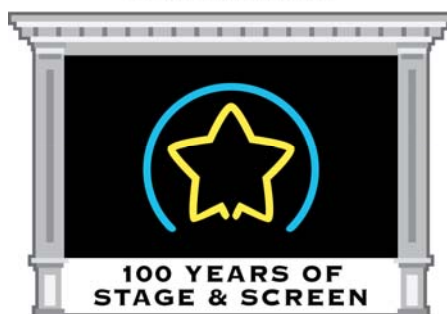




2010-2011 Annual Report
of the
Acadia Cinema Cooperative Ltd.

(a unique non-profit arts co-op that contributes to our Valley's vibrant cultural life by operating the Al Whittle Theatre and Studio-Z on Wolfville's Main Street)

**THE ACADIA CINEMA COOP
CELEBRATES**



1911-2011

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For more information about the Acadia Cinema Cooperative Ltd., visit our website at acadiacinema.coop, send an e-mail to info@acadiacinema.coop or call our Theatre Manager Kathleen Hull at 542-3344.

Executive Summary

- **Kathleen Hull** was hired as our part-time theatre manager, after the interview committee reviewed many strong resumes and interviewed a half-dozen impressive candidates. On January 1, 2011, Kathleen assumed the many and varied duties previously performed by volunteer Theatre Manager William Zimmerman, who agreed to be available as a transitional resource until March 1.
- Our celebration of our building's **centennial as a performing arts space** got off to a great start with:
 - the formation of a 100th Anniversary committee in November
 - a presentation of the award-winning 1926 silent film classic *The General*, starring Buster Keaton, on April 16 by our anchor tenant the Fundy Film Society
 - a variety show entitled *Broken Leg Theatre* presented by Donna Holmes on June 18th and
 - sales of our centennial souvenir stainless-steel tumblers, posters and postcards.
- The **211 events at the Al Whittle Theatre** (up from 199 last year) during the year included:
 - 95 **film** screenings (including 88 Fundy Film Society screenings of 58 different films)
 - 56 **music** events (including nine *Night Kitchens*, three **opera** performances of the fully-staged and costumed Greek tragedy *Dido and Aeneas*, three **Deep Roots** concerts in one afternoon and the three-day *AMP Fest*)
 - 53 performances of 10 **plays** (including the third season of **Valley Summer Theatre**)
 - 1 **variety show**
 - 6 **other events** including two lectures, a literary reading, a graduation, a ballet performance and a private booking.
- The **86 events held in Studio-Z** between July 1, 2010 and June 30, 2011 included:
 - 51 **dance** classes
 - 17 **meetings**
 - 8 **musical** events
 - 5 **theatre** events and
 - 3 **musical theatre** performances
 - a team-building **workshop**, and
 - a **private booking**.
- **Jack's Gallery**, in the theatre lobby, was the venue for a **range of exhibits** during the year.
- Efforts to **enhance communication** with our shareholders, presenters, performers and audiences included:
 - the August 9 launch of the newly-revamped website. Many thanks are due to Ned Zimmerman for getting it off the ground. Built with a new content management system, it will be easier to keep up-dated, so the work can be shared among a group of volunteers.
 - maintaining the *Friends of the Al Whittle Theatre* facebook page and *Al Whittle Theatre* twitter account, and
 - using our family of logos to continually enhance the consistency and clarity of our branding.
- Our **Equity Tax Credit** share offering and *Sink the Mortgage* campaign resulted in sales of 117 shares to 46 shareholders and the acquisition of 12 new shareholders.
- **Nova Scotia Tourism, Culture and Heritage** provided a \$10,000 operating grant and the **Town of Wolfville** contributed a \$5,000 facility grant.
- We worked on implementing our **three-year plan**, which guides us as we move to 2012-2013 and developed a number of policy statements to give us a solid governance foundation.
- As of June 30, 2011, our organization had:
 - **692 shareholders** holding 3,259 shares
 - many active **volunteers and supporters**, and
 - a **three-year funding commitment** of \$10,000 per year to 2012-2013 from Nova Scotia Communities, Culture and Heritage.

Message from our Board Chair

On behalf of the board of directors, I'm once again happy to present this report as a demonstration of our commitment to be fully accountable to our shareholders, our performers, our supporters, our funders and other volunteers.

As my term as the Board Chair comes to a close, I am grateful for the support I have received from my colleagues on the board. Together, we have made some major steps forward.

In last year's message, I spoke of our hopes for hiring a part-time theatre manager. I count having Kathleen Hull as Theatre Manager as one of our key accomplishments for the past year. Now, I would like to acknowledge all the efforts of Stephen Peters, Lorne Saul-Demers and Bill Zimmerman in recruiting, selecting and hiring Kathleen Hull. When resumes flooded in following our job posting, it was very reassuring but presented a daunting and time-consuming task for the hiring committee!

I feel we have also had notable success developing a policy framework, which will serve the organization well for years to come. This was another task that would not have been possible without contributions from many board members. I'd like to thank Bronwyn Andrews, for her work drafting our Volunteer Policy, Fred Chipman, for drafting our Privacy Statement, and Barbara Kaiser for drafting a Values and Commitment statement. As the organization moves forward, I trust that a business plan incorporating strategic directions will be adopted. Then, the foundation will be in place for continued good governance – the role of any board of directors.

Of course there are many, many more members of our community who stepped forward to help out in ways large and small during the year. Some of them were able to offer expertise or time on a one-time-only, while others continue to make commitments over and over again. We've put together a list of them and have included it in *Our Community* - Appendix A of this report. It is an impressive list indeed, not only for the names it includes but for the sheer volume of talent and number of hours of unpaid work it represents.

At the last annual meeting, Lay Yong Tan finished his term as our long-time treasurer. I am thankful to Stephen Peters and Fred Chipman, with input from Kathleen Hull, who stepped up to join me on the new Finance and Audit Committee, which we formed in place of having a treasurer on the board. I would also like to thank Jeff Moore, whose term on the board ended in October 2010, and Bill Zimmerman whose term ended at the same time but who stayed on as a transition resource for us until March.

I was delighted to welcome Bronwyn Andrews, Tim Fisk and Karen Malim as new board members at our last Annual General Meeting. They have all contributed to our success over the past year.

We all have reason to be proud of what we have accomplished and the many, many ways our facilities function as the cultural heart of the Annapolis Valley for all of us here in Wolfville, the rest of the Annapolis Valley and beyond. We have even more reason to be excited about the possibilities that now exist for us given the strong base we have continued to build.

Audrey Conroy
Chair, Acadia Cinema Cooperative Ltd.

Our Year in Review (July 1, 2010 to June 30, 2011)

Hiring a part-time theatre manager

In early October, the buzz began: The Acadia Cinema Coop was hiring a theatre manager! This ad was posted on the website on October 9:

Theatre Manager Position Available

Do you have a passion for film and performing arts? Does life in a vibrant small university town surrounded by stunning landscapes appeal? Enjoy making connections and facilitating events? The Acadia Cinema Coop in Wolfville Nova Scotia is hiring a theatre manager to manage the Al Whittle Theatre and Studio-Z. You will book all events at these venues, arrange for staffing and manage the building in partnership with Just Us! Coffee Roasters Co-op. Your excellent customer service skills will be the key to your success!

As the ideal candidate you would have post secondary education in theatre management and/or performing arts administration. We are looking for a mature individual, who is computer literate, and has experience in theatre management, event management, facilitating entertainment events, or managing building sites.

The theatre manager reports directly to the Acadia Cinema Coop Board through the Chair, and is a member of the Joint Management Committee, established with Just Us!, to identify, discuss and resolve building management issues. The manager would provide regular reports to the Board and attend Board meetings upon request.

The initial appointment is for six months. Permanent employment will be dependent on secure funding and a satisfactory performance review at the end of the probationary period.

The job is estimated to be half time. Salary will be negotiated based on your experience. You would have significant input into your hours and schedule. There are also potential opportunities for income through presenting events or providing Event Management services (actually working during events), dependent on your skills and abilities.

Sound intriguing? You can submit your application by e-mail to: info@acadiacinema.coop or by mail to: Theatre Manager Position, Acadia Cinema Coop, 450 Main Street, Wolfville, Nova Scotia B4P 1E2

Applications will be accepted until 5pm, October 29, 2010.

Applications flooded in from the Valley, other parts of our province and elsewhere in Canada. All resumes received were carefully considered and the interview committee of Stephen Peters, Lorne Saul-

Demers and Bill Zimmerman sat down with a half-dozen candidates. Many of the resumes were strong and those interviewed were impressive. There was a tough decision to be made!

On December 1, the good news of Kathleen Hull's hiring was announced:

New Acadia Cinema Coop Theatre Manager chosen

The Board of Directors of the Acadia Cinema Cooperative, Ltd, is pleased to announce that they have chosen Kathleen Hull of Port Williams to be the Coop's new Theatre Manager. On January 1, 2011, she will assume the many and varied duties now being performed by volunteer Theatre Manager William Zimmerman, who has agreed to be available as a transitional resource until March 1, 2011.

Ms. Hull has extensive experience in the arts world to bring to the job. She has been General Manager for the Ross Creek Center for the Arts and Two Planks and a Passion Theatre, and has held the same position with Shakespeare in the Ruins, a theatre company in Winnipeg.

