



## **NDDS Grant Program – Application Information**

**Name of organization:** Newmarket Group of Artists (NGA)

Incorporation number (if applicable): NIL

If affiliated with a larger organization, please provide name and contact: NIL

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Mailing address: NGA c/o Julie Cochrane, 379 Botsford Street  
City: Newmarket Province: Ontario Postal Code: L3Y 1S7

Home: 647-407-0014

Email: julie@newmarketgroupofartists.org

Website: newmarketgroupofartists.org

**Please attach a list of Executive of Organization** (if applicable):

**President:** Julie Cochrane

**Vice President:** Jason Wighton

**Treasurer:** Jeff Nye

**Secretary:** Alison Lynch

**Members at large:** Mahtab Abdollahi, Steve Silverman, Robin Burnett,  
David Kempton, Marilyn Church

### **Executive Summary:**

The NGA is in its 8th year. We organize events each year that benefit the Arts and Culture community in Newmarket. This year we are requesting funding from the Newmarket Downtown Development Subcommittee to continue to promote our talented arts community in Newmarket's historic downtown.

**Project:** **Art Banners on Main St**

Amount requested: \$800

Represents 57% of total cost of the project

An outdoor art show of local juried artists and a promotional opportunity for the 8th annual Newmarket Studio Tour and Art Show, taking place Oct 15th and 16th, 2016.



### **Project Information:**

What is the name of your project? What is the purpose of your grant request? Describe the event: time, place, and participants.

Is this a new program? **NO** (3rd year for banners, 8th for tour)

Are you requesting funds from other sources? **Yes, the Town of Newmarket cover the cost of installing the banners.**

### **Newmarket Studio Tour and Art Show — “Tour Preview” Art Banners on Main St.**

Growing steadily each year since its inception in 2009, the Newmarket Studio Tour and Art Show (Art Tour) provides artists in Newmarket with an event in which to promote and sell their work. During the 2015 Art Tour over \$35,000 worth of original local art was sold! The Art Tour is located in Newmarket Artists’ Studios, in downtown “host” businesses and in the Community Centre.

In 2015 the Studio Tour and Art Show expanded to include 35 artists and 1 collective after an overwhelming number of talented artists applied. As in 2014, all artists juried into the event were shown within a 1 km radius of the Community Centre. Leading up to the show, the event was advertised with a stunning display of **NDDS supported Art Banners** up both sides of Main Street, which was featured in an article in the Era Banner. The traffic was even higher than in previous years, with the number of visitors estimated at **2,000 visitors** and it greatly increased business in the downtown core. The NGA Art Tour is requesting funding to assist in the promotion of the event by again having another “Tour Preview” on Main Street, hanging banners featuring the artwork of participating tour artists.

Last year we worked with the town to develop hardware that would enable us to hang the banners along both sides Main Street which we will be able to re-use. Some of the banners from returning artists will be reused but we would like to print new banners for the artists who will be new to the tour. This is a great way to beautify our Main Street by bringing art – local art – to the streets of historic Newmarket.

### **How will the project attract and encourage visitors to downtown Newmarket?**

The Art Tour has consistently brought people from Barrie, Toronto and beyond to our wonderful, cultural town. By centralizing the Art Tour within a 1km distance of the Community Centre and promoting it as a walkable event, the tour greatly enhances foot traffic in the downtown core. Visitors to Main Street during the ‘Tour Preview’ who view the banners will return to see the tour. And by having Main Street draped with beautiful artwork for the month, downtown businesses will see amplified traffic during that time as visitors are drawn to walk the temporary gallery.



**What do you hope to achieve as a result of your project?**

The intent of this project is to provide an opportunity for local artists to promote themselves and their art. The secondary objective is to promote the Art Tour and to help feature downtown Newmarket as an Arts and Cultural destination.

**How many Town of Newmarket residents will actively participate? Please provide specific anticipated economic impact of your event.**

In 2015 we had a record number of talented applicants. The board voted to increase our juried artists to 35 + 1 collective to allow in as many local artists as possible and over \$35,000 was spent on local art. We would imagine 2016 to be similar. The tour attracts visitors and residents to downtown Newmarket who are able to enjoy the Main Street shops and restaurants. Besides this, the Art Banners also generate beauty, interest and engage our local residents each day.

