

WESTDALE THEATRE RESTORATION PROGRESS REPORT FOR THE HAMILTON FUTURE FUND

ORIGINALLY SUBMITTED JULY 23, 2018

UPDATED OCTOBER 11, 2018

The Board of Directors of the Westdale Cinema Group is pleased to provide this Progress Report to the Hamilton Future Fund.

On March 9, 2018, the Westdale Cinema Group was very pleased to receive approval from the Future Fund Board of Directors for a grant of \$250,000, which is being used to help pay for the restoration work on the theatre. In addition, the Future Fund requested that its contribution be acknowledged in some manner so that Hamiltonians were aware of their contribution. Working with the Chair and Co-Chair of the Future Fund, an agreement was reached that the new stage in the restored auditorium would be named for the Future Fund. In addition, the Future Fund's contribution would be acknowledged on the Donor Board in the restored lobby of the theatre.

This report is divided into three sections:

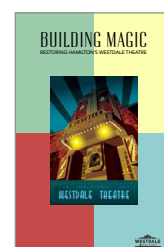
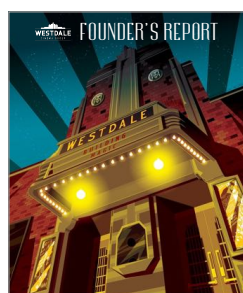
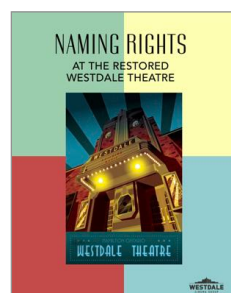
Section 1: Construction/Restoration Update

Section 2: Financial Update

Section 3: Operating/Programming Update

In addition, we're also providing copies of three documents the Westdale Cinema Group has produced for different audiences:

- **The Naming Rights Brochure** - provides information about specific naming rights opportunities. The Naming Rights Campaign is focused on individual philanthropists as well as corporations.
- **The Founder's Report** - a written update shared at face-to-face meetings with each of our Founders, to provide them with information about progress-to-date.
- **Building Magic Booklet** - a small-format, general information handout distributed to current and potential supporters.



SECTION 1: CONSTRUCTION/RESTORATION UPDATE

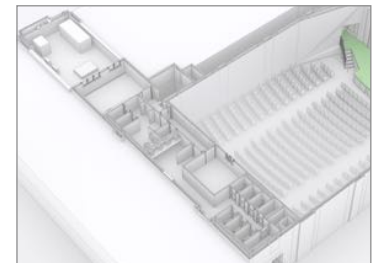
Since March 9, work has continued on the theatre. Here are some of the highlights of restoration progress-to-date:

1. The original, carved Indiana limestone on the facade of the building has been revealed and repaired.
2. The entire exterior of the building has been repaired, including the addition of eavestroughs, brick pointing, exterior wall repairs and parged, roof repaired.
3. The marquee is being fabricated locally based on original architectural drawings and archival photographs.
4. WCG has contracted with Ira McDonald Construction to act as our Construction Manager.
5. All major suppliers have identified and, wherever possible, we have selected local firms.



Restored facade

6. The interior demolition of the second floor and basement have been completed in preparation for the construction of new, enlarged women's and men's washrooms, a meeting room, and the projection room.
7. The old seats have been removed.
8. Lobby has been prepared for full restoration based on original architectural drawings and archival photographs.
9. Original Vitrolite tiles, uncovered during the site preparation, have been carefully harvested and will be re-applied around the exterior entrance doors to the theatre.
10. Upgrades to building interior drainage have been made.



2nd floor plan

11. The stage is currently under construction and will feature the Future Fund name/logo.
12. Mechanical work (heating and air conditioning) is currently underway.



Stage under construction

13. New seats, 350 of them, have been ordered.
14. New digital projection equipment has been selected.
15. Lighting and sound upgrades are being designed.
16. Detailed plans and drawings for all elements of the theatre restoration have been submitted and approved by the City of Hamilton.
17. Construction is expected to be completed by February 1, in time for a series of special events centred around a Valentine's Day 2019 opening.

SECTION 2: FINANCIAL UPDATE

The total restoration budget has been set at \$2.5 million, including all elements necessary for the successful operation of the theatre. Here are some highlights of our fundraising efforts beginning in June 2018.

1. The online fundraising campaign was kicked off with a video featuring Hamilton-native Martin Short.
2. We engaged the services of Cobalt Connects, a local cultural planning organization to assist with the online campaign and grant writing.
3. Over 300 of the 350 seats have already been dedicated/sponsored.
4. The online campaign has raised over \$130,000 and is on target to reach its goal of \$150,000 by the end of 2018.
5. We received our charitable status form the CRA in December of 2017.
6. The remaining amount has been raised through a combination of grants from the City of Hamilton (including the Hamilton Future Fund), loans from philanthropists and the Hamilton Community Foundation and deonations from major donors, and over 500 individual donors.
7. Interest payments to the Founders who loaned the \$2 million to purchase the theatre have been paid. In almost all cases, the interest earned has been donated back to the project by the Founders.
8. A Naming Rights campaign has secured funding from several major donors including the contributions for the Auditorium, Stage, Projection Room, Digital Projector, Accessible Seating Area, Entrance Doors, Lighting.
9. A Corporate Campaign has been launched to seek their support.
10. The entire \$4.5 million required to purchase and restore the theatre has now been raised through combination of 'philanthropic' loans, City of Hamilton grants, and direct donations, both online and direct.

