



The Markham Arts Council In Partnership with The City of Markham

Presentation to General Committee

June 9, 2014

Benefits of Arts & Culture



The Community

- Ç Enrich the lives of residents
- Ç Fosters personal expression and exchange
- Ç Enhance daily life through authentic experiences
- Ç Health and wellness benefits
- Ç Unite diverse communities
- Ç Programming/positive outlet for Youth at risk

The City

- Ç Is the “Heart and Soul” of a city
- Ç Spend entertainment \$\$\$ in Markham
- Ç Attract new residents
- Ç Attract new businesses
- Ç Attract visitors and increase tourism

Who We Are

Markham Arts Council/MAC

- Ç Registered not-for-profit organization since 2004
- Ç New MAC Board – since 2011 - Active, Dedicated, Engaged

Mandate

- Ç To enrich the lives of Markham residents through arts and cultural programming and initiatives
- Ç To bring world class arts & cultural opportunities and programming to our City
- Ç To be Markham's umbrella organization for the arts – fostering and nurturing new and established artists
- Ç To help build Markham's creative economy in partnership with the City and key collaborators



COMMUNITY



Programming & Events

- Ç **2011-2014 major shift to more professional programming:**
- Ç **International Festival of Authors /IFOA Markham**
Founded in 2011, #1 IFOA touring event in Ontario
- Ç **Markham at the Movies**
Partnership with TIFF Film Circuit. Average 400 attendees per screening, more than 10,000 since 2011
- Ç **Markham Teen Arts Council**
Since fall 2012, MTAC has impacted 13 000+ teens through 24-Hour Film Challenge, Art Show, Photo Contest, Word Up! Poetry Contest, Outdoor Movie
- Ç **Markham Creative Photography Group**
Founded in 2013, has over 500 members and growing
- Ç **Holiday Artisan Show & Sale**
New in 2013 and expanding in 2014



Partner Events

Ç **Arts Exposed Conference**

Partnership with York Regional Arts Council - 4th annual

Ç **PechaKucha**

Partnership with Markham Public Libraries and the Varley Art Gallery - 3 times per year

Ç **Found Words Poetry Day**

Partnership with the Varley Art Gallery

Ç **York Slam**

Professional/emerging spoken word artists – 3rd annual

Ç **Markham Tales**

Partnership with Diaspora Dialogues Toronto

Ç **MFA Writers Workshop**

Partnership with Humber College and IFOA Harbourfront – **new** programming for fall 2014



Our Vision

- Ç **Expand MAC to provide the following services:**
- Ç Incubation for community groups/committees
- Ç Shared knowledge, facilities and resources
- Ç Group discounts (design, print, advertising)
- Ç Consultations + educational seminars and workshops
grant writing, fundraising, Artist entrepreneurial skills
- Ç Networking and showcasing opportunities for artists
- Ç Joint fundraising event(s) to benefit arts organizations
- Ç Liaison to City of Markham for on behalf of community-based arts & cultural organizations



Our Vision

Maintain & Strengthen Existing Relationships

- Ç In 2012, MAC helped to secure \$16,000+ in ArtsVest grant funding to several community organizations including Markham at the Movies, Markham Jazz Festival and Markham Group of Artists

Create New Relationships & Opportunities:

- Ç Theatre Companies - Unionville Theatre Company, Markham Youth Theatre, Markham Little Theatre
- Ç Visual Arts Organizations - Markham Guild of Village Crafts along with (too many to list) other arts groups
- Ç Musical Groups - Markham Concert Band, Kindred Spirits Symphony Orchestra, Markham Village Concert Band, etc.
- Ç Local Festivals - Taste of Asia, Milliken Children's Festival, Markham Jazz Festival, Thornhill Village Festival, etc.



Working Together

Develop a partnership with the City of Markham and its Communications Department, Department of Culture and Department of Parks and Recreation

- Ç Leverage MAC strengths in programming and collaboration to avoid duplication of efforts by the City of Markham and various Markham-based organizations
- Ç Continue to create professional calibre arts & culture programming & events
- Ç Work to realize the vision of a world-class City, in a city that reflects the world
- Ç Unite our diverse communities in artistic & cultural expression and exchange
- Ç Develop and showcase local talent and event programming
- Ç Continue to bring world-class events to Markham and York Region with programming like IFOA, TIFF, One-of-a-Kind, Reel World and Luminato



Culture Policy & Plan

MAC supports Culture Policy and Plan strategies:

- Ç Creative clustering throughout the city
- Ç Collaboration with post-secondary institutions
- Ç Create more cultural programming for Youth via MTAC
- Ç Create cultural programming for Seniors
- Ç Support cultural tourism initiatives via PanAm, BIAs and YRAC
- Ç Create authentic, memorable experiences for visitors and residents
- Ç Encourage partnering and collaboration among community arts organizations
- Ç Expand our creative incubation model
- Ç Connect communities through artistic and cultural activities
- Ç Expand Markham's global perspective via artistic and cultural opportunities
- Ç Manage/program creative hubs such as Stiver Mill & Tremont Hotel



Challenges

Current Status:

- Ç MAC needs core funding to cover operational costs
- Ç Do not qualify for significant operational grants since 2011
- Ç Focus has had to be on raising these funds not on grant procurement and programming
- Ç Fundraising is difficult
The City of Markham partners with developers for funding
Residents support the Markham Stouffville Hospital
- Ç Drastic action has been taken
Arts Administrator laid off in January 2014
Executive Director laid-off as of March 31, 2014
- Ç LaVaLab not expected to generate revenues for 3 years

SERVICES



LaVaLab

LaVaLab
The Literary and Visual Arts Hotspot

- Ç LaVaLab is an online website/digital portal and Literary and Visual Arts Journal
- Ç It has been dubbed “...the Facebook for artists” by *XI Digital*
- Ç It will unify, showcase and promote the work of York Region writers and artists in one online location
- Ç LaVaLab will create a sustainable revenue stream through annual membership fees, personal profile fees, advertising opportunities and competition entrance fees within 3 to 5 years
- Ç The Ontario Trillium Foundation has approved a 3 year grant totalling \$185,000 for the construction and development of LaVaLab
- Ç LaVaLab is being closely watch by arts and culture organizations across Canada
- Ç Profits from this innovative revenue generating project will contribute to the future financial sustainability of the Markham Arts Council

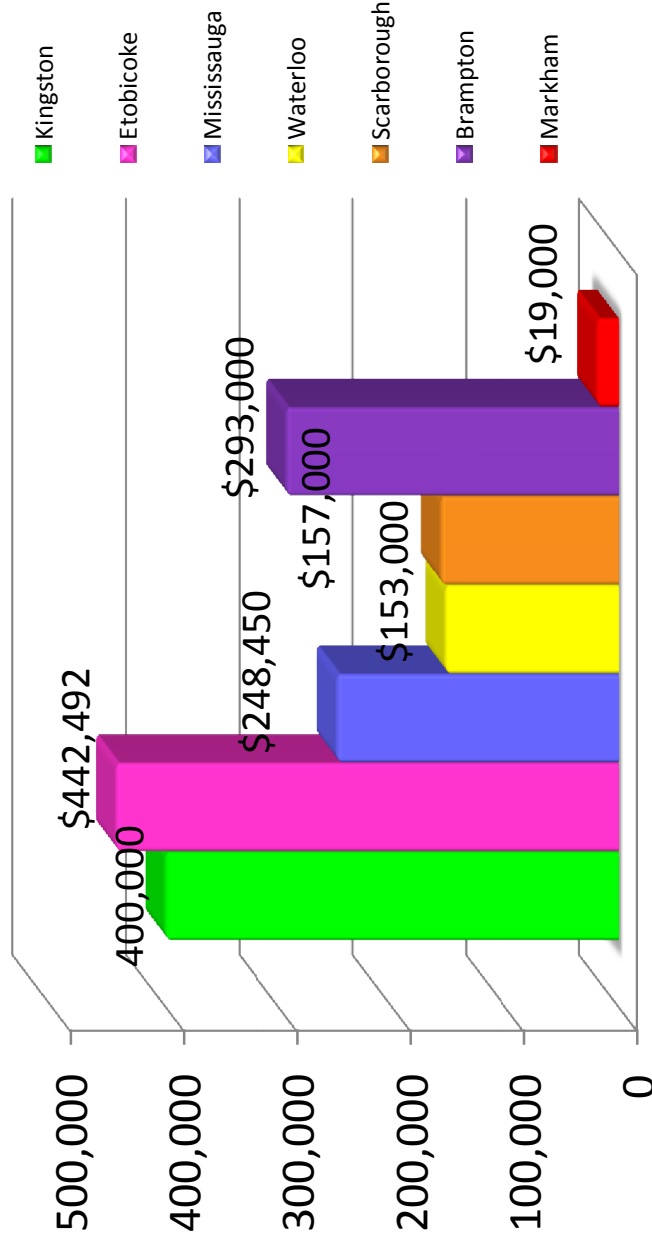


Municipal Funding

Markham Arts Council has received the following funding from the City of Markham:

- Ç \$19,000.00 through Celebrate Markham (annual)
- Ç \$66,000 loan issued in 2012; \$6,600.00 repaid in March 2014

Cities in Ontario and throughout Canada fund their Arts Council through an annual budget line:





Costs

Markham Arts Council Costs

Salaries	
Executive Director	\$65,000.00
Membership & Social Media Coordinator	\$25,000.00
Summer Student	\$3,650.00
Office Expenses	
General Expenses	\$1,500.00
Bookkeeper	\$3,500.00
Professional Fees	\$3,500.00
Insurance	\$2,000.00
Telephone	\$1,750.00
Interest & Bank charges	\$850.00
Membership Promotion	\$3,500.00
E-News	\$400.00
Website	\$2,550.00
City of Markham - Loan Repayment	\$6,600.00
Total Sales and Office Expenses:	<u>\$119,800.00</u>
Programming Expenses	
Advertising & Promotion	\$4,000.00
Program related expenses MTAC	\$3,500.00
Program related expenses IFOA	\$6,000.00
Art in the Park, Artisan Show, Art Show	\$3,000.00
Literary Activities	\$1,000.00
Incubation expenses & Community Outreach	\$10,000.00
LaVa Lab Admin	\$2,000.00
Workshop & Educational Activities	\$1,500.00
Total Programming Expenses:	<u>\$31,000.00</u>
TOTAL BUDGET:	<u><u>\$150,800.00</u></u>



At Imminent Risk

MAC COMMITTEES, SIGNATURE EVENTS & PROJECTS that will be cancelled:

**Markham Teen Arts Council/MTAC
Markham at the Movies
International Festival of Authors/IFOA Markham**

LaVaLab

- Ç MAC will have to default on its \$185,000 OTF Grant
- Ç This would be great cause for embarrassment to our City
- Ç MPP Michael Chan is an avid supporter of LaVaLab
- Ç An innovative project, LaVaLab is being closely watched
- Ç Defaulting on an OTF project, will negatively impact all future grant applications from any/all Markham organizations.
- Ç Markham will be handicapped by a “high risk” reputation
- Ç MAC will lose our solution to becoming self sustaining



Urgent Request for Support

Markham Arts Council respectfully requests:

2014

- Ç Funding to re-hire two staff members
- Ç Funding to cover core costs
- Ç Support in kind to complete 2014 programming commitments
- Ç Estimated request of \$70,000
- Ç Partnership in a strategic planning process

2015

- Ç Change in the relationship between Markham Arts Council and the City of Markham
- Ç Budget line of \$150,000/year on City of Markham Budget for 2015-2018 or until Lavalab starts generating profits
- Ç Deferred payment on the loan of \$59,000 for 5 years
- Ç Representation on MAC Board from Council & City staff (e.g. Dir.of Culture)
- Ç Office and meeting space adequate for operation
- Ç Partnership in city wide arts and culture initiatives in compliance with new strategic plan



Made In Markham

Creative Solution

Creative Solutions:

- Ç Beautiful City initiative in Toronto creates funding for Arts and Culture through a billboard tax
- Ç Rotary Club in Markham partners with the City of Markham to recycle old television and computers to raise funds
- Ç Public Art budget in Markham is created through a Development tax – Policy Number 2012 CFS02
- Ç 407 Billboards create revenue for the City of Markham

We Need a Creative Solution to fund the Markham Arts Council

- Ç “Markham makes it happen”
- Ç We need your help
- Ç We have done it before and we can do it again



THANK YOU

- Ç Jane Milrose, **Chair**, Expedia CruiseShipCenters
- Ç Diane Hallquist, **Vice Chair**, Seneca College
- Ç Mary Pan, **Vice Chair**, Executive Director, Unionville BIA
- Ç Peter Still, **Treasurer**, Peter Still, CGA
- Ç Sarah Norris, **Secretary**, Real Estate Executive
- Ç Samantha Rodin, Associate Director-York Region Arts Council
- Ç Kim Sommers, Director of Finance
- Ç Pat Howell, Markham African Caribbean Association
- Ç Muzna Siddiqi, Marketing Manager + MAC liaison for MTAC
- Ç Nazish Hussain, Markham Lawyer + MAC Volunteer Coordinator
- Ç Christine Jordon, Markham Community Volunteer