

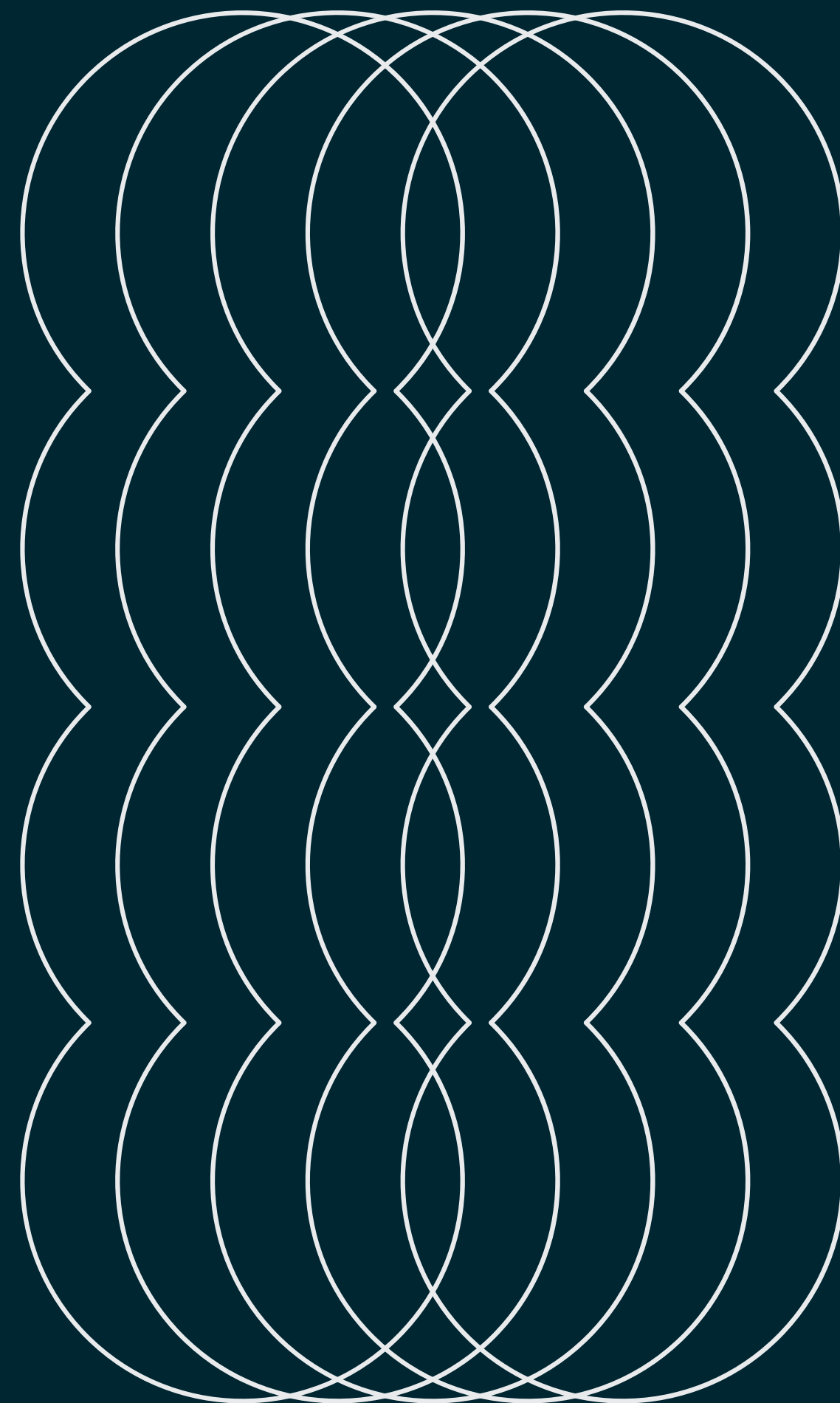
The **Mermaid**



PERFORMING ARTS LIVE MUSIC FILM

Presentation

April 2025



Who are we?

