



Newmarket Group of Artists

379 Botsford Street  
Newmarket, ON L3Y 1S7  
647-407-0014

Newmarket Downtown Development Subcommittee  
395 Mulock Dr. P.O Box 328  
Newmarket, Ontario L3Y 4X7

February 13, 2015

Attention: Chris Kallio, Chair, Economic Development Officer Town of Newmarket

Dear Mr. Kallio,

As President of the Newmarket Group of Artists NGA, I am writing to express our deepest appreciation for your ongoing support and to file our post project report. The NGA has successfully completed its seventh year of offering the Newmarket Studio Tour and Art Sale, a dynamic, local cultural event.

**Success of the project:** Based on our post tour survey we are pleased to report that we had approximately 2,000 visitors from the Newmarket, York Region and the Greater Toronto Area. We increased the number of artists exhibiting in 2015 up to 35 plus a collective from our previous cap of 25 artists due to the overwhelming number of talented applicants. As in 2014, Main Street was the epicentre of the tour and we were able to host any artists without local studios at the Community Centre, Newmarket Public Library and several Main Street businesses, which drew visitors into downtown Newmarket.

We bolstered our promotions through broader postcard distribution within the Era Banner and through the stunning Pre-Tour Banner Display along Main Street. As well, this year we have attracted more participation from a broader range of Corporate Sponsors as we continue to develop ways to support local artists. Covernotes continues to offer ongoing exhibition opportunities for our members. The NGA also organized a show at the Southlake Gallery this year and we continue to offer programs and social events aimed at connecting and strengthening our visual arts community. We are continuing to improve and develop our website. This year we have already completed an online artist directory of our members. This was made possible with the involvement of RC Design and funding from the Newmarket Celebrates the arts Grant.

**Purpose of the Grant:** Promotion of the Newmarket Studio Tour through a Pre-Tour Art Show of Banners on Main Street

**Grant amount:** \$1250.00

The Grant provided by your Association helped subsidize the printing for the Pre-Tour Banner Display along Main Street. This year we were able to have the banners decorate both sides of Main Street to offer a stunning display of local talent, to promote the tour for the month leading up to it, and to amplify traffic for the downtown businesses as visitors were drawn to walk the temporary gallery along Main St.

We believe that the grant we received from the Newmarket Downtown Development Subcommittee was central to the growth and increased visibility of the Newmarket Studio Tour and Art Sale and we thank you again for your support!

Sincerely,

Julie Cochrane  
President, Newmarket Group of Artists  
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