

WEST END ARTS DISTRICT
2021 ANNUAL REPORT





At the end of 2020 I, like so many other artists, was proud to have survived. West End Arts District rolled with the punches, and continued to serve our community in new and innovative ways, but there was no doubt about it, we were all still reeling. At the end of 2021 I look back over a year in which we not only survived, but thrived, pushed boundaries, and made an impact in so many ways.

When we started live arts programming in the Healing Garden in May 2021, we were one of the first venues in the Bay Area to offer safe, in-person performance events since the lockdowns. Since then we have hosted over 40 events, bringing visitors from throughout the Bay Area to discover Alameda's dynamic art scene.

In November, artist Dave Young Kim completed the Webster Gateway Mural, fulfilling a long-term ambition for West End Arts District. Alameda's largest mural yet, the work now stands as a proud statement of the vibrancy and passion of our local community.

Alameda is surrounded by cities that are recognized around the world for their vibrant arts communities. Traditionally Alameda has been a place where artists come to live, but not to work. Little by little, that is changing, and I firmly believe that the arts have the potential to become a cornerstone of Alameda's economy. As it says on the Tshirts and Sweatshirts that I love seeing people proudly wearing around town "Alameda's making waves."



Here's to and artful and exciting 2022!

Tara Pilbrow
Executive Director

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HEALING GARDEN ARTS SERIES

Free outdoor art expo of original works commissioned from Bay Area LGBTQ and BIPOC artists.

TINY TOWNS CONCERT SERIES

25 concerts featuring internationally renowned artists spanning genres from roots and country, to jazz rock and hip hop.

DANCE ON WEBSTER

Dance photography series focused on bringing light and color to hidden corners of Webster Street.

WEBSTER GATHEWAY MURAL

Alameda's largest mural yet painted by Oakland muralist Dave Young Kim at the corner of Webster St. and Pacific Ave.

*Dance on Webster. Artists Hannah Westbrook and Tara Pilbrow
Photo: Maurice Ramirez*

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HEALING GARDEN SUMMER SERIES

Series of arts events at the Healing Garden including concerts, comedy, theater, dance, crafts and art.

"BREATHE" DANCE PERFORMANCE

Contemporary dance performance by local company, Tara Pilbrow Dance with original score by Ben Juodvalkis.

2ND FRIDAY ART STROLL

Every second Friday of the month, pop up art displays in business and parklets along Webster Street.

SEED BANK & SEED SAVING CLASSES

Seed donation and free workshops on seed saving from the Healing Garden team.

*Tiny Towns Concert at the Healing Garden
Photo: Maurice Ramirez*

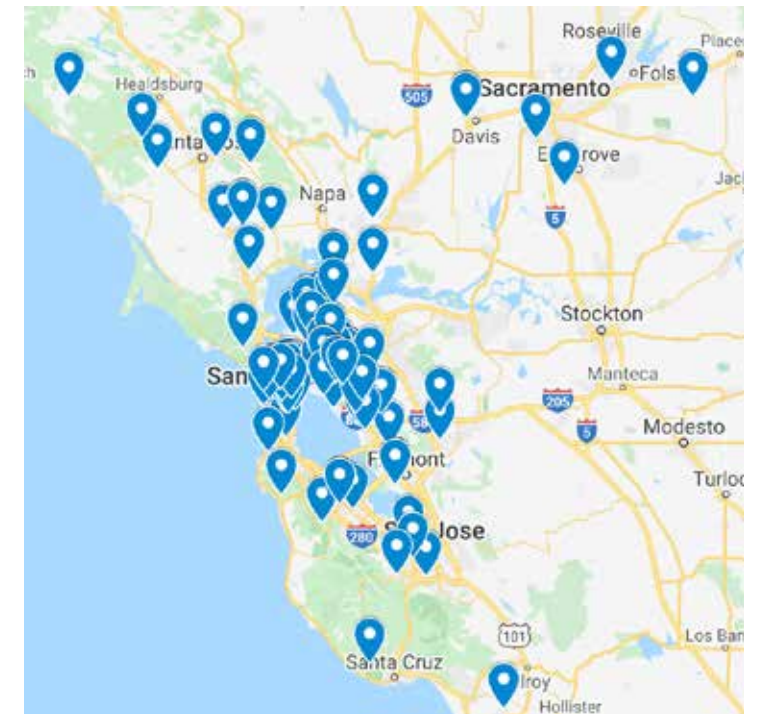




Webster Gateway Mural by Dave Kim
Photo: Maurice Ramirez

In 2021 WEAD:

- Hosted 40 small scale, outdoor, in-person arts events throughout the year.
- Attended by more than 6,000 from all over the Bay Area*
- Provided paid working opportunities for over 230 artists, including musicians, dancers, visual artists, comedians, actors, makers and photographers.
- Collaborated with West Alameda Business Association to maintain the Healing Garden, as a free outdoor gathering space, arts space and garden for the West End community.



*residency by zip code of 327 people who responded to our post-event surveys

Some feedback from the community about the arts events in the Healing Garden:

Jennye Garibaldi (West End Resident)

“The Healing Garden has been such a bright spot for us in an otherwise dark year.”

Brian J Kenny (Musician and Alameda resident)

“A beautiful community experience. It restored my faith in community and my commitment to Alameda.”

Ileath Bridges (Alameda Resident)

“I loved everything, The music, the vibe, the friends, the comfort level and the respect around everything.”

Robbie Wilson (Black Achiever’s Alliance)

“ People from all parts of the Island come together, ... a beautiful time for diversity and inclusiveness.”



07/08 "Breathe" by Tara Pilbrow Dance,
Produced as part of the Healing Garden Summer Series
Photo: Maurice Ramirez

"Mindblowing! It made me reassess my humanity"

*Brian J. Kenny (Musician and Alameda Resident)
on 'Breathe' by Tara Pilbrow Dance.*

"The West End is really stepping UP by inviting innovative artists, stellar musicians, creative performers, like-minded collaborators, and a healing garden to stir up community focused events for people from all walks of life."

*Raul Castro (West End Resident and Donor)
call out to raise funds for WEAD on his Facebook Birthday Fundraiser*

11/14 Seed Bank inauguration and seed saving workshop. Photo: Pablo Luna



WEAD MISSION STATEMENT:

We provide a platform for artists to create vibrant art experiences on the West End of Alameda that bring together local and regional audiences around the visual and performing arts. Our events and programs offer new perspectives, spark conversation, and engage with the landscape we live in.

A massive thank you to all of our 2021 Sponsors and Donors. We couldn't have achieved any of this without your generous support:

\$ 25,000 - 50,000

Heaven Hill
California Arts Council
Shryne Group (STIIIZY)

\$ 5,000 - 10,000

City of Alameda
Chris and Trudi Seiwald
West Alameda Business Association
Anon
California Relief Program

\$ 2,500 - 5,000

SRM Ernst
Alameda County Arts Commission
E.J.Gallo Winery

\$ 1,000 - 2,500

Alameda Municipal Power
Michael Lane Homes
Sierra Nevada
Anon
Ferrier Le
Juniper Gin

\$ 500 - 1,000

Rotary Club of Alameda
Janelle Hopkins

\$100 - 500

Kelly Lux State Farm
Alameda Arts
The Fireside Lounge
Ivy Room
Taqueria Calafia
West End Mercantile
Brian Seiki
Eric Strimling
Rachel Campos de Ivanov
Rhush Wanigatunga
Debra Crow
Mark Dieter
Sarah-Jo Neubauer
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Wes Stanfill
Daniel Hoy
Ryan Newman
Matthew Waters
Raul Castro
Judith Jones
Kathy Moehring



08/22 Back to School Hip Hop Fest. Photo: Artful Eye Photos

Thank you to the Board of Directors of West End Arts District and to our Community Advisory Board members. Working with you every day is an honor!



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