



Upcoming Events

For more details on upcoming events please check www.ocaf.on.ca.

Canadian Opera Company - *Wagner's Ring Cycle* – July 2002 – Dec. 2005

Ontario Science Centre - *Strange Matter* – June 14, 2003 – Jan.5, 2004

Timmins Symphony Orchestra - *25th Anniversary Season* – Sept.1, 2003 – June 16, 2004

Waterloo Regional Children's Museum - *Grand Opening Celebrations* – Sept.27, 2003 – Sept.25, 2004

Woodstock Museum - *Twin Travelling Art Project* – Jan.31 – Aug.29, 2004

International Readings at Harbourfront - *Anniversaries Program* – Mar.1 – Dec.31, 2004

Royal Ontario Museum - *Renaissance ROM/ Transitional Exhibits Program* – Apr.1, 2004 – Aug.31, 2005

Toronto Zoo Foundation/LiveARTS - *LiveARTS Festival* – May 15 – Aug.31, 2004

McIntosh Gallery - *Open Air Two: Gateways and Gardens* – June 1 – Aug.31, 2004

Thousand Islands Foundation for the Performing Arts - *The Inaugural Firehall Season* – June 1 – Sept.30, 2004

County of Oxford - *Wine, Blues, and All That Jazz* – July 23-25, 2004

University of Toronto Arts Centre - *Picasso's Ceramics* – Sept.28, 2004 – Jan.23, 2005

2004 DEADLINES

2004 Board Meeting	2004 Stage 2 Deadlines
Friday, February 6	Friday, January 9
Friday, March 26	Friday February 27
Thursday, May 20	Thursday, April 22
Friday, July 9	Friday, June 18
Friday, October 1	Friday, September 3
Friday, December 3	Friday, November 5

Destination: Culture

On June 3rd 2003 **The Ontario Cultural Attractions Fund (OCAF)** launched *Destination Culture*, a three-year report detailing the effectiveness of the OCAF since its inception in 1999. Eighty people, including OCAF recipients, Board members and staff of the Ministry of Culture, gathered at The Power Plant Contemporary Art Gallery, at Harbourfront Centre, to review the highlights of OCAF over the past three years.

Some of the highlights of the Ontario Cultural Attractions Fund from 1999 to 2002 as detailed in *Destination Culture* include:

- The program committed \$11.4 million to 61 projects
- Close to 2.5 million visitors, tourists and Ontarians have attended OCAF projects
- OCAF events have generated close to \$35 million in revenues

A complete list of the 61 funded organizations is available in *Destination Culture*.

“What started as an experiment has turned out to be a great success – the program has surpassed all our expectations!” stated **Dr. Murray Frum**, Chairman of **The Ontario Cultural Attractions Fund** since the program was first established four years ago. “The fund is expected to issue roughly \$40 million over its lifespan – double the Province’s initial investment.”



William Boyle, HarbourFront Centre; Anette Larsson, Power Plant; Terry Smith, Deputy Minister, Ministry of Culture; Dr. Murray Frum and Kathleen Sharpe, OCAF.

OCAF Board Members

Dr. Murray Frum, C.M. – Chair
 Julia Foster
 Allan Gotlieb, C.C
 Paul Hoffert
 Victoria Jackman
 Michael Koerner, C.M.
 John B. Lawson, Q.C
 John D. McKellar, C.M., Q.C
 Brian Steck
 Nalini Stewart, O.Ont.

Marketing Workshops

Over the past six months OCAF staff have developed and delivered Marketing Workshops to provide OCAF applicants with tools to help produce a stronger marketing plan and execute it more effectively.

To date OCAF has completed seven workshops, and worked with a total of 160 participants representing almost as many organizations, from 52 communities across Ontario.

The response to the workshops has been overwhelmingly positive. The group brainstorming has been the highlight of each session, with participants making contacts and developing partnerships for future endeavours. Stay tuned for information on 2004 offerings

Staff News

We bid adieu to Tammy Moore who has joined the CBC as a librarian. Mathieu Maslard, with a recent masters degree from Paris, has joined the OCAF team as Assistant to the Director.

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