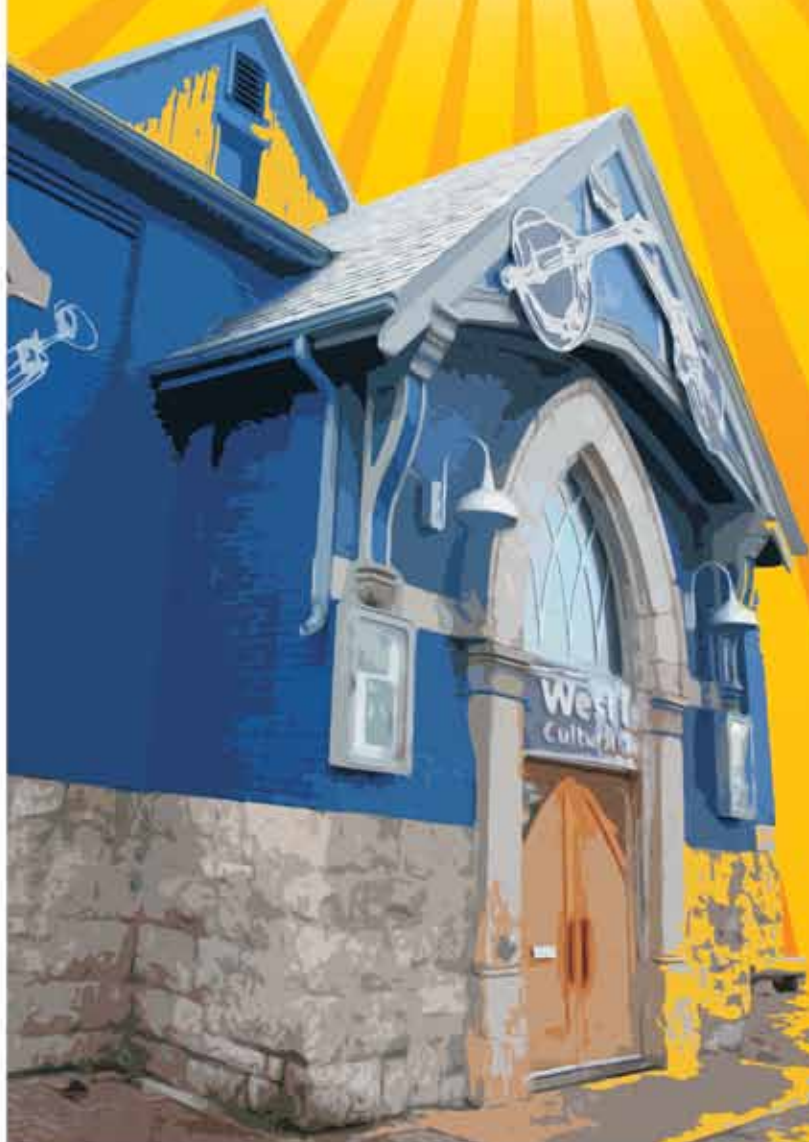


A blue, teardrop-shaped logo with a white border containing the text "WEST END CULTURAL CENTRE" in white, distressed, uppercase letters.

**WEST
END
CULTURAL
CENTRE**



Annual Report

**September 2011
to
August 2012**

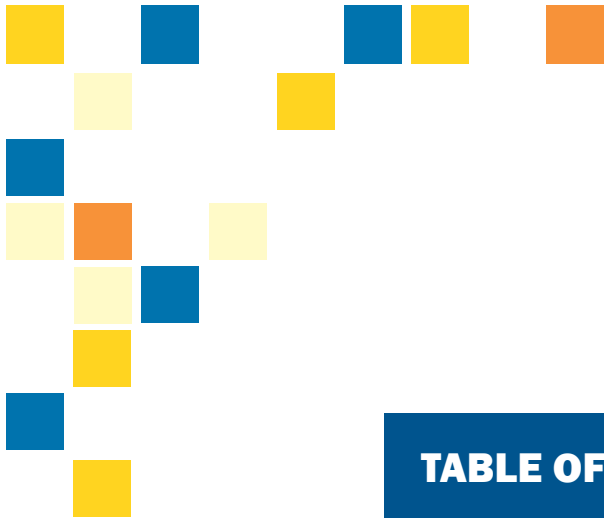
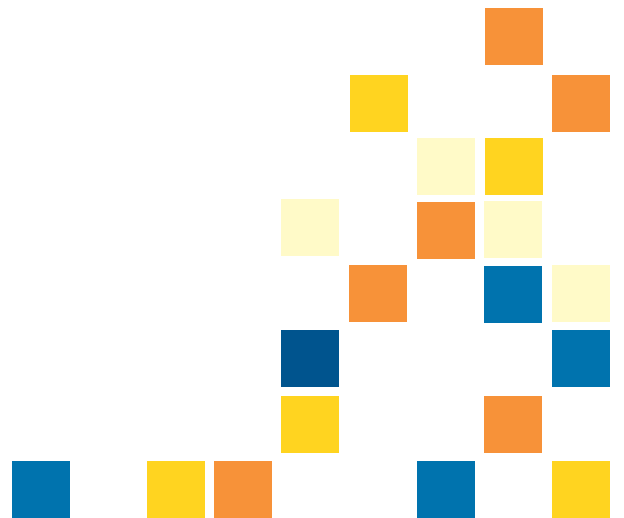


