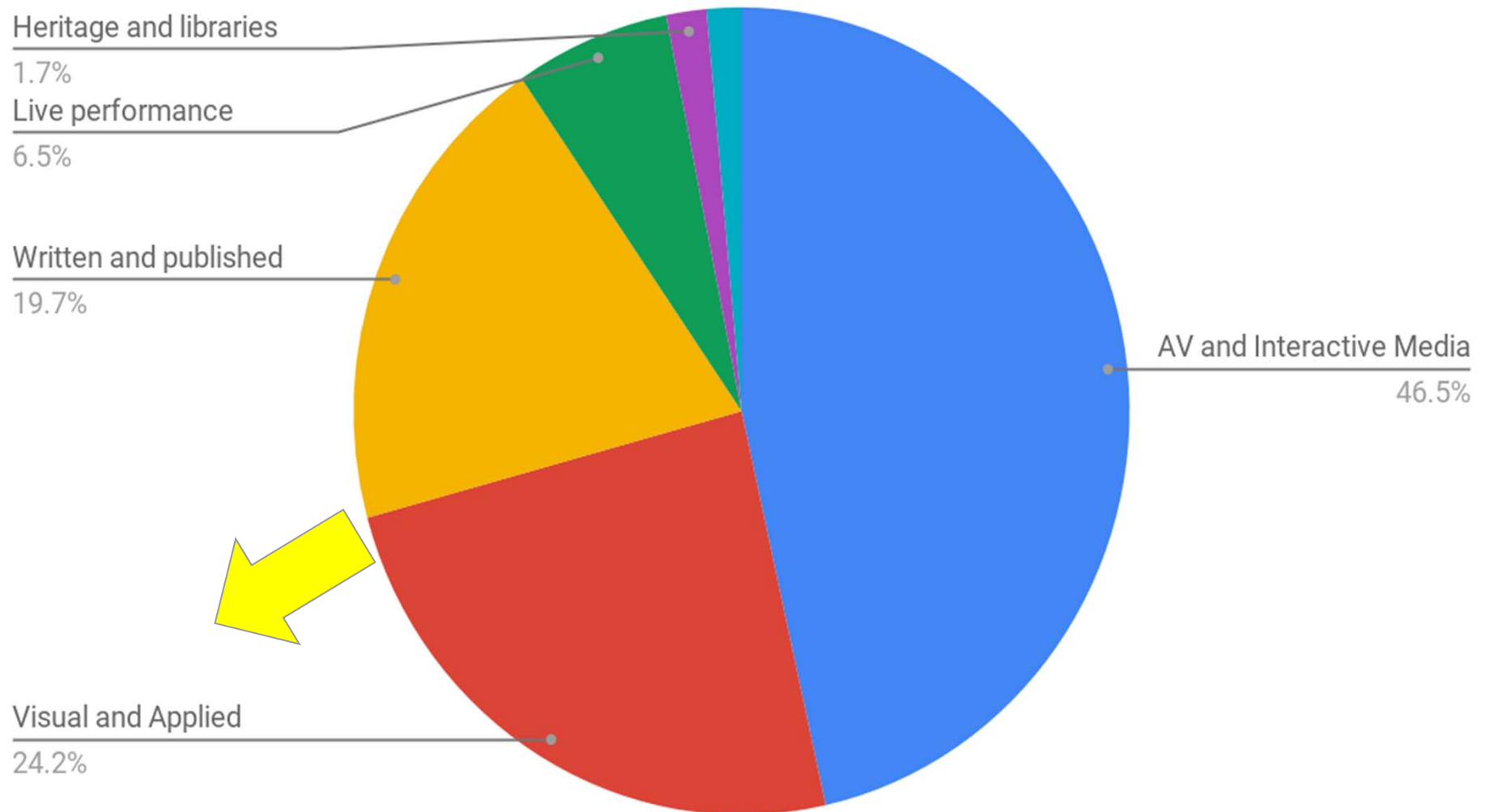




www.HillStrategies.com

GDP of Culture Products - 2.8% of overall national GDP



“Between 2010 and 2016, the GDP of culture products increased by 17%”

“Visual and applied arts raised by 19%”



In Ontario...

“The GDP of
culture products
grew by 23%”



A photograph of an art gallery. Several people are standing in a room with white walls, looking at colorful abstract paintings. The floor is a light-colored wood. The lighting is soft and focused on the art. The people are dressed in casual to semi-formal attire. The overall atmosphere is quiet and contemplative.

Statistics Canada estimates the direct economic impact of sports industries in 2016 at \$7.2 billion, or 0.3% of Canada's GDP.