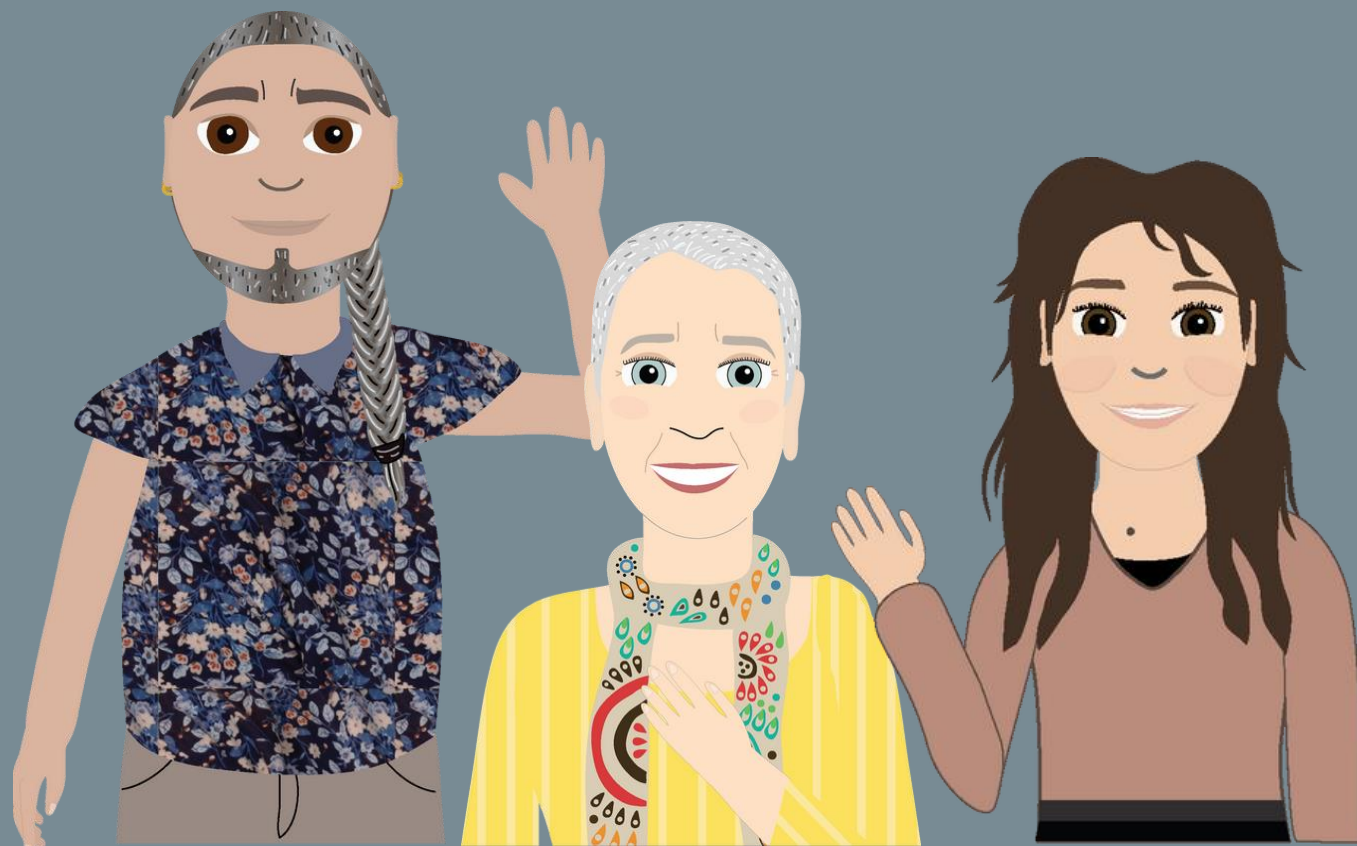
**MERMAID
THEATRE**
OF NOVA SCOTIA

We change lives.

- International touring initiatives
- Community engagement programming
- Professional digital activities

Who are we?

Mermaid Theatre of Nova Scotia is recognized as the creative destination of downtown Windsor, Nova Scotia. Mermaid's complex is over 50,000 sqft. of creative space comprised of several offices, rehearsal spaces, training facilities which support hands-on **puppetry intensives**, **professional workshop spaces**, a **music school**, a **French bakery**, an upscale **café**, a **30-seat interdisciplinary space**, and a fully owned **400-seat performance venue**. Mermaid Theatre's venue plays host to Mermaid's annual Performing Arts Series which is now fully integrated into several provincial-wide performing arts circuits that welcome local, regional, national, and international touring artists.





[Company Profile Reel](#)

2024/25

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Lennie Gallant Christmas Concert 2024

Best Season Yet.

Mermaid kicked off 2025 with a bang, starting with a sold-out Drag Bingo event that resulted in over 400 items donated to the Windsor Food Bank. We had the honor of hosting Grammy-nominated artists, a packed house for our Christmas show with Lennie Gallant, and sold-out screenings of beloved holiday films. Valentine's Day brought an intimate concert with the incredible Ben Caplan, and The Mellotones brought their energy to Windsor's second annual Winterthing.

2024/25

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*Volunteer Group With James Mullinger
2025*

Mermaid's strategic approach focused on curating an artistic portfolio that catered to various demographics, ensuring accessibility for both longtime patrons and new visitors. This approach strengthened community connections while broadening the theatre's reach, further cementing Mermaid's role as a key cultural institution in rural Nova Scotia.

A major capital project is underway to renovate **Mermaid's 400-seat theatre**, improving infrastructure, safety, and digital capabilities. These updates will foster high-quality arts programming, boost cultural tourism, and stimulate local economic development. The renovations are set for completion by November 2025.

Overall, Mermaid Theatre's 2025-2026 season will emphasize artistic innovation, sustainability, accessibility, and cultural engagement, ensuring its continued impact on audiences locally, nationally, and internationally.

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Mermaid Theatre's Community Involvement



Engaging with Schools & Youth

- **Puppet Workshops** – Struan Robertson leads hands-on puppet workshops throughout Nova Scotia, bringing creativity to schools year-round.
- **Avon View High School** Work Placement – Each year, we welcome a student for a work placement. This year, Avery has been developing their own puppet production while contributing to Mermaid in many ways.
- **Kings-Edgehill Partnership** – Kings-Edgehill School students volunteer at all-ages shows, assisting with guest services, concessions, and event logistics, making performances extra special.

Performances & Artist Collaborations

- **The Chimera Project** – In October, we hosted this contemporary dance company, incorporating hoop dancing and ballet. We welcomed students from four high schools to experience their performance.
- **POSSE Project Collaboration** – We teamed up with POSSE Project to bring youth to a theatre performance of ALTAR.

Sponsorship & Partnerships

- **Movie & Event Sponsorships** – Last year, we partnered with VEP Mechanical, Scotia Pest Solutions, Schoolhouse Brewery, and the Avon Chamber of Commerce to support our film screenings and special events.

