



Annual Report 2018 - 2019

oakville
ARTS
council



Vision

Oakville has a vibrant artistic community and the Oakville Arts Council leads and represents arts and culture in Oakville.

Mission

The Oakville Arts Council will sustain and foster the community's engagement in the arts and champion artistic development.

Strategic Priorities & Goals

The Arts are Valued

Foster community engagement in arts and culture.

Artists are Respected

Provide key services and resources for artists.

Oakville Arts Sector is Supported

Support initiatives that nurture a thriving arts and cultural sector.

Values

Community. Creativity. Sustainability. Integrity. Collaboration.

Message from the President

The Oakville Arts Council has had a long and successful history serving artists and the community – we celebrated our 40th anniversary in 2018 and are looking forward to many more years of meeting the needs of both!

We're reporting on both 2018 and 2019 this year, to align with our most recent strategic plan, which has now come to a close. We're pleased with what we've accomplished over the last two years. In addition to administering the Cultural Grants Program, workshops, networking and information sharing, we were able to deliver a new publication, offer our members free access to Imagine Canada's Grant Connect database, increase membership with our organization and build an online arts market.

Of course, there are always challenges. In 2018, the Ontario Arts Council advised that our operational funding would not be renewed in 2019. This affected staffing levels; while we were able to implement the vast majority of our workplan, we were not able

to engage in robust marketing for these programs and some activities were reduced in the second half of the 2019 fiscal year.

Near the end of our 2019 fiscal year we began the process of reviewing our strategic plan and laying the groundwork for the work to come. Although we will continue to be who we've always been to this community, we will be shifting and narrowing our focus somewhat in order to provide the impact our artists and arts organizations need. We look forward to making announcements about our exciting new plans in the very near future!

We are very grateful for the continued support of the Town of Oakville and the Province of Ontario. We also acknowledge the support of the Oakville Community Foundation and the Ontario Arts Foundation and our sponsors and donors.

A special thank you to Indira Roy Choudhury. Indira facilitated a donation of artwork from the late Christopher Estridge's estate. The Oakville Arts Council was pleased

to be able to exhibit these works at our home at QEPCCC.

I would like

to thank our staff our board members for their hard work and dedication. We are saying goodbye to a number of board members: Kirk Sloane, Indira Roy Choudhury and Teresa Suen Campbell - we are very grateful for your service and wish you all the best in the future.

Having had the pleasure of serving as President of the Oakville Arts Council for the last seven years, I have had the opportunity to develop a deep understanding of the arts and culture sector here in Oakville. What I have learned is that no matter whether you are a creator or a consumer, there is something for you right here in this town. Without a doubt, the artists who provide the many programs, performances and exhibitions are dedicated, talented and an asset to our community and we are proud of them all.



A handwritten signature in dark ink, appearing to be 'Kirk Sloane', written in a cursive style.



Director's Report

STRATEGIC PRIORITY #1:

Foster community engagement in arts and culture

■ *Growth in membership*

Membership in the Oakville Arts Council consists of individuals and organizations (both not-for-profit and local arts businesses), subscribers, honorary members and volunteer members. All membership categories receive our regular communications. Service members have access to additional services including promotional opportunities, mentoring and discounted or free access to workshops. Our goals for 2018 and 2019 were to increase membership in the free and service membership categories. Total membership in the Oakville Arts Council as of June 2018 was 703: 84 service memberships, 527 free members, 46 honorary/supporter members and 16 volunteer members. In 2019, this grew slightly to 85 service members, 534 free members, 58 honorary/supporter members and 19 volunteer members.

■ *Expand public knowledge of Oakville arts and culture opportunities*

We continue our work to promote arts and engagement in the community. In 2018 and 2019 we primarily utilized our social media channels for this purpose. We reached 4,234/4383 followers on Twitter, our Facebook Page with 513/599 "Likes", 843/1,110 Instagram followers and 90/97 LinkedIn users. We continue to maintain an online directory of artists/arts organizations and an online calendar of their events for the community to access.

