



Elora Centre for the
Arts Annual General
Meeting 2020

Executive Director Overview

(September 2019 –
August 2020)

Programming & Exhibitions

Fundraising

Communication & Marketing

Staffing and Volunteers

Programming

Due to the pandemic we had to cancel our scheduled programs, camps and workshops between March – August 2020



That's an average of 177 participants a month!

However, during the other “open” months we were able to welcome **1,066** participants to our programs, workshops, Supportive Arts program, PD day and outreach programs.

Supportive Arts Program



Program ran from Sept 2019 – March 2020

322
PARTICIPANTS



Workshops for Adults

We offered workshops for adults Sept. 2019 – March 2020

16
WORKSHOPS



**BEAT THE
WINTER BLUES!**

**WINTER DRAWING
CLASSES WITH
TIM MURTON**

elora
CENTRE FOR
the
arts



330
PARTICIPANTS

- Covid-19 effected programming from March 15 – August 31, 2020



Strike Day & PD Day Camp Programs



(September 2019 – February 2020)



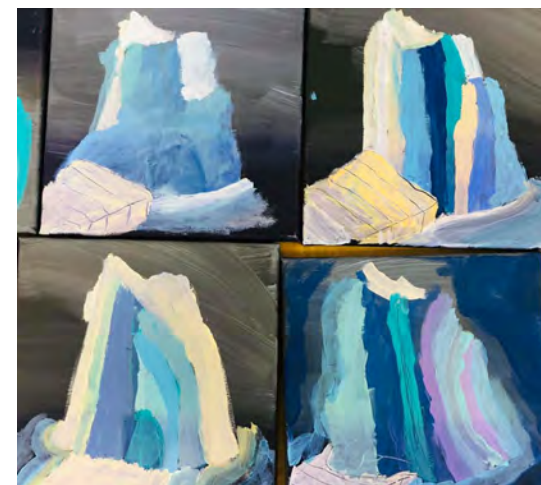
7 STRIKE CAMPS

4 PD DAY CAMPS



259
PARTICIPANTS

School Outreach Programs



7 CLASSES



School Outreach programs ran from September 2019 – February 2020

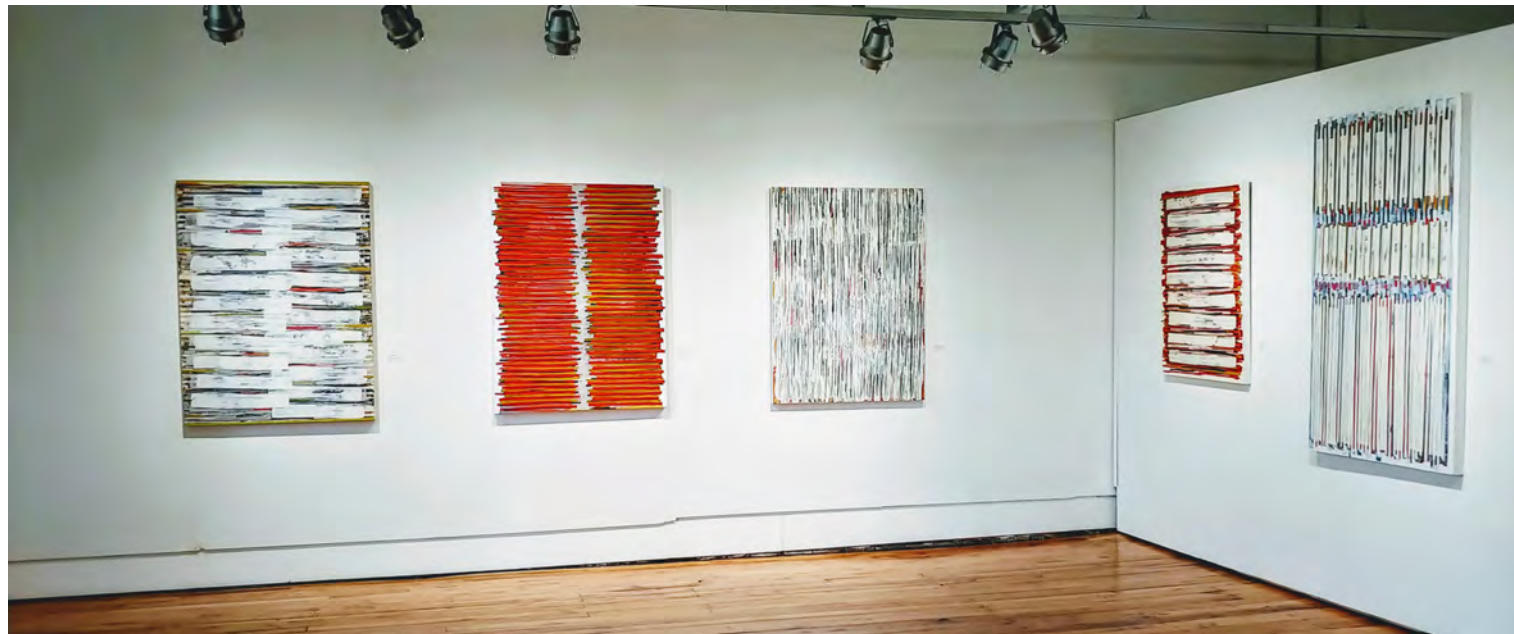
Exhibitions



86
ARTISTS
FEATURED



'The Air Conditioned Nightmare' by Tim Murton (October 2019)