Giving Back & Community Support

- **Food Bank Donations** – Mermaid has contributed hundreds of items to local food banks.
- **Charitable Giving** – We donate to numerous auctions and fundraising events annually.
- **Local Business Partnerships** – We collaborate with businesses for giveaways, promotions, and sponsorship opportunities.
- **Green Room Gift Baskets** – A new initiative that showcases local products by filling artist dressing rooms with curated, locally sourced goodies.

Mermaid Theatre's Community Involvement

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Puppetry, Arts Education & Cultural Enrichment

- **Animotion Puppetry Intensive** – Our annual two-week program attracts participants from around the world to Windsor, where they learn puppet artistry through immersive exercises and hands-on scene work. This also benefits the local economy by bringing visitors to town.
- **Sarah Lee Lewis Centre for Puppetry Arts** – A dedicated space for theatre artists to explore puppetry, storytelling, and theatrical design. Artists from across Canada (and beyond) come to develop their craft here.
- **Animalingo** – Our digital language and cultural program teaches Mi'kmaq, Gaelic, and Acadian-French to children through animation, storytelling, and music. Over 10,000 Nova Scotian children and 130,000 viewers worldwide have accessed this innovative program. Season two, featuring 3D animation and lessons in French, Spanish (Mexican culture), and Italian, is currently in development!
- **MermaidTV & Digital Storytelling** – Beyond live performances, MermaidTV expands accessibility to theatre and arts education through its Animalingo series, integrating puppetry and animation for cultural exploration and language learning.
- **Story Box Theatre Micro-Theatre Series** – Showcasing diverse narratives, this digital series features works by African Nova Scotian poet George Elliott Clarke, Mi'kmaq artist Alan Syliboy, and 2SLGBTQIA+ stories. By embracing inclusive storytelling and ethical creative practices, Mermaid fosters equitable opportunities for underrepresented voices in Nova Scotia.



Upcoming Production

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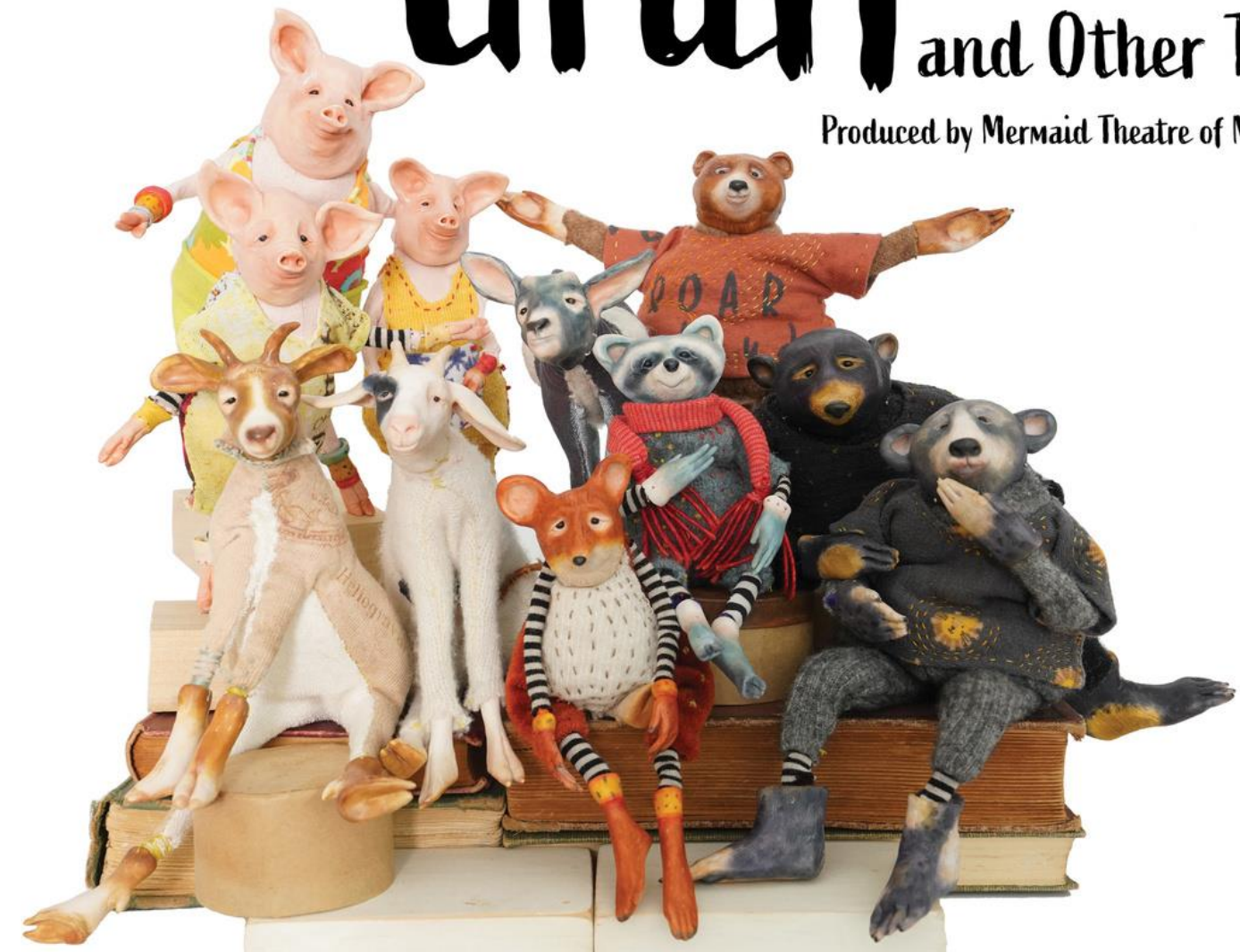
Mermaid Theatre of Nova Scotia is creating a new touring show, *Billy Goats Gruff and Other Tales*. Our 2025-2026 Canada/US Tour begins this October!

