

ONTARIO  
PRESENTS

# ANNUAL REPORT 2015 - 2016

August 1, 2015 - March 31, 2016

# MESSAGE FROM THE PRESIDENT

*“Thank you to all of our members for their collegial willingness to work together and to our staff and funding stakeholders for the resources that help guide and support our work.”*



# Overview

- Member Programs
- Field Programs
- Partner Programs

# MEMBER PROGRAMS

- Tour Block Booking
- Annual Blue Sky Day 2015
- Community & Audience Mapping
- Leadership Coaching Project

# Tour Block Booking

## ONtour 2015/16

- 49 tours
- 20 presenting organizations
- 339 performances
- \$2.5 million in artist fees

## ONtour 2016/17

- 48 tours
- 23 presenting organizations
- 329 performances
- \$2.1 million in artist fees

# Annual Blue Sky Day



The Richmond Hill Performing Arts Centre, October 7, 2015.

# Community & Audience Mapping

Program provides greater targeting precision by answering key marketing questions:

WHO are my customers?

WHAT are they like?

WHAT do they buy?

WHERE can I find them?

HOW can I reach them?

# Leadership Coaching Project

An overview of coaching and its benefits to personal, professional, and organizational growth and development:

- Strengths Finding
- Job Crafting
- Goal Setting
- Resiliency
- High Quality Connecting



# FIELD DEVELOPMENT

- I Want To Showcase
- Ontario Contact 2015
- Community Engagement Learning Platform
- IAMA
- Policy Framework for Municipal Performing Arts Centres
- New Narrative + Metrics

# I Want To Showcase

- 15 Canadian and US showcase events
- 236 applications for Ontario Contact 2016 conference:
  - ✓ 137 came from Ontario
  - ✓ 15 of the 28 artists selected are from Ontario

**I WANT TO  
SHOWCASE**

# Ontario Contact



Transforming  
**Community**

November 5-7 2015  
LONDON, ONTARIO

# Community Engagement Learning Platform

The purpose of this project is to assist presenters in their community engagement practices and to help them strengthen the ties with the diverse communities that they serve.



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# Policy Framework for Municipal Performing Arts Centres

- Increasing role that municipal performing arts centres are playing in communities across Ontario.
- Policy makers are encouraged to consider the alignment of municipal cultural planning processes as effective means by which cultural, social, and economic development goals of the community are realized at the local level.

# New Narrative + Metrics

Define Ontario presenting and touring field's purpose and role by:

1. Using language that is clear and understood by presenters and their communities, authorizers, and funders.
2. Setting metrics by which the field will define its progress and by which it will be assessed by funders.

# PARTNER PROGRAMS

- Ontario Dances
- Theatre Connects
- Webinar Series for Arts Presenting
- Ontario Classical Music Network
- Northern Young Audience
- Northern Dances
- IAMA Toronto 2016
- Indigenous Protocols Partnership Project

# Ontario Arts Council

## Ontario Dances & Theatre Connects Programs

*“Ontario Dances program has allowed us to take dance outside the four walls of a theatre and into our community to engage local artists and residents.”*

- Sara Palmieri, FirstOntario Performing Arts Centre



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# Canadian Heritage - Fresh Start

Webinar Series for Arts Presenting

Ontario Classical Music Network

Northern Young Audience

Northern Dances

Canada 

# Webinar Series

## 2015/16 Season

- 22 webinars
- 330 participants
- 95% return rate
- 54% from Ontario
- Over 700 recording views



Atlantic Presenters  
Association

ONTARIO  
PRESENTS

Canada

WEBINAR  
SERIES

FOR ARTS  
PRESENTING

# Ontario Classical Music Network

## Digital Marketing Support for Volunteer Presenters:

- website
- social media
- e-marketing
- graphic design

# Northern Young Audience

- 5 tours
- 51 performances

# Northern Dances

- Engaging with the Canadian dance scene
- Participating in the national network meetings
- Information sharing
- Aligning regional and national programs
- Block booking within the network
- Shared web platforms
- Mentoring

# IAMA Toronto 2016

iama  
**TORONTO**  
2016

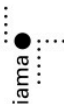
in collaboration  
with Ontario Presents

November 10-12, 2016



**REGISTRATION OPENS**  
**8 APRIL 2016**

visit [IAMAworld.com](http://IAMAworld.com)



Koerner Hall - Royal Conservatory of Music • Roy Thomson Hall • Aga Khan Museum



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Canadian  
Heritage    Patrimoine  
canadien



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# CAPACOA + IPAA + OP

## Indigenous Protocols

Research and consultation with First Nations communities on building understanding and connections between aboriginal artists, communities, and mainstream presenters and their communities.