SECTION 3: OPERATING/PROGRAMMING UPDATE

In order to hit the ground running, the Westdale Cinema Group has been working on a detailed operating plan. While the majority of programming will be film, we are also developing plans to take advantage of the Hamilton Future Fund Stage that will showcase music and other forms of live entertainment.

1. Our goal is to open the theatre during Valentine's Day 2019.
2. We have engaged the services of Cam Haynes who brings his experience with the Toronto Film Festival as well as national film distribution.
3. A fully-costed operating plan has been developed based on discussions with independent theatre owners and operators across Canada.

4. Development of WCG branding, integrated with a robust website, is currently being developed.
5. We have registered www.westdaletheatre.ca
6. The fully integrated website is currently being developed in conjunction with the branding work being done.
7. We have identified three streams of programming - Film, Music, Talk. Film will represent approximately 80% of all programming.
8. A job description for the General Manager has been posted and has already received many submissions from qualified candidates.
9. A special Gala Event team is already working on plans for a special event to mark the official re-opening of the theatre.

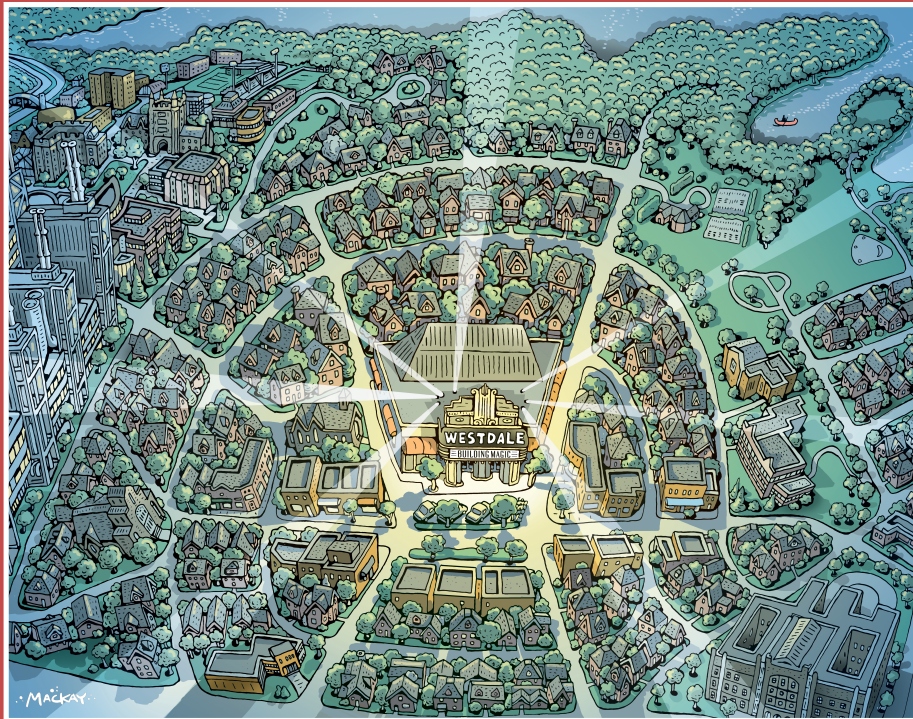
Again, we thank the Board of Directors of the Future Fund for their generous support for this important cultural project. Through your contribution, and the contributions of many others in and around our community, the Board Directors of the Westdale Cinema Group is confident we will honour our stated Vision:

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

NAMING RIGHTS

AT THE RESTORED
WESTDALE THEATRE





GRAEME MACKAY

The Westdale Theatre was put up for sale in December of 2016 and the newly incorporated Westdale Cinema Group purchased the building and took possession of the theatre on June 1, 2017.

The Westdale Theatre is dedicated to being a community-based cinematic, cultural and economic hub for Westdale Village, the City of Hamilton and the surrounding region.

The project sends an important message to Hamiltonians and to outside investors that support for arts and culture in Hamilton is thriving.

The theatre will re-open at the end of 2018.

You are invited to join the Founders in supporting the Westdale Theatre which has been an important part of the Westdale neighbourhood since it opened in 1935. Here are some naming opportunities that can acknowledge your gift.

There are three categories of Naming Rights opportunities:

- The Legacy gift
- Named Spaces
- Other Gifts

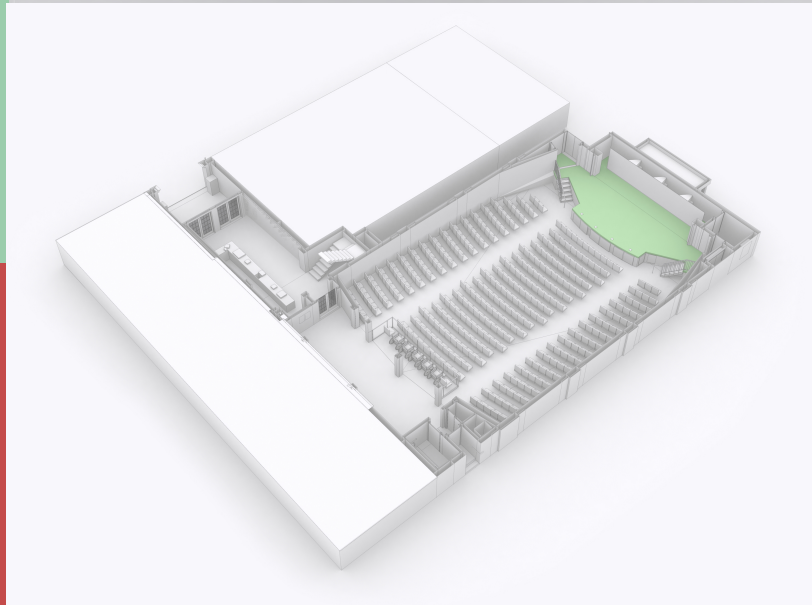
THE LEGACY

\$1,000,000

The Legacy Gift by an individual or corporation would ensure the successful restoration of the 1935 Art Deco Westdale Theatre.