Mermaid Theatre of Nova Scotia's newest production, *Billy Goats Gruff and Other Tales*, presents a fresh and engaging reimagining of three cherished children's stories—Goldilocks and the Three Bears, The Three Little Pigs, and The Three Billy Goats Gruff. Filled with adventure, humor, and heroism, the story follows a brave raccoon and clever mouse who are on a journey to collect treasure. Along the way, they unknowingly help the goats, bears, and pigs, preventing disaster—without any of the animals ever encountering a true villain. This imaginative retelling seamlessly interweaves three classic tales into a heartwarming adventure that celebrates friendship and courage.

This project features the incredible talent of Nova Scotia artist Kate Church, renowned for her work commissioned by Cirque du Soleil, and celebrated Canadian poet and playwright George Elliott Clarke, who serves as the narrator.

Billy Goats Gruff and Other Tales

Produced by Mermaid Theatre of Nova Scotia



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Mermaid Theatre in the Spotlight



Mermaid Theatre had an exciting year, making waves both on screen and beyond!

We were featured on Eastlink's new series **No Ordinary Life** and showcased on **CBC Gem's Still Standing** with Johnny Harris. Our impact extended into print as well, with multiple features in SaltWire articles. To top it all off, we were honoured to receive Best of Bunch 2025 from Grapevine Publishing for **Best Live Music Venue**—a testament to our vibrant presence in the arts community!





evening in Windsor, Nova Scotia



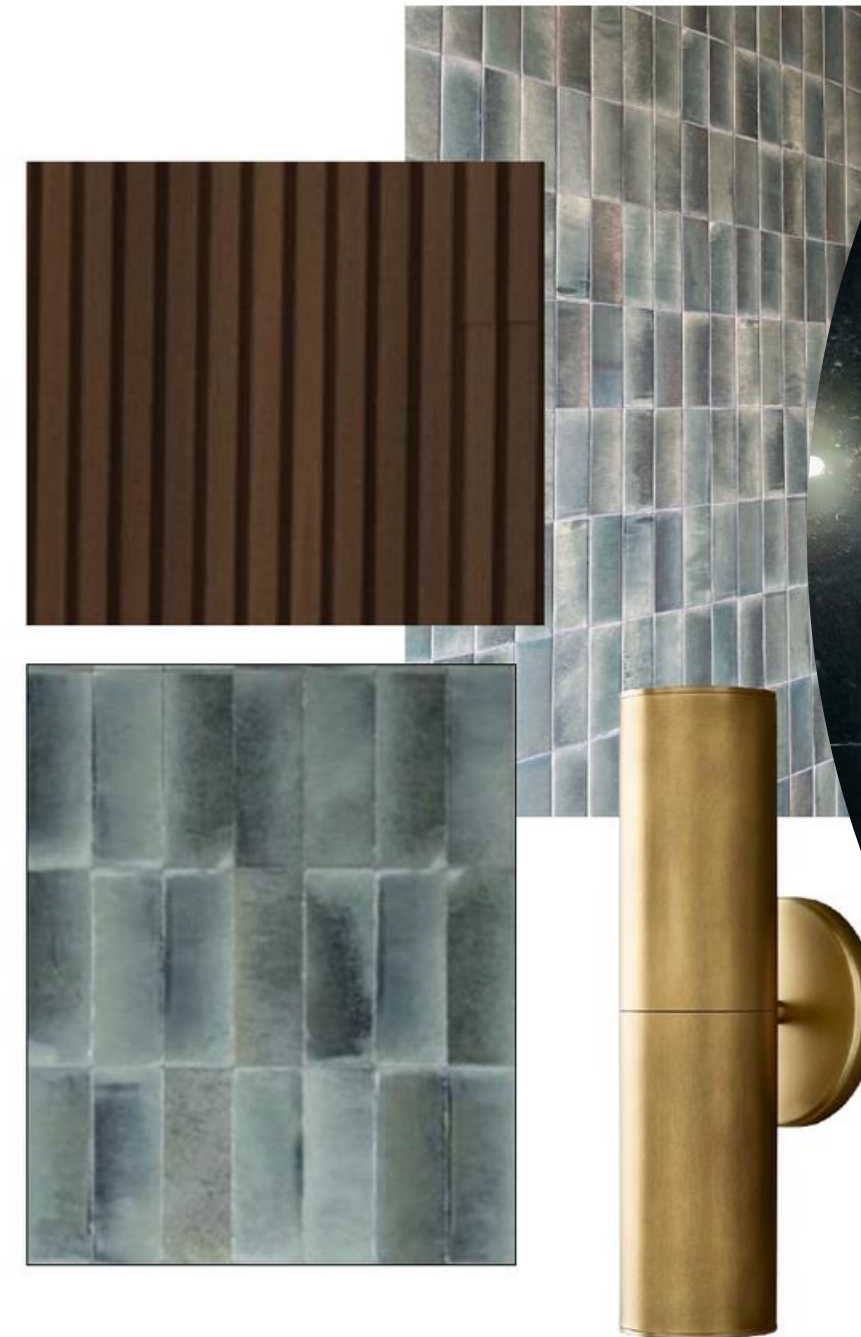
Davey & Sky Media Promotion – The Mermaid

Renovations

About the Renovations

Mermaid Theatre of Nova Scotia is undergoing a major capital upgrade to enhance its 400-seat theatre and rehearsal space with structural, safety, accessibility, energy efficiency, and modernization improvements, strengthening community engagement, supporting local artists, and boosting economic development in Windsor and West Hants.

