

# Halton Hills

## 2022 Impacts & Outcomes | CULTURE DAYS

#hhCultureDays | #hhlsCulture

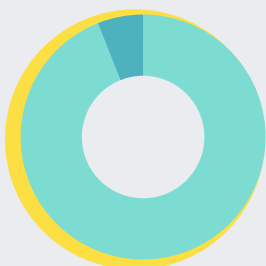
Culture Days is a 3-week national celebration of arts and culture that:

- Raises the profile of the local cultural sector
- Expands access to cultural activities through free diverse programming for all
- Increases year-round participation in arts and culture
- Attracts tourists who contribute to the local economy



Fall Migratory Bird Day by Bird Friendly Halton Hills

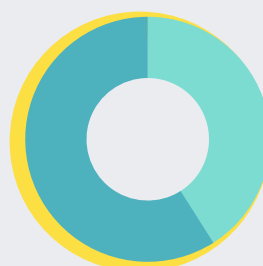
### Audience Retention



**94%**

of attendees said they are likely to participate again in 2023

### Audience Attraction



**41%**

attended Culture Days for the first time in 2022

# HALTON HILLS CULTURE DAYS

2022 at a Glance

All activities  
are free or pay-  
what-you-can

The Town of Halton Hills  
participated in Culture Days for the

# 7th

consecutive year

# \$3200

in funding to local artists  
and cultural organizations



Open Studio Day at Glen Williams Glass



"Gettin' Reel in the Garden" Georgetown  
Folk Collective



Georgetown Pipe Band Performance  
and Q&A



Cranes for Ukraine



# 4th

## National Ranking

Overall for 'mid-size  
communities'



# 15

Venues



# 56

Activities



# 120

Participating  
Artists



# 430

Virtual  
Participants



# 1080+

In-Person  
Participants



# 50k+

Social Media  
Impressions



Designated  
Ontario Culture  
Days Regional Hub

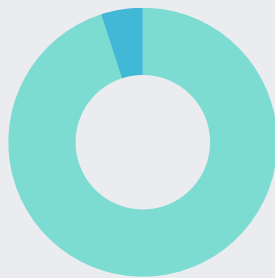
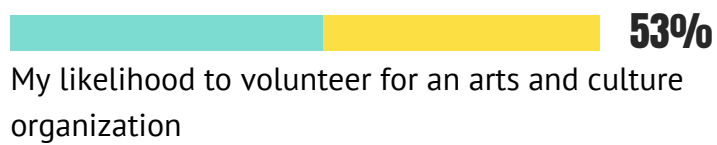
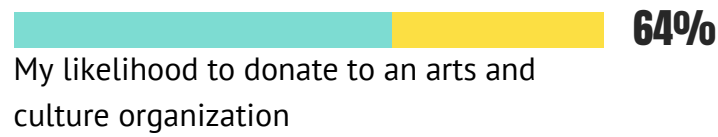
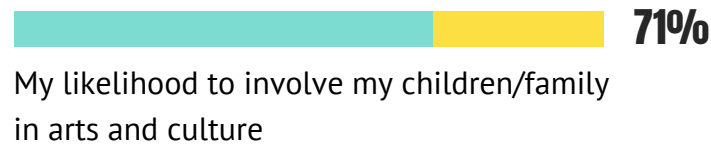
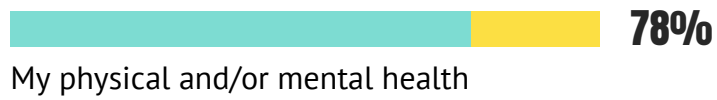
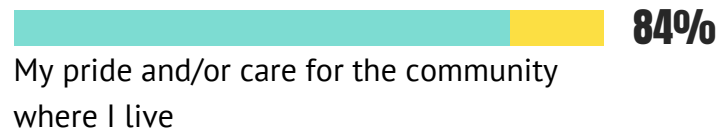


# 27%

of participants were tourists  
(travelled 40k or more)

# AUDIENCE IMPACTS

Attending Culture Days had a positive impact on....

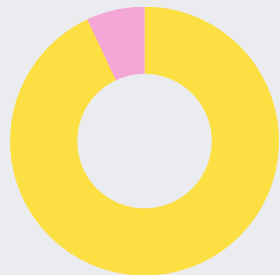


95%

were satisfied with In-Person activities they attended

93%

were satisfied with digital activities they attended



“A wonderful opportunity to expose oneself to new ideas, art forms... new people and ideas”

“Thank you kindly for showcasing these marvelous fun, educational and free events...”



Steel Pan Performance & Workshop by Luckystickz



Franco Ontarien Flag Day by Le Coin Franco



Community Colouring Page by Colour it Air

# IMPACTS & SUPPORTS FOR ACTIVITY ORGANIZERS

## Positive impacts for participating artists and organizations:

- Gain new audiences, clients, volunteers and/or board members
- Pilot new programs and services
- New program offerings as a result of a popular Culture Days activities
- New partnerships and business relationships formed leading to financial savings, increased profile
- Program delivery and event skills developed, supported by Town staff

## Town supports for Activity Organizers:

- Free space at Town venues
- Funding through Artist Next Door and Culture Days microgrants
- Activity Idea Generation
- Programming and logistical support
- Technical expertise for virtual events
- Professional development workshops
- Networking & partnership opportunities
- Marketing & Communications Assistance & Materials
- On-site volunteer and staff support



Open Studios at Williams Mill by Pauline Gladstone



Show and Demonstration with the Georgetown Rug Hooking Guild

"Participants left with something creative, positive, and enjoyed their away time from every day life. For myself, I identified two key areas for improvement in my workshop practice. I also gained twelve email subscribers to my monthly art business newsletter."

"Well run, good interactions with public, very cool projects - particularly new public art is exciting to see."

# GET INVOLVED



Autumn Equinox at House Sol



Visual Diaries for Fun and Wellness by Valerie May

Learn more about  
Culture Days

[haltonhills.ca/CultureDays](https://haltonhills.ca/CultureDays)  
[culture@haltonhills.ca](mailto:culture@haltonhills.ca)

Stay informed about arts and culture  
opportunities and events in Halton Hills

Scan the QR code or visit [haltonhills.ca/Culture](https://haltonhills.ca/Culture) to  
sign up for the Create Halton Hills e-newsletter



Quotes from Halton Hills Culture Days 2022 activity organizers and attendees



Photographs from Halton Hills Culture Days 2022 used with the permission



Data in this report provided by the Halton Hills Culture Days Survey 2022