Recognition for The Legacy Gift includes:

- Name to appear prominently above the main entrance doors to the theatre in perpetuity
- Name to be featured at the top of the Donor Board in the lobby of the theatre in perpetuity and highlighted separately
- Name to be the first name displayed on the auditorium screen before each film cultural performance and event for 5 years
- Name to be included on Westdale Theatre's monthly programming calendar and media releases for 5 years
- Name to be featured on the Westdale Theatre's website for 5 years
- Annual free rental of the entire Westdale Theatre for a private function for 5 years for personal use or transferrable to a favourite group or charity
- Name to be shown on the marquee as part of a regular rotation for a period of 2 years
- A tax receipt
- Also see thank you benefits chart





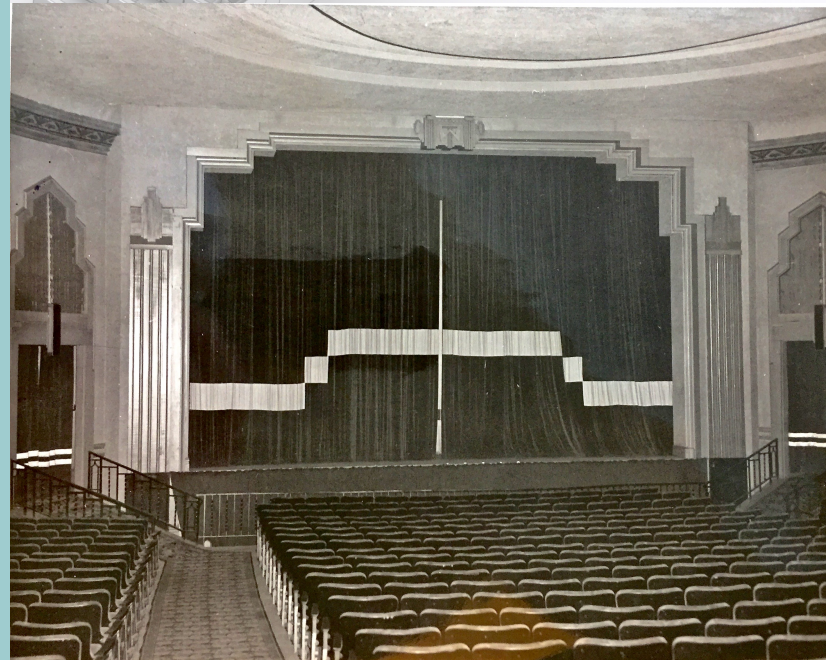
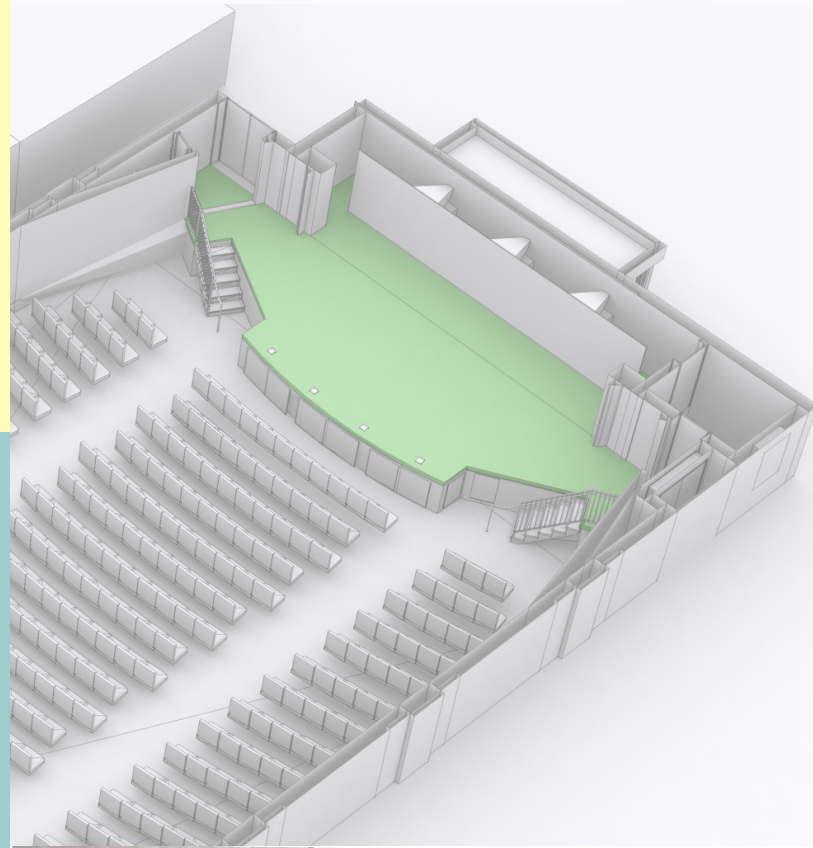
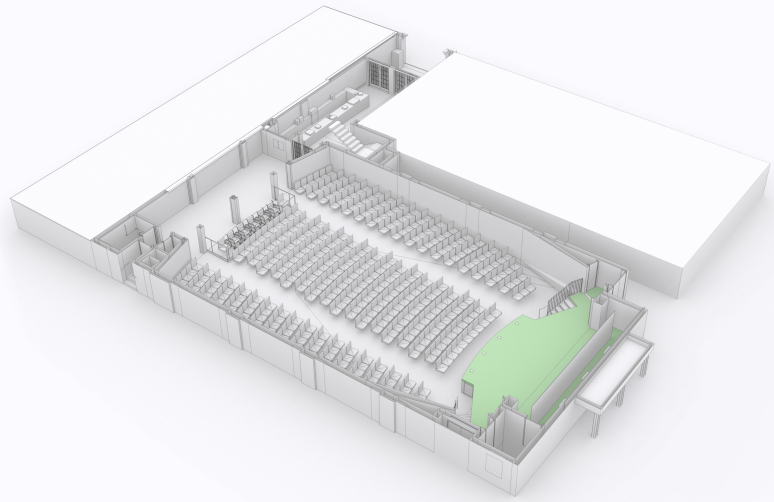
AUDITORIUM