Mermaid Theatre is requesting the Municipality's support for our Capital Improvement Campaign. This vital upgrade to our facilities will create meaningful economic benefits for West Hants—boosting tourism, supporting local businesses, and strengthening community partnerships.



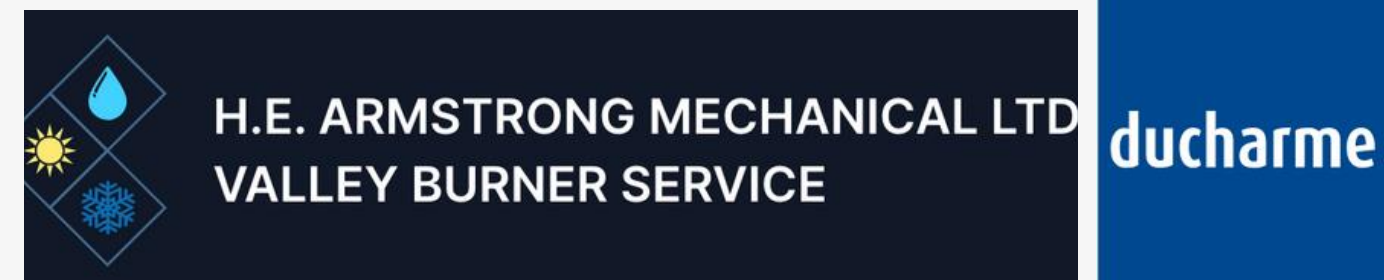
The Team



Creative Team

Mermaid is proud to be collaborating with Vantage Point Design and BG Custom Homes for design, consulting, and construction. Much of the interior work will be completed by local contractors from Arthur & Redden Construction. By partnering with both local and Canadian companies, we're not only ensuring quality craftsmanship but also investing directly back into our community and national economy.

We are working with P38 Design Studio for design services, and our seating will be provided by Ducharme Seating in Montreal, specialists in high-quality performing arts seating.



PROJECT 38
design studio

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Project Overview

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Key Upgrades

Mermaid is currently renovating its performance and rehearsal spaces.

Key features include:

- New HVAC and energy-efficient infrastructure
- Improved accessibility (seating, washrooms, entrances)
- Modern technical systems (lighting, sound, stage)
- Modular dance floor
- Enhanced audience comfort (seating, concessions, signage).



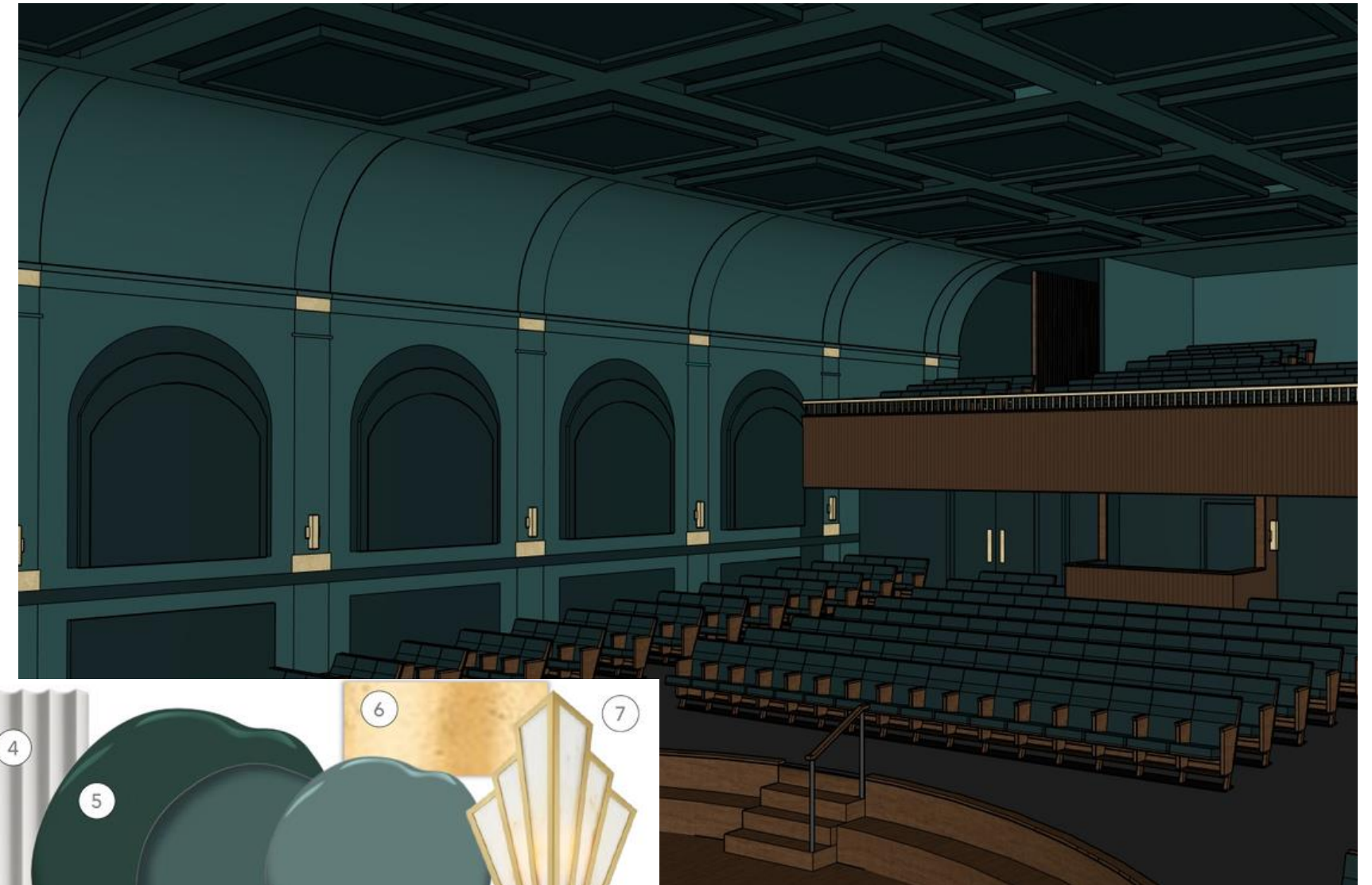
This investment ensures a welcoming, safe, and inclusive space for all community members, while enabling more complex productions and supporting artistic growth.

