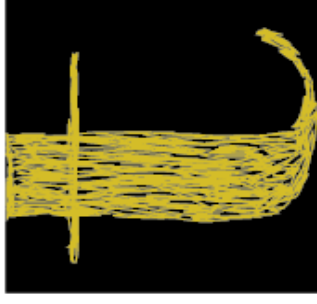
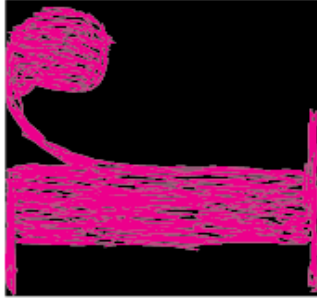


M A R K H A M



C O U N C I L

Arts & Culture Live here!

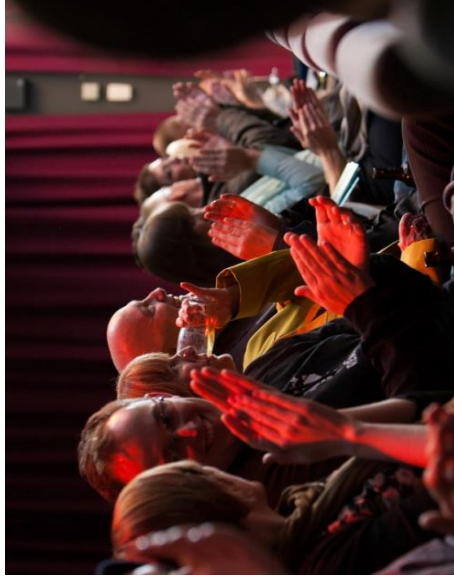
Progress Report June 2015

Presented by: Jane Milrose

Prepared by: Sharda Still & Jane Milrose & MAC Board Members

Council Request

- Outline clear strategic imperatives
- Outcomes for the next 3-5 years
- Report back to Council



Agenda

- Vision, Mission, Values
- Benefits of Arts & Culture
- Our Journey
- Wins
- Strategic Plan
- MAC Board 2015
- Annual Financial Plan
- Summary

Thank you for your support

Continue to
believe in us

- Celebrate Markham
- Loan
- Additional Funding
- Budget Line of \$15K/quarter

City Resources

- Office Space
- Director of Culture
- Facilitator to develop Strategic Plan

Vision 2020

Markham Arts Council is a hub for creative excellence with a stellar reputation for high quality art initiatives. All forms of art and artists are welcome and included under the MAC umbrella, which provides exceptional knowledge, expertise, opportunities and recognition for its artistic community.

Through diverse forms of community engagement and rewarding partnerships (with the City of Markham, businesses, schools, artists and art organizations) MAC's committed and engaged Board ensures a financially sustainable organization to serve the community and encourage a new generation of artists who will keep art alive, vital and prosperous in the City of Markham.

Our Mission

Service Organization that Promotes & Cultivates

Provide Services & Resources
Affordable, Available Space
Fundraising: Grants, Partnerships & Sponsorships
Publicity & Promotion
Building Audience
Increasing Members & Board Members
Shared Charitable Platform
Incubation Services

Create Forums/Opportunities for Learning, Connecting & Sharing
Educational Workshops
Collaborative Opportunities
Discussion Forums
Special Interest Groups
Networking Events
Newsletters
Mentorships
LaVaLab

Showcase Artistic Endeavours
Art Shows and Exhibitions
Performances
Film Festivals
Festival of Authors
Contests and Competitions
Awards/Recognition Program
Identify New Opportunities

Diversity & Inclusivity: Cultural / Newcomer / Age / Disabilities

Values

- Promote/support high quality & creative arts opportunities
- Collaborate & be well connected
- Be inclusive & diverse



Benefits of Arts & Culture

- Enrich the emotional lives of residents
- Personal expression
- Health and wellness benefits
- Youth at risk
- Is the “Heart and Soul” of a city
- Unite diverse communities
- Spend entertainment dollars in Markham
- Direct and Indirect Economic Growth
- Attracts new residents
- Attracts new businesses
- Tourism destination



Vision 2020 Our Journey

2014

Status

- Financial Dependence
- Limited Governance
- Under Developed Service Plan
- Under Utilized Partnerships
- Limited Marketing Strategy
- Non-integrated MAC/LaVaLab Strategy

2015

Increase Board Effectiveness

- Financial Dependence
- Expand Board of Directors
- Diversify Board of Directors
- Identify Gaps in Skill Sets
- Implement Governance
- Define Target Membership
- Define Short & Long Term Goals
- Deliver Planned Events
- Develop Integrated LaVaLab