**How many people will be non-participant, spectators?**

In 2015 we estimate that 2,000 people visited studios on the tour. In 2014, the first year with banners, the Art Tour attracted 1,200 to 1,400 visitors, but previous tours had attracted 300 visitors; we believe the banners and centralization of the tour drove traffic up dramatically. Leading up to the tour the banners will attract new visitors and delight regular visitors alike to downtown Newmarket.

**If applying for a project involving arts and culture, please provide a profile of artists, performers and talent and include any production and/or technical information.**

As this is a juried event and applications have not yet been received. Below is a list of a few of the local juried artists from 2015 Art Tour.

**Steve Silvermen** fine art Canadian landscape photography

**Jeff Nye** painting

**Jennifer Shigetomi** hand-forged sterling silver jewellery

**Josee Savaria** mixed media paintings

**Carol Teal** pottery

**Please describe any partnerships that will be formed with other groups and or businesses in Newmarket as a result of this project.**

We will be approaching downtown business to host some of the artists. In the past we have shown in: RC Design, Haven, Hungry Brew Hops, Invisible City, Covernotes, Unwind, Europa Travel, The Fresh Tea Shop, the Newmarket Public Library and the Community Centre. We would welcome any suggestions from the NDDS on stores/businesses that would be a good fit for the 2016 Art Tour. Other local businesses that have participated as sponsors include Hempen Fine Jewellers, XE Corporation, Roadhouse and Rose, and The Arts Music Store. Newmarket print vendor Upper Canada Signs created the banners last year and will maintain their prices for any additional orders. D&G Graphics printed the brochures this year. These partnerships benefit artists, the NGA and local businesses.



**Project Benefits: Is this a one time only request? NO**

We reduced how much we asked for this year because we won't need to print as many banners and we will not have the cost of paying the town to hang the banners. We would still like to be able to offer to subsidize the printing costs of any banners for new artists to keep the project affordable.

**Will there be a charge to participants? YES**

All juried in artists will be offer the opportunity to have a piece of their artwork hung. There will be a \$35 fee per artist to help offset the cost of printing the banners. There is no charge to visitors.

**Attachments that must be included with this application:**

- Budget for specific project or activity
- Project schedule indicating timelines
- Business and Financial Plan for organization/group (if applicable)
- A Marketing Plan (if applicable)

**Signatures:**

Statement by Applicant: On behalf of and with authority of the organization, I certify that the information provided on this application for a grant is true, correct, and complete and that the organization agrees to abide by they program guidelines. I/We hereby agree to provide the NDDS with a post-project report upon successful completion of the project.

A handwritten signature in purple ink, reading 'Juli C. Che', is written over a horizontal line.

Signature of Official Signing OfficerDate

The legal authority for the collection of this information is the Municipal Act of Ontario. The Town of Newmarket uses this information for the purpose of carrying out its responsibilities under the Act. If you require clarification about the collection of this information, contact the Town of Newmarket.

Please send grant application to:  
Chair, Newmarket Downtown Development Subcommittee  
c/o Economic Development Officer  
Town of Newmarket  
395 Mulock Dr. P.O. Box 328  
Newmarket, ON L3Y 4X7



## BUDGET – Pre-Tour Out Door Art Show Banners 2016

Based on New 15 Artist Banners

### Income

Artist Fees	\$ 525.00
NGA	\$ 75.00
NDDS Grant	\$ 800.00
TOTAL	\$ 1,400.00

### Expenses

Printing of New Banners	\$ 1,350.00
Promotion	\$ 50.00
TOTAL	\$ 1,400.00

## PROJECT SCHEDULE

March 30	Book banner placement for Pre-Tour Art Show with Town
April 30	Notification of Juried in Artists
August 3	Artists submission of their banner artwork
August 10 – 21	Printing and Production of Banners
Sept 1	Press Release to Era Banner and SNAP
Sept 1	Hanging of Banners
Sept 1 – Oct 15	Pre-Tour Outdoor art Show

## MARKETING PLAN

- Request Pre-Tour Art Show be included in Calendar of Events on Town page in The Era
- Promote the event on the NGA website and Facebook.
- Email blast to our contact list.
- Request articles in The Era about Outdoor Art Show and feature specific artists
- SNAP – contact them to visit and promote the event.
- Promote the event on Facebook, Twitter and Instagram