

HALTON HILLS CULTURAL ROUNDTABLE 2017 ANNUAL REPORT

GOALS	DETAILS	RESULTS
<i>Deliverable 1. Cultural Sector Development Support – Provision of development supports to new and continuing organizations, businesses and individuals.</i>		
Goal 1.1: Increase local Community Event Leadership Skills including decision-making, event viability and sustainability.	<p>For the second year, HHCR designed and implemented, in collaboration with Halton Hills Chamber of Commerce and Town staff, a multi-faceted approach to community event support. This priority is based on needs identified from the November LEAD Community Event Leader session and 2016 Summer Event Team program outcomes. The multi-member summer student team provided:</p> <ol style="list-style-type: none"> 1) Event day volunteer support 2) Resources on planning green events 3) How-to meet the new Accessibility for Ontarians with Disabilities Act (AODA) event requirements 4) Event audience survey design, data collection and analysis 5) Canada 150 plan implementation 6) Recommendations for streamlining logistics 7) Individual event-specific supports (e.g. event brochure redesign suggestions) 8) A summary report of cross-event strengths and needs to guide future activities and resource decisions <p>New in 2017, eight questions regarding demographic data were asked consistently across all events including home postal code, age, group size and gender. This data is useful to individual events and also provides a baseline useful in developing cultural tourism plans.</p>	<p>Results include:</p> <ul style="list-style-type: none"> - 26 events attended including enhanced supports for the Georgetown Fall Fair and Glen Williams Canada Day events - 2100 visitor, volunteer and vendor surveys conducted - 18 Event Evaluation Reports developed and shared - 8 areas of demographic data collected - 6 students hired @210 hours each <p>Community Event leaders have better data to direct their decision-making and therefore are more confident leaders. The individual Event Evaluation Reports and debrief meetings have impacted planning and practices for 2018. Improvements include event efficiency and effectiveness as well as optimal use of financial and volunteer resources.</p> <p>The Summary Report developed for the Community Events staff will assist them to work with their clients in 2018. The event visitor data will be compiled and provided to the Town's Economic Development and Tourism Coordinator.</p>

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<p>Goal 1.2: Increase the impact and future sustainability of the Red Door Gallery.</p>	<ul style="list-style-type: none"> • Assistance with drafting and submitting the Ontario Trillium Foundation(OTF) SEED Grant report including statistics, evaluation and lessons learned • Assistance with board requirements such as meeting management and background research • Analysis of new location options due to the McGibbon project • Preliminary search for optional location spaces to transfer the Youth/Community activities to • Strong links forged with local artists not connected to Credit Valley Artisans or Williams Mill Visual Arts Centre, the downtown Georgetown business community, the 20-something youth performers, and a variety of interested investors and art enthusiasts, providing a great base from which to build in the future. 	<p>The final OTF assessment showed great return on investment beyond the targets on the SEED grant's expenditure, which sets a strong base for future planning and investment.</p> <p>A combined visual and performing arts model was tested, and lessons learned including options for moving forward.</p> <p>The users and leaders of the U Room showed a high level of interest in a continuing low-cost and youth friendly recording and performance space.</p> <p>The choice of how to move forward was impacted by both the McGibbon and Williams Mill Visual Arts Centre plans. A study is needed to determine next steps.</p>
<p>Goal 1.3: Connect with and assess the needs and opportunities of emerging sub-sectors.</p>	<ul style="list-style-type: none"> • Identification and connection with local culture sector businesses including those that are newly formed and/or run by youth for the purpose of broadening HHCR's reach and identifying up and coming leaders and needs in new sub-sectors • Assessment of existing connections and available resources for newcomers to our community to better understand newcomer issues and needs as they relate to culture. 	<p>Increased connections to newcomers and new knowledge of their cultural and volunteer interests.</p> <p>Preliminary data on youth-driven arts activities beyond those based in schools.</p> <p>New connections made between community leaders and emerging youth-based arts.</p> <p>HHCR sees early signs of the need for an arts-based incubator/hub.</p>

