

CCFM



CENTRE CULTUREL
FRANCO-MANITOBAIN

JÉRÉMIE + SALA
THE DELICIOUS
HOUNDS
(Ariane Jean)

MARS - 20H

CCFM
340 BLV. PROVENCHER
ccfm.mb.ca

BILLETTS 10\$
EVENTS@CCFM.CA
RECEPTION DU CCFM
204.233-8972

CCFM
FESTIVAL DE
MUSIQUE

L'AUTRE | THE OTHER
Exposition | Exhibition
2020

Jen
FUNK

Xavier
MUTSHIPAYI

Stéphan
OYSTRYK

Mardi Jazz
JAM SESSION

Prix à
Gagner

CONSEIL
JEUNESSE
PROVINCIAL

CCFM

SOIRÉE
TRIVIA

JEUDI 25 MARS - 19H
EN LIGNE SUR ZOOM

RSVP: rassemblements@gmail.com

JOUONS ENSEMBLE!
LET'S PLAY TOGETHER!

Safe at home MB.ca

JE M'APPELLE HUMAIN

En présence de
Joséphine BACON
et
Kim O'BOMSAWIN

Mercredi 16 déc.
19H - ZOOM - Gratuit

La Grande
Rentrée Culturelle
Saison 2020-21

VISIONNEZ
Le documentaire « Je m'appelle l'humain »
en VOD en suivant le lien dans la description

PARTICIPEZ À LA TARI
Mercredi 16 déc.

ANNUAL REPORT

2021 - 2022

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Message from the Chair of the Board and the CEO

A second year of the pandemic has passed and CCFM remains as active and relevant as ever. We are pleased to share with you a review of the year 2021-2022, which was marked by many changes, and to provide an overview of plans for the coming year.

As the pandemic continued to unfold and health restrictions evolved, the CCFM team was resourceful and creative in implementing our mandate to bring Francophone arts and culture to our community. With the help of a major grant from Canadian Heritage and the Public Art and Music Sector Worker Support Fund, Le Patio 340 project was born. The entire team worked hard for three months to create a brand-new outdoor venue that can safely accommodate up to 400 people. Le Patio 340's eco-chic atmosphere and eclectic programming delighted over 5,400 people during the summer season. We took the opportunity to experiment and offer a wider variety of programming, such as blues nights, open mic comedy nights with the 2SLGBTQAI+ community, jam nights with the 100 NONS and karaoke nights in partnership with the CJP, to name a few. We are very happy with the results and Le Patio 340 project will continue.

During the fall and winter months, rentals and typical CCFM programming, including our Tuesday jazz nights and the LIM (Improvisation league), resumed in our facilities, then were put on hold, then resumed again at the very end of the fiscal year. Still in the spirit of experimentation, we offered new evenings such as "A lot of night music" in partnership with The Village Conservatory. For those who love musicals, these karaoke nights are not to be missed. The dance school was also back with an even more varied offering than ever, including modern dance.

This spring marked the end of the CCFM's very ambitious strategic plan and the Board of Directors, in collaboration with the team, focused on creating a short-term action plan that builds on the strategic plan. This transition plan will allow the team and the Board to act strategically and focus their efforts in order to position themselves for the post-pandemic future. The plan includes three main priorities over the next 12 to 18 months: revitalizing our programming, including an analysis of our current programs, as well as creating a plan to celebrate the CCFM's 50th anniversary in 2024; creating a plan to stabilize and diversify the Centre's financial resources; and continuing to work on the Visitor Centre project that will be developed at the Centre. These are great projects - the entire team and Board of Directors are eager to pitch in and make it happen.

This pandemic has caused many people to rethink their careers, take initiatives and make leaps forward. The CCFM has not been immune to this phenomenon and some of our team members have left us. We thank them all for their important contributions to the Centre over the years and wish them well.

We have taken this particular opportunity to redesign our existing structure and make some important changes that will help us move forward in post-pandemic times. Three new positions have been created, including Director of Commercialization, who is responsible for revenue generation and customer service matters, and Director of Finance and Administration, who of course deals with finances, human resources and day-to-day administration. The third position is that of Accounting Officer, who supports the financial department. This new structure emphasizes efficiency, stabilization and diversification of our resources. These management positions support the CEO, allowing us to move forward with the large strategic files that are so necessary to ensure the future of the CCFM.

We would like to thank all of our funders, especially the Province of Manitoba and the Government of Canada. Our financial situation has improved slightly over the past two years due to special funding related to the pandemic. We also thank our many community partners - your support, ideas and willingness to make art and culture happen in Manitoba is greatly appreciated and allows us to move forward together. And we thank the staff of the CCFM. Whether you are full time or on contract, your contributions keep the Centre moving forward. A big thank you to the members of the Board of Directors for their guidance and expertise that strengthens the team and ensures good governance.



Ginette Lavack, CEO
Réal Curé, Chair of the Board of Directors

Thank you also to all our volunteers. Whether you are participating in the LIM or welcoming people to our shows, you play an important role for us and we are very grateful to you. A big thank you to the artists we work with every day, who allow us to discover beauty and our community and who make us talk, think and grow. You are the beating heart of our cultural centre. A special thank you to you too, our valued audiences! If there is one sector that demonstrates resilience, it is our sector and it is because of you, our community members, through your participation in and consumption of the arts and cultural activities offered to you. There is strength in numbers, and it is because of you, our funders, community partners, artists, volunteers and audiences, that the CCFM is able to move forward and dream of its future. Thank you for your support!

Note from Réal: "This year also marks my departure as Board Chair. I am very honoured to have been entrusted with this important task for the past four years. I am immensely proud of the CCFM Board and team for navigating these turbulent times. It has been a great pleasure for me to work with the Board, the staff of CCFM and the community to bring art and culture to life in our Franco-Manitoban community. I am also pleased to share with you that I remain involved with the Board of Directors of the Friends of the CCFM who, in the near future, will have plans to announce that will provide important support to the Centre. So I say see you soon and not goodbye."

Mandate and Vision

VISION

An innovative, dynamic and welcoming place, the CCFM is a catalyst of artistic vitality, making it the meeting place “par excellence” for a modern and diversified Francophonie, connected to its culture.

