

# SHERWOOD PARK ARTS & CULTURE INCUBATOR

Multi-Purpose Centre Project Proposal  
July 2025

# 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

# INDIA FILM FESTIVAL OF ALBERTA - 2024

- 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 ARTS & CULTURE INCUBATOR

MULTI-PURPOSE CENTRE PROJECT PROPOSAL July 2025

## INTRODUCTION

The Edmonton Movie Club (EMC) is proposing a social enterprise project to build and operate a Multi-Purpose Centre to facilitate Arts and Culture in Sherwood Park and the surrounding area. This project would allow EMC ongoing and secure space in which to operate while providing other arts and culture nonprofits temporary use of the space when not being utilized by EMC. As well, the business model would provide a long term sustainable income stream to support EMC moving forward.

# PROJECT PARTNERS



# WHAT IS AN ARTS & CULTURE INCUBATOR?

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



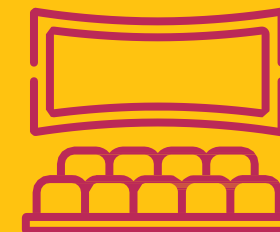
Live Music  
& Dance  
Performances



Theatre and  
Performing Arts  
group



Choir and  
Christmas Recitals



Cultural Film  
Screenings



Festivals

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## PROJECT DESCRIPTION

The EMC Multi-Purpose Centre is imagined to be a two storey facility with 5000 sq. ft. of performance / viewing space that will include retractable seating for 200.

- State of the LED Wall can be used for films and virtual film production
- Two 1000 sq. ft art space
- 3000 sq. ft restaurant
- Outdoor LED Wall public art similar to National Arts Centre, Ottawa



