



*25 years of  
serving the Performing Arts  
Touring and Presenting community  
in Ontario*

**Annual Report 2012 - 2013**

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A live performance for everyone in Ontario:  
an active curator for the performing arts in every community:  
a lively engagement between the two.

CCI – Ontario Presenting Network's mission is  
to develop Ontario's presenting arts leadership  
through networking and professional development.



# Message from the President



It has been an honor to serve as President this past year for such a collegial and industry relevant organization. Many goals were achieved as we continue to move forward in serving the performing arts touring and presenting community in the Province of Ontario.

With the strong support of the membership, a committed board and a dedicated staff, CCI continues to strengthen our position as one of the key organizations in the touring and

presenting sector in the country. This report is designed to provide an overview of the work we've done in the past fiscal year (August 1, 2012 – July 31, 2013) and how we've spent the precious funding and member contributions that came from organizations and people who care about improving arts presentation and touring practice in Ontario.

CCI consistently and continually challenges its members to develop new skills and to work together to achieve greater community impact. We accomplished many goals this past year and I would like to mention a few of the highlights.

The 2012 Ontario Contact conference was a success and we are very much looking forward to the 2013 conference. This will be our second year hosted by the City of Kitchener with some new and exciting activities planned to give our delegates the opportunity to share their commitment and passion for the touring performing arts, so they can take this energy back to their respective communities.

As the make-up of our communities change, presenting organizations must

learn how to engage with their diverse community members beyond admission-based performing arts programs. In June 2013, CCI members gathered in Brantford for an annual spring retreat. The theme of the retreat was Presenting 3.0: Community Engagement. There were successful examples of community engagement shared among the peer group. Members expressed personal and professional passion to deepen their roles in sustaining healthy communities through the arts. We will continue to work together towards the same goal of integrating the performing arts into the daily lives of all citizens in our Province.

Financially, we incurred a modest deficit in the last fiscal year, due in large part to a significant investment in our June 2013 retreat and a 13% cut in our annual contribution from the Department of Canadian Heritage. Through careful financial management, however, the organization manages \$96K in restricted and invested reserves. This puts us in a very positive position as we move forward into 2013-14.

The Board has been very active throughout the year and I would like to thank each one of them for their collective contributions. Special thanks go to Warren Garrett, our Executive Director. Through his work at CCI, he demonstrated deep commitment to fostering collegiality, trust, and openness within the sector. His vision for the sector focuses on relationship building, networking, professional growth and leadership development. His efforts over the past year exceed our expectations as he continues to encourage, support and inspire presenters and arts leaders in the communities across Ontario and beyond. I would also like to thank the staff. Under Warren's guidance, the team has done exceptional work this past year.

Put simply, it's been an amazing year, thanks to our staff, board, members, funders and other stakeholders. CCI will be in excellent shape to continue building on our 25 years of supporting and developing touring and presenting sector of Ontario.

Colleen Clack, President



# Member Programs

## Tour Block Booking

CCI's block booking services provide presenting members with programming opportunities to book artists in partnership with other presenting members. Block booking services also offer assistance with tour co-ordination, contracting and marketing/promotion. Each season the Block Booking program starts in early September and concludes in early March. The 2013/14 season block booking program has concluded with a total of 36 tours booked, organized, and scheduled on behalf of 23 participating presenting organizations. It resulted in 251 performances scheduled across Ontario next year.

*"Whenever a young person nails a song, a dance or a theatre role on the stage, you can see the magic on their face and the connection from them to the audience. Whenever there is a sell-out, people standing cheering, asking for more. That makes us all want to see more on all of the stages."*

Ray Marshall, General Manager, Showplace Performance Centre, Peterborough. CCI Presenting Q, March 2013

## Annual Blue Sky Day 2012

Each year, CCI members come together to exchange valuable information on trends, issues, and opportunities and to discuss their plans for the year ahead at the annual Blue Sky Day. In the 2012/13 season, the event was hosted in late September by Brenda Heatherington at the Burlington Performing Arts Centre. Thirty-six delegates including presenters, artists and artist managers attended the event. The day's conversations covered a wide range of topics including: programming small performance spaces, jazz programming, CRA rules on withholding tax, Re:Sound, flexible concert seating, and dynamic pricing. Members got refreshed, re-acquainted, and informed.

"... the needs of the economy, the needs of society and the needs of the individual are converging. ... the challenge is the same: to grow whole people, people able to take effective action and make meaning from their lives."

International Futures Forum, 2009



Brenda Heatherington takes Blue Sky Day participants on the tour of the Burlington Performing Arts Centre. September 2012

# Member Programs

## Arts Marketing and Audience Development

The Community & Audience Mapping service provides each presenter with easy to comprehend analyses of their organization's community's demo/psychographics and social values. It compares the community profile with the presenter's audiences and reveals opportunities to broaden or diversify the programming appeal or marketing reach of existing programs. CCI members continue to access this program to help them fine tune their marketing efforts and connect better with their audiences.