■ *Be the voice of the Oakville Arts community*

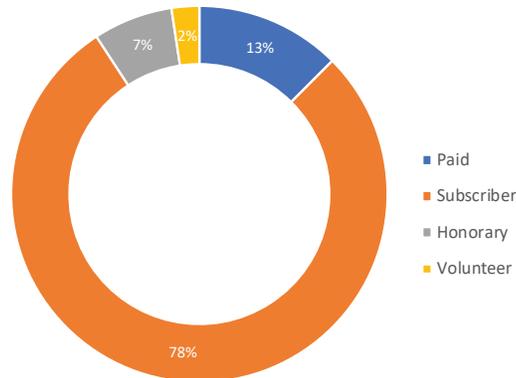
The Oakville Arts Council regularly consults with arts groups, artists, local business and government leaders to obtain feedback and provide guidance. Understanding the needs of local artists, arts groups, and arts consumers remains essential to our role as representative for the arts sector in Oakville. We continue to create community connections to and awareness of our local arts, culture and heritage. To meet the goals of our strategic plan we developed new partnerships with the Halton Multicultural Council, the Halton Environmental Network, the Halton Equity and Diversity Roundtable and refreshed our relationship with Oakville Tourism.

We maintain a strong working relationship with the Town of Oakville. We have been a contributing member in many

municipal consultations including the Town's Parks, Recreation, Cultural & Library Master Plan, Oakville's Cultural Plan, Public Art Policy and Cultural Portal Project and development of Queen Elizabeth Park Community & Cultural Centre. We continue to participate on the Exhibition Review Committee for QEPCCC, the Public Art Working Group and the Public Art Committee.

■ *Develop communications tools to build awareness*

In addition to our regular communications strategies, the OAC participates in community events to help foster community engagement. In 2018 and 2019 we provided free arts activities at the Oakville Children's Festival and Culture Days.



As part our workplan for the strategic plan, we worked to enhance public awareness of Oakville artist and arts organizations. One of the new ways we worked to meet this goal was through a “feature artist” function on the home page of our website.

Through our role as a resource and referral agency, the Oakville Arts Council enables local artists, groups and businesses, connecting them to information vital to the business of making art. We continued to serve as a referral resource for artists, vendors to artists and consumers of art. Our website supplies important information and resources such as rental space inventory, member directory, arts calendar and opportunities for members, garnered from a variety of sources, which offer chances for our members to enhance their artistic careers in the categories of calls/auditions, funding, employment, space, workshops/lectures and networking opportunities.

STRATEGIC PRIORITY #2:

Provide key services and resources for artists

■ *Support the recognition of Oakville artists*

Our strategic plan acknowledged the OAC’s role in supporting artist recognition initiatives such as the Premier Awards for Excellence in the Arts and the Town of Oakville’s Community Spirit Awards. Representatives from the OAC Board of Directors and staff attend these events each year and regularly engage in the nominations process. In 2019, Amy McKenzie was nominated by the OAC and awarded the 2019 Arts Volunteer Award.

■ *Provide practical programs to equip Oakville artists for success*

The Oakville Arts Council supports professional development for artists and arts organizations through programmed workshops, consulting and mentoring, the provision of in-office support to members. Each year we offer a range of workshops and webinars on topics such as about incorporation, fundraising, grant writing and setting budgets. In 2018 we delivered a cultural grants workshop (June 2018), Branding & Marketing Yourself as a Artist webinar (March 2018), Artists in the Digital World webinar (March 2018), Marketing for Artists (March 2018) and Starting a Creative Business workshop (March 2018). In 2019 we held a cultural grants workshop (June 2019) and Social Media for Artists (Mar 2019).

As part of our new workplan we developed an on-line market for artists and arts organizations. We have 75 works of local art currently for sale, mostly paintings and other works of visual art, but also some DVD’s and audio works.

To encourage emerging artists and to assist with skills development, we created a small gallery space using the OAC office in 2018. This space allowed local artists to curate and exhibit their work. We also reorganized the front reception space to be more open and welcoming to our artists and arts organizations. This space is available for meetings at no charge to our members.

■ *Support cultural diversity*

Our strategic plan outlines the need for support of cultural diversity within the arts and cultural sector. Our goals are



to educate the public, create bridges through cross-arts and cultural experiences, seek out opportunities to connect and engage newcomers. In 2018 developed a new publication “Culture Passport Oakville” to assist with these goals. We published the passport in English and Mandarin through a partnership with the Halton Regional Chinese Canadian Association the Halton Multicultural Council provided distribution to newcomers. Our members offered discounts or free access to 23 events and programs. We published again in 2019 under the banner of *Experience Oakville Arts* with 500 copies offering discounts to local arts and culture events distributed through our brochure racks.

■ *provide marketing and communications support for artists and arts organizations*

Our role in promoting arts and culture in the community continue with our *Strategic Plan 2017-2019*. We aimed to reach our members and the general public with our communications.

