



Upcoming events

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

- Ontario Heritage Foundation – *Doors Open Ontario* - April 1, 2004 – October 31, 2005
- Ontario Science Centre – ‘*Scream Machines*’ (Part of *Agents of Change Transitional Programming*) February 1 – October 2005
- Art Gallery of Ontario - *Massive Changes: The Future of Global Design* (Part of *Audience Stabilization - Transformation AGO*) March 11 - May 29, 2005
- Royal Ontario Museum – *Feathered Dinosaurs and the origin of Flight* (Part of *Renaissance ROM/Transitional Exhibits Program*) - March 12 – September 5, 2005
- Ballet Jörgen Canada - *Cinderella - Tour of Ontario* - April 4 - May 29, 2005
- Canadian Stage Company - *Ain't Misbehavin'* – April 4 - May 29, 2005
- Mattawa-Bonfield Economic Development Corporation - *Tourism Initiative* - April 22 - October 9, 2005
- Corporation of the Town of Espanola - *Espanola Paper Festival* - May 26 - 29, 2005
- Jyafest Arts Collective - *Hangama! Street Festival* - May 28, 2005
- Talk is Free Theatre - *Two-week extension of 'Ivanka takes a Gamble'* - June 2 - 26, 2005
- Soundstreams Canada - *Northern Voices Choral Festival* - June 3 - 12, 2005
- Peterborough Summer Festival of Lights - *Fireworks Presenter for 2005* – June 25 - August 27, 2005
- Festival Franco-Ontarien – *Spectacle du 30e anniversaire* - June 30, 2005
- Ottawa International Jazz Festival - *25th Anniversary Concert Series* - July 1, 2005 - May 31, 2006
- Bruce County Museum and Archives - *50th Anniversary Celebration in New Museum* - July 1, 2005 - July 1, 2006
- Kapusking Economic Development Team - *Lumberjack Heritage/Festival des bûcherons* - July 21 - 24, 2005
- Windsor Theatre Festival Association - *Share the Stage / Francophone Premiere* - July 25 - August 12, 2005
- Conservation Foundation of Hamilton Region - *A Taste of History at Westfield* - July 30 - August 1, 2005
- Fergus Scottish Festival and Highland Games - *60th Anniversary Celebrations* - August 12 - 17, 2005
- Patria Music/Theatre Projects - *Patria Cycle: The Enchanted Forest* - August 15 - 30, 2005

Marketing Workshop

On March 5th, OCAF presented an updated version of its marketing workshop at the Festivals & Events Ontario Conference in Toronto and on April 4th presented a scaled-down version at the Business Improvement Association Conference also held in Toronto. These sessions kicked off our second annual series of Marketing Workshops to take place across the province in the summer and fall of 2005. Details to follow.

Next OCAF Deadlines

Board Meetings	Stage 2 Deadlines
2005	
May 26	April 29
July 15	June 17
September 30	September 2
December 2	November 4



"Mayor David Miller at the Parade", ArtsWeek 2004, Toronto Arts Council Foundation

News from the board

We are delighted to inform you that Paul Hoffert has recently been awarded the Order of Canada. An excerpt from the citation reads as follows:
"He is multitalented, determined and a visionary. Paul Hoffert is a founding member of the rock group Lighthouse and an award-winning composer. A teacher at the Faculty of Fine Arts at York University, he founded the University's CulTech Research Centre and is a renowned expert on new media and technology. He was the first artist to chair the Ontario Arts Council and he continues to lend his leadership to numerous arts organizations and to the Bell Broadcast and New Media Fund."

OCAF Board Members

- Dr. Murray Frum, C.M. – Chair
- The Hon. Lincoln Alexander, P.C., C.C., O.Ont., Q.C.
- Julia Foster
- Paul Hoffert, C.M.
- Victoria Jackman
- Michael Koerner, C.M.
- John B. Lawson, Q.C.
- John D. McKellar, C.M., Q.C – Vice-Chair
- Brian Steck
- Nalini Stewart, O.Ont.

Success Factors

Recent analysis done by *Netgain Partners Inc.* suggests the following:

- Successful projects tend to have a higher ratio of marketing expenses to earned revenue forecasts as well as of projections vs. actuals spending in marketing and promotion;
- Insufficient allocations for administration, relative to the scale of the project, appear to jeopardize overall prospects for success; and
- Successful projects tend to have tangible private sponsorships level, in proportion of overall budget,

Some other success factors include:

- Community involvement and support
- New and diverse partnerships
- Evident project research and development
- Committed board with a variety of skill sets
- Financial controls
- A new, fresh idea with tourism potential (tourists want "experiences")
- A solid marketing plan with *achievable*

2004-2005 Stats

- 77 applications received
- 48 applications progressed to stage 2
- 41 applications approved
- Total funds committed: \$5.5 million
- Approx. amount remaining in Fund: \$7 million (or 1/3 of original \$20 million allocation)
- Approx. time left for Fund at current spending levels: 3-4 years
- Organizations that received OCAF investments in 2003-04 attracted almost 3 million people to 43 events.

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