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<i>Deliverable 2. Culture Master Plan Activities - Provision of volunteer and staff support to projects relating to the implementation of the Cultural Master Plan/Action Plan (CMP/CMPAP).</i>		
Goal 2.1: Lead/co-lead/contribute to the planning and successful implementation of local priorities.	<p>HHCR worked in conjunction with the Cultural Development Coordinator to support the implementation of the Cultural Services Section business plan and workplan, including::</p> <ol style="list-style-type: none"> 1) Providing assistance to Culture Days including links to local contacts and volunteers. 2) Designated a representative to the Public Art Advisory Board (formed in January 2018) 3) Contributed to the planning and celebration of the Halton Hills Wenjiang Festival by participating in the community Task Group and providing volunteers for Festival activities 	Assisted, as required, by collaborating with the Town's Cultural Development Coordinator.
Goal 2.2: Engage with and develop new/young Culture Sector leaders	An OTF GROW-level grant application was developed and submitted in summer 2017 including developing a preliminary project plan, required resources, anticipated partners and potential outcomes.	This grant was not received. Since the development of local cultural sector emerging leaders has been identified as an ongoing priority, this initiative will be revisited in 2018.
Goal 2.3: Work related to the Cultural Assets Tour Project	An OTF SEED-level grant application was developed and submitted in winter 2017 including developing a preliminary project plan, required resources, anticipated partners and potential outcomes.	This grant was not received. The development of a local, online, self-guided cultural tour has been identified as an ongoing priority and is included in the Town's Cultural Services business plan and workplan.

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<p>Goal 2.4: Assist the Williams Mill Visual Arts Centre board plan for a purchase and transition of the property if a viable option for transfer is found.</p>	<p>HHCR provided a wide range of assistance to the Williams Mill Visual Arts Centre Board's process in planning for and negotiating a 2018 move-to-purchase. This support included:</p> <ol style="list-style-type: none"> 1) Attending Board, needs assessment, and planning meetings as an ex-officio member 2) Recruitment of three high-level community board members with law, development and marketing experience 3) Drafting of a Charitable Organization application 4) Developing a project plan for the potential transition including legal, fundraising, capital and required staffing/volunteer capacities 	<p>While the purchase of the Mill did not proceed, HHCR's work and contributions to the 2017 Board work meant that:</p> <ul style="list-style-type: none"> - A strong Board was formed that was able to work their way through the complexities of the situation - Mill staff and artists were actively supported during this experience
<p><i>Deliverable 3. Community-Wide Grant Writing - Provide grant writing services for key arts, culture and heritage community-wide initiatives.</i></p>		
<p>Goal 3.1: Access grant and/or other funding to support local initiatives</p>	<p>HHCR drafted and submitted the following grant applications:</p> <ol style="list-style-type: none"> 1) Federal Student Summer Jobs Program <ul style="list-style-type: none"> o Williams Mill Marketing and Events (2) o HHCR/Chamber Summer Events Team (6) o Chamber Marketing (1) o Chamber/Tourism Committee (1-Most Patriotic Project) 2) Red Door Gallery SEED Report 3) Cultural Assets Tour – OTF SEED Grant 4) OTF GROW Grant for Cultural Sector Emerging Leadership Development 	<p>Ten summer student grants received, and significant programs implemented successfully (Summer Events Team, Most Patriotic Town) as a result of this labour being available.</p> <p>Cultural Assets Tour and Emerging Sector Leadership programs were further scoped through grant application development although funding was not received.</p>

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	<p>HHCR also led the following grant-related activities:</p> <ol style="list-style-type: none"> 5) Visual Artist grant writing seminar March 29th 6) Lucy Maud Montgomery (LMM) grant opportunity search 7) Other grant searches via our <i>GrantsConnect</i> online search app as well as community grant draft review as required and if capacity was available 	<p>Twenty-six local visual artists had increased readiness to write Ontario Arts Council and other grants due to attendance at grant writing workshop.</p> <p>Significant local projects, including LMM, had information relating to grant access and assistance with application refinement.</p>
<i>Deliverable 4. Town of Halton Hills Project Initiatives - Be an active contributor to Town projects, committees and/or issue resolution that relate to the development of the arts, culture and heritage sectors.</i>		
Goal 4.1: Contribute to the success of local planning exercises	<ol style="list-style-type: none"> 1) Implementation of Canada 150 plans, including participation on the Most Patriotic Town project 2) Participation on Town Committees including Sustainability, Tourism, Destination Downtown, and Vision Georgetown 3) Contributed to planning for the next phase of the Halton Hills' Community Brand in conjunction with the Chamber and the Town 	<p>Contributed to planning and implementation of successful Most Patriotic Town project (team membership, logistics and staffing booths).</p> <p>Newcomers Package and Block Party Kit developed through the Cultural Pillar of the Town's Sustainability Implementation Committee (TISC).</p> <p>Able to bring broad community perspective to numerous local planning exercises.</p>
<i>Deliverable 5. Increasing Sector Information and Profile - Ensure, through internal and external community partnerships, that there is a 2-way flow of information relating to arts, culture and heritage to community residents, tourists and others.</i>		
Goal 5.1: Increase the promotion of and access to local culture sector information.	<ol style="list-style-type: none"> 1) HHCR staff and volunteers worked actively with the Tourism Committee and Chamber staff during 2017 to attract culture sector partners to and community use of the VisitHaltonHills.ca website. 	<p>VisitHaltonHills.ca had a marked increase in use and visitors over the previous year:</p> <ul style="list-style-type: none"> • 17,504 sessions (85% increase) • 13,914 Users (89% increase) • 55,585 Pageviews (58% increase) • 1,801 events posted (22% increase)