*"I see myself as a matchmaker. I need to understand my community - and the different audiences within it - in a way that I can bring them the artists that they will have a connection with."*

Glenn Brown, Theatre Manager, Sanderson Centre for the Performing Arts. CCI Presenting Q, April 2013

In October 2012, an advanced Marketing and Audience Development workshop facilitated by Lendre Kearns and Judy Harquail was held at the Centre for Social Innovation in Toronto. The workshop was co-hosted by CCI in partnership with Orchestras Canada. Over 20 delegates attended the workshop.

## Healthy Arts Enterprise Mid-Winter Intensive

The CCI Healthy Arts Enterprise (HAE) project started in the fall of 2010 with five participating presenting members and later expanded to six. The six participating organizations are St. Catharines Performing Arts Centre; Kingston Grand Theatre; Victoria Playhouse Petrolia; Burlington Performing Arts Centre; Showplace Performance Centre, Peterborough and Meadowvale Theatre, Mississauga. The purpose of the project is to rapidly prototype sustainable new business models that enhance and expand presenting organizations impacts into their communities.

*"When we gather with members and staff of CCI, I always get recharged, and learn more of what we all share in our careers. It includes challenges, hurdles, launching careers, and bringing people together with a passion and a love for live theatre that is always my motivation. Having the time to discuss, share, listen and make a list of goals, a profile and work it out, take it apart, and put it back together with really good discussion and feedback from our people in the group."*

Ray Marshall, General Manager, Showplace Performance Centre, Peterborough

In February 2013, participating presenting members convened in Stratford to focus on planning work for each of their organizations. The 3-day intensive was facilitated by Jane Marsland. The intensive enabled participants to gain an overview of the planning process, provided them with the time to reflect deeply on their planning strategies, and compelled them to commit these plans to a communicable form. This facilitated intervention is based on a process developed by Arts Action Research through its Theatres For Change program. Each participant was required to provide feedback on the their experience and the value that they derived.

*"The size of the intensive played a major role in the experience. With only select theatres in attendance, I had numerous opportunities for in depth conversation around current/future industry issues, ideas and thoughts. Knowing how to communicate the value of what we do to internal and external stakeholders is essential."*

Julie Miller, Supervisor of Theatre Program Development, Meadowvale Theatre, Mississauga



# Member Programs

## Annual Members Retreat 2013

On June 5, 6 & 7, CCI members gathered in Brantford for their Annual Spring Retreat. Hosted by Glenn Brown, General Manager, Sanderson Centre for the Performing Arts in partnership with the Brantford Arts Block and the Woodlands Cultural Centre, the theme of the retreat was *Presenting 3.0: Community Engagement* - a presenting practice that is emerging in the field.

Thirty-nine delegates including presenters, artists, artist managers and other stakeholders attended the retreat. Arising from the retreat discussions, members expressed a keen desire to acquire new skills and knowledge that would enable them to connect with disenfranchised groups through community engagement beyond traditional programming.

*"I see my role as that of community catalyst – helping to develop partnerships and engagement opportunities that inspire community organizations and individual citizens to want to participate in arts and culture."*

Colleen Clack, General Manager of Culture and Tourism, City of Guelph.  
CCI Presenting Q, May 2013

The highlight of the retreat was an authentic community engagement experience, *Global Savages*, a work designed by Manitoulin Island's Debajehmujig-Theatre Group.



Members gathering around a campfire beside the orchard at the Woodlands Cultural Centre to listen to the *Global Savages* story. Members Retreat 2013, Brantford, ON

# Member Programs

## Critical Feedback Response Work

Following last year's successful set of Critical Response workshops held in June during CCI's annual retreat, members expressed interest in bringing back Steve Busa, Artistic Director of Red Eye Theater Collaborative, Minneapolis, MN and Eric Olmscheid, Director of Programming and Education, at the Civic Center of Greater Des Moines to conduct another series of workshops of workshops with a variety of constituents.

Funded by the Ontario Arts Council, these workshops, held in Toronto, Kingston and Ottawa in June continue to provide both artists and presenters the tools to effectively help audiences draw insight from the work they are seeing and help them engage in meaningful dialogue.

## CCI Venue Rental Rate Survey

CCI conducts a rental rate survey every three years on behalf of its members whom manage performing arts venues. The results of the 2012 survey were released in early September. The survey attracted 24 member participants. Members use their results to compare rates across the board for community and commercial rental clients and to update their respective municipal Rates and Fees schedules.

*"Our community members know this theatre is for them, their families, their businesses and that it's part of their future. I like to think that I've reminded them of that."*

Ray Marshall, General Manager, Showplace Performance Centre, Peterborough, ON. CCI Presenting Q, March 2013



Steve Busa and Eric Olmscheid engaging workshop participants in a fun warming up exercise before the Critical Response session. Ottawa, ON



## Field Development



*"Ontario Contact provided me with the opportunity to first meet and engage in dialogue with a number of artists, agents and managers and to develop the network which has enabled Brookside Music Association to evolve from the presenting a summer festival into a year round presenting organization. I consider attendance at Ontario Contact to be an essential part of planning each season."*

John French, Brookside Music Association

In 2012, CCI hosted Ontario's annual, booking and showcasing conference for artists, presenters, and agents on October 25 - 27 in the City of Kitchener, preceded by the pre-conference day on October 24th. Attending were 144 delegates and 105 exhibitors representing a total of 83 and 69 organizations respectively.