'Journey into Process' by Laurie Skantzos (December 2019)

Studio Tour Opening and Exhibition (September 2019)

- Our first-ever **S.T.E.A.M.-inspired exhibition!** 'Shape of Dance' was a behind-the-scenes look at how technology influences the artistic process. Using motion capture technology and 3D printing, dance movements were isolated and transformed into glass sculptures.

'Shape of Dance'
by Jerre Davidson (January 2020)





‘Art Gazing in the Great Outdoors’
Virtual Reality Interactive Exhibition
In partnership with Gord Harris

(March 2020)





Satellite Art Exhibition at the Elora Mill – updated Spring 2020

Community & Visitors

- We welcomed **6,143** visitors to the Centre for the 6 months we were open
- Not only were visitors from our local community, but also from surrounding areas (Guelph, Waterloo), the GTA (Markham, Mississauga, Oakville), other parts of Ontario (North Bay, Sarnia, Pickering) and abroad (Australia, Japan, China, Scotland, etc.).
- This compares to 12,784 total guests the previous 12 month period.



Community Use of Space

- During the 6 open months we continued to make our space available for community use by hosting events like:
 - Neighbourhoods Tree Talks
 - Modern Deathcare Expo
 - Live music performances by various artists
 - Save Our Water event
 - Charles Dickens Festive Reading Event
 - Movie premiere
 - Halloween Parade after treats event
 - Christmas Parade after treats event (Santa)
 - Weddings / private venue rentals
 - Outdoor summer yoga in the yard
 - Welly Loop weekly bike meeting spot
- 

Communication & Marketing

E-blast Communication

- 1,574 total audience
- # of e-blasts sent between September 2019 – August 2020 = **25**

Social Media

- 3,917 followers on Facebook and 2,293 followers on Instagram
- # of people who engaged with our Facebook page because of a post we created: **108,998 / week**
- Our top ranking Facebook posts last year were:
 - Creativity in a Time of Recovery (workshops - August): **3,100 reach**
 - Mother's Day curbside gift pickup (artisan shop - May): **3,100 reach**
 - Virtual Tour of Virtual Reality Art Gazing Exhibit (gallery – March): **5,900 reach**
 - Creativity & Technology 'Shape of Dance' announcement (gallery – January): **3,300 reach**
 - New Year's resolution to spark your creativity (winter workshops – Jan): **3,000 reach**
 - Holiday artisan shop at ECFTA (artisan shop – Dec): **2,800 reach**
 - Parade of Lights after party (event – Dec): **3,800 reach**
 - Elora Mill art feature (gallery – Nov): **3,000 reach**
 - Opening of Tim Murton exhibit (gallery – Oct): **3,500 reach**
 - "Elora Fergus Studio Tour starts this weekend" (gallery – Sept): **4,100 reach**



Shape of Dance
By Jerre Davidson



canadianart

The Air Conditioned Nightmare
by Tim Murton



Elora Centre for the Arts
75 Melville Street Elora, Ontario

Sunni Vann & Matt Irish

ELORA AUGUST 31, 2019

By Kelly Wynn-Hughes | Photography by Lucy Dixon

THE ART OF THE MATTER. MAKING HISTORY AT THE ELORA CENTRE FOR THE ARTS

Elora holds a special place in the heart of Sunni Vann, and on the day she married the love of her life, Matt Irish, of Toronto, she knew that her hometown was the ideal location to gather family and friends in a place that meant so much to her. To both of them.

"I always kind of felt like there were just so many people in Elora who are a part of my life so strongly, like that town and its personality kind of just always felt like a community to grow up alongside of," Sunni said. "Especially with my mom being so

involved in the community. There were always other people who were coming in and out of our lives. So many of the people who were in town either met by my mother and just became friends. I guess those women said told the story of my childhood."

That inspired the couple to incorporate the village community aspect of their wedding weekend, from the choice of the location to the accommodations. In the evening surrounding the big day, it's a way that supported local businesses and allowed guests to experience the crispness and hospitality of the region.

"There were so many great places, small-scale, some for people to stay through the night, supporting local food and drink," Sunni explained, adding that Matt found the Elora Centre for the Arts



"It was the best place
I could have possibly
chosen because right away
I found the dress."