Our publications and other communiques to our subscriber-base and the media continue with 193 different communiqués sent in the 2018 period and 114 in 2019.

Member brochures are placed in visible locations throughout Oakville so that the public has easy access to arts information through our Brochure Rack Program. Racks are currently located at Hopedale Shopping Mall, Queen Elizabeth Park Community and Cultural Centre, River Oaks and Glen Abbey Community Centres. Our Oakville Arts Council members who take out an Individual or organizational membership are also able to make use of the designated bulletin boards at QEPCCC for their posters.

New in 2018 we developed a digital display featuring members promotional materials including audio/video and digitized marketing collateral. We had planned to grow this project for 2019, but were not able to do so due to a reduction in staffing during the last half of the fiscal year. This project under assessment as we move forward with our next strategic plan for 2020-2024.

STRATEGIC PRIORITY #3:

Support initiatives that nurture a thriving arts and cultural sector

■ *promote links for artists and arts organizations*

Our goals are to provide meaningful networking opportunities that foster connections, cross pollination of ideas and projects for our members.





Top: Christopher Estridge: Landing Zone II, 1999,
Gouache on Canvas, 60" x 40"

Bottom: Christopher Estridge: Midnight Bounce,
2002, acrylic on linen, 45" x 45"

In partnership with the Town of Oakville, the OAC continued to present our Creative Connections networking sessions. Held the last Wednesday of each month, the sessions are free of charge to artists and cultural workers across all disciplines. Attendees are offered the opportunity to share information about their art and activities, connect and collaborate on new projects and share ideas. Sessions were held on October, November 2017, January - June 2018, September, October 2018 and May 2019.

■ *Fundraise to enable OAC to provide meaningful support for the arts and culture community*

The need to establish and grow relationships within the community remains a cornerstone of our success as an organization. We continue to nurture and grow such relationships to ensure sustainability for the Oakville Arts Council.

We seek out diverse revenue streams including grants, sponsorships, memberships and fund-raising activities. In 2018 we received funds from the Town of Oakville, the Ontario Arts Council and the Government of Ontario (Ministry of Citizenship & Culture) and raised funds through advertising for the Culture Passport Oakville project. In 2019 we received word that our small grant from the Ontario Arts Council would be cut. As these were operating funds, it resulted in staff reductions, which affected programming somewhat in 2019. However, we began working on a micro-fundraising project with Trias Gallery in Bronte and applied for funding from the Ontario Trillium Foundation for a seed grant.

The Oakville Arts Council established an Ontario Arts Endowment Fund at the Ontario Arts Foundation (OAF) under the terms of the Arts Endowment Fund Program (AEF). The AEF is a program of the Government of Ontario through the Ministry of Culture administered by the OAF. The OAC receives investment income from our endowment to be used for operations. During the 2018 fiscal year, the Oakville Arts Council received investment income of \$4,462 and the market value of the Oakville Arts Endowment Fund as at June 30, 2018 was \$99,034. In 2019 the OAC received income of \$4,441 and the market value of the fund at June 30, 2019 was \$99,421.

The Oakville Arts Council is also the beneficiary of the Oakville Arts Endowment Fund of the Oakville Community Foundation. The endowment fund was established in 1997 with a \$25,000 capital contribution from the Town of Oakville. The OAC receives investment income from the Oakville Arts Endowment Fund to be used for operations. In 2018 we received investment income of \$1,601 and the market value at June 30, 2018 was \$46,361. In 2019 we received \$1,640 and the market value was \$47,224.

In 2018, the Oakville Arts Council received a very special donation of art from the estate of Christopher Estridge, an artist and fashion icon who also produced music, fashion, jewelry and home decor. His fashion work has been donated to the Textile Wing of the Royal Ontario Museum (ROM).

Thanks to the support of Trias Gallery, 13 works of art are now a part of our art collection. Approximately half of these works were exhibited in the Corridor Gallery exhibition in 2018 and the second half were exhibited in the same exhibition in 2019.

The Oakville Arts Council acknowledges the tremendous support from local companies that help us to recognize local artists and promote the activity of our members.

