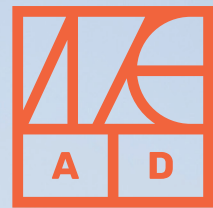


WEST END ARTS DISTRICT 2022 ANNUAL REPORT





For many years I have referred to West End Arts District as a 'small but ambitious' arts organization. Looking back at the end of 2022, I realize that we may rapidly be outgrowing that title. Not only is West End Arts District growing, both in size and impact, but our ambition to see Alameda develop into a dynamic Bay Area arts hub is bearing fruit in so many ways.

In 2022 we saw the Public Arts Commission of Alameda invest in the future of public art in Alameda by engaging the community in planning for a Public Art Masterplan. The long-awaited RADIUM project launched its Radium Runway series to rally support around a future Performing Arts Center in Alameda Point. Rhythmix Cultural Works produced its most ambitious "Island City Waterways" yet, as well as rolling out an outstandingly diverse performing and visual arts program. Studio 23 brought back the much loved Alameda Summer Art Fair, and the City installed a record number of new public art pieces. One of the great joys of being ED of an Alameda nonprofit is the pleasure of working with the passionate, determined arts leaders who drive all these programs forward.

Our annual report highlights the success of our 2022 program and also shares some of the ways that we are developing our role as leaders within the West Alameda arts scene. We know that our impact is multiplied when we serve as a catalyst and facilitator for artists and arts organizations keen to work locally. Providing fiscal sponsorship, logistical and financial support is vital to the success of our mission.

Thank you all for your continued support.

Tara Pilbrow
Executive Director



"encourages the community to embrace diversity among us and better understand the past for a brighter future" Yan, WPLF attendee



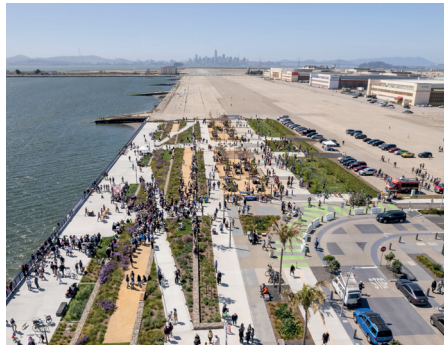
WATERFRONT PARK

LAUNCH FEST

Produced by West End Arts District & Rhythmix Cultural Works with support from the City of Alameda, the Launch Fest celebrated the opening of the Alameda Point Waterfront Park, bringing the space to life with music, dance and visual arts.



**BUILDING
COMMUNITY**



PLACEMAKING



**SUPPORTING &
GROWING THE ARTS**

FEATURED ARTISTS

AXIS Dance Company
Crosspulse Percussion-
Ensemble
FogBeast
Maze Daiko
13th Floor Theater
Thingamajigs
& students from:
College of Alameda
Encinal High School
Bay Area Music Project
Head Royce School
Shawl Anderson Dance-
Center
Destiny Arts Center

"It was really meaningful for us to come out of the pandemic into this kind of production, it felt very community forward, and a true celebration of space and place." Fog Beast co-artistic Director, Melecio Estrella, WPLF artist

FIESTA ALAMEDA

Despite determinedly unhelpful weather, an impressive crowd came out to enjoy the best of Bay Area Latin music at the inaugural Fiesta Alameda. Celebrating Latin music, dance, culture, food and drink, this one day, free event brought visitors from over 39 Bay Area cities to the Alameda Point taxiway. Attendees, musicians, vendors and staff all left excited at the birth of a new Alameda tradition. Viva Fiesta Alameda!

The opening performance and the live music was impeccable! It was great to see the community come together, celebrate, support local artists all while dancing in the rain!" Lyla Jones, vendor





Music



Food & Drink



Dance



Arts & Artesania



ARTIST LINE UP

Carnaval (Santana Tribute band) | La Mixta Criolla | SAMBAFUNK, Los Alegres Callejeros | DJ Raul | Visual Artist: Ernesto Olmos



COMMUNITY

2022 saw a few milestones in WEAD's organizational development and community outreach:

JUNE

WEAD's six board members and 5 Community Advisory Board Members participated in our first in-person Board Retreat under the guidance of Arts/Development consultant Stacey Smith from SKS Consulting.

JULY

The first WEAD Summer Soiree took place on the rooftop terrace of the Storehouse Lofts on July 14th. A swinging mid-summer party with live Jazz, light bites, and a WEAD arts quiz; the evening was a chance to say thank you to our ever growing community of volunteers, artists, donors and sponsors.

NOV-DEC

WEAD's first End of Year Campaign set out to raise \$7,500 from individuals and corporate sponsors. On the 31st Dec we celebrated with extra cheer having raised almost 20% more than our goal.



SUPPORTING THE ARTS



WEAD provides financial and logistical support for artists and organizations which further our mission through:

Fiscal Sponsorship:

Alameda Post - serves the community by reporting current news and information, promoting community groups, diversity, and cultural awareness, and preserving Alameda's history for future generations.

The Food Bank Players - Founder Gene Kahane directed two productions this year: 'Hamlet' and 'A Christmas Carol' raising over \$4500 for the Alameda Food Bank in the process.

Tara Pilbrow Dance - Currently working on "Uplift," a series of dance films highlighting the talent and diversity of Alameda's Artists with video artist Maurice Ramirez, Composer Ben Juodvalkis, and Editor Pons Maar.

Ozzy's Music Academy - A Community Music Center providing music education programming for children ages four to seventeen years, with live performances at the Academy and within our communities

Financial Support:

Alameda Pride Event to support the 'Over the Rainbow Prom' pre-pride party at the Al Fresco Park on Webster Street.

Feathered Outlaw in support of their year-long program of community events on Webster Street including: Moonlight Market, Summer Solstice Street Faire, Witch-Fest, Black Hat Friday and Yule Midwinter Market.

The Fireside Lounge for the free community concert in September at the Al Fresco Park featuring Jethro Jordan and the Mike Barden Trio.

ARTPUSH to support the publication of "East Bay Artists 2022."

Thank you to all of our 2022 Sponsors and Donors. We couldn't have achieved any of this without your generous support:

\$10000 - \$30000

Alameda Point Partners
City of Alameda
California Arts Council
STIIIZY

\$2000 - \$5000

Alameda County Arts Commission
Alameda Point Redevelopers
Alameda Recreation and Parks Department
Anonymous
Jillian Pointe
Michael Lane Homes
West Alameda Business Association

\$500 - \$2000

Alameda Municipal Power
Atthowe Fine Arts Services
Hawthorne Suites
Lauren Rosenbaum
Samantha Adams
Sandra Russell

\$ 100- \$ 500

Aisha Barbeau
Alameda Backyard Growers
Alameda Post
Alice Livingstone
Allen & Michaan
Brian Kvikstad
Christine Buck
Domino Data Lab
Jessica Xiomara Garcia
John Hayes
Kate Meade
Kevin Kouba
Kevis Brownson

Leah Roderman
Learning For Action
Maria Matsu
Michael Towne
Mitchell Feinstein
Nick Winkworth
Ozzy's Music Academy
Robyn Beckwith
Sarah Jo Neubauer
Scott Witze

empowering artists to transform the public space



West End Arts District, 1453 Webster St., Alameda, CA 94501.
tel: 415 309 8565
www.westendartsdistrict.org
info@westendartsdistrict.org