

The Culture Alliance in the Heart of Georgian Bay

Presentation to Council

By

Fred Hacker, Chair

BUDGET REQUEST

1. Each of 5 Communities contributed the sum of \$10,000 to the work of the Alliance in 2019.
2. Each Community is now being requested to contribute \$10,000 for 2020.
3. The Alliance acknowledges that the \$50,000 received in 2019 was not spent in full.
4. However, there are significant steps to be taken and programs to be introduced in 2020 as outlined in the draft budget, accounting for the entire \$100,000 for 2019 and 2020.

ACCOMPLISHMENTS TO DATE

- Sponsorship of OMCI (Ontario Musicians Cooperative Emerging Artists Program (*Mentorship, training and summer employment for young musicians in Simcoe County*))
- #30 Days of Culture (*Engaged residents through social media to do 15 minutes of cultural activity per day in September*)
- Culture Days (*Promoted a wide range of cultural events during last weekend in September*)
- Creative Trip to Georgian Bay Islands (*Day trip for artists, writers and musicians for creative collaboration*)
- Promotional support for Beausoleil First Nation “Island in the Sun Pow Wow”

ACCOMPLISHMENTS TO DATE (cont'd)

- Time.ly Calendar of Events (*Creating and maintaining a regional calendar of events*)
- Creation of social media accounts (*new website, Facebook, Twitter and Instagram accounts*)
- Promotion of Events (*Sending out bi-weekly eblasts promoting cultural opportunities and events*)

PROGRAMS “IN THE WORKS”

- Cultural Symposium (*Preparing for gathering of arts, culture and heritage folks from the region, the County and beyond, in conference with guest speakers on topics for organizations and individuals with goals of educating and networking*)
- Artrepreneur 2020 (*In development for January. 12-week program to help creatives to turn their creative skills into viable businesses*)
- Cultural Connection Meetings (*Planning meetings to bring together individuals and organizations in small groups to learn from, support, and encourage one another*)
- Cultural Conference & Awards (*Planning is underway for a 2-day Cultural Conference to educate and inspire creatives & an Awards event to recognize the wide range of talent in the region*).

NOTES ON BUDGET - PRIORITIES

The Alliance has identified three priorities which are reflected by the budget allocations:

- Promotion: logo design, branding, website, communications and marketing.
- Support for Cultural Community: to provide education, support and encouragement to the cultural community.
- Cultural Asset Mapping: To support and promote the activities of the cultural community, that community must be *identified*.

NOTES ON BUDGET – REALLOCATIONS

1. Nature of Budget: The Alliance is at a formative stage - there may be reallocations of budgetary items as plans develop and opportunities emerge (including grant applications).
2. Community Representation: If funds are to be reallocated, the views of the five Communities will be reflected by the Community Delegates and the Alliance members will be aware that future funding allocations may be affected by decisions made by the Alliance.

BUDGET

Culture Alliance Budget

2019-2020

<u>Expenses</u>	<u>Actuals 2019</u>	<u>Proposed 2020</u>	<u>ToM paid</u>	<u>One Time</u>
Program/activity				
OMCI (placeholder for 2020)	\$ 10,000.00	\$ 10,000.00		
Artrepreneur (carrying forward to 2020)	\$ 103.76	\$ 9,896.24		
Logo design - branding				\$ 4,000.00
Marketing/Communications - general		\$ 5,000.00		
Marketing/Communications - social media boosts		\$ 1,500.00		
Website/domain (domain paid for by ToM)	\$ 228.08	\$ 300.00	\$ 30.00	
#30DaysOf Culture - postcards (printing only, designed by K. Mealing)	\$ 132.78	\$ 150.00		
Culture Days Brochure (printing and design)	\$ 545.22	\$ 750.00		
Time.ly (online Culture calendar - 2019 fees paid by ToM via OTF Seed Grant)	\$ -	\$ 1,500.00	\$ 1,200.00	
Culture Days honourariums for organizations to run free/admission by donation programming		\$ 7,000.00		
Culture Awards (alternating year to conference)		\$ 5,000.00		
Culture conference/symposium		\$ 5,000.00		
Culture conference/symposium - branding				\$ 1,500.00
Cultural Connections for individuals - 3 times per year (food, room rental, 3 speakers)		\$ 1,200.00		
Cultural Connections for organizations - 3 times per year (food, room rental and one speaker)		\$ 1,500.00		
Cultural enhancement to existing events/programs or funds to enhance promotion for existing events (radio ads, print ads, boosted social media posts)		\$ 10,000.00		
Cultural Asset Mapping - Cultural Directory		\$ 5,000.00		\$ 15,000.00
Good Idea Fund		\$ 1,000.00		
Committee support/misc	\$ 183.76	\$ 3,000.00		
Committee support/misc yet to be incurred	\$ 510.16			
	\$ 11,703.76	\$ 67,796.24		\$ 20,500.00

Cash Total: \$ 100,000.00
reflective of at \$10,000 contribution from each community for 2019 and 2020

<u>Income</u>	<u>Cash</u>	<u>In-kind</u>
Yearly community contributions	\$ 50,000.00	
Staff support - Town of Midland		x
Meeting space - communities, libraries, museums, rec centres		x
Community appointees (staff and council time)		x
At-Large and sub-committee volunteer hours		\$ 25,000.00
Ontario Trillium Foundation (proposed)	x	
County of Simcoe grant (proposed)	x	

NOTES ON BUDGET - SPECIFICS

1. **Total \$100,000:** Sums from 2019 and 2020 in 3 columns.
2. **2020 expenditures:** In 2 columns: “Proposed 2020” and “One Time”.
3. **“In kind”:** Does not include Karen Mealing, seconded from Town of Midland.
4. **Grants:** Just “place holders” for possible grant funding.
5. **“Cultural Enhancements”:** Support existing events
6. **“Good Idea Fund”** – For ideas/programs/opportunities that arise