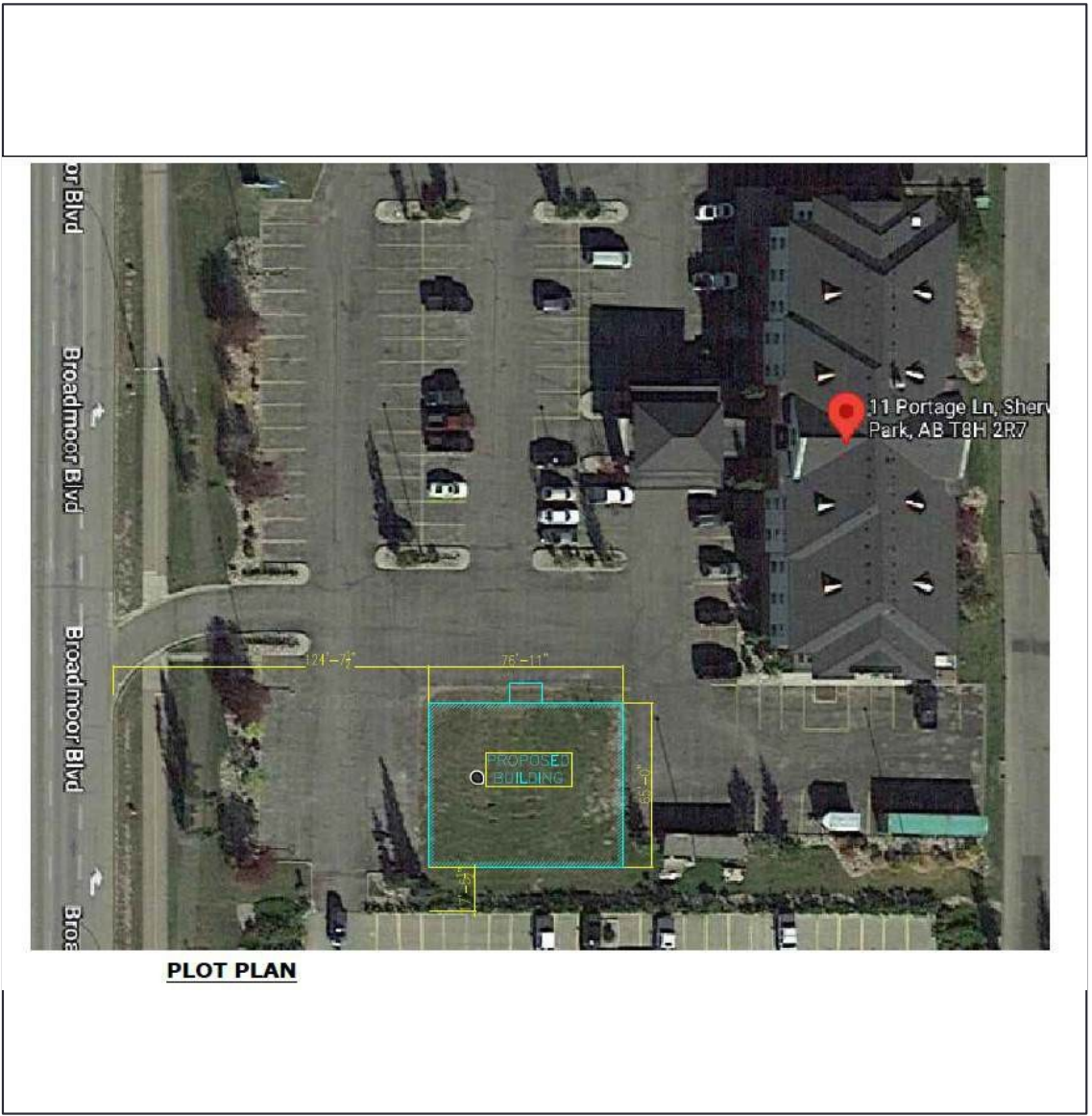
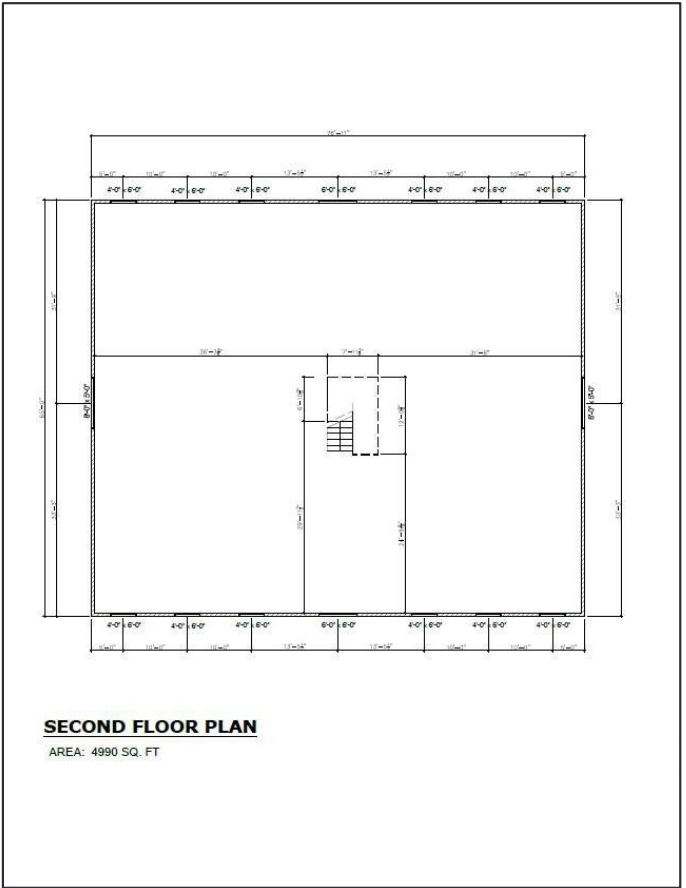
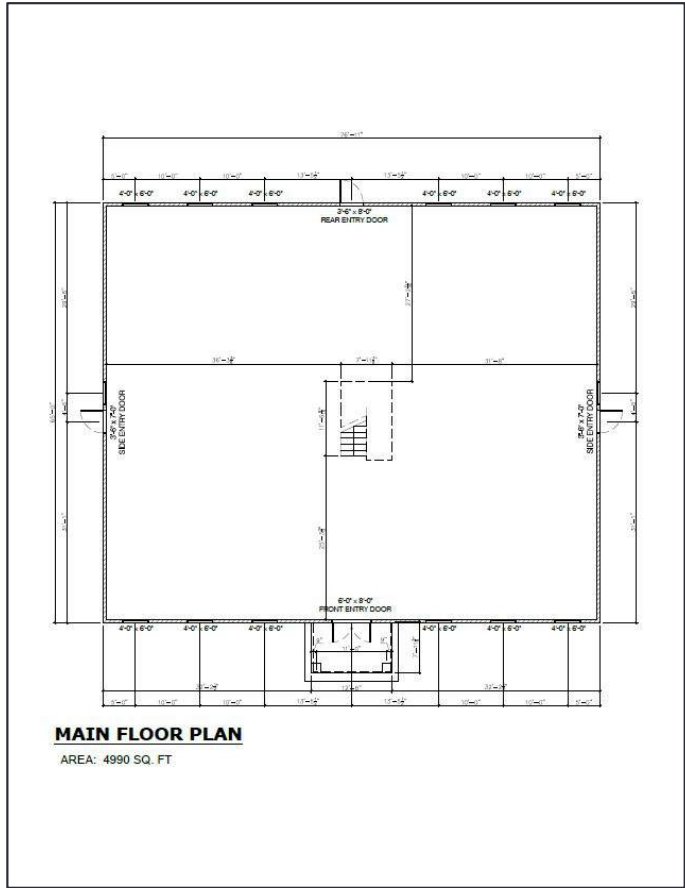
As a multi-purpose facility, the Centre will be able to accommodate the various needs of many organizations, including but not limited to:

- Live music, dance, theatrical and performing arts groups
- Choirs and Christmas recitals/performances
- Festivals
- Cultural film screenings with state of the art projector system
- Conference and meeting space
- Virtual film production

### 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







# LED VIDEO WALL TO SHOWCASE FILMS & VIRTUAL FILM STUDIO

The project will feature a state-of-the-art LED video wall, designed to showcase films and artistic content with stunning clarity and vibrant colors. Edmonton Movie Club (EMC) is collaborating with Go AV Inc., a reputable local technology company, to bring this cutting-edge display to life. This addition will enhance the building's appeal, offering an immersive visual experience for visitors and elevating the space as a cultural hub for entertainment and creativity.