The direct economic impact of culture industries (\$59.3 billion) is EIGHT times larger than the sports estimate.

In Ontario,

**The estimates show the
value added of culture
industries is NINE times
larger than sports
industries**











Strategic Plan 2016 – 2021

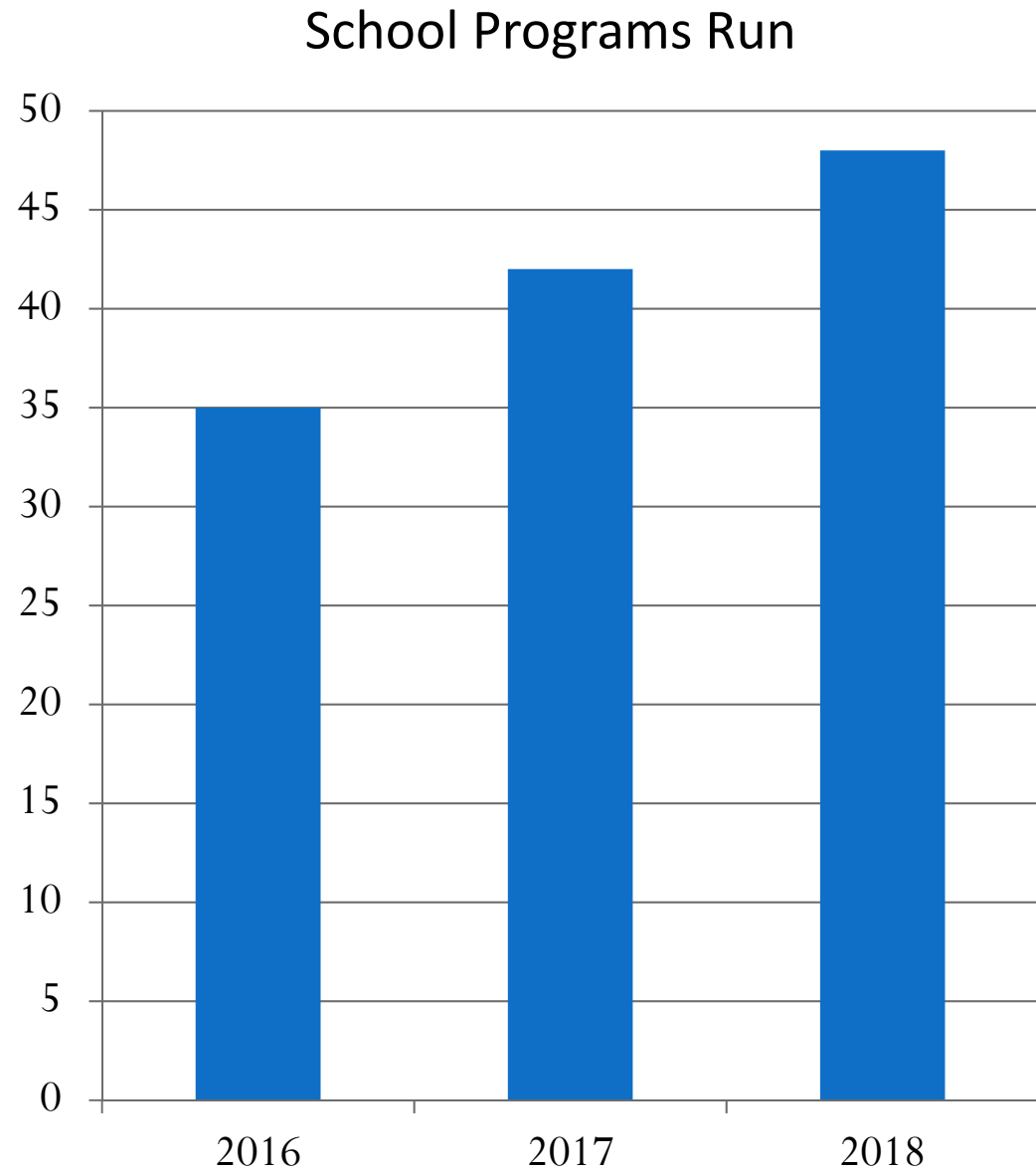
STRATEGIC DIRECTION 1

REINFORCE OUR FOUNDATION





We increased our school program visits by 15%. Since 2016, we have increased school tours by 37%.



Expand our reach and raise our profile.

Touring exhibitions allow us to reach audiences across the province.

