



**Cultivate Community Delegation - Cultivate Community State of the Union  
June 21st, 2022 - Committee of the Whole**

# What is Cultivate Community?

A registered Ontario Non - Profit Arts Organization - Registered in 2019

Mission: Cultivate Community actively strengthens regional communities by engaging local citizens in the discovery and celebration of arts and culture via grassroots leadership, creative partnerships and innovative artistic programming.

Values: Sustainability, Equity, Inclusion, Accountability , Social Connection , Diversity, Community Building

Born as a food festival in 2015. Incubated by Local Food For Local Good (charity). Winner of the 2017 Culinary Event of the Year by Tourism Industry Association of Ontario. 5 festivals.

Volunteer Executive Director and Artistic Director - Jeff Bray  
Board Members - Jo-Anne Johnson, Jennifer Wyatt, Tony Armstrong, Kegan Winters, Ryan Warner, Caitlyn O'Sullivan, Zak Copeland, Lydia Jackson and Laurie Gelfand



CULTIVATE

CULTIVATE

CULTIVATE



# Good News Report - Cultivate Festival

## Highlights

- 5 completed festivals. Most recent execution in September 2021 was the most successful yet.
- Broken into multiple provincial and federal arts granting streams due to our commitment to diverse programming, commitment to sustainability, the family friendly aspect and being in a cultural underserved community.

## Goals

- Achieve core funding from Ontario Arts Council and Canadian Heritage

## What's to look forward to?

- A brand new look at our new venue, Haute Goat.
- An introduction of a Wellness component



# Good News Report - Hibernate Festival Series

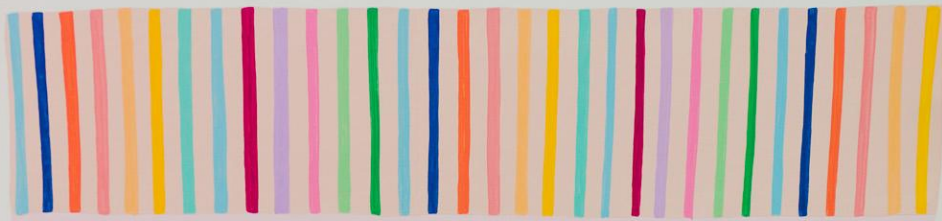
## Highlights

- Conceptualized in 2021.
- Cultivate's winter programming - live music, local food,
- 4 show "festival style" concert series over four months (December - March)
- Showcase high level Canadian touring artists, as well as local artists
- Hosted at the Capitol Theatre
- Achieved funding in 2021 from ReConnect Ontario and CAPF (forwarded to LAUNCH!)

## Goals

- To further establish Port Hope as a cultural weigh station for the presentation of live art between Toronto and Montreal
- To add community focused programming to the off-season
- Secure new local sponsors
- Encourage tourism in downtown Port Hope during the off season
- Establish food/drink/accommodations partners





CULTIVATE KIDS

# Good News Report - LAUNCH!

## Highlights

- Hosted over two days in May at Memorial Park and the Capitol Theatre
- Free festival in the park; Fundraiser at The Capitol Theatre
- Over 12k raised for ONLY FARE, a Ukrainian Refugee Fund
- Over 40 artists and arts workers employed, including over 40% local artists
- Art auction featured 14 local artists
- Diverse, free programming
- Over 30% of attendees travelled from out of town (according to our survey)
- 25% of external market attendees said they were staying the night in Port Hope





# Good News Report - Road To Cultivate Concert Series

## Overview

- Handed over from Blake Holton after 20+ years.
- Thursday nights in July and August at the historic Bandshell in Memorial Park between 6-8pm.
- Local food and drink options. Local art workshops.
- Family Friendly

## Goals

- To achieve arts funding from CAPF and FACTOR
- To strengthen the programming to better reflect the community (diversity)
- To increase production value
- To establish Port Hope as a cultural way station for arts presentation between Toronto and Montreal
- To add community focused programming to the summer
- To use as a promotional tool for Cultivate Festival
- Secure new local sponsors
- Drive tourism

# Good News Report - Herb Box Project

## Overview

- Partnership with Green Wood Coalition
- Strengthening neighbourhoods and community by creating access to, and purpose driven hosting of, fresh herb boxes
- 25 herb boxes across Port Hope and Cobourg
- Neighbourhood hosts care for herb boxes and make them available to the community for free
- Encourages neighbourly activity, great conversation. Social benefits
- Volunteers build, plant and deliver boxes to the hosts
- Community members sponsor the hosts

## Goals

- To create “Free Little Library” style concept that allows people to participate in their own way
- To find a local sponsor. To achieve government funding.





# Good News Report - Big Backyard

## Overview

- Born mid-pandemic in response to lockdowns that would not allow for seating in restaurants
- Conceived through training with RTO8 in response to the pandemic's effect on tourism and live events
- 2 Self guided food tours featuring local independent restaurants and food retail
- Nearly \$7,000 spent on gift certificates from partners at a time they needed it the most
- Cut short when lockdown ended. Partners with fluctuating hours, closing businesses, and lack of human resources complicated the execution of the original concept.
- Reimagining the concept with Northumberland Wellness Tourism Experience training (hosted by Northumberland Tourism)

## Goals

- To complete training with
- To pilot in October 2022 and re-launch in spring 2023.
- Celebrate the past and present of the Ganaraska River through the lens of food, art and culture.







# Good News Report - Funding

## **Government Funding** since 2019

### **Cultivate Festival**

Canadian Heritage - Canadian Arts Presenter Fund (CAPF) - \$43,000

Ontario Arts Council - \$8,000

Ontario Creates - \$25,000

Ontario Cultural Attractions Fund (marketing) - \$25,000

### **LAUNCH! Festival**

Re-Connect Ontario - \$18,500

CAPF Workers Support Fund - \$35,000

### **Cultivate's Big Backyard**

RTO8 Partnership Funding - \$8,152

Port Hope Tourism - \$5,000

**Canada Summer Jobs** - 4 jobs over 3 years.

**Ontario Trillium Fund** - \$27,000 - Fundraising plan and strategy

# Good News Report - Marketing

## **Cultivate Newsletter**

2000+ Newsletter Subscribers

Weekly Broadcast celebrating local food, art and culture

146,000 emails sent since April 2020

## **Cultivate Radio**

Live Radio at on 89.7 every Friday at 2pm on 89.7 Truly Local Radio

Celebrating local food, art and culture

**Instagram** - 2728 followers (up 40% since the pandemic)

**Facebook** - 3324 followers (up 25% since the pandemic)

# Goals and Objectives

To establish Cultivate Community as the premier multi disciplinary arts presenter in Northumberland County

## Funding

- Secure core funding for the festival and organization
- To establish a partnership with the Municipality of Port Hope
- Establish a donor program
- To complete a fundraising plan (begins in August of 2022)
- Increase sponsorship 15% year over year

## Organization

- To complete a three year plan (commenced in May of 2022)
- To complete a comprehensive communication and media plan
- To recruit volunteers to our platform, including key volunteers
- To become a charitable organization (process commenced in June of 2022)
- Sustainability
  - Pay our volunteer staff
  - Continue searching for and executing ways of greening our events
- To continue in our efforts to be as accessible as possible in every way



# Challenges

**Funding / Human Resources** - While we have had success securing arts presentation funding, we are still desperately seeking new funding opportunities to ensure the sustainability of our organization. The ED position has been a volunteer position since day one. While we have been able to pay some event workers on a contract basis, we are still 90%+ plus volunteer run.

**Key Partnerships in the Community** - It is our opinion that in order to be successful achieve our goals, we must secure some key, mutually beneficial, multi year partnership agreements with local stakeholders. Ex. The Municipality of Port Hope (arts/culture, marketing, community well being, tourism), Accommodations (tourism, event hospitality), Food and Beverage (packages, tourism, event hospitality), Venues - Haute Goat, Municipality and Capitol Theatre (presentation, marketing).

**Cost of Living** - The costs of our operations are not going down. The costs of living are increasing rapidly. People are having to make tough decisions about how the spend their money

**Thank You!**

