



FESTIVAL BLOOMSDAY MONTREAL 2015

REPORT OF ACTIVITIES

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Report prepared by Judith Schurman, Secretary

JULY 14, 2015

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A. Bloomsday Montreal - Past and Present

1. The vision for Bloomsday Montreal: After the third Bloomsday celebration in 2014, the Bloomsday working committee concluded that Bloomsday should develop its potential as a literary and cultural festival with an emphasis on Irish Montreal and James Joyce. Bloomsday has strong support among a relatively small but influential group in the Montreal area. In order to attract a solid audience in the coming years, Bloomsday's goal should be to increase its visibility in the community and the financial backing of community funders.

2. The situation in July 2014: Administratively, Bloomsday was established in 2012 as a project of McGill Community for Lifelong Learning (MCLL) under the auspices of the School of Continuing Studies (SCS) of McGill University. Bloomsday went from a completely volunteer organization to one with hired help for Event Management and Sponsorship in 2014. From 2012-14 MCLL was the major supporter providing money and volunteers as well as the services of personnel from the SCS. In effect, the SCS (McGill) determined how Bloomsday could operate. The McGill ownership might account for the fact that Meena Sabit, hired to seek out Bloomsday sponsorships in 2013, was largely unsuccessful. Many potential sponsors do not fund large educational institutions like McGill.

A core group of the volunteers from the Bloomsday 2014 Planning Committee met in early July 2014 to consider the future of Bloomsday. It was decided that Bloomsday should become an

independent community organization working with a number of partners, none with a controlling share.

4. MCLL's role in future Bloomsdays: The very important relationship with MCLL was to be maintained. Judith and David Schurman arranged a meeting in July with MCLL representatives Paul Terni, President, Tony Wait, Past President, and Juliet Wait, Board member, to present a tentative plan for the future of Bloomsday Montreal. Main components: an independent Bloomsday with its own governing board, which would include important long-term members as well as key representatives drawn from our partners and sponsors. Bloomsday would apply to Revenue Québec for a charter as a not-for-profit group registered in Québec. Financially, Bloomsday Montreal would control its own finances and receive and distribute funds as necessary for the operation of the Bloomsday Festival. Therefore, the group would apply for charitable status for Bloomsday from the Canada Revenue Agency.

Paul Terni, MCLL President, agreed to present the plan at its next board meeting. The MCLL Board passed the following resolution at its meeting on September 10, 2014.

Extract of the MCLL COUNCIL Minutes of September 10, 2014

6.4 –The following Motion was therefore proposed by Julie Wait, and seconded by Ruth Bresnen:

-Whereas Bloomsday Montreal was created at MCLL via a study group on James Joyce's Ulysses in 2011,

-Whereas the MCLL Council has been giving full support to Bloomsday Montreal since January 2012 with funding support from their endowment funds,

-Whereas funds for the sole purpose of supporting Bloomsday Montreal are now becoming very scarce,

-Whereas it is the goal of Bloomsday Montreal to become a freely operating non-profit entity responsible for all of its operations seeking sponsors for on-going funding,

-Whereas MCLL has and will always be of vital and primary importance to Bloomsday Montreal,
BE IT RESOLVED THAT

MCLL will no longer be Bloomsday Montreal's primary source of funds and centre of operations.

MCLL will continue to support Bloomsday Montreal by becoming one of its partners, promoting Bloomsday to MCLL membership, providing services and sponsoring events.

The motion was approved unanimously.

Paul indicated that MCLL could contribute a maximum of \$2000 in 2015. Alex Megalis, SCS, pointed out that the change in status of Bloomsday relative to MCLL was contingent on the

approval of SCS Dean Judith Potter. Alex Megalis reported at a later date that Dean Potter approved the change in status of Bloomsday Montreal.

5. On September 24, 2014 at a meeting held at MCLL, Dave and Judith Schurman, Kevin Wright, Tony Wait, Astri Thorvik, Kerry McElroy, Kris Epps, and Maggie Benfield decided on the following: 1. to file an application with the Quebec Registraire des entreprises in order to register Bloomsday Montreal as a non-profit organization and to request our letters patent; and 2. to call the new organization Festival Bloomsday Montréal (French) and Bloomsday Montreal in English. It was further agreed that the official address be that of MCLL: 688 Sherbrooke Street, Montreal, Suite 229, Montreal, Quebec H3A 3R1 Tel.: 514-398-8234 Fax: 514-398-2757. Later, at the request of the SCS, the official address was changed to: 133 boulevard de l'Union, Saint Lambert, Quebec J4R 2M7. Tel.: 450-671-8516. The purpose of the Bloomsday organization: To hold an annual festival in Montreal whose purpose is to celebrate James Joyce's *Ulysses*, and to educate and increase awareness and appreciation in the general public with regard to Irish literature and culture. The festival will be held on and around June 16th of each year although other educational or cultural activities may also be offered throughout the year.

6. Incorporation documents were sent to Quebec and By-Laws were written. Festival Bloomsday Montréal received official non-profit status from the Registraire des entreprises of Quebec on October 8th. By-Laws and a status report were immediately submitted to the Registraire. The Directors briefly discussed the legal liability of board and the possible need for liability insurance.

Annual General Meeting: The three applicants for incorporation (Maggie Benfield, David Schurman, Kevin Wright) approved the nomination of the directors of Festival Bloomsday Montréal. The first Annual General Meeting was held on October 31.

Board of Directors: Maggie Benfield – academic coordination and programming; Carmel Kilkenny – media and publicity; Howard Krosnick – marketing and sponsorship; Gus O’Gorman- Irish community contact and coordination; David Schurman – president; Judith Schurman – Secretary; Kevin Wright – Vice-president; Louise Cauchon – treasurer. Directors agreed to serve until the next Annual General Meeting. Michael Kenneally, principal of the School of Irish Studies at Concordia University has agreed to serve as an honorary director. Ray Bassett, Ireland’s Ambassador to Canada is Bloomsday’s patron.

Bank account and signees: Bank account was opened at the Bank of Montreal. Four board members are signing officers: Louise Cauchon, Howard Krosnick, Gus O’Gorman, David Schurman. Two signatures will be required for every business transaction and cheque issued.