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Our Purpose

MISSION: The West End Cultural Centre is a dynamic, not-for-profit community arts organization enriching the lives of artists, audiences and the community through the sharing of music and culture.

MANDATE: To provide opportunities for citizens to be involved in the arts; to increase community access to Canadian artists and music out of the mainstream; to provide educational opportunities in the development of artistic expression.

VISION: We see the WECC as a vibrant arts organization that enriches the lives of artists, audiences and the community; responds effectively to changing environments; is strongly respected by audience members, artists, funding partners and members of the community, and is secure in its financial base.

Statement of Values

INTEGRITY - Foster, and facilitate live music and creative presentation, maintaining the highest standards of artistic integrity.

RELEVANCE - Provide an inviting, intimate environment; program interesting and vibrant music at an affordable price.

RESPONSIBILITY - Develop sustainable finances and maintain the highest levels of ethical business conduct.

DIVERSITY - Provide unique programming, including live music out of the mainstream; promote an experience that is unique, intimate, excellent, accessible and stimulating.

ACCESSIBILITY - Ensure musical experiences are available to all levels of the community; provide opportunities to participate in music education in a learning environment.

SUPPORT - Support emerging artists by offering a nurturing performance environment.

Our People

Board of Directors

<i>President</i>	Dave Plummer
<i>Vice President</i>	Krista Law
<i>Secretary</i>	John Kendle
<i>Treasurer</i>	Paul Beatty
<i>Directors</i>	Jamie Abbott Nan Colledge Joan Hay Michael Jerch Ruben Ramalheiro Lynne Skromeda Barry Spain

Staff

<i>General Manager</i>	Meg McGimpsey
<i>Artistic Director</i>	Jason Hooper
<i>Technical Director</i>	Andrew Toffen
<i>Marketing & Production Coordinator</i>	Kelly Leschasin
<i>Community Outreach & Volunteer Coordinator</i>	Jessica Dressler
<i>Administrative Assistant</i>	Kerri Woelke
<i>House Managers</i>	Graham Ududec Michelle Slota Mark Cohoe Robyn Smith
<i>House Manager Assistant</i>	Gerry Berard

MESSAGE FROM THE PRESIDENT OF THE BOARD

The recipe for keeping the West End Cultural Centre operating includes several key ingredients. It requires the dedication of full and part-time staff and volunteers who work hard to bring musical programming, community events, and artistic balance to our stage and our community. It requires an artistic vision to attract and combine emerging, local, national and international artists into a program that will spark an interest and maintain an audience. It takes money, from individual and corporate donors, and from all three levels of government, to pay for new and existing initiatives and to keep the lights on. And it takes commitment and talent from countless individuals who understand the value of this place and bring their skills forward to contribute to that value.