She operates her own consulting company and has worked with many arts organizations in the Annapolis Valley. This has provided her with knowledge of not-for-profit businesses like the ACC, and experience working with volunteers, a vital part of the theatre manager's job.

"I am very pleased to become part of such a cornerstone organization for the Arts in the Valley. I look forward to building on the strength and stability of the Acadia Cinema Coop to secure its legacy and ensure a long and exciting future," said Ms Hull.

The Board was pleased with the strong response to this job opportunity and wishes to thank all of the candidates who applied for the position.

Celebrating 100 years of Stage and Screen

2011 marks the 100th anniversary of the Acadia Cinema Building as an arts venue. The front portion of the Acadia Cinema building was built in 1907. It became a cultural venue in our small university town in 1911 when the Opera House was added at the back. In 1927 the venue became the Orpheum Theatre, as the burgeoning film industry began to outpace live performance. In 1947 the wooden structure was rebuilt as the Acadia Theatre, a single screen movie house, which later became the Acadia Twin Cinemas and then a triplex. Competition from the multiplex movie houses, and the retirement of long-time manager Al Whittle, finally closed the Acadia Cinema in 2000. Four years later the Acadia Cinema Cooperative Ltd opened the doors of the arts venue and today, 100 years after the Opera House opened its doors, we have the Al Whittle Theatre, Studio-Z and Jack's Gallery on the old opera house site.

Naturally, the Acadia Cinema Cooperative wanted to celebrate this historic milestone. After a disappointing start when a proposal for an exhibit at the Wolfville Historical Society's Randall House Museum failed to come to fruition, the idea for a centennial celebration began to make traction. In November 2010, led by the members of the Acadia Cinema Cooperative's intrepid Public Relations Committee (Pamela Ackerman, Susan Hauer and Nancy Saul-Demers) a 100th Anniversary Committee had its first meeting. In addition to the PR Committee, Maxine Barrett, Dorothy King, Stan Moeller, and board member Tim Fisk attended and a community-wide celebration called **100 Years of Stage & Screen** was initiated. The group explored ideas for celebrating the history of Wolfville's premier performance venue. Initial suggestions included interviews with seniors and others with memories to share about the "old days;" local exhibits, talent and /or theatrical shows, silent films with live music, multimedia history projects with local schools, and maybe even an opera.

It was clear that the next step had to be greater community involvement. The committee issued a news release asking anyone who would like to share memories and/or items or pictures of the theatre; anyone who would like to join the committee; anyone with performance or interview skills and anyone with a good idea to contact them.

Donna Holmes, Karen Malim, Isabel Madeira-Voss and Al Whittle joined the committee, while Steven Slipp, Heidi Kalyani and Bill Zimmerman went to work using their creative talents to help us strut our stuff during this very special year. Dan Sparkman served as a helpful and cooperative liaison to Just Us! Wolfville.

Having decided to celebrate with centennial souvenirs and a series of smaller events representing different eras in the building's history rather than one major event, the committee began developing a calendar of events and had a solid plan together by February. It included an exhibit in Jack's Gallery, a silent film with live piano accompaniment, an opera presentation, a theatre-themed open mic, a Night Kitchen Centennial, an old-fashioned melodrama and more. While not all of these events panned out, many did to the delight of appreciative audiences. Centennial events, as well as Centennial souvenir sales, were developed to directly support the three-year plan to "Sink the Mortgage" by the end of 2011.

Silent film kicks off theatre's centenary celebration

The Al Whittle Theatre was a-buzz at 2 p.m. on Saturday afternoon, April 16, when the Acadia Cinema Cooperative's anchor tenant, the Fundy Film Society, presented the official opener of the year-long *100 Years of Stage & Screen* celebration. There was a Pay-What-You-Can to help "Sink the Mortgage" admission. Audiences were absolutely delighted with the award-winning 1926 silent film classic *The General*, starring Buster Keaton.

Gifted local musician Krissy Keech awed the audience with her non-stop keyboard accompaniment with well-chosen and original music for the full hour and twenty minutes. In a brief Question and Answer session after her performance Krissy said she was thrilled to have been asked to participate and found the preparation and the performance both challenging and very rewarding. This fun event got the centennial celebrations off to a great start!

Broken Leg Theatre

Two months after the silent film successfully kicked off the *100 Years of Stage & Screen* celebration, on June 18, Donna Holmes presented the next special event in the centennial series: *Broken Leg Theatre*, which she described as "Kind of like Wolfville's Night Kitchen – a variety show – but instead of mostly musical stuff this is mostly theatrical stuff." The audience enjoyed performances by a wide range of talents including: Dead Sheep Scrolls, Belly Dancer Angie Oriana Jenkins, Women of Wolfville's Linda Wheeldon, Music Festival Winners Thomas Burton and Rachel Bobbitt, Rhythm & Sole Tap Dance Class, Comedian Ross Chapman, Donna Holmes herself who silenced the crowd with her rendition of *Somewhere Over the Rainbow*, Red Rock Theatre Company, Alan Slipp, opera singer Charlotte Embree and Wolfville School's Grade Six Glee Club.

Centennial Souvenirs

Committee members pulled together a modest array of quality 100th anniversary souvenirs, which are being sold to help pay down our mortgage. Insulated all-stainless steel travel/theatre tumblers, sporting an Acadia Cinema Cooperative 100th Anniversary logo, make nice keepsakes while helping to green the Al Whittle Theatre by cutting back on disposable cups. These tumblers are available for \$25. Dianne Thompson-Sheppard very generously gave us permission to use her charming watercolour scene of Main Street featuring the Acadia marquee on poster and post card-sized reproductions. The postcards are being sold for \$1 and the 11" by 17" posters for \$5.

All Acadia Cinema Cooperative supporters and fans of the Al Whittle Theatre are encouraged to watch for the 100th Anniversary souvenir table at some Fundy Film screenings & theatre events or call 542-5157 or 542- 3697 to arrange a purchase for your special occasion!

Events at the Al Whittle Theatre

Since 2004, the state-of-the-art 160 soft-seat Al Whittle Theatre has been the home of the Fundy Film Society, live music, theatre, dance, author readings, conferences and much more! The theatre is named for A. Ellsworth (Al) Whittle, manager of the Acadia Cinema from 1953 to 2000, and current honorary board member of both the Acadia Cinema Cooperative Ltd. and the Fundy Film Society.

Events at the Al Whittle Theatre this year included 95 film screenings, 53 performances of 10 different plays, 49 music events, one variety show and 5 other events.

Film Screenings

The 95 film screenings in the Al Whittle Theatre during the year included:

- 88 screenings of 58 different films by the Fundy Film Society
- *Poor No More*, shown by the Wolfville Community Fund
- the premiere of the *Call Me Fitz* television series
- a *Rocky Horror Picture Show* event and a screening of *Fight Club*, both organized by Acadia's SIFE
- a screening of *9000 needles* by the Acupuncture Society
- a screening of the *Banff Film Festival* by The Trail Shop
- *The Economics of Happiness*, shown by Friends of Agriculture

Music Events

The 56 musical events held during the year included:

- **nine** *Night Kitchens*, held the first Saturday of each month from September to April and in June
- 14 performances by the Dungaree Brothers, Ladies in Blue, the Gertrudes, Lenny Gallant, Ian Sherwood, Andy Maize, Candy Rat Guitars (Don Ross and Jimmy Wahlsteen), Heather Kelday, Tom Curry, the Hupman Brothers, Old Man Ludecke, Caledonian Orchestra, Matt Mays and the Celtic Umbrella Ensemble
- three performances of the Greek tragedy *Dido and Aeneas*, presented by Short Order Opera
- two Deep Roots *Emerging Artists: Unearthed* events (one featuring Tim Chaisson and Morning Fold with Elizabeth Furniss and Jesse Potter opening, the other featuring Ian Sherwood with Julie Aube and The Trips)
- two festivals: Deep Roots Music Festival (three concerts in one afternoon: 1:00pm - Ashley Condon, Matthew Barber, Ian Janes; 2:30pm - Carmel Mikol, David Myles & Meaghan Smith; 4:00pm - Daniel Heikalo, Madison Violet & Ryan MacGrath) and the three-day AMP Festival (three events: Unplugged Concert with Ben Veneer, Caleb Miles, Carmel Mikol, Hupman Brothers, Jamie Junger, Jack McDonald, Jesse Potter, Micah O'Connell; Unplugged concert with Andy and Ariana, Bluegrass Tradition, Darren Arsenault, Mike Aube, Molly Thomason, Rick MacNab, Sara Nasr; Unplugged concert with Andy and Ariana, Ben Veneer, Bob Ardern, Bruce Clarke, Charlie Grant, Darrin Beaton, Hupman Brothers, Jack McDonald, Jenny MacDonald, Jesse Potter, John Lynch, Kimberly Matheson, Kimberly Smith, Laura and Dewey, Micah O'Connell, Mike Aube, Sara Nasr, Scott Prudence, Sean Peori)
- three Deep Roots *Bringing it Home* events featuring performers Mike Trask, Telfer, Mike Lelievre, Carleton Stone, Kristina Trites, HAWP and Fleur Mainville

- seven CD release events by t@b, the Hupman Brothers, Al King, Kimberly Matheson, Jenny MacDonald, Molly Thomason and Donna Rhodenizer
- eight performances: Farmers Market Songs (by Cuckoo Moon, Heather Kelday, Hupman Brothers, Jack McDonald, Rick MacNab, Andy & Ariana, Mike Aube, Caleb Miles, John Lynch, Kimberly Smith, Kimberly Matheson and John Tetrault), Nature Speaks ... Beyond Appearances... Seeing Sounds... Hearing Images... (2 performances with Harpist Johanne McInnis, Bass Renaud Labelle, Percussion Bernard Riche & Keyboard Claude Veziau), Songs of Joni Mitchell, a Neil Young Tribute, Songs of Bob Dylan, Songs of Tom Waits and Songs of Johnny Cash
- three cause-related concerts for World Vision, War Child and Shattering the Silence
- a Drum Night

Live Theatre

During the year, the Al Whittle Theatre Stage was home to 53 performances of 10 different plays and one variety show.

