



# **Municipal Investment in Your Arts Council**

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# Year-End Review



## How Has Your Grant Been Invested?



**YAC** Let's talk!  
**YOUR ARTS COUNCIL**  
.....  
CORNWALL AND THE COUNTIES ARTS COUNCIL  
CONSEIL DES ARTS CORNWALL ET LES COMTES

# VISION

**Arts and Culture**  
in Cornwall  
& the region;  
a reason to be **proud**.

# MISSION

**Your Art Council** for the region of Cornwall, Akwesasne and the United Counties is driven by a mission to contribute to the development and sustainability of **Arts & Culture**. We are a **resource** for the visual, performing, and literary arts sector.



# On the Web

- One stop access and connection to Arts and Culture happenings in the community

The screenshot displays the homepage of the Your Arts Council, Cornwall website. The header features navigation links: "Become a YAC Member - FREE", "Sign Up For Our E-Blasts", and "Donate to YAC". The main logo reads "yourartscouncil.ca YAC Let's talk! Parlons-en!". Below the logo is a navigation bar with links: Home, About, Programs &..., News, Circulating Gallery, Contact, Membership, Patronage, YAC Board, Sponsors, Partners..., and Links. The central content area is titled "Calendar" and shows a monthly view for November 2016. The calendar lists various events, including "Mandalas and Meditation", "Free Women's Drum Circle", "Downtown Cornwall Holiday Open", "Poetry Night", "Drawing Night", "Improv Night", and "Paint Night". The right sidebar contains a "YAC on Facebook" section with three posts from "Your Arts Council, Cornwall & The Counties".

yourartscouncil.ca  
YAC Let's talk! Parlons-en!

Home About Programs &... News Circulating Gallery Contact Membership Patronage YAC Board Sponsors, Partners... Links

Calendar

Tags

« 2015 < OCT NOVEMBER 2016 DEC > 2017 »

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

« 2015 < OCT NOVEMBER 2016 DEC > 2017 »

YAC on Facebook

Your Arts Council, Cornwall & The Counties  
3 hours ago

Ticketing information available for these and other shows at [www.aulsvilletheatre.com](http://www.aulsvilletheatre.com).

Photo  
View on Facebook · Share

Your Arts Council, Cornwall & The Counties  
3 hours ago

Conseil des arts Prescott Russell Arts Council - CAPEAC (English follows)  
La date limite est le 30 novembre prochain. Ne tardez pas!  
The deadline is November 30th. Don't wait!  
Arbor Gallery Cultural Centre

View on Facebook · Share

Your Arts Council, Cornwall & The Counties  
3 hours ago

Did you get your raffle ticket yet? message us or email: [board@focustonline.org](mailto:board@focustonline.org)

Photo  
View on Facebook · Share

Your Arts Council, Cornwall & The Counties  
3 hours ago

# Sustainability

-

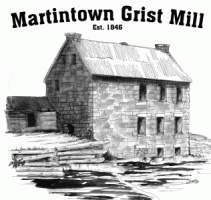
# Arts & Culture HUB

## Expansion of Social Media

**All Arts Events sent to YAC are promoted via:**

- Front Page of YAC [Website](#);
- [Facebook](#) (650+ followers)
- [Twitter](#) (580+ followers)
- 220+ Subscribers / News Media via e-blasts
- 140 Members & Volunteers

# Arts & Culture HUB





# Arts & Culture RESOURCE

YAC serves as a **Resource Office** for many local artists, groups, musicians, performers, businesses and organizations including but not limited to:

Apples & Art • Martintown Mill • Priest's Mill • Focus Art •  
Centre for the Arts Collective • Cultural Advisory Committee •  
Classiqu'Arts • Joan Levy Earle • Jacqueline Milner • Tracy  
Croxall-Davies • Heather J Smith • Virginia Lake • Aultsville  
Theatre • Seaway Valley Theatre • Seaway Winds • Children's  
Aid Society • Sandra Taylor Hedges • Jane Macmillan • La  
Maison • Parade of Nations • Galop Gallery • Shifting  
Creations • OBO Studios • the Garlic Festival • Ribfest •  
Marcel Quesnel • Rivka Waas • the Grind • YACabuskaalooza  
• S, D & G United Counties • Cory M. Coons • *and many,  
many more . . .*

# Arts & Culture RESOURCE OFFICE

## Apples & Art Tour 2016

Provided support on planning and presentation of **2016** event

- 🍏 Prepared Promotion and Marketing campaign
- 🍏 Updated Website from 2015 tour
- 🍏 Developed and instituted smart phone GPS enabled app for tour
- 🍏 Provided Arts Group Incubation



# Arts & Culture RESOURCE OFFICE



**6** documentary video vignettes  
were produced featuring the Artists  
on the **Apples & Art Tour**.

A radio ad was also created.