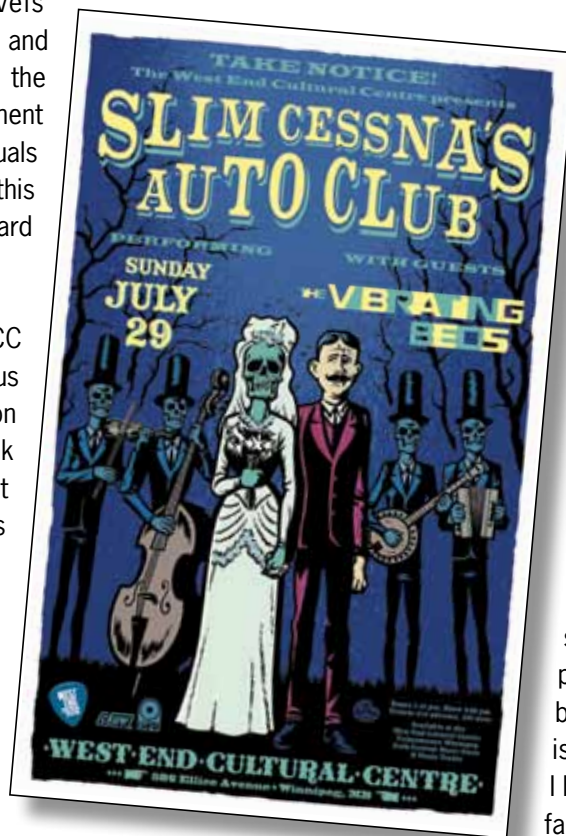
As the President of the WECC Board of Directors, it is a tremendous honour to be able to look back on the 2011-2012 year and to thank the people and organizations that have contributed to the success of this recipe.

This year, the WECC hosted some incredible shows. The Cowboy Junkies, Garnet Rogers, The Wooden Sky, Cara Luft, CR Avery, Fred Penner, Greg MacPherson, Mark Berube, Chic Gamine, Elliott Brood, and so many others. We had the second edition of Bands vs. Filmmakers. We hosted album releases and reunion shows. But you know all that.

What you may not know is that we also were recognized by the Western Canada Music Awards as the Live Music Venue of the Year – for the fifth time in the last 10 years. And we received Leadership in Energy and Environmental Design (LEED) silver designation in recognition of the environmentally-sustainable approach we took when rebuilding the Centre a few years ago.

This year also saw some significant changes in the make-

up of the WECC's staff. In the fall of 2011, Jason Hooper moved from the position of Volunteer and Community Outreach Coordinator into the role of Artistic Director. As Jason started to bring his artistic vision to life through programming, Jessica Dressler came on board to coordinate the volunteer and community outreach portfolio. Meanwhile, Kelly Leschasin expanded our marketing plan and spearheaded an audience survey to help us better understand the needs of our community.



With only four full-time staff positions, changing two in a short period can be stressful. On behalf of the board, I am particularly grateful for the calm leadership of General Manager Meg McGimpsey through this time of change.

The fall of 2012 is the twenty-fifth anniversary of the first performances at the West End Cultural Centre. Much of the planning in the past year was focused on how to celebrate this milestone. Together with members of the board and the Programming Committee, all the staff worked hard to put together a programming season that represents both the history of this place and what is to come in the next quarter century. I hope you are enjoying the season so far, and look forward to seeing you at many shows in the months to come.

To borrow a phrase from the rebuilding campaign, we believe that this season will “strike a chord” with audiences old and new.



Dave Plummer
President

A Year In Review

GENERAL MANAGER'S REPORT

The 2011-2012 Season at the West End Cultural Centre was a marked success. We welcomed back many established artists from across the musical spectrum and built relationships and audiences with several emerging artists from across Canada and around the world. Our community outreach programming offered youth in the neighbourhood an opportunity to engage in the arts as our founders intended – 'not just in some peripheral way but with their hearts and brains and guts'.

Highlights of the year include:

A reinvigorated fundraising committee held two campaigns this year, a wine raffle in the fall and a two-day auction in the spring. These initiatives increased fundraising revenues and the success of both bolstered the ambitions of the committee, which is now planning an online auction for the spring of 2013.

Early in 2012 the WECC upgraded its IT systems with the generous support of The Winnipeg Foundation. This project included a new server, new computers for full-time staff, and new software including Adobe In Design which has enabled us to once again offer programs at select concerts.

We held our final 'Melodies on Mercredi' series this year, with four concerts featuring emerging Manitoba artists in our Assiniboine Credit Union Hall. After the third year of operating this series with the support of the Manitoba Arts Council we have decided to explore other opportunities to showcase and develop the burgeoning talent of young Manitoba artists.

Our operational funding from Canadian Heritage and the Winnipeg Arts Council increased this year, while funding from Manitoba Culture, Heritage and Tourism remained stable. This funding helps to support our community outreach and concert programming, ensuring the WECC can build bridges between artists, audiences and the community. We continue to seek project funding from a variety of sources in order to develop new programming and to enhance the WECC experience for artists and the 35,000+ people who come through our doors each year.

