



2023

ART GALLERY OF
NORTHUMBERLAND

A gift from the Community to the Community
Canadian Maple Hardwood, November 2022

Permanent Collection

We are a Public Art Gallery. The stewards of over 1,400 works of art. In 2022, **we** acquired works for our collection, continuing to digitize each work.

We collect, preserve, present, and interpret works of art. **We** ignite the power of art, embracing our responsibility to engage and educate our community, contribute to cultural knowledge and advance creative endeavour.

We received federal funding from the Museums Assistance Program (MAP) providing us with continuous care for our heritage collection.



Henri d'Anty (1910-1998) *Untitled* oil on Masonite
Gift of Mrs. Lenah Field Fisher, 1973

Cultural Tourism

- After 60 years we continue to be a cultural driver-- supporting the Cultural Master Plan, providing a hub of artistic and cultural energies through inspiring educational experiences for all audiences.
- We are an economic asset to our community and a destination within Victoria Hall which is a National Designated Building.
- Through our publications and exhibitions, we represent Cobourg regionally, provincially and nationally, our publications (two in 2022) are submitted for legal deposit with the National Library and Archives Canada.
- Our vision is focused on providing superior opportunities for growth and engagement in our community and beyond.



The Town of Cobourg Cultural Master Plan

Strategic Directions and Goals

Building on this vision of culture, the Cultural Master Plan planning process has identified six strategic directions for the Town of Cobourg.

Strategic Direction #1 – Embrace and Communicate A Shared Vision of Culture Across the Town

Strategic Direction #2 – Improve Communication and Collaboration Within the Cultural Sector

Strategic Direction #3 – Promote Cobourg’s Rich History and Heritage

Strategic Direction #4 – Grow Culture-Led Economic Development Programs

Strategic Direction #5 – Strengthen Tourism Products by Leveraging Unique Cultural Asset

Strategic Direction #6 – Increase Community Engagement Among Youth and Volunteers



Community Engagement



Amy Shackleton and Julian Brown, mural installation, November 2022
AGN in partnership with DBIA, Town of Cobourg, and Lakefront Utilities.



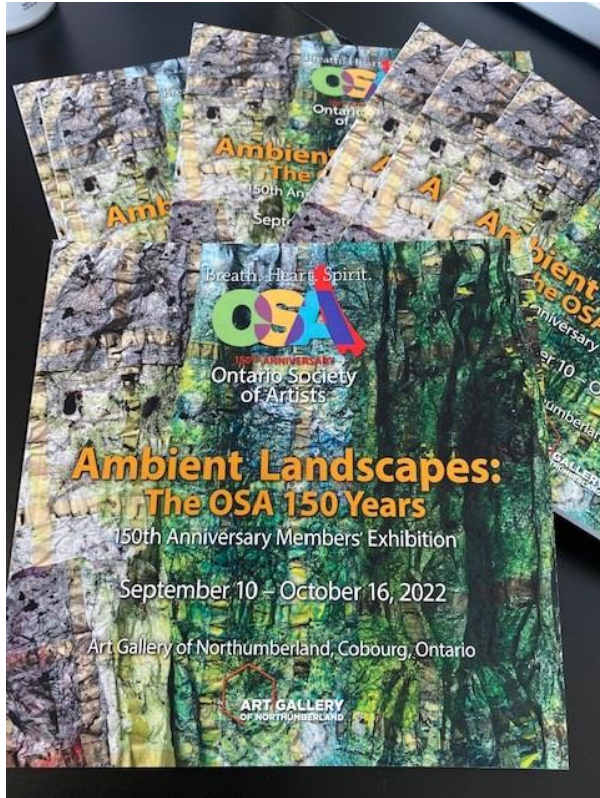
Loom in the Lobby at the CCC



Exhibition Reception: Michael J. Kuczer | *Abstract Arrangements*

Programs

- 10 Exhibitions
- 7 Mini-Art Galleries located in the County
- Spotlight Series: annual fundraiser supporting Arts Education returned to in person in 2022. Spotlight Series bridges visual art with the written word, music, dance and film in support of arts education.
- AGN Yoga new initiative supported by the Northumberland County – Wellness Tourism



Engaging Youth



Elayne Windsor | A Way of Walking

Guided School Tours + Workshops



Preschool Programs



AGN Youth Council, July 2022

Digital Brand Campaigns and Social Media

“The art of effective social media measurement is understanding metrics that matter most to your brand.”

- Social media **audience growth rate** increased
 - Facebook **+1,394** | Women **75%** and Men **25%**
 - Instagram **+2,002** | Women **74.9%** and Men **25.1%**
 - Top cities: Cobourg, Port Hope and Toronto
- Social media **reach** (*how many people see our content*)
 - Facebook **+32,451** | Instagram **+10,346**
- **Engagement strategies** include posting categorized content regularly that includes videos, images, utilizing popular hashtags and tagging partners, artists and stakeholders to reshare content.
- **Brand campaigns** included *Behind the Art, Throwback Thursdays, Window Wednesdays and Artist Profile.*



Communication Tools

“Having a digital strategy is essential to communicate effectively, and to combine the physical with the online.”

- **Website** (artgalleryofnorthumberland.ca)

- Unique Visitors **+66,613**
- Number of Visits **+246,078**
- Hits **+2,732,993**

- **AGN Monthly Newsletter**

- Total Subscribers **+707** | Total Opens **+11,002**
- Average Views **75%**

- **Sizzle Video**

- Creation of a 1.5 minute video to be used in 2023 campaigns.

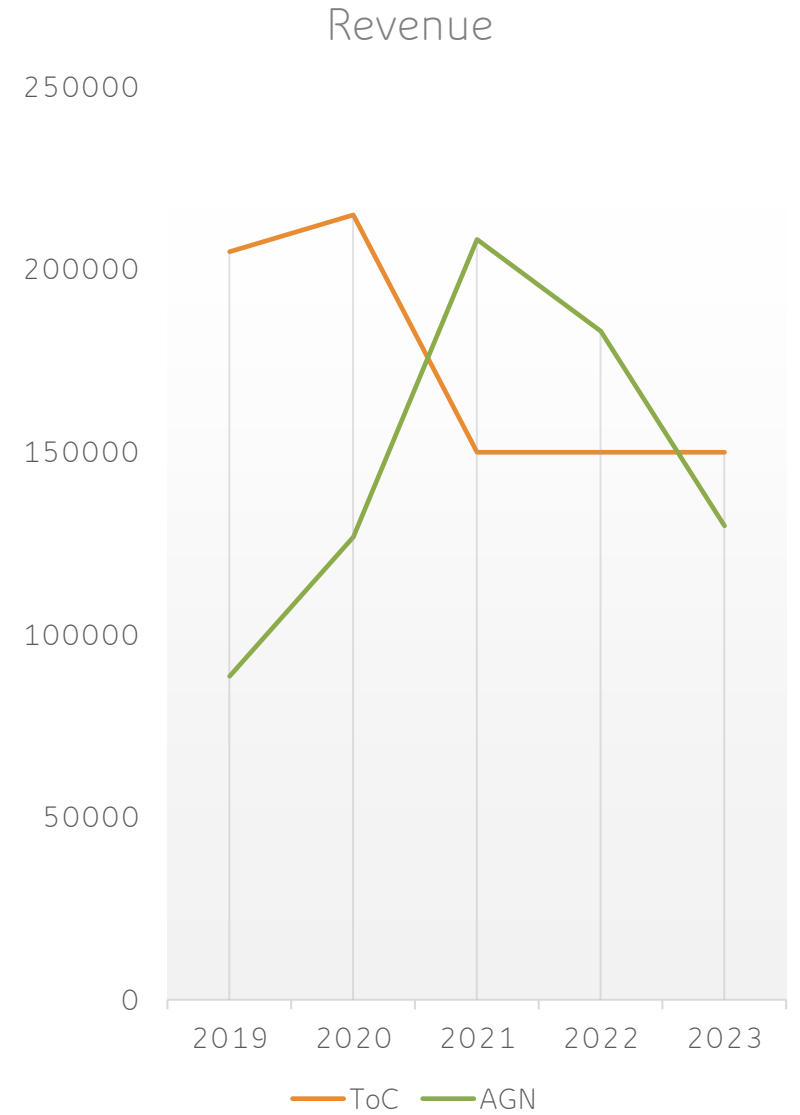
- **Wayfinding Signage & Exterior Advertisements**

- Sandwich Board
- Exterior Mural at the corner of King and Division Street



**ART GALLERY OF NORTHUMBERLAND
2023 DRAFT Budget**

	2023		2022		2021		2020		2019	
	Budget	Projected	Budget	Actual	Budget	Actual	Budget	Actual	Budget	
Revenue										
Municipal Grants	150,000	150,000	150,000	150,000	150,000	215,000	215,000	205,000	205,000	
Provincial Grants	45,000	39,719	40,000	38,820	44,300	-	35,000	-	30,000	
Federal Grants	25,000	64,539	25,000	106,375	49,500	52,979	12,000	12,032	12,000	
Miscellaneous Grants	7,000	1,250	10,000	1,250	10,000	20,250	10,000	15,000	10,000	
Sponsorships	5,000	9,500	5,000	3,000	7,000	2,000	5,000	3,000	5,000	
Donations	20,000	11,766	20,000	45,951	20,000	30,458	50,000	24,484	15,000	
Donations: Floor		38,623	-							
AGN Services/Fundraising	10,920	5,164	10,000	4,609	10,000	7,810	15,000	11,948	20,000	
Membership Fees	7,000	5,135	7,000	6,690	6,000	5,820	8,000	6,345	8,000	
Education Programs	5,000	1,310	5,000	200	2,500	445	5,000	8,866	5,000	
Interest and Other Income	5,000	6,231	5,000	5,200	3,000	6,987	5,000	6,944	5,000	
	279,920	333,237	277,000	362,095	302,300	341,749	360,000	293,619	315,000	
Expense										
Salaries and Benefits	152,500	171,164	162,500	213,431	162,500	155,386	145,000	147,706	122,500	
Office and Sundry	15,000	18,790	12,999	15,684	9,999	12,545	12,000	10,092	12,300	
Furniture and Equipment	500	-	8,000	-	8,000	3,183	7,500	6,400	5,000	
Floor	-	38,623	-	-	-	-	-	-	-	
Rent + Utilities	16,500	16,501	16,501	-	1	45,000	45,000	45,000	45,000	
Insurance	6,800	5,572	6,000	4,723	8,500	4,705	8,500	5,057	5,000	
Security Charges	4,500	3,647	4,500	2,113	2,500	2,459	9,000	9,462	8,000	
Repairs and Maintenance	2,500	1,217	5,000	3,027	15,500	5,414	22,500	4,278	21,500	
Bank and Merchant Fees	2,000	1,500	4,500	1,182	4,500	1,688	4,500	2,806	4,500	
Marketing and Communications	30,000	28,345	10,000	4,918	26,500	4,931	7,000	5,755	7,000	
Professional Fees	16,320	16,319	16,000	26,189	16,000	14,565	16,000	15,304	13,700	
Exhibitions	25,000	26,262	22,000	21,919	31,800	27,883	53,500	20,262	51,000	
AGN Services/Fundraising	5,000	3,333	5,000	6,349	5,000	6,811	5,000	6,364	2,500	
Education Programs	3,300	4,657	4,000	4,254	4,000	4,352	5,000	3,127	2,000	
Catalogues/Strategic Plan/Special	-	-	-	-	7,500	19,877	14,500	-	10,000	
	279,920	335,930	277,000	303,789	302,300	308,799	355,000	281,613	310,000	
NET INCOME FOR THE YEAR	-	(2,693)	-	58,306	-	32,950	5,000	12,006	5,000	
ACCUMULATED SURPLUS/(DEFICIT)										
Beginning of year		12,897		18,019		(14,931)		(26,937)		
Net income for the year		(2,693)		58,306		32,950		12,006		
Contingency and other restricted funds				(63,428)						
End of year		10,204		12,897		18,019		(14,931)		



ART GALLERY OF NORTHUMBERLAND
2023 DRAFT Budget

	2023	
Revenue		
Municipal Grants	150,000	
Provincial Grants	45,000	
Federal Grants	25,000	
Miscellaneous Grants	7,000	
Sponsorships	5,000	
Donations	20,000	
AGN Services/Fundraising	10,920	
Membership Fees	7,000	
Education Programs	5,000	
Interest and Other Income	5,000	
	<u>279,920</u>	
Expense		
Salaries and Benefits	152,500	ToC grant \$103,880
Office and Sundry	15,000	
Furniture and Equipment	500	
Rent + Utilities*	16,500	
Insurance*	6,800	
Security Charges*	4,500	
Repairs and Maintenance	2,500	
Bank and Merchant Fees*	2,000	
Marketing and Communications	30,000	
Professional Fees*	16,320	
Exhibitions	25,000	
AGN Services/Fundraising	5,000	
Education Programs	3,300	
	<u>279,920</u>	
NET INCOME FOR THE YEAR	<u>-</u>	

Budget NOTES:

*Core Expenses funded by ToC; **Town of Cobourg grant 54%; 46% AGN earned revenue.**

at the AGN....

ART is for Everyone!

“We are just so lucky to have so much talent in our community and I love that Spotlight Series is doing such good work in shining the light on those people so we can get to know them better.”

- Jessica Outram



THANK YOU!

