



Culture Days in Halton Hills 2022 & 2023

Pearl Schachter, Cultural Program Producer



Introduction

What is Culture Days?

- 3-week national celebration of arts and culture
- 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



Why is Culture Days Important?

Culture Days offers an event framework that is:

- inclusive
- accessible
- builds community
- supports local

Positive impacts for activity organizers:

- new audiences, clients, volunteers and/or board members
- new programs and services
- partnerships and business relationships formed leading to financial savings, increased profile
- program delivery and event skill development
- building internal organizational capacity



Culture Days in Halton Hills

Since 2018, Town Staff have supported artists, cultural groups, and creative businesses to host 350 Culture Days events for nearly 14,000 residents and visitors.

Support for activity organizers includes:

- Free space
- Funding
- Activity idea generation
- Programming and logistical support
- Technical expertise
- Professional development
- Networking & partnership
- Marketing & communications
- On-site volunteer and staff

Halton Hills has participated in Culture Days since 2016

Adapting for COVID-19

Year	Length of Event	Number of Activities	Participating Artists	Attendance
2019	3 Days	81	141	2,700 in-person
2020	4 Weeks	75	160	5,350+ In-person: 350 Digital programming views: 5,000+
2021	3 Weeks	76	165	2,500 + In-person: 1,300 Digital programming views: 1,200+

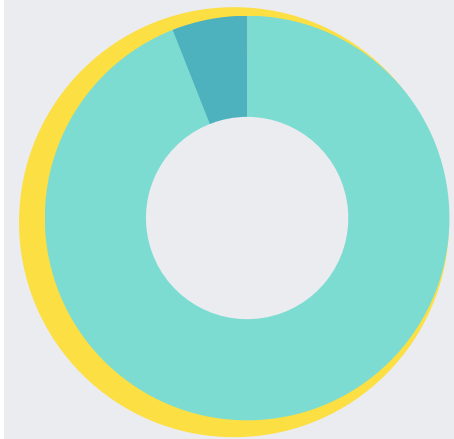
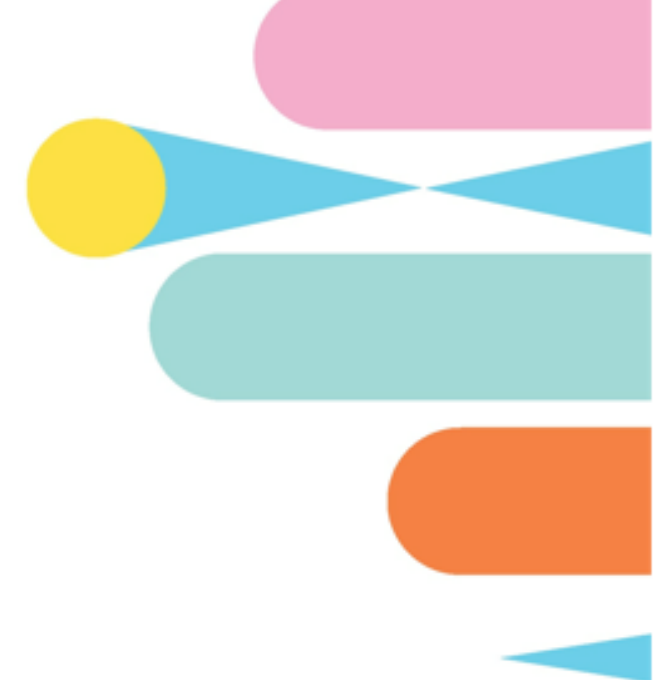


Provincial Award Winning Programs:



- Best In-Person Program 2021, Pauline Gladstone 'On the Table'
- Best Exemplification of Theme 2019, Nia
- Best Hub 2019, Credit Valley Trail 'First Steps along the Path'
- People's Choice Award 2018, KAIROS Blanket Exercise

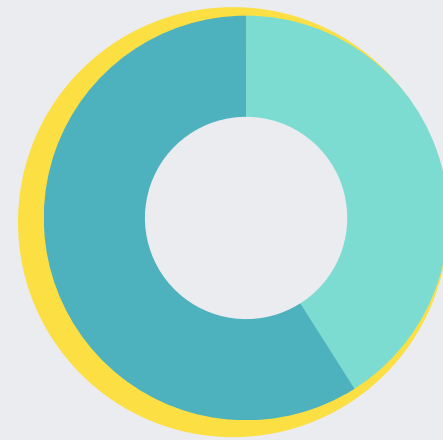
2022 in Halton Hills



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



15

Venues



56

Activities



120

Participating Artists



430

Virtual Participants



1080+

In-Person Participants



50k+

Social Media Impressions

\$3200

in funding to local artists and cultural organizations

\$6000

in provincial funding



4th

Overall for 'mid-size communities'



