



# Who We Are?

- ▶ Non-profit Film Society based out of Sherwood Park
- ▶ 10 years of film programming
- ▶ Over 600 films showcased in Metro Edmonton region.
- ▶ Grassroots Sherwood Park based organization with programming all over Canada
- ▶ 8 years of hosting the India Film Festival
- ▶ Focused on nurturing emerging film artists and film technicians from South Asian community
- ▶ Recently completed a digital original film, providing job opportunities for over 40 artists and art workers in Greater Edmonton Region.
- ▶ Proponent of screen industry – successfully brought a Netflix series to Sherwood Park in March 2022



# A GLIMPSE OF INDIA FILM FESTIVAL OF ALBERTA

# India Film Festival of Alberta - 2021

- ▶ Month long celebration throughout Alberta in conjugation with Alberta Culture Days from September 1-30
- ▶ Every weekend the festival travels across Alberta
- ▶ Sherwood Park, Edmonton, Calgary and Fort McMurray
- ▶ 3-day celebration in each city
- ▶ Events include drive-in films, in-person films, cultural dance performances, food truck (South Asian) and other family fun activities
- ▶ Safety is our priority, we adhere to Provincial Health guidelines. Cultural performances can be delivered through drive-in experiences as needed













# Sherwood Park

# Why Sherwood Park?

- ▶ Strathcona County is the fastest growing community in Metro Edmonton with a population of 100, 362 (Census 2022)
- ▶ Strategically located between Yellowhead Highway and Anthony Henday Drive
- ▶ Diverse population with more new immigrants and intra-provincial migrants moving to Strathcona County due to proximity to Industrial Heartland and Refinery Row
- ▶ Lack of dedicated arts space in Sherwood Park is a issue heard from the arts community and festival organizations in Sherwood Park



# Proposed ACI Location





# Arts and Culture Incubator

## A Multi-purpose Centre



# What is an Arts and Culture Incubator?

An accessible space for multiple arts and culture organizations to build and grow.

Live Music and  
Dance  
Performances

Theatre and  
Performing Arts  
group

Choir and  
Christmas  
Recitals

Cultural Film  
Screenings

Festivals

# Why is Arts and Culture incubator is important for Sherwood Park?



Create  
Jobs



New Business  
Opportunities



Boosting  
Local  
Economy



# Why Social Enterprise?

- ▶ Arts and Culture Incubator with social enterprise in mind creates long term sustainability
- ▶ The proposed project will be built next to Holiday INN Express on Portage Lane
- ▶ It will be 2 story facility with a commercial kitchen and a smaller arts space in the main level and a state of the art “multi-purpose facility” at the upper level
- ▶ Long term lease agreement with the commercial kitchen will secure EMC’s financial future
- ▶ With adjacent hotel, success of the restaurant is secured
- ▶ Strategically located near industries the upper level art space can also host conferences, meetings, training courses during week days

# Funding

- ▶ Various funding opportunities with Provincial and Federal Government
- ▶ Canadian Heritage Cultural Space Grant
- ▶ Destination Development Grant: Travel Alberta And Government of Canada's TRF
- ▶ Community Foundation of Canada – IRP
- ▶ Charity Application
- ▶ Casino Funding
- ▶ Thanks to the Council for supporting the feasibility study through the Council Priority fund



# What do we need from Strathcona County Council?



# How Council Can Provide Support

- ▶ Letter of Support from the Council for the project for the purpose of pursuing funding opportunities
- ▶ Ongoing support during the permitting and build process
- ▶ Consideration for funding opportunities through the County