Strategy

Vision 2020
Our Journey

2016

Building Foundation

- Provide Services and Resources
- Showcase Artist Endeavours
- Partial Financial Dependence
- Create Collaborative Fund Raising Event
- Close Gaps in Skill Sets at Board Level
- Marketing Strategy in Place
- Create Meaningful Partnerships
- Develop Shared Charitable Platform
- Leverage LaValab

Vision 2020
Our Journey

2017 – 2018

Leverage & Grow

- Financial Sustainability
- Annual Cultural Fund Raiser
- Showcase Artistic Endeavours
- Expand Services & Resources
- Provide Opportunities for Learning and Collaboration
- Mutually Beneficial Partnerships including the City of Markham
- Expand Outreach & Grow Membership
- Leverage Shared Charitable Platform

**Vision 2020
Our Journey**

2019 – 2020

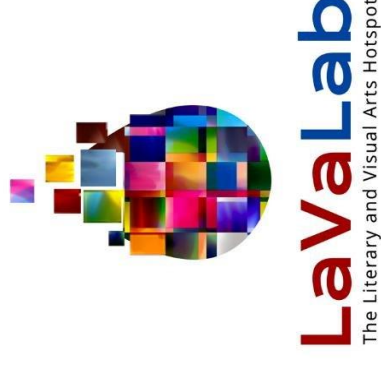
Serve and Promote

- Survey / Poll Stakeholders
- Identify Future Needs
- Grow with the City of Markham
- Arts Recognition Awards Program
- Explore Opportunity for an Arts and Culture Centre
- Structured Support for Artists, Arts Organizations and Patrons of the Arts
- Bring Economic, Community & Lifestyle Benefits to Residents of the City of Markham

Vision 2020
Our Journey

Wins

- Markham at the Movies
- Markham Teen Arts Council
- Creative Photographers Markham
- Pecha Kucha Mix
- Holiday Artisan Show
- Sponsorship: PowerStream & Scotiabank
- LaVaLab
- Pan Am Games



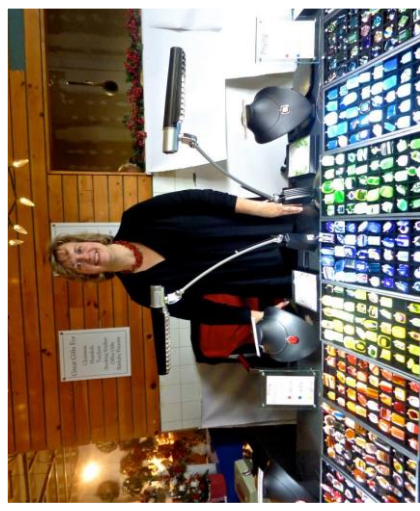
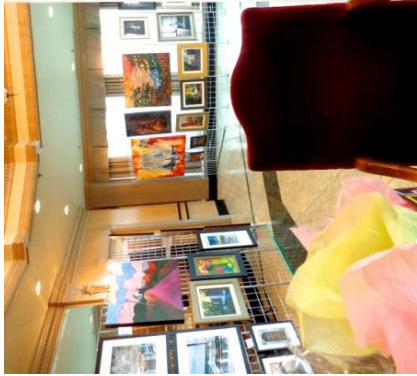
Strategic Plan

- Financial Stability
- Governance
- Annual Plan
- Partnerships
- Marketing

Financial Stability

Achievements
Changed Staffing Model
Submitted Ontario Arts Council Grant
LaVaLab – Reignited the relationship with OTF
Participated in Gala for Giving
Sponsors – Power Stream & Scotiabank
Negotiated 1 Year Memorandum of Understanding with Markham at the Movies to create Shared Charitable Platform

Actions
Source Relevant Grants
Plan 2016 Collaborative Fund Raising Event
Secure Continued Support from City of Markham
Develop New Events
Grow Membership
Secure Additional Sponsors & Donations



Annual Financial Plan

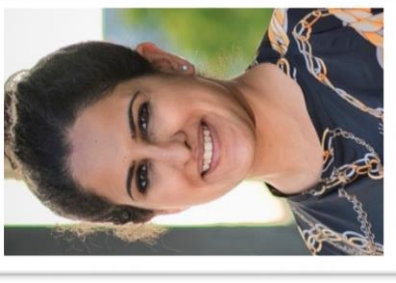
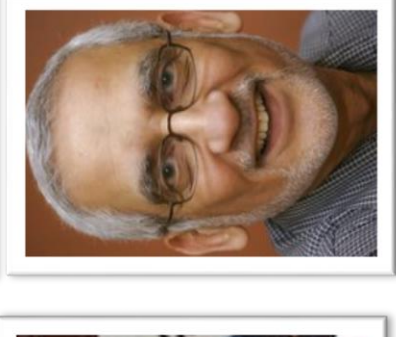
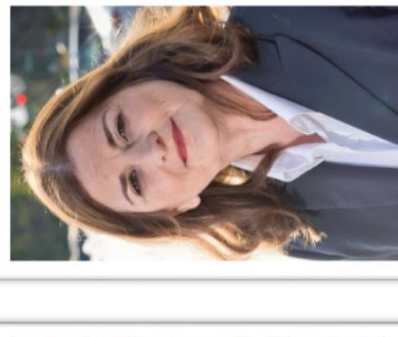
OPERATIONS	
Operational Costs	\$17,000.00
Arts Administrator	\$40,000.00
Arts Co-ordinator	\$5,000.00
Advertising and Promotion	\$10,000.00
Website Upgrade	\$2,500.00
Subtotal	\$74,500.00
PROGRAMMING	
Markham Teen Arts Council	\$5,000.00
International Festival of Authors	\$2,500.00
Outreach to the Schools (Primary and Secondary)	\$15,000.00
Competitions - Visual, Literary and Performance Arts	
Seniors - Access to the Arts	\$12,000.00
Provide transportation or take arts programming to them	
Newcomer Artists Outreach	\$2,000.00
Community Artist Outreach	\$2,500.00
Member Networking/Education	\$2,500.00
Subtotal	\$41,500.00
TOTAL	\$116,000.00

Governance

Achievements	Action
Implementing Strategic Plan	Continue to work on Strategic Plan
Filled Executive Board Vacancies	Define Roles & Responsibilities
Added New Members	Define Communication Protocols
Diversified the Board	Define Decision Making Protocols
Skills & Gap Assessment	Implement Training & Development Plan
Investigated Best Practices	Implement Organizational Chart



MAC Board Members 2015



Annual Services & Events Plan

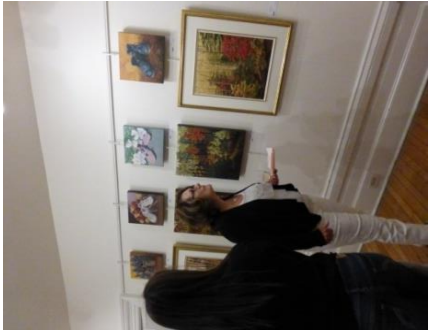
Achievements
Visual Art Shows & Holiday Artisan Show
Markham at the Movies
International Festival of Authors & Art Exhibition
Markham Teen Arts Council Events

Action
Implement Annual Event Plan
Implement Annual Service Plan
Identify Opportunities



Partnerships

Achievements	Action
PowerStream & Scotiabank	PowerStream & Scotiabank
York Region Art Council	Understand Interests and Grow Relationship
City of Markham	Identify & Secure 4 Potential Partners
Varley Art Gallery	Develop Partnership Opportunities with FLATO Markham Theatre
Markham Public Libraries	Develop Partnership Opportunities with Markham Museum
International Festival of Authors IFOA	



Marketing

Achievements
Art community Survey and Consultation
Summer Festival Outreach
Promote Membership Enrolment at Events

Action
Develop MAC Branding
Define needs of target communities
Enhance and Promote membership benefits
Leverage LaVaLab & Social Media



Alignment of Plans - MAC’s with City’s

City Plans	MAC Plans
<u>Markham Diversity Action Plan</u> Focuses on improving inclusion of new comers, seniors, youth, persons with disabilities	• Increase support of Markham Team Arts Council • Increase Youth outreach and arts programming • Continue to support Markham at the Movies and Creative Photographers Markham • Increase Senior outreach and arts programming • Partner with community based providers offering services to newcomers and persons with disabilities
<u>Culture Policy and Plan</u> Identifies 6 strategies aimed at enriching Markham’s “Cultural Landscape” & achieving “a creative Markham for all”. It focuses on building creative networks, hubs and facilities (strategy 2), connecting Markham’s communities through Cultural activities (strategy 3) and to encourage cultural lifelong learning (strategy 4)	• Establish incubators and creative hubs in schools, recreation centres, welcome centres, senior centres, repurposed spaces, malls and public spaces • Engage diverse youth groups • Engage diverse senior activities
<u>Integrated Leisure Master Plan</u> Highlights the importance of place making so newcomers have a sense of belonging and place. Identifies the need for special features, markets, festivals, performances and art in the parks as they become outdoor “living community centres”	• Outreach to diverse communities in the City of Markham • New ideas for taking the arts outdoors and developing neighbourhood creative hubs

Summary

Benefits

- Enrich the lives of residents
- Personal expression
- Health and wellness benefits
- Youth at risk
- Is the “Heart and Soul” of a city
- Direct and Indirect Economic Growth
- Attracts new residents and businesses
- Unite diverse communities

Support

- Continue to provide \$15K/quarter
- No Rental Fee for use of City Properties for MAC members and events

Thank you

- Thank you for your continued support



More to Do... Much More to Come!

Thank you!



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