Canada Revenue Agency application for charitable status: Judith Schurman prepared the application in November. Minor changes had to be made to the purposes stated in our Letters Patent. Supplementary Letters Patent were requested and sent to the CRA. The charitable status was granted on May 15, 2015

B. Organization of Festival Bloomsday Montréal

Festival Bloomsday Montréal is a not-for-profit community organization recognized by Revenu Québec (# 1170417720 as of October 8, 2014)) and as a charitable foundation by the Canada Revenue Agency (# 82504 3581 RR0001 as of April 30, 2015).

Festival Bloomsday Montréal:

Address: Festival Bloomsday Montréal, 133 boul. de l'Union, Saint Lambert, Quebec J4R 2M7

Telephone: 450-671-8516

Web page: bloomsdaymontreal.com

Email: bloomsdaymontreal@gmail.com

Facebook: Bloomsday Montreal

Twitter: [@bloomsdayMtl](https://twitter.com/bloomsdayMtl)

List of Board and Committee Members:

BOARD OF DIRECTORS	HONORARY DIRECTORS	EVENTS COMMITTEE	
			Kris Epps, Music – Gala Concert
Dave Schurman, President	Michael Kenneally, CSIS	Dave Schurman Chair	Kerry McElroy, Liaison
Kevin Wright, Vice-President	PATRON Ray Bassett, Embassy of Ireland	Kevin Wright, Readers	Louise Cauchon, Finance
Judith Schurman, Secretary	ADVISORS Embassy of Ireland Liz Keogh	Judith Schurman, Events Manager	Carmel Kilkenny, Media
Louise Cauchon, Treasurer	Westmount Library Donna Lach	Astri Thorvik, Volunteers	Miriam Schurman, Design, Programs
Howard Krosnick, Director Marketing	JPL Michael Crelinson	Howard Krosnick, JPL	Pat Machin, Westmount Library
Maggie Benfield, Director Academics	Atwater Library Lynn Verge	Maggie Benfield, Atwater	CSIS – Susan Cahill
Gus O’Gorman, Director Irish	MARKETING/ SPONSORSHIP	Gus O’Gorman, Pubs, St. Patrick’s	QWF – Lori Schubert

Carmel Kilkenny, Director Media	Howard Krosnick, Tony Wait, David Schurman	Marlene Chan, Films	Lesley Regnier - Communications
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Partners: Each of our partners provides funds, services, venues or other components necessary for the Bloomsday program. Bloomsday’s goal was to maintain the 2014 funders: Zellers Foundation (\$6,000), St. Patrick’s Society (\$3,000), Irish Protestant Benevolent Society (\$500), Concordia (\$1,000 + lectures and reception), Jewish Public Library (Opening plenary speaker and reception, an investment of \$5-6,000). MCLL who had agreed to pay for expenses up to a maximum of \$5,000 if Bloomsday 2014 did not cover its costs, could not be expected to provide the same financial support in 2015. McGill also negotiated with the McCord for the use of the Bombardier Theatre. The Atwater Library and the Westmount Library were important venues for events. It was agreed that we contact key sponsors from last year. Tony agreed to approach the Zeller Foundation and the Protestant Benevolent Society again for funding. Judith and David sent application for funds to The St. Patrick’s Society, and contacted the MNA for Westmount-St. Louis, Jacques Chagnon, and the Embassy of Ireland. Howard set up meeting with the Jewish Public Library. Astri agreed to look up grant submission deadlines for Canada Heritage, a possible funder.

The Bloomsday Montreal Committee, consisting of fourteen members, met at various locations six times as a full committee, with sub-committee meetings scheduled as required. These meetings served as brainstorming sessions and deliberations as to the direction of the festival and recommendations for and against specific events and approaches. For 2015, it was decided to restrict Bloomsday to those events that fit best with our purpose and are easiest to organize. For example, the films have not been well attended; therefore, it would be better to concentrate on only one film, show it at a new venue and try to get it advertised by partners like Cine Gael and Cinemagique. Also, it was decided to seek out partners who would organize events on our behalf. Bloomsday sponsors/partners would be given public recognition and a presence at our events.

Over the course of the year the program for the Festival was developed. The 2015 festival extended over five days, with ten events in multiple locations across Montreal. Admission was charged for four events. People could register for all events and purchase tickets in advance on the PayPal Website or pay on site. An Interac machine from the BMO was available on site but worked poorly.

Larissa Andruyshyn and Lori Schubert from the **Quebec Writers' Federation** contacted Bloomsday about their organizing a Literary Speakeasy and Book Bootleg at the Brutopia Pub on Sunday, June 14 to give Bloomsday participants a chance to meet Montreal writers. Bloomsday agreed to put this event on its program.

As in 2014, the **Embassy of Ireland** organized to have a series of panels sent to Montreal. This year's, on the life of Irish poet W.B. Yeats, were displayed at the Westmount Library from mid June to mid July. The Embassy also contributed financially to Bloomsday by paying the travelling expenses for Kevin Birmingham, author of *The Most Dangerous Book: the Battle for James Joyce's Ulysses*, who was the featured speaker at the closing event held on June 16 at the Jewish Public Library.

The cabaret event at the **Atwater Library** has been popular, but attendance seemed to be waning. It was decided to develop a new event for that venue. Bloomsday Montreal benefited from having Margaret Nicolai and Jan Gregory, Montreal storytellers, participate in conceiving a storytelling and music event that opened the Festival at the Atwater Library on June 12.

The Embassy of Ireland negotiated on our behalf with the Irish Film Institute for the permission to screen *Ballymun Lullaby* (2011), a documentary film by Frank Berry which was Ireland's entry in the International Film Festival held in Ottawa in 2014. Marlene Chan organized the event at Concordia's DeSève Cinema which is used by Cine Gael. Also, she convinced Cinemagique to advertise our film. To add to the prestige of this event, Judith Schurman put together a panel of speakers to make connections between the film set in a community in Dublin and similar situations in Montreal. Colleen Curran contacted Bloomsday to ask that her short film "Bloomsday" be included on the program.

