



Eastern Manitoba Concert Association

Annual General Meeting – President's Message

May 16, 2025 Pinawa Community Centre

What defines a successful year?

For our audience, success might look like this: eight fabulous concerts with professional sound and lighting, some delicious food and beverages provided through community collaboration, memorable opening acts and pre-concert entertainment by local youth—all within walking distance for many, and with free parking to boot.

For the EMCA Board and the sustainability of our organization, success means strong financial support from government agencies and local businesses, and the sale of over **350 subscriptions** this season! The enthusiasm of our audience energizes us, and the warm reception from the community makes the effort to bring artists to Pinawa incredibly rewarding.

We continue to focus on marketing efforts to spread the word about our events and balance both subscription and individual ticket sales. One example is our new collaboration with the Whiteshell School District, who have generously featured EMCA concerts on their electronic signboard—thank you! Every bit of exposure helps bring new people into our concert community.

Our Mission and Rising Costs

EMCA's goal remains to bring high-quality professional entertainment, spanning a variety of genres, to Pinawa at affordable prices. However, like many organizations, we are facing rising costs. Artist fees are increasing due to higher travel, food, and accommodation expenses.

Despite this, we've kept our subscription and reserved seat prices low for many years. While a modest price increase is necessary moving forward, we're committed to keeping it as minimal as possible. We'll also be using some of our accumulated savings to help offset costs. Our ability to offer such great value is due in large part to our dedicated Board of Directors and volunteers, who contribute countless hours to planning and executing each concert—**we appreciate you deeply!**

We're also incredibly grateful to the Manitoba government and our generous local sponsors, who are listed in each concert's program. Please support them whenever you can. This past year, EMCA received a substantial grant from the Manitoba government through the *Arts, Culture and Sport in Community Fund*, supporting their mission to revitalize the arts in rural communities. This grant allowed us to collaborate with four other communities to present a Northern Pikes tour—a genre shift for us that brought valuable learning and marketing opportunities.

As you will see in our Treasurer's Report, we still have a **major lighting upgrade** as a long-term goal, in collaboration with the **Pinawa Players**. We're grateful to the **Pinawa Foundation** for their generous contributions toward this project. In fact, **May is the PF Welcome to Community Project Month**, during which they're supporting many worthy community projects—including the **LED Stage Lighting upgrade at the Community Centre**. If you choose to donate to any of these projects in May, the Pinawa Foundation will **stretch your donation by 50%**. More information is available at pinawafoundation.org.

Looking Ahead: Planning and Growth

Thanks to strong subscription and ticket sales—especially during the popular fall shows—we’ve managed to balance our budget despite increased expenses. In fact, due to our fall revenue, we’ve now crossed the threshold where we must begin charging GST.

To help maintain financial balance, we aim to maximize revenue while maintaining accessibility. We start the season with a high-profile concert to encourage early subscription sales. With limited venue capacity, we reserve space for 39 individual ticket sales for each show—this helps introduce new potential subscribers and gives current subscribers the option to bring guests. As such, we will cap subscriptions at **365 people for the first concert**, with the option to increase that number for later shows.

We encourage everyone to **renew or purchase subscriptions early** to secure your seats for the opening performance—details to be announced soon!

Additionally, we’re reviewing our seating plans to better accommodate sell-out crowds and make the concert experience more comfortable for everyone. Look for improvements next season!

Board Transitions and Acknowledgments

This year, we bid farewell to two valued Board members: **Margaret Koroll** and **George Montgomery**. Thank you both for your years of dedication and service in bringing exceptional live music to Pinawa. We’re happy to hear you’ll continue to volunteer when possible.

Stay Connected and Subscribe

“Save the Date” information has been emailed to those on our mailing list. If you haven’t subscribed yet, visit www.emcaconcerts.com to sign up.

Early bird subscription forms are now available online and can be submitted via email. Payment can be made by e-transfer to emcaconcerts@gmail.com **with a reference to your name and what you are purchasing** or by mailing your form with a cheque to EMCA, **Box 233, Pinawa, R0E1L0**.

Our printed brochures will be distributed soon through Canada Post. And once again, our program selection committee has curated an incredible lineup of concerts for the upcoming season—we can’t wait to share it with you!

Thank you for your continued support. Here’s to another fantastic year of music, community, and connection!

Respectfully submitted by

Lori Evenden

President, EMCA