New in 2012 was the addition of the Extraordinary Project discussion. An opportunity for artists and agents to talk to presenters about performances not suitable for showcasing due to technical requirements, costs such as Equity actors, or still in development.

*"The venue crew was fantastic and helpful, the conference was really fun and informative and it was an all round great experience. Thank you so much to everyone involved for the wonderful weekend!"*

Ontario Contact 2012 Attendee



Contact Room, City of Kitchener Rotunda, October 2012

# Field Development

## I Want to Showcase

I Want to Showcase is a collaboration between partner conferences led by Ontario Contact whose goal is simple: to offer performing artists a site that is easy to navigate, understand and use.

This multi-conference application system not only serves a need for all conference organizers but also saves artists time and money. This new approach makes sense on a number of levels as it allows the artist to apply online to one or more conferences, increases their knowledge of opportunities and has resulted in a broader field of artists to be considered. Ontario Contact currently receives 215 to 250 applications annually and the quality and diversity of artists has increased.

Interest in the I Want To Showcase website grows. Currently there are ten partners, including five US regionals showcase conferences with two additional conferences confirmed to launch for the 2014 conference season.

## Ontario Contact Artist Readiness Workshop and Mock Showcase

Ontario Contact Event Manager, Cheryl Ewing, ran a very successful artist readiness workshop in Kitchener on Feb 20 & 21 with funding provided by the KW Community Foundation and supported by The Registry Theatre.

This workshop provided an overall view of what emerging artist should expect once they decide to 'take the plunge.' The session presented an intense introduction covering topics such as publicity materials, concert presentations, conferences, managers, agents, contracts, media and many issues you need to know before being "on the road."

*"The Artist Readiness Workshop is a jam-packed information session laid out with an easy to follow presentation, in a comfortable and relaxed environment. A great place to connect with like minded people, and network with artists and industry professionals that you may not otherwise cross paths with in your day-to-day activities."*

### Breaching Vista

Fourteen participants registered for the workshop and a dozen attended despite terrible weather. Four artist groups went through a mock showcase exercise, before a panel comprised of experts in the field who provided artists with suggestions for enhancing their showcase for a positive outcome or, in some cases, recommending that touring may not be appropriate for them.

This workshop demonstrated Ontario Contact's capability of delivering value outside of its usual conference timeframe and format.

*"I wanted to say that your workshop was highly informative. As someone who really didn't know much about Contact Ontario, it was a perfect introduction to who you are, what we should expect and how we should proceed in order to use the opportunities that you present to our advantage. Opera Five is young, and this is exactly the type of event we need to start attending to get our name out there."*

R. Krehm



# Partner Programs

## Ontario Dances

Ontario Dances is a program of the Ontario Arts Council that is administered by CCI. Ontario Dances seeks to have more dance performances in Ontario communities and more people engaged, interested and invested in dance at a local level in our province. The program aims to increase the range and diversity of dance available to communities in Ontario outside of the city of Toronto. Ontario Dances program builds capacity for dance presenters, dance artists and dance organizations and offers the public the opportunity to participate in dance at all levels.

Ontario Dances supports the following presenters: Oakville Centre for the Performing Arts; Capitol Centre, North Bay; Centre for the Arts, Brock University, St. Catharines; Flato Markham Theatre; River Run Centre, Guelph; Registry Theatre, Kitchener; Burlington Performing Arts Centre; Grand Theatre, Kingston and Living Arts Centre, Mississauga. In the 2012/2013 season, this program expanded to include four volunteer community presenters made possible with additional funding provided by the Department of Canadian Heritage. The four communities are: Sioux Lookout, Deep River, Kirkland Lake and Dryden.

## Theatre Connects

Theatre Connects is a new pilot program of the Ontario Arts Council that is administered by CCI. This two-year initiative seeks to have more theatre performances in Ontario communities and more people engaged, interested and invested in theatre at a local level. The project also aims to increase the range and diversity of theatre available to communities in Ontario outside of the city of Toronto. Theatre Connects offers the public the opportunity to participate in theatre at all levels.

Theatre Connects supports the following presenters: Capitol Centre, North Bay; Milton Centre for the Arts; Grand Theatre, Kingston and Centre for the Arts, Brock University, St. Catharines.



50 YEARS OF ONTARIO GOVERNMENT SUPPORT OF THE ARTS

50 ANS DE SOUTIEN DU GOUVERNEMENT DE L'ONTARIO AUX ARTS

### Happy 50th Birthday, Ontario Arts Council!

50 years ago the province's primary arts funding body, the Ontario Arts Council (OAC), was established with a mission to foster the creation and production of art for the benefit of all Ontarians.