MANDATE

As an agency of the Provincial Crown, the CCFM’s mandate is to present, promote and sponsor cultural and artistic activities in the French language for all Manitobans, and to manage and develop the buildings and property located within the area where the corporation has jurisdiction.

A CULTURAL CAMPUS

Three buildings essential to the cultural vitality of French Manitoba, 12 dynamic groups that together reach a clientele of all ages and backgrounds, on a true cultural campus where activities take place in a multitude of cultural and heritage disciplines.

340 PROVENCHER | RESIDENT GROUPS

The Centre culturel franco-manitobain is home to resident artistic and cultural groups that bring French to life in the province: le 100 NONS, the Éditions du Blé publishing house, Envol 91 FM community radio, the Chorale des Intrépides choir, the Alliance chorale du Manitoba, the Conseil jeunesse provincial, the Union Nationale Française and Freeze Frame Manitoba. Through the CCFM, one can also get to the Centre du patrimoine, the offices of the Union nationale métisse Saint-Joseph du Manitoba, the Stella’s au CCFM restaurant and the Théâtre Cercle Molière theatre company.



Since 1974, the Centre culturel franco-manitobain has been a platform to foster the vitality of Manitoba’s Francophone community. The CCFM welcomes all forms of French-language cultural and artistic activities.

Recognized as a cultural centre and a hub of French-language cultural life in Manitoba, the CCFM offers performing and visual arts programming as well as community and educational programming for everyone in Manitoba and elsewhere. As a major economic and social player in the community, it makes art and culture accessible to as many people as possible.

Programming

Return to in-person activities with a hybrid twist

The COVID-19 crisis, which began at the end of the 2019-2020 fiscal year, unfortunately continued into 2021-2022. During this season, the arts and culture sector remained deeply affected. The organization had to adjust its operations accordingly to continue to make French-language art and culture accessible – an adjustment that allowed CCFM to resume some in-person programming while launching new projects. The previous year's digital shift was a challenge turned into an opportunity, allowing this season to continue offering some of its programming virtually. By choosing to have hybrid programming, we were able to maintain our community support for artists and audiences.

This 2021-2022 Annual Report captures the season's activities and highlights, while providing numerical indicators of the work accomplished at the CCFM.

THE NUMBERS

In 2021-2022, 36,000 people attended a CCFM performance in person or digitally. Of these, 27,952 attended an event hosted by the CCFM or a partner organization in person at the Centre. Some 226 events were offered to the public during this fiscal year. Although the number of people attending an event appears to be lower than last season, this is due to the fact that the majority of our events are now held in person.

LE PATIO 340

A new attractive, bilingual and outdoor venue for the people of Winnipeg, in the heart of the historic district of Saint-Boniface. A showcase of cultural vitality and a genuine meeting place, Le Patio 340 promotes the activities of many stakeholders in our Francophone community, forging partnerships with all Winnipeg communities. An invitation to discover, create and share, this new summer destination offers a unique experience to clients and is part of a multi-year project.



Visual Arts

The Gallery reopened to the public

For the 2021-2022 season, the CCFM Gallery was able to partially reopen to the public. Only two exhibitions could be presented.

The first exhibition, *Variations*, by artist Roger LaFrenière, was based on a very profound approach. Indeed, his works generally sought to describe the vastness of the plains, their majesty and sensitivity, their subtleties and, of course, their power and energy. For all of the paintings on display, he tapped into his memory to extract a configuration that captured the essence of the plains. Exhibition presented from October 2021 to January 2022.

The second exhibition, presented in collaboration with the Théâtre Cercle Molière, continues until July 15. *Jeux de miroirs, la création féminine d'une génération à l'autre*, by artists Anna Binta Diallo and Lise Gaboury-Diallo, is a project highlighting the genius of six women who share a precious heritage: creativity. Creativity seems to have been miraculously passed down from mother to daughter and has taken different forms of expression from one generation to the next. Imagined and conceived by a mother-daughter duo, this "game of mirrors" offers works woven from words and images, where reflections and echoes call and answer each other in unexpected but sensitive exchanges. In these dynamic cycles of links, but also of intergenerational exchanges between women, inspiration and love are important transmission belts that encourage sharing.

A community beautification project

For the fourth year in a row, the CCFM was a partner in the Cool Streets project during the 2021 summer. Coordinated by artist Stéphane Dorge and featuring four other local artists, this project sought to encourage people of all ages and abilities to explore our parks and open spaces through active transportation. These talented artists created stunning artworks on pedestrian and bicycle bridges in the St. Boniface and St. Vital neighbourhoods to beautify these areas and bring visual art to life in our community.

Visual arts workshops: a new project

During the 2021-2022 season, the CCFM launched a new project bringing learning about art in various forms to the community. Through three sessions (spring, fall and winter), we explored a wide variety of disciplines. From watercolours to ceramics to macramé and many other forms, we held 17 workshops, with a total of 72 people participating. With the current health crisis, however, some workshops had to be cancelled or postponed.

THE NUMBERS

1 new project
2 exhibitions
27 artists
72 workshop participants
80 people at the exhibition
launches



Mardi Jazz

A gradual return to live performances

Since 1986, the Centre culturel franco-manitobain has been bringing jazz culture to Winnipeg through its "Mardi Jazz" program. The evenings happen two Tuesdays a month and feature performances by enthusiastic artists who perform their own songs but also draw from the great jazz repertoire to provide the public with diversity.

After a year of digital shows, Mardi Jazz has gradually begun its return to a live environment. Despite the ongoing health crisis, the CCFM has done everything possible to offer to the community the opportunity to be close to the artists. Three concerts were offered this season, attracting an audience of approximately 140 people.

In keeping with our tradition of showcasing the best talent on the Winnipeg jazz scene, we were privileged to host artists such as Suzanne Kennelly and Amber Epp. As we continue to diversify our arts programming, the CCFM introduced new artists in 2021-22. Indeed, the community was introduced to Zachary Rushing for the first time on the Mardi Jazz stage.