# WHY IS THE ARTS & CULTURE INCUBATOR IMPORTANT FOR SHERWOOD PARK?

- Cultural Tourism
- Create Jobs
- New Business Opportunities
- Boosting Local Economy
- Film production



# VIRTUAL FILM STUDIO WITH EMPASIS ON FILM AND TV

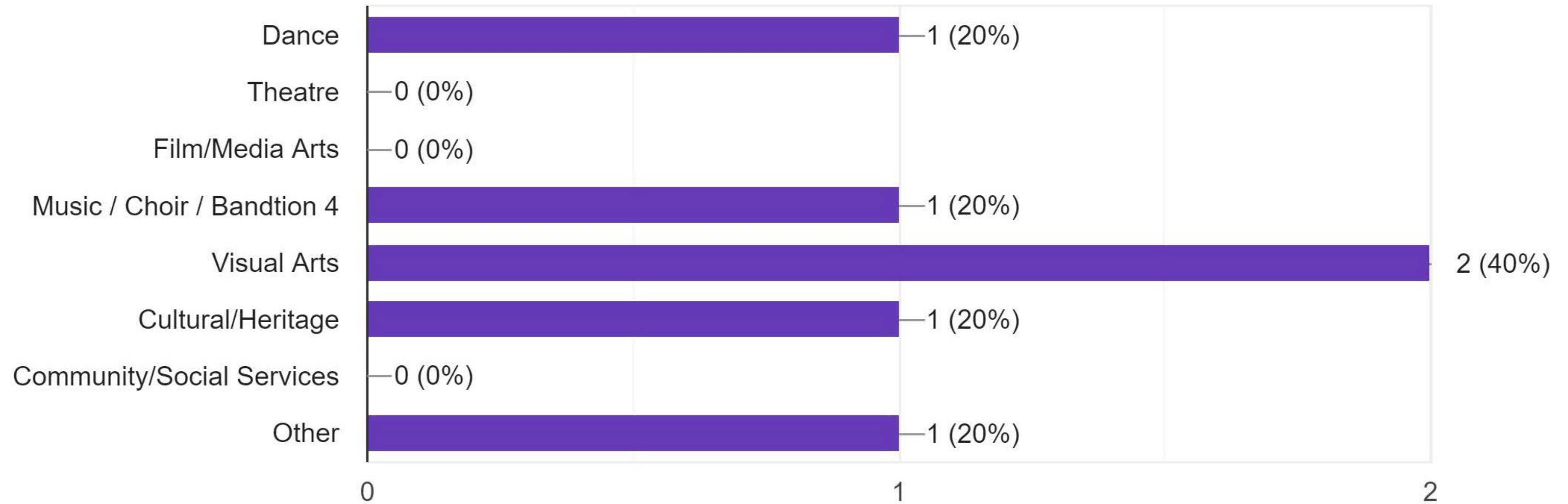
- EMC has a track record for being an advocate for Alberta Screen Industry with focus on Indian film industry, which is world's largest makers of film and TV content
- EMC over the last 10 years attracted biggest actors and technicians from India to Alberta
- Advocacy has brought 2 film productions to Alberta (And the Oskar Goes to (2018), Sherlock (2022). One local production, Red Wine with South Asian Artists was produced by EMC
- The new facility will feature a dedicated Screen office which will continue to attract foreign film production while nurturing local production talent to strengthen Alberta's marketable film industry



