



# WOODSTOCK ART GALLERY

**2024 YEAR IN REVIEW**  
**2025 BUDGET REQUEST**

# WAG Advisory Board

## **New Chair:**

Angie Poirier

## **New Board Members:**

Kirsten Frankish

Jennifer Seh-Taylor

Dr. Sarah E. Smith

## **Acknowledgement of**

## **Past Board Members:**

Leslie Sorochan





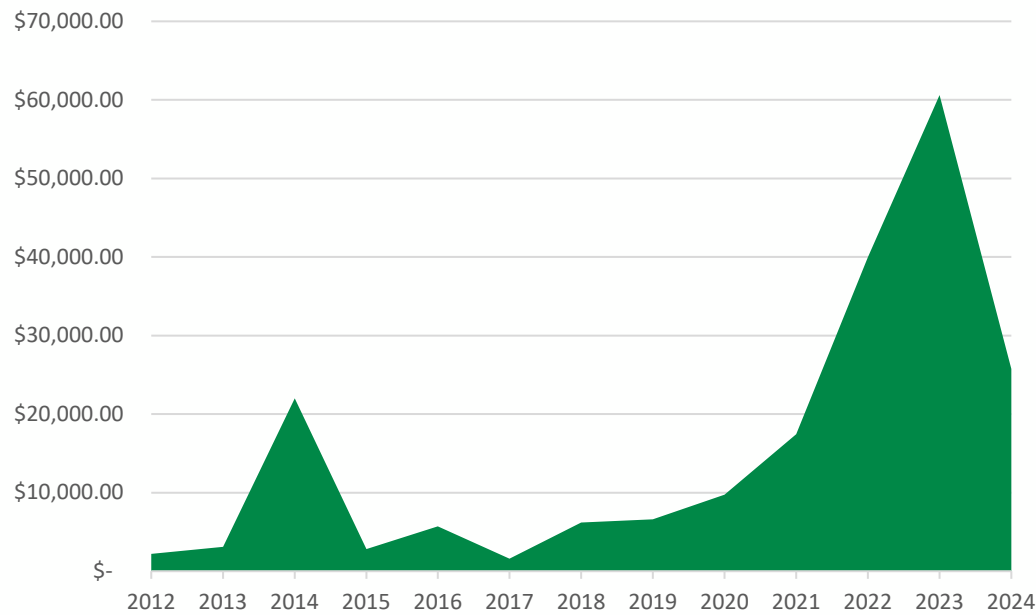
# 5-YEAR STRATEGIC PLAN REPRIORITIZATION (2021 – 2026) High Priority Strategic Initiatives

- 1.0 Equity, Diversity, Inclusion and Accessibility **\*HIGH PRIORITY**
- 2.0 Capacity Building **\*HIGH PRIORITY**
- 3.0 Digital Drivers
- 4.0 Public Engagement **\*HIGH PRIORITY**
- 5.0 Fiscal Responsibility