THE NUMBERS

36th season
140 people present
3 concerts



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CENTRE CULTUREL
FRANCO-MANITOBAIN

Mardi Jazz

March 29 Mars

20H - 8PM
Porte - Door
19H00 - 7:00PM

340 blvd. Provencher
Salle-Hall: Antoine Gaborieau

Suzanne Kennelly

Réservation - Booking
<https://ccfm.mb.ca/mardi-jazz/> / 204.233.8972



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FRANCO-MANITOBAIN

Mardi Jazz

Amber Epp

March 8 Mars

20H00 - 8PM
Porte - Door
19H00 - 7:00PM

340 blvd. Provencher
Salle-Hall: Antoine Gaborieau

Réservation - Booking
<https://ccfm.mb.ca/mardi-jazz/> / 204.233.8972



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FRANCO-MANITOBAIN

Mardi Jazz

December 14 Décembre

20H00 - 8PM
Ouverture des portes 19H00 - Door opens at 7:00PM

Zachary Rushing

Réservation - Booking
ccfm.mb.ca/mardi-jazz/ / 204.233.8972

340 blvd. Provencher,
Salle-Hall: Antoine Gaborieau

ÉDITION SPÉCIALE

Coup de cœur francophone

A roaring return of the festival

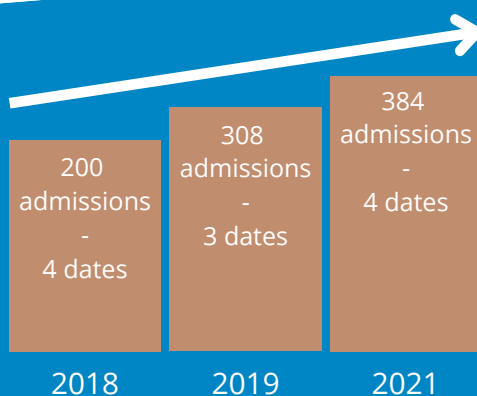
Founded in Montreal in 1987, Coup de cœur francophone is a festival dedicated to the discovery and dissemination of song in its many expressions. Presented every year in November in Montreal as well as in nearly 45 Canadian cities including Winnipeg, Coup de cœur francophone brings together artists from the national and international scenes in a program focused primarily on emergence, boldness and creation. After a digital edition in 2020-2021, the festival is back with a bang and four days of in-person programming. The Centre culturel franco-manitobain was pleased to welcome several renowned artists.

Claire Morrison and Daniel Péroquin-Hopfner were delighted to re-launch their project "Fire & Smoke" as part of Coup de cœur francophone 2021. Eight years after their last show and ten years after their first appearance in the Coup de cœur program, the folk duo with its roots and bluegrass feel offered an intimate show featuring their repertoire of original compositions in French and English, covers of great French songwriters, and even a few new songs. In addition, the show highlighted the digital distribution of Fire & Smoke's debut EP, Maiden Voyage (2011) for the first time since its release, in honor of the record's 10th anniversary and the beginning of a new chapter for the band.

The CCFM stage was graced with the presence of Fred Pellerin as part of the festival. A storyteller as well as a singer, Fred has given over 3,000 performances throughout the French-speaking world and has a repertoire of six storytelling shows. Since 2009, he has sold close to 400,000 solo albums and has received numerous Félix awards with each release. Because of his talent and notoriety, his show as part of Coup de cœur francophone 2021 was sold out.

"Friendship and good music" is what Les Hay Babies conveyed during their performance at Coup de cœur francophone in Winnipeg. This group is known as a trio of authentic and comical Acadian singer-songwriters. Their music clashes, blends and complements each other. They offer three harmonious voices, an infectious rhythm and lyrics that will stay with you forever. The band, much anticipated and appreciated by the community, also played to a full house.

Finally, to close the Coup de cœur francophone 2021 festival, the CCFM organized an evening with DJ Wasa to the rhythms of disco, rap, electro, dancehall, reggaeton and pop.



THE NUMBERS

384 admissions
9 artists
4 concerts

COUP DE CŒUR FRANCOPHONE

AU CCFM,
340 BOULEVARD
PROVENCHER
À 20 H

LES HAY BABIES
- 4 NOV.

Billetterie sur le site ccfm.mb.ca
ou au 204.233.89.72

FRED PELLERIN
- 5 NOV.

CCFM

musique unis- (siriusxm) CANADA musicaction Québec SOCAN

Comedy

Revived activities for an eager audience

“Juste pour rire” Gala, part of Les Rendez-vous de la francophonie

On Saturday, March 19, 2022, the 2022 “Juste pour rire” (Just for Laughs) Gala, organized during the Rendez-vous de la francophonie, returned to the CCFM stage in a hybrid version. Indeed, 142 people were able to attend the comedy show in person and 15 others watched the show live for free. Hosted by NEEV, the show featured stand-up comedians André Sauv  , Simen Kara and Micheline Marchildon.

“Le Rire Zone”

In collaboration with Le Rire Zone and Just for Laughs Management, these local shows started in 2017 to give Manitoba comedians, both experienced and beginner, the opportunity to get on stage and perform for an audience. Le Rire Zone took place twice this year and attracted 122 people, consistently selling out.

Les Chiclettes

Thanks to the support of Musicaction, the CCFM welcomed the Franco-Ontarian vocal trio, consisting of Nathalie Nadon, Genevi  ve Cholette and Julie Kim, who presented a show entitled S  rieux? Bravo! In this humorous show, these three women wanted to communicate a meaningful and intelligent message about women. They performed in front of 42 people with their self-deprecating humor based on situations that affect them personally as women and as artists.



THE NUMBERS | Comedy

1046 spectators

54 artists

21 shows



The Ligue d'Improvisation du Manitoba (LIM)

Improvisation and humour continue to draw crowds to the CCFM. After a year off, the performers were eager to get back to improvising in front of a lively audience. Despite some cancelled games due to the health crisis, the LIM has seen renewed success and diversity. The season included 17 games with a total audience of 568. After last year's hiatus, this year's highly anticipated return underscores that the LIM is a strong and vibrant program at the CCFM.

Youth Programming

Passing on art and culture

Visual arts workshops

During the 2021-2022 season, the Centre culturel franco-manitobain offered two visual arts workshops to schools. A beading workshop given by Gabrielle Desrochers, from the superb team at Prairie Owl Beads, gave 77 students the opportunity to discover this art. The artist shared and passed on her skills to help ensure that the practice continues to represent the creativity, strength and resilience of the Métis people. A “pagne” (waist-cloth) workshop provided by Ramatoulaye Cherif, from the excellent Afrik’kadi team, was offered to schools to introduce the children to a memorable cultural activity based on African experiences.