\$500,000

The Auditorium has been home to over 80 years of stars and stories. The fully-restored auditorium will feature the latest in projection, sound and lighting equipment, new, comfortable seating and a new climate control system.

Recognition for the Auditorium Gift includes:

- Name to appear on a special plaque at the entranceway to the auditorium in perpetuity
- Name to be featured on the Donor Board in the lobby of the theatre
- Name to be displayed on the auditorium screen before each film cultural performance and event for 2 years
- Name to be included on Westdale Theatre's monthly programming calendar for 2 years
- Name to be featured on the Westdale Theatre's website for 2 years
- Two free tickets to all movies shown at the Westdale for 2 years
- A tax receipt
- Also see thank you benefits chart



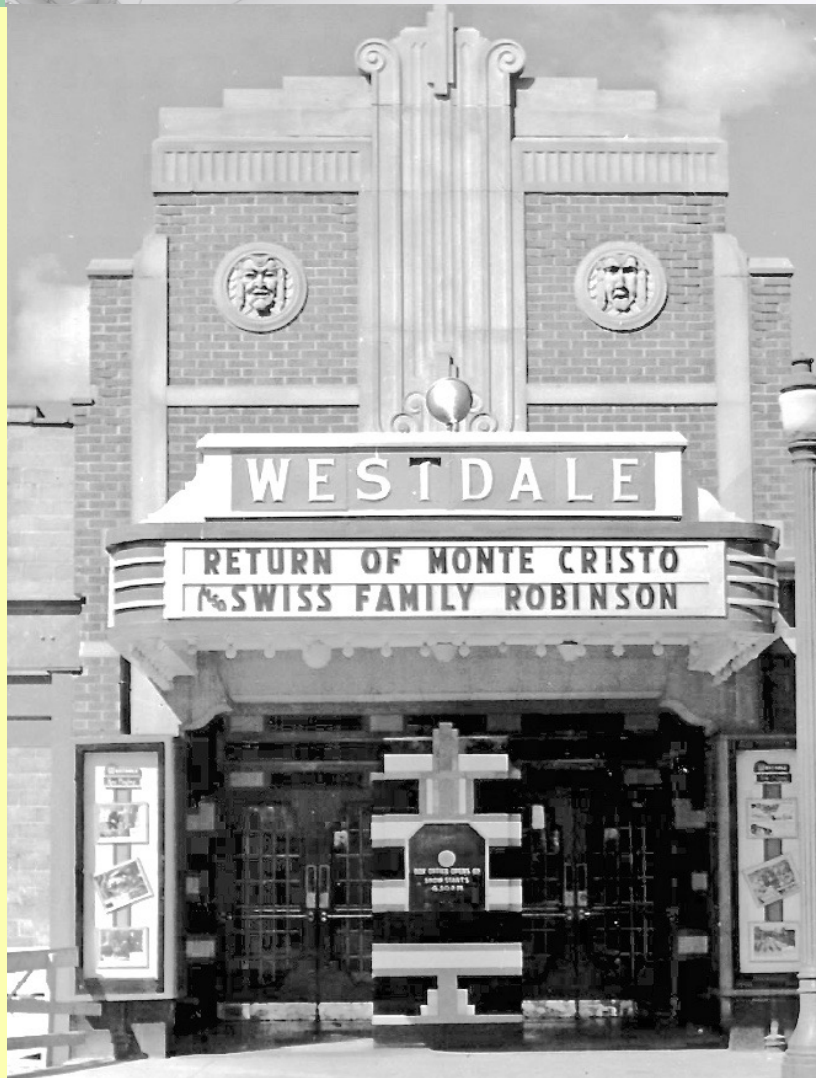
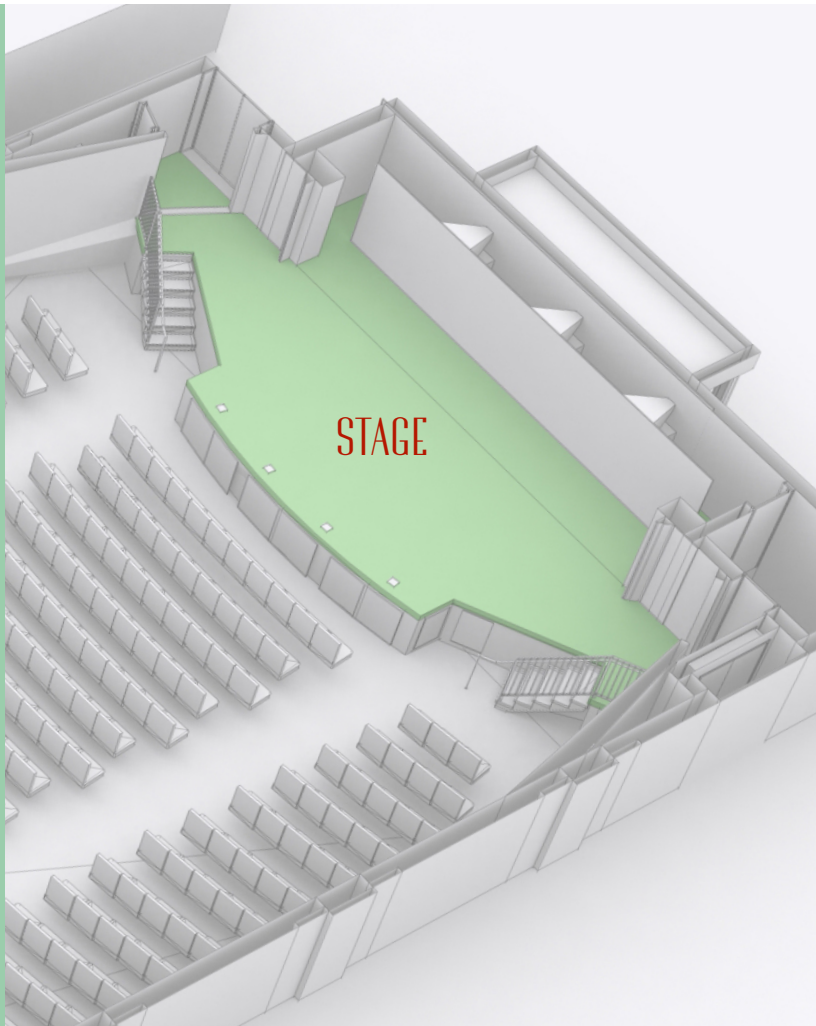
STAGE