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		The site is mainly used by 'new visitors' which account for 88% of traffic to the site.
	2) HHCR staff and volunteers provided monthly information to cultural sector members regarding grant opportunities, new policy/program initiatives, and local/non-local opportunities.	Newsletter/communique produced 15 times in 2017.
	3) HHCR did not refine and augment its Communications Plan in 2017. This work has begun in 2018.	Communications Plan review and implementation began in February 2018.
	4) HHCR attended Farmers Markets, and the <i>At Home in Halton Hills</i> event to promote the cultural sector locally and beyond.	Increased access to varying audiences via community outreach.
<i>Deliverable 6. Sector Learning and Networking - Facilitate/lead networking opportunities that bring together the arts, culture and heritage community to identify needs, set strategic priorities, provide timely learning opportunities and/or strengthen cross-group/cross-sector networks</i>		
Goal 6.1: Plan and host a well-attended Annual Symposium event.	The 2017 Cultural Symposium was held on January 27 th and included networking, a First Nations presentation and the Arts Alive Awards. 120 people attended the event. New networks were formed because of the event's structure and networking activities.	<p>First Nations speaker provided kickstart to Canada 150 year and HHPL Indigenous events schedule.</p> <p>Canada 150 Arts Alive Awards celebrated local excellence in cultural programs, businesses and volunteerism. Award medallions were designed and funded by the Town.</p>

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Goal 6.2: Getting to know sub-sectors and their needs	Through our participation on the Town's Sustainability Implementation Committee (TSIC), HHCR Board Members led the development of both the Block Party kit and the Newcomers toolkit. We also began connecting with young adult and newcomer services in relation to culture sector opportunities.	The impacts of these tools are still to be determined.
<i>Deliverable 7. Internal Volunteer Management/ Administration (- Manage internal group volunteers and processes</i>		
Goal 7.1: Ensure organizational effectiveness and efficiency.	<ul style="list-style-type: none"> • Held regular Board and Executive meetings ten times. • Planned and hosted an Annual General Meeting in February 2017 and presented financial statements there. • Elected a new Board and Executive at March meeting. • Established a common Dropbox for Board and task team use. • Had two additional members join mid-year. • Oriented all members including those who were new on the organization's annual goals, and their own roles and responsibilities. • Maintained annual Directors Liability insurance. • Designated key roles for Board members. • Designated back-up support during planned staff vacations. 	<p>Clear roles within Board during transition year.</p> <p>New and younger Board members recruited and maintained resulting in new capacity and network links.</p> <p>Two new members on the Executive Committee.</p> <p>In 2018, the organization will move to a consent agenda model to increase meeting efficiency. The gradual move to more online application use continues.</p>
<i>Deliverable 8. Memorandum of Understanding Requirements – Information and negotiation meetings, tracking, and reporting</i>		

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Goal 8.1: Ensure continued collaboration and close partnership between the Roundtable and the Town.	<ul style="list-style-type: none">• The Town's Cultural Development Coordinator is a member of the HHCR Board.• Shared project and meeting materials with Town staff.• Began meeting monthly with Town staff in August to discuss: (i) project priorities and coordination (ii) updated roles and responsibilities; (iii) MOU-based reporting requirements; and to (iv) ensure the continued elevation of cultural initiatives and their connection to economic development opportunities.	Clarification of roles and relationship with Town still ongoing as of year end.