



MACLARENARTCENTRE

START THINKING ART

<https://vimeo.com/345096868>





START THINKING ART

The arts are essential to our quality of life, cultural identity, social well-being and economic prosperity.

Access to the arts enhances lives, fosters creativity and innovation, and strengthens communities.

Art education also enhances learning, problem solving and critical thinking; it builds resilience, self-esteem and self-confidence; it enhances empathy and understanding in individuals and communities; and it empowers youth, especially those at risk, to succeed in school and later in life.





Again and Once More, Again

When the Pope is elected, he is crowned in St. Peter's Basilica in Rome. The ceremony is called a conclave. The Pope is elected by the cardinals. The Pope is the head of the Roman Catholic Church. He is elected for life. The Pope is the highest authority in the Catholic Church. He is the spiritual leader of the Catholic Church. He is the highest authority in the Catholic Church. He is the spiritual leader of the Catholic Church.



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Arts and culture reflect the societies and cultures they represent.

They enhance civic pride and engagement.

They are powerful drivers of the quality of life.

They serve to attract and retain a talented workforce.

As tourist destinations, cultural venues and attractions are economic drivers and tools for urban revitalization.

Ultimately, arts and culture are key investments for a healthy, sustainable city.





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Museums in Canada

- Canada has more than **2,600** museums, public art galleries and related heritage institutions.
- Museums employ close to **32,000 people**.
- Over **100,000 volunteers** contribute more than **6.6 million hours** per year.
- Over **75 million** people visit our museums, galleries and historic sites each year, including **7.5 million** school children.

- CMA 2015





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MACLAREN ART CENTRE: FAST FACTS 2018

Audience:

57,610 people reached through programs at the Gallery, in the schools and in the community, including 20,684 young people

Social Media:

3,685 followers on Twitter; 2,521 'likes' on Facebook; 2,297 followers on Instagram

Exhibitions:

30 including 2 touring shows, 4 virtual shows and 12 community shows

Education Activities:

666 art education activities led by 33 artists, with free art activities at 15 community festivals

Days Open: 353, with 29,122 hours of service, admission free



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MACLAREN ART CENTRE: FAST FACTS 2018

Staff:

13 full-time, 11 part-time/contract, 33 artists

Volunteers:

203, who contributed 4,013 hours, including 12 board members who are community leaders

Supporters:

569 members and 205 business sponsors

Retail:

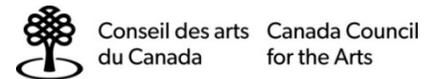
70 facility rentals; 111 artists represented in Gallery Shop; 401 works framed for 161 customers



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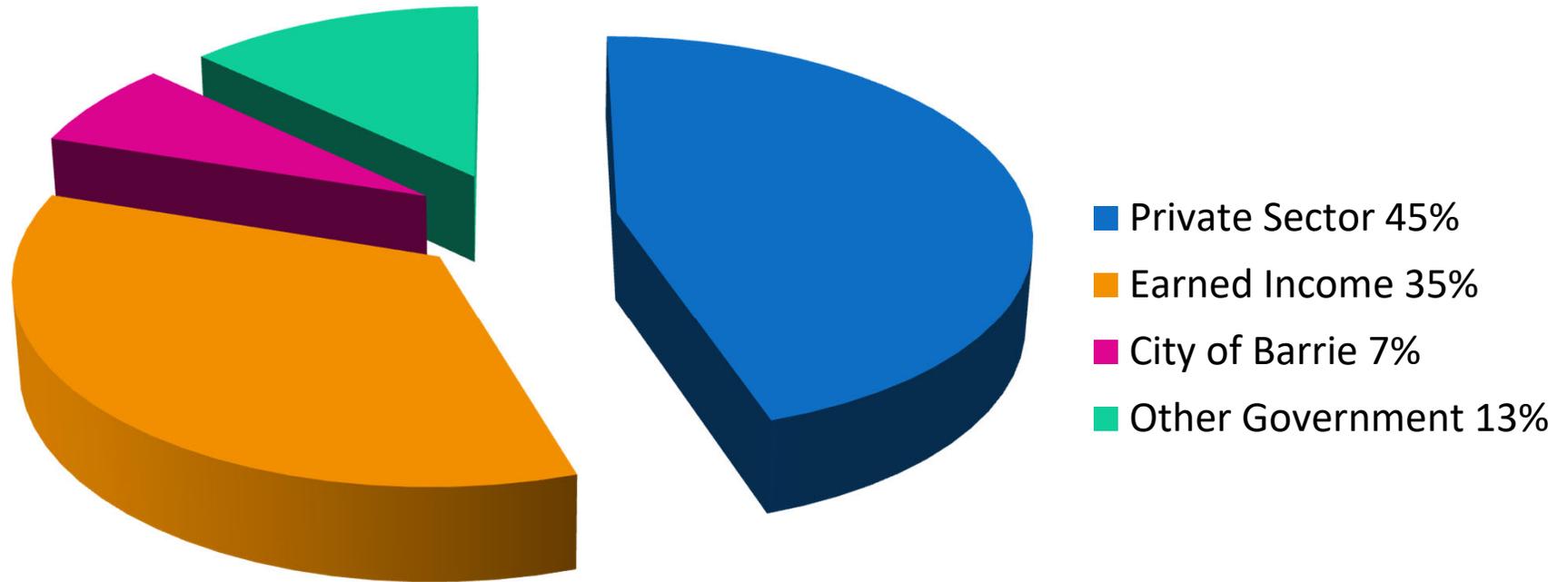
MACLAREN ART CENTRE: FAST FACTS 2018

- A registered charity, incorporated in 1986 independently from the City of Barrie
- Strong track record for lean operations, balanced budgets and good fiscal management
- Annual operating budget of \$1.85 million with diversified revenues
- We receive cultural grants from all three levels of government comprising 20% of our total budget, including a grant of \$137,000 from the City of Barrie plus facility maintenance
- The balance of revenues come from earned income and the generous support of individuals, local businesses and community organizations



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REVENUES





MACLARENARTCENTRE

Enhanced Engagement:
Strategic Plan 2019 – 2023

Survey Responses



Keep doing what you do so well. A welcoming and informative staff is always an asset.”

Overall the MacLaren is a great place, but I think there is a lot of potential to reach a wider audience.

Continue to showcase, support and, encourage regional artists. Continue excellent education programming.

Attending the weekly classes gives me something to look forward to every week!

A space dedicated to creativity is an essential element in a community's growth and emotional well-being. Thank you!

Perfect the way it is.

Enhanced Engagement



Our Vision

As the regional public art gallery serving Barrie, the County of Simcoe and the surrounding area, we strive to bring people to art and art to people in ways that are engaging, enriching and enjoyable.

Our Mission

To engage and enrich the immediate and larger community by providing innovative and relevant contemporary visual arts programming at the Gallery, in the schools and in the community.

Our Strategic Directions

- 1 Enhance ways to share our stories
- 2 Enhance our curatorial focus
- 3 Enhance our engagement with new and diverse communities

1

Enhance ways to share our stories

- Build enhanced relationships and communication with our audiences
- Provide greater physical and intellectual access to the artwork on view by offering audiences a wide range of innovative entryways
- Ensure that the MacLaren is a partner in community planning processes

2

Enhance our curatorial focus

- Build the exhibition and collection programmes on the theme of “reading through place”
- Co-create new narratives about this region with our cultural partners
- Explore narratives that represent diverse voices

3

Enhance our engagement with new audiences

- Expand partnerships and enhance outreach to engage new and diverse communities in Barrie and the surrounding area
- Develop interested, engaged and return users from diverse community groups and help them feel comfortable at the Gallery
- Enhance the diversity of our board, staff, volunteers and artist instructors

Outcomes



Enhanced Engagement

Our hope is that this new strategic plan will help us to identify, prioritize and design contemporary visual arts experiences that are meaningful, representative and inclusive for new Canadians and culturally diverse audiences and that foster a sense of belonging.



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Our goals align with many of the City of Barrie's goals:

- Offering innovative and citizen-centered services
- Fostering a safe and healthy community
- Building strong neighbourhoods
- Enhancing civic pride and community engagement
- Growing our economy
- Encouraging community diversity, equality and understanding through cultural, social, educational and recreational programs, facilities and opportunities which foster personal growth and development





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How can you help?

- Follow us on social media
- Share our stories with your constituents
- Invite the MacLaren to be a partner in community planning processes
- Identify diverse community leaders for our Community Engagement Committee
- Identify partners to extend our reach into the community
- Visit us at the MacLaren and bring your colleagues, family and friends

