

2010 Year in Review

2011 – 2016 Preview



Mission Statement

The Markham Arts Council serves and enriches the lives of its citizens by educating, developing and supporting a vibrant cultural community that champions the arts, while promoting the work of both professional and emerging literary, visual and performing artists.



2000 MAC Members in 2010 (500 MAC Memberships)

- Visual Arts (Fine Arts, Crafts, Photographers) 238
 - Performing Arts (Dance, Drama, Music) 86
 - Literary Arts 38
 - Festivals & Events & Heritage 33
 - Associations, Supporters & Corporate 70
 - Markham Teen Arts Council 55
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- MAC's Membership Goal by 2016:
 - 2,000 Memberships → 8500+ MAC members



Marketing & Promotion

Publications

- Annual Arts Directory
- *Arts in Motion* quarterly newsletter



Marketing & Promotion

MAC Booth at Festivals & Events

- Unionville Village Festival
- Markham Village Festival
- Taste of Asia
- Markham Jazz Festival
- Milliken Children's Festival
- Stiver Mill Farmers' Market
- Markham Farmers' Market
- Thornhill Village Festival



Marketing & Promotion

Website

www.markhamartscouncil.com

- New/updated MAC website in 2010
- Member information
- Calendar of Events
- 24,000+ website visits annually
- January 1 to March 31, 2011:
3,802 unique visits
- 1928 of these were absolute
unique visits
- 9,985 total page views
- 42% Increase in website traffic in first quarter of 2011



Marketing & Promotion

www.markhamartscouncil.com

- E-News blasts sent out bi-weekly to MAC members and partners
- MAC facebook and twitter links
- MAC promo materials in libraries, art galleries, community centers, museums, Immigrant Services Welcoming Centers
- MAC integrating arts & cultural events and initiatives into BIAs strategic plans
- Broadening membership and services to ensure MAC is fully inclusive of all ethnic cultures in Markham



Art Shows

Markham Arts Council Art Show & Sale

- June 2010 in Unionville
- March 2011 at Markville Mall
- People's Choice Award
- Excellent exposure for artists
- Increased traffic + sales
- MAC will continue to secure high traffic venues so to increase exposure and sales revenue for local artists

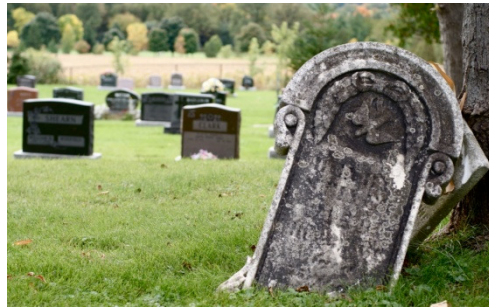


Mayor's Art Showcase

- May 2010 at the Markham Civic Centre
- With the Mayor's permission MAC would like to replicate this event as a fundraiser in 2012

Photo Contest

2010 Topics: Doors, Music, History



Networking

Arts Mixers

- **Ovation Performing Arts** - March 2010
- **Markham Theatre** - October 2010
- **Markham Museum/Rouge Watershed Week** - May 2010
- Arts Mixers will continue seasonally – June 2011



New Arts Initiatives

- Arts & Lecture series in various disciplines for new and emerging artists -- fall 2011
- Members Connect – helping artists connect with or form groups/associations for purpose of advancing their work

Literary Events

Poetry Contest

- More than 100 poems submitted
- 3 Winners + 5 Honourable Mentions
published in Feb 2011 *Arts in Motion*



Open Mic Night

- Readings by poetry contest winners/finalists and local writers and performances by local musicians
- More than 45 people attended this event
- MAC Short Story + Graphic Story + Poetry Contests - 2011/12

Markham at the Movies

- November: Gala opening with screening of “*Metropolis*” at the Markham Theatre – 200+ people attended
- Award winning TIFF films
- Movie series brochure
- *March: “Incendies”* -- Winner of 8 Genie Awards and one Academy Award nomination – 140+ people attended
- 2011/2012 Season to include films from Canada, China, India/Bollywood, Italy and the U.S.A.