Arthur Shilling: The Final Works

Art Gallery of Windsor (Feb 17 – May 13, 2018) **4192 visitors**

Orillia Museum of Art and History (May 26 – August 19, 2018) **4455 visitors**

Bonnie Devine

La Rábida, Soul of Conquest: an Anishinaabe encounter

Idea Exchange, Cambridge Art Galleries (November 23, 2018 – February 17, 2019) **7031 visitors**



We film artist talks and share them on our YouTube Channel



Andrea Kastner Reclaim
Residency Artist Talk



Glimmers of the Radiant Real
- Panel Talk



These Things I Have Seen -
Panel Talk



Call and Response Panel Talk



Shelley Niro: women, land,
river - Artist Talk



We're Talking About It: June
30, 2017



Spencer J. Harrison: Not A
Freak Show



Bonnie Devine | La Rábida,
Soul of Conquest: an...



Enhance Collection Research

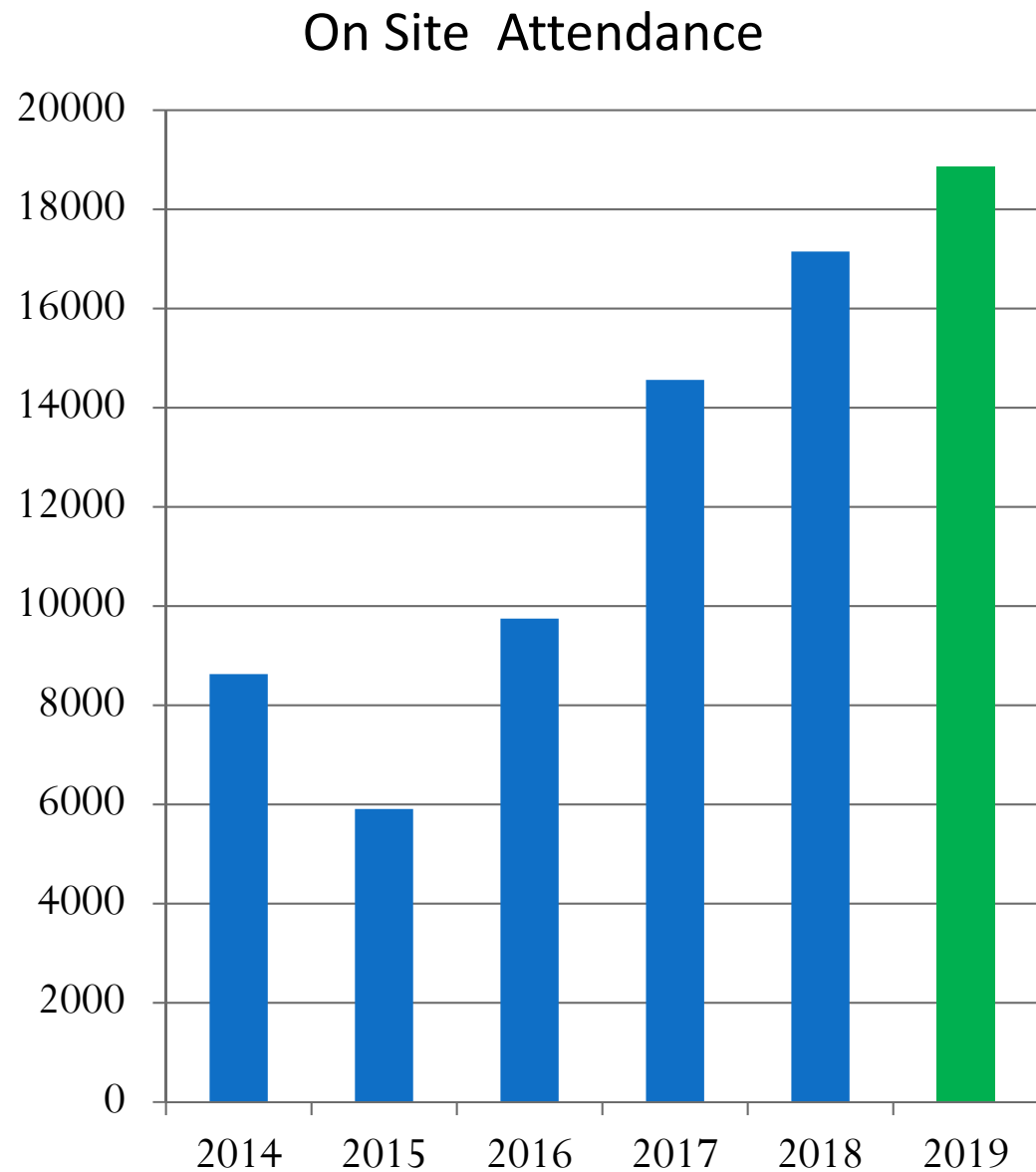




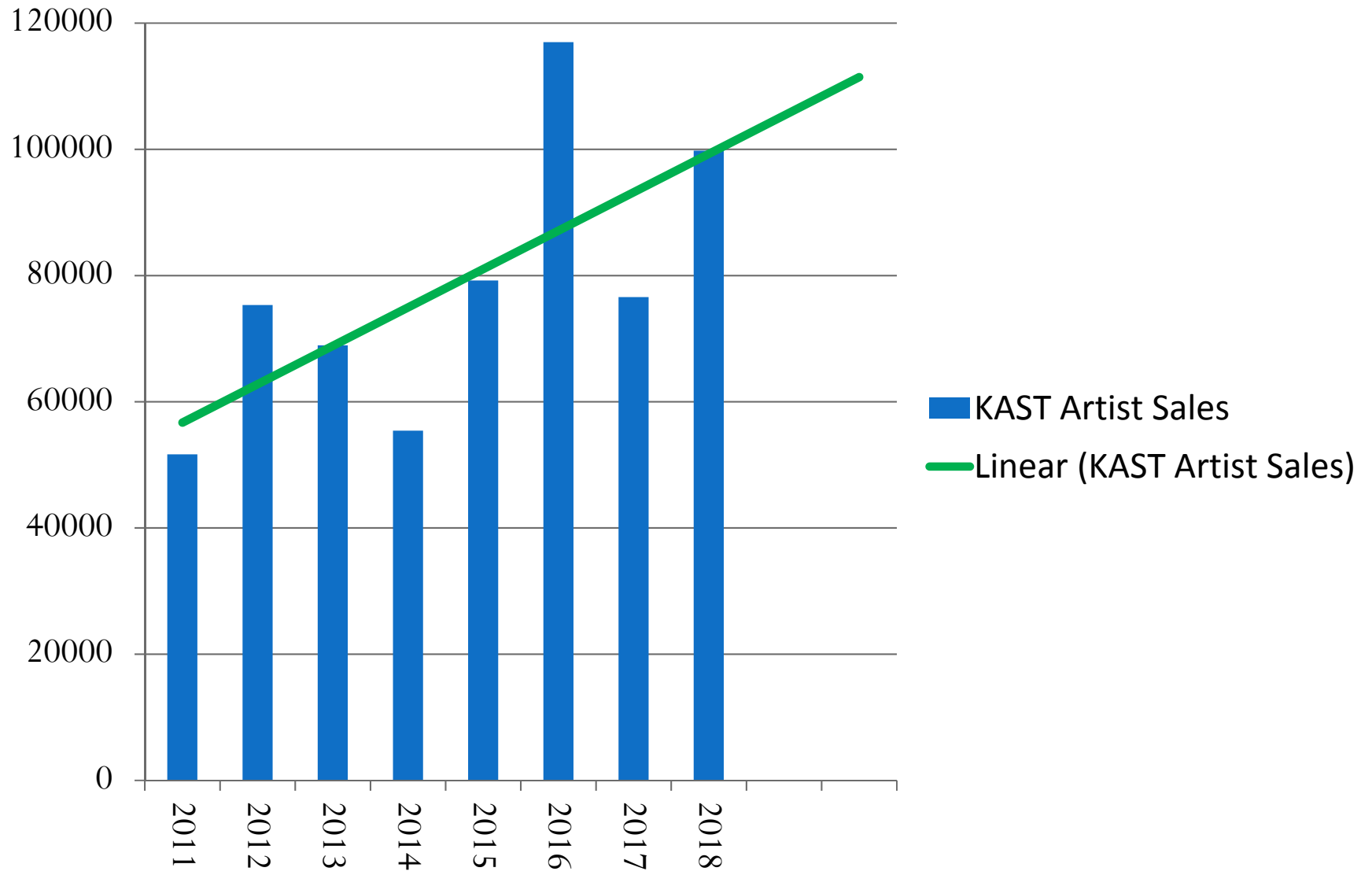
**STRATEGIC
DIRECTION 2**

**ENGAGE
OUR
AUDIENCE**

**In 2018 our
attendance
increased by
18%.**



Kawartha Autumn Studio Tour



Cards by Rachel Dyke of
Critter Co.