This year's success was the result of the commitment and support of our talented team of staff. Thank you to Jason Hooper, Andrew Toffen, Kelly Leschasin, Jessica Dressler, Graham Ududec, Kerri Woelke, Michelle Slota, Mark Cohoe, Gerry Berard, and Robyn Smith. Your enthusiasm and hard work are what makes the WECC a wonderful place to work, volunteer, perform, and enjoy a show.



There is another very important group of people without whom we truly could not exist. I am speaking, of course, of our dedicated volunteers. From our board of directors whose support and good governance keep the WECC in a strong and stable position to the dedicated crews who ensure that each and every performance at the WECC runs smoothly – taking tickets, ushering, tidying up and bartending – our volunteers are a force to be reckoned with. We really can't thank them enough for everything they do - but we can certainly try. Thank you! Thank you! Thank you!

As we say goodbye to the 2011-2012 year we are also welcoming in our 25th Anniversary season. For a grassroots organization that continues to operate on a modest budget, this milestone is a wonderful opportunity to celebrate the artists and audiences, donors, staff, and volunteers who have helped to keep our doors open through good times and hardships.

We look forward to an exciting season of new faces and fan favourites and will mark this milestone with the creation of both capital savings and an endowment fund which will help ensure the long-term stability of the West End Cultural Centre for years to come.



A handwritten signature in black ink, appearing to read "Meg McGimpsey".

Meg McGimpsey
General Manager

Our Music and More

ARTISTIC DIRECTOR'S REPORT

It's been a fantastic first year for me as Artistic Director of the West End Cultural Centre. We've seen an incredibly diverse array of artists on our stage, and we continue to produce world music, folk, indie-rock, metal, punk and everything in-between ensuring that we are a cultural centre and a home for everyone with an interest in live music.

In June I attended the NXNE Music festival in Toronto. This was my first time at what has become a premiere event in the Canadian Music Industry calendar and it allowed me to meet many of the talent agents with whom I regularly do business as well as many other industry professionals. I look forward to returning next year and building on these relationships, especially with those promoters and venue programmers who face the same challenges as the WECC.

We did face some challenges this past year. We were only able to have one CBC recording following cuts to CBC funding that resulted in CBC Manitoba being forced to sell their mobile recording truck. Another challenge was the surprising layoff of every music writer at the Winnipeg Free Press and Uptown.

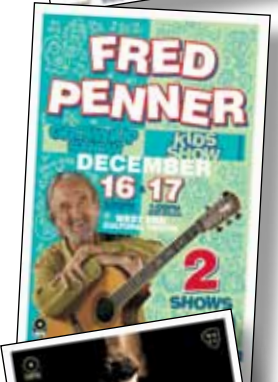
As every challenge comes with an opportunity we have begun building a relationship with the Winnipeg Free Press News Café. The Café has been featuring WECC artists on the day of the show. Artists come in, perform a couple of songs and answer a few questions. This is broadcast on the internet and promoted through the Free Press website. This new way of marketing and attracting publicity shows promise and has the added benefit of letting us see how many people watch these features.

The next year will see us continue to be the premiere home for Manitoba musicians as we look to present more local album releases. We will continue to pursue our growing relationship with the Winnipeg Folk Festival by seeking more opportunities for successful partnerships. We hope to continue to grow the relationships that we have built with Jazz Winnipeg and the Winnipeg Film Group.

Thanks to all of our volunteers and sponsors for their support this past year. Here's to another great one as we move into celebrating the WECC's 25th Anniversary season.



Jason Hooper
Artistic Director



Season Highlights

Staff Concert Picks

- Kelly:** Austra
- Graham:** The Amazing Kreskin
- Jessica:** Indian City CD Release
- Jason:** Slim Cessna's Auto Club
- Meg:** Cowboy Junkies
- Michelle:** Elliott Brood

2011-2012 Concert Programming

- Concerts: 74**
- Rentals: 106**
- Total Concerts: 180**
- Patrons: 33,602**

Concerts

- 60 Canadian Artists**
- 14 International Artists**
- 19 Emerging Artists**
- 5 Partnership Presentations**
- 7 Local CD Releases**
- 1 CBC Radio Recordings**

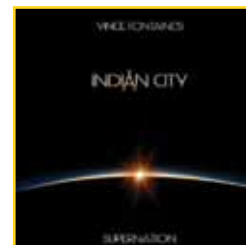
There is a lot that can be said about a season that featured 74 performances by artists from around Winnipeg, Canada, and the world. There were artists who performed their first headlining gig in Winnipeg and those who had travelled through many times before. Whether they were performing folk, blues, rock n' roll, spoken word, or even punk rock – we were happy that all of these wonderful performers could call the West End Cultural Centre home for at least one night.



