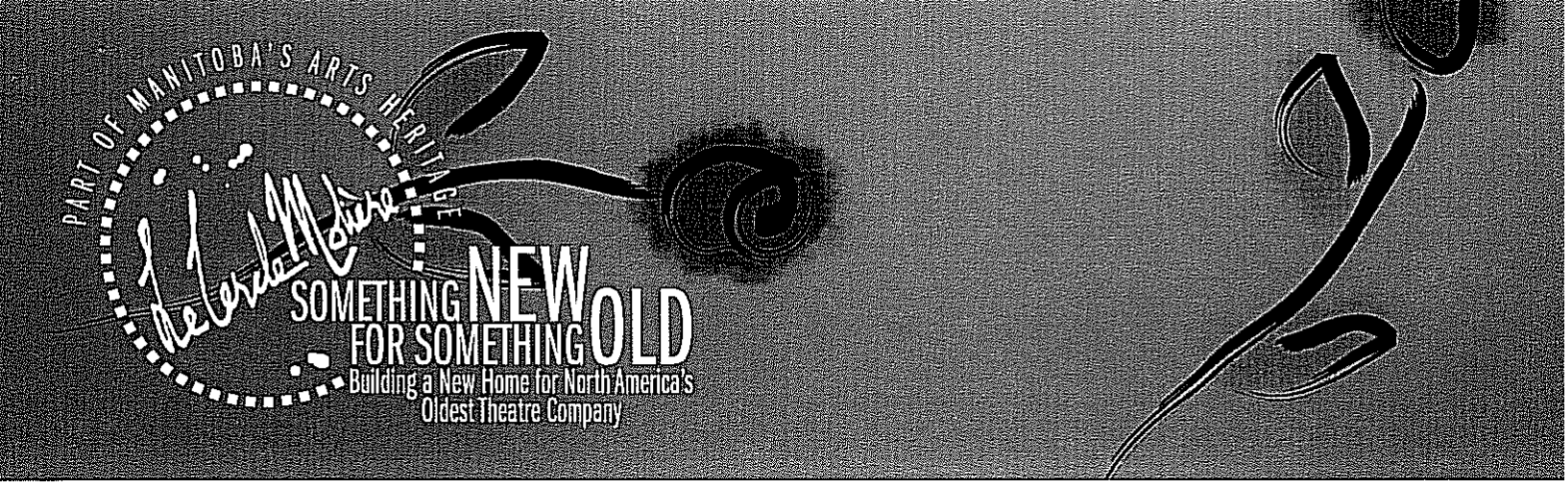

June 14th, 2006

Presentation to:

The City of Winnipeg
Executive Policy Committee (EPC)
West Committee Room, 2nd floor
Council Building
510 Main Street

Delegation:

Le Cercle Molière and
Le Centre culturel franco-manitobain

RE:

Agrandir nos espaces culturels - Creating New Cultural Spaces
Request for funding for the construction of a new theatre for
the Cercle Molière adjacent to the Centre culturel franco-manitobain

HONORARY PATRON
Her Excellency the Right Honourable
Michaëlle Jean

PRINCIPAL SUPPORTERS
The Honourable Paul Massicotte
The Honourable Pierre Claude Nolin
The Honourable Greg Selinger

Gail Asper
Harold Buchwald
Laurent Desjardins
Étienne Gaboury
Peter Herrndorf
Daniel Lavoie
The Honourable Viola Léger
Alfred Monnin
Raymond Poirier

CAMPAIGN PRESIDENTS
The Honourable Maria Chaput
Guy Lévesque
Paul McKenna

LE CENTRE CULTUREL FRANCO-MANITOBAIN ET LE CERCLE MOLIÈRE
340 Provencher Boulevard
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June 14th, 2006

The City of Winnipeg - Executive Policy Committee (EPC)
West Committee Room, 2nd floor
Council Building
510 Main Street

RE: Le Cercle Molière – request for funding for the construction of a new theatre adjacent to the Centre culturel franco-manitobain
« Agrandir nos espaces culturels » / Creating New Cultural Spaces

Project

The goal of the project is the construction of a new theatre facility adjacent to the Centre culturel franco-manitobain located at the corner of boulevard Provencher and rue Des Meurons in Saint-Boniface. The new theatre will house the oldest continuously operating theatre company in North America, the Cercle Molière, who has just recently celebrated 80 years of existence, a mile-stone for theatre in Canada.

History of the Cercle Molière

Founded in 1925, and under the artistic direction of Mr. Roland Mahé since 1968, the Cercle Molière has produced and presented countless theatrical performances as a professional theatre group, and its cultural programming reflects its mission statement which is "To promote French-language dramatic arts in Manitoba".