The theatre stage was once again transformed when executive producer **Bruce Klinger's** Valley Summer Theatre Company returned in July and August for their third season at the Al Whittle Theatre. *Letters from Wingfield Farm* previewed July 15, opened on July 16 and ran until August 1 (19 performances). *Women in Black* previewed August 5, opened August 6 and ran until the 22nd (19 performances).

In late August, Edalene Theatre presented three performances of *Fame*, in September, Wendy Elliot presented the moving one-woman play *Jake's Gift*, in October *Smoked Glass Ceiling* was presented and in December *Christmas Carol* hit the stage. The new year's theatre offerings began in February with the Edalene Theatre's *Wedding Singer* being performed five times. Next up was Gilbert & Sullivan's musical theatre production *Yeoman of the Guard*. In honour of the building's 100th anniversary as a performing arts venue, a variety show was presented by *Broken Leg Theatre* in June. Then, to close off the year, Red Rock Theatre offered 2 performances of *Night Mother*.

Other events

Other events held at the Al Whittle Theatre during the year included:

- a lecture by Lisa Drader-Murphy, presented by the Valley Women's Business Network
- Giller Prize winner Johanna Skibsrud reading from her novel *The Sentimentalists*
- a lecture afternoon called *Ideas that Connect and Empower Rural Communities* by TedX Annapolis Valley speakers Michael Leiter ("What Small Town Life Teaches Us About Civility"), Bob Maher ("Open Geography), Jane Nicholson (Catalytic Conversion: the Power of Show and Tell), Pierre Clouthier ("The Long Emergency: How Rural Communities can Prepare for Peak Oil), Patricia Bishop (Community-Shared Agriculture), Patrick Whiteway (Cultivating a Community of Colvilles), Terry Havlis Drahos (Community Art: Accessible, Interactive, Fun), Laurent D'Entremont (Word of Mouth: Pubnico Stories), Isabelle LeVert-Chiasson (Youth Engagement in Rural Communities: Why It Matters)
- the Landmark East graduation
- a private booking
- a Soaring Elegance Youth Ballet performance

Events in Studio-Z

Completed in 2010, Studio-Z is a flexible, well-equipped multi-purpose 35 soft-seat venue (20' x 40') for a wide variety of community activities, digital screening and intimate live performance—an affordable venue for emerging artists to share their work. With two tiled showers it also serves as the Al Whittle Theatre Green Room/dressing rooms. Named through an open community contest, the space honours Bill Zimmerman, founding member of the Acadia Cinema Cooperative and volunteer designer/manager of the Cooperative's facilities.

There were **86 events** held in Studio-Z between July 1, 2010 and June 30, 2011. They were:

- **51 dance classes:** on Thursdays in November and December 2010 and Tuesdays and Thursdays in 2011
- **17 meetings** including 7 CITED meetings and meetings of: Shoppers Drug Mart, TedX, Ai Ripples (3), Citizen Assembly for Democracy, Fundy Film Society Board of Directors (2), Slow Food and Cochranes Pharmasave
- **eight musical** events including 5 drum workshops presented by Ken Shorley and three Deep Roots Music Co-operative's March Break Music Camp events: ROCK THE ROOTS Rock Band Camp with Jake Smith (of The Fed Pennies), which featured a Friday evening showcase and VOCAL MASTERCLASS with Erin Costelo, which consisted of two half-day vocal workshops (beginner and intermediate)
- **five theatre** events presented by Wanda Carroll (Wanda's Theatre Festival) and Red Rock Theatre (2 plays)
- **three** presentations of the **musical theatre** entitled Oh la la presented by Donna Holmes
- a **team building** event and a **private booking**

Jack's Gallery

Located in the lobby between the Just Us! Coffee Roasters Co-op Café and Al Whittle Theatre lobby, Jack's Gallery honours the late Jack Sheriff, a memorable name for art and culture in the Annapolis Valley. Jack started the Theatre Arts Festival International (TAFI) in the 70s and ran the Kipawo Theatre and Art Gallery on Wolfville's Main Street until his death in 2005. The gallery, a shared venture of the Acadia Cinema Cooperative Ltd. and Just Us! Coffee Roasters Co-op, with funding from Youth Challenge International, opened on January 8, 2009. Shasta Grant, Kate Adams and Barbara Kaiser initiated and created this community exhibition space, which aims to give young and emerging artists of the Valley a community space to share and sell their work.

As our year began, **Growth** was hanging in the gallery. This was an exhibit by **Horton High School** Advanced 11 and 12 Art students Gill Baldin, Jenna Hamilton, Jossee MacInnis, Margie Peill and Devon Thomson.

On August 4, 2010, there was an opening gathering for the exhibit **Dark Makes Light!** with Stutz cider from Grand Pre Winery and treats made by the Rolled Oat Cafe! The show featured new paintings by Shasta Grant, including a glimpse into the "sketchy details of the Toronto G20 summit" with text by Patrick Bazinet, photos by Shayna George and quotes by Alan Watts.

By the middle of September the gallery was looking for creative **graphic novel/comic art** for their new exhibit.

In mid-January, Shasta decided to dedicate more time to her own work and a new organic farming project. Jack's Galley was thankful for all her work in helping to create a venue for artists that may not feel quite ready for the big time, but would love an opportunity to share their work.

A show by the **Mahone Bay Printmakers** was featured in March and in April, **Elementary School** art was highlighted. Then during the last two months of our fiscal year, May and June, **Horton High School** students displayed their work.

As our year ended on June 30, the gallery was preparing for a new exhibit to start on July 4 and run through August: *Visions of the Valley: Visual Interpretations of Life in the Valley*.

Current exhibits are highlighted on the Jack's Gallery Facebook page.

Funding

Operating Grants

We recognize the support of the Province of Nova Scotia through the **Department of Tourism, Culture & Heritage**. We are pleased to work in partnership with the Culture Division to develop and promote our cultural resources for all Nova Scotians. This year, we received a \$10,000 operating grant from the province and we have a commitment of \$10,000 per year for each of the next two years. The organization also benefited from a \$5,000 facility grant for the fiscal year from the **Town of Wolfville's Community Partnership Program**.

Connecting with Our Community

One of the key ways the Acadia Cinema Cooperative connects with our community is through the **involvement of volunteers**. Many, many volunteers contributed their time and talents to the success of our organization this year, as always. They make their time and talents available when needed, providing a huge infusion of help that is so heartening to the board of directors. Their efforts, on both a one-time and ongoing basis, demonstrate the passion they have for the Acadia Cinema Cooperative, the Al Whittle Theatre and Studio-Z. These folks keep the cultural heart of the valley beating strongly.

This year, volunteers have helped in so many ways, including by:

- serving on our board of directors
- serving on committees such as the 100th Anniversary Committee, the Finance and Audit Committee, the Human Resources Committees (including selection and interviewing) and the Public Relations Committee
- contributing ideas for events and communications
- maintaining electronic communications through twitter, FaceBook and websites
- maintaining our facilities
- installing and maintaining equipment
- providing technical advice
- offering graphic design services
- managing Jack's Gallery
- handling movie projection
- producing voice mail messages

Business Considerations

Share Sales

We had an Equity Tax Credit share offering from Sept 13, 2010 to March 1, 2011. This, combined with our continuing **Sink the Mortgage** campaign, resulted in sales of **117 shares to 46 subscribers**, 12 of whom were new shareholders with our cooperative. This sustained demonstration of community support was encouraging.

Governance

In February 2011, we submitted our Status Report for our three-year funding. It included our goals of financial sustainability with emphasis on revenue generation, debt reduction and developing a joint marketing plan for the cooperative, Al Whittle Theatre and Studio-Z. It is hoped these goals will eventually be combined in a business plan. We also identified the need to facilitate diverse cultural programming and the development of emerging artists.

This year, together with the new half-time theatre manager, the board worked on developing several elements of good governance, including:

- Conflict of Interest Policy
- Privacy Statement
- Risk Management Plan
- Share Redemption Policy, and
- Volunteer Policy.

A Finance and Audit committee was also established to give greater attention to rigorous financial planning and execution.

Our Breaking News

Some significant events that have occurred since the end of fiscal year on June 30 are included here to make this annual report more timely.