**EDMONTON MOVIE CLUB  
STRATHCONA COUNTY ARTS  
& CULTURAL SPACE NEEDS  
SURVEY RESULTS  
(PRELIMINARY)**

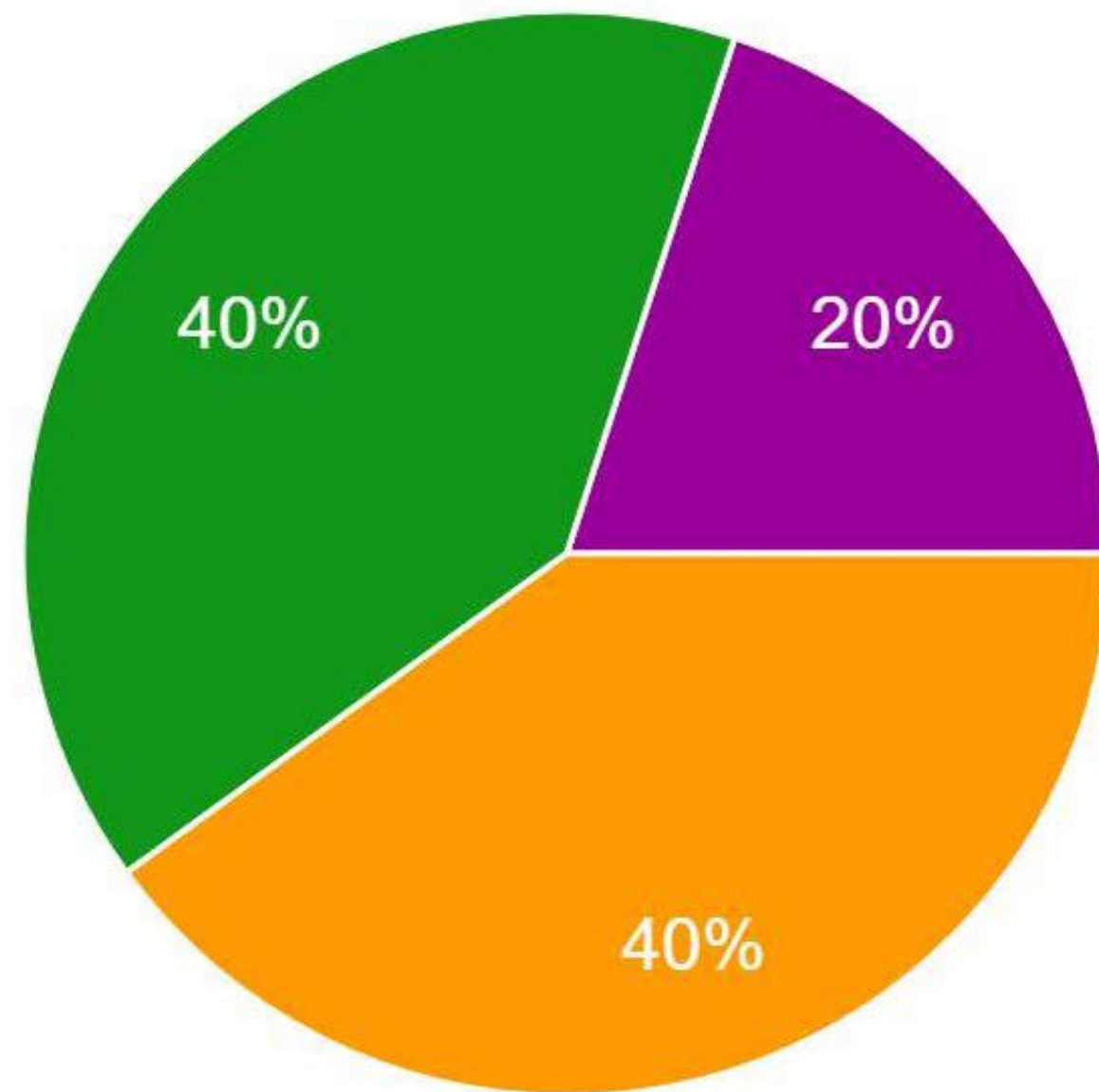


# TYPE OF ORGANIZATION





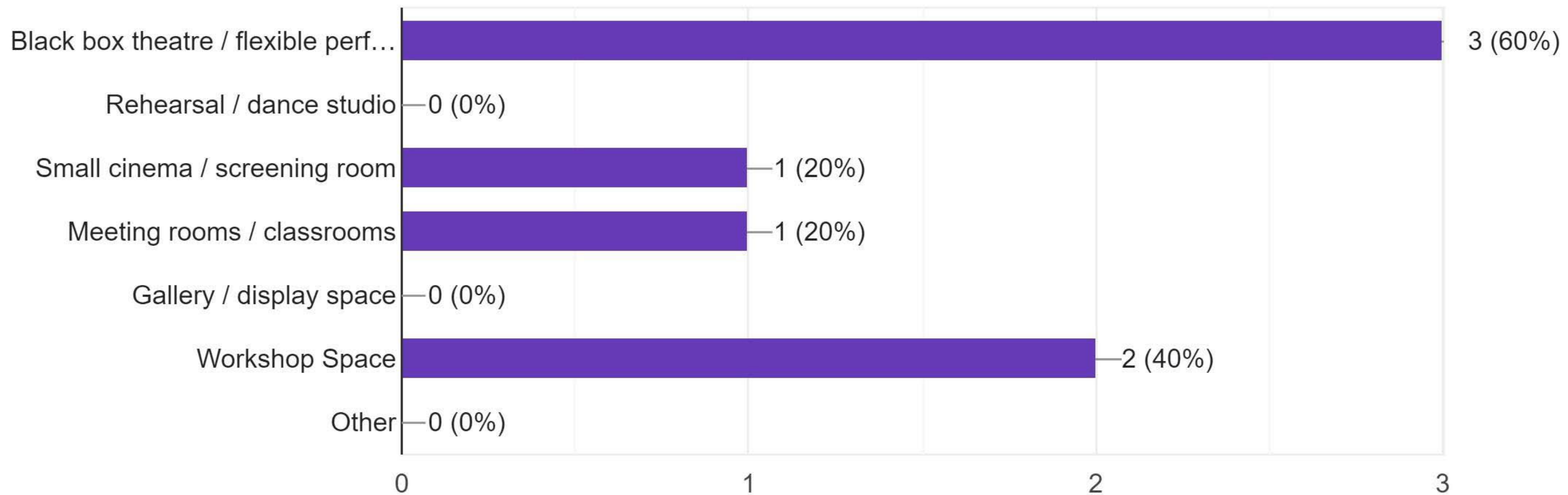
# WHERE DO YOU CURRENTLY HOLD MOST OF YOUR ACTIVITIES/PROGRAMS?



