

The Conrad Centre for the Performing Arts

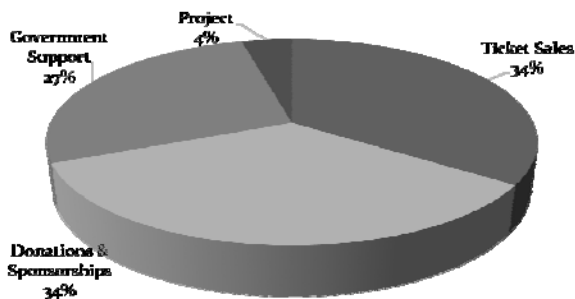


At 36 King Street West in downtown Kitchener, the KWS is the anchor tenant and building manager for the Conrad Centre (formerly the King Street Theatre Centre).

Our administrative offices, box office and rehearsal space are located in this venue. Our mandate as building manager is to present music, theatre and dance performance, to support local performing arts organizations and to maintain this space as a professional theatre. This venue is available for rent for theatre, school concerts, dance recitals, corporate events, weddings and parties.

How We Pay For It:

With an annual operating budget of \$5 million, approximately 38% of revenues come from ticket sales, sales of orchestra services and special project revenue. All cultural organizations rely on grants and donations to sustain operations. 27% of our annual operating revenues come from government sources with Canada Council and Ontario Arts Council representing the majority of this funding at 17%. Additional grants come from Waterloo Region 4%, the City of Kitchener 4%, the City of Waterloo 2%, the City of Cambridge and Guelph. The remainder of operating revenues 34% come from private sources include foundation grants, corporate sponsorships and donations from individuals. The majority of this support comes from the 1,340 individuals in our community who donate over \$1 million annually.



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“As much as Research in Motion and the Perimeter Institute, the K- W Symphony has become part of what makes Kitchener- Waterloo a very distinctive community”

- Maclean's Magazine

To learn more about the Kitchener-Waterloo Symphony or to buy tickets for an upcoming performance visit us at...

kwsymphony.ca

Kitchener-Waterloo Symphony

Our **MISSION** is to inspire and unite our community through music.

Our **GOALS** are to perform at the highest international level, to inspire young people to actively engage music, to present music in new and relevant ways and to redefine what an orchestra is today.



"...what we have here is an ongoing assembly of 52 artists, each of which have acquired knowledge and skills comparable...to what is expected of a "rocket scientist." In this respect, the symphony stands alone. Survey the entire cultural landscape of this region and you'll find nothing else like it."

- *The Record*

QUICK FACTS:

- ▶ Founded in 1945
- ▶ One of Canada's outstanding orchestras
- ▶ Registered Canadian non-profit organization
- ▶ Largest employer of cultural workers in Waterloo Region: 52 full-time musicians, 120 part-time musicians, 14 full-time staff, 10 part-time staff.
- ▶ Annual audience reach: 90,000
- ▶ 90 plus concerts annually in Waterloo Region, Wellington County and beyond.
- ▶ Annual operating budget: \$5 million
- ▶ Home Venue: The **Centre In The Square**
(The CITS was built in 1980 as a permanent home for the Kitchener-Waterloo Symphony. Supporters of the KWS raised over \$8 million in Federal, Provincial and private funds, thereby achieving the vision of a near perfect acoustic concert hall for the KWS.)
- ▶ Nationally recognized 5 ensemble youth orchestra program

"It's about whatever is new, interesting. The orchestra and I snuck onstage under dim lights—it was full rock concert mode—while DJ Masonic was spinning and giving a moody introduction before we launched into Aphex Twin."

- *Edwin Outwater on Intersections*

The Kitchener-Waterloo Symphony presents 7 Concert Series with world class artists and **THE BEST MUSIC.**

- ▶ Signature Series: The very best of what we do
- ▶ Pops Series: A great night out on the town
- ▶ Baroque & Beyond: Music in your neighbourhood. These concerts are held in 3 churches in Waterloo, Cambridge and Guelph.
- ▶ Intersections: The coolest orchestra series anywhere. Expect the unexpected.
- ▶ Generations: Join Edwin as he takes you behind the score and chats about some of the greatest music ever written. (Ages 10—99)
- ▶ Family Concerts: Concert designed just for kids with a jam-packed hour of fun with crafts, pre-concert activities, musical demonstrations and more beforehand. (Ages 5-12)
- ▶ Kinderconcerts: Cushion concerts for little ones. A great way to spend a Saturday morning. (Kitchener & Guelph / Ages 3 months—4 years)



Our **YOUTH ORCHESTRA PROGRAM** helps build the foundation for life-long learning and vibrant careers in music. 140 members, ages 6—25, 5 conductors, 20 concerts, 120 rehearsals, chamber music opportunities, master classes and lots of fun.

"Being in youth orchestra has meant a lot to me personally; it has given me the chance to learn from some of the greatest musicians in the area while providing opportunities for me to perform and make great music with other young musicians."

- *Andrew Song*

The Kitchener-Waterloo Symphony has a rich tradition of partnering with school boards, schools and teachers to bring **MUSIC EDUCATION** to students of all ages.

- ▶ Our School Concerts Program is a comprehensive program based on the Ontario Education Curriculum. In addition to a concert at the CITS, we provide supplementary materials and professional development opportunities for teachers and in classroom musician visits both pre- and post- concert. This program is offered to grades 1-3 and 4-6 free of charge, eliminating any barriers to entry. In 2009-2010 over 8,000 students participated in this program.
- ▶ Our Symphony@Work program provides students in grades 7 & 8 a behind-the-scenes experience and insight into the careers that make it all happen.
- ▶ Design A Concert is offered to select high school students from 10 area schools. Students work side-by-side with KWS staff to program, produce, market and seek sponsorship for a concert.



COMMUNITY OUTREACH

In addition to performing concerts out in the community anywhere from hospitals to community centres, the KWS is actively developing two collaborations that will have a long term positive impact.

- ▶ Our partnership with MOSAIC's Pathways to Education program brings music education and performance opportunities to Pathways students in the Chandler-Mowat neighbourhood. The program includes a Pathways choir, instruments and music lessons and tickets to KWS concerts.
- ▶ Our partnership with the Sunnydale Community Centre in Waterloo provides performances and interactive workshops.