# Fundraising Committee



Annual Individual Donation Totals



Support the  
Woodstock Art Gallery today  
and double your impact



**YOUR  
DONATION  
(\$250 OR  
MORE)**

+



**MATCHING  
DONATION**

=



**FOSTERING THE  
WELLBEING OF  
OUR COMMUNITY**

# Taste of Art

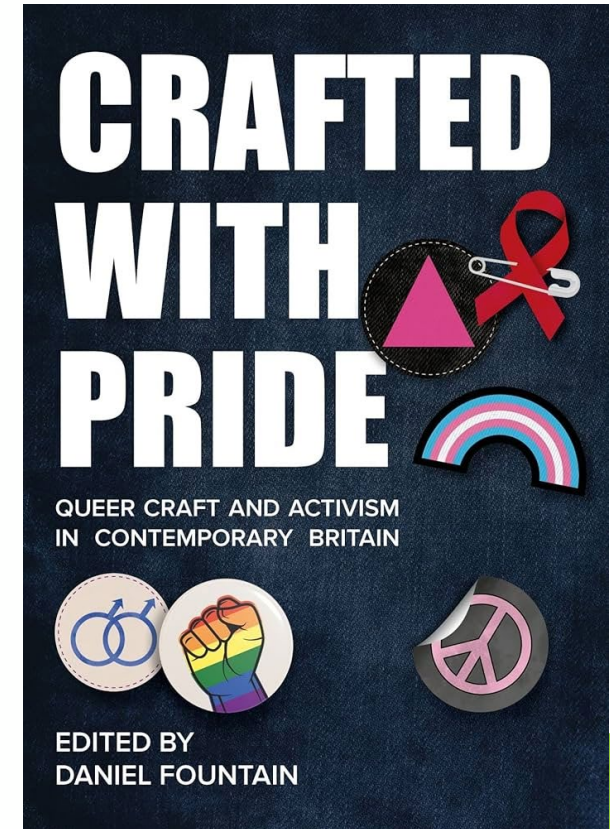
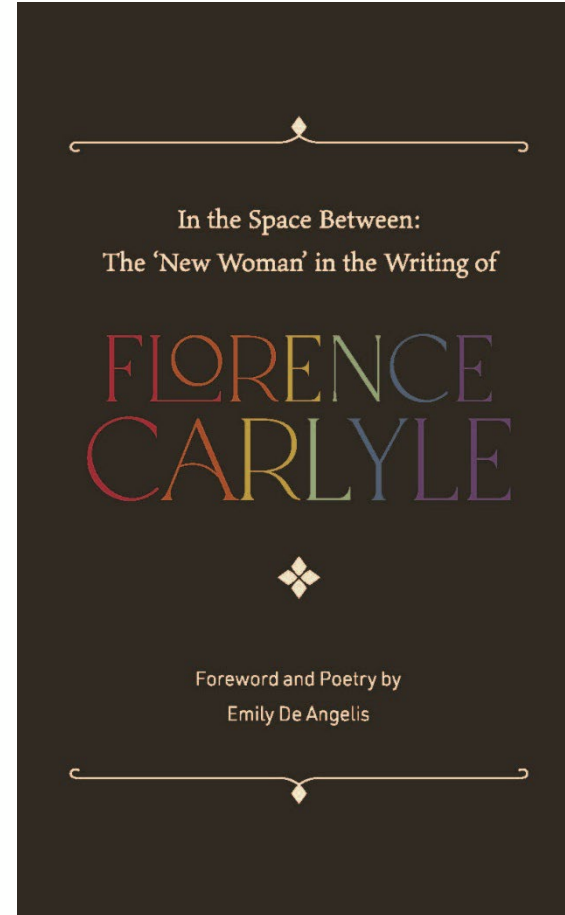
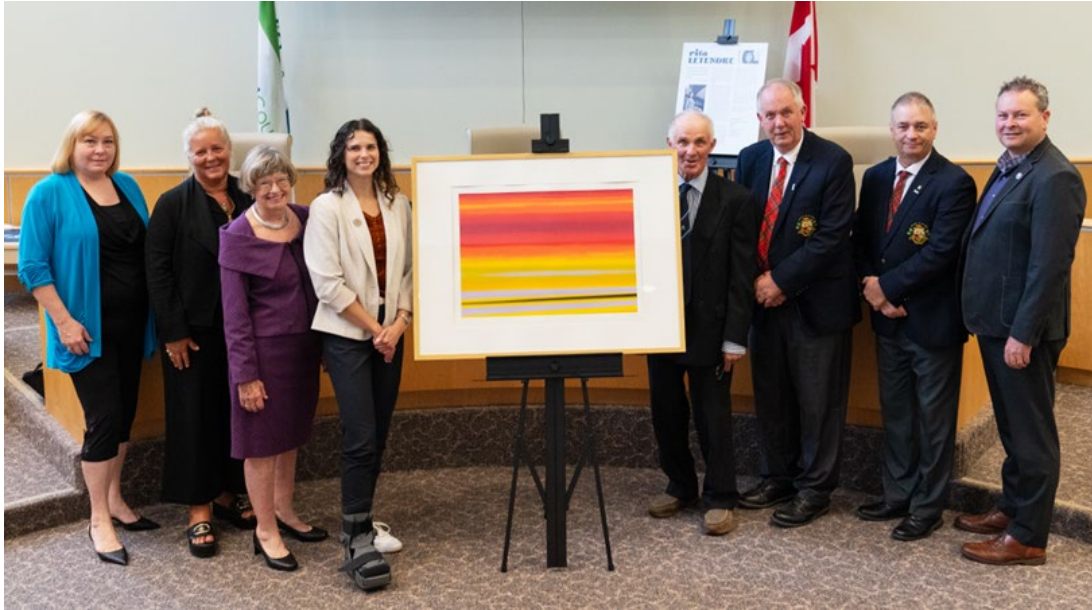
## Vendors & Entertainment