- Own dedicated space
- Shared community facility
- School, church, or borrowed space
- Rent commercial space
- Other

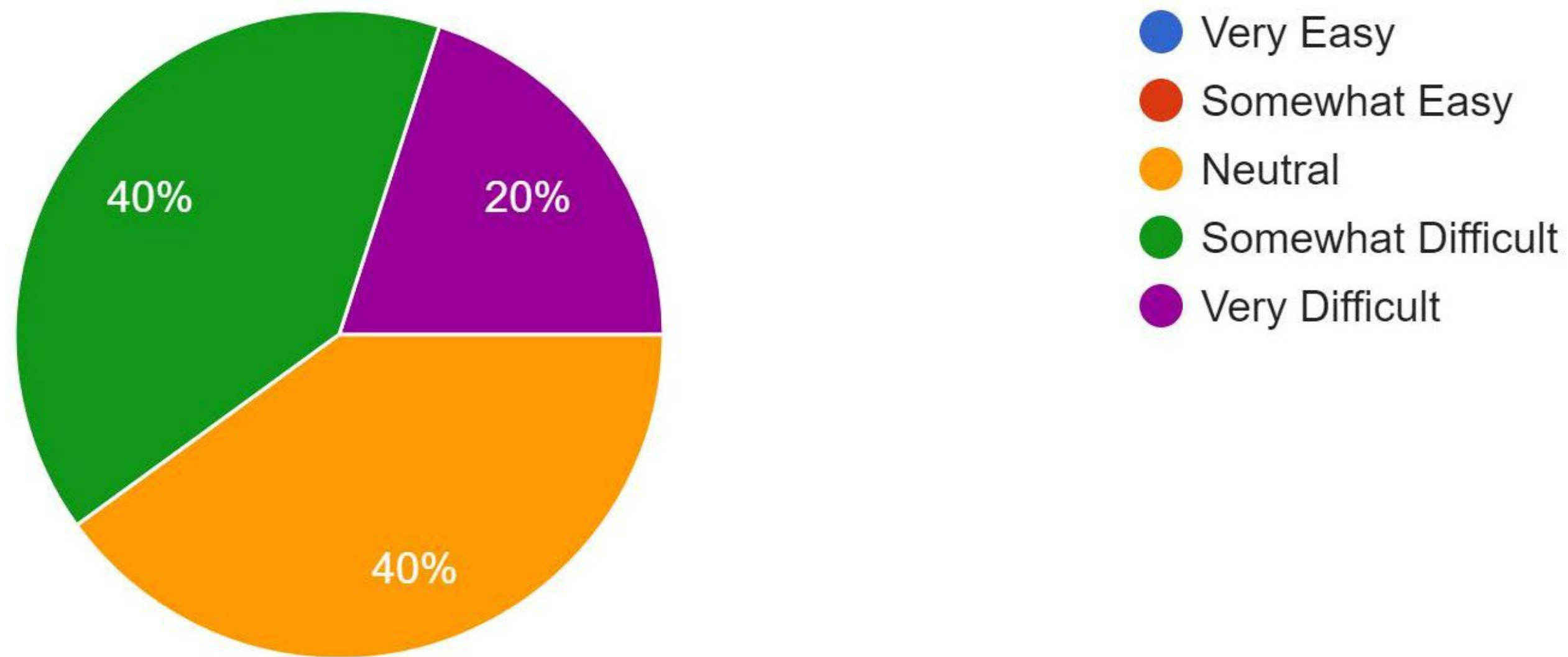


# WHAT TYPE(S) OF SPACE DO YOU CURRENTLY USE? (CHECK ALL THAT APPLY):



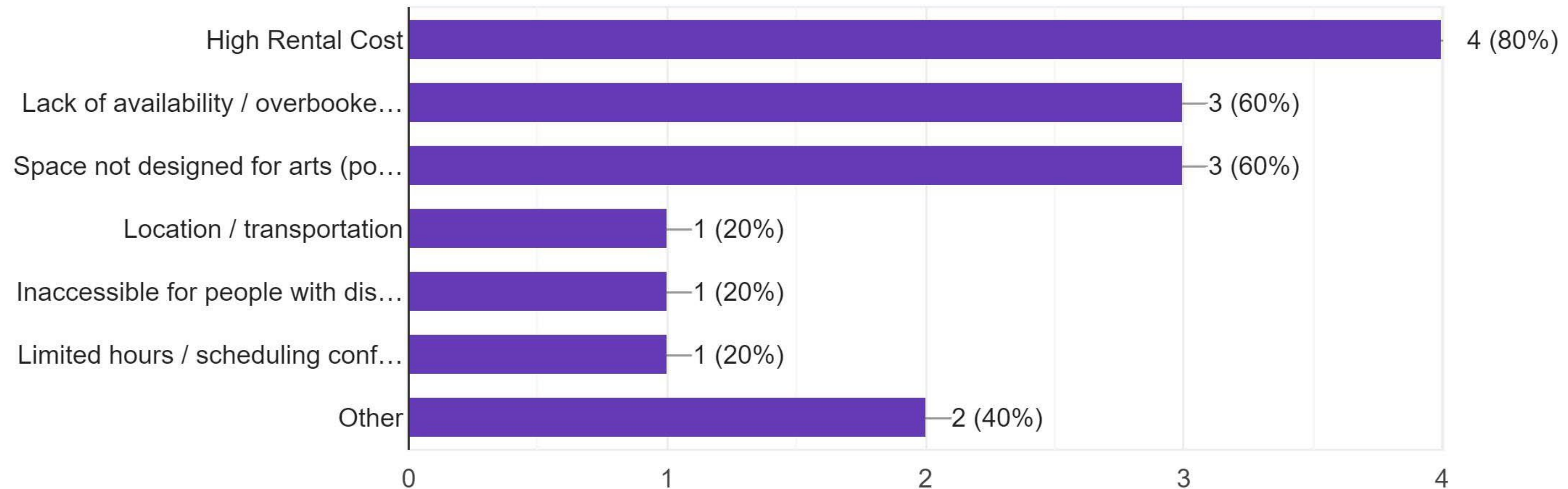


