

SHADOWPATH PRODUCTIONS

AGM 2024

*Shadowpath
Theatre
Productions*

STRATEGIC PLAN

2024 - 2027



INTRODUCTION

THE BASICS

ABOUT SHADOWPATH



Shadowpath Theatre Productions is an incorporated not-for-profit charitable organization based mainly in York Region, Ontario, Canada. Shadowpath advances the community's understanding and appreciation of Canadian theatre through the professional production of contemporary plays and classical works by women with an emphasis on education through workshops and talkback sessions. The focus of the company is twofold: Shadowing playwrights by remounting their plays, and forging paths for new play development.

MISSION & PURPOSE

"There is no place for professional theatre in York Region."

This was the realization that launched an action plan to develop a more artistically diverse York Region. Shadowpath Theatre highlights local performers allowing them to pursue an artistic career in York Region and encourages residents to stay close to home to enjoy arts and entertainment.

The arts are a vital and valuable part of developing the social and cultural identity of a region. Shadowpath is filling the cultural void by utilizing everyday spaces thus attracting new kinds of audiences.

"SHADOWPATH TRANSFORMS EVERYDAY SPACES INTO CREATIVE PLACES."



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KEY OFFERINGS

PERFORMANCES



Plays in Cafes

One of Shadowpath's signature events, from 2006 - 2019 Plays In Cafes featured short, new plays in a cafe. Performers are seated at tables and the audience becomes part of the world of the plays as the drama unfolds all around. Presented in York Region, Toronto and Vancouver.

Forest Hopping With Audio Journeys

Shadowpath has activated forests and trails in York Region by researching local history and combining storytelling with self-guided nature walks. Bond Lake in Richmond Hill and Bruce's Mill in Stouffville are some of our first venue partners.

Apprenticeship Program

Since 2016 Shadowpath has offered a paid apprenticeship program. This is evolving into a producer-in-residence stream that will oversee new apprentices created a tiered system of collaborative theatre-making.



Murder Mysteries

Shadowpath has been offering murder mysteries since 2012 at hotels, country clubs and restaurants. These popular events include the audience portraying some of the suspects and has been commissioned by other local groups.

2025 - 2026 Calendar of Events

September 2025: The Plummet Summit, The York Region Cultural Audit V1, Bond Lake, The Lost Hotel **February 2026:** Who Killed Mr. Moneypantaloons **March:** Women In the Woods **April - July:** Mental Health Workshops for Artists **August:** Acts of Kindness Initiative

GIVING BACK

EDUCATION & OUTREACH

Shadowpath creates and produces workshops for youth and seniors that are presented on-site. For example, Shadowpath and Hesperus Village, a retirement residence for low-income seniors in Vaughan, have successfully collaborated on multiple grants. This resulted in weekly drama workshops, and day trips free to residents and the senior public.

Shadowpath has partnered with youth from Alexander Mackenzie High School, Ovation! Academy, 360 KIDS and Gap-Gen to lead various drama workshops, open mics and podcasts. Most recently, a youth apprenticeship program began at Shadowpath for 2SLGBTQIA+ youth in 2022.



Community Involvement

Alex Karolyi (Shadowpath's Artistic Director), has participated on arts councils and has presented various workshops.

Juries

- Newmarket Arts Council: 2015
- Ontario Arts Council (Multi-Arts Program): 2014
- Ontario Arts Council (Theatre Program): 2009

Speaking Engagements

- Canadian Federation of University Women, 2022
- Entrepreneurs In Residence Speakers Series (Newmarket Library, Newmarket Chamber of Commerce, Startup York):2015
- York Entrepreneurship Development Institute: 2015
- Entrepreneurs In Residence Speakers Series (Startup York and Markham Public Library): 2014
- York Region Partners In Tourism Summit (Success Stories in York Region): 2014, 2016
- Artrepreneur, 2016 - 2021
- smART Accelerator Program, 2016/2017

Female Leadership Initiative

- Shadowpath trained 16 female apprentices over three years in the areas of producing, creation, artistic direction and arts administration due to the support from the Ontario Trillium Foundation GROW grant.
- The FemmeOperative was a speaker series featuring two female artistic leaders in an interview format and was presented 3 times. in 2017.
- SLAM stands for She Leads an Arts Movement was a virtual event presented in 2020 - 2021.