For the last 10 years, CCI has been generously supported by the OAC. Going back to the 2002-03 year, CCI has received \$670,721 in OAC grants (excluding the three-year Arts Investment Fund support). Adjusted for inflation, this figure equals \$718,579.

OAC's touring office played a major role in creating Ontario's touring marketplace. Canada's first showcase/booking conference, Contact Ontario, was started by the OAC in 1972 and has been managed by CCI since 2003 with continuous support from the OAC. Over the last 30 years, this important initiative has been replicated across Canada bringing artists and presenters together so that the best talents have opportunities to reach different communities. In addition to its stewardship of Ontario Contact, CCI is honored to administer two of the OAC's programs, Ontario Dances and Theatre Connects.

Congratulations on 50 years of public funding of the arts in Ontario!

# Partner Programs

## Community Engagement in the Arts

As part of the OAC Ontario Dances' Professional Development program, on January 22st and 23rd, Doug Borwick was brought to Toronto to conduct a workshop and presentation on community engagement in the arts.

Over seventy professional dance artists, dance managers, arts presenters and other arts professionals attended these events facilitated by Doug Borwick, Ph.D and CEO, ArtsEngaged, and the author of *Building Communities, Not Audiences*. Doug is renowned for his research on examining new ways of looking at the public and the arts, of how the arts develops within community, and how the arts will survive and indeed flourish by serving the very community it is developed within.

*"The talks gave me a new perspective on the concept of community engagement as a responsibility of a presenter rather than an added bonus."*

Workshop participant

**Right:** Members around a campfire as a part of the Global Savages performance at the Spring Retreat 2013, Brantford Ontario



"The arts began as collective activity around the campfire, expressions of community. In a very real sense, the community owned that expression. To engage successfully, arts organizations need to make authentic, substantive connections with their communities. Those communities should not be seen as a collection of market segments to be tapped in an effort to sell tickets or extend reach; they should be seen as indispensable partners in improving lives."

Doug Borwick's blog – Engaging Matters



# Partner Programs

## FRESH START - Ontario Dances in Northern Ontario

In the 2012/2013 season, with additional funding provided by the Department of Canadian Heritage OAC's Ontario Dances program expanded to include four volunteer community presenters to increase the range and diversity of dance available to communities in Northern Ontario. The four communities are: Sioux Lookout, Deep River, Kirkland Lake and Dryden.

## FRESH START - Professional Development for Volunteer Presenters

In collaboration with the Department of Canadian Heritage, in 2012 - 2013, CCI - Ontario Presenting Network, continued to host a series of networking and professional development opportunities for volunteer presenters in the North and Eastern regions of the province. These workshops have been a wonderful opportunity for presenters to network with colleagues working in a particular region of the province, at the same time as picking up some valuable skills development.

*"My expectations were very high and I was really delighted with my experience. I came away with an amazing list of item actions and ideas. Concepts of market broadening, deepening and diversifying, social media tools to use were particularly valuable. I believe that we will have a three year plan to accomplish our goals with immediate results thanks to Judy and Lendre."*

Marilyn Mason, Sarnia Concert Association, President

In February 2013, Audience and Marketing Development workshop was offered to presenters in the Eastern Ontario. The event was hosted by Brian McCurdy at the Grand Theatre. Twenty seven presenters from Eastern

"[Organizations] exist to serve a life-enriching purpose, and accomplish things no individual set of strengths can accomplish alone ... [to] elevate our human strengths, connect and magnify those strengths, and then ultimately, serve to refract more wisdom, courage, love and other human strengths onto the world stage."

David Cooperrider, Case Western, 2010

Ontario arrived in Kingston for a three-day workshop on a series of topics including market research and the development of marketing plans. Participants had a chance to trade tips and tricks with colleagues, explore audience development principles and strategies and learn a bit more about contemporary marketing practices such as social media and e-marketing.

In addition to the workshops, CCI has created a volunteer presenter resource page on the CCI website which serves as a focal point for resources that are being gathered and produced for the volunteer based presenting community on a wide range of subjects including incorporation, finance, marketing, board governance and succession planning.

## FRESH START - Northern Young Audience Presenting Development

With the support from the Department of Canadian Heritage, CCI assisted a network of 10 northern volunteer young audience presenters in the selection and booking of performances for their 2013/14 seasons. There was a total of 5 tours and 42 performance scheduled in Northern Ontario. In May, a delegation of six volunteer young audience presenters from Northern Ontario went to the Vancouver International Children's Festival to see new Young Audience work.



# Partner Programs

## Cultural Pluralism in the Arts Movement Ontario

Cultural Pluralism in the Arts Movement Ontario (CPAMO) is a movement of Aboriginal and ethno-racial artists working with presenters to empower the performing arts communities of Ontario. CCI enabled CPAMO to obtain funding from the Ontario Trillium Foundation to open opportunities for Aboriginal and ethno-racial performers to engage with presenters across Ontario and to assist presenters in developing constructive relationships with Aboriginal and ethno-racial performers.