There is a wealth of talented musicians right here in our own backyard. The WECC seeks to support and develop these artists through series such as the Melodies on Mercredi program which offer showcase opportunities to emerging Manitoba artists.

Many local artists have already established themselves and their careers within our borders and beyond. We were thrilled to be able to support these artists as they released albums throughout the year. Local CD releases this season included: A two-night release party with Greg MacPherson featuring loud and quiet evenings, country sweethearts Oh My Darling, a party with the hardworking bluegrass outfit the Magnificent Sevens, a roots-y evening with Red Moon Road, singer-songwriter Cara Luft, and Indian City whose album *Supernation* went on to win 'Best Pop CD' at the Aboriginal Peoples Choice Awards.

Though primarily focused on music, we like to keep our eyes and ears open for unique opportunities to present artists in a variety of performing disciplines. Such was the case with the Amazing Kreskin who brought his unusual show to our theatre this season. From guessing cards to reading minds to finding his paycheque - which had been hidden in our theatre at his request – the Amazing Kreskin certainly lived up to his name at this interesting (if not a little unnerving) performance.



Crew Chief Concert Picks

- Chris Farquharson Crew 1 :** Danny Michel
Angie Jantz Crew 1 : Cowboy Junkies
Robyn Holmes Crew 3 : Benjamin Francis Leftwich w/ The Jezebels
Carol Ann Leschasin Crew 4 : Sarah Slean
Mark Cohoe Crew 5 : Ohbijou
Aaron Epp Crew 7 : Mark Kozelek
Jill Sutherland Crew 8 : Awolnation

We pushed our musical boundaries this year with a little help from world-renowned musician Damo Suzuki, best known as a member of the German 'Krautrock' band Can. This performance featured local musicians (referred to by Damo Suzuki as 'sound carriers') who collaborated and improvised a full performance. Though this performance might not be easily accessible to your average concert-goers – it was exceptional and left the audience with a one-of-a-kind experience.

Several emerging artists from around Canada performed on our stage who will likely be heard from for years to come. Folk singer-songwriter Rose Cousins from Halifax certainly fits that bill, her performance in March left audiences excited for more. Indie rocker Lou Canon is another artist who left audiences buzzing with her infectious melodies and unique vocals. We look forward to continuing to work with these performers and many others as they build audiences in Winnipeg and throughout North America.

We formed a unique partnership this year with a production company from England that was looking for an affordable venue for its production in the Winnipeg Fringe Festival.



This was our first year serving as a 'Bring Your Own Venue' and we were thrilled to have a musical presented in our theatre for the run of the festival. We are hopeful that we can continue to serve as a 'Bring Your Own Venue' for production companies and theatre troupes in the future.

We welcomed back many notable artists who have developed strong audiences in Winnipeg. Indie rockers Plants and Animals, roots-rockers Elliott Brood, folk favourites such as Garnet Rogers, the ever wonderful Danny Michel, and as a welcome surprise for their many fans, the Cowboy Junkies performed this season to the delight of audiences.



Community Programming



CONCERTS AND WORKSHOPS

The West End Cultural Centre presented several workshops and concerts in partnership with local schools and community groups. For many young people, community concerts at the WECC mark their first concert featuring professional musicians in a theatre setting. These performances were interactive and exposed students to the music of other cultures as well as their own.

The community workshop series accommodated smaller groups and offered hands-on engagement with the arts; whether it's African drumming or theatre improv, participants discover their own inner artist.

One memorable workshop this winter was hip-hop dancing with Loa Olafson. The day was too cold for the students at Sister MacNamara to make their way to the WECC, so we took the workshop to them and they danced up a storm in the school gym. A large group of youth from IRCOM enjoyed an African drumming and dance workshop with Coffieman.