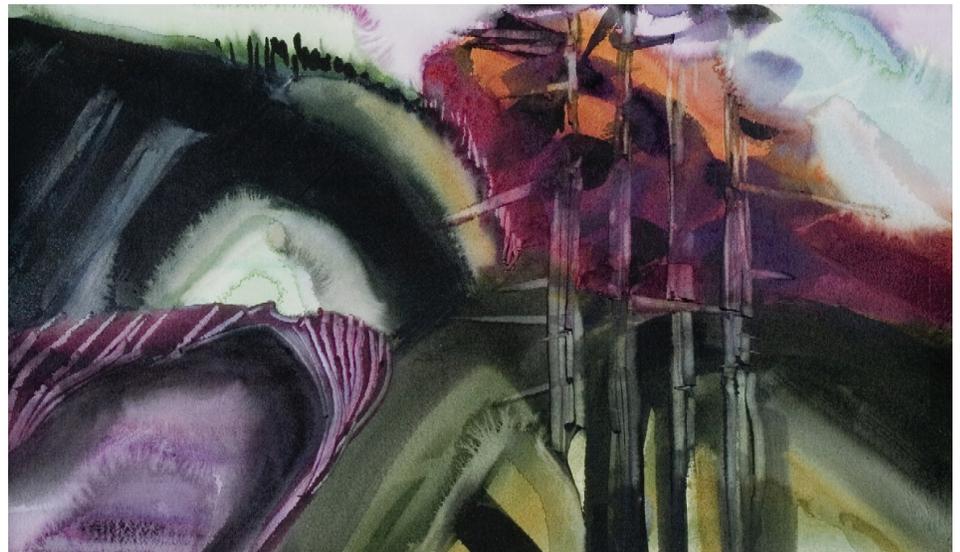
■ *administer the cultural grants program*

Every year, the Oakville Arts Council, on behalf of the Town of Oakville, administers the cultural grants program, making operating and project grants available to qualified not-for-profit arts and cultural organizations. Applications are reviewed by an arm's length Cultural Grants Review Committee convened by the Oakville Arts Council. Recommendations are approved by the Oakville Arts Council Board of Directors and then to the Town's Budget Committee and Town Council for approval.

Beginning in 2014 with the signing of a new legal agreement between the Town of Oakville and the Oakville Arts Council, the Cultural Grants Program became subject to the same regular increase that all Town programming receives, approximately 2% annually or as approved by Council. This regular increase provides stability to the program and the many local organizations who rely on the funds to manage their operations. Each year, the Oakville Arts Council highlights the accomplishments of these organizations in a report to the Town of Oakville outlining the excellent value that the community receives for this funding.

In 2018, the Town of Oakville provided \$166,000 to local non-profit arts groups and \$169,000 in 2019. The recipients and their allocations are:

- ArtHouse for Children and Youth (ArtHouse): 2018 - \$8,000; 2019 - \$8,000
- ArtWorks Oakville Association: 2018 - \$4,500



- Bandology: 2019 - \$2,000
- Burl-Oak Theatre Group: 2018 - \$6,000; 2019 - \$6,000
- Canadian Tapestry & Texture Centre: 2019 - \$2,000
- Carousel of Nations Multicultural Association: 2018 - \$4,500; 2019 - \$4,500
- Circle of Harmony Chorus: 2018 - \$7,000; 2019 \$7,000
- Halton Jazz Singers: 2019 - \$1,500
- Halton Mississauga Youth Orchestra: 2018 - \$3,800; 2019 - \$4,250
- Halton Region Chinese Canadian Association: 2019 - \$2,500
- High Rendition Jazz: 2018 - \$6,900; 2019 - \$6,900
- Intrada Brass of Oakville: 2018 - \$3,800; 2019 - \$3,800
- Joshua Creek Heritage Arts Centre: 2018 - \$4,000; 2019 - \$4,700
- Masterworks of Oakville Chorus and Orchestra: 2018 - \$6,000; 2019 - \$6,000
- Musikay (Oakville Ensemble): 2018 - \$4,000
- Oakville Art Society: 2018 - \$6,100; 2019 - \$6,000
- Oakville Camera Club: 2018 - \$8,000; 2019 - \$8,000
- Oakville Chamber Orchestra: 2018 - \$6,500; 2019 - \$7,000
- Oakville Chinese Network Society: 2018 - \$7,000; 2019 - \$6,000
- Oakville Choral Society: 2018 - \$4,500; 2019 - \$4,500
- Oakville Festivals of Film & Art: 2018 - \$6,000; 2019 - \$6,000
- Oakville Improv Theatre Company, Inc.: 2018 - \$7,000; 2019 - \$7,500
- Oakville Oriental Arts Club: 2019 - \$2,500
- Oakville Sculptors and Woodcarvers Guild: 2018 - \$2,300; 2019 - \$2,400
- Oakville Suzuki: 2018 - \$5,000; 2019 - \$5,000
- Oakville Trafalgar Memorial Hospital Art Council: 2018 - \$7,000; 2019 - \$7,000
- Oakville Wind Orchestra Inc.: 2018 - \$5,700; 2019 - \$5,700
- Oakville Vocal Arts Festival: 2018 - \$5,000; 2019 - \$5,000
- Tempus Choral Society: 2018 - \$5,000; 2019 - \$5,000
- The Oakville Children's Choir: \$5,000
- The Oakville Players (TOP): 2018 - \$6,000; 2019 - \$6,000
- The Oakville Symphony Orchestra: \$7,000
- The Wearable Art Show: 2018 - \$2,500
- Tottering Biped Theatre: 2018 - \$3,900; 2019 - \$3,000
- World of Threads Festival: 2018 - \$9,000; 2019 - \$8,250