AGP tote by
Madderhouse Textile
Studios



Focus on Outreach and Engagement



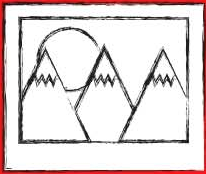
STRATEGIC DIRECTION 3

TELL OUR STORY



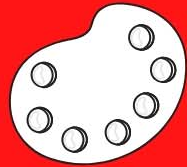
AGP BY THE NUMBERS

LOOKING BACK AT 2018



14

EXHIBITIONS



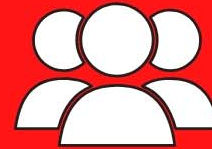
104

ARTISTS
EXHIBITED



294

EVENTS &
PROGRAMS



4,754

PROGRAM
PARTICIPANTS



29,564

ON AND
OFFSITE
ATTENDANCE





Highlights 13 w

Love these huge yellow crates that are heading our way soon!

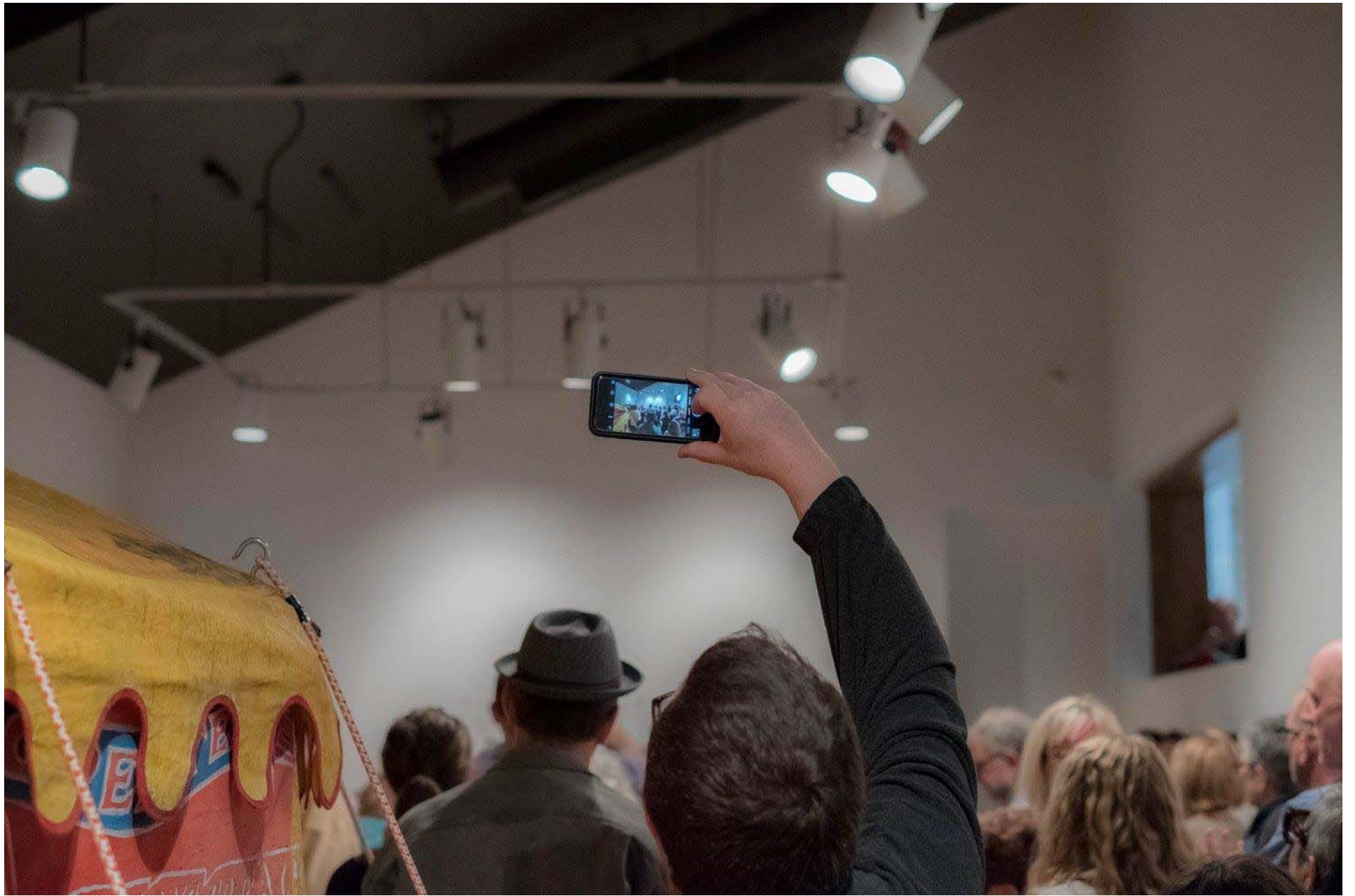


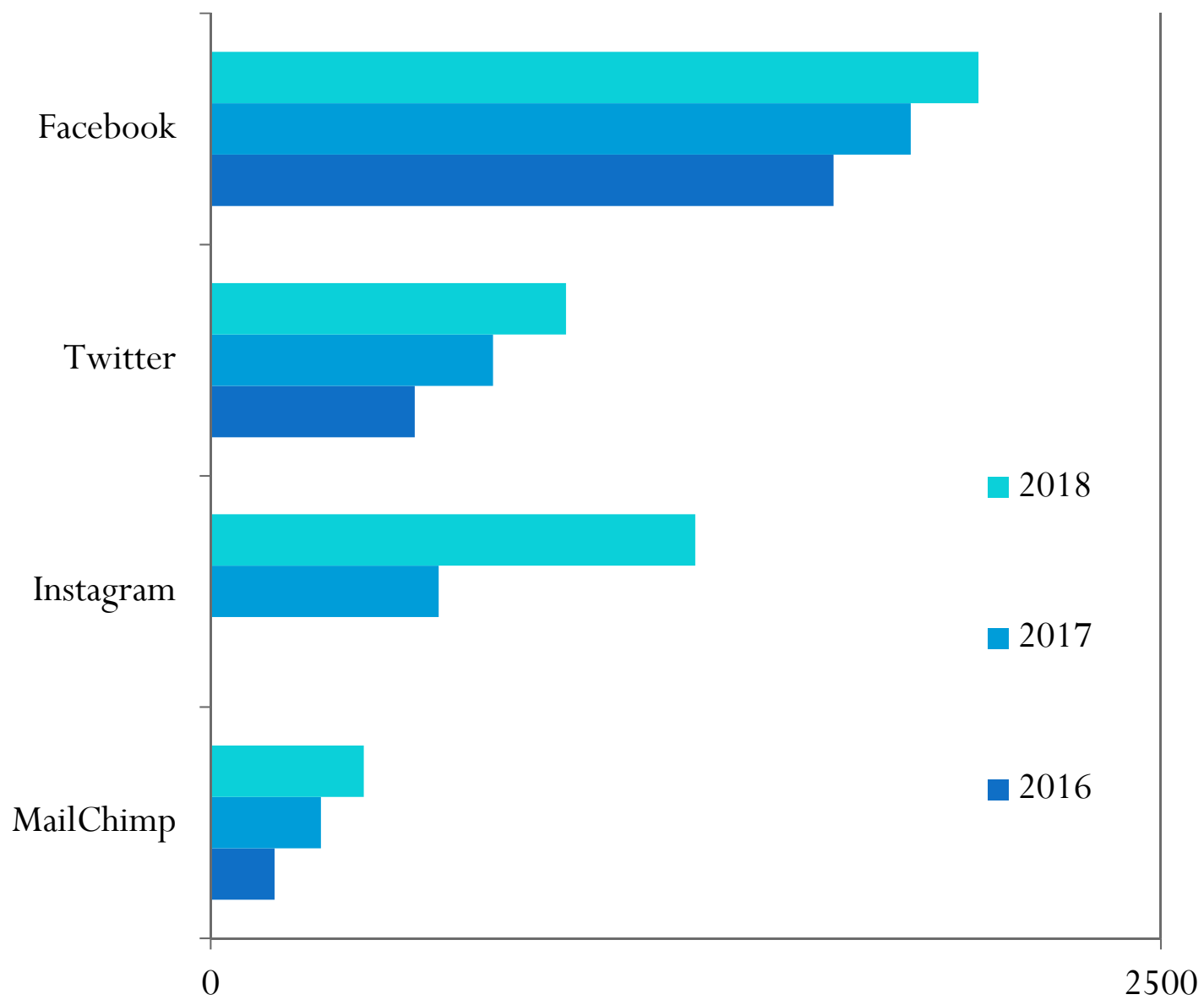
@linguafranca_photocons

**Artwork by Shelley Niro from
the Library and Archives
Canada @libraryarchives** :



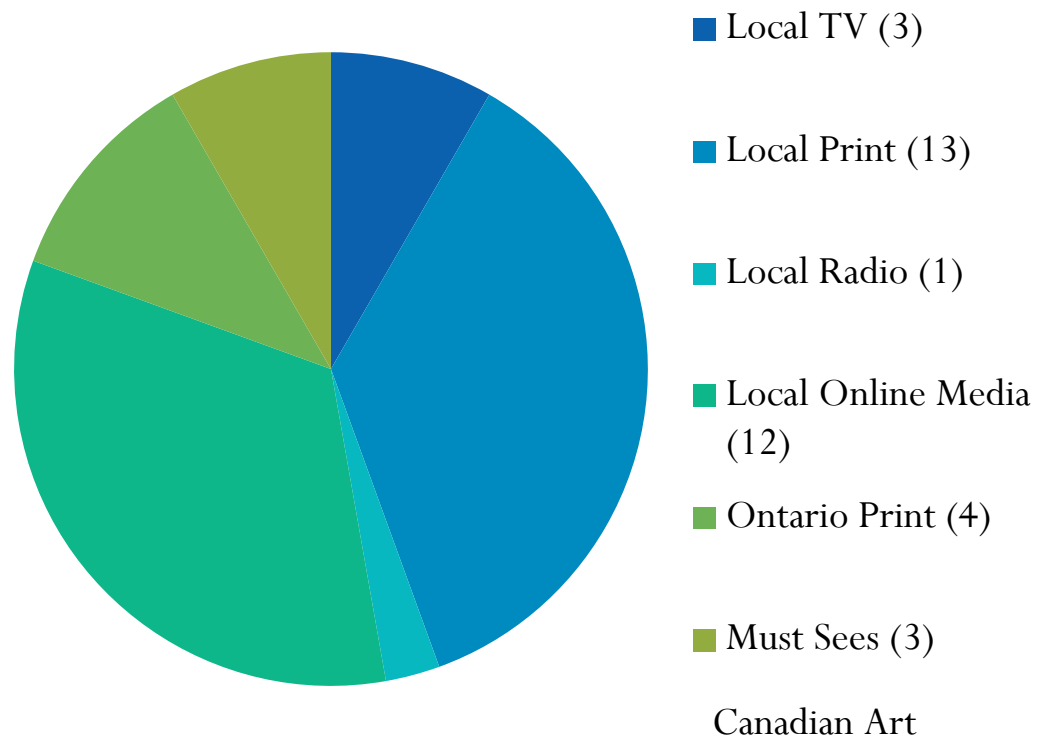
#DREAMTEAM





Expand public relations

Press Coverage



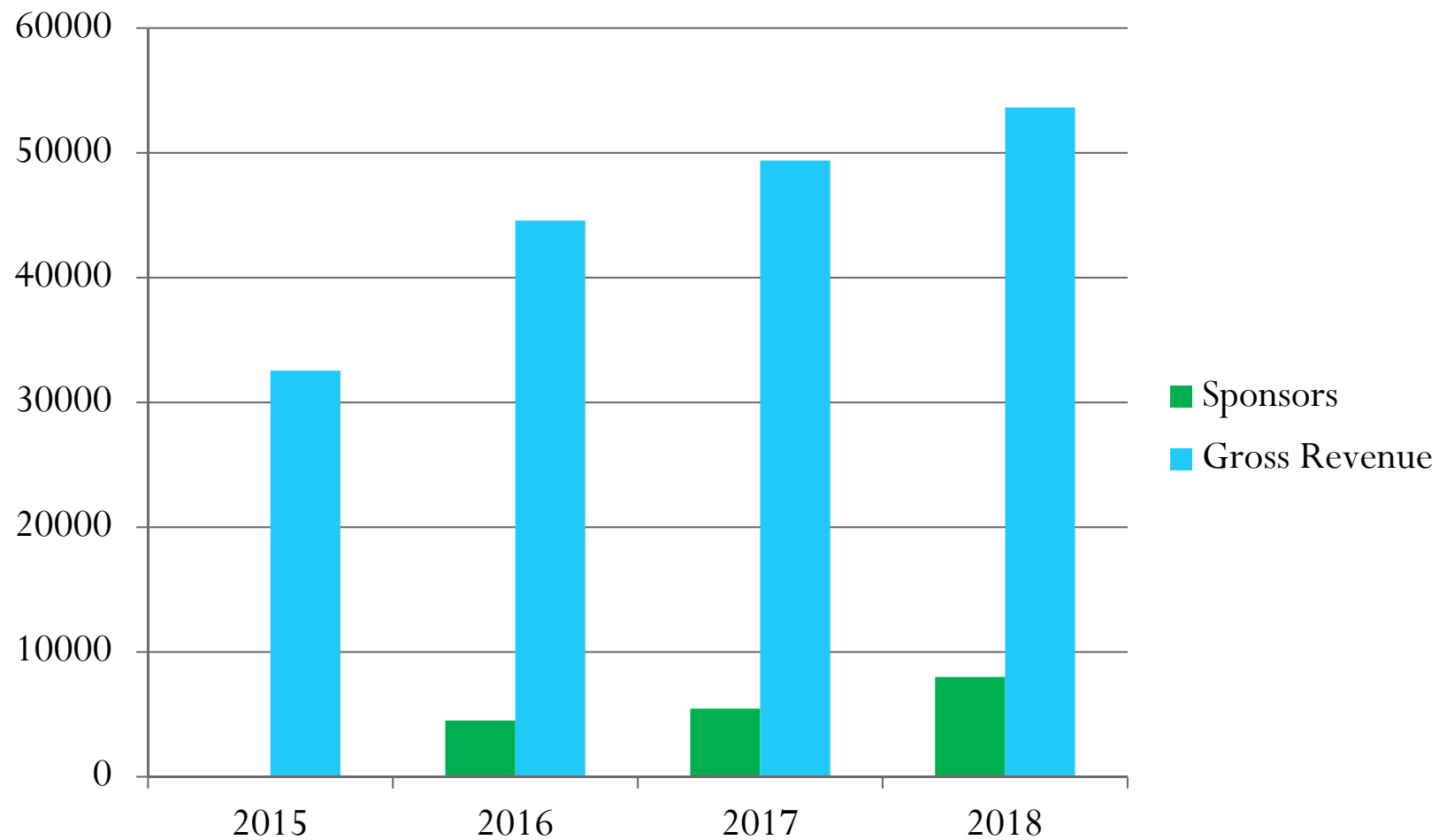
STRATEGIC DIRECTION 4

GROW OUR REVENUE





It's all about ART!