In March the Frontier Fiddlers played a concert that fell on a PD day for schools; rather than cancel the performance, we invited the community at large. This event was a great success with families coming down to enjoy a free afternoon performance of some superb fiddling. Local supergroup Indian City played a special concert for all the students of John M King School, and Seanster and the Monsters played two concerts to the delight of all in attendance (though some were disappointed that there were no actual monsters).

Schools and community groups who participated in the WECC's community programming were: Sister MacNamara School, John M. King School, St. Matthew's Kids Korner, Event Horizons, IRCOM and NEEDS.

Participant reactions:

The best part of today was:

"Everything! It was so fun for me. I listened to the songs and everything. It was funny when he didn't pull a rabbit out of his hat."

- Student from Sister MacNamara School

"Being allowed to dance."

- Student from John M King School

Teacher reactions:

"Students were able to see Aboriginal music as 'cool' and experience it in a new context."

- Teacher at John M King School

"Great to see musicians working together as a group (many students were excited about the music after). Great concert, thanks!"

- Teacher at Sister McNamara School

TUNE IN

Free drop-in music lessons continued twice a week over three eight-week sessions. In previous years the West End Cultural Centre offered instruction on the guitar, bass and drums.





Given that bass had been the least-attended session the previous year, Tune In this year offered keyboard lessons for the first time in addition to guitar and drums. These sessions with instructor Lindsey White proved very popular, with attendance far exceeding that of the other instruments. One class saw 15 eager students sharing keyboards. Students were able to choose songs they wanted to learn and choices ranged from classic rock such as the Doors to contemporary pop artists. Drums and guitar were also well attended with professional instruction provided by Mimi Orr on drums and Joe Warkentin on guitar.

What participants said:

“(I liked) learning to play all the songs by the bands I admire, also learning the basics of the keyboards such as sharps and flats...it was very useful, and it will help me with my musical ventures in the future significantly.”

“You guys need to do this again, because this is a great opportunity. P.S. I’m gonna miss keyboard lessons!”

“The pacing and teacher were awesome. I hope you hold it again.”

CELEBRATING THE COMMUNITY

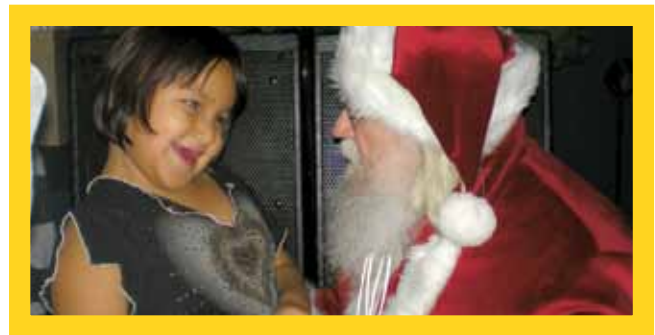
With help from a handful of dedicated CBC employees, the West End Cultural Centre’s Holiday Concert and Dinner welcomed 120 West Central residents for a turkey dinner with all the fixings, entertainment by John M King School students, as well as professional fiddler Jane Cory. Santa dropped in to share gifts with all the kids in attendance.

The 13th Annual Ellice Street Festival was a spring highlight for

many community residents. The day was hot and beautiful and many scrambled for shade while enjoying the day’s festivities. The ever-popular bounce houses were busy all day, the Spence Neighbourhood Association ran carnival games, and many community groups came to set up displays. Live music was provided by Cruel Society, Mitten Claps, Indian City and Sol James, with emcees from CKUW. The festival would not have been complete without the community barbecue and the friendly game of street hockey with MLA Rob Altemeyer. What a great way to kick off the summer in West Central!

COMMUNITY ARTS PARTNERSHIP PROGRAM

The Community Arts Partnership (CAP) program offers rent-free facility use, production support and marketing / event planning mentorship to local community organizations and



individuals whose event increases access to the arts for under-served communities or which seek to develop opportunities for emerging artists to showcase their work and build new audiences. The program also helps to build capacity throughout Winnipeg in planning and presenting arts events.

In 2011 – 2012 the WECC presented 12 CAP performances. Participating organizations and events included: Hunger Cry,

Solidarity Committee for Ethiopian Political Prisoners, Aboriginal Music Week, Phoebe Man, Frontier Fiddlers, Social Planning Council of Winnipeg, Silent Witness Project, West Central Women’s Resource Centre, West Central Community Program, Ready or Not Showcase, Garden City Collegiate Jazz Ensemble, and Jazz Winnipeg.