■ *provide mentorship to local arts organizations*

In 2019 we organized the OAC offices to be more of a meeting space for our members offering mentoring, administration services such as copying and scanning and assistance with other administrative tasks. Between July 1, 2018 and June 30, 2019, we also paid for access to Imagine Canada's Grants Connect program. Over the course of the year, sixteen not-for-profit arts and culture organizations accessed this database to assist with their development needs.



Who We Are

Our organization as of June 30, 2019

■ Board of Directors

Catherine Bobesich
Suzy Godefroy
Nicholas Pye
Ralph Robinson
Indira Roy Choudhury
Teresa Suen-Campbell
Paul Wu
Sarah Douglas-Murray,
Senior Manager,
Ex-Officio
Cultural Services,
Town of Oakville

■ Executive Committee

Bill Smith, *President*
Julian Wise, *Vice-President*
Stephen Testa, *Treasurer*

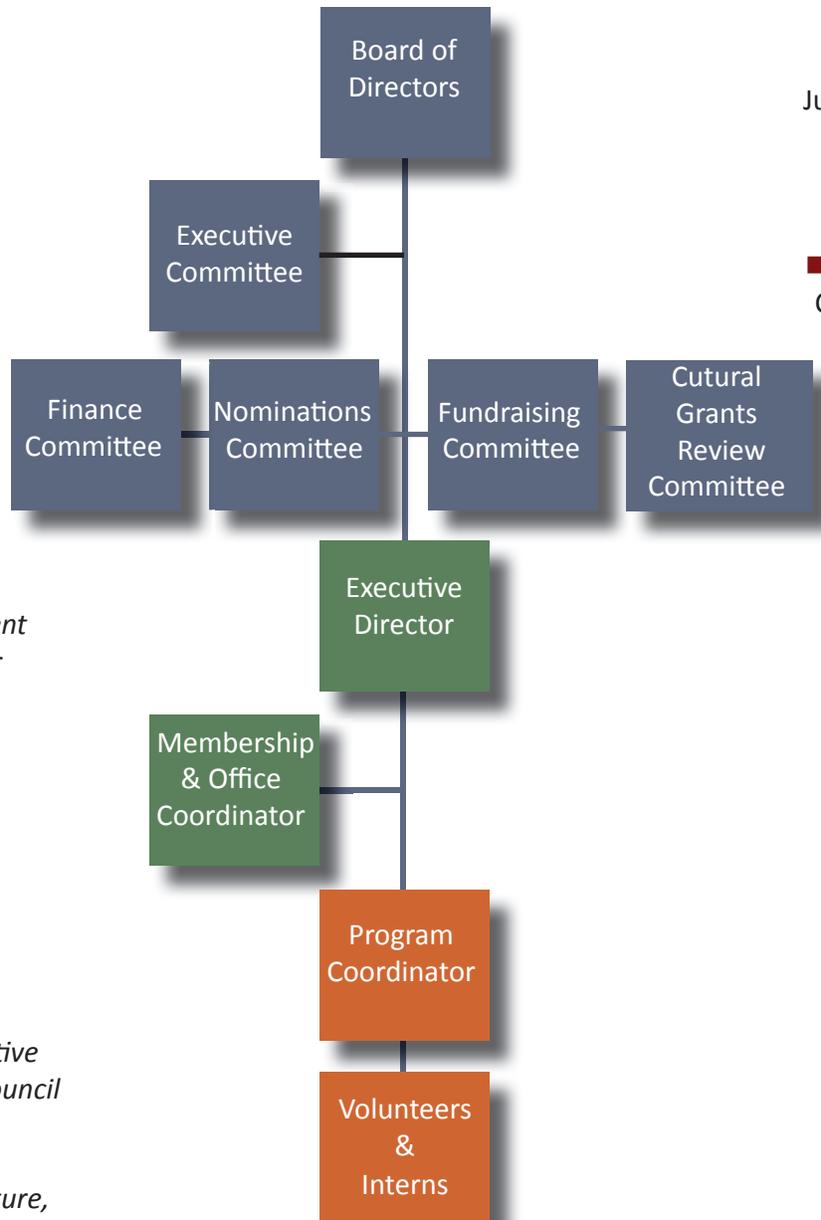
■ Cultural Grants

Review Committee

Suzy Godefroy – *Chair*
Indira Roy Choudhury
Angela DiCintio
Nicholas Pye
Paul Wu

Bernadette Ward, *Executive Director, Oakville Arts Council*

Tonia DiRisio,
Program Supervisor, Culture, Town of Oakville



■ Finance Committee

Bill Smith, *Chair*
Julian Wise, *Vice-President*
Stephen Testa, *Treasurer*
Bernadette Ward

■ Nominating Committee

Catherine Bobesich, *Chair*
Bill Smith
Ralph Robinson
Bernadette Ward

■ Fundraising Committee

Julian Wise, *Chair*
Suzy Godefroy
Bill Smith
Ralph Robinson
Bernadette Ward

■ Management Team

Bernadette Ward, *Executive Director*
Pam Keywan,
Membership & Office Coordinator
Alison Myers-Gomez,
Program Coordinator

■ Volunteer

Tanya Hohnec, *Archivist*
Sarah Holloway, *Student*

■ Intern

Emanuel George, *Communications*

Our Members 2018 & 2019

■ *members – organizations*

Allegro School of Dance
Appleby College
Art House
Artworks Oakville Assoc.
Bandology
Bronte Historical Society
Burl-Oak Theatre Group
Canadian Croation Choral Society