\$250,000

The enlarged and professionally lit Stage will host a wide variety of cultural programming throughout the calendar year.

Recognition for the Stage Gift includes:

- Name to be featured on the Donor Board in the lobby of the theatre in perpetuity
- Name to appear on a clearly visible plaque on the front of the Stage
- A tax receipt
- Also see thank you benefits chart





\$125,000

The Lobby will be returned to its original 1935 Art Deco design based on original architectural drawings and archival photographs.



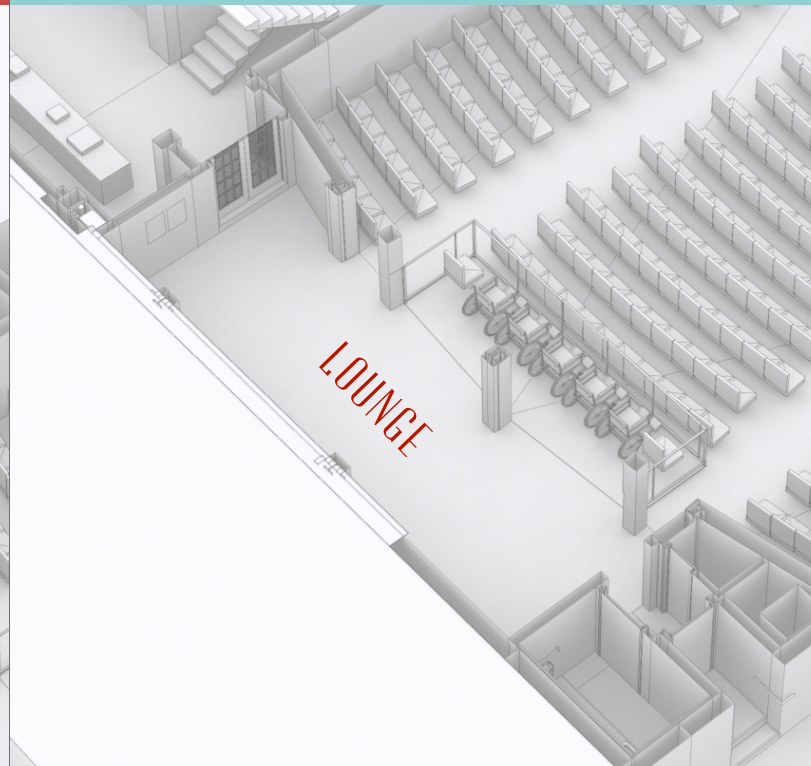
Recognition for the Lobby Gift includes:

- Name to be featured on the Donor Board in the lobby of the theatre in perpetuity
- Name to appear on a special plaque in the Lobby in
- A tax receipt
- Also see thank you benefits chart



\$100,000

The Lounge will be located outside of the back of the auditorium and will be a favourite spot to relax or to wait for friends.



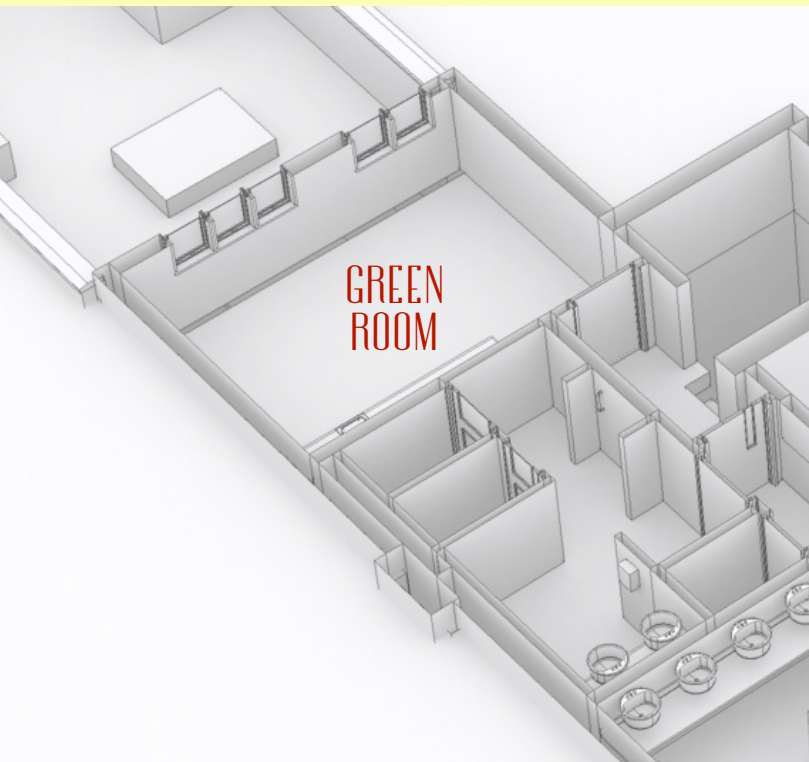
Recognition for the Lounge Gift includes:

- Name to be featured on the Donor Board in the lobby of the theatre in perpetuity
- Name to appear on a special plaque on the wall in the Lounge
- A tax receipt
- Also see thank you benefits chart



\$50,000

The Green Room is located on the second floor and will host guest artists (actors, musicians, authors, presenters, etc.) and can be used as a meeting room.



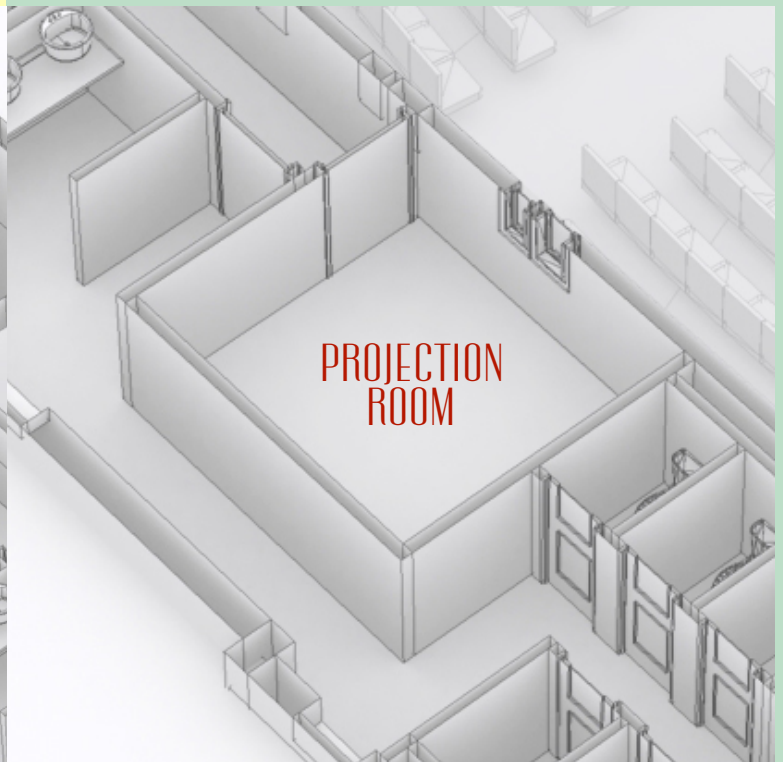
Recognition for the Green Room Gift includes:

- Name to be featured on the Donor Board in the lobby of the theatre in perpetuity
- Name to appear on a special plaque on the door of the Green Room
- A tax receipt
- Also see thank you benefits chart



\$25,000

The Projection Room will house the new, state-of-the-art digital projector used to screen movies and presentations.



Recognition for the Projection Room Gift includes:

- Name to be featured on the Donor Board in the lobby of the theatre in perpetuity
- Name to appear on a special plaque on the door of the Projection Room
- A tax receipt
- Also see thank you benefits chart



Restoring the theatre to its original splendour requires a company of donors committed to building magic. Many friends of the theatre have given cash or gifts of stock. There are also opportunities for products of services to be provided directly by a donor, and/or paid for by a donor. Each gift will be acknowledged on our Donor Board in the lobby of the theatre. The following thank you benefits are listed by level of contribution. All financial gifts qualify for a tax receipt.

Electrical	\$75,000
Plumbing	\$75,000
Roofing	\$50,000
Sound/Acoustics	\$50,000
Projector	\$40,000
Painting	\$40,000
Entrance Doors	\$35,000
Screen	\$35,000
Lighting	\$25,000
Accessible Washroom	\$25,000
Hearing Loop	\$25,000
Accessible Seating Area	\$25,000
Carpet	\$20,000

THANK YOU BENEFITS

\$	ANNUAL VIP NIGHT	EMPLOYEE DISCOUNTS	ON-SCREEN LISTING	PROGRAM INSERT	LOGO ON WEBSITE	WEBSITE LISTING	PRINT CALENDAR	DIGITAL CALENDAR	2 MOVIE TICKETS
\$100,000+	★	★	★	★	★	★	★	★	★
\$75,000		★	★	★	★	★	★	★	★
\$50,000			★	★	★	★	★	★	★
\$25,000					★	★	★	★	★

ABOVE GIFTS ARE APPLICABLE FOR A PERIOD OF 1 YEAR

FOUNDER'S REPORT



The Westdale Cinema Group is pleased to provide our Founders with this project update. As you know, it was through your philanthropic support we were able to purchase the building, taking possession on June 1, 2017.

Since then, the team of volunteers has been working diligently to raise the money necessary to restore the theatre to its original, 1935, Art Deco glory.

Much has been accomplished, which we trust will be evident as you review this Founder's Report.

We have included information that spans the life of the project, from purchase through to today, as well as a glimpse into our operating and programming plans.

