

CASE STUDY: Multicultural Theatre Space (The MT Space) / We Are Culture: IMPACT and Neruda's Kultrún Festival (2013)



ABOUT THE ORGANIZATION:

Waterloo Region's first and only multicultural theatre company continues to fulfill its mandate by creating, producing and presenting high quality artistic performances and cultural events reflective of the people who live in the area. The MT Space strives to develop forms and practices that speak to, draw upon, reflect, and constitute Canadian contemporary community. The MT Space was founded in 2004 by Artistic Director Majdi Bou-Matar. The MT Space also offers educational programs and professional development workshops, and provides mentoring and assistance to local artists.



PROJECT DESCRIPTION:

"We Are Culture: IMPACT / Neruda's Kultrún Collaboration" was a new project between MT Space and Neruda Productions. This new partnership connected the two Festivals with eight weeks of indigenous and culturally diverse programming, including theatre, music, dance and interdisciplinary works. MT Space's "IMPACT" (International Multicultural Platform for Alternative Contemporary Theatre) took place in September, 2013; and Neruda Productions' inaugural "Kultrún Festival" took place in November, 2013. Between the two events, the two partners programmed smaller theatre, dance and music events from Aboriginal and culturally diverse artists. Both festivals are international in scope and focus on contemporary multicultural themes, cultural diversity and the re-centralization of Aboriginal culture. This partnership allowed them to market the two Festivals and in-between programming and brand the region of Waterloo as a centre for Indigenous and culturally diverse expression. MT Space and Neruda productions included theatre, dance and music events during the six weekends between the two Festivals. They also included various workshops for youth and community members in various music, dance and storytelling forms from different cultures.

OCAF CONTRIBUTION:

\$35,000 (44% of marketing budget)

HOW OCAF HELPED:

"This OCAF-supported project helped the festival achieve a step forward this year with increases in both attendance and ticket sales. We were also very pleased with the positive energy and sense of community that were fostered for our entire We Are Culture series."

"Collaborating with Neruda Arts on organizing We Are Culture was a great improvement to MT Space's overall capacity. We were able to truly partner in this endeavour, pooling our resources – staff, space, advertising and marketing materials – as well as cross-pollinating our audiences. The partnership between MT Space's IMPACT Festival and Neruda Arts' Kultrún Festival was the beginning of what we see as a template for our Festivals to work together. The We Are Culture project was an opportunity for us to plan together, collaborate, share programming ideas, initiate symposia topics, contribute to each other's workshops and generally support one another by sharing resources and expertise."



TOTAL ATTENDANCE FOR BOTH FESTIVALS: 6,063

TOTAL VISITOR SPENDING = \$659,098

ECONOMIC IMPACT OF THE PROJECT, NOT INCLUDING VISITOR SPENDING (BASED ON THE TREIM MODEL):

GDP GENERATED = \$389,325

LABOUR INCOME GENERATED = \$271,871

DIRECT PROVINCIAL TAXES GENERATED = \$103,838

TOTAL PROVINCIAL TAXES GENERATED = \$162,605