All of the programming at The Westdale is available for sponsorship.
- **BECOME A MEMBER.** Membership offers discounts and front of the line access to events.
- **RENT THE WESTDALE.** The Westdale is a unique venue for your next AGM, staff, or birthday party. Inquire at theatrerentals@thewestdale.ca

Donate at www.TheWestdale.ca/Donate

Please contact Neal Miller, Director, Marketing & Development, to discuss a way for you to help The Westdale.

neal@thewestdale.ca • 905-912-0348

CHARITABLE REGISTRATION NO.
731390324 RR 0001

**HAMILTON NEEDS
THE WESTDALE,
AND THE WESTDALE
NEEDS HAMILTON.**

“We love the Westdale! Been going there since 1968. Adds so much to our communities!”

– Donor

THE WESTDALE
COMMUNITY MAGIC

Be Part of the **MAGIC!**

The Westdale Needs Your Support

1014 KING STREET WEST, HAMILTON, ON

905-577-0074 • info@thewestdale.ca • thewestdale.ca



CHARITABLE REGISTRATION NO.
731390324 RR 0001