- 19 Vendors - New vegan/GF options, and more non-alcoholic beverages
- Mix of demonstrations, roaming entertainment, music, and activities



2025-02-28

# 1.0 Equity, Diversity, Inclusion and Accessibility



2025-02-28

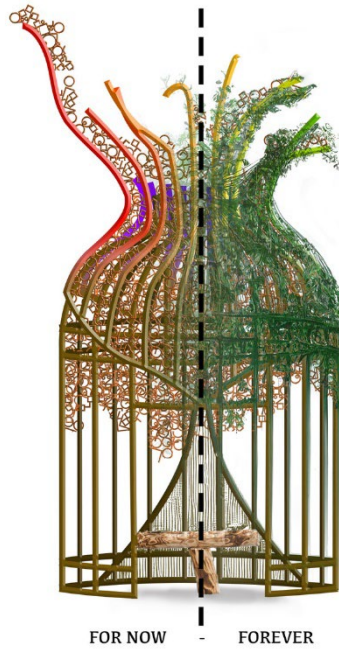
# 1.0 Equity, Diversity, Inclusion and Accessibility

## Representation in 2024 Acquisitions



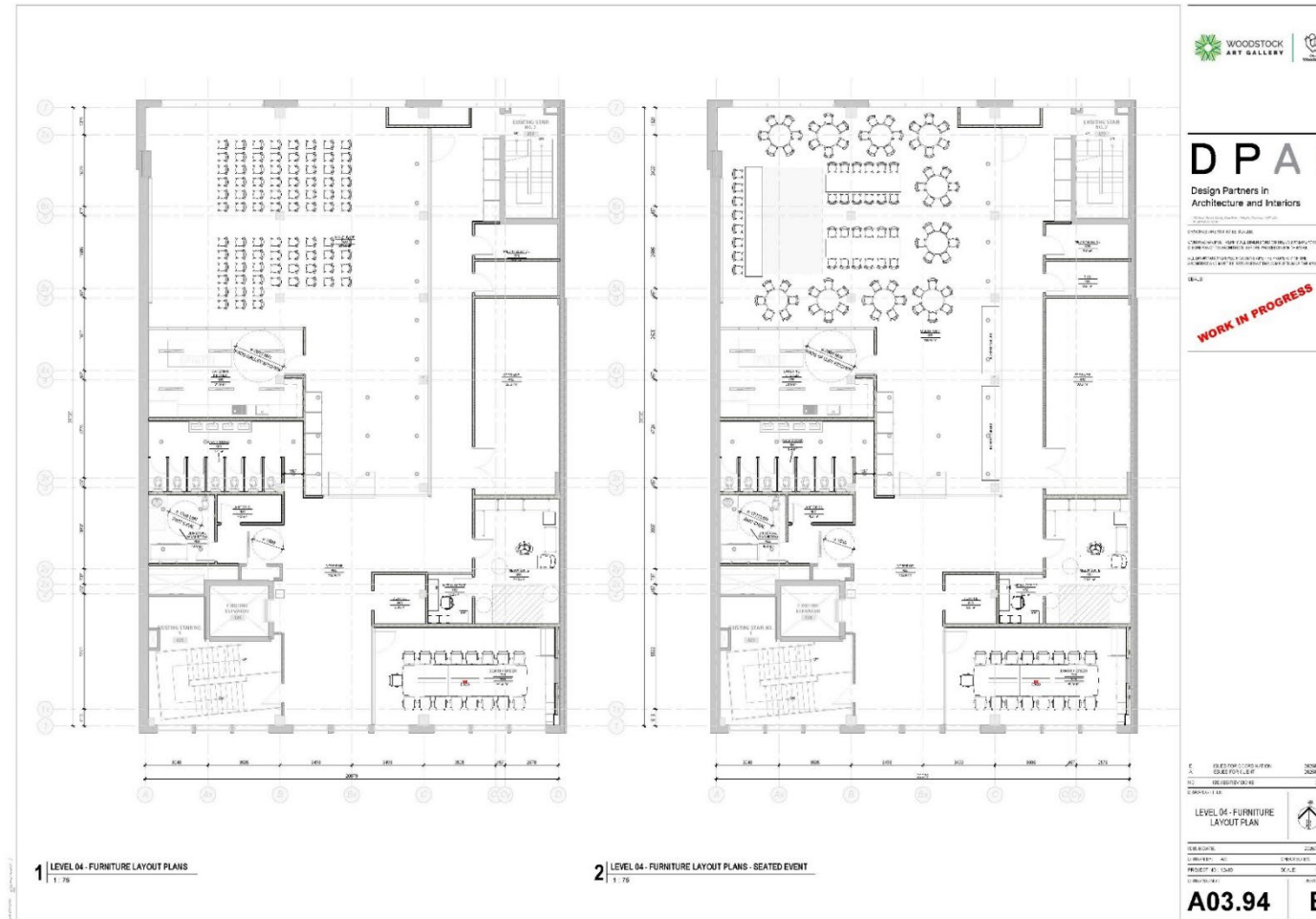
# 1.0 Equity, Diversity, Inclusion and Accessibility