Howard Krosnick developed the "Everyone's Joyce" slogan and plan for marketing. He researched and recommended Constant Contact as a program to help Bloomsday communicate with the public via targeted emails.

In April, a postcard listing events was published and 2,000 copies were printed. In May, Miriam Schurman designed a poster that was distributed around Montreal by committee members.

Carmel Kilkenny invited media personalities Tommy Schnurmacher and Mike Finnerty to be readers on June 16. Schnurmacher had a scheduling conflict and could not participate but he publicized Bloomsday on his show. Finnerty interviewed David Schurman on his morning show. Karen Macdonald, head of news at Global, got us an interview on the morning TV news show on

June 14. Kerry McElroy represented Bloomsday at the interview. The media attention certainly increased our local profile.

Mark Abley, a Gazette feature writer, was a reader too, and we hope he can interest The Gazette more in our events next year. The Manchester Guardian (England) included Montreal's Bloomsday in its description of eight Bloomsdays around the world. David Schurman's favourite quotation from Ulysses was featured in another article in the same paper.

Articles on Bloomsday, written by Lesley Regnier appeared in the newsletters of the St. Patrick Society and the McGill Community for Lifelong Learning. The local papers and publications like Scena Musicale included a notice of Bloomsday in their What's On sections. We did not take out any paid publicity this year.

The Bloomsday pub-a-day was coordinated by Gus O'Gorman to give Bloomsday Montreal attendees a community feeling, fostering a home base between events and thus hopefully encouraging more conviviality and attendance. WORD Bookstore created a Joyce/Irish Literature display and gave us prizes for the pub quiz. Paragraphe Bookstore ordered sixty copies of Kevin Birmingham's book and organized a book signing with him in attendance on June 17 from 5 to 7 p.m.

Most publicity in June was done through the web site which was maintained by David and Judith Schurman. They also sent out emails using Constant Contact. A press release, composed by Carmel Kilkenny, was sent out in June as were four emails, three targeted to our mailing list of 950; one describing the session at the Canadian School for Irish Studies on June 14 was sent to the 90 academics on the list.

Astri Thorvik recruited MCLL volunteers for registration and ticket collecting and organized the set-up of the area at each venue. She also collected materials from our sponsors and partners for distribution to the public at our events. Miriam Schurman and Louise Cauchon collected the entrance fees at four events.

Tasks Related to the Festival: The Bloomsday committee was responsible for the organization and implementation of Festival Bloomsday Montréal 2015. The budget and the program were developed starting in late January. Tasks related to the Festival fall into broad categories:

Communications:

Committee Meetings

Preparing comprehensive contact list

Maintaining social media sites

Preparing publicity and responding to requests for interviews and information about the Festival

Writing report of the Festival, sending invitations and thanks to sponsors and partners

Event Management:

Developing content and choosing performers for the various events and working with them beforehand but especially during the period leading up to the five days of the Festival.

Working with directors of venues to ensure the smooth running of events.

Preparing a Festival program and having it printed. Preparing a program for the Gala and having it printed.

Preparing tickets for events with fees and having them printed.

Finance:

Developing budget, dealing with the bank and service providers (e.g. domain registry, Constant contact). Providing cash box and float for each event, collecting money from tickets sold,

donations and the sale of drinks at the Gala. Depositing cash and cheques in the bank each day.

Making out cheques for performers and paying them. Purchasing gift cards to be given to people who volunteered to present at our events.

On Site Management:

Astri Thorvik took care of finding volunteers and preparing materials for on-site tasks. She also collected materials from partners who wished to have them distributed to attendees.

Judith Schurman provided lists of registrants, sign up lists, and assisted with logistics at events.

Astri's volunteers prepared each venue by placing materials from partners on tables, and setting up the areas where they confirmed advance registrations and sold tickets. They handed out programs and collected tickets. At the end of each event, they cleaned up the area and re-boxed supplies. They confirmed attendance numbers and handed over cash to Bloomsday's treasurer for deposit.

Promotional Materials: Prepared by volunteers: 80 hours

Media Coverage: Volunteers contacted the media and prepared texts: 25 hours

Photography: Volunteers Ron Campbell and Kevin Wright: 25 hours at events taking photos; 70 hours preparing photos for Bloomsday records and website.

C. Overview of Events in 2015

Events were scheduled from Friday, June 12 to Tuesday, June 16. June 16 must always be included in Bloomsday celebrations. This is the day Leopold Bloom, the hero in the novel *Ulysses* by James Joyce, walked about Dublin in 1904.

1. Friday, June 12: Atwater Library, 1200 Atwater, 12:30 – 1:30 p.m. Free

Stories told and sung: “Curses, Dreams and the Music of the Stars” with storytellers Jan Gregory, Margaret Nicolai and Irish Harpist Susan Palmer. Singing lead by Maggie Benfield and Kris Epps on piano.

Expected Attendance: 110

Actual Attendance: 113

Partner – Atwater Library: Lynn Verge, Director provided venue and advertising Bloomsday

Organizer: Maggie Benfield and Judith Schurman

Performers/Group and Locality: Jan Gregory, Margaret Benfield, Susan Palmer, Kris Epps, Montreal, Artists

Maggie Benfield, Montreal, Heritage Performer

Volunteers: Planning – 3 for 10 hours each; 2 for 4 hours each; 1 for 15 hours

Managing – 1 for 5 hours; Implementing – 3 for 3 hours; Evaluating – 2 for 2 hours

Value of in-kind support from Atwater Library: \$500

Bloomsday Expenses: \$500 for performers Bloomsday Revenue: none

Evaluation: Maintain

2. Friday, June 12: De Sève Cinema located in Concordia’s Library Building, 1400 de Maisonneuve, Main floor, 3 to 5:30 p.m. \$10 donation

Documentary Film *Ballymun Lullaby*, Ireland’s entry in the European Union Film Festival 2014, 72 minutes.

Film courtesy of Frank Berry, Director and Producer, and the Embassy of Ireland, Ottawa.

Included a Q and A with Moderator Peggy Curran, recently retired City Editor of The Gazette, Christopher Joyce, grandnephew of James Joyce, and Dr. Debbie Carroll, UQAM Professor of Music Therapy.