2011-2012 Community Programming Stats

Tune In Sessions: 48

Workshops: 5

Concerts: 5

Celebrations: 2

Total Events: 60

Participation: 3,406

With a Lot of Help from Our Friends

The West End Cultural Centre gratefully acknowledges the donations and sponsorships received during the year September 2011 – August 2012.

CENTRE STAGE DONORS

\$25,000+

Canadian Heritage:
Canadian Arts Presentation Program Fund
Manitoba Culture, Heritage, Tourism
Winnipeg Arts Council

STANDING OVATION DONORS

\$10,000 - \$24,999

Winnipeg Free Press
The Winnipeg Foundation

TAKE A BOW DONORS

\$5,000 - \$9,999

Assiniboine Credit Union
Canadian Heritage: Building Communities through Arts and Heritage
CBC Radio
Manitoba Arts Council

RAISE THE ROOF DONORS

\$1,000 - \$4,999

Aboriginal Music Manitoba
Assiniboine Credit Union: Community Sponsorships
Canstar Community News
Fairmont Winnipeg
Microsoft
Spence Neighbourhood Association: Small Grant Fund

IN THE SPOTLIGHT DONORS

\$500 - \$999

Anonymous (1)
Gerry & Chris Couture

Linda Harlos
Stylus Magazine
Dave Plummer & Debra Schreyer
Suzanne Stevenson
Winnipeg Goldeyes Field of Dreams Foundation
Winnipeg Folk Festival

FRIENDS

\$250 - \$499

Anonymous (2)
Jamie and Carolyn Abbott
Paul Beatty
Jonathan's Farm
KPMG
David Lawrence and Family
Lynne Skromeda
Sara Stasiuk

\$100 - \$249

Anonymous (2)
Darlene Abreu – Ferreira
Mike & Kathy Baudic
Allan Bleich
Nan & Martin Colledge
Children's Museum
Marty Dolin
Eat It.ca
Elements Restaurant
Kathy Feader
Food Fare, Burnell & Portage
Lydia Giles
David Hardy
Ron Hector
Jason Hooper & Wendy Sawatzky
Shaleem Hosein
John Kendle
Jim Kirby
Lana & Dave McGimpsey
Meg McGimpsey
Peak of the Market
Lynette Plette

Timothy Preston
Ruben Ramalheiro
Laura Rawluk
Nichole Riese
Lee Saidman Memorial Fund for the Arts
Kelvin Seifert
Randa Stewart
Richard & Shirley Stephens
Winnipeg Fringe Festival

\$25 - \$99

Anonymous (2)
Kim Barlishen
Kathy Baudic at Bang!Hair
Becky Bergan & En Route Hair Design
Stephen Brodovsky
Chapters, St. Vital Centre
Cineplex Odeon Theatres
Christina Cassels
Mark Cohoe
Brian & Barbara Crow
John Drabble & Diane Stevens
Caroline Doucette
Jessica Dressler
Fair Trade Manitoba
Frantic Films
Chris Frayer & Miriam Jezik
Marilyn Friesen
Gooch's Bicycle and Hobby Shop
Robert Hilliard
Richard Howell
Indigo Books
Jazz Winnipeg
Michael Jerch
Nicole Kirouac Luke
Krista Law
Clare Lawlor
Kelly Leschasin
Donna Lowe
Marilyn Maki

Debbie Matthews at Grower's Direct Flowers
Mary Jane's Cooking School
Mary Mathias & Barry Hammond
Melissa at Centre for Natural Pain Solutions
Lorne Milford
Allan Morin
Shawna Moodie
Scott Paler
Irene Rainey & Tim Sale in honour of Dave Plummer's 50th Birthday
Jeanne Romanoski & David Mackling
Susan Rowley, Registered Canadian Reflexology Therapist
Safeway, Sargent & Sherbrook
Bertram Schneider
Nicola Schaefer
Reg Sherren
Trish Steadman
Diane Stevens
Lyn Stevenson
Sysco Foods
Tall Grass Prairie Bread Company
Julie Vogelsang
Darcie Wadelius
Sherry Wallis
Heather Wells
Weston Foods
Winnipeg International Children's Festival

We would also like to thank CBC employees, CKUW, Folk Fest Music Store, Half Pints Brewing Company, Music Trader, Stu Reid, and UFMF for supporting WECC productions and community initiatives.