



ACTIVITY UPDATE

Recently Funded Organizations

North

- * Algonquin Academy of Wilderness and Wildlife Arts\$10,000
- * Cinefest Sudbury\$37,705
- * Founders Museum & Pioneer Village\$20,000
- * Historic Military Establishment of Upper Canada\$35,000
- * Kapuskasing Economic Development Team.....\$26,664
- * Le centre regional de Loisirs culturels Inc.\$20,000
- * Le club de la bonne humeur d'Opasatika\$12,000
- * Nipissing Stage Company.....\$25,000
- * Science North/Science Nord\$350,000
- * Timmins Gold Mine Tour.....\$80,000
- * Wahta Mohawk Council.....\$15,215
- * White Mountain Academy of the Arts.....\$60,000

Centre

- * Clarington Concert Band\$35,000
- * McMichael Canadian Art Collection.....\$150,000

Toronto

- * Canadian Stage Company.....\$175,000
- * George R. Gardiner Museum of Ceramic Art\$100,000
- * Harbourfront Centre\$250,000
- * National Ballet of Canada\$500,000
- * Ontario Museum Association\$100,000
- * Ontario Science Centre\$597,000
- * Royal Academy of Arts\$120,000
- * Royal Ontario Museum
 - Age of the Pyramids.....\$1,000,000
 - Chinese Artifacts\$1,000,000
- * Toronto International Film Festival\$324,000

South-East

- * Agnes Etherington Art Centre\$40,000
- * Archives & Collections Society\$25,000
- * Friends of the Twelve Mile Creek/ Music on the Hendley\$15,000
- * Historic Vehicle Society of SW Ontario—Heritage Village\$40,000
- * Opera Atelier/ Tapestry New Opera Works\$200,000
- * Ottawa Bluesfest\$80,000
- * Ottawa International Jazz Festival.....\$110,000
- * Peterborough Arts Umbrella\$28,000
- * Theatre Educational Alternative Theatre\$35,400

South-West

- * Blyth Centre of the Arts (Blyth Festival)\$45,000
- * Gallery Stratford\$80,000
- * Lambton Heritage Museum\$10,000
- * London Fringe Theatre Festival\$10,000
- * London Regional Art & Historical Museums...\$30,000
- * Stratford Arts Foundation - Music Fest\$80,000
- * Stratford Festival of Canada\$300,000
- * Waterloo & Area Quilt Festival\$40,000
- * Woodstock Museum\$15,500



Change in Criteria

We've learned a lot in the past two years. We've discovered what is working well and what's not working well. The Ministry of Tourism, Culture and Recreation has agreed to undertake a program review of OCAF during the next few months. We may be calling on some of you to comment or participate in focus groups. The ultimate goal is to develop the program further to ensure that the Fund benefits the greatest number of organizations to enhance tourism and visitation to the Province of Ontario.

One small step has recently been taken. When the program was launched in 1999 one guideline prohibited previously funded organizations from returning to the Fund for three years. We've discovered over time the criteria suppressed demand. Minister Tim Hudak has agreed to modify the guidelines to allow funded organizations to return in two years. In the event an organization decides to do that, the repayment schedule will change from the current 30%, 40%, or 50% maximums (depending on the organization's operating budget) to 40%, 50% or 60% maximums.

Marketing Plan Assistance

As a way to enhance new applications to the Fund, OCAF is interested in assisting new applicants with their marketing plans for new events. Currently in draft form, OCAF will take a two-step approach. First, in hard copy and on the OCAF website - www.ocaf.on.ca - an interactive module will be available, tailored specifically for OCAF funded events, to assist organizations in developing successful marketing tools. Secondly, in special situations, OCAF will fund a technician to work with the applicant to develop the marketing plan. This added benefit for cultural organizations applying to the program should be available early this fall.

Where We've Been

The Ontario Cultural Attractions Fund program has been in operation just over two years. The program has, on average distributed about \$3 million in each of the two years with about 45% in repayments returning to the Fund. Recent calculations have shown that the Fund will last another six to seven years at an annual expenditure of \$4.5 million. **We are therefore open for business and very interested in hearing about potential projects for investment.**

Highlights of OCAF's first two years:

- Reviewed over 100 stage one applications; considered over 50 stage two applications
- Funded seven events in first fiscal year of program and 27 projects in second year
- Supported activities in all regions of Ontario including one province-wide series of events
- Supported projects from five provincial agencies
- OCAF supported organizations generated new attendance of well over one million visitors to all parts of the province
- Number of organizations supported in year two almost three times original Ministry projection of 8 to 10 projects annually

The OCAF Office

OCAF administration is streamlined. In addition to Kathleen Sharpe the Director, you may contact Irene Bauer, Fund Officer, who's usually in the office Mondays and Wednesdays and can assist with all aspects of the application process. Tammy Moorse, OCAF Administrative Assistant, is available throughout the week for inquiries, support and so on. We share Tammy's services with the Ontario Arts Council Foundation.

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