Expected Attendance: 140

Actual Attendance: 70

Partners – School of Irish Studies for rental of De Sève Cinema; Embassy of Ireland for Film; Cinémagique and Cine Gael Movie Clubs for Publicity

Bloomsday Organizer: Marlene Chan and Judith Schurman

Performers/Group and Locality: Peggy Curran, Christopher Joyce, Debbie Carroll, Montreal, Heritage Performers

Volunteers: Planning – 3 for 10 hours each; 2 for 4 hours each; 1 for 15 hours
Managing – 1 for 5 hours; Implementing – 3 for 3 hours; Evaluating – 2 for 2 hours
Value of in-kind support from Concordia University: \$500
Bloomsday Expenses: \$400 for venue Bloomsday Revenue: \$610
Evaluation: Maintain with changes.

3. Saturday, June 13: Atwater Terrace - corner of Saint-Ambroise and Atwater, at Pedestrian Bridge over Canal, 10 a.m. to noon. \$15

Walking tour, the story of Irish Montreal led by local historian Ruth Rigby: *Lachine Canal: Concepts of History, Memory, Class, and Community*
Expected Attendance: 40
Actual Attendance: 45 (Maximum registration was reached a week before the event.)
Partner – McGill Community for Lifelong Learning – Ruth Rigby, historian and President of MCLL
Bloomsday Organizer: Astri Thorvik and Judith Schurman
Performers/Group and Locality: Ruth Rigby, Montreal, Heritage Performer
Volunteers: Planning – 2 for 4 hours each; 1 for 30 hours
Managing – 1 for 5 hours; Implementing – 3 for 3 hours; Evaluating – 2 for 2 hours
Bloomsday Expenses: \$30 Bloomsday Revenue: \$600
Evaluation: Expand.

4. Saturday, June 13: Victoria Hall, 4626 Sherbrooke West at 8 p.m. \$25

Gala musical evening starring the acclaimed Montreal Celtic folk band The Bombadils, this evening included stellar instrumental performances, Italian opera arias, Irish dancing (Bernadette Short's School of Irish Dance, Celtic Grace), and good old Irish songs performed by Montreal's top musical talent. Singers: Kathleen McAuliffe, Brigitte O'Halloran, Ashley Daniel Foot, Myriam Leblanc, and Stefano Saykaly. Directed by conductor & pianist Kris Epps.
Expected Attendance: 200
Actual Attendance: 75
Partner – City of Westmount – Victoria Hall
Bloomsday Organizer: Kris Epps
Performers/Group and Locality: 4 Irish Dancers; Kathleen McAuliffe, Brigitte O'Halloran, Ashley Daniel Foot, Myriam Lebalnc, Stafano Saykaly – Singers; Kris Epps – Pianist and Director; Montreal, Artists; Technical support – lighting and sound (ARTEC)
Volunteers: Planning – 3 for 10 hours each; 2 for 4 hours each; 1 for 15 hours
Managing – 1 for 5 hours; Implementing – 3 for 3 hours; Evaluating – 2 for 2 hours
Value of in-kind support from City of Westmount: \$500
Bloomsday Expenses: \$3,200 Artists; \$325 Venue; \$1,504 Technicians + Equipment rental

Bloomsday Revenue: \$1,575

Evaluation: Consider major changes to this event.

5. Sunday, June 14: Restaurant EVOO, 3426 Notre-Dame West, 10 a.m. to 1 p.m.

Brunch, an annual Bloomsday event, with Special Irish Brunch on the menu plus a convivial atmosphere.

Expected Attendance: 35

Actual Attendance: 40

Partner – Restaurant EVOO, Peter Saunders, chef

Bloomsday Organizer: Judith Schurman (sent information about reservations to restaurant)

Performers/Group and Locality: none

Volunteers: Planning –2 for 4 hours each

Managing – 1 for 5 hours; Implementing - 1 for 3 hours; Evaluating – 1 for 1 hour

Bloomsday Expenses: none Bloomsday Revenue: none

Evaluation: Maintain and consider expanding to other restaurants/pubs.

6. Sunday, June 14: Basement Bistro of Brutopia Pub, 1219 Crescent, 3 to 5 p.m.

Literary speakeasy and Book bootleg organized by Quebec Writers Federation's President Lori Schubert and Larissa Andrusyhyn. An opportunity for Bloomsday participants to meet local writers.

Expected Attendance: 35

Actual Attendance: 40

Partner – Quebec Writers Federation

Bloomsday Organizer: Judith Schurman

Performers/Group and Locality: Lori Schubert and Larissa Andrusyhyn and twenty writers from the Quebec Writers Federation, Montreal and regions, artists

Volunteers: Planning – 3 for 10 hours each; 2 for 4 hours each; 1 for 15 hours

Managing – 1 for 5 hours; Implementing – 3 for 3 hours; Evaluating – 2 for 2 hours

Bloomsday Expenses: none Bloomsday Revenue: none

Evaluation: Expand relationship.

7. Sunday, June 14: Irish Embassy Pub, 1234 Bishop, 5 to 9 p.m. \$10 (includes reading & pub quiz)

A Blooming Evening beginning with Molly Bloom's side of the story dramatized by actress Kathleen Fee, special pub menu, followed by the battle of the wits lead by Larissa Andrusyhyn, poet and pub quiz master.

Expected Attendance: 40

Actual Attendance: 42

Partner – Irish Embassy Pub

Prizes for pub quiz provided by: WORD Bookstore, Paragraphe Bookstore, Irish Embassy Pub, Metropole Films, Bloomsday – CD of Irish Music, mini Joyce book.

Bloomsday Organizer: Astri Thorvik, Miriam Schurman, Judith Schurman

Performers/Group and Locality: Kathleen Fee Montreal, Artist

Volunteers: Planning – 1 for 10 hours; 2 for 4 hours each; 1 for 15 hours

Managing – 1 for 5 hours; Implementing – 3 for 3 hours; Evaluating – 2 for 2 hours

Bloomsday Expenses: \$250 Bloomsday Revenue: \$420

Evaluation: Maintain with some changes.