Centenary Celebrations Continue

100 Years on Display at Jack's Gallery

The story of one hundred years of culture at the site of The Acadia Cinema Coop's Al Whittle Theatre in Wolfville was on display during the month of September at Jack's Gallery in the Al Whittle Theatre lobby. The Gallery walls were home to an extensive collection of memorabilia — posters, programs, photos, articles and more – depicting the history of many performances and events that took place in the various venues that have been on the site since 1911.

The 100th Anniversary Committee of the Cooperative who sponsored the display are indebted to Steven Slipp, Board member and graphic designer, who put all the pieces together into a coherent whole. Much of the material was loaned by Ken Bezanson of Port Williams, and Al Whittle, or found in archival research by Susan Hauer and Bill Zimmerman. Thanks were also sent to Heather Watts, Anne and David Burton and the Wolfville Historical Society and the staffs of Acadia University's Archives and the Nova Scotia Archives for their assistance with this project. As the month came to an end, arrangements were being made to hang the centennial display in the gallery again between other upcoming shows.

A copy of the exhibit's text is included in this annual report as Appendix B.

Night Kitchen Centennial

On the evening of Saturday, September 3, Ariana Nasr and Andy Flinn did a superb job presenting Night Kitchen Centennial – Songs Across the Decades. Audience members of all ages enjoyed the talents of The Mud Creek Boys, The Melchin Brothers, The Chimney Swifts, Trillium, TripALady, Tom Berry, Harvey Marcotte, Mark Bezanson, Betsy MacDonald, Bob Connon, Bum Tickens, Eyre and Haefen, Karen Warner, Lars Kampe and Alex Porter as much as they enjoyed Master of Ceremonies Andy's humorous interpretation of the various decades in the theatre's history.

The Wizard of Oz

Just two weeks after Night Kitchen Centennial, Acadia Cinema Cooperative supporters were able to enjoy yet another centennial celebration event. On the afternoon of Saturday, September 17, boys and girls and men and women were "Off to see the Wizard, the wonderful Wizard of Oz."

Organized by our anchor tenant the Fundy Film Society, this special matinee presentation of the 1939 classic thrilled and delighted. The film's amazing visual effects and unforgettable music made it a pivotal piece of film history and it still stands the test of time for audiences young and old. Some members of our audience clearly saw the characters played by stars Judy Garland, Frank Morgan, Ray Bolger, Bert Lahr, Jack Haley, Billie Burke and Margaret Hamilton as familiar old friends or nemeses while some youngsters in the crowd were introduced to them for the first time.

Sink the Mortgage

When we began our *Sink the Mortgage* campaign almost three years ago, we had a mortgage of more than \$227,000. Members and friends of the organization were asked to buy at least one share during each of the following three years. It was hoped that this effort would culminate with the mortgage fully paid off by the end of 2011, the 100th Anniversary of theatre on the site of our building. Late in August, the Board of Directors calculated that the mortgage had been reduced by 42 per cent to less than \$133,000 and was very pleased to communicate wonderful news to shareholders by writing:

Progress has been encouraging. To date 524 shares have been sold and our mortgage reduced from \$227,526 to \$132,687.

It looks like a long way still to go, but here's the good news. Two shareholders, who wish to remain anonymous, have just purchased 500 shares each! That \$100,000 puts us well within reach of our goal to be mortgage-free.

We celebrate this most generous gift with much gratitude to them, as well as continued thanks to all of you who have bought shares during this time.

The Provincial Department of Finance has approved a new Equity Tax Credit, applicable to shares sold between July 1, 2011 and February 28, 2012. The credit amounts to 35 per cent of the cost and comes directly off your Provincial Income Tax. There's still time to put us right over the top of the "Sink The Mortgage" tank.

Upcoming Bookings

By fiscal year-end, the theatre had been booked for seven weeks of summer theatre. **Valley Summer Theatre's** third season booking at the Al Whittle Theatre included: *Driving Miss Daisy* from July 7 to 30, and *Vigil* from August 4 to 20. The **Deep Roots Music Festival** booked the theatre for September 22 to 24, and our anchor tenant, **Fundy Film Society**, had booked their Autumn Series from September 11 through to December 18. And, to add some special celebratory spice to the mix, **100th Anniversary events** were scheduled to continue with *The Dominion Atlantic Railway* on October 29th and *Gone With the Wind* on December 3.

Appendix A – Our Community

Our Board of Directors

(those directors whose names are preceded by an asterisk (*) have signing authority)

***Audrey Conroy, Chair**

Audrey joined the board of directors in 2009 because she had not volunteered with cooperatives before. She had hoped to engage all board members in governance issues and in the preparation for hiring a salaried theatre manager. Thinking of the 2010-2011 year, Audrey counts the hiring of a theatre manager as the board's greatest accomplishment. Other accomplishments she notes are the recent \$100,000 share purchase and the policy framework the board has developed. Over the next year, she hopes to see the adoption of a Business Plan incorporating strategic directions for the Acadia Cinema Cooperative and continued good governance.

Bronwyn Andrews

Bronwyn Andrews joined the board of directions in 2010, her fourth and final year of school. She was interested in sustaining a culturally-rich downtown Wolfville for community members, especially students who would otherwise be obliged to travel outside Wolfville for entertainment. In her role as director, Bronwyn was able to compile a volunteer policy and reengage the ACC twitter account, the latter of which revealed just how extensive community support is for the ACC and the Al Whittle Theatre. Though Bronwyn has recently completed her degree and has taken a job in Halifax, she remains an avid supporter of the ACC and of the work of her fellow board members.

***Fred Chipman, Corporate Secretary**

Fred Chipman joined the board of directors in 2009, having been a strong supporter of the Acadia Cinema Cooperative since its inception. Knowing that maintaining the shareholder registry was one of the multitude of tasks that Bill and Susan undertook, he thought that this was something he could do to reduce their load. Fred feels that the organization's greatest accomplishment during the year was the hiring of a theatre manager. With the mortgage retired in 2012, a new era for the ACC begins.

Tim Fisk

Tim joined the board in 2010 because the concept of a central community cultural centre was attractive. He hoped to assist in creative planning and improving sound and audio facility. Tim believes the organization's greatest accomplishments in the past year were the hiring of theatre manager and the 100th Anniversary Celebrations. Looking ahead, Tim hopes to see an increase in technical expertise through training and workshops over the next year to provide a state of the art facility to renters.

Barbara Kaiser, Secretary

Barbara joined the board in 2006. She thinks that the Acadia Cinema is a wonderful part of our community and wanted to support it in as many ways as possible. She felt that her previous experience on boards as well as her communication skills would support the coop's goals. One of her personal goals was to create a gallery space in the lobby and she thinks that Jack's Gallery has turned out to be a valuable addition to the ambience and opportunities available in the Al Whittle Theatre.

Karen Malim

When Karen was first asked to join the board in 2010, she was delighted to accept as the Acadia Cinema Cooperative is one of the reasons she moved to Wolfville. Karen believes the cultural life of this small town is exceptionally vibrant and, to her mind, the Acadia Cinema Cooperative is the cultural hub. She firmly believes in the potential for the performing arts to enrich and even change lives, and is proud to be a small part of an organisation that understands its role in providing a first class venue for a diverse range of performing artists. Looking back over the past year, Karen says, "We have a theatre manager, yay!"

She also includes the 100 year anniversary, policy documents and the fact that the organization is nearly mortgage free as the board's greatest accomplishments of the last twelve months. When contemplating the board's greatest challenges for the upcoming year, Karen identified making our theatre manager full time, filling the voids in programming (usually daytime Monday to Thursday slots) and strengthening relationships that matter to the organization.

Stephen Peters, Past Chair

Stephen joined the board of directors in 2004, attracted to the idea of a space in town that provided for artistic entertainment while also enhancing the business sector on Main Street. He hopes to contribute a solid business sense to the co-op's activities, with the ultimate goal of making the organization truly self-sustaining. Stephen feels that the greatest challenge has been making the transition from a long time volunteer manager to a half-time paid manager. When thinking of accomplishments, Stephen notes that under Audrey's guidance great progress was made in establishing governance documents and goals for the future and that a Finance and Audit committee was established to give greater attention to rigorous financial planning and execution. Looking ahead, Stephen hopes that, after paying off the mortgage, a long term vision and plan for the Co-op will be developed, given the funds now freed up to improve operations. He also hopes for progress towards a full time manager and towards understanding and dealing with changing technical requirements of the Theatre.

Lorne Saul-Demers

Having regularly attended events at the Al Whittle Theatre, Lorne became a board member in 2009. Recently retired, he was interested in becoming involved with a community-based organization. With his background as a human resources executive, he hoped to help the coop move forward in volunteer management and engaging paid staff. Lorne thinks some of the board's greatest accomplishments were: hiring a part time manager, finalizing a number of board policies to further our governance model, the large number of share purchases and working with our partners at Just Us! Looking ahead, he acknowledges that some challenges will be determining a direction for the organization once our portion of the mortgage is paid, recruitment of new Board members and increasing the use of our spaces during the day.