This year, CPAMO continued to host various events and panels to enable presenters and audiences across Ontario to access artistic expressions from diverse communities. In September 2012, CPAMO convened its first Town Hall on Pluralism in the Arts in Ottawa. The session focused on Aboriginal arts activities, the development of the City of Ottawa Cultural Plan and demographic changes in the National Capital Region. In October, CPAMO coordinated a panel and its Project Lead facilitated two workshops at the Canadian Dance Assembly's national conference in Ottawa.

CPAMO co-sponsored and participated in the delivery of numerous events on pluralism, including the Flato Markham Theatre's full day conference on Diversity in Dance, the weekend long Winter Festival in Ottawa, a panel on pluralism in theatre with Theatre Ontario, the Red Revue and an artist meet-and-greet session with Luminato. CPAMO also convened a session on community engagement and coordinated two volunteer recruitment sessions in Toronto's Regent Park and Ottawa.

In addition, In January 2013, CPAMO delivered its report on pluralism in dance to the Canadian Dance Assembly (CDA) and in April 2013 convened the Diversity in Dance Program featuring 10 dance artists/companies as part of the Canadian Dance Assembly National Dance Awareness Week.

Nearly 800 people participated in CPAMO's workshops and town halls during this past year.



CPAMO Community Engagement Session, March 2013, Toronto

*"As our communities continue to grow in their diversity, we have before us a great opportunity to share the cultural wealth they bring with that of the First Peoples in Canada and those who have settled over the past centuries."*

*This has the potential to make us the envy of the world in the performing arts - showing cultural traditions made contemporary from all corners of the globe to communities and audiences eager to learn and share about the cultural values and artistic expressions of all peoples who call Canada home."*  
charles c. smith, Project Lead of CPAMO

[cpamo.wordpress.com](http://cpamo.wordpress.com)

# Partner Programs

*“Connecting with as many citizens as possible becomes hugely important, so that we have a contingent of advocates in the community who recognize that the arts are an important component of a community’s well-being.”*

Colleen Clack, General Manager of Culture and Tourism, City of Guelph.  
CCI Presenting Q, May 2013

## National Network Meeting

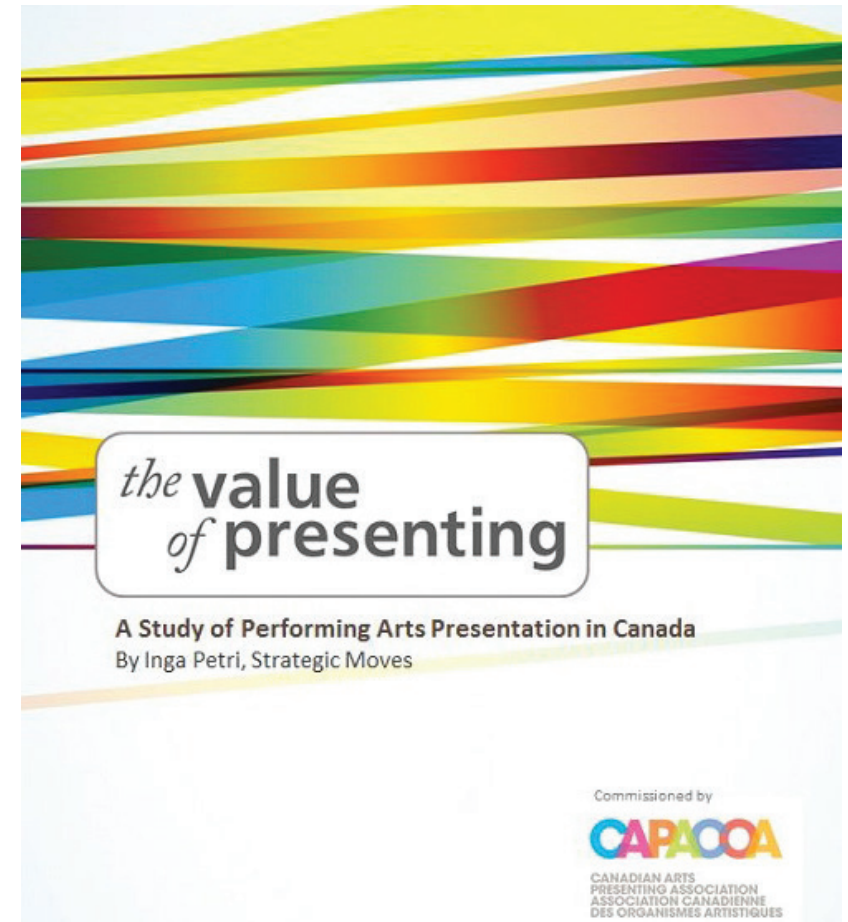
CAPACOA convenes an annual meeting that gathers more than 20 presenting networks for two days of intensive dialogue. It focuses on identifying key priorities affecting networks at the national level, conversations with national funding agencies and policy makers, and helps to recognize common goals. The 2013 National Network Meeting took place in Ottawa, on May 1 and 2, in conjunction with the National Arts Centre’s Northern Scene. CCI’s Executive Director and Ontario Contact Event Manager attended the meetings that included information update sessions with the Department of Canadian Heritage and Canada Council. There was continuing strong interest expressed in developing professional development opportunities for network members.