Merry Christmas at Santa’s Village!

In 2021, like last year, the “Village du Père Noël” (Santa’s Village) was mainly a virtual show, entirely scripted and produced by the Centre culturel franco-manitobain. The magic of Christmas was once again brought to schools and homes, as well as to the Pauline-Boutal Hall during three live performances. A Santa Claus and three elves participated in the event and offered small gifts to the delight of the children.

Through virtual reality, the CCFM recreated a magical world, which is the essence of this flagship cultural program. Fun, creative, entertaining and educational, the digital edition complemented teachers’ curriculum and amazed the youngsters.

A total of 880 children aged 2 to 7, from 22 schools, benefited from the show which was divided into four segments: Educational games, Musical workshop, Participatory puppet show, and Introduction to dance and expression. A teacher guide was also distributed to educators, providing a new and original tool for French language education. In addition, a family audience of 125 people enjoyed the show in person.



Summer camps: a new project

During the summer of 2021, the Centre culturel franco-manitobain offered three art camps in French for children aged 6 to 18. This was a new project aimed at offering more activities for younger children in summertime. These camps were very much appreciated by the community, but especially by the children, and were designed to give free rein to their imagination and creativity. As a result, 32 children had the opportunity to escape through art. The camps were led by professional artists such as Daniel Roa and Chloé Carpenter. Also, the camps were themed to make the experience even more fun. Over the course of five days, the children had the chance to discover various art techniques.

Youth Programming

Passing on art and culture

A constant demand for dance

The CCFM Dance School offers French dance classes for all ages from September to May, one session per week. We offer classes for beginner, intermediate and advanced students with 17 different levels grouped under five disciplines: jazz, hip-hop, ballet, jiggling and modern dance. Thanks to this wide range of classes, this season welcomed 78 students to the dance school in 2021-2022. Since the year-end show was held in May, it would normally be reported in the next fiscal year (2022-2023). However, in order to best represent the dance school as a whole, we wish to present the numbers in this annual report. For this year, the show was presented in two 45-minute shows happening in person in the Pauline-Boutal Hall, and broadcast live via a virtual link, on Sunday, May 15. This was a highly anticipated event for the dance students' family and friends – 362 people attended the performances and 9 households were able to view the live performances from their homes.

Shows for youth

This season, three virtual shows were offered to Francophone and immersion schools in Manitoba. For the first time since its inception, the cross-Canada festival Coup de cœur francophone visited Manitoba schools to present an original virtual show specially designed for them by the group Les Hay Babies. The second virtual show was a musical performance by the artist LeFLOFRANCO, a Franco-Ontarian of Haitian origin who has performed on many stages from Ontario to British Columbia. Finally, the artist Rayannah presented a new virtual version of her dreamy and enthralling show. Accompanied by multi-instrumentalist Caro LaFlamme and jazz drummer Fabio Ragnelli, Rayannah performed songs from her first full-length album "Nos repaires" with emotion and intensity.






LEFLOFRANCO

Spectacle virtuel de musique

L'artiste de la scène #RapFrancoCan, LeFLOFRANCO propose un spectacle professionnel préenregistré avec un son rempli de hautes vibrations mariées à des textes pleins d'émotions en plus d'une rencontre en direct en virtuel avec vos élèves ! LeFLOFRANCO cherchant à pousser la scène Hip-hop vers de nouveaux horizons, il décrit son style comme étant de la « pop urbaine multicolore ». Il cherche à faire voyager son auditoire en partant du HipHop moderne comme la TRAP et l'Électro jusqu'aux sonorités des caraïbes telles que le Soca, le Reggae-Fusion et la musique de ses origines haïtiennes, le Kompa. Sa musique transcende et captive de multiples auditoires, anglophones comme francophones, jeunes et moins jeunes.

LeFLOFRANCO est un artiste franco-ontarien, d'origine haïtienne qui s'est produit sur de multiples scènes de l'Ontario jusqu'en Colombie-Britannique.

Suite à la réservation du spectacle à une date définie auprès du CCFM, nous vous enverrons un lien. Celui-ci vous permettra de vous connecter à l'heure et la date choisies, afin d'échanger avec l'artiste.



LeFLOFRANCO

PUBLIC CIBLE
De la 7^e année à la 12^e

DURÉE ET FORMAT
45 minutes de spectacle
préenregistré
15 minutes d'échange
virtuel en direct

DATES DISPONIBLES
Du 4 au 8 Avril 2022
1 spectacle en matinée
ou en après-midi

COÛT
Forfait école: 1750\$
Accès disponible pour
toute l'école



THE NUMBERS | Youth Programming

8 shows
17 artists
1 324 happy people

Community Gatherings

Maintaining social ties in pandemic times

Season launch

For the fourth year in a row, the CCFM organized the “Grande rentrée culturelle” in September 2021. The Théâtre Cercle Molière and the CCFM brought together 20 community organizations at 340 Provencher.

The diversity of arts and culture was on display. Indeed, we offered the community a wide choice of activities with music, literature, radio, painting, photography, film and acrobatic theatre. It was also a time of reunion, sharing and social ties for the Francophone community. All were able to discover the vitality of our network and the multitude of activities offered throughout the year. In total, 340 Provencher welcomed more than 330 people during the launch of the 2021-2022 season.

THE NUMBERS

2 414 attendees



St. Boniface celebrates, digitally!

The 2021 edition of the “Saint-Boniface célèbre” festival was one of the major events of the season. This edition, entirely digital and broadcast live on Facebook, welcomed leading artists from Manitoba’s Francophone community: Johnny Cajun, Jocelyne Baribeau and Justin Lacroix. Some 1,400 people viewed the digital edition of this summer festival.

Marché 340: a new community project

The new project Marché 340 (Market 340) was created as part of Le Patio 340. The goal of this event was to promote local merchants in order to create social links between them and the Winnipeg community. As well, it was intended to represent diversity. Indeed, merchants were selected to represent minorities such as BIPOC and 2SLGBTAI+ people. The market also aimed to revitalize the local business sector which has been deeply affected by the pandemic. For this first edition, we organized two markets, one in September as part of Le Patio 340, and the other in December for the holiday season. A total of 40 local merchants participated in these events, offering a wide variety of items, and 684 people came.