Steven Slipp

Steve rejoined the board in 2009 to advise on branding, marketing and publicity. He believes the Cinema Coop is increasingly becoming the cultural heart of Wolfville, and as such deserves the best governance possible and needs excellence in communication with members, presenters and the public. He feels that major change has come with steady growth, and the Coop is moving to a more business-like footing. Steven says that hiring a theatre manager required a major financial and organizational commitment and the challenge of the transition from full-time volunteer management to part-time paid requires ongoing board and stakeholder support, patience and good communication. He notes the celebration of the 100th anniversary of our venue in the cultural life of the community has been spearheaded by our dedicated public relations committee volunteers, many unique events have happened during the year, and an informative visual exhibit on the theatre's history was mounted in the lobby. He believes progress is being made in areas of governance, defining our role in the cultural community, joint management of the building, and clarity of our visual identity. Looking ahead, Steven hopes the board will focus on increasing their capacity in the areas of management and technical expertise. He notes that a major short-term goal is the development of a business plan. From this, and related research, the board will begin strategic marketing of the facility to fill our available booking inventory in the Al Whittle Theatre and Studio-Z towards maximizing revenues.

Al Whittle – honorary Board Member

From the village of Port Elgin New Brunswick, a journey to Amherst Nova Scotia began a career of 52 years with the F G Spencer Co., the former owners of the Acadia Cinema Building. Forty seven years as manager supervisor of the Acadia Cinema is summed up in two words “Dedication” and “Love.” He has carried that commitment forward to bringing the Acadia Cinema back to its central role in Wolfville. He is “honoured to continue as a member of the greatest industry in the world - The Entertainment Industry.”

***William Zimmerman**

Bill was a founding board member who hoped to contribute his technical expertise and enthusiasm for the project. He wanted to see the Acadia Cinema Building renovated to provide a multipurpose venue for music, dance, theatre and film as well as informational programs – a cultural gathering place for Wolfville and the surrounding area. Bill believes the work of the cooperative is important because it provides cultural opportunities that would otherwise not exist and as a cooperative it gives the community a sense of shared ownership.

Our Volunteers

This year, many, many volunteers contributed their time and talents to the success of the Acadia Cinema Cooperative to upgrade our facilities, implement our public relations plan, select and sell 100th Anniversary souvenirs, develop 100th Anniversary events with producers, and so much more. The Board of Directors of the Acadia Cinema Cooperative Board thanks:

- Pam Ackerman for serving on the PR Committee (including writing news releases), the 100th Anniversary Committee (including acting as secretary and treasurer) and the 100th Anniversary Exhibit Committee
- Bronwyn Andrews for serving on the Board of Directors, drafting our Volunteer Policy and creating and maintaining the Al Whittle Theatre twitter account
- Maxine Barrett, for serving on the 100th Anniversary Committee
- Bob Brown for the idea of using the Diane Thompson-Sheppard painting for reproduction on our 100th Anniversary souvenirs
- Fred Chipman for serving as Corporate Secretary, drafting our Privacy Statement, serving on the Finance and Audit Committee and cleaning out the storage area under the stage
- Ellis Clayton for maintaining and cleaning of theatrical lights
- Graham Coldwell for providing technical advice for sound systems
- Audrey Conroy for serving as Board Chair and developing policies and provincial grant status reports
- Pete Conroy for all aspects of theatre lighting (Al Whittle Theatre & Studio-Z), theatrical lighting pipes installation and Studio-Z lighting upgrade
- Tim Fisk for serving on the Board of Directors and the 100th Anniversary Committee
- Susan Hauer for serving on the PR Committee, 100th Anniversary Committee and 100th Anniversary Exhibit Committee, being the volunteer manager's assistant and marquee reader board changer and the Acadia Cinema Cooperative web site coordinator
- Tim Hergert for sage legal advice
- Barbara Kaiser for managing Jack's Gallery, drafting our values and commitment statement and serving on the Human Resources Committee
- Heidi Kalyani for Al Whittle Theatre/Studio-Z web site advice and maintenance and 100th Anniversary logo design
- Isabel Madeira-Voss for serving on the 100th Anniversary Committee
- Karen Malim for serving on the Board of Directors and on the 100th Anniversary Committee
- Simone Manley for assisting with theatrical lighting pipes installation

- Doug McInnis for assisting with theatrical lighting pipes installation
- Jeff Moore for serving on the Board Director and Human Resources Committee until October 2010
- Tony Napoli for his many volunteer hours of movie projection
- Stephen Peters, for serving on the Board of Directors, Selection Committee for Theatre Manager and ACC Finance and Audit Committee
- George St. Amour for assisting with theatrical lighting pipes installation
- Lorne Saul-Demers for serving on the Board of Directors, Selection Committee for Theatre Manager, and Human Resources Committee
- Nancy Saul-Demers for serving on the Public Relations Committee (including developing our annual report) and the 100th Anniversary Committee (including acting as secretary)
- Ken Shorley for Al Whittle Theatre/Studio-Z web sites advice and producing updated voice mail messages on a weekly basis
- James Skinner for computer & technical help with Valley Events, cleaning out the storage areas under the stage and in Studio Z, advice on the Al Whittle Theatre/Studio-Z web site and for sending Al Whittle Theatre events to the Athenaeum for the Acadia community, building stairway in Studio Z to storage space
- Steven Slipp for Al Whittle Theatre/Studio-Z web sites advice; graphic advice; design of signs; 100th Anniversary Exhibit design, coordination and assemblage; 100th Anniversary graphic design (theatre program ad & café sales sign); preparation of original water colour for 100th Anniversary poster/postcard reproduction
- Adam Steeves for maintaining and cleaning of theatrical lights
- Lay Yong Tan for serving on the Board Director and as Treasurer until October 2010
- Al Whittle for always being there as well as serving as an Honourary Director and member of the 100th Anniversary Committee
- Jennine Wilson for coordinating the Flower Cart's Transition to Work program for weekly theatre cleaning
- Bill Zimmerman for volunteer facilities management, serving as a Board Director until October 2010, serving on the Selection Committee for Theatre Manager, graphic work (brochure, web sites and signage), new paneling under the marquee, arranging needed work on electrical and ventilating systems (spring 2011), help with 100th Anniversary PR and 100th Anniversary Exhibit Committee and designing stairway in Studio-Z to storage space
- Ned Zimmerman for the new Acadia Cinema Cooperative web site design and content management system

Our Shareholders who purchased shares this year

(* = new shareholder)

Bronwyn Andrews*	Ann Cameron	Audrey Conroy
Margaret Archibald	Janet Cameron	Pete Conroy
Maxine Barrett	Paul Cameron	Timothy Fisk*
Elizabeth Brewster*	Jane Cayford	Gail Gordon
Scott Burbidge	Fred Chipman	Lisa Hammett Vaughan
Dolores Burton*	Nancy Chipman	Ian M Harris*
Donald Burton*	Guylaine Coderre	Ken Harrison

Susan Hauer	Heather MacDonald	Midge Stalley
Douglas Hergett	Karen Malim*	James Tillotson
Faye Hergett*	Karen Maser*	Derek Watts
Tim Hergett	Bruce Mathews	Helen Whidden
Kathleen Hull*	Debra Moore*	Howard Wightman
Judy Kennedy*	Jeff Moore	Robert Wrye
Mary Leroux	Reginald Moore	William Zimmerman
Joanne Linzey	Andrea Northey	
Irmgard Lipp	Anna Saroli	

Our Presenters

Our anchor tenant, the **Fundy Film Society**, presented 88 film screenings. **Other multiple event presenters** included:

- Ariana Nasr and Andy Flinn (Night Kitchens)
- Short Order Opera
- Donna Holmes (Oh la la and Broken Leg Theatre)
- Deep Roots Music Cooperative (festival, Bringing it Home, March Break Music Camps)
- The AMP Festival
- Jenny MacDonald (*Songs of series*)
- Johanne McInnis (*Nature Speaks*)
- Ken Shorley (Drum Workshops)
- KMG Management (Andy Maize, Matt Mays)
- Valley Summer Theatre (Letters from Wingfield Farm, Woman in Black)

Besides the Fundy Film Society, **others who presented films** included:

- Wolfville Community Fund (*Poor No More*)
- Acadia SIFE (Rocky Horror Picture Show)
- The Acupuncture Society (*9000 needles*)

Other music presenters included:

- The Hupman Brothers (Dungaree Brothers)
- Wolfville Community Chorus – Susan Dworkin (World Vision)
- Harry Roberts (4th Annual War Child Fundraiser)
- Acadia New Music (Shattering the Silence)
- Caleb Miles (Neil Young Tribute)
- World in Wolfville (Drum Night)
- The Rolled Oat (Old Man Ludecke)

In addition to Valley Summer Theatre and Donna Holmes, **other live theatre presenters** included:

- Wendy Elliot (*Jake's Gift*)
- Red Rock Theatre
- Jeremy Webb (*Christmas Carol*)
- The Gilbert and Sullivan Society of Nova Scotia (*Yeoman of the Guard*)
- Wanda Carroll (*Wanda's Theatre Festival*)

This year's **self-presenters** included:

- Candy Rat Guitars (Don Ross and Jimmy Wahlsteen)
- the Hupman Brothers
- Heather Kelday
- Al King
- Jenny MacDonald
- Kimberly Matheson
- Donna Rhodenizer
- t@b
- Molly Thomason
- Caledonian Orchestra
- Keltic Umbrella Ensemble

Other Presenters included:

- Valley Women's Business Network
- Susan Balcolm
- TedX Annapolis Valley
- Maritime Conservatory of Performing Arts (Soaring Elegance Youth Ballet)
- Gaspereau Press

Our Supporters

Over the past year, we have received very much appreciated support from many in our community. Of particular note are:

- young adult participants from the Flower Cart's Transition to Work Program who have arrived to clean the theatre each week
- Wendy Elliott for media coverage

Our Funders

Funding from all three levels of government has aided the cooperative in moving towards the goals in our three-year plan. Many thanks to:

- The Town of Wolfville
- Nova Scotia Communities, Culture and Heritage

Appendix B – The Acadia Cinema: 1911 – 2011 (100 Years of Stage & Screen)

As part of their centennial celebrations, members of the 100th Anniversary Committee researched, wrote, produced and hung a special exhibit in Jack’s Gallery. The text from the display panels is repeated here for posterity:

“The Al Whittle Theatre is a gem . . . a feeling of something special going on.” – Stephen Pedersen, Chronicle-Herald

Welcome! to the Acadia Cinema Coop’s Centennial Exhibit, sharing material that reflects rich cultural activity on this site since 1911.