We are working in partnership with Ira McDonald Construction as our General Contractor and have chosen local suppliers wherever possible. Cost reductions have been achieved by careful management and implementing design engineering solutions. The total restoration budget is \$2.5 million, including elements that will be provided by WCG working directly with specialized contractors who are providing equipment such as sound, lighting, projection and seating.

The construction schedule has IMC finishing their work during the first week of November, 2018 at which point they will hand over the building to WCG to complete installation of the specialized equipment.

THE PROJECT BEGINS

The WCG took possession of the theatre on June 1, 2017. A special community launch party was held which attracted over 1,000 visitors. Working cooperatively with the City of Hamilton and the Municipal Heritage Committee, the WCG was pleased to have the theatre receive its official heritage designation under the Ontario Heritage Act. We received charitable status from CRA in December, 2017. WCG has been represented at a number of major cultural events during 2017 and 2018.

COMMUNITY FUNDRAISING

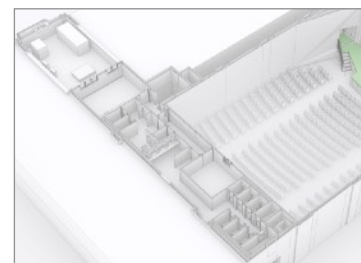
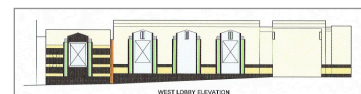
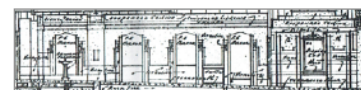
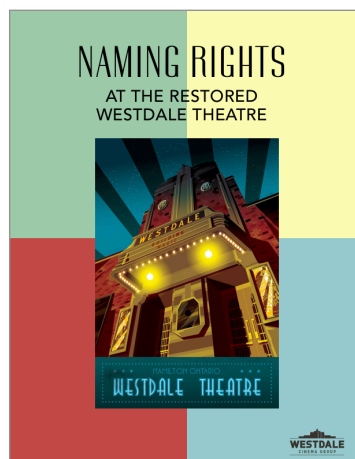
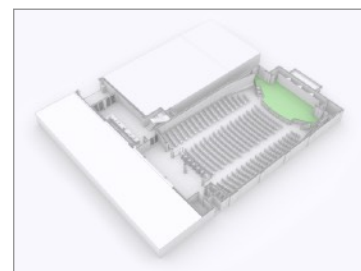
We refer to the restoration project as an 'urban barn raising' because of the interest and support from Hamilton community. WCG engaged Hamilton-based Cobalt Connects to assist with the campaign that kicked off with a video featuring Hamilton-native, Martin Short, followed by online and face-to-face fundraising. A total of \$1 million has been raised so far from major donors, City of Hamilton, Future Fund and over 500 individual donors. Over 300 of the 350 seats have already been 'purchased' by donors.

BOARD OF DIRECTORS & COMMITTEES

The WCG Board of Directors has an impressive mix of professional skills including major film production, law, financial management, management consulting and project management. The Major Donor Fundraising Committee includes development professionals who have been involved with significant local and provincial arts-related projects. Its work includes a special Naming Rights Campaign focused on individuals and corporations.

THEATRE DESIGN

The project architects are the Hamilton firm of Toms + McNally, aided by volunteer Gerald Stanley, retired Design Director of Cineplex Odeon. Original architectural drawings, spec book and archival photographs ensure the facade, lobby, lounge and auditorium will be accurately restored. Seating capacity will be 350, including a new stage which will permit cultural programming beyond film. Enlarged washrooms are now on the 2nd floor. A new, larger concession stand is designed to maximize revenue.



As a result, the Board is confident the theatre will be ready for our grand opening during the Christmas season of 2018 to which you will be invited.

The Board of Directors of the Westdale Cinema Group thanks you for your generous support. Truly, this project would not have been possible without you.

Fred Fuchs, Chairperson
Ruth Liebersbach, Treasurer
Graham Crawford, Secretary
Chris Firth Eagland, Director
Mark Tamminga, Director

MEDIA COVERAGE

Local media has been very supportive, featuring WCG multiple times in/on the Hamilton Spectator, CHML, CHCH TV, Cable 14, Hamilton Community News, CBC Hamilton, and the Globe & Mail. Our social media presence on Facebook and Twitter has also been very well received, with over 4,000 loyal and engaged followers. Our website is visited regularly.

CITY OF HAMILTON FUNDING

The City of Hamilton has been very supportive of the project, providing grants through the City's Heritage Improvement Grant Program, the Future Fund, and the Ward 1 Area Rating program called 'forWard one'. Once all of the municipal grants have been received, they will total \$620,000.

GRANT APPLICATIONS

In addition to the municipal grants, we have also submitted grant applications to Cultural Spaces Canada (\$900,000) and to the Trillium Foundation (\$150,000) for capital grants. We will also be submitting grant applications for ongoing programming and operations.

CONSTRUCTION PHASE

Local firm, IMC, was selected as our Construction Manager. The total Project Budget is \$4.5 million, including purchase price of the building. The total restoration budget is \$2.5 million. We have selected local suppliers wherever possible. This phase will see the addition of a special wheelchair seating area, as well as a fully accessible washroom in the rear lobby.



An agency of the Government of Ontario
Un organisme du gouvernement de l'Ontario



Some recent comments from our Facebook page.



Dawn Leng I drove by the other day and couldn't believe how beautiful this restoration is. Is it awkward if I say I love you for taking this on?!



Sarah Ann I grew up on the same block. So glad it's being restored



Gloria Niblock Beautiful. It is so nice to see something being restored instead of torn down.