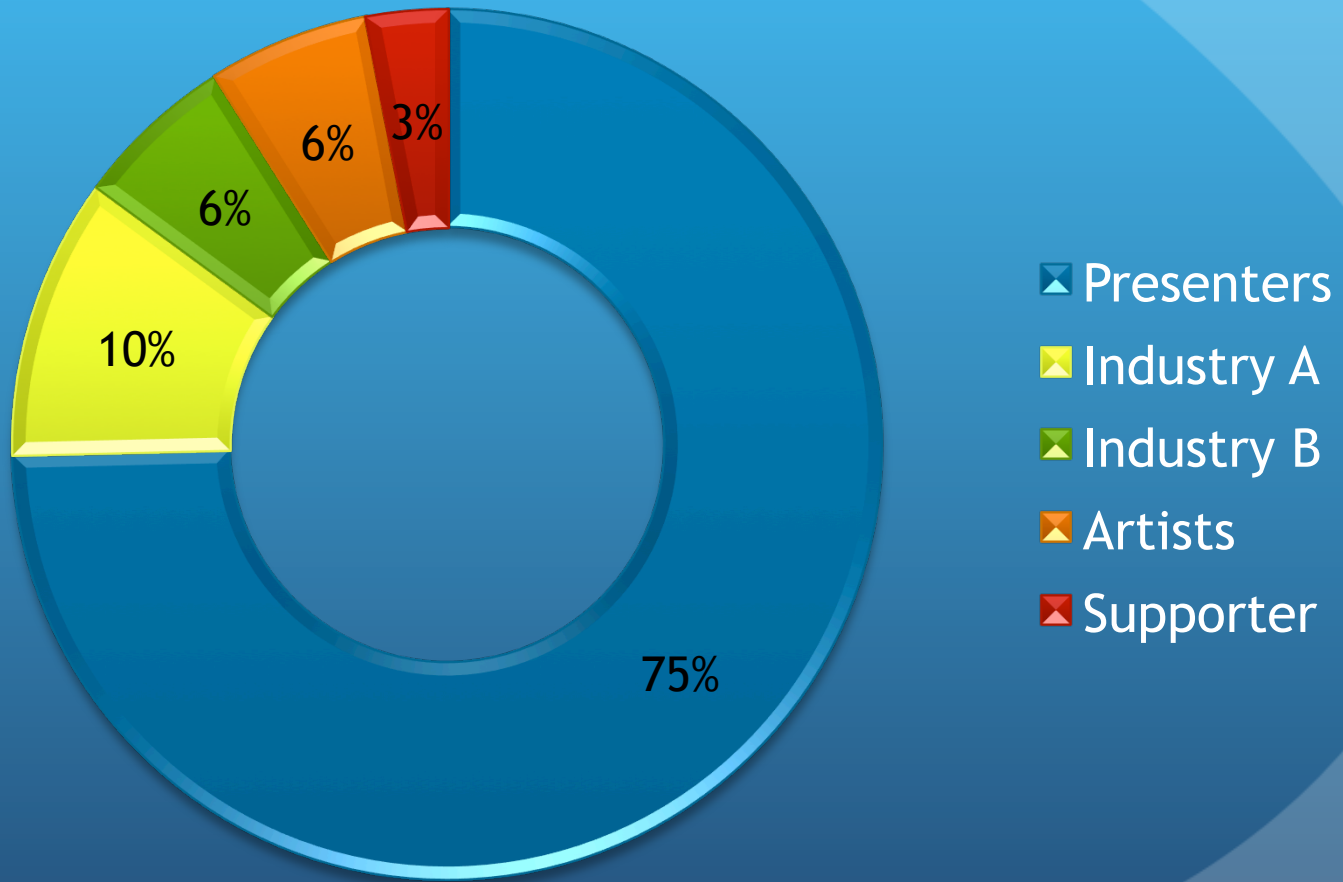
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# OUR NETWORK