Circle of Harmony
Crack Pot Studio
Dawn-Angela Seeley
Grace Academy
Halton JAZZ Singers
Halton Mississauga Youth Orchestra
Halton Music & Tutoring Association
High Rendition
Intrada Brass
Joshua Creek Heritage Centre
King's Concert Series/King's
Christian College
Masterworks of Oakville
Metroland
Monday Night at the Movies
Musikay
Oakville Arts Society
Oakville Arts Studio
Oakville BIA
Oakville Camera Club
Oakville Chamber of Commerce
Oakville Chamber Orchestra
Oakville Choral Society
Oakville Entertainers
Oakville Festivals of Film and Art

Oakville Galleries
Oakville Historical Society
Oakville Improv Theatre Company
Oakville Public Library
Oakville School of Music &
Performing Arts
Oakville Sculptors and Woodcarvers
Guild
Oakville Stitchery Guild
Oakville Suzuki
Oakville Symphony
Oakville Symphony Youth Orchestra
Oakville Vocal Arts Festival
Oakville Wind Orchestra
ORMTA
St. Judes Celebration of the Arts
Studio P.A.V.A.S
Dawn-Angela Seeley
Tempus Choral Society
The Oakville Children's Choir
The Oakville Players
The Wearable Art Show
Tottering Biped Theatre
Trias Gallery
World of Threads

■ *members – individuals*

Susan Aglukark
Laura Beaton
Teresa Biagi-Gomez
Catherine Bobesich
Vince Carlin
Jennifer Curran
Mary Davidson

Cynthia Dempster
Christine Fenn
David Foster
Kathy Halliday
Yana Headford
Amanda Hollingworth
Ken Iverson
Sally Jackson
Jennifer Jalal
Stella Jurgen
Catherine Lorroway
Joanne MacNair
Felicity Manuel
Elena Martoglio
Yo Mustafa
Warren Nicholson
Bruce Outridge
Elva Palo
Dimitar Pentchev
Jack Robertson
Ralph Robinson
Cheryl Jane Rodo
Joann Wanda Rossiter
Dick Sanders
Rena Sava
Azhar Shemdin
Ljuba Simovic
Nuno Souto
Teresa Suen-Campbell
Serui Tchepournov
David Thai
Yan Tin
Joanna Turlej
Julian Wise
Michael Young

Funders, Grantors, Donors, Supporters & Sponsors 2019



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CHARLES (CHUCK) HAVILL, C.A.

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