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Renovations

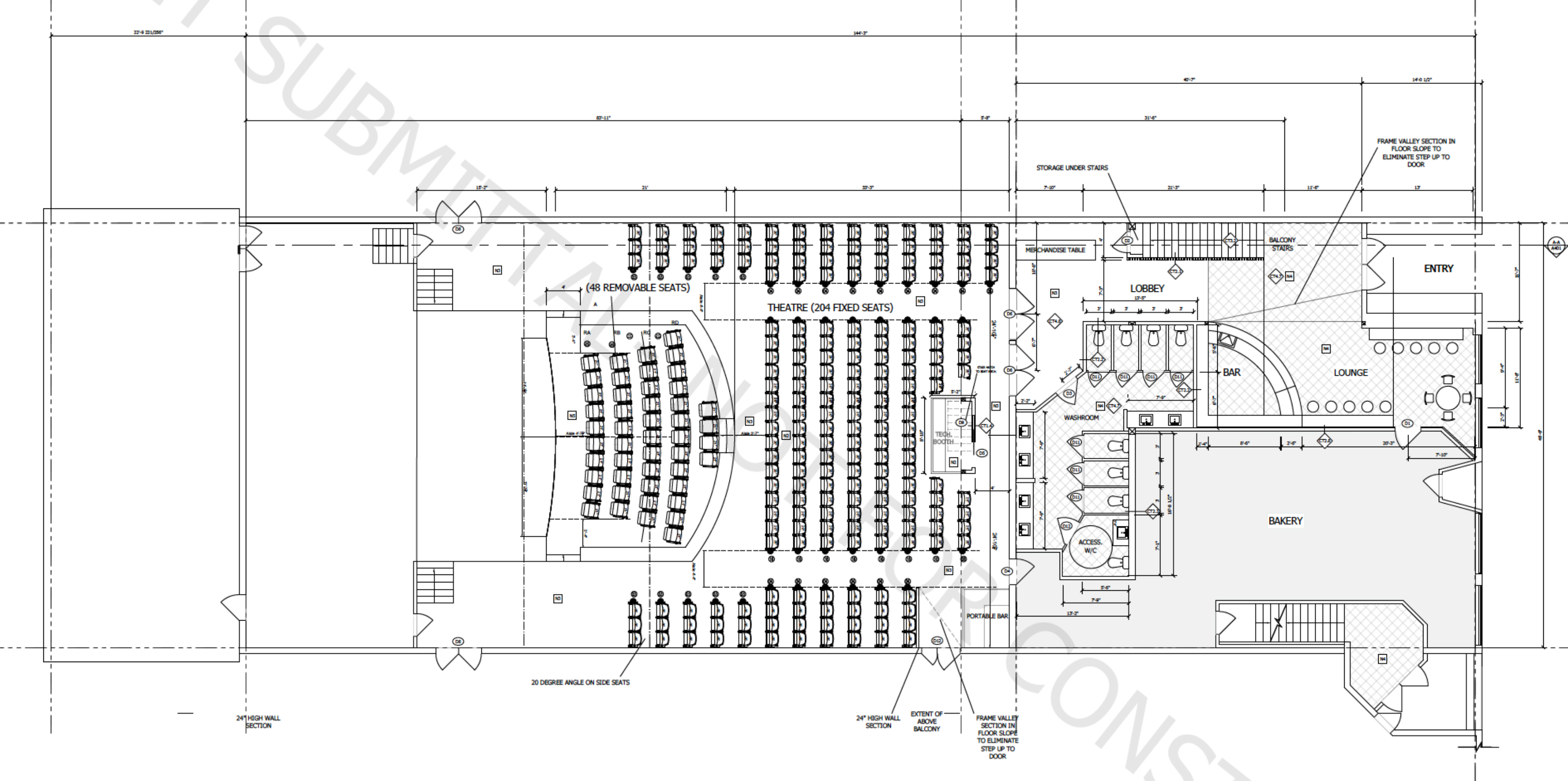
Key Upgrades

For over 20 years, Mermaid Theatre has brought world-class performances to rural Nova Scotia. Renovating its 100-year-old Windsor venue—once home to legends like Portia White—will create a modern, accessible space that preserves its legacy, supports local artists, and drives year-round tourism and economic growth. With outdated infrastructure limiting its potential, this revitalization will transform the theatre into a vibrant cultural hub for both the community and visitors.