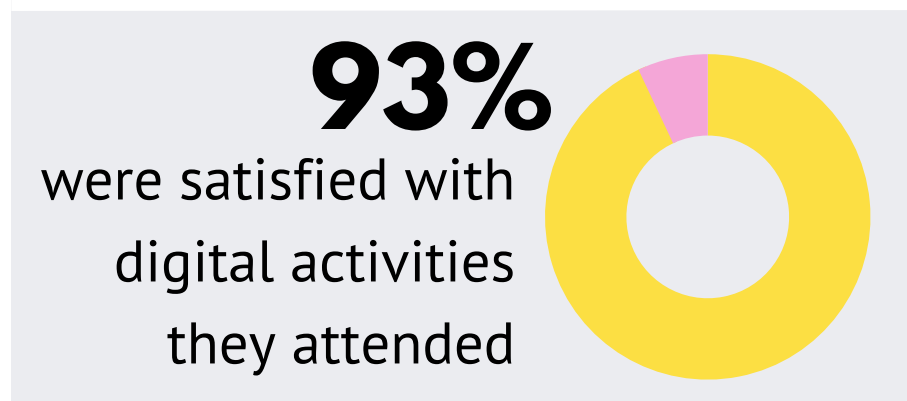
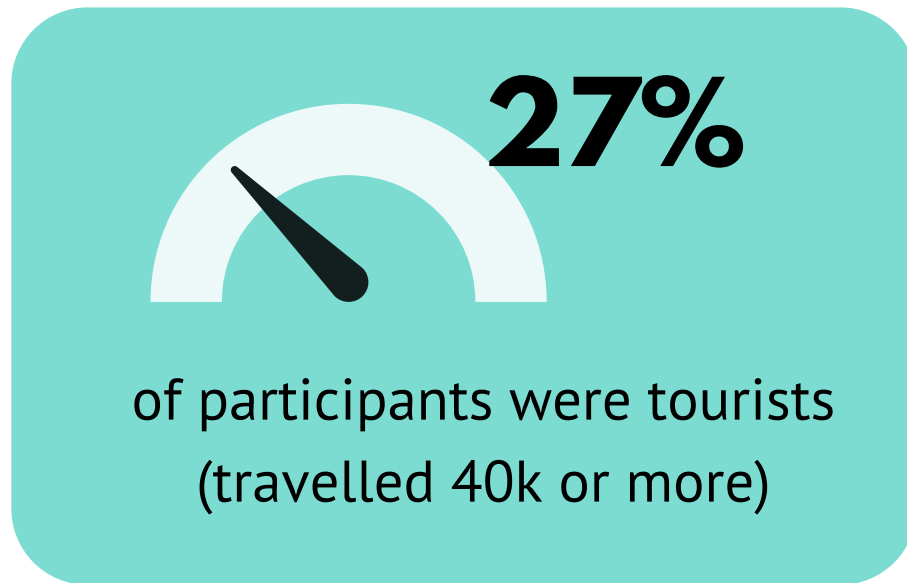
Designated Ontario Culture Days Regional Hub

Diverse Programming

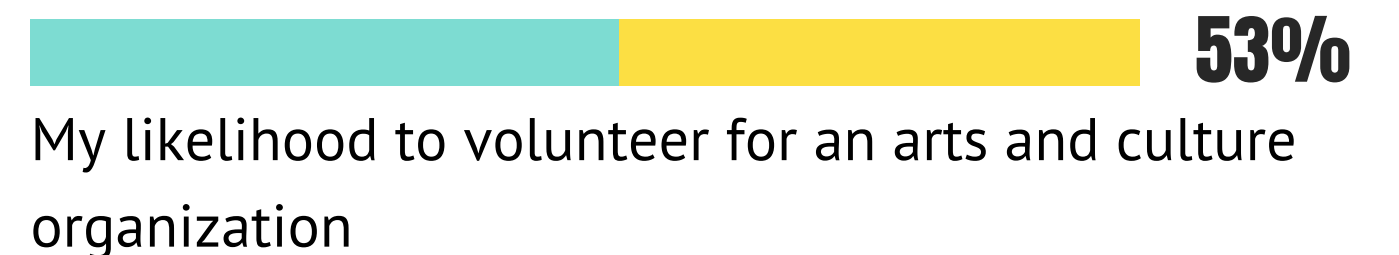
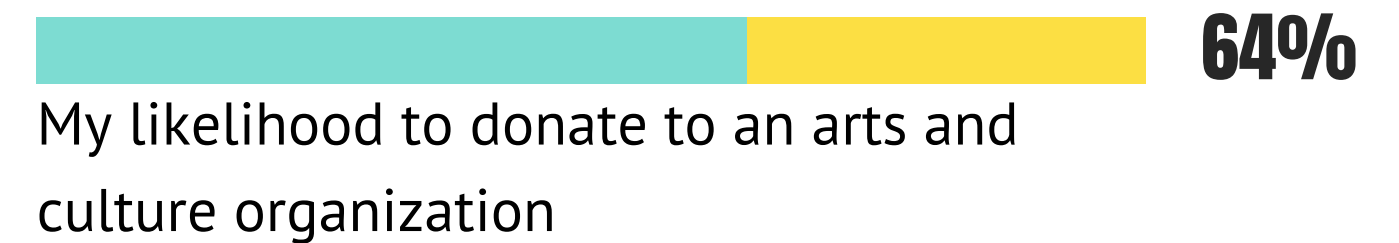
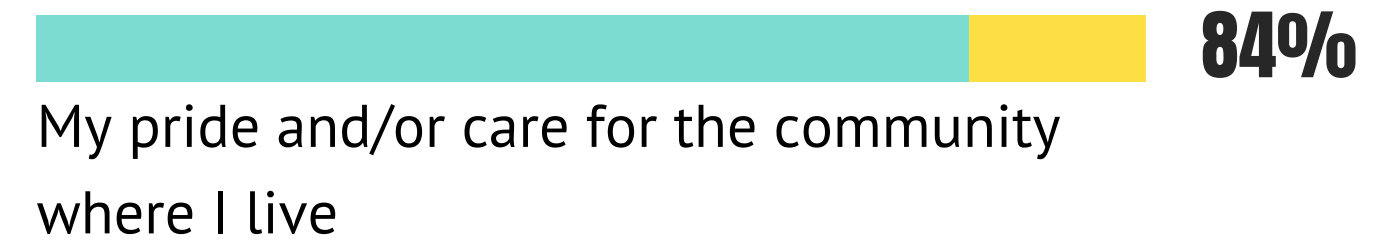
- The Woman who Fell from the Sky - Short Film and panel with the Aunties Dandelion (virtual)
- Steel Pan Performance and Workshop with Luckystickz
- Film screenings including Peace by Chocolate, Il pleuvait les oiseaux, and Healing the Scars of Colonialism
- Franco Ontarian Flag Day hosted by Le Coin Franco
- Blackout Poetry Grab and Go Kits assembled by the Halton Hills Public Library
- Open studios at the Williams Mill Creative Studios and Credit Valley Artisans cottage