## National Value of Presenting Study

In April, CAPACOA released the final report on The Value of Presenting: A Study of Performing Arts Presentation in Canada. This invaluable study is the culmination of two years of collaborative effort between presenting networks, funders and partners from across the country. The Value of Presenting Study includes a comprehensive historical and contemporary overview of the performing arts ecosystem, reveals that performing arts are valued by a vast majority of Canadians across socio-economic differences, and provides a new perspective on younger Canadians’ interest in live performing arts.

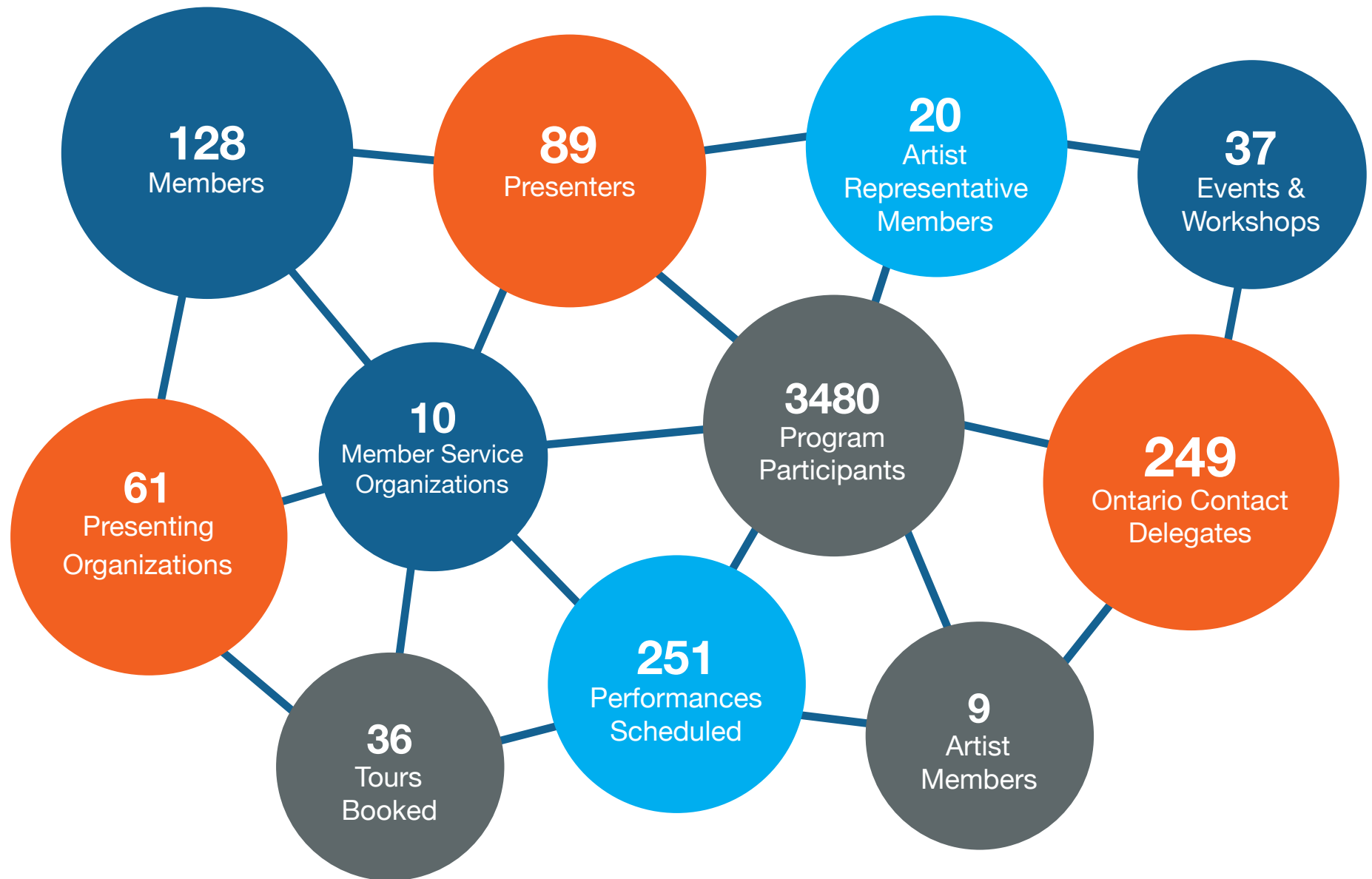
The study identifies a broad range of public benefits associated with performing arts presentation, including better health and well-being, greater energy and vitality in communities, and a more caring and cohesive society.

Thanks to the CCI members who have contributed to support this initiative to unveil the value and benefits of presenting for all Canadians.





## CCI Network by the Numbers



# Member Services

In addition to CCI Programs, members can benefit through the following services:

## **CCI eNewsletter**

Monthly eNewsletter with industry and member updates, upcoming events, granting programs deadlines and more. Members are encouraged to submit their industry relevant announcements for the publication in the CCI eNews.

