



# NEWMARKET *celebrates* THE ARTS

*Dedicated to promotion, facilitation, and enjoyment of the arts – a year long celebration bringing the community together in appreciation of the arts.*



# A History of Newmarket Celebrates the Arts...



# A History of Newmarket Celebrates the Arts...

The Newmarket Celebrates the Arts Gala Fundraiser is now entering its 7<sup>th</sup> year:

- Amount of money raised to date....\$193,400
- Amount of money granted out to local artists and organizations....\$186,455
- Number of grants given to local artists and event organizers....74
- The number of lives enhanced by the infusion of the arts in this community....COUNTLESS.

# Expanding the Newmarket Celebrates the Arts Brand...

A Transition Team was created to look at the existing Newmarket Celebrates the Arts Gala, explore the original vision of a community wide celebration of the arts and determine the future of the Newmarket Celebrates the Arts Brand:

- Committee was chaired by Ian Proudfoot, with support from Jackie Playter, Peter Sturup, Dave Peters, Pat Noble, Lindsay Burwash, Rick Koury and Colin Service
- Committee discussed transitioning the brand from a one night event to a year long celebration
- This concept supports key recommendations within the Cultural Master Plan around celebration and promotion of arts – a key strategic priority of Council.

# A Vision for the Future of Newmarket Celebrates the Arts...



**The Newmarket Celebrates the Arts brand unites passionate community members in promoting and celebrating the arts.**

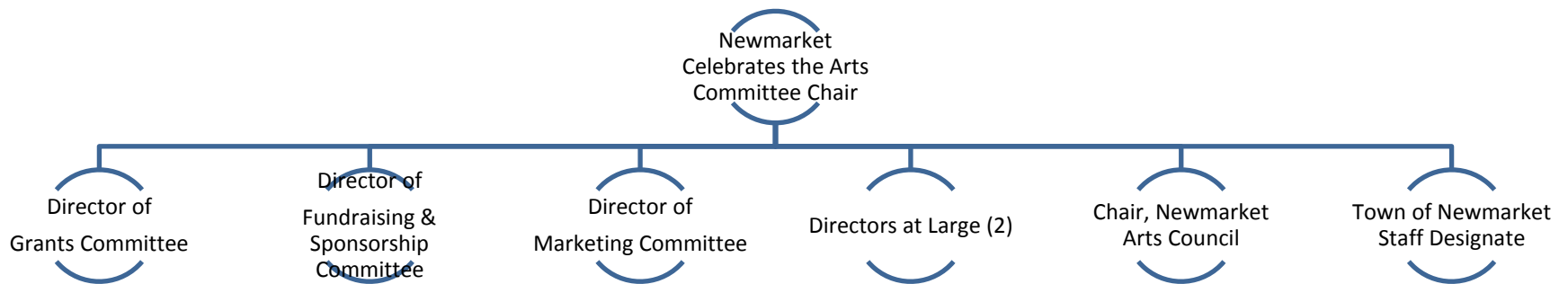
Objectives include:

- i) Leverage the brand of Newmarket Celebrates the Arts, creating greater value for sponsors while supporting the Cultural Master Plan.
- ii) Provision of grants to community events, and individual artists.
- ii) Creating awareness and promotion of opportunities to participate in and/or enjoy the arts in a year long celebration.



# A Newmarket Celebrates the Arts Board...

A board will be formed to achieve this vision for the future. The Newmarket Celebrates the Arts Board will be a volunteer Board, supported by Town of Newmarket Staff. There will be three committees of the board as outlined below. Each committee will serve to advance the vision and mission of the Board:



# Chair, Newmarket Celebrates the Arts Board

- Serves as the primary face of the Board
- Sets the agenda for all Board Meetings
- Chairs all meetings of the Board
- Ensures all Directors are performing their respective functions

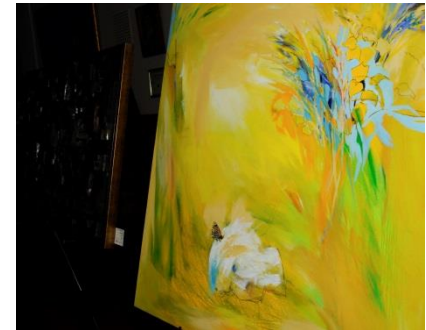


# The Roles of Each Committee...

## Grants Committee

Review, evaluate and disburse grants for the development of Newmarket artists, and Newmarket groups/organizations pursuing arts initiatives and events.

Actively engage the artistic community in applying for grants.





# The Roles of Each Committee...

## Fundraising & Sponsorship Committee

The fundraising portion of the committee will be responsible for the planning, preparation and execution of fundraising events including the signature event *Newmarket Celebrates the Arts Gala*.

The sponsorship portion of the committee will collaborate with other Town departments, such as the Mayor's Office and Recreation & Culture department, to assist with identifying potential sponsors and to assist in contacting the sponsors. As well, this committee will actively foster a positive relationship with sponsors ensuring generosity is well recognized and acknowledged.



# The Roles of Each Committee...

## Marketing Committee

Monitor and approve use of the Newmarket Celebrates the Arts Brand  
Develop promotional and collateral material for Newmarket Celebrates the Arts events.

Coordinate communications on behalf of NCAB in consultation with the Town of Newmarket.

Work with grant recipients to develop promotional campaigns.



# The Role of Town Staff...

## **Town of Newmarket Staff Support, Newmarket Celebrates the Arts**

- Ensures all issues concerning Town of Newmarket are considered and addressed appropriately
- Actively participates in the direction the Board is taking as a voting member of the Board
- Ensures that if the Board is moving in a direction contrary to the interests of the Town, appropriate steps are taken to correct the direction
- Provides support to the various committees as needed

# The Role of Newmarket Arts Council...

- Ensures all issues concerning Newmarket Arts Council are considered and addressed appropriately
- Actively participates in the direction the Board is taking as a voting member of the Board
- Ensures that if the Board is moving in a direction contrary to the interests of the Newmarket Arts Council, appropriate steps are taken to correct the direction
- Provides support to the various committees as needed

# Appointment Process...

- Board will be appointed by a nominating committee represented by the existing Board
- Board members will serve three year periods with half of the board to step down on alternate years
- Initial Board to be appointed by the Transition Committee



# For Council's Consideration...

## The following outline what Council is considering today:

- Support for the Vision of Newmarket Celebrates the Arts
- Appointment Process to the Newmarket Celebrates the Arts Board
- Branding appropriate Town Events as Newmarket Celebrates the Arts Events
- Approval for staff to support the Newmarket Celebrates the Arts Board