# Arts & Culture RESOURCE OFFICE

Apples & Art 

-  **64** Artists, **26** locations
-  More than **3,700** visitors
-  More than **\$47,000** worth of **art** sold.



# Arts & Culture RESOURCE OFFICE

## Services

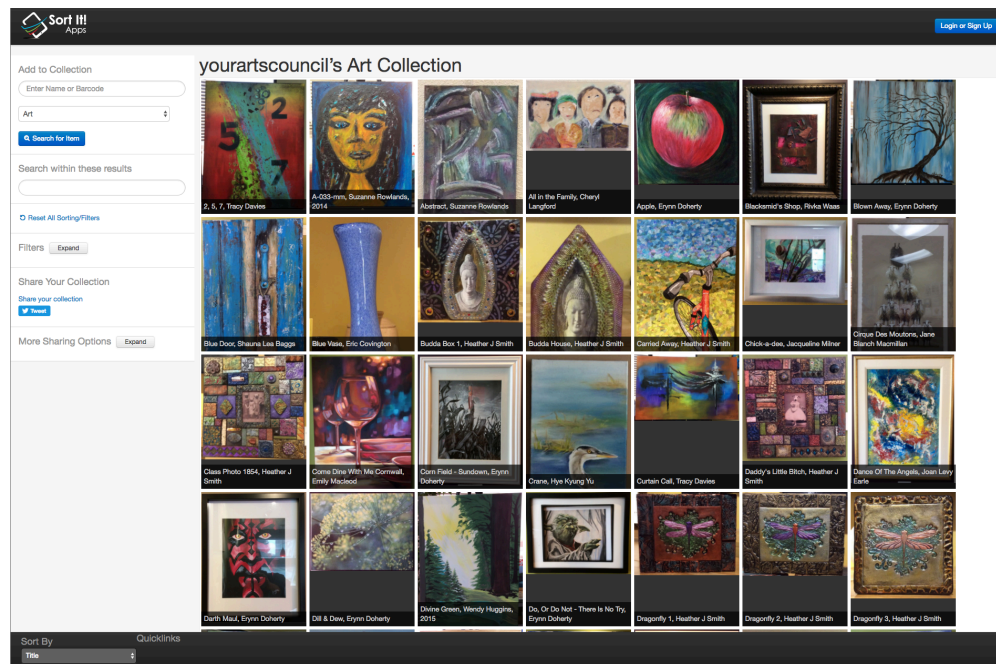
- Mentoring & Grant Writing
- Facilitating Connections
- Business Consultation
- Letters of Referral and Recommendation
- Software and Technology Access and Acumen
- Access to Board, Arts Industry, and Business Subject Matter Experts
- Social / Print Media Message Distribution
- Art Group Incubation



# Ongoing Programs

## Circulating Gallery

- Our Circulating Gallery has steadily increasing sales.
- eBay and Etsy storefronts open by 2<sup>nd</sup> quarter 2017.



# Program Expansion

## Studio Incubator Project

- One artist is currently in residence, Heather J Smith
- Options on more space in Aultsville Hall 3<sup>rd</sup> floor corridor. Spaces up to 400 sq. ft. available at \$1.07/sq.ft./month.



# Projects in the Works

## Funding applied for to expand the following:

- **Studio Incubator Program** - more artists, more workshops
- **Digital Graphics Lab** as Community Resource and Education through St. Lawrence College
- **Circulating Gallery** - more venues, more Art
- **Events** – YACabuskalooza, Classiqu'Arts, Apples & Art, Shakespeare in the Park



# Ongoing Arts & Culture Services

- Continue to offer the quality and level of service established as a **Resource**
- Work with the City of Cornwall to help with coordination of Arts in the Park and other **Festivals**
- Coordinate educational and edu-tainment **Workshops** for career artists, performers, and hobbyists
- Continue to act as a Coordination and Communications **HUB** for all modes of visual, performance, and literary art in the region

# Municipal Investment

- In Conclusion . . .



**Thank You For Your Time  
and Attention**

**Questions?**