



Presentation to Town of Midland

February 11, 2021

# Culture Alliance in the Heart of Georgian Bay



Happy Belated. One (and a bit) Year Old!

# Mission Statement

*Celebrating, fostering, promoting and leveraging cultural resources in the Heart of Georgian Bay, with a view to growing a prosperous year-round creative economy, and enhancing the quality of life and cultural awareness for all residents.*





# Committee Composition

- 5 Community Representatives
- 6 At-Large Members
- 1 Staff Resource (ex-officio)
- 2 County of Simcoe and EDCNS staff members (ex-officio)
  
- 6 Subcommittees
- 31 Subcommittee Members



# Strategic Priorities

- Support for Creative Individuals
- Support for Cultural Groups and Organizations
- Support for Events and Activities
- Regional Outlook
- Cultural Asset Mapping
- Branding
- Promotion of Region
- Supporting Heritage
- Scheduling and Collaboration
- Funding





# Culture through COVID

# Cultural Event Resource

## Calendar of Events

### Bi-weekly Newsletter

*Strategic Priority -Support for Creative Individuals,  
Support for Cultural Groups and Organizations,  
Support for Events and Activities*





# Artpreneur

*Strategic Priority: Support for Creative Individuals*





#30DAYSOFCULTURE



# Canada Day 2021

Although we can't gather in person this Canada Day, the Towns of Midland and Penetanguishene and Townships of Tiny and Tay are happy to provide you with a day full of virtual family fun. All activities are free of charge and we ask that you consider making a donation to one of our local charities who are doing great work in our community. We thank our many community partners and the Department of Canadian Heritage for their support in making this opportunity available. The videos on this page will go live on July 1 and will be available until July 31. We hope you enjoy our virtual community celebration!

#FeteDuCanada #CanadaDay #OhCanada

*Greetings from MPP Bruce Stanton*

*Greetings from Mayor Stewart Strath*

*Greetings from MPP Jill Dunlop*

*Greetings from Mayor Doug Leroux*

*Greetings from Simcoe County Warden*

*Greetings from Mayor Ted Walker*

*Greetings from George Cornell*

*Greetings from the Honourable Elizabeth*

*Dowdeswell*

...ships of Tiny and Tay recognize that they are located on land of the Anishinaabe people, now known as the Chippewa Tri-Council of First Nations.

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dans la  
cultUre

@CultureGBay

Culture Alliance  
in the Heart of Georgian Bay



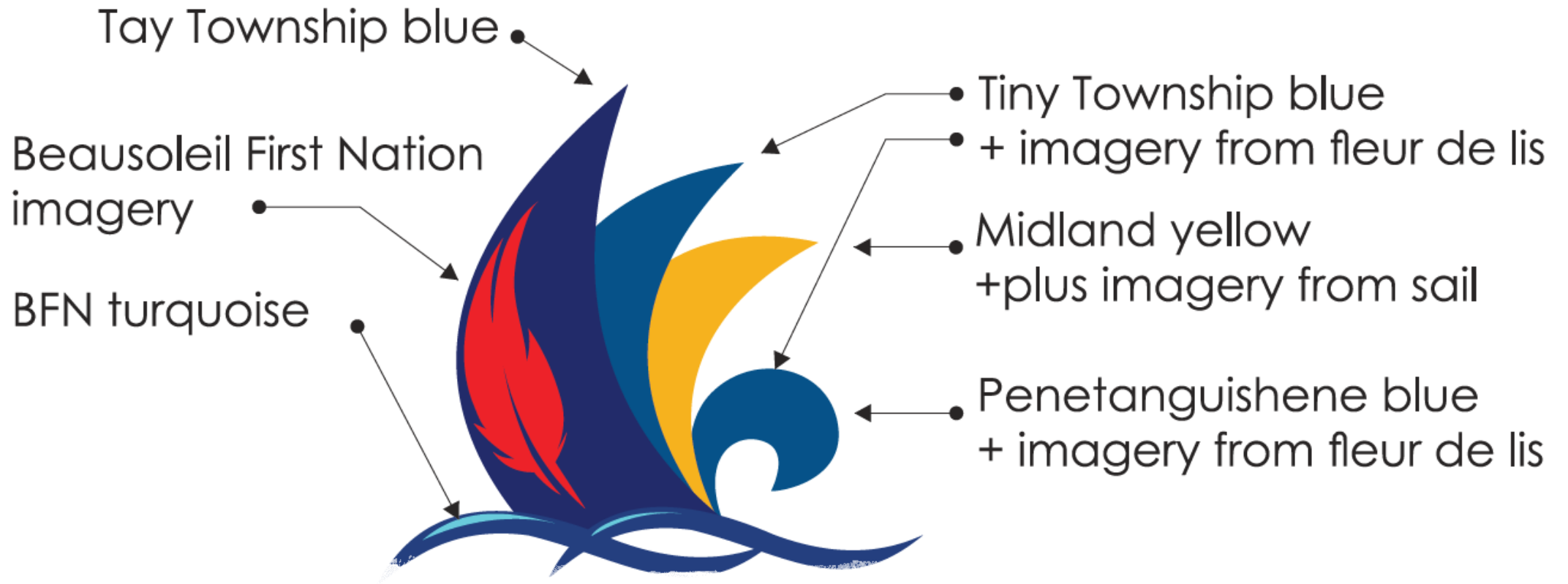
*Strategic Priority – Promotion of Region, Supporting Heritage, Support for Events and Activities*