# MEMBER SERVICES AND COMMUNICATIONS

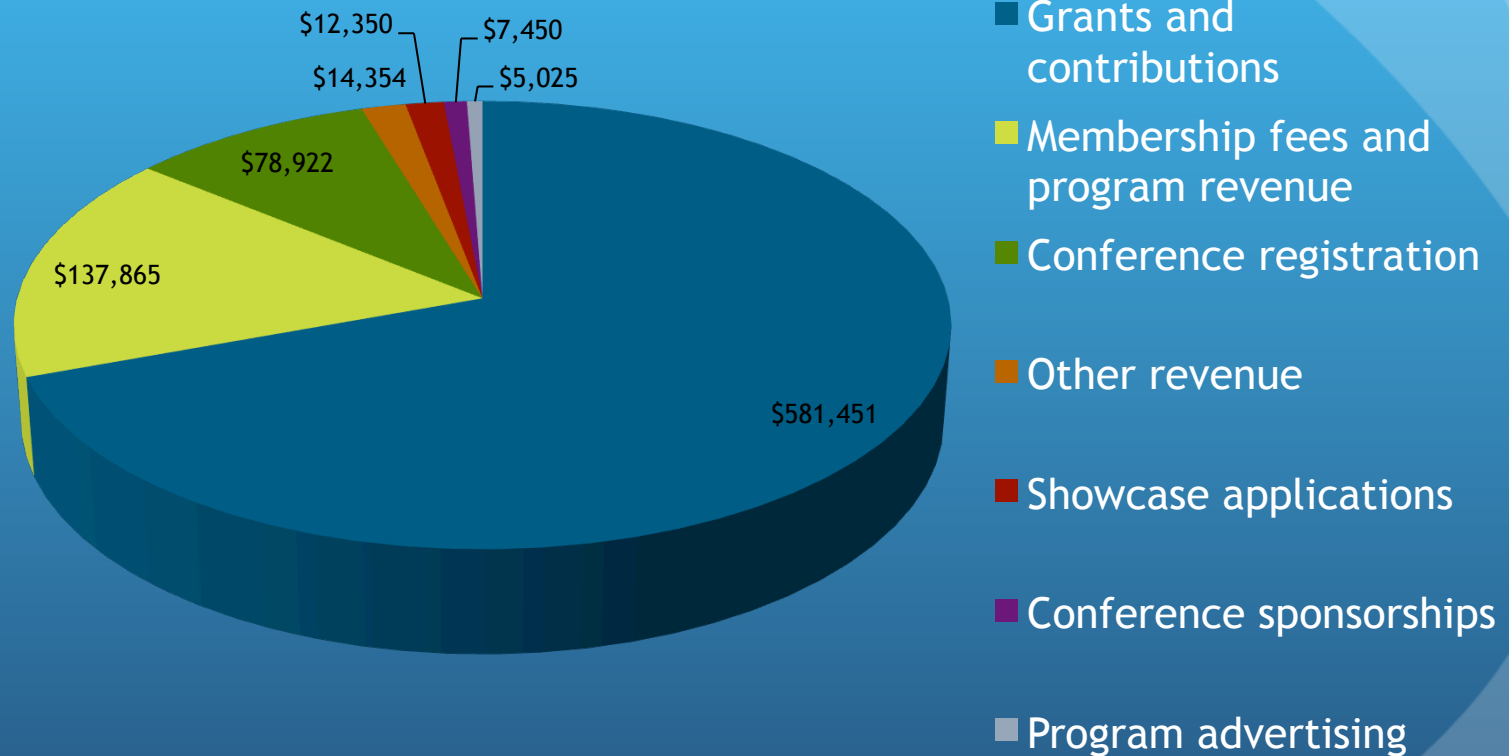
- Websites
- New Network Portal and Forums
- eNewsletter
- Online Meeting Platform
- Mobile App
- Social Media
- Member Surveys
- Other Membership Perks

GET INVOLVED!

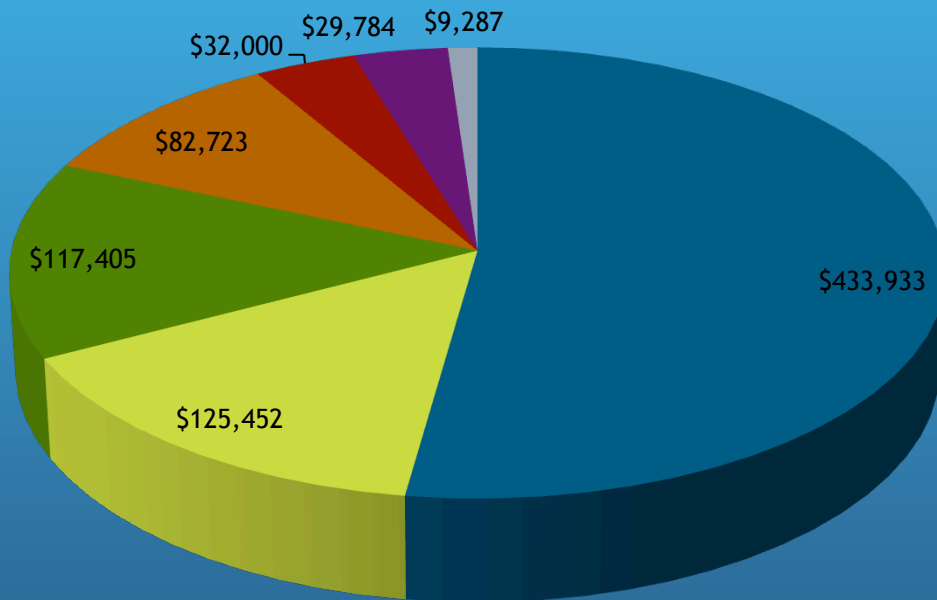
@OntarioPresents #OntarioContact

# FINANCIAL STATEMENTS

# Revenues



# Expenditures



■ Program Delivery

■ Contract fees

■ Salaries

■ Membership and community services

■ Block booking expenses

■ Administration

■ Amortization

# OUR FUNDERS

Canada



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TORONTO  
ARTS  
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FUNDED BY  
THE CITY OF  
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# ONTARIO**PRESENTS**

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