Partnerships for Culture

Programming diversity through new and strengthened connections

Many partners for many projects

The Centre culturel franco-manitobain is fortunate to be able to diversify its programming through numerous cultural partnerships. In fact, the organization is involved in a wide variety of projects to make art and culture accessible to as many people as possible. Several of the partnership projects have already been mentioned earlier in this annual report: Le Rire Zone, Saint-Boniface célèbre, la Grande rentrée culturelle, the Juste pour rire Gala, Les Chiclettes, and Cool Streets.

Just(e) Slam! A hybrid multilingual evening

Organized in partnership with the Alliance Française du Manitoba and La Maison Gabrielle-Roy, the new "Just(e) Slam!" program aims to create a community of poets in Manitoba, who perform in any language.

The evenings, which began virtually, have been a success, with more than 218 poets sharing their words in French, Spanish, Uzbek, English and other languages during 10 shows. Thanks to the accessibility afforded by digital technology, participants came from all over the world. For the first time since the beginning of the project, we were able to meet in person in September 2021, with a hybrid version. Two guests shared their slam, Scream and Ivy.



Cuisine ton quartier: a new project

Once upon a time, there was "Cuisine ton quartier," a community project that builds bridges, encourages conversations and discusses issues around migration in French. The project was created and produced by the organization ATSA. Since 2020, ATSA has produced 118 episodes in 10 Montréal neighbourhoods. Now, with the collaboration of the CCFM, Cuisine ton quartier has expanded to the rest of Canada, and in particular to Winnipeg, to tell 12 stories about immigration. The Cuisine ton quartier podcasts feature testimonials from people of immigrant background, community organizations, social workers, members of the host community and dedicated artists in Winnipeg.

A lot of night music: another new project

The CCFM, in partnership with The Village Conservatory, has launched a new project called "A lot of night music / Beaucoup trop d'musique pour une soirée." It was supposed to start in January 2022, but due to the health crisis, the launch was delayed until March 2022. This event is a musical theatre "open mic" that takes place on the first Tuesday of each month. During the 2021-2022 season, there was only one night where 15 artists were able to take the stage in front of a packed house.



The Pavillon canadien-français
Cancelled due to COVID-19

Le Patio 340

CCFM's new flagship project

Vision and strategy

Le Patio 340 is a project that was built during the health crisis. Indeed, the CCFM wanted to be there for the Francophone and Winnipeg community during the difficult times of the pandemic. The CCFM's goal was therefore to renew and reinvent itself and reach a wider audience, i.e., reach out not only to Francophones but to other audiences as well. The strategy was to create a new outdoor patio that would bring people together and be inclusive. Thanks to Le Patio 340, the St. Boniface neighbourhood and the whole of Winnipeg has access to a new, attractive, bilingual, outdoor living space. It is also a showcase of cultural vitality and a genuine meeting place. Le Patio 340 promotes the activities of many stakeholders in our Francophone community, forging partnerships with the communities of Winnipeg. An invitation to discover, create and share, this new summer destination offers a unique experience to its clientele and is part of a multi-year project.

A unique place

Le Patio 340, Winnipeg's pop-up, summertime, bilingual cultural bar. Located on the grounds of the Centre culturel franco-manitobain, Le Patio 340 has a 14,000 sq. ft. wooded and fenced area, making it the largest patio in St-Boniface. This large and airy space guarantees maximum safety and comfort for our clientele. Open to everyone, the eco-chic and green ambiance of this meeting place transports people into a friendly atmosphere, conducive to enjoying a glass of wine or a beer from an exclusive selection of microbrewers. The patio is a place of discoveries; its 520 sq. ft. covered professional stage showcases a lively and multidisciplinary artistic program, with an average of nine artists each weekend: music, comedy, dance, slam... Inclusive and creative off-stage workshops take place in the afternoons and cover a variety of disciplines, from gastronomy to visual arts. Strategically located at the crossroads of Provencher and DesMeurons streets, this unique space is highly accessible and has 170 free parking spaces. Le Patio 340 can welcome a maximum of 400 people.

A successful first edition!

Le Patio 340 featured a wide variety of shows – more than 70 artists during the summer programming from July to September 2021. As a result, 5,443 people had the chance to enjoy this unique venue. Le Patio 340 enabled the CCFM to work on a recurring basis with various Francophone organizations: le 100 NONS, Conseil jeunesse provincial, Envol 91 FM, Alliance Française du Manitoba, La Maison Gabrielle-Roy, and others. In terms of communications and social media, we reached over 84,000 people. Le Patio 340 was a success with revenues exceeding \$61,000.



THE NUMBERS

70 artists
5,443 attendees
\$61,902 in gross revenues
84,000 people reached on
social media

Communications and Community

Strong growth potential

Today, digital communications are one of the key factors in the CCFM's overall strategy. With social networks becoming the major platforms for sharing information and exchanging ideas with the public, it is essential that the CCFM focus on a comprehensive strategy in this regard. The CCFM plans to develop 360° communications to increase awareness and to enhance the image and branding of the organization and its programming. This season has enabled the organization to achieve its full potential in terms of digital communications and has positioned the CCFM as a key player in Francophone culture in Manitoba, but also on a pan-Canadian scale.

The results reflect the importance of the work done throughout the year, with the number of visits increasing by 46% for the Facebook page and 112% for the Instagram page; the number of subscribers increased by approximately 6% on Facebook and 40% on Instagram. As the CCFM focused on returning to in-person programming during this season, the YouTube platform was used significantly less compared to last year.

The launch of the new website in 2020-2021 has provided the CCFM with a modern showcase, built around user experience and adapted for navigation on mobile devices. A true digital storefront for the CCFM, the website enhances the branding of cultural programming and activities. Thanks to this new project, there has been a 158% increase in the number of Internet users and a 145% increase in page views compared to the 2020-2021 season.



5 000 followers +6%
166,557 people reached
11,409 page views +46%



1,700 followers +41%
30,546 people reached
4,103 views +112%



1 683 followers



154 followers

In the Media

Sustained relationships with the press

In 2021-2022, the CCFM's programming was featured 92 times in French-language media outlets (Ici Manitoba, *La Liberté*, Envol 91 FM), all media combined (Web, radio, television, print). In other media outlets, Le Patio 340, Just(e) Slam and Mardi Jazz were the events that attracted the most attention.