Trevor Powell Can't wait for the opening!



Pat Segato Looks great. One project I was happy to donate to.



Doreen Smith This is wonderful! Love that it is being restored. Looking forward to returning to this special place.



Constance Rudzitis Congratulations! I spend many Saturday afternoons when I was young. Lived in Westdale so could walk there. So excited to see it completed. Love it.



Gordon Leverton What a legacy - congrats to everyone involved!

RESTORATION PROGRESS

Restoration of the carved limestone elements on the facade is complete. The marquee is being replicated based on original drawings and photographs. The entire exterior of the building, including drainage, has been repaired. Interior demolition of non-heritage features has been completed. Plumbing, electrical and mechanical work is underway. Seats, projection, sound and lighting equipment have been selected. Original Vitrolite tiles that have been hidden for years, have been harvested and will be reinstalled.

PROGRAMMING PLANS

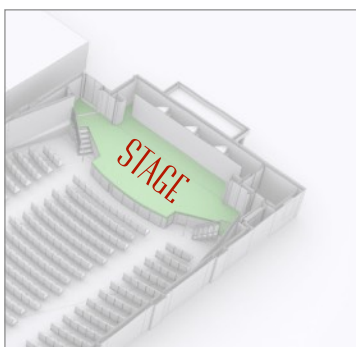
There will be a combination of film and cultural programming at the theatre. Multi-cultural film festivals will be scheduled throughout the year along with current and classic films. Cultural programming will include music, comedy, plays, and special events. WCG has engaged the services of Cam Haynes who brings with him his experience at TIFF and film distribution. We are very excited about the mix of programming that will be launched later in 2018.

OPERATING PLAN

The Operating Plan is based on our analysis of, and discussions with, theatre owners and operators across Canada. It is both realistic and conservative, and focused on our long term sustainability. Full time staff positions will be added as needed. In the meantime, we will work with experienced, independent contractors for film booking, talent booking and promotion. We are designing a robust, integrated website that will make promotion and online ticket purchasing easy.

GRAND OPENING

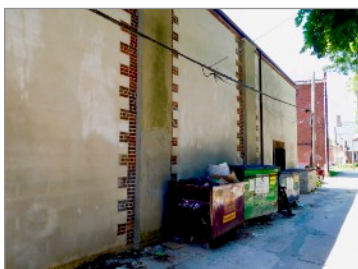
The goal is to open the theatre during the Christmas season in 2018, including a special gala opening event being organized by a special Gala Committee. Full operations of the theatre will begin January 1, 2019.



WCG VISION

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

- Kids @ the Westdale
- Comedy Tonight
- An Evening With . . .
- Jazz @ the Westdale
- AGH World Film Festival
- South Asian Film Festival
- The Hamilton Film Festival
- Fringe Festival
- HPO @ the Westdale
- In Concert @ the Westdale
- Scribe to Screen
- The Westdale Literary Series





GRAEME MACKAY

If you would like to join the many Hamiltonians who have already supported the restoration of the Westdale Theatre by making a donation, buying a seat, or to discuss a significant gift, please visit our website or our Facebook page for more information.

Website: buildingmagic.ca

Facebook: Westdale Cinema Group

COVER ARTWORK BY JASON DIESBOURG



1014 King Street West Hamilton ON L8S 1L4 www.buildingmagic.ca

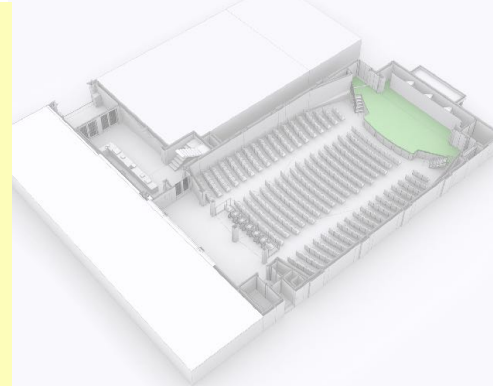
BUILDING MAGIC

RESTORING HAMILTON'S WESTDALE THEATRE





We invite you to join other Westdale Theatre supporters by making a charitable donation to the restoration of this beautiful theatre. Please visit our website to make a cash donation, buy a special piece of artwork, or to dedicate a new seat in honour of a loved one, or yourself, at www.buildingmagic.ca



The theatre will feature new seats, new digital projection, theatre lighting, digital sound, a sound loop for people who are hard of hearing, an accessible seating area, a fully accessible washroom, expanded washrooms, a large concession stand, rear theatre lounge, all in a fully restored building based on original 1935 architectural drawings and archival photographs.

The Westdale Theatre opened in August, 1935 and remained open until it was put up for sale when the newly incorporated Westdale Cinema Group purchased the building and took possession of the theatre on June 1, 2017. The goal was to restore the theatre to its original Art Deco beauty, inside and out.



The Westdale Cinema Group worked with Ward 1 Councillor, Aidan Johnson, the Municipal Heritage Committee and the City's heritage specialists to ensure the building was officially designated under the Ontario Heritage Act in 2017. A grant from the Ward 1 Participatory Budget process was instrumental in restoring the exterior of the building.



The Board of Directors consists of:

- Fred Fuchs
- Graham Crawford
- Ruth Liebersbach
- Mark Tamminga
- Chris Firth-Eagland



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

The Westdale Cinema Group is a non-profit organization that received its charitable status from CRA in December, 2017. All donations are eligible for tax receipts.



Original facade restoration work

In addition to showing films and cultural film festivals, we're adding a stage for a wide variety of cultural programming including music, theatre, guest authors, panel discussions, lectures, and community meetings.