8. Monday, June 15: Henry Hall Bldg, 10th floor, Room 1001, 10 a.m. to 3 p.m. Free

Deciphering Enigmas & Puzzles: Concordia's School of Canadian Irish Studies hosted this stimulating event where literature lovers had the opportunity to hear from the experts.

Expected Attendance: 60

Actual Attendance: 60

Partner – Canadian School of Irish Studies, Concordia University: Susan Cahill, Organizer

Bloomsday Organizer: David Schurman

Performers/Group and Locality: Moderated by Professor Susan Cahill, with Professors Andre Furlani, Ariela Freedman, Daniel Newman; Student panel: Alden Chorush and Miriam Mokrusa,

Montreal, Heritage Performers

Volunteers: Planning – 3 for 10 hours each; 2 for 4 hours each; 6 for 15 hours

Managing – 1 for 5 hours; Implementing – 3 for 3 hours; Evaluating – 2 for 2 hours

Value of in-kind support from Concordia University's CSIS: \$1,500

Bloomsday Expenses: \$200 Bloomsday Revenue: none

Evaluation: Maintain.

9. Tuesday, June 16: Westmount Library, 4574 Sherbrooke West, 11 a.m. to 3 p.m. Free

Dramatic readings from the book that started in all – *Ulysses* by James Joyce: readers in English, French, and Irish. Moderated by Denis Sampson and Maggie Benfield who introduced the event and provided context for each of the readings. Focus for this year's readings: the music in *Ulysses*.

PRESENTERS: Denis Sampson and Maggie Benfield

READERS:

1. Mark Abley is a Gazette columnist, non-fiction writer, an editor, and the author of four books of poetry, including his newly-published *The Tongues of Earth: New and Selected Poems*.
2. Jean E. Carrière écrit en français et en anglais, accompagnant fréquemment ses textes de caricatures originales sous le pseudonyme de Plume©.

3. Louise Chalmers is a happily retired drama educator from the West Island who organizes spectacular group readings for Bloomsday.
4. Mike Finnerty is currently in his seventh season as host of CBC Montreal's weekday morning radio show *Daybreak* heard from 5:30 to 8:30 AM
5. Susan Gilmore has found her passion working with the Hudson Players and Greenwood's Story Fest.
6. Dana Hearne born in Dublin. Currently working on an oral history of Irish-born Montrealers.
7. John Leavitt is professor of linguistic anthropology at the Université de Montréal. His book *Linguistic Relativities* appeared in 2011
8. Pat Machin is an indispensable member of any team organizing a literary event or book sale.
9. Patrick McLaughlin was born in Derry, Ireland. Fluent in Irish, English and French.
10. Christopher Moore is the Artistic Director of Montreal's theatre company, Persephone Productions.
11. Henry Nesvadba has been a member of Westmount's Dramatis Personae since 2011, performing in their biannual plays. He has also appeared in the independent film *Artifacts of Idealism*.
12. Margaret Nicolaï is a well-known storyteller, teacher, and lifelong learner.
13. Michael O'Brien, born and reared in Arklow in County Wicklow, worked for many years in the English, Humanities and Liberal Arts Departments at Vanier College.
14. Eoin Ó Catháin hails from Skerries, Co. Dublin. He has previously worked for RTÉ (Ireland's national broadcaster), and as the Education officer to Cork International film Festival for ten years. In Montréal for nearly six years, he works for Latitude 45 Arts, an agency that represents classical musicians from around the globe.
15. Gus O'Gorman born in the year of Joyce's death, attended St Patrick's National School located a short stone's throw from Nora's house in Bowling Green, Galway. Favourite Joyce work: *She Weeps over Ragoon* from *Pomes Penyeach*.
16. Liam Phelan-Cox was born in Clonmel, Co. Tipperary and schooled by Jesuits in London. Spent (or misspent) 49 years as a teacher and translator.
17. Claire Rousseau est une graduée de l'Université McGill en musique. En plus d'enseigner la musique, elle a publié *Portraits* en 1995. Présentement, elle étudie pour devenir un guide bénévole pour le Musée des Beaux-arts de Montréal.
18. Ellen Rubin has been an actor with Dramatis Personae Westmount Community Theatre for 13 years and an administrator, producer of their twice-yearly shows, and coordinator of the company for the past 8 years.
19. Dave Schurman started reading *Ulysses* in 1964. He led an MCLL study group on the book in the Fall of 2011 and it was during this group that the idea of Bloomsday Montréal was hatched.

Expected Attendance: 60

Actual Attendance: 90

Partner – Westmount Public Library, Donna Lach, Organizer

Bloomsday Organizer: Kevin Wright and Pat Machin

Performers/Group and Locality: 2 Presenters, Heritage Performers, and 19 Readers (See list above) Montreal, Artists

Volunteers: Planning – 2 for 20 hours each; 2 for 4 hours each; 19 for 10 hours each

Managing – 1 for 5 hours; Implementing – 3 for 6 hours; Evaluating – 2 for 5 hours

Value of in-kind support from Westmount Library: \$1,400

Bloomsday Expenses: \$200 Bloomsday Revenue: none

Evaluation: Maintain

10. Tuesday, June 16: Jewish Public Library, 5151 Côte Ste-Catherine at 7:30 p.m. \$10 for JPL members/students; \$15 for non-members.

Closing Event of 2015 Festival: Featuring Kevin Birmingham, author of *The Most Dangerous Book: The Battle for James Joyce's Ulysses*.

Expected Attendance: 200

Actual Attendance: 185

Partner – Jewish Public Library, Michael Crelinsten, Director General of the JPL, and Roxanna Brauns, Director of Cultural Events; the Embassy of Ireland – Ray Bassett, Ambassador, Elizabeth Keogh, Second Secretary

Bloomsday Organizer: Howard Krosnick

Performers/Group and Locality: Linda Leith, Montreal and Kevin Birmingham, Boston Massachusetts, Heritage Performers

Volunteers: Planning – 3 for 10 hours each; 2 for 4 hours each; 1 for 15 hours

Managing – 1 for 5 hours; Implementing – 3 for 3 hours; Evaluating – 2 for 2 hours

Value of in-kind support from the Jewish Public Library: \$4,500 and from the Embassy of Ireland: \$750

Bloomsday Expenses: \$200 Bloomsday Revenue: none

Evaluation: Maintain.