Advertisements in the newspaper *La Liberté* continue as part of the CCFM-TCM-La Liberté tripartite agreement. This weekly advertising space allows the CCFM to accurately target its audiences.



THE NUMBERS

62 articles in print media
14 media stories
16 interviews on Envol FM

Facility Rentals

An activity heavily affected by COVID-19

Thanks to the Facility Rentals team, the community can use the space and equipment of the Centre culturel franco-manitobain as well as benefit from the expertise of the staff. Facility rentals represent both a source of financial revenue and a significant opportunity for increased communications and cultural vitality, which are also very important.

After a difficult year due to health restrictions, rentals have recovered nicely for the 2021-2022 season. This allowed the CCFM to reopen its doors to people and groups looking to rent space. The Centre was pleased to welcome non-profits, government organizations, businesses and schools.



THE NUMBERS

14,710 attendees
188 days booked by external clients
66 clients
75 events

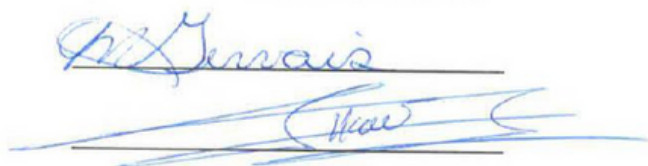


Financial Statements

CENTRE CULTUREL FRANCO-MANITOBAIN État de la situation financière

Au 31 mars	2022	2021
	\$	\$
Actifs financiers		
Trésorerie et équivalents de trésorerie	434 407	202 763
Débiteurs	69 555	73 750
Subventions à recevoir	24 819	46 375
Montant dû de la Province du Manitoba (note 3)	25 891	25 891
	<u>554 672</u>	<u>348 779</u>
Passifs		
Créditeurs et frais courus	330 913	105 035
Produits reportés	13 127	48 358
Dépôts pour loyers et dommages	6 900	4 325
	<u>350 940</u>	<u>157 718</u>
Actifs nets financiers	<u>203 732</u>	<u>191 061</u>
Actifs non financiers		
Charges payées d'avance	9 855	14 396
Stocks	7 747	4 977
Immobilisations corporelles (note 5)	232 595	101 765
	<u>250 197</u>	<u>121 138</u>
Excédent cumulé	<u>453 929</u>	<u>312 199</u>

Approuvé au nom du conseil d'administration :



CENTRE CULTUREL FRANCO-MANITOBAIN

État des résultats

Pour l'exercice terminé le 31 mars	2022	2022	2021
	Prévu	Réel	Réel
	\$	\$	\$
Produits			
Subventions			
Province du Manitoba	561 300	581 300	826 135
Gouvernement du Canada	232 000	614 050	284 150
Autres	52 150	98 899	118 647
Loyers	150 000	143 743	146 052
Autres	78 297	56 230	95 191
Locations de salles	100 000	128 504	29 150
Cours de danse	-	28 345	22 682
Services de concierge	18 200	30 355	20 276
Services techniques	37 656	39 718	18 190
Frais d'admission	75 083	52 428	13 779
Ventes de nourritures et boissons	4 194	80 939	1 212
Commandites et dons	4 400	30 225	1 125
	1 313 280	1 884 736	1 576 589
Charges			
Salaires et avantages sociaux	851 861	836 041	714 522
Contractuels	161 695	173 311	87 903
Services publics	102 627	107 206	83 152
Réparations et entretien	88 360	167 498	73 298
Frais professionnels	44 000	55 757	65 741
Frais informatiques	46 000	32 408	48 488
Locations d'équipements	23 300	53 035	31 536
Achats d'équipement	10 000	81 970	25 954
Amortissement des immobilisations corporelles	20 000	31 572	23 562
Publicité et promotion	53 000	58 729	22 696
Assurance	21 000	25 441	21 762
Services techniques	65 876	38 014	19 768
Frais et fournitures de bureau	19 550	12 891	13 921
Téléphone et Internet	12 500	11 757	12 694
Cotisations	9 500	4 911	5 415
Frais bancaires et intérêts	6 600	6 930	3 906
Déplacements	8 000	3 692	797
Nourriture et boissons	12 489	40 069	499
Frais de réunions	3 500	1 452	412
Formation	3 700	700	217
Créances irrécouvrables (recouvrement)	-	(378)	15
	1 563 558	1 743 006	1 256 258
Excédent (déficit) de l'exercice	(250 278)	141 730	320 331
Excédent cumulé (déficit), au début de l'exercice		312 199	(8 132)
Excédent cumulé, à la fin de l'exercice		453 929	312 199

Les notes complémentaires font partie intégrante de ces états financiers.

CENTRE CULTUREL FRANCO-MANITOBAIN

État de la variation des actifs financiers nets

Pour l'exercice terminé le 31 mars	2022 Prévu \$	2022 Réel \$	2021 Réel \$
Excédent (déficit) de l'exercice	(250 278)	141 730	320 331
Variation des immobilisations corporelles			
Acquisitions	-	(162 402)	(19 244)
Amortissement	-	31 572	23 562
Variation nette de immobilisations corporelles	-	(130 830)	4 318
Variation des autres actifs non financiers			
Variation des charges payées d'avance	-	4 541	(1 580)
Variation des stocks	-	(2 770)	(1 087)
Variation nette des autres actifs non financiers	-	1 771	(2 667)
Augmentation (dette) nette des actifs financiers	(250 278)	12 671	321 982
Actifs financiers nets, au début de l'exercice	-	191 061	(130 921)
Actifs financiers nets, à la fin de l'exercice	(250 278)	203 732	191 061