# HOW EASY IS IT TO FIND SUITABLE ARTS OR CULTURAL SPACE IN STRATHCONA COUNTY?



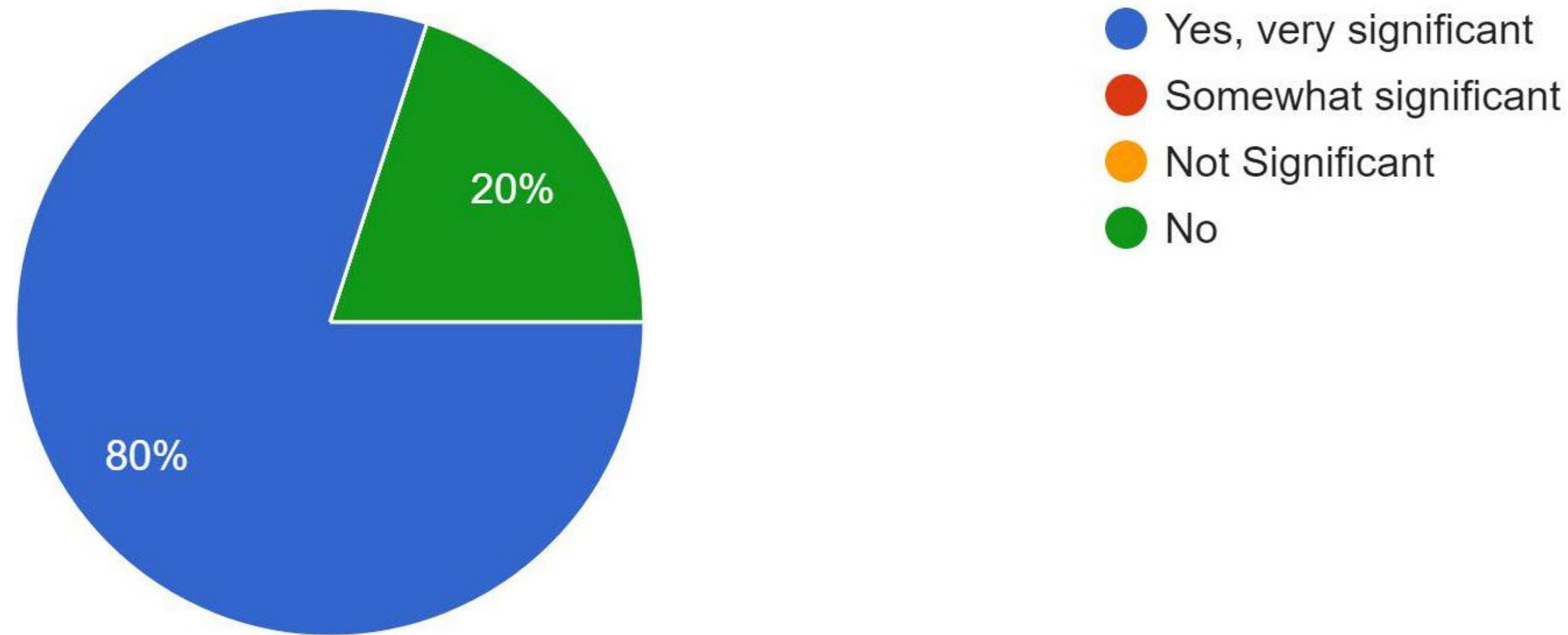


# WHAT ARE THE BIGGEST CHALLENGES YOUR ORGANIZATION FACES IN ACCESSING SPACE?

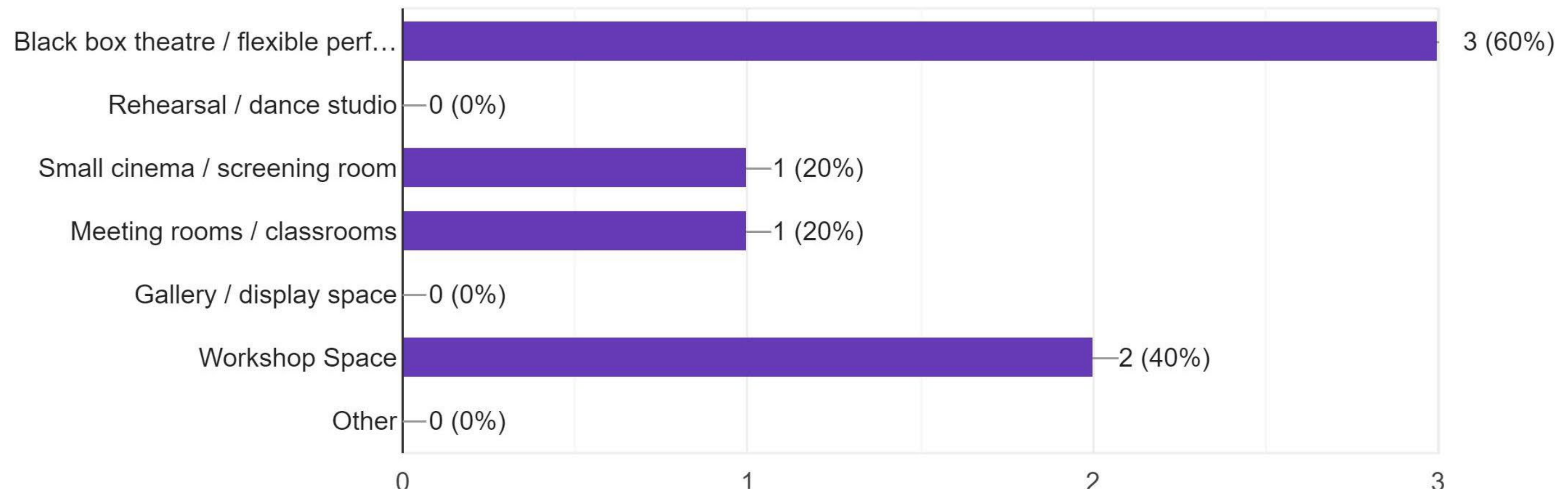




# IS COST A SIGNIFICANT BARRIER TO YOUR ORGANIZATION'S ABILITY TO RENT OR USE SPACE?

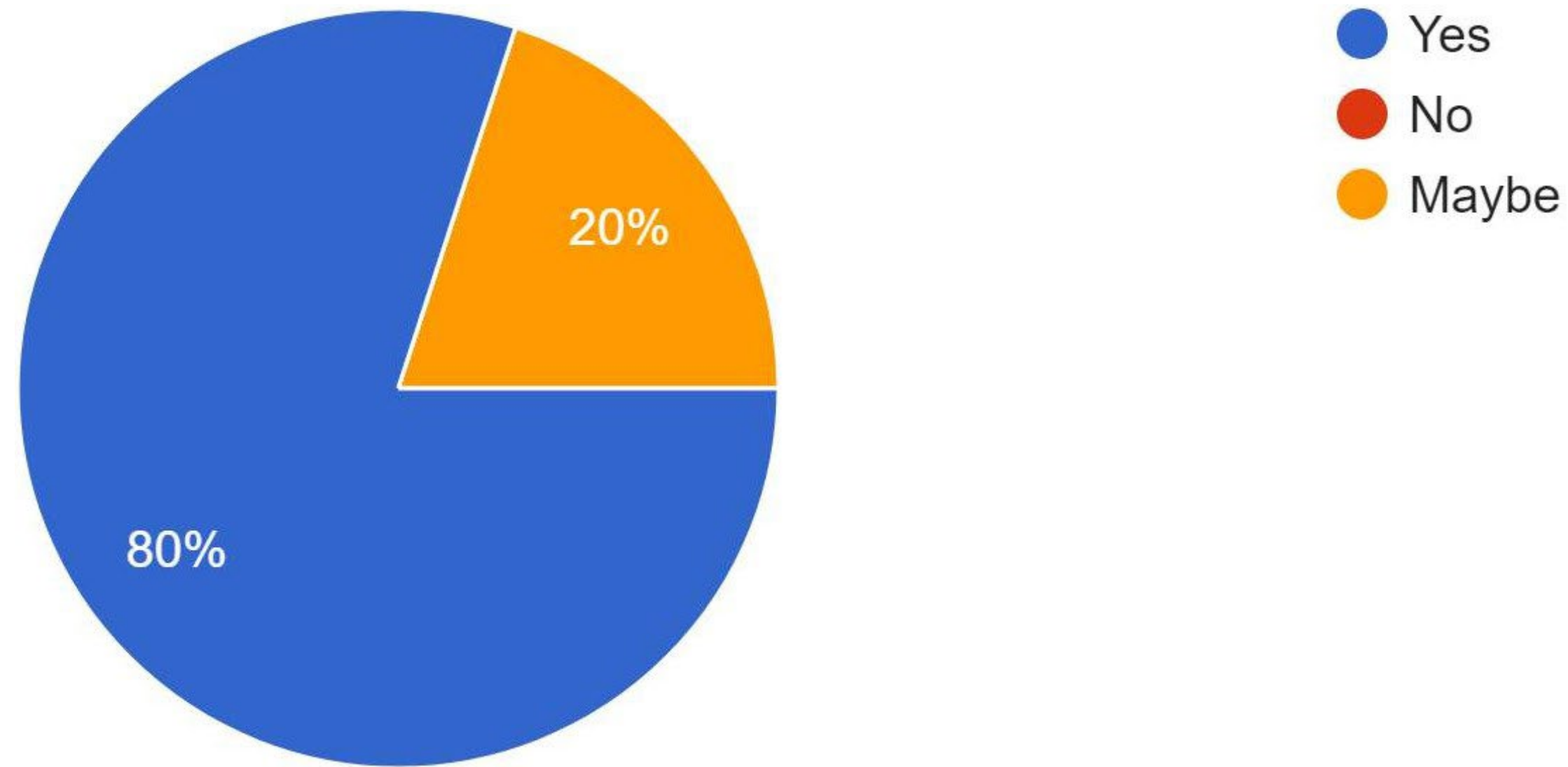