# FETE DE LA CULTURE DAYS



# Inspirational Peoples Banners

*Strategic Priority – Supporting Heritage*



# New Logo and Branding

*Strategic Priority – Branding, Regional Outlook*



A banner for the Creative Communities Culture Conference. The background is a vibrant, abstract collage of colors including blue, red, yellow, and orange. On the left, there is a stylized logo for the Culture Alliance, featuring a blue and red sail-like shape above the text "CULTURE ALLIANCE" in bold, white, sans-serif font. To the right, the word "Creative" is written in a large, blue, cursive script. Below it, "Communities Culture Conference" is written in a bold, blue, sans-serif font. Underneath that, the dates "NOVEMBER 3 TO 26 2020" are displayed in a smaller, red, sans-serif font. At the bottom right, the website address "culturealliance.ca/conference" is written in a white, sans-serif font against a dark blue background.

**CULTURE ALLIANCE**

*Creative*  
**Communities Culture Conference**  
NOVEMBER 3 TO 26 2020

[culturealliance.ca/conference](http://culturealliance.ca/conference)

*Strategic Priority – Support for Creative Individuals, Support for Cultural Groups and Organizations, Promotion of the Region, Scheduling and Collaboration*





**Cultural Connections for  
Individuals**

**Cultural Connections for  
Organizations**

**Cultural Enhancements  
to Community Events**



*Strategic Priority –*

*Support for Creative Individuals, Support for Cultural Groups and Organizations*



**NEW!**

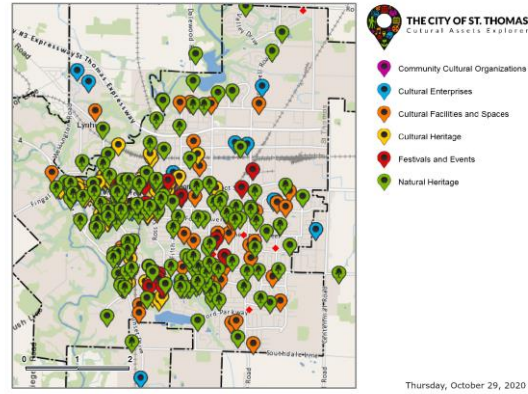
## 2021 Activities and Programming

*Strategic Priority – Promotion of Region, Support for Cultural Groups and Organizations, Support for Events and Activities, Regional Outlook*

# NEW! Living History Project

*Strategic Priority – Supporting Heritage,  
Regional Outlook*





# Cultural Asset Database and Mapping



*Strategic Priority – Support for Creative Individuals, Support for Cultural Groups and Organizations, Support for Events and Activities, Regional Outlook, Cultural Asset Mapping, Branding, Promotion of Region, Supporting Heritage, Scheduling and Collaboration, Funding*





# Other Funding/Revenue

- **2020**
- OTF Seed Grant – Cultural Asset Mapping
- County of Simcoe – Culture Conference
- Sponsorships - Culture Conference
- Ticket Sales – Culture Conference
  
- **2021 Potential Opportunities:**
- County of Simcoe



## 2021 Request to Council

Continued Collaboration with the  
5 Communities and Financial Support  
of \$10,000

Questions?

Thank You, Town of  
Midland!