CENTRE CULTUREL FRANCO-MANITOBAIN

État des flux de trésorerie

Pour l'exercice terminé le 31 mars	2022	2021
	\$	\$
Activités de fonctionnement		
Excédent de l'exercice	141 730	320 331
Éléments sans incidence sur les flux de trésorerie		
Amortissement des immobilisations corporelles	31 572	23 562
	<u>173 302</u>	<u>343 893</u>
Variation nette des actifs et passifs reliés aux activités de fonctionnement		
Débiteurs	4 195	(6 342)
Subventions à recevoir	21 556	(31 119)
Charges payées d'avance	4 541	(1 580)
Stocks	(2 770)	(1 087)
Créditeurs et frais courus	225 878	(56 776)
Produits reportés	(35 231)	24 167
Dépôts pour loyers et dommages	2 575	(9 525)
	<u>394 046</u>	<u>261 631</u>
Activités de placements et de financement	<u>-</u>	<u>-</u>
Activités d'immobilisations		
Acquisitions d'immobilisations corporelles	<u>(162 402)</u>	<u>(19 244)</u>
Augmentation nette de la trésorerie et équivalents de trésorerie au cours de l'exercice	231 644	242 387
Trésorerie et équivalents de trésorerie (découvert bancaire), au début de l'exercice	<u>202 763</u>	<u>(39 624)</u>
Trésorerie et équivalents de trésorerie, à la fin de l'exercice	434 407	202 763

CENTRE CULTUREL FRANCO-MANITOBAIN

Notes complémentaires aux états financiers

Pour l'exercice terminé le 31 mars 2022

1. Organisation

Le Centre culturel franco-manitobain (« CCFM ») a pour objectifs de maintenir, d'encourager, de stimuler et de parrainer, par tous les moyens que ce soit, les activités culturelles qui se déroulent en français, ainsi que de faire connaître la culture canadienne française à tous les habitants de la Province.

Le CCFM a été constitué en corporation en vertu du chapitre C45 des lois de la Province du Manitoba.

Le CCFM a cessé de contrôler Les Amis du CCFM Inc. car la majorité des membres du conseil d'administration de cette entité ne siège pas au conseil d'administration du CCFM.

Le CCFM dépend de subventions de la Province du Manitoba et du Gouvernement du Canada pour poursuivre son exploitation.

2. Résumé des principales méthodes comptables

a) Règles comptables

Les états financiers ont été préparés conformément aux Normes comptables canadiennes pour le secteur public publiées par le Conseil sur la comptabilité dans le secteur public.

b) Utilisation d'estimations et incertitude relative à la mesure

Pour la préparation d'états financiers conformément aux Normes comptables canadiennes pour le secteur public, la direction doit s'appuyer sur des estimations et des hypothèses qui influent sur les montants inscrits d'actifs et de passif à la date des états financiers, ainsi que sur les montants déclarés de produits et de charges pendant la période visée. Les résultats réels peuvent différer des meilleures estimations faites par la direction au fur et à mesure qu'elle dispose de renseignements supplémentaires.

c) Comptabilisation des produits

Les subventions sont comptabilisées à titre de produits lors de l'enregistrement des charges et des coûts d'immobilisations auxquels ils se rapportent, dans la mesure où ils ont été autorisés par le cédant et que les critères d'admissibilité sont atteints, sauf si les stipulations dont sont assorties les transferts créent une obligation répondant à la définition d'un passif.

CENTRE CULTUREL FRANCO-MANITOBAIN

Notes complémentaires aux états financiers

Pour l'exercice terminé le 31 mars 2022

2. Résumé des principales méthodes comptables (suite)

d) Comptabilisation des produits (suite)

Les produits de loyer, locations de salles, ventes de nourritures et boissons, cours de danse, services techniques et de conciergerie, commandites et dons sont comptabilisés à titre de produits lorsque les services sont rendus et si le montant à recevoir peut faire l'objet d'une estimation raisonnable et que la réception est raisonnablement assurée.

Les frais d'admission sont comptabilisés comme produits lorsque les événements prennent lieu si le montant à recevoir peut faire l'objet d'une estimation raisonnable et que sa réception est raisonnablement assurée.

e) Trésorerie et équivalents de trésorerie

La trésorerie et les équivalents de trésorerie sont composés des fonds en caisse et des soldes bancaires.

f) Stocks

Les stocks de bien pouvant être revendus sont comptabilisés au moindre du coût, déterminé par la méthode de l'épuisement successif, et de la valeur nette de réalisation.

g) Immobilisations corporelles

Les immobilisations corporelles sont comptabilisées au coût, déduction faite de l'amortissement cumulé calculé sur leur durée de vie utile estimative selon la méthode dégressive (ou linéaire) comme suit :

Ameublements	20 %
Enregistreuses	20 %
Enseigne digital	20 %
Équipement de cuisine	20 %
Équipement informatique	30 %
Équipement de maintien	20 %
Équipement technique	20 %
Système d'aération	10 ans (méthode linéaire)
Système de sécurité	20 %
Système téléphonique	20 %

CENTRE CULTUREL FRANCO-MANITOBAIN

Notes complémentaires aux états financiers

Pour l'exercice terminé le 31 mars 2022

2. Résumé des principales méthodes comptables (suite)

h) Instruments financiers

Les instruments financiers sont comptabilisés à leur juste valeur au moment de leur acquisition ou de leur émission. Au cours des périodes ultérieures, les instruments de capitaux propres négociés sur un marché actif sont présentés à leur juste valeur, les gains et les pertes latents, le cas échéant, étant présentés dans l'état des gains et pertes de réévaluation, le cas échéant. Tous les autres instruments financiers sont comptabilisés au coût ou au coût après amortissement diminué des pertes de valeur. Les actifs financiers font l'objet d'un test de dépréciation lorsque les changements de situation suggèrent qu'ils pourraient s'être dépréciés. À la date de chaque état de la situation financière, les coûts de transaction engagés au moment de l'acquisition, de la vente ou de l'émission d'instruments financiers sont passés en charges dans le cas des instruments réévalués à la juste valeur, ou imputés aux instruments financiers dans le cas des instruments évalués au coût après amortissement.

i) Actifs non financiers

Le CCFM emploie ses actifs non financiers pour fournir des services dans des exercices ultérieurs. À moins d'être vendus, ces actifs ne fournissent habituellement pas de ressources pour régler les passifs de l'organisme. Les actifs non financiers de l'organisme se composent de charges payées d'avances, de stocks destinés à la consommation et d'immobilisations corporelles.