# WHAT TYPES OF SPACE WOULD BE MOST USEFUL IF A NEW ART & CULTURE HUB OPENED?

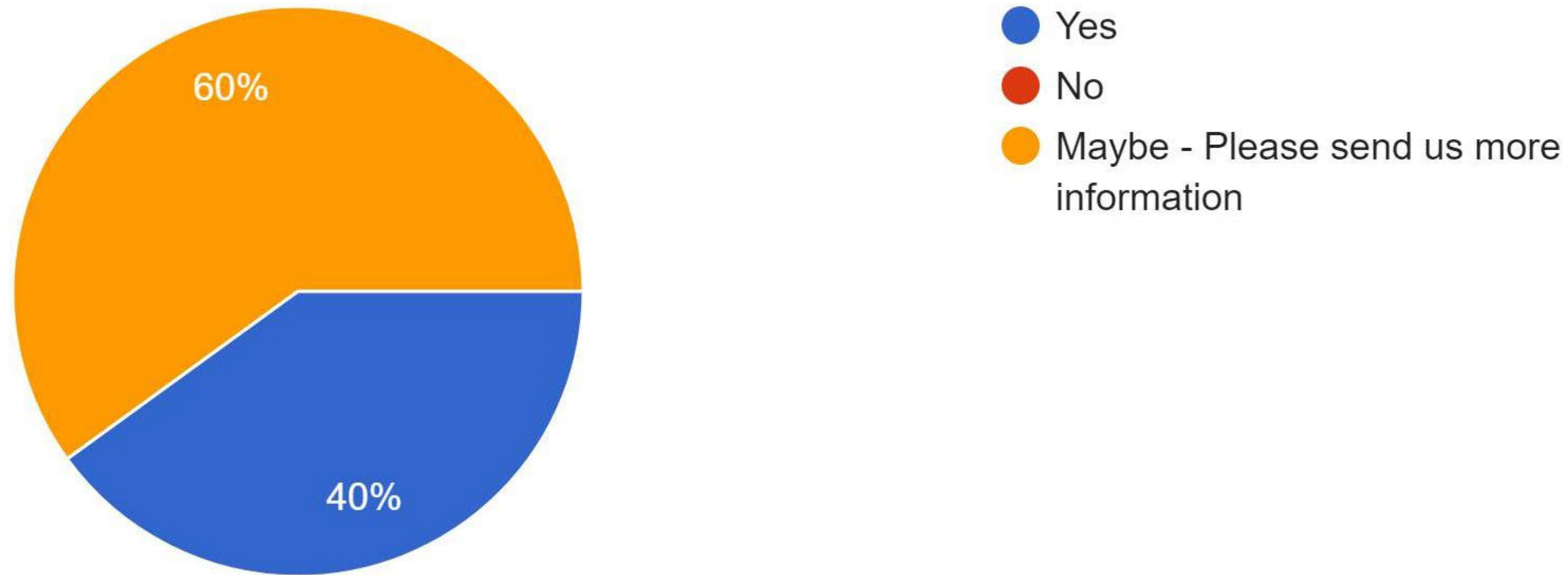




# WOULD YOUR ORGANIZATION CONSIDER RENTING OR BOOKING SPACE AT A NEW CULTURAL HUB IN SHERWOOD PARK?



# WOULD YOUR ORGANIZATION BE WILLING TO PROVIDE A LETTER OF SUPPORT FOR THE PROPOSED ARTS AND CULTURE HUB PROJECT?





# Project Status

- Lot splitting is done
- Developmental permit is underway

# Funding

- Provincial CFEP (Due July 31)
- Federal Government
- Strathcona County – Capital cost or funding for operating for 3 years



# Questions?