## **Online Membership Directory and Member Profile**

Listing in CCI's online Membership Directory, a comprehensive listing of CCI members: community presenters, artists, service organizations and agents. Includes member organization and individual profiles. Members are encouraged to complete and update their online profiles.

## **CCI Job Board**

Industry Specific Job Board located on the CCI website. Members can submit their job opportunities to be posted on the Job Board free of charge.

## **CCI Blog**

An online Blog space on CCI site for members to post their stories, share ideas, and learn about their colleagues across the province.

## **Member Discussion Forum**

Located on the Members Area of the CCI site, Member Discussion Forum is designed to help members to instantly reach the network's wealth of knowledge by posing question, offer tips and advice and provide answers to colleague's questions.

## **Online Resources**

Recently revamped resources page includes resources pertaining to each category of CCI Membership, from professional and volunteer presenting to artists and artist management.

## **NEW! Ad Space on the CCI website**

Spotlight space to increase visibility in the presenting and touring sector in Ontario. CCI website generates average of 4,000 page views per month. Ads are displayed on almost every page of the web site and rotate as website visitors move from page-to-page. Packages starting at \$35/month for CCI Members.

## **NEW! Online Communications Platform**

CCI has acquired a communications platform, Adobe Connect, to facilitate webinars, information sharing and address urgent communications needs between members, networks, and other stakeholders. CCI is ready to respond by offering to its members an online space to meet, work, share and network.

## **CCI / Ontario Contact Mobile App**

Available for download for Android, iPhone and BlackBerry mobile phones, newly revamped Mobile App includes two apps in one: 1) CCI Mobile App with industry events throughout the year and 2) Ontario Contact App with Ontario Contact conference events.

## **CCI Social Media**

All member updates relevant to touring and presenting industry are streamlined via integrated CCI's social media platforms (Facebook and Twitter).

## **Member Surveys**

Rental Rate Survey and Municipal Investment Survey and more

## **Other Membership Perks**

- An Affiliate CHRC Membership
- Accessibility Compliance – Discounts on AODA Standards Webinars
- Mobile App Services and Discounts
- Hotel Accommodation Discount at Toronto's Westin Harbour Castle Hotel
- Zipcar Membership and VIA Rail discounts



# Communications

## Website

In addition to the Ontario Dances website, CCI operates four websites: CCI main website, Ontario Contact conference and showcase application websites and Block Booking online platform:

[ccio.on.ca](http://ccio.on.ca)

Launched in May 2012, over the past year, CCI site generated 11,001 Visits and 6,099 Unique Visitors, 54% of which were “returning visitors”, indicating members’ loyalty and increasing interest from industry professionals outside of our network. CCI website has average of 4,000 page views per month! Most visitors were drawn to CCI website by its Membership Directory, News and Events section, followed by Blog, Job Board and a newly upgraded Resources pages. CCI’s Member Discussion Forum is also gaining a stronger following, with nearly 100 posts covering over 30 topics since we launched it.

[ontariocontact.ca](http://ontariocontact.ca)

In June 2013, CCI launched a new and improved website for Ontario Contact. In just few months, it generated over 1000 visits. The new website is much more user friendly and easier to navigate. It features all up-to-date conference information, including latest news, schedule, travel and accommodation details. It also contains showcase artists’ directory with a dedicated profile page for each artists with images, videos and booking information.

[iwanttoshowcase.ca](http://iwanttoshowcase.ca)

A showcase application site allowing artists and agents to apply to several showcase conferences using the same base application form.

[blockbooking.ca](http://blockbooking.ca)

The block booking site is a tool that allows CCI to manage the process of booking artists for its membership. It provides tools for members and the block booking co-ordinator to collaborate during the artist booking process; from expressions of initial interest, on through requests for show dates and times, culminating in booking the artist for a tour. The website is setup to allow licensing to other organizations - currently BCTC and APA are using

the tool to assist in their tour creation and administration. Improvements were made in 2012-2013 to add more options for organizations to customize site content, to increase functionality around new touring season creation, and to automate some recurring tasks.

## eNewsletter

Launched in August 2012, **CCI eNews** is a monthly eNewsletter with member and industry updates, upcoming events, granting programs deadlines and more. In the past year, we have published 11 issues that have reached over 220 industry professionals. In addition to the monthly eNews, CCI publishes **Ontario Contact eNews** that informs over 1500 subscribers about news and announcements related to the annual conference. Average open rate for CCI and Ontario Contact eNews is 40%.

## Social Media

CCI is present on Facebook and Twitter, with separate accounts for CCI and Ontario Contact. Over the past year we have expanded our social network to 334 followers on Twitter and 184 on Facebook.