Sunni Vann

just two blocks from the location of their wedding.

"There were so many places to choose from. A lot of my other friends and family members kept bumping into each other on all the streets around town throughout the weekend because all these families and food and drink family were so close."

Close calls? Not close was made in nearby Fergus, Sunni's wedding gown was purchased at Lila's Brides.

"It was the best place I could have possibly chosen because right away, I found

the dress. Sunni said, "I was just looking for a wedding dress and I found it at Lila's Brides. It was perfect."

Lila's Brides is a family-run business in downtown Fergus. Their "dream" customer "Lila" said "Sunni and Matt."

"The best of these are just absolute perfection. They were so accommodating. They have such a gorgeous selection that I knew I would find it. And the best is just gorgeous too," Sunni said. "They must have champagne about it. I really loved the dress. I really felt like they were invested in me and my day and my happiness."

Wearing a dress outside the city was the right move for Sunni, and making the decision to get married in Elora was the financially, it was practical compared to venue and accommodations in Toronto or beyond. It also met their personal mandate to community plan their wedding to be environmentally sensitive.

I really wanted the wedding to have an air of an environmental respect, as possible, to keep that footprint small. And so I figured with so many different accommodation options available close by where we wanted to get married, that meant a lot of people staying in town for the weekend would be able to walk everywhere, so cutting down those emissions a little bit as well," Sunni said.

Sunni and Matt were married in Fergus Presbyterian Church in Elora. The grand historic church, a landmark in the village with its large steeple and green roof, is centred in the roundabout of Meville and Church Streets, just east of the downtown. The church is the place of worship for Sunni's mother, Ruth Vann.

With little decor required, they went to

Little Town, Sunni said. "I was just looking for a wedding dress and I found it at Lila's Brides. It was perfect."

"It was just absolutely beautiful. Sunni said, reflecting on the day.

Across the street from Fergus Presbyterian Church stands another prominent building: the Elora Centre for the Arts. The former public school building was a space that fosters community through artistic expression. Among other offices, the building is also home to the Elora Environment Centre, where Sunni worked for a time after graduating university.

"The arts centre has always been a place that has been so close to my heart. I started volunteering there as a kid – way back when we were first setting up the space to become the arts centre. And then over the years, just helping out with all sorts of little events," Sunni said. "My mom and I have always gone to so many of their art openings, events like Art in the Yard, all of that. We've always been a part of this place!" She adds that when she and Matt became a couple, he too found ways to get involved with the arts centre.

"At one point they were hosting a fundraiser with an art auction, and so we were kind of like the Vann Whites of the event, holding up these beautiful art pieces," she recalls. "Matt wore a tux that a local artist had made. It was a riot."

Thus, it was a perfect coincidence that Sunni and Matt were the first wedding reception to take place at the arts centre.



Engagement during lockdown

Continuing the Communication During Lockdown

- Art Gazing in the Great Outdoors **virtual tours** of the gallery (3 parts) – the exhibit was only “live” for one day, so we created three virtual tour videos to invite people to “view” the exhibition at home: over 14,000 views
- “When things don’t go as planned” **artist video chat** during lockdown: 680 views
- We helped **promote Covid-19 recovery & encouraging ideas by others** including:
 - Yoga in the yard
 - Elora Sculpture Project self-guided walking tours & maps
 - Lunch with Love program for frontline workers
 - Promoting virtual courses/resources for artists and mental health support resources
- E-blast communication to keep the community updated

Engagement during lockdown



ELORA SCULPTURE PROJECT

Elora

Fergus

CANADA 150 Sculptures

1. Not in Use
2. Communication Breakdown
3. Transcend
4. Lost to Sea
5. Moon Glow
6. Watching Over
7. We Are All Beautiful

Elora Sculpture

8. David Roberts
9. Taming the Wilderness
10. Adagio
11. Visions
12. Moon Glow
13. We Are All Beautiful

Fergus Sculpture

14. David Roberts
15. Taming the Wilderness
16. Adagio
17. Visions
18. Moon Glow
19. We Are All Beautiful



Communication & Marketing: The Plan Going Forward

01

Provide messaging that is of service to the community

02

Promote how we are pivoting during COVID-19, to serve the needs of the community

03

Support our local makers and artisans

04

Promote valuable creative workshops, following safety protocols and small numbers

05

Develop website to gear up for online art gallery

Fundraising & Grants



See the Forest Through the Trees photo book fundraiser in support of youth mental health



Giving Tuesday 2019 raised \$7,995



Grants → Grant writer: success with OTF grant, GCF & CWCF grants, private foundations



Weddings and venue rentals have been rescheduled



Gala Event postponed



Donor Cultivation, Sponsorships, Memberships – efforts will recommence in the Spring