Seed Funding for a York Region Multi- Arts Hub

The Ontario Trillium Foundation awarded Shadowpath (in partnership with the York Region Arts Council, YRAC) funding to conduct a feasibility study to determine a viable business model and action plan for the development of a mixed-use arts and cultural hub created by artists for artists and cultural organizations. An ad-hoc collective of arts organizations led by Shadowpath and YRAC was formed to steer the direction of the study, which included researching existing facilities in Canada to use as a model as well as analyzing our own creative community's unique needs. Based on the results of this study, we are developing an action plan to begin establishing this multi-functional, sustainable space for artists, cultural groups and creative entrepreneurs to create, connect, learn and present.

Stakeholder Feedback-Driven Continuous Improvement

Shadowpath continually evaluates how shows have been received by patrons, venues and artists, and uses feedback (both written and verbal) to improve future productions. Other factors are taken into consideration such as audience attendance and engagement. The Shadowpath team notes what worked well and what could be improved upon for future events.



Impact On the Community

Shadowpath's impact in the community has been recognized, and typically reflects one or more themes:

- Giving audiences an opportunity be part of the performance
- Showcasing local playwrights, actors and musicians and compensating them for their artistic talent
- Bringing new programming, patrons and awareness to everyday and underused spaces
- Providing professional, home-grown entertainment that is affordable and accessible in York Region
- Showcasing support for local arts and culture initiatives
- Training for emerging creative leaders
- Educating the public on the existence and impact of classical female playwrights as well as other theatre/creative workshops
- Providing accessible mental health info and resources for artists
- Keeping municipalities accountable for arts and culture in their community via a cultural audit
- Presenting a un-conference for artists and the community to learn, connect and grow

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COMMUNITY RECOGNITION

AWARDS & NOMINATIONS



- Arts and Culture Award, Town of Aurora, 2025
- Excellence In Heritage Conservation, Lieutenant Governor of Ontario, 2024
- Most Impactful Theatre Company, Canada Business Awards, 2024
- Most Outstanding Impact Finalist, Charity Village, 2022
- Community Engagement Award from the York Region Arts Council, 2022
- Business Excellence Award for Best Innovation from the Newmarket Chamber of Commerce, 2016.
- The Creativity Connected Awards in Richmond Hill named Shadowpath the Best Creative Innovation for their Cafe, Cruise project, 2016.
- Nomination for Best Not-For-Profit Organization, Vaughan Chamber of Commerce Business Excellence Awards, 2016.
- Leading Women, Leading Girls Award, presented by MPP Chris Ballard, 2017

TESTIMONIALS

"...a site-specific immersive piece that is light, smart, and hilarious, with a few heartwarming moments to boot." (Mooney On Theatre, Plays In Cafes)

"...a genuinely moving piece of social history and an important piece of Canadian story-telling." - Jordan Bimm (NOW MAGAZINE)

"A catalyst for change in York Region's theatre arts community." - Simone Joseph, The Era Banner

"The arts are alive and well in York Region and getting better thanks to Shadowpath." Chris Traber, The Era Banner

"I have to tell you how encouraged I am that there are companies like Shadowpath that have the courage to tackle something this big." - Vittorio Rossi (Playwright, Paradise By The River) Vaughan Today

The most exciting thing about the Shadowpath apprenticeship is working as a team and the growing feeling of support and teamwork. The chance to stand as a group and not feel isolated and alone as artists. The chance to think about female creative leadership in a concrete way, not just as an abstract." - Heather Braaten, (Shadowpath Apprentice)



VALUE PROPOSITION

WHY SHADOWPATH MATTERS

Shadowpath serves the York Region population who have an interest in arts and culture, providing an alternative to the current offerings. This keeps residents celebrating and spending in their home region.

Shadowpath transforms York Region's everyday spaces, appealing to the suburbanite's desire for convenience, affordability and intrigue. Shadowpath offers innovative and interactive arts events that allow people to experience the performing arts in a new and personalized way. Shadowpath develops new works that are easily accessible and customized to the venue, town or special occasion giving residents an option to stay close to home and save time and money. Shadowpath also pays artists professional industry rates and is one of the only entities in the area to do so.



Benefits

Shadowpath provides benefit and value to multiple segments and stakeholders:

- The local, adult York Region general public with disposable income who are looking for arts and culture/entertainment experiences.
- Local businesses that are venue partners.
- Seniors and retirement homes benefit with our educational programming, developing new works and sharing their stories by bringing awareness to the important roles that seniors play in our society.
- Students and youth benefit from our educational workshops and apprenticeship programs.
- Professional York Region artists have an outlet to showcase their art and a platform to work as professional artists in their home community.
- Female performing artists have an opportunity to partake in paid leadership roles that they otherwise may not have access or opportunity to experience.

Shadowpath values art and artists as more than a recreational activity. We are the ONLY grassroots local theatre company that is paying theatre artists union standards in York Region. Our message is that; the arts are a vital and valuable part of developing the social and cultural identity of a region.

SHADOWPATHIC PEOPLE

Core Team

The team that manages day-to-day operations includes:

Founding Artistic Director: Alex Karolyi

Associate Producer: Maissa Bessada

Artistic Lead: Chantal Forde

Producer In Residence: Grace Delamere

Head Volunteer: Craig Barnes

Board of Directors as of June 2026

As a charitable organization, Shadowpath has a board of directors that is represented by local champions of arts and culture who have a range of versatile skills and expertise in arts, business, marketing, accounting, fundraising and entrepreneurship. The current members of the Board are:

Chair: Jacquie Lazar

Co-Chair: Tu Anh Lam

Secretary: Faith Howe

Board Member: Atoosa Moshashaee

Board Member: Rachel D'Oliveira Fell



ABOUT THE FOUNDER

Upon graduation from The Randolph Academy in Toronto in 2000, Alex founded Shadowpath Theatre Productions. Since then she has written and produced original plays and has raised over 1.4M in grants that allowed Shadowpath to produce full-scale productions, such as; Look Back In Anger (2005) and The Good German (2009), Paradise By The River (2008 & 2010), The White Rose (2013) as well as launch community initiatives in every day spaces.

She developed the successful series, Plays In Cafés in 2006 which is now a regular addition at the Toronto Fringe Festival. Alex also created Readings In Wineries (2013), Hotel Solstice (2013), Cuisine Scenes (2014) and the award-winning Café Cruise (2016).

Alex has had her award-winning plays produced in Toronto, the GTA, Vancouver, New Hampshire and the UK and has trained with the American Academy of Dramatic Arts, York University, the Randolph Academy of Performing Arts, York Entrepreneurship Development Institute, Second City, and the International University of Global Theatre Experience, (in both Austria and Italy). She was one of eight playwrights, and the only Canadian selected to participate in New World Theatre's playwrighting fellowship at New Hampshire's Hatbox Theatre, (2018)

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THE FUTURE PATH OF SHADOWS

The Next 1 - 3 Years

1. New site-specific play development in nature
2. Wellness Tools for Artists and Mental Health Supports for Artists
3. Training & Mentorship prioritizing female leadership
4. Securing space for a multi-use artist hub
5. Developing advocacy initiatives like a York Region Cultural Audit



2026 - 2027 Projected Projects

March: Women In The Woods. **April:** Mental Health Workshops for Artists w CMHA-YR. **June:** The Beauty of Boundaries Workshop. **July:** Headspace Reset Workshop. **August:** Acts of Kindness Initiative. **September:** The Plummet Summit Yr 2, Forest of Shadows. **October:** Witches In The Woods, The Unfortunate Death of Mr. Moneypantaloons, The Haunted Forest. **November - February:** Window Hopping. **March:** Cultural Audit of York Region V.4

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