@CCIONetwork  
@ontarioCONTACT



ccionetwork  
ontariocontact

## Mobile App

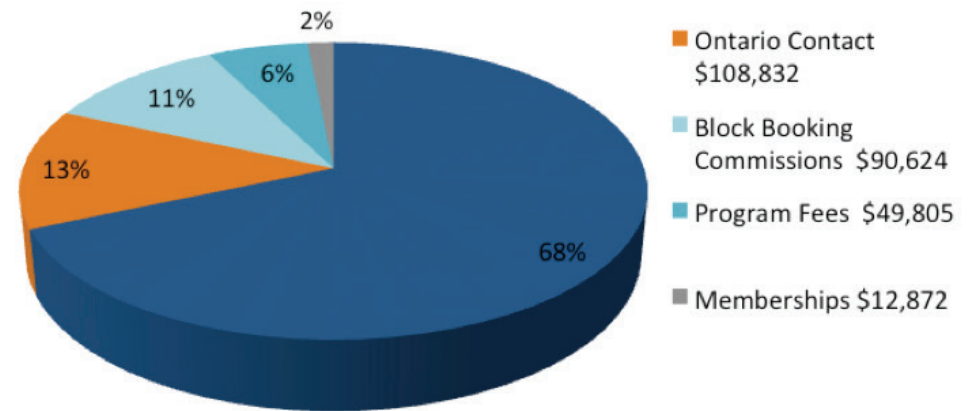
Launched in September 2012, CCI Mobile App has been recently revamped to combine two apps in one: 1) CCI Mobile App with industry events throughout the year and 2) Ontario Contact App with the conference events. The app is available for download for Android, iPhone and BlackBerry mobile phones. Nearly 200 industry professionals have downloaded the app to their mobile devices.

# 2012/13 Statement of Operations

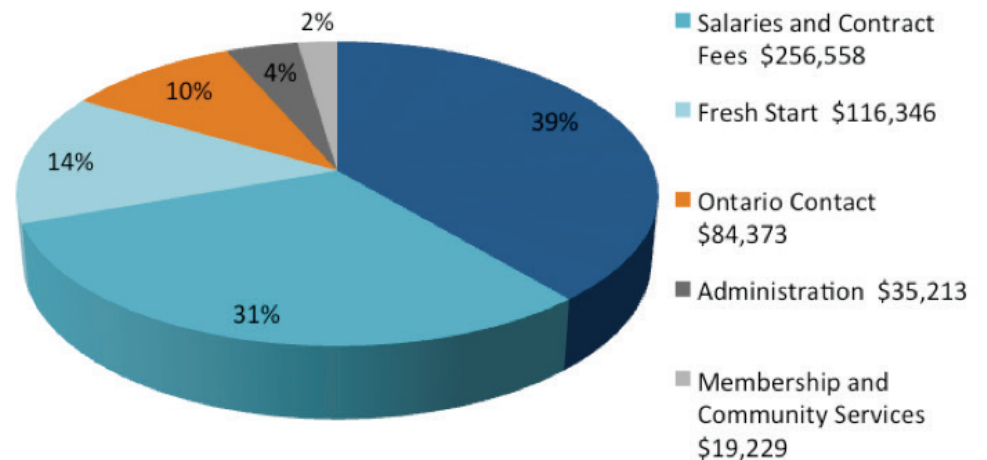
## CCI - Ontario Presenting Network BALANCE SHEET As at July 31, 2013

ASSETS	2013	2012
<b>Current assets</b>		
Cash	\$ 145,563	\$ 115,573
Accounts receivable	37,149	29,235
HST refund	15,922	8,571
Prepaid expenses	134,212	175,630
	<u>332,846</u>	<u>329,009</u>
<b>Capital assets</b>	<u>44,706</u>	<u>39,186</u>
	<u>\$ 377,553</u>	<u>\$ 368,195</u>
<b>LIABILITIES AND NET ASSETS</b>		
<b>Current liabilities</b>		
Accounts payable and accrued liabilities	\$ 20,305	\$ 15,580
Deferred revenue	261,232	252,865
	<u>281,537</u>	<u>268,445</u>
<b>Net assets</b>		
Invested in capital assets	44,706	39,186
Unrestricted	51,309	60,564
	<u>96,016</u>	<u>99,750</u>
	<u>\$ 377,553</u>	<u>\$ 368,195</u>

### Revenues: \$832,828



### Expenditures: \$836,562



## Collaborative Partners

As we continue to develop the touring and presenting sector, collaborative partnerships are vitally important. This year we had several opportunities to continue to build collaboration with other arts service organizations. Special thanks to the following partners and supporters for helping make our year a success.

Arts Midwest; Arts Touring Alliance of Alberta; ArtsBuild Ontario; Atlantic Presenters Association; CAPACOA; CPAMO; Cultural Careers; Council Ontario; Culture Days; Department of Canadian Heritage; Jane Marsland; Manitoba Arts Network; North Carolina Presenters Consortium; Ohio Arts Presenters Network; Ontario Arts Council; Ontario's Ministry of Tourism, Culture and Sport; Orchestras Canada; Organization of Saskatchewan Arts Councils; South Arts; Western Arts Alliance; WorkInCulture

Thank You!

## Supporting Partners



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# CCI Board and Management

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