2022 Impacts



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



Culture Days in 2023

September 22-October 15

- local theme is "Fusion"
 - to inspire collaboration, partnership, new experiences
- Halton Regional Hub
 - 'A Place I Call Home Halton' Project with Oakville, Milton, Burlington
#aplaceicallhomehalton
 - marketing and communication supports

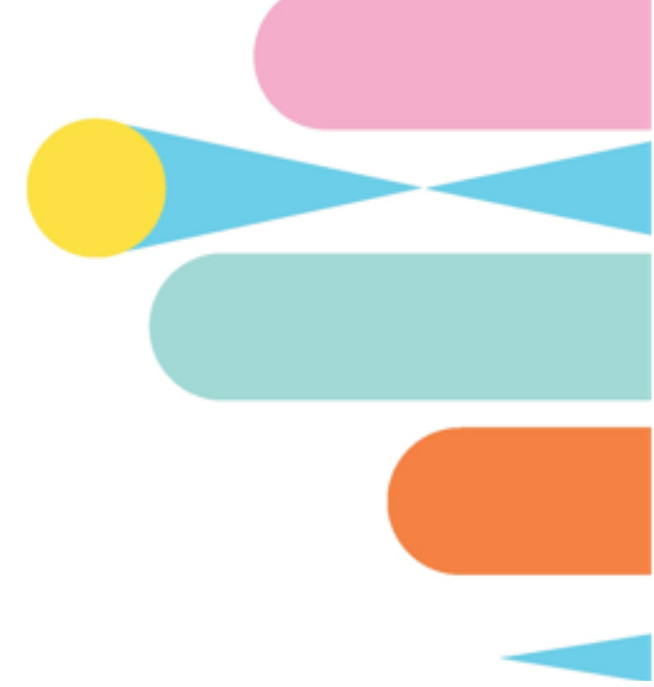
National Day for Truth and Reconciliation, September 30

Programming Preview

70+ events projected for 2023

A continually growing program of diverse activities from artists, cultural groups, businesses and the Town including:

- Theatre, dance, visual arts and music celebrating Indian Cultural Heritage
- Franco Ontarian Flag Day Celebrations
- Plein Air Painting with the Helson Gallery and the Halton Hills Plein Air Painters
- Talent show at the John Elliott Theatre in partnership with Hillsvie Active Living Centres
- Live streaming of Credit Valley Artisans Life Drawing from the Helson Gallery
- School programming for K-12
- Acton Arts Market at Prospect Park, hosted by the Acton BIA
- Musical performances & workshops
- Heritage Tours



How to get Involved



- become an activity organizer
- volunteer
- provide a venue
- participate in events
- sponsor a program, or series that aligns with your corporate values and/or focus market
- promote upcoming activities and share your involvement with your networks

Marketing Campaign

- branded collateral
- print media
- digital screens and marquees at Town venues
- webpage content on haltonhills.ca, visithaltonhills.ca, and culturedays.ca
- social media campaigns
- in-person outreach at public events
- outreach to schools
- enews including Create Halton Hills, The Current, E-Fun, Invest Halton Hills



Questions?



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