Education & Seminars

Art Entrepreneurship: Turning Your Passion into Profits

With the Markham Small Business Centre

Visual Arts Seminar

How to market your art on-line and get your art into a Gallery



Ontario Arts Council

Grant Writing

Art of Festival Management

With the York Region Arts Council

Markham Teen Arts Council

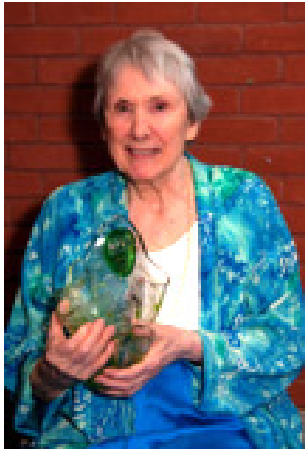


- Student reps from all 9 Markham high schools
- Website www.markhamteenarts.com
- 24-hour Film Challenge in January
- Art Show at the McKay in February
- Filmmaking workshop in February
- Music & Lyrics Competition in May
- *Word Up!* Literary Event in October
- Monthly Digital Photo Contest
- May 2011 -- Battle of the Bands



Mackie Awards

April 11, 2010



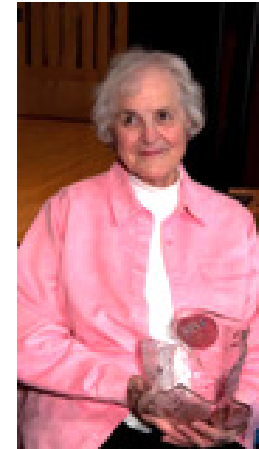
Nancy Antonacci



York Region Chairman
Bill Fisch



Donna Marrin



Pat Wheeler

**Next Mackie Awards to be held in Fall 2011
Nominations now being accepted**

Fundraising Events

Arts & Tarts: A Royal Tea

May 2010 at Le Parc



- MAC membership drive beginning in fall 2011 at AGM
- Major MAC fundraising event to take place in 2012

Culture

Arts & Cultural Planning

- MAC liaising with the Town of Markham
- MAC participating in cultural mapping & cultural policy

Affiliations

- York Region Arts Council
- Markham Public Libraries
- Markham Board of Trade
- Markham, Unionville and Thornhill Business Improvement Associations
- Markham Public Art Advisory Committee



MAC's Vision 2011 to 2016

- Continue to expand upon existing programs
- Showcase Markham talent and performing artists in local venues
- Expand MAC's programming to include literary series and writers festival
- Integrate art and culture into Markham's physical landscape and into the daily lives of our citizens
- Promote the work of local artists by facilitating the installation of visual art into public spaces, parks, empty storefronts, municipal buildings and community centers



Markham Arts & Culture Centre

- Purpose of A&CC is to provide artists with multi-purpose space to create, workshop, rehearse exhibit and/or perform their art from concept to completion
- MAC is currently building membership and consensus; meeting with stakeholders/artists/cultural groups with the goal of a capital campaign in the future
- MAC wants to work with the Town on a feasibility study and to have input from all members of Town Council
- Goal of an A&CC in Markham is to provide a home for creativity, innovation and the cultural expression of artists from all races, ethnicities and artistic disciplines



What will the MA&CC look like?

- Indoor/outdoor space for conceptual, visual and installation art to be created/exhibited
- Workshop and stage space for musicians, dancers, performers, playwrights and actors to create and stage their work
- Resource centre and space for seminars, events, workshops and artist run groups to meet, work, collaborate and exchange ideas
- The MA&CC will be a hub of activity where artists, seniors, students, families, Torontonians and tourists will all come to enjoy and engage in the cultural vitality of our community and the creative expression of Markham's artists



MAC Fundraising & Grants

- Increase an appreciation for arts & culture
→ increase financial support for the arts
- Increase corporate and private donor fundraising efforts beginning in June 2011
- **Grants currently in use:**
 - Town of Markham
 - Trillium Foundation
 - Ontario Arts Council
 - YRAC



Markham Town Council &



- Markham Arts Council exists to ensure the well being of arts and culture in Markham
- MAC needs the support of its businesses, its citizens and its Town Council
- MAC wants the input of Council members in developing its strategic plan
- MAC needs the support of Town Council to build capacity for cultural development and the arts in Markham





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