The Cercle Molière has an annual budget of approximately $750,000, is governed by a board of directors consisting of 11 members and is the employer of 6 full-time employees and approximately 70 to 100 contract based employees yearly.

A typical season of the Cercle Molière consists of:

- 4 productions per season
- 100 to 120 performances
- 150 volunteers representing a contribution of over 4,000 volunteer hours
- annual general subscription of 1,150
- 12,000 spectators per year

In addition, the Cercle Molière offers a wide range of cultural programming activities to youths including:

- The 36-year-old Festival Théatre Jeunesse – the Youth Theatre Festival
  - host to 20 French and Immersion schools
  - producing 23 performances
  - 400 to 600 youth participants from middle and high schools

- The Petite école du théâtre - Theatre school for youth
  - a fully-subscribed theatre school
  - currently teaching 28 students
  - 3 levels of training
  - programming schedule consists of 24 weeks
  - age range of participants between 7 and 15 years old

- The Théâtre du Grand Cercle - the Cercle Molière theatre company for young audiences
  - annual programming consisting of school matinees
  - in 2005 a total of 22 performances were presented to 28 schools with a total attendance of 1,666 participants

- Touring component of the Cercle Molière
  - Yearly the Cercle Molière will have 2 touring productions plus 1 play for children and 1 for teens
  - In 2005, the total attendance was 4,135 youth participants from 40 schools

Project Overview

The new theatre will first and foremost be dedicated to the theatrical productions of the Cercle Molière. During the low season (spring and summer months), the facility will be made available for other activities such as conferences and/or multimedia and audiovisual presentations.

The new theatre will be adjacent to the Centre culturel franco-manitobain – a 125-seat "black box" style theatre. The configuration of chairs and tables will be modular so the arrangement of seats and stage will be easily modifiable into a multitude of configurations to adapt to the needs of the Cercle Molière and their Café théâtre style or for other groups using the facility. The new theatre includes a rehearsal hall, workshop, costume, green room and underground storage area.

Project Budget

▪ Federal Government	$1,646,000
▪ Provincial Government	$1,646,000
▪ City of Winnipeg	$500,000
▪ Fundraising	$2,000,000
Total Revenues =	$5,792,000

The total cost of the project as outlined in this proposal has been evaluated at approximately 5.8 million dollars of which the Federal Government has confirmed its contribution of $1,646,000 and the Province of Manitoba has announced its funding of $1,646,000. In addition to government support, a major fundraising initiative is underway to raise $2,000,000.

Fundraising Committee

The Fundraising Committee is structured as follows:

- The President of the Fundraising Campaign Committee and 2 Co-Presidents
- 5 sectorial Vice-Presidents: (1) Communications and Marketing, (2) Corporations, (3) Foundations, (4) Youth, (5) Members and Friends (*a complete list of the volunteers is included in addendum)*

The Fundraising Committee schedule is a 3-phase approach:

1. Phase I – the silent phase extends on the first 6 months – December 2005 to May 2006 and focused on the recruitment, training and promotion of key donors. To date, 2 key donors have been approached – results pending and 10 national corporations and 5 to 7 regional corporations are in the midst of being approached.
2. Phase II – extends on 12 months – May 2006 to May 2007 and focuses on donors including smaller corporations, foundations, organizations. Proposals will be submitted to foundations over the summer 2006 period.
3. Phase III – extends on 15 months – September 2006 to December 2007 and focuses on the regional fundraising initiatives and activities including friends and youth.

Even in its silent phase (Phase I), the Fundraising Committee has confirmed the following additional funding to date:

- The Winnipeg Foundation – grant in the amount of $125,000
- The Richardson Foundation – a grant in the amount of $30,000
- The Gail Asper Family Foundation – grant in the amount of $20,000
- The Bill and Shirley Loewen Foundation - grant in the amount of $10,000
  Total of $185,000

Current Activities

Trizart Alliance

The Cercle Molière is currently completing an analysis of the new theatre needs and design with Trizart Alliance, a Montréal based firm specializing in a full range of integrated services covering all aspects of theatres, concert halls, multifunctional and black box venues, amphitheatres, and convention centres. The study will include analysis on site lines, acoustics, lighting and equipment for the new theatre.

Construction Committee

The Construction Committee structure and board representation is currently underway. This Committee will also be looking into "green theatre" considerations.

Environmental Assessment

The environmental assessment is currently underway in collaboration with the Federal and Provincial governments.