A portrait of a middle-aged man with short grey hair and glasses, wearing a dark suit, white shirt, and a striped tie. He is smiling at the camera.

EVENT
SPONSOR:
L.L.F.

IT'S ALL ABOUT
ART! GALA
AUCTION

A close-up photograph of a lemon slice floating in water, with a straw or stick passing through the center of the slice.

SILVER
SPONSOR

the Linz

IT'S ALL ABOUT ART!
GALA AUCTION

A photograph of a tall, elegant glass filled with a colorful, layered drink, garnished with fresh herbs and flowers. The drink is served on a tray with ice and other glasses in the background.

SILVER
SPONSOR

the Reid

IT'S ALL ABOUT ART!
GALA AUCTION

A photograph of a glass filled with a dark liquid, ice cubes, and fresh fruit (apple and orange) and a sprig of mint.

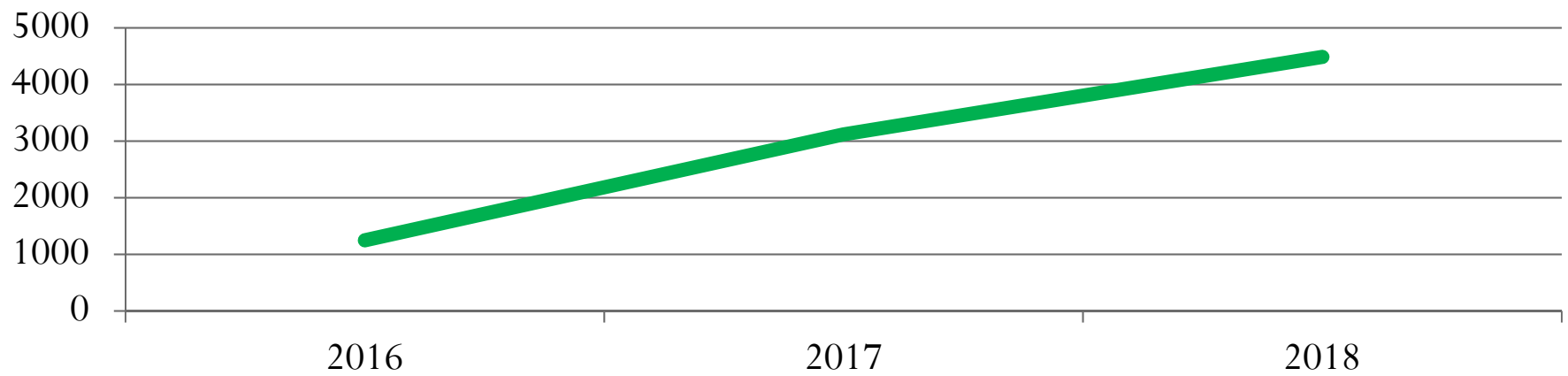
SILVER
SPONSOR

**THE
ASHBURNHAM**

IT'S ALL ABOUT ART!
GALA AUCTION



Donation Box



STRATEGIC DIRECTION 5

STRENGTHEN OUR CAPACITY





Business for the Arts TM
Les affaires pour les arts

Grow our membership