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Floor Plan



Seat Sponsorships

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Why Sponsor a Seat?

- Enhance the audience experience
 - Support local arts & culture
 - Leave your mark on a beloved community venue
-

One seat for just \$300
Two seats for only
\$500



Mermaid Theatre is partnering with a world-renowned Canadian company to design and install brand-new seating in our venue!

As part of this exciting transformation, we're inviting our community to be part of the magic by sponsoring a seat at Windsor's premier 400-seat performing arts venue.

- Each seat will feature a custom brass plaque engraved with your name

Your sponsorship is a lasting tribute to your support for the arts—visible to every audience member and woven into Mermaid's story for years to come.

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Testimonial

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James Mullinger   recommends **The Mermaid.**

7h · 

One of the most magical and beautiful theatres in Canada with some of the most amazing team members and volunteers. I just had the most special weekend imaginable working with them all and - without question - it was a true career highlight. I am so thankful that the whole exciting experience was captured by a television crew for an upcoming show. Everyone at the theatre is at the top of their game, there is so much history there, the clientele really love their local theatre and share so many happy memories there. And the new renovation outside is world class and the new interior will be equally as impressive, while also staying true to its original and much loved character. Performing arts have never been more important than they are today and **The Mermaid Theatre of Nova Scotia** is a true Canadian iconic gem. Visit as soon as you can and support every way you can. I cannot wait to return.

Testimonials



Kody Blois  is at **The Mermaid.**

February 28 · Windsor · 



Some good news heading into the weekend. Today I announced \$1.2M for **Mermaid Theatre of Nova Scotia** in Windsor to support upgrades being made at the former Imperial Theatre and for new equipment used for their programming locally, but also for their 200+ shows performed all around the world.

Mermaid is an important hub for our local arts and culture scene, but crucially provides good jobs in the creative arts across rural Nova Scotia.



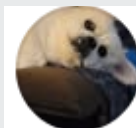
Terra Spencer 

Such a fresh face! Congratulations, and thank you for taking such great care of this town treasure! 



Peggy Benedict

Thanks for restoring this special gem to Windsor.



Wendy Higginbotham

I need to go to town to see this. Looks beautiful.



Patti Quinn

We drove by today, it looks awesome. Downtown is so colorful, Thanks to everyone working so hard to make our town sparkle ✨



Christine Van Zoost

Awesome, and makes Windsor look even better. 



Kristen Dunlop

It's gorgeous! The downtown is looking beautiful 



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Testimonials

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Lisa Profitt

We visit as often as we can from Tantallon - it's a fabulous space!! 🙌☀️



Lisa Guild

Such a fun evening. We enjoy all the performances and are so lucky to have this theatre.



Kristen Dunlop

What a fun night!! Thank you for bringing humour and a good time to Windsor!



Lauren Badley

It was a fabulous night and really made me feel at home in small town Windsor 🧡



Expedition Coffee Roasters ✓

Such a good show, glad we could make it. Thanks **The Mermaid** for arranging great performances.



Lorraine Rawlins

Bravo to all who work so diligently in making Mermaid the amazing place it is. The improvements up until now are so awesome, and I can't wait to see the finished product. How lucky are we to have such an amazing venue to host the spectacular events right here in our town? Well done! 🙌