Here in the heart of Wolfville, successive venues provided stage, screen and community events that have delighted Annapolis Valley audiences for 100 years.

“Every community seeks a pivotal place that brings people downtown. This facility is that place.” – Mayor Bob Stead, 2009

The Acadia Cinema Cooperative hopes you enjoy our Centennial Celebration tour of the rich cultural history this site has produced. May such celebrations continue long into the future. And if you want to greet Al Whittle, come to any Sunday 4 p.m. Fundy Film screening. He will gladly take your ticket

Opera House: 1911–1923

Cultural renaissance

In the first decade of the 1900s a cultural wave swept Nova Scotia. Numerous grand opera houses, cultural centres and stage houses arose, from Yarmouth to Sydney. In Wolfville, the Niklet was hosting weekly “motion pictures” in the Temperance Hall when William Marshall Black purchased the business. To expand, Black began construction on the back of Main Street’s T. E. Hutchinson building which his wife Ellouise E. Black purchased on January 16, 1911. By July, Valley residents stepped into a completed 500 seat Opera House with “Up-to-date Equipment,” steam heat, electric lights and “a telephone from the Box Office to the Stage.”

Opera House offerings

From opera and operetta, vaudeville and traveling theatre companies, local school and Acadia University productions and “young ladies from Wolfville” providing “musical and dramatic entertainment”, to silent motion pictures (photo plays), Chautauqua, community meetings and “a direct wire from Halifax Headquarters” [that] “provided the latest flashes of war news” (August 1914)—the new “Modern Theatre” presented all this and more.

“1920 The first movie I saw in this theatre [age four] was Pollyanna with Mary Pickford. Saturdays in the winter were matinees with Hoot Gibson. Admission 10¢ [15¢ for balcony reserved seats] and films were black & white. A piano player used roll[s]—The William Tell Overture played.” – Shirley B. Elliott, 2003

Opening days

Even though the venue was “not nearly completed” the first event occurred June 13, 1911 when the management made “temporary” arrangements to give “everyone an opportunity to view . . . *A Tale of Two Cities* . . . over three thousand feet of moving picture . . . in a well ventilated roomy house.” The next evening, a selection of motion pictures was screened and telephone and telegraph were brought in to

present provincial election results “from the stage.” (Liberal George Henry Murray won, Nova Scotia’s ninth and longest serving Premier—27 years!).

The first professional live event in the completed facility was Hal Reid’s *At The Old Crossroad* (August 1, 1911). Reserved Seats 75c., \$1.00, General Admission 50c. On sale. . . at J.F. HERBIN’S . . . DOORS OPEN 7.30. --- CURTAIN RISES 8 SHARP.

Orpheum Theatre: 1923 –1947

An era ends

Nathaniel (Nat) Evans bought the Opera House (1921). The final presentation before extensive renovations began was D.W. Griffiths’ *Orphans of the Storm* (July 18, 1923). *The Acadian* newspaper suggested that “business in Wolfville was down” during the months of the facility’s closure.

Grand Opening: November 19, 1923

The Orpheum Theatre held a standing-room-only crowd Monday, opening night. “The front of the stage was banked with cut flowers.” Wm. Roche, Jr., assistant organist (Casino Theatre, Halifax), played piano for the seven reel silent motion picture, *The Dangerous Age*. Sammy Shields (“Canada’s Harry Lauder”) sang and P.C. Shortis (“the first banjo player to appear before Royalty”) performed on banjo and violin. Wednesday of the opening week, “The Swiss Bell Ringers” (AKA “The Musical Eckhardts”) provided a performance (“Admission 50c. and War Tax”). They sang and played “handbells, xylophones, saxophones, musical glasses and other instruments. . . Every number was thoroughly enjoyed and loudly encored.”

Renovation details

The new entrance was moved to the centre of the building with stores on either side. The brick front . . . “is a big addition to the business places on Main Street.” By 1924 an electric T-shaped “Orpheum Theatre” sign hung over the entrance. When audience members stepped inside they saw a new arched ceiling “painted a delicate cream” and crimson walls decorated with “panels of gilt.” Three “fixtures of great brilliancy and wall brackets in the form of candles” provided illumination.

A new projector was installed and the old projector was “put in perfect condition.” A new Wurlitzer was also installed and furnished music for the feature on Tuesday of the first week—yet another performance with a “S.R.O. sign.” The Wurlitzer is a whole orchestra in one instrument and gives some music. It is worthwhile going to the movies now just to hear the music. *The Acadian*, Nov. 23, 1923.

Orpheum entertainment

The variety of entertainment that first week reflected a sample of both what had come before and what lay ahead over the next 24 years, including those of the Second World War.

Community on stage

Events at the theatre included presentations and meetings of community and education groups— a small sample:

- the yearly high school Christmas Season “extravaganza”
- Acadia Seminary Glee Club operetta
- High School Competition Concerts
- “Liberal-Conservative Party gathering featuring G.C. Nowlan and Hon. W.L. Hall” bracketed in the ad with screenings of *Nothing But the Truth* on Thursday and Saturday
- local “Amateur Night” on Saturday between film screenings
- Thanksgiving “union services at the local theatre” and

- a “sing-song” on Sunday at 8:15 with a collection for war relief sponsored by the Rebekah Lodge
- Live professional productions

The local and traveling professional live entertainment also continued. “Hank the Yodelling Ranger” is one such act from October 1945. The “Extra! On Stage” was always something to look for in the weekly “ORPHEUM - WOLFVILLE” newspaper ad.

Extras at the theatre

Ads for the weekly motion picture screenings were consistent throughout the Orpheum’s reign, usually in the same place on the same page of *The Acadian*. In addition to a photo poster for each feature film, the reader would also find “Plus”, “Added Extra” and “Also” for a variety of addons: “Popular Science”, “Short Subject”, “News”, “Featurette”, “Cartoon”, “Novelty”, “Serial”, “Sports”, and “Unusual Occupations”.

The features and the “talkies”

Features were straight from Hollywood and screened every day of the week except Sunday. Eventually matinees were scheduled for students at 3:40 (Tuesdays & Thursdays) with regular matinees (“Sat & Holidays”) at 2:30. Community events were mostly advertised on-site at the theatre.

It was during the Orpheum Theatre years that films with sound first came to Wolfville. Early films used a series of records with music and sound effects to accompany the reels. The installation of RCA Photophone Sound Equipment in June 1930 heralded the coming of the “talking picture.” *The Most Immortal Lady* (July 6–8, 1930) was the first “100% Singing and Talking” motion picture to be shown at the theatre. “Prices: Adults 44 cts. Children 27 cts.”

Acadia Theatre: 1947–1952

A modern theatre

It was Saturday night, April 5, 1947, at the conclusion of the 8:45 screening of *Heldorado* starring Roy Rogers and Trigger that the grand old Orpheum Theatre closed its doors forever.

Gerald Spencer of St. John, N.B. had purchased the building “and the present [wooden] premises [would be] replaced by a new theatre which it is stated will be a credit to the Town of Wolfville and the owners alike”. And in fact it would be “more attractive and modern than any in the Maritime Provinces.”

First in Canada

“Notwithstanding the great difficulty procuring materials” in the early post-war period, the process would take six months, something that caused “Wolfville merchants [to notice] a very material difference in receipts because of the absence of the theatre.” With steel and bricks, the new theatre was not only “fire proof” but also had the first radiant heating system in a Canadian theatre, using “two miles of piping under the concrete floor.”

Opening details

With Bing Crosby’s hit musical *Welcome Stranger* on the new “Acadia” neon marquee, the doors opened to the public on Monday evening, October 6, 1947. Under the management of Mr. William Clamp, “this fine theatre capable of holding approximately 700 people was filled to overflowing for both performances.” A “sweets Show-case” tempted customers as they passed and the interior boasted a “tiered ceiling equipped with ventilators and electric fans.” The walls were “finished in two tones; the horizontal lines giving a pleasing modernistic touch.” “Soft lighting fully illuminating the interior [was] arranged on the pillars.” “Velour curtains in wine edged with gold” matched “beautifully upholstered

spring seated chairs.” Much was made in the press of the theatre’s construction and interior décor companies.

Less stage & more screen

The old stage was now gone. Initially, a temporary stage was available to continue support for community events, as had been the case for the past 35 years. The new Acadia Theatre, however, was first and foremost a motion picture venue, so eventually the stage was retired. “Going to the movies” was by now a significant part of Acadia University life and this continued during the early years of the Acadia Theatre as well. But student interest increased even more with the arrival of a new young manager in 1953.

Acadia Cinema(s) 1953 – 2000

Al

A native of Port Elgin, N.B., A. Ellsworth (Al) Whittle began working in movie theatres at the age of 19. He came to Wolfville by way of Amherst, Charlottetown and Truro when Gerald Spencer’s Ononette Investments hired him. After a brief stint in Middleton, Al returned to Wolfville (1953) to take a permanent position as “the youngest theatre manager in Canada.”

CinemaScope and leg room

From the start Al kept up with industry advances. He supervised the conversion of the theatre to CinemaScope. “*The Robe* in CinemaScope” was the first feature. It screened at the Acadia Theatre on October 20, 1954.

Al always had his patrons’ interests in mind. In 1967 he reduced the seat numbers to provide more legroom between rows.

Setting the cinema scene

Al was also known for his elaborate displays. A large plywood Pink Panther appeared to welcome Inspector Clouseau’s fans. And holidays always inspired Al to create exciting, extensive and lavish lobby decorations to delight his patrons.

University and the Acadia

Strong ties developed early between Acadia students, Al and his movie theatre. Not only did he employ students (as ushers, ticket and concession sellers and for help with renovations) but Al also created special events with students in mind. Legendary is *The Pajama Game* screening (1958). A university newspaper ad read “free movie for those in pajamas.” Perhaps generating anxiety in those responsible for female students (who snuck out to attend), the event nevertheless resulted in a large turnout of PJ-clad students of both genders!

Later, with the demise of 16mm, the university also looked to the Acadia. *The Athenaeum*’s “World Cinema Comes to the Valley” (January 1988) announced the launch of “a new Acadia Film Society” citing screenings at Main Street’s “Acadia Cinema [being] advantageous for the big screen, sharp image, professional sound and comfortable seating.” They were still screening in 1994.

The twinning

With “THE BEST OF THE BEST” Al opened the new “Acadia Twin Cinemas” on June 20, 1986, with Tom Cruise in *Top Gun* and Sylvester Stallone in *Cobra*. He installed a brand new sound system and the original theatre was divided down the middle, losing 75 seats with one holding 230-240 and the other 175. Al wanted to offer his patrons “twice the choice in movie viewing”, he told *The Kentville Advertiser*, “at a time when viewers expect it”. Corporate multiplexes (late 70s), and the VHS (home video) market which burgeoned (mid-80s) put great pressure on independent cinemas across Canada, including Wolfville’s Acadia Cinema. Twinning was a response to these phenomena. But the name “Twin Cinemas” never really stuck.

What's with the name(s)?

From every sector of the community some continued to use “Acadia Theatre” well into the 90s (long after Al had dropped “Theatre”). An explanation for the evolving name from 1953 to 2000 begins with the arrival of the new Harvey Denton Hall “theatre” on the “Acadia” campus (May 1970) and “Acadia’s theatre” program (1980s). With so much possibility for confusion around “Acadia” and “theatre” in Town, Al being practical, gradually eliminated “Theatre” from his facility’s name altogether, beginning in the 70s. Using first just “Acadia”, then “Acadia Cinema” and even “Acadia Cinema Showcase” in his advertising, Al added the ‘s’ for the twin and tri-plex era with “Acadia Cinemas” by the end.

Out with a flourish

Al Whittle continued to manage and improve the theatre to keep it viable. An expanded lobby with a new concession counter and ticket desk came next (1989). A third screen was added (1997) and then Al instituted the very popular Sunday “Tea Time Matinees.”

In 2000, when A. Ellsworth Whittle retired as manager of the Acadia Cinema after 47 years, the theatre closed and was put on the market for sale.

Acadia Cinema Coop’s Al Whittle Theatre 2004 –

When a door closes...

The Acadia Cinema’s end (2000) left a hole in the heart of Main Street, a long-cherished tradition gone forever and a significant cultural gap to be filled. A new Fundy Film Society rose to the occasion. With no home in Town, screenings began at the Empire (2002). Success was immediate.

...Another opens

October 2002: Fundy Film Society Board member, Al Whittle, still supervising the building, permitted Fundy Film volunteers to sell tickets for their Empire screenings in the former Acadia lobby. While there selling tickets, Al shared news: The latest deal, a hotel, had fallen through and “it’s back on the market” he told a little band of Fundy Film Society members. On that day those present hatched a serious plot to purchase, rebuild and re-open a new theatre in the Acadia Cinema building.

A new cooperative

Before the end of 2002, a Steering Committee, eight volunteers, had worked out a plan and three signed papers to create the Acadia Cinema Cooperative, Ltd (December 2002). Shares (\$100) went on sale (January 2003).

Tidal wave of response and a deal

Across Canada and the world Acadia alums and former residents joined the wider local community and fellow Nova Scotians to save the theatre. An early share purchase came from Japan!

By March 2003, the new Cooperative, with a Board of Directors, had raised over \$120,000 in share sales and was able to enter into a joint agreement with Just Us! Coffee Roasters Co-op to purchase the Acadia Cinema building from the owners, Al’s original employer in New Brunswick. The Acadia Cinema Cooperative would develop, own and operate the new theatre facilities. Just Us! would do likewise for a café on site.

Volunteer success story

From the earliest days Acadia Cinema Cooperative has received unprecedented support from shareholder and community volunteers who planned and even designed the 160 soft-seat, state-of-the-art venue for cinema and live performance.

Two volunteers removed the tri-plex's walls while another Coop crew refurbished the second-floor rental income apartment. (Summer 2003) Inquiries, then contractor bids, were made.

Creative volunteer PR efforts led to more share sales, which helped complete the purchase and the Coop applied for and received a federal (ACOA) grant allowing construction to begin (May 2004). More volunteer work completed the space enough to welcome anchor tenant Fundy Film Society to open the theatre (2004).

A grand opening for Al's place

Wolfville's Main Street was packed at dusk on November 7, 2004, awaiting the formal "lighting" of the "Acadia" landmark marquee. Newly refurbished with contributions from both the Town of Wolfville and Acadia University, Mayor Stead and President Dinter-Gottlieb pulled the symbolic lever (volunteer built!) to the crowd's delight. Then Fundy Film Society patrons entered the new Al Whittle Theatre, named in honour of the man who had lovingly managed the former movie house for 47 years.

Ready for live performance

With funding assistance from community businessman John MacKay, the superior sprung stage was installed and more volunteers completed the theatre enough to book live events. (Early 2005)

Community cultural facilities

Today's facilities have evolved to include Jack's Gallery in the lobby (2009) and second floor Studio-Z (2010).

The Acadia Cinema's Al Whittle Theatre hosts the broadest range of live performance and weekly cinema, while offering a superb venue for community, cultural and educational opportunities. Now home to Valley Summer Theatre and the Slow Motion Food Film Festival, it hosts monthly "Night Kitchens" featuring local artists, annual Edalene Theatre productions, "World in Wolfville" concerts and so much more!

Acknowledgements

Acadia Cinema Cooperative 100th Anniversary Committee, Acadia Cinema Coop Board, Acadia University Archives Staff, Pam Ackerman, Ken Bezanson, Henry Bradford, Anne and David Burton, Jack's Gallery, Susan Hauer, Janet Herbin, Heidi Kalyani, Nova Scotia Archives Staff, Steven Slipp, Tom Sheppard, Heather Watts, the Wolfville Historical Society and Randall House Museum, Al Whittle, Bill Zimmerman

Appendix C – Facility Bookings

Al Whittle Theatre

July 2010

3	Dungaree Brothers	Hupman Brothers	Music
4	<i>Away We Go</i>	Fundy Film Society	Film
9-10	Short Order Opera	Susan Dworkin	Music
11	<i>Up in the Air</i>	Fundy Film Society	Film
15-Aug 1	<i>Letters from Wingfield Farm</i> (19 performances) Valley Summer Theatre Theatre		

August 2010

5-22	<i>Woman in Black</i>	(19 performances) Valley Summer Theatre Theatre	
22	Market Songs		
25, 26	<i>Fame</i> (3 performances)	Edalene Theatre	Theatre
29	<i>Colville</i> (2 screenings)	Fundy Film Society	Film

September 2010

4	Night Kitchen		
10	Emerging Artists	Deep Roots Music Cooperative	Music
11	Song of Joni Mitchell	Jenny MacDonald	Music
12	<i>Kids Are Alright</i> (2 screenings)	Fundy Film Society	Film
14	<i>Jake's Gift</i>	Wendy Elliot	Theatre
15	<i>Oceans</i>	Fundy Film Society	Film
16	<i>Poor No More</i>	Wolfville Community Fund	Film
18	Ladies in Blue		Music
19	<i>Call Me Fitz</i>	Premiere of TV Series	Film
19- 20	<i>I am Love</i> (2 screenings)	Fundy Film Society	Film
24-25	Deep Roots Music Festival	Deep Roots Music Cooperative	Music
26	<i>Mao's Last Dancer</i> (2 screenings)	Fundy Film Society	Film
29	<i>The Revolution Will Not Be Televised</i>	Fundy Film Society	Film

October 2010

2	Night Kitchen		Music
3	<i>The Trotsky</i> (2 screenings)	Fundy Film Society	Film
6	<i>Neil Young: Trunk Show</i>	Fundy Film Society	Film
10	<i>A Prophet</i> (2 screenings)	Fundy Film Society	Film
13	Presentation	Valley Women's Business Network	
16	CD Release	t@b	Music
17	<i>Coco & Igor</i> (2 screenings)	Fundy Film Society	Film
20	<i>Helvetica</i>	Fundy Film Society	Film
21	The Gertrudes		Music
22	<i>Rocky Horror Picture Show</i>	Acadia SIFE	Film
24	Smoked Glass Ceiling		Theatre
24	<i>Departures</i> (2 screenings)	Fundy Film Society	Film
28	Lenny Gallant		Music
29	Ian Sherwood		Music
30	Nature Speaks	Johanne McInnis	Music
31	<i>Broken Embraces</i>	Fundy Film Society	Film

November 2010

3	<i>La Dance: The Paris Opera Ballet</i>	Fundy Film Society	Film
6	Night Kitchen		Music
7	<i>Get Low</i> (2 screenings)	Fundy Film Society	Film

12	Neil Young Tribute	Caleb Miles	Music
14	<i>The Secret in Their Eyes</i> (2 screenings)	Fundy Film Society	Film
17	<i>Exit Through the Gift Shop</i>	Fundy Film Society	Film
20	Bringing it Home	Deep Roots Music Cooperative	Music
21	<i>J'ai tue ma mere</i> (2 screenings)	Fundy Film Society	Film
26	Andy Maize	KMG Management	Music
27	CD Release	The Hupman Brothers	Music
28	<i>Winter's Bone</i> (2 screenings)	Fundy Film Society	Film
30	Candy Rat Guitars		Music
December 2010			
1	<i>Waste Land</i>	Fundy Film Society	Film
3	World Vision Concert	Susan Dworkin	Music
4	Night Kitchen		Music
5	<i>Micmacs</i> (2 screenings)	Fundy Film Society	Film
6	<i>Christmas Carol</i>	Jeremy Webb	Theatre
7	<i>Christmas Carol</i>	Jeremy Webb	Theatre
11	War Child Benefit	Harry Roberts	Music
12	<i>The White Ribbon</i> (2 screenings)	Fundy Film Society	Film
15	<i>Babies</i>	Fundy Film Society	Film
16	Johanna Skibsrud reading	Gaspereau Press	Literary
17	Bringing It Home	Deep Roots Music Cooperative	Music
18	CD Release	Al King	Music
19	<i>Jack Goes Boating</i> (2 screenings)	Fundy Film Society	Film
January 2011			
1	Night Kitchen		Music
8	Songs of Bob Dylan	Jenny MacDonald	Music
9	<i>Tamara Drewe</i> (2 screenings)	Fundy Film Society	Film
14	Bringing it Home	Deep Roots Music Cooperative	Music
15	Heather Kelday		Music
16	<i>Les Amours Imaginaires</i> (2 screenings)	Fundy Film Society	Film
19	<i>The Agronomist</i>	Fundy Film Society	Film
22	Shattering the Silence	Acadia New Music	Music
22	Private Booking		
23	<i>Nowhere Boy</i> (2 screenings)	Fundy Film Society	Film
25	Banff Film Festival	The Trail Shop	Film
26	Tom Curry		Music
30	<i>The King's Speech</i> (2 screenings)	Fundy Film Society	Film
February 2011			
2	<i>Force of Nature</i>	Fundy Film Society	Film
5	Night Kitchen		Music
6	<i>Soul Kitchen</i> (2 screenings)	Fundy Film Society	Film
7-12	<i>Wedding Singer</i> (5 performances)	Edalene Theatre	Theatre
13	<i>Incendies</i> (2 screenings)	Fundy Film Society	Film
14	<i>Fight Club</i>	Acadia SIFE	Film
16	<i>Last Train Home</i>	Fundy Film Society	Film
18	Bringing it Home	Deep Roots Music Cooperative	Music
19	Kimberly Matheson CD Release		Music
20	<i>Barney's Version</i> (2 screenings)	Fundy Film Society	Film
27	<i>Tales from the Golden Age</i> (2 screenings)	Fundy Film Society	Film
March 2011			
2	<i>Inside Job</i>	Fundy Film Society	Film

5	Night Kitchen		Music
6	<i>Another Year</i> (2 screenings)	Fundy Film Society	Film
12	Songs of Tom Waits	Jenny MacDonald	Music
13	<i>Carlos</i> (2 screenings)	Fundy Film Society	Film
16	<i>The Gleaners and I</i>	Fundy Film Society	Film
20	<i>La tete en friche</i> (2 screenings)	Fundy Film Society	Film
26	The Hupman Brothers		Music
27	<i>L'illusionniste</i> (2 screenings)	Fundy Film Society	Film
30	<i>Waiting for Superman</i>	Fundy Film Society	Film
31	<i>The Economics of Happiness</i>	Friends of Agriculture	Film
April 2011			
1	Drum Night	World in Wolfville	Music
2	Night Kitchen		Music
3	<i>Farewell</i> (2 screenings)	Fundy Film Society	Film
10	<i>Made in Dagenham</i> (2 screenings)	Fundy Film Society	Film
13	<i>Restrepo</i>	Fundy Film Society	Film
16	<i>The General</i> - Buster Keaton	Fundy Film Society	Film
17	<i>Of Gods and Men</i> (2 screenings)	Fundy Film Society	Film
23	Songs of Johnny Cash	Jenny MacDonald	Music
24	<i>Vision</i> (2 screenings)	Fundy Film Society	Film
27	<i>Gasland</i>	Fundy Film Society	Film
29	Old Man Ludecke	The Rolled Oat	Music
30	Caledonian Orchestra – Celtic Music		Music
May 2011			
1	<i>Yeoman of the Guard</i>	Gilbert & Sullivan Society	Musical Theatre
4	<i>Phil Ochs</i>	Fundy Film Society	Film
6-8	AMP Festival (3 performances)		Music
9	<i>True Grit</i>	Fundy Film Society	Film
11	<i>The Topp Twins</i>	Fundy Film Society	Film
13	CD Release	Jenny MacDonald	Music
14	TedX	TedX Annapolis Valley	Speakers
15-16	<i>ane Eyre</i> (2 screenings)	Fundy Film Society	Film
21	<i>Soaring Elegance</i> - Youth Ballet	Maritime Conservatory of Performing Arts	Dance
22	<i>Jouese</i> (2 screenings)	Fundy Film Society	Film
25	<i>Winds of Heaven</i>	Fundy Film Society	Film
29	<i>Copie conforme</i>	Fundy Film Society	Film
June 2011			
2	Matt Mays	KMG Management	Music
3	<i>9000 Needles</i>	Acupuncture Society	Film
4	<i>Night Kitchen</i>		Music
5	<i>Hæven</i>	Fundy Film Society	Film
11	CD Release	Molly Thomason	Music
12	<i>Modra</i>	Fundy Film Society	Film
16	Landmark East		Graduation
17	Celtic Umbrella Emsemble		Music
18	<i>Broken Leg Theatre</i>	Donna Holmes	Theatre
19	<i>Alamar</i>	Fundy Film Society	Film
24-25	<i>'Night Mother</i> (2 performances)	Red Rock Theatre	Theatre
26	CD Release	Donna Rhodenizer	Music
26	<i>The First Grade</i>	Fundy Film Society	Film

Studio Z

July 2010

7 Shoppers Drug Mart Meeting

August 2010

28 Emerging Artists Deep Roots Music Cooperative Music
28-29 *Oh la la* (3 performances) Donna Holmes Musical Theatre

October 2010

17 Drum Workshop Ken Shorley Music
22-24 *Wanda's Theatre Festival* (4 performances) Wanda Carroll Theatre

November 2010

4 Team Building Susan Balcolm
4 2 Plays Red Rock Theatre Theatre
9 CITED Meeting
23 CITED Meeting
Thursdays (4) Rhythm & Sole Dance class

December 2010

7 CITED Meeting
7 Private booking
21 CITED Meeting
Thursdays (5) Rhythm & Sole Dance Class

January 2011

18 CITED Meeting
30 Drum Workshop Ken Shorley Music
Tuesdays & Thursdays (8) Rhythm & Sole Dance Class

February 2011

15 CITED Meeting
20 Drum Workshop Ken Shorley Music
27 Drum Workshop Ken Shorley Music
Tuesdays & Thursdays (8) Rhythm & Sole Dance Class

March 2011

6 Drum Workshop Ken Shorley Music
8 CITED Meeting
15-19 March Break Music Camps (3) Deep Roots Music Cooperative Music
15 TedX Meeting
Tuesdays & Thursdays (9) Rhythm & Sole Dance Class

April 2011

4 Ai Ripples Meeting
6 Day of Democracy Citizen Assembly for Democracy Meeting
6 Board Meeting Fundy Film Society Meeting
20 Cochranes Pharmasave Meeting
Tuesdays & Thursdays (8) Rhythm & Sole Dance Class

May 2011

2 Ai Ripples Meeting
12 Fundy Film Society Board Meeting
21 Slow Food Meeting
Tuesdays & Thursdays (9) Rhythm & Sole Dance Class

June 2011

6 Ai Ripples Meeting