3. Montant dû de la Province du Manitoba pour indemnités de vacances

Le solde présenté comme solde dû de la Province du Manitoba pour les charges de paie de vacances était initialement basé sur la valeur estimée de la charge courue correspondante au 31 mars 1995. Après le 31 mars 1995, la Province du Manitoba a inclus dans son financement annuel pour le CCFM un montant qui équivaut la charge de l'exercice courant pour la paie de vacances.

4. Marge de crédit

Le CCFM détient une marge de crédit autorisée au montant de 100 000 \$. La marge de crédit porte intérêt au taux préférentiel de 3,00 % (2,75 % au 31 mars 2021) et est garantie par une convention de sûreté générale. Au 31 mars 2022, la marge de crédit n'a pas été utilisée. (Nul au 31 mars 2021).

CENTRE CULTUREL FRANCO-MANITOBAIN

Notes complémentaires aux états financiers

Pour l'exercice terminé le 31 mars 2022

5. Immobilisations corporelles

	2022		2021	
	Coût	Amortissement cumulé	Coût	Amortissement cumulé
	\$	\$	\$	\$
Ameublement	78 130	54 134	78 130	48 407
Enregistreuses	8 999	8 580	8 999	8 475
Enseigne digital	29 409	26 250	29 409	25 461
Équipement de cuisine	26 900	22 029	26 900	20 597
Équipement de maintien	39 623	32 021	39 623	29 999
Équipement informatique	201 210	167 928	161 946	153 665
Équipement technique	225 084	207 823	221 521	203 570
Système d'aération	47 659	27 143	47 659	24 863
Système de sécurité	30 420	29 751	30 420	29 584
Système téléphonique	10 395	9 150	10 395	8 616
Travaux en cours - Patio 340	119 575	-	-	-
	817 404	584 809	655 002	553 237
Valeur comptable nette		232 595		101 765

Les travaux d'immobilisations en cours représentent les coûts engagés pour la construction de l'estrade du Patio 340. Ces travaux étaient en cours au 31 mars 2022 et aucun charge d'amortissement n'a été inscrite à cette date. Ce projet est financé par une subvention de Patrimoine canadien présentée comme produits au 31 mars 2022.

6. Utilisation de l'édifice

L'édifice utilisé par le CCFM appartient à la Province du Manitoba qui ne demande pas de loyer au CCFM. Celui-ci doit prendre en charge tous les frais d'exploitation et d'entretien, y compris l'assurance responsabilité civile.

Le CCFM demande un loyer à tous les organismes et particuliers qui se servent de ses locaux afin de limiter au minimum l'apport de la Province. Ces produits sont comptabilisés comme produits de loyers et location de salles à l'état des résultats. De plus, le CCFM paie certaines charges liées aux services publics et à l'entretien pour le Centre du patrimoine et pour le Théâtre Cercle Molière. Le CCFM se fait rembourser ces dépenses par La Société historique de Saint-Boniface et par le Théâtre Cercle Molière lorsqu'elles sont encourues.

CENTRE CULTUREL FRANCO-MANITOBAIN

Notes complémentaires aux états financiers

Pour l'exercice terminé le 31 mars 2022

7. Gestion des risques liés aux instruments financiers

Objectifs, politiques et processus généraux

Le conseil d'administration assume la responsabilité globale de l'établissement des objectifs et des politiques du CCFM en matière de gestion des risques liés aux instruments financiers et, bien qu'il en conserve ultimement la responsabilité, il a délégué l'autorité de concevoir et d'exécuter les processus qui en assurent la mise en oeuvre effective à la direction du CCFM. Au moyen des rapports mensuels qui lui sont remis par la direction du CCFM, le conseil d'administration revoit l'efficacité des processus mis en place et le caractère approprié des objectifs et des politiques qu'il établit.

Le CCFM est exposé à différents types de risques liés aux instruments financiers dans le cours normal de ces opérations. Il n'y a pas eu de changements significatifs depuis l'exercice précédent par rapport à l'exposition aux risques, ou les politiques et les procédures utilisées pour gérer les risques liés aux instruments financiers.

Risque de crédit

Le risque de crédit est le risque que le CCFM subisse des pertes en raison de l'incapacité de ses débiteurs de remplir leurs obligations contractuelles. Les instruments financiers susceptibles d'exposer le CCFM à de fortes concentrations de risques de crédit sont principalement les débiteurs et les subventions à recevoir. Toutefois, le CCFM n'est pas exposé à d'importants risques de crédit puisque les créances sont réparties parmi une vaste clientèle, et les subventions à recevoir proviennent de la Province du Manitoba et du Gouvernement du Canada selon des ententes de financement. Le CCFM a établi une provision pour créances douteuses qui représente son évaluation des pertes de crédit potentielles.

L'exposition maximale du CCFM au risque de crédit, qui ne tient compte d'aucune garantie ni d'autres améliorations des termes de crédit, est la suivante :

	1 à 30 jours	31 à 60 jours	61 à 90 jours	91+ jours	Total
	\$	\$	\$	\$	\$
Débiteurs	64 417	832	226	6 401	71 876
Subventions à recevoir	-	10 320	11 999	2 500	24 819
Montant dû de la Province du Manitoba	25 891	-	-	-	25 891
	90 308	11 152	12 225	8 901	122 586
Moins créances douteuses	-	-	-	(2 321)	(2 321)
Total	90 308	11 152	12 225	6 580	120 265

CENTRE CULTUREL FRANCO-MANITOBAIN

Notes complémentaires aux états financiers

Pour l'exercice terminé le 31 mars 2022

7. Gestion des risques liés aux instruments financiers (suite)

Risque de liquidité

Le risque de liquidité est le risque que le CCFM ne soit pas en mesure de remplir ses obligations lorsqu'elles arrivent à échéance. Le CCFM maintient un fonds de roulement à un niveau convenable qui lui permet de remplir toutes ses obligations en temps opportun, et a accès à une marge de crédit.

8. Incertitude liée à la pandémie de COVID-19

La pandémie continue à avoir des effets néfastes au Canada et sur l'économie mondiale. Il pourrait y avoir un impact supplémentaire sur le CCFM. Les administrateurs surveillent activement l'effet sur la situation financière, la liquidité et les activités de CCFM. Le CCFM n'est pas en mesure d'estimer entièrement les effets à ce moment.

CCFM



CENTRE CULTUREL
FRANCO-MANITOBAIN

ANNUAL REPORT

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CCFM



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