Molly Kleiker



Sonia Cheng



Judy Anderson



Lianne Carter

Staff Team

Art Educators & Workshop Instructors



Volunteers

64
VOLUNTEERS





Looking Ahead

Community Use of our Space: COVID-19 Recovery

- As part of our COVID-19 recovery & response, we are closing our gallery spaces this winter (Jan-March) to launch a program for students who need a safe "outside of home" work space. Geared to students in high school, college or university, there will be 864 spots made available with educational assistance by retired teachers, as well as independent art projects for students who register.
- We have received a grant from CWCF to help support this program
- We are raising funds for this program with our Giving Tuesday campaign 2020
- We are applying to the Township for support of this program as well



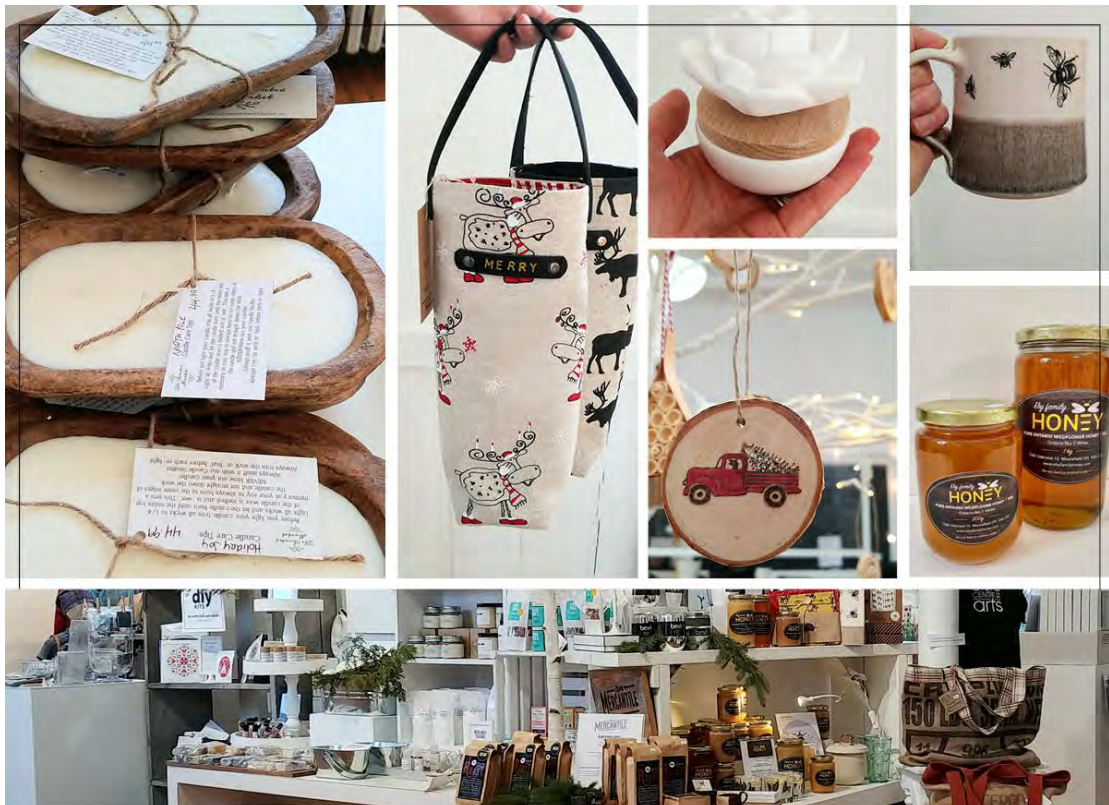
Supportive Arts program

- We will continue to run “year 1” of this program twice a week until June 2020
- Due to higher risk factors associated with our participants, we can not host the program in our facility, however in the short term we are taking the program to our partner facility in Guelph
- Since we began in September, we have provided 270 spots to participants, and by the end of December 2020 we will have completed 360 spots in the program.



Priorities 2021

- Continue to respond to the needs of the community and executing programming that help address the need:
 - **Satellite Learning & Art Stations for Students** (Jan-March)
 - Re-launch **Portage Addiction & Recovery Art Based Program** (TBD)
 - Reschedule the **#realselfieproject** in support of youth mental health (TBD)
 - Grow the **Supportive Arts program** for adults with (dis)abilities over the next 3 years (ongoing)
 - Organize compelling **artful workshops** that provide a creative outlet to our community during recovery phase
 - Execute in-house and at-school **art outreach programs in schools** (as permitted)
- Continue to promote artists and feature artists in the gallery
- Support and feature artisans and makers in the Artisan Shop
- Rescheduled weddings and events as permitted
- Complete Building Audit maintenance phase 1 as approved by the Township



elora
CENTRE FOR THE
arts

*Private shopping
on Wednesdays*

PRE-REGISTRATION REQUIRED



*Thursdays are for
Locals!*

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