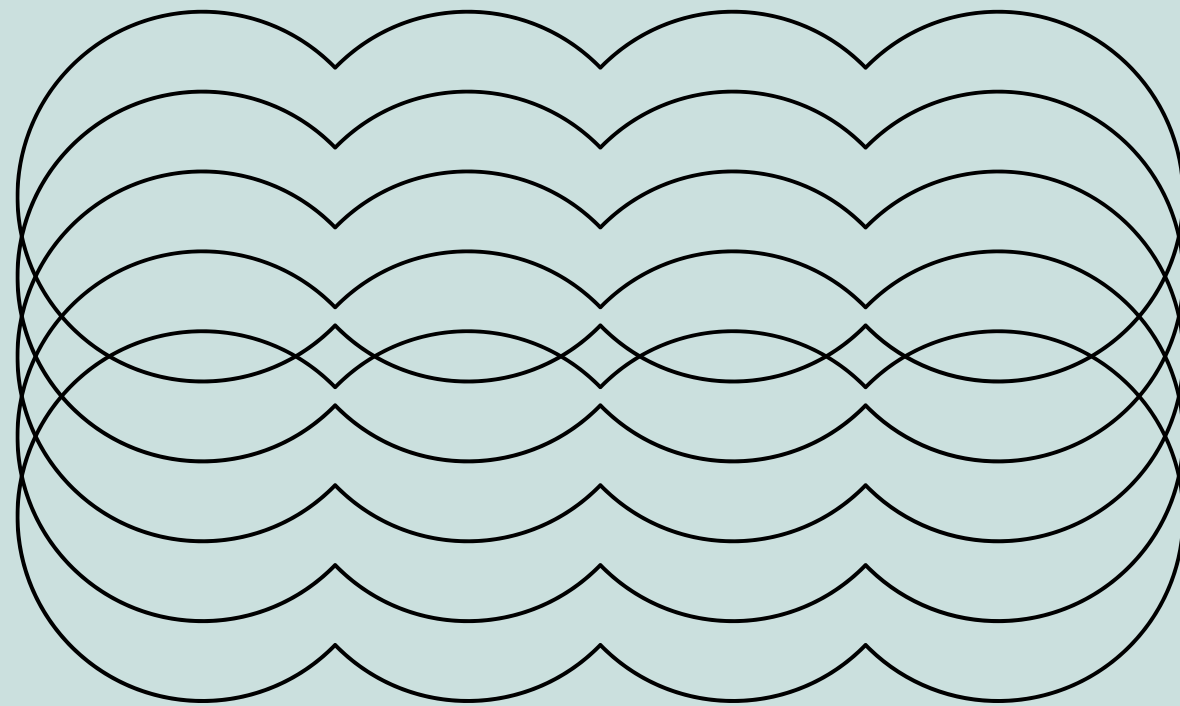


Nancy Regan

SO much fun ! And what an amazing audience!!! 🤪😂❤️

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Timeline



01

May

- Install a modular dance floor to accommodate a wider range of performances.
- Remove the existing catwalk and install new lighting
- HVAC install

02

June

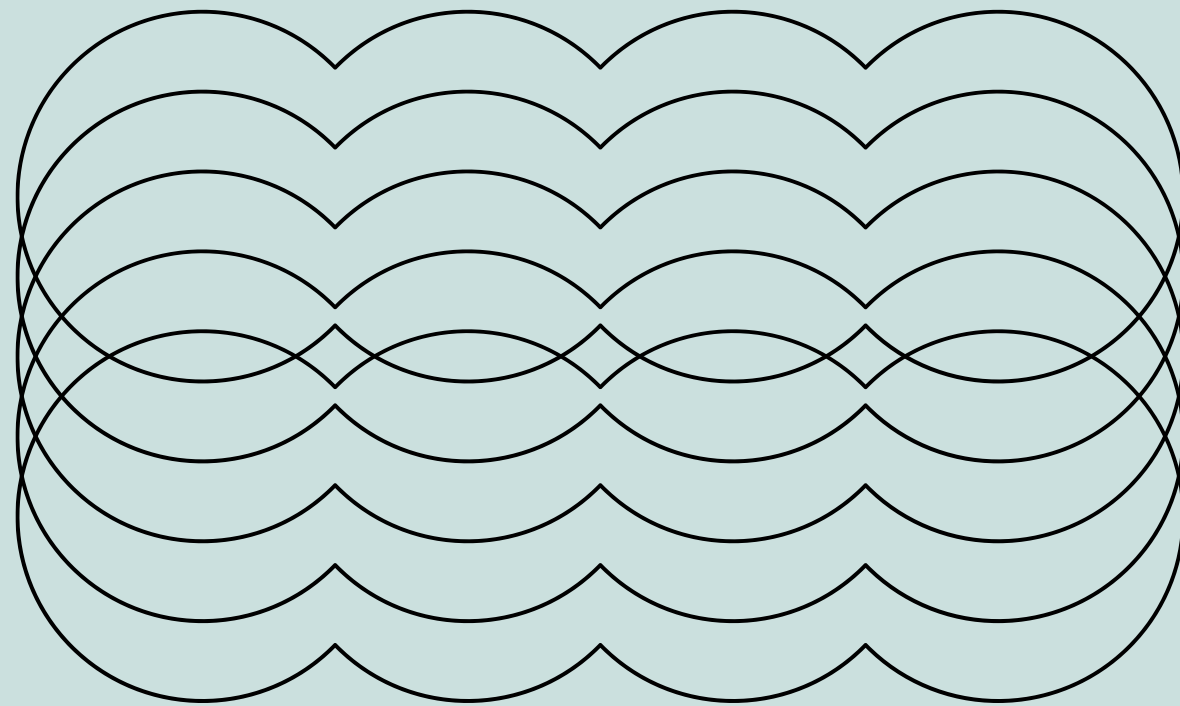
- Install new washrooms that meet updated building codes, focusing on accessibility.
- Correct and retrofit the balcony and stairwell to ensure compliance with safety standards.

03

July

- Upgrade the concession room to improve service capabilities, including new equipment and better space utilization.
- Ensure the space complies with accessibility standards and enhances the patron experience.

Timeline



04

August

- Replace outdated lighting and audiovisual equipment with modern systems to meet current performance standards.
- New Seating installed

05

September

- Final touches on audio/visual equipment
- Rehearsal space for Billy Goats Gruff Tour
- Conduct any outstanding final safety inspections for all systems (HVAC, lighting, fire alarms, etc.).

06

October

- Ensure all equipment and installations meet building codes and theatre specifications.
- Gather final feedback from project stakeholders
- Prepare for start of Fall Season 2025

Why



Support

We are seeking funding support from the municipality to assist with completing Mermaid's final renovation project.



Why It Matters

This grant is critical to getting the work done that will allow us to move forward.

Our presentation has aimed to show how deeply Mermaid Theatre matters to this community — and what we offer.

This renovation is not just about upgrading a building:



Benefits

- This initiative will stimulate the local and regional economy
- Solidify the theatre's role as a cultural cornerstone for the community
- Enhance inclusivity and accessibility
- Expand digital capabilities to generate new revenue streams
- Attract a broader range of artists and audiences

Investment



With a substantial capital project underway, Mermaid has received Federal, Provincial, and Municipal investment in the amount of \$2,697,000. The total amount required for Phase I and II is \$3,413,000.

We hope to see the municipality's commitment to fostering arts, culture, and education, and we believe that this partnership will generate lasting benefits for both Mermaid Theatre and the broader Windsor community.

Contact

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Contact Us

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W www.mermaidtheatre.ca

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Thank You.

Presentation

April 2025