Schedule of Events (preliminary)

- Official launch of the fundraising campaign
  - September 2006

- Invitations to architects
  - Summer 2006

- Ground breaking
  - Depending on the timeline needed for the architects and on the weather conditions, the ground breaking ceremony could occur as early as the fall 2006 or as late as spring 2007

- Construction
  - 2007

- Official opening
  - The official opening should coincide with the Cercle Molière season opening play, which could occur as early as fall 2007 or as late as fall 2008

Financial Request

The Cercle Molière and the Centre culturel franco-manitobain is requesting financial support from the City of Winnipeg in the amount of $500,000. The organizations are asking the City of Winnipeg to consider the following contribution agreement:

(1) a first instalment in the amount of $300,000 allocated in accordance to availability of funds; and
(2) a second instalment in the amount of $200,000 in the following fiscal year.



Board of Directors of the Franco-Manitoban Cultural Center (CCFM)
The CCFM is a cultural venue and the cornerstone of French-language culture and artisitic life in Manitoba.

- Guy Lévesque, President
- Gaëtanne Morais, Vice-president
- Gilbert Savard, Past President
- Abdoulaye Ndiaye, member
- Jean-Paul Lebel, member
- Kelley Fry, member
- Marina Caillier, member
- Martine Bordeleau, member
- Sylvia Peña, member

Board of Directors of the Cercle Molière (CM)
The CM has as its mandate to develop and promote French-language theatre in Manitoba, thus contributing to the evolution of theatre in Canada.

- Paul McKenna, President
- Dr. Denis Champagne, Past President
- Jeannette Filion-Rosset, Vice-president
- Lorraine Forbes, Secretary
- Jean-Paul Guénette, Treasurer
- Brenda Kayser, member
- Danielle Séguin-Tétreault, member
- Glenn Joyal, member
- Henri Magne, member
- Tatiana Arcand, member

Fundraising Committee
The fundraising committee oversees the fundraising campaign and ensures that it is deployed in a strategic manner. The committee consists of headlining individuals, ambassadors, volunteers, and receives support from a manager.

President of the fundraising campaign committee: Senator Maria Chaput
Co-Presidents: Guy Lévesque and Paul McKenna
Communications and Marketing: Martine Bordeleau, Vice-president
Corporations: Gabriel Forest, Vice-president, Senator Paul Massicotte, Raymond Lafond, Gérald Labossière, André Couture and Mariette Mulaire
Foundations: Michelle Smith, Vice-president
Youth: Christian Perron, Vice-president
Members and friends: Brigitte Léger, Vice-president, Simone Neveux
Supporting members: Senator Rod Zimmer and Marcelle Forest

Employees

- Agnès Champagne, Executive Director of the CCFM
- Damyèle Arbez-Chaput, Project Manager
- Paul Léveillé, Administrator of the CM



MR. ROLAND MAHÉ, ARTISTIC DIRECTOR OF THE CERCLE MOLIÈRE

Roland Mahé has been the artistic director of the Cercle Molière (CM) since 1968. Throughout his long career, he has staged more than 80 theatrical productions. He has acted as set designer and wardrobe master, and ensured the visual quality of each of the CM's performances.

Mahé believes that creation in the dramatic arts is essential to the cultural survival of his community, and as a result he has laid the foundation for creative activities that lead to opportunities for playwrights in Manitoba.

Since he is of the opinion that developing the artistic talents of the region is important, he has given the opportunity to many artists of matriculating on the planks, who were thereby able to learn the craft of acting. Capitalizing on his energy, his commitment and discipline, he has been able to transmit to others his love of the theatre, which resulted in many people making it their choice of career.

Through his belief in the importance of having access to theatre in various regions, he facilitated the presentation of theatrical productions from all over Canada in Manitoba. He has also greatly contributed to the growth of professional theatre in those regions, from a personal standpoint as well as in the capacity of artistic director of the company.

Roland Mahé has persisted in believing in the survival of French-language theatre in a community where Francophones are a minority, and he has singlehandedly succeeded in transmitting his love of French-language theatre to more than one generation of Franco-Manitobans. For Mahé, theatre is one of the essential vehicles for maintaining the status of the French language in Manitoba, and for making sure that Francophone culture in Western Canada continues to be dynamic and progressive as it looks to the future. His passion and his vision have inspired many others, in addition to his sense of humour and his vast knowledge of the discipline of the theatre.

Awards and Honours

- Honorific member of the Société québécoise d'études théâtrales (2004)
- L'Ordre des francophones d'Amérique, from the Conseil supérieur de la langue française de Québec (2004)
- Medal of the Queen's Jubilee (2002)
- Prix Marcus Award, given to "a person who has contributed in a significant way to Franco-Canadian theatre," by the Association des théâtres francophones du Canada (2001)
- Artistic Achievement Award from the Great-West Life, presented through the Manitoba Arts Council Foundation (2000)
- Manitoba Cultural Hall of Fame (1999), one of the first three people to receive this honour
- Prix Manitoba Award, in recognition of his contribution to artistic life in the province (1995)
- In 1998, he celebrated his 30th anniversary as artistic director of the Cercle Molière