11. June 8 to 30: Westmount Library, 4574 Sherbrooke West, 11 a.m. to 3 p.m. Free

Panels on the life and literary achievements of the Irish poet W.B. Yeats. Exhibition provided courtesy of the Embassy of Ireland, Ottawa. Elizabeth Keogh, Second Secretary, Partners: Embassy of Ireland; Donna Lach, Westmount Library – organizers.

Expected Attendance: 2,000

Actual Attendance: 2,000

Bloomsday Organizer: David Schurman

Performers/Group and Locality: none

Volunteers: Planning – 2 for 4 hours each

Managing – 1 for 5 hours; Implementing – 3 for 5 hours; Evaluating – 2 for 2 hours

Value of in-kind support from Westmount Library: \$600
Bloomsday Expenses: none Bloomsday Revenue: none
Evaluation: Examine other venues.

12. June 17: Paragraphe Bookstore, 2220 Avenue McGill College, 5 to 7 p.m. Free

Book signing and brief talk by Kevin Birmingham, author of *The Most Dangerous Book: the Battle for James Joyce's Ulysses*

Partner: Organized by Andreas Kessaris of Paragraph Bookstore

Expected Attendance: 50

Actual Attendance: 25

Bloomsday Organizer: Judith Schurman

Performers/Group and Locality: Kevin Birmingham, Boston Massachusetts, Heritage Performer

Volunteers: Planning –1 for 4 hours

Managing – 1 for 5 hours; Implementing – 3 for 3 hours; Evaluating – 2 for 1 hours

Bloomsday Expenses: none Bloomsday Revenue: none

Evaluation: Maintain relationship with Bookstore.

13. Pub of the Day: The pubs were designated as meeting places for those who wished to get together between or after events.

- Friday 12th of June, McKibbins, 1426 Bishop
- Saturday 13th June, Fiddler's Green, 1224 Bishop
- Sunday 14th June, Irish Embassy Pub, 1234 Bishop
- Monday 15th June, Hurley's, 1225 Crescent
- Tuesday 16th June, Old Orchard, 5563 Monkland

14. Evening with Guest Speaker: On Monday, June 15, we invited Kevin Birmingham to supper where he met some of the Festival organizers. The purpose was to acquaint him with the group so that he could use the information in his address on the 16th.

D. Finances for 2015: Festival Bloomsday Montréal

EXPENSE CATEGORIES	ITEM	Amount Cash only	NOTES
1 Volunteer support	Recognition	\$227.05	
	Food and non-alcoholic beverages	\$300.82	
	Transportation and parking	\$157.88	
	Other		
	SUBTOTAL	\$685.75	
2 Paid performers	Fees and expenses	\$4,150.00	
	SUBTOTAL	\$4,150.00	
3 Non-paid performers	Gifts (honoraria + gift cards)	\$550.00	
	Thank-you Cards	\$75.00	
	SUBTOTAL	\$625.00	
4 Event/Venues	Rental of technical equipment	\$1,504.45	Auvitec Ltee.
	Venue Rental	\$725.00	
	SUBTOTAL	\$2,229.45	
5 Promotion	Printing posters, postcards, programs, website updates	\$627.83	
	Publicity in newspapers/distribution		
	Other		
	Promotion by Constant Contact	\$375.28	
	SUBTOTAL	\$1,003.11	
6 Administration	Salaries (none in 2015)		
	Government fees, other fees	\$342.72	Revenu Québec
	Bank charges	\$189.08	
	Supplies and Postage	\$107.08	

	Queen's Pageant & Breakfast St. Pat's Day	\$180.00	Represent Bloomsday
	Meetings, Refreshments	\$153.05	
	Fees – sales of tickets through PayPal	\$34.77	2.9%
	SUBTOTAL	\$1006.70	
TOTAL EXPENSES	685.75+4150+625+2229.45+1003.11+1,006.70=	\$9,700.01	

REVENUE CATEGORIES	ITEM	AMOUNT	NOTES
1 Earned revenue	Ticket sales	\$3,123.76	\$1,160.23 online sales
	Other		\$1,963.53 sales at door
	SUBTOTAL	\$3,123.76	
2 Donations	David Schurman	\$100.00	Deposit to open bank account
	Other Donations	\$120.00	
	SUBTOTAL	\$220.00	
3 Local support Community Partners (CASH only)	Zeller Family Foundation	\$5,000.00	
	Protestant Benevolent Society	\$600.00	
	St. Patrick's Society	\$3,000.00	
	Concordia - School of Irish Studies	\$1,000.00	
	McGill Community for Lifelong Learning	\$1,000.00	(not yet received)
	SUBTOTAL	\$10,600.00	
4 Government support	Federal support		
	Municipal administration support		
	Provincial support – MPP Chagnon	\$350.00	

	Other		
	SUBTOTAL	\$350.00	
5			
Non-Local Support			
	TOTAL REVENUE CASH	\$14,293.76	
6	Jewish Public Library: Speaker/ reception	\$4,500.00	
	Embassy of Ireland: Travel expenses	\$750.00	Sent to JPL
	Embassy of Ireland: Yeats Panels	\$1,000.00	
	Embassy of Ireland: Film	\$500.00	
	MCLL: Facilities, office supplies, publicity	\$1,000.00	
	Concordia CSIS: Hosting academic events	\$1,000.00	
	Concordia CSIS: Facilities use	\$500.00	
	Westmount Library	\$2,000.00	
	Atwater Library	\$1,000.00	
	Bookstores: Facilities, prizes	\$500.00	
	SUBTOTAL	\$12,750.00	
	TOTAL REVENUE (CASH+ IN-KIND)	27,043.76	

E. Evaluation

The biggest challenge Bloomsday Montreal had in 2015 was establishing itself as an independent group while maintaining its ties with MCLL and McGill as well as its support from sponsors.

The process of applying for a charter and charitable status went very smoothly. MCLL has remained a partner and all of our sponsors continued to provide financial support.

After four years of operation, Bloomsday is clearer about where it should put its focus and how it can be fiscally responsible. Our aim is not to make money but to provide a rich cultural program accessible to the general public both in content and cost. However, we need to cover our expenses, so we have to charge for events and seek out more sponsors. To this end, we have applied to Canadian Heritage to be funded in 2016 under its Building Communities through Arts and Heritage Program. We'll know if our application has been accepted by November. Sponsorship needs to be seen as a twelve month process. Our Bloomsday Montreal calendar is not the calendar of the foundations, corporations, and local politicians that we are approaching.

Becoming more visible in the community and attracting media attention is a challenge.

Still, as we move towards our fifth festival, we can say that we have won the support of the Irish community and have become recognized as a group that produces high calibre events. To develop, we have to spend money on professional help to take care of publicity and to prepare our promotional materials. Our strength will always be the dedication of our volunteers, but they cannot be expected to take on all the tasks that need to be done nor to give inordinate amounts of time to keeping the Festival running.

In 2015, we offered eleven events spread out over five days. All of the events were well organized and ran well. Most of the events were well attended and should be continued in 2016.

Stories told and sung: *Curses, Dreams and the Music of the Stars* with storytellers Jan Gregory, Margaret Nicolai and Irish Harpist Susan Palmer. Singing lead by Maggie Benfield and Kris Epps on piano at Atwater Library, Friday, June 12 from 12:30 to 1:30.

Evaluation: An event has been held at the Atwater Library from the first year of the Festival in 2012. The Library holds a weekly speaker series and our event becomes part of this programming. The Library advertises the event on line and even produces a special poster for the Library's bulletin board. For the first three years, Bloomsday presented a cabaret-type event at the Library. We noticed that attendance was decreasing, so this year we decided on a storytelling and music event which attracted a capacity crowd. We should develop the storytelling idea further.

Film *Ballymun Lullaby* and a Q and A with Peggy Curran, recently retired City Editor of The Gazette, Christopher Joyce, grandnephew of James Joyce, and Dr. Debbie Carroll, UQAM Professor of Music Therapy at the De Sève Cinema, Friday, June 12 from 3 to 5:30.

Evaluation: Bloomsday has presented several documentary films each year at the McCord's Bombardier Theatre. The films attracted a very small audience. Therefore, we decided in 2015 on one film which we showed at the larger and more comfortable DeSève Cinema. We did attract a larger audience and the talkback team was impressive. The film did not arrive from the distributor until the last minute but the staff at the De Sève Cinema were exceptional in their service and the show went on without a hitch. The film was promoted by both the Cinémagique and Cine Gael Film Clubs, but we did not find out how many people came because of their advertising.

A group of about 25 met afterwards at McKibbins Pub next door to continue discussion of Bloomsday. For 2016, we should work with Cine Gael earlier in the year to get our film on the list for their 2015-2016 season. We should also look at scheduling the film in the early evening as they do.

Walking tour, the story of Irish Montreal with Ruth Rigby: *Lachine Canal: Concepts of History, Memory, Class, and Community*. Saturday, June 13 from 10 a.m. to noon.

Evaluation: The walking tour has proved to be one of our most successful events every year. Ruth Rigby has held walks in Griffintown and in Point St Charles. This year the walk was along the Lachine Canal, and we charged fifteen dollars. The walk filled up quickly, and we had to refuse people. Ruth Rigby does all the work preparing the content of the walk and leading the tour. Bloomsday has only to provide the megaphone and take care of registration. It was a good weather day, and participants were able to spend time learning about the industries that used to be situated along the Canal. This is a great event to highlight the contributions of the Irish community to the history of Montreal.

Gala musical evening starring the acclaimed Montreal Celtic folk band The Bombadils, Irish dancing by Bernadette Short's School of Irish Dance, favourite Irish songs by Kathleen McAuliffe, Ashley Daniel Foot, and Brigitte O'Halloran. Directed by conductor & pianist Kris Epps. Saturday, June 13 from 8 to 10:30.

Evaluation: This event, which was costly but popular in 2014, was expected to be a major drawing card in 2015. Unfortunately, we attracted only a small number during pre-registration and many fewer than expected at the door. A possible reason is that the Bombadils performed in Westmount the previous weekend. Also, the designation as a gala may have kept people away because it sounded too formal for a summer evening in June. Victoria Hall provided the venue for \$325, the cost of the security for the hours after 5 p.m. However, the venue has no lighting or sound and the cost of renting these for the evening is \$1,500. The concert this year did not include the choir which attracts a good crowd; they had performed at the earlier Westmount concert. Few Westmounters came out to buy tickets the evening of the event. We did not get our

liquor license on time, so we sold only soft drinks at intermission, which proved to be popular and easy to manage.

Brunch, an annual Bloomsday event, at Restaurant EVOO Sunday, June 14 from 10 to 1.

Evaluation: The EVOO event allows us to be more visible in the community, highlights Irish Montreal in the spirit of the festival as Irish cultural festival, and gives our patrons the freedom to make a reservation and get together over Bloomsday weekend. Bloomsday has only to advertise the event and report on-line registrants to the restaurant. We could consider offering a similar opportunity to an additional restaurant if there is room in the schedule.

Literary speakeasy and Book bootleg with Quebec Writers Federation

Sunday, June 14 from 3 to 5.

Evaluation: Each person brought a well-loved book to swap. Writers and Bloomsday registrants participated. The QWF organized a “find the writer/book title” activity to get people talking to each other about literature and the work of local writers in particular. Very interesting and valuable event for promotion of Montreal writers. Could be expanded in 2016. For example, we could ask QWF to find three or four Montreal writers influenced or inspired by Joyce to talk about their debt to him (Joel Yanovsky is one.)

Reading & Pub quiz: Molly Bloom’s soliloquy dramatized by actress Kathleen Fee, special pub menu, followed by pub quiz lead by Larissa Andrusyhyn. June 14 from 5 to 9 at Irish Embassy Pub.

Evaluation: Now in its fourth year, this event is one of the highlights of Bloomsday celebrations. We have a wonderful and accommodating partnership with the Irish Embassy Pub. And, most importantly, Kathleen Fee’s performance is always lauded; in fact, it has become a Sunday night tradition. The reading has been followed by the very popular pub quiz in 2013 and 2014. The quiz master did not arrive on time this year to conduct the quiz. We had to improvise, giving prizes to those who remained during the long pause after the reading while we scrambled to find out what had happened.

Deciphering Enigmas & Puzzles: An event hosted by Concordia’s School of Canadian Irish Studies where literature lovers hear from the experts. Refreshments at noon. Monday, June 15 from 10 to 3

Evaluation: Moderated by Professor Susan Cahill, the event consisted of a series of talks by professors and graduate students from Concordia. The CSIS organized the whole day and also provided the food and drink for the coffee break and the luncheon. The day began with Andre Furlani (Concordia Associate Professor of English) who spoke on "Beckett's Joyce". Ariela Freedman’s (Concordia Associate Professor, Liberal Arts College) topic was "Ulysses, Desire and the Meaning of Consent". Daniel Newman (Concordia Assistant Professor of English) gave

a stimulating talk on "What birds were they?: Joyce's lapwing enigma". The graduate student panel was new this year. Alden Chorush spoke on "Bloom's Stream of Conscience and the Discourse of Species", and Miriam Mokrussa presented her experience "Interpreting James Joyce through Literary Pilgrimage". The audience was delighted with the whole day. Bloomsday is very grateful to the CSIS for this outstanding contribution to the academic side of the Festival.

Dramatic readings from the book that started in all – *Ulysses* by James Joyce: readers in English, French, and Irish at the Westmount Library, 4574 Sherbrooke West, Tuesday, June 16 from 11 to 3

Evaluation: The readings from James Joyce's *Ulysses* are an essential part of any Bloomsday celebration. Holding the event in Westmount Library has worked very well. They advertise the event to their Library's patrons. The readings are organized by theme; this year's focused on music. Readers performed in pairs or small groups in Irish, English and French. People came to hear the readings entering and leaving freely over the course of the four hours. The last reading has become a larger group effort coordinated by local drama teacher Louise Chalmers. Their reading this year came from the "Sirens" episode of *Ulysses*, which is known for its musicality.

Closing event with Kevin Birmingham, author of *The Most Dangerous Book: The Battle for James Joyce's Ulysses*. Introduced by Linda Leith, founder of Blue Metropolis. Tuesday, June 16 from 7:30 to 10.

Evaluation: Birmingham regaled us with stories about the banning of the novel, James Joyce's tumultuous life, and the women who worked tirelessly to get *Ulysses* published. Linda Leith, founder of Blue Metropolis, introduced Birmingham. Susan Palmer played the Irish harp before the talk and at the reception and book signing afterwards.

This closing event was organized and sponsored by the Jewish Public Library, a Bloomsday partner since 2013. Last year's speaker was Marilyn Reizbaum from Maine's Bowdoin College. The Jewish Public Library pays for the speaker's fee and expenses, collects their own admission fees, and conducts their own publicity. They utilize their own network of the Jewish community in Montreal to draw in a sizable crowd. Bloomsday paid for the harpist to add atmosphere to the event. Birmingham signed his books and sold all thirty that were available.

Other Events:

McGill: The McGill Interdisciplinary Dialogue held at the McCord Museum in 2013 and 2014 did not take place because speakers from McGill were not available to take on the event. We also contacted McGill this year for a speaker on architecture in Montreal for the film but we did not succeed in finding anyone.

Panels from Embassy of Ireland: For two years the Westmount Library has exhibited the panels on literary figures provided courtesy of the Embassy of Ireland. Last year's exhibit was on James Joyce; this year's presented the life and works of W.B. Yeats, Irish poet. The Library and Bloomsday advertised the exhibition. An event could be organized to highlight their installation.

Bookstores: Bloomsday should examine how to involve the bookstores more fully, especially Paragraph and WORD who have been our partners for two years.

Pubs: Consider having a musical event and/or a reading at each of our pubs of the day.

F. Recommendations

After a year that has been successful in so many areas, but mindful of the challenges that remain, we make these recommendations.

1. Have materials prepared professionally for all our publicity and promotional requirements.

This investment would mean that we could easily adapt the elements to meet our needs throughout the year. A full design package would include the following:

a. Stationery

Business Cards, Letterhead, Address Labels

b. Printed Marketing

Postcards, Brochures, Flyer/Poster

c. Digital Marketing

Website banner & style guide, Social media logos, Constant Contact Templates,

Web Forms (contact/sponsorship/newsletter)

d. Day-of Materials

Parade banner, Display Banner, Tickets, Programs, Pins or Stickers

2. There are many literary and cultural events that would classify as low cost that could be researched and pursued. The idea is to have a group take on such an event and to include it in the Bloomsday program in June. Another idea is to partner with existing literary festivals in Montreal, events that could increase Bloomsday Montreal's profile outside of the month of June, and bring the works of local artists to the city. More storytelling events by high profile

storytellers and films introduced by their filmmakers could fit the model of low cost and high attendance, for giving exposure to artists and filmmakers.

3. Seek out sponsorships and partnerships, individual donors, and grants that Bloomsday is eligible for through people who know Bloomsday and have some contact with the donor group.

4. Use funds to hire specialist in fields like publicity where we do not have expertise. We can actually manage events on a volunteer basis by dividing responsibilities among our committee members and by having local groups take on the organization of events the way the School of Irish Studies and the Quebec Writers Federation did this year.

5. Walking Tour focuses on history of Irish in Montreal through the sections of the city where they lived and worked. Could expand to include lost neighborhoods like Goose Village and Houses and Monuments in the City.

6. Send flyer in May by Canada post to people for whom we have addresses. Try to get a flyer in mailings of our partners. N.B. MCLL spring calendar is too early. Use next mailing.

G. Appendices

1. Bloomsday 2015 Postcard
2. Bloomsday 2015 Poster
3. Program Bloomsday 2015
5. Program Gala Concert 2015
6. Flyer Atwater Library 2015
7. Flyer Jewish Public Library 2015