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## WEEDON CULTURAL CENTER

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ISSUE: Focus on culture and heritage

### ITINERARY 7A

Date: Tuesday, September 10, 2013

Location: Club Cascades

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## PROMOTER

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### **Presentation of the issue:**

In a town of less than 3,000 inhabitants, to maintain the vitality of the Cultural Center while making the performances accessible to the public.

### **Project description:**

The Weedon Cultural Center's mission has several objectives:

- preserve and disseminate the folk heritage of Quebec (traditional music);
- present emerging artists;
- present a few big names;
- as any broadcaster, collaborate in professional performances in the schools.

With major financial support from the Municipality, the Cultural Center offers a loyalty program in order to make the shows available to all the residents of Weedon. Thus, the population has access to a \$30 subscription for four shows, under the Trad or Discovery categories.

The Cultural Center also offers figurative art exhibits to its population, in the Harfang gallery of Weedon, in order to familiarize the public and the artists: the artistic vision and different means of expression.

The Cultural Center was recognized by the Ministry as a regional broadcaster.

The Cultural Center is facing several challenges:

- half of the subscribers are seniors who may not continue to attend in the following year;
- the building, owned by the Municipality, dates back to 1895. It has received a heritage recognition from the Municipality, but needs occasional renovations. The Cultural Center being recognized and subsidized by the Ministry of Culture and Communications of Quebec, prepares a three-year plan based on its clientele and mission;
- the free festivals that attract big names are hurting the regional offering. We must reflect on this matter.

The Cultural Center has launched tribute performances that allow us to reach a new audience. In addition, the Center organized a free outdoor activity that attracted residents who typically do not get involved.

To awaken the young people to the culture, a strategy would be to include an artistic program from primary school.

**The key elements to remember according to the promoters:**

- a municipal interest to invest in cultural activities; to have a cultural policy. Culture is an investment, not an expense;
- to have common and recurring projects at the MRC level included in a municipal and regional policy. CLD Haut-Saint-François initiated a project for a children's show, in collaboration with the region's cultural organizations, which had tremendous success.

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## QUESTION PERIOD

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Q.: Are you members of the cultural networks?

A.: Yes, we are part of the Réseau Centre and RIDEAU. There is also a mentoring club that helps small municipalities with the organization, the development of the programs, etc.

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## ADDITIONAL DOCUMENTATION

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**NOTE: All linked documents (PowerPoint, Prezi, etc.) are only available in their original French version.**

Weedon Cultural Center website: [www.ccweedon.com/culture](http://www.ccweedon.com/culture)