

MASSEY THEATRE SOCIETY

OCTOBER 12, 2016

EXECUTIVE DIRECTOR'S REPORT

2015 – 2016 AT A GLANCE



*Distinguished History  
Dazzling Future*

At this time, it is extremely gratifying to reflect on the news of the last year. As you all now know, thanks to the efforts of SD 40, the City of New Westminster and the Ministry of Education; the Massey Theatre will remain for the long term and will undergo an exciting renewal. This news has enabled the Society to begin to truly contemplate the future; the painstaking work of an artistic and cultural renewal. I'm sure you are all as excited as I am to contribute to this renewal and to witness the Massey transform into a theatre for the future.

With this news we begin to shed the layered stresses of what has been a very challenging decade for the Massey Theatre, for its presenter community, for performing artists, audiences, many dedicated Directors of the Board, and above all for the Society's staff. Tonight holds an important opportunity for me to formally recognize the exceptional service of the women and men who are the heart of Massey Theatre. These people have steadfastly supported the theatre, its presenter community and the public interest throughout the long years of uncertainty. The strength of character and sheer will of this group, to make a positive contribution each day, to remain flexible despite the many challenges we have faced, has provided the backbone for the Massey Theatre. And, they have supported me tremendously as I have navigated the twists and turns of directing the Theatre during this era. Please join me in thanking the Massey Theatre staff.

I must also acknowledge the dedication of our current Board of Directors who have remained cool headed and supportive at times when the risks facing the Society have been daunting. You are, individually, wonderful examples of the engaged citizen with a goal for the greater good to strive toward. Collectively, you have worked diligently and respectfully to achieve positive outcomes for the community never losing sight of the goal of a future for Massey Theatre. Thank you for your discipline and support. It has been a good year!

With a brighter future for our theatre secured, now comes a need to connect with a broader community. We have a number of initiatives planned to increase connections with our organization. These will emerge within artistic programs, special events, and greater access to the theatre for key user groups and community members. I am excited to report that we have begun upgrading equipment in the theatre to the tune of over \$125,000 in purchases in the last year and another \$50,000 plus in motion.

Fundraising is coming into focus as we push for strategic investment in assets that will better support performances and upgrade public amenities to meet our high standards for the long term future. We will be calling on the passion for the theatre of many regional citizens, of business leaders and funding agencies to assist in supporting the transformation and in-kind, increase the Massey's positive economic impact on New Westminster beyond all past achievements.

As we now move into the new, we have a grander view of the Society's mission: a vision in which greater cultural activity is facilitated; in which a new level of excellence is established - built upon modern methods, equipment and relationships; in which physical and economic access is central to our facilities; and in which programming is unique, diverse and revealed in exceptional facilities.

I hope to hear from all of you soon and often with your thoughts and ideas to help us move into a dazzling future for the Massey Theatre Society.

Thank you for your ongoing interest and support!

Jessica Schneider

Executive Director,

Massey Theatre Society