## Dedication of the Bruce Flowers Sculpture Garden















# 2.0 Capacity Building REEVES CREATIVE HUB ON 4TH



# 3.0 Digital Drivers -Social Media

## 2024 Top Reels

 Woodstock Art Gallery Fri 8/2/2024 10:59 am EDT	 thewoodstockartgallery Fri 7/26/2024 12:14 pm EDT	 thewoodstockartgallery Wed 3/20/2024 9:36 am EDT	 thewoodstockartgallery Wed 7/24/2024 10:28 am EDT	 thewoodstockartgallery Wed 9/4/2024 11:48 am EDT
Peep the amazing graffiti wall our Summer Art Class participants have created with guest instructor Chris Seaton! Thanks to...	This graffiti art demonstration by Chris Seaton is out of this world 🌙🌍🌟 Thanks again to Chris for joining us at...	Artist Roxanne Tochor takes us inside her vibrant installation, I Am..... Driven by Colour 🌈 On view now until April 27,...	It was incredible to see so much support for our downtown community at Summer Streetfest this past weekend! We headed...	Take a look inside Visual Elements 66: Annual Juried Exhibition! Join us for a walk and talk with the jurors on Saturday, Sep...
				
Video Views 2,344	Video Views 1,671	Video Views 1,534	Video Views 1,515	Video Views 1,230
⋮ 📌 🗨	⋮ 📌 🗨	⋮ 📌 🗨	⋮ 📌 🗨	⋮ 📌 🗨

# 4.0 Public Engagement Education Programs

## Lighting of Museum Square



- Engage with the community
- Meaningful art project (stencils and stamps!)
- *Community Constellation* on display on the 2<sup>nd</sup> floor

- Other event highlights: Family Day, Oxford County Pride Day, Cultural Canvas, and Streetfest

# 4.0 Public Engagement International Exhibitions

- *John Hartman: Many Lives Mark This Place*, Embassy of Canada, Washington, D.C.
- July to October 2024



# 5.0 Fiscal Responsibility



**ONTARIO ARTS COUNCIL**  
**CONSEIL DES ARTS DE L'ONTARIO**

an Ontario government agency  
un organisme du gouvernement de l'Ontario



# WAG 2024 & 2025 REVENUES

Acct #	Description	Notes
0711-63092-0000	Dept of Canadian Heritage	Grant not successful
0711-63093-0000 & 0711-69751-0000 & 0711-69760-0000	CDN Heritage Grant & Art Acquisition Reserve	Florence Carlyle Public Art Commission
0711-69743-0401 (3&4)	Donations – Individual Sponsorships & Foundations	Reflective of Support
0711-677474-0459	Exhibitions	Touring Exhibition Fees

# WAG 2024 & 2025 EXPENSES

Acct#	Description	Notes
0711-83705-0101 (incl. 0198)	Salaries	Annualization of new staff positions
0711-83708-0308	Building Repairs	10-15 Year Cycle of Building
0711-83713-0383	Exhibitions – Professional Fees	Offset by savings in PT wages
0711-83713-0483	Exhibitions – Travel	Hartman Exhibition
0711-83713-0485	AV Equipment	Increase digital integration

# Additions to Base Budget

## Establish Reserve Funds:

- ❖ Public Art Maintenance & Conservation - **\$5,000**
- ❖ Digital Equipment Upgrade - **\$5,000**

## Part-time