



Approved Events for Fiscal Year 2001

Archives and Collections Society	\$ 25,000
Art Gallery of Ontario	\$ 1,258,640
Canadian Opera Company (funds extended over 3 years)	\$ 2,000,000
Canadian Stage Company	\$ 150,000
Canadian Tulip Festival	\$ 400,000
Centre culturel Louis-Hémon	\$ 20,000
Design Exchange	\$ 135,000
Historic Military Establishment of Upper Canada	\$ 35,000
Historic Vehicle Society SW-Ont./ Heritage Village	\$ 40,000
Kapusking Economic Development Team	\$ 26,664
London Regional Children's Museum	\$ 175,000
MacLaren Art Centre	\$ 50,000
McMichael Canadian Art Collection	\$ 150,000
Music on the Henley	\$ 15,000
National Ballet of Canada	\$ 500,000
Ontario Heritage Foundation	\$ 120,000
Peterborough Arts Umbrella	\$ 28,000
Royal Botanical Gardens	\$ 200,000
Science North	\$ 250,000
Sheatre Educational Alternative Thea- tre	\$ 34,500
Sioux Lookout Blueberry Festival	\$ 8,000
St. Clair Parks Commission	\$ 20,000
Théâtre Nouvel-Ontario	\$ 6,850
Toronto International Choral Festival	\$ 150,000
Victoria County Historical Society	\$40,000

Economic Indicators

OCAF, the Trillium Foundation and the Ontario Arts Council are collaborating on a study of festivals and special events designed to develop economic indicators for that sector. Watch this space for results of that study later in the spring.

OCAF Board Welcomes...

Victoria Jackman recently joined the board of OCAF. She is currently Executive Director of the Henry N.R. Jackman Foundation that provides grants to professional organizations in the visual and performing arts in Ontario. Ms. Jackman received her BA and MA in Art History from Columbia University in New York. She also studied at the University of Florence and the Courtauld Institute of Art in London. She has held positions at the Ariadne Galleries and the Salvatore Ala Gallery in New York City and at the Galleria Piramide in Florence. A board member of numerous charitable and cultural organizations, she is currently President of the Board of The Power Plant Contemporary Art Gallery in Toronto.

Enhanced Web Information

Recently OCAF unveiled a new website design with the potential to provide new information and helpful services to our clients and users. We urge you to visit it and provide us with your feedback and comments. GraphicZone Design provided the new website images and Tammy Moore has pulled together the content. Many OCAF-supported events are fast approaching. When you visit the website, check out our Upcoming Events and you will find links to funded organizations. Events and festivals are all across Ontario from May through October!

OCAF Across Ontario

Several successful information sessions were held in late February in Cambridge, Stratford and Kitchener. Representatives of approximately 25 cultural organizations met with the OCAF director over a two-day period to discuss potential upcoming events as possible applications to the program. Great things will come out of southwest Ontario in a few months!

Breaking New Ground

The Festivals Ontario conference *Breaking New Ground* is taking place in Windsor April 11-14, 2002. OCAF will participate on a panel about funding opportunities along with Trillium and other funders. For information call 519-756-3359 or visit the website: www.festivalsandeventsontario.ca

New Resource Launch

OCAF investment is directed towards the marketing and promotional costs of a special event or new attraction. Planning the marketing campaign is an integral part of the stage two application process and, of course, a well-researched marketing strategy is crucial to the success of the application and the event itself. The board of OCAF wanted to find ways to help organizations applying to the program, particularly those organizations with limited resources, expand the strategy beyond a local approach. One of the ways we can now assist is through a workbook or kit that is available on-line and in hard copy format. Beginning April 4th, check out the website for this new tool. For those of you who can attend, an informal launch will take place at 9:30 a.m. April 4th in the boardroom of the Ontario Arts Council, 151 Bloor Street West, 5th Floor, Toronto.

OCAF Statistics

- 25 projects funded in 2001-2002; 58 total since inception of program
- program has supported events in all areas of Ontario
- 2 province-wide projects supported
- program is annually supporting more than 3 times the number of events originally projected by the Ministry
- committed expenditure to date over \$11 million
- still over \$15 million in the Fund
- Fund projected to last another 6 years
- those organizations that already received funding can now return in two years instead of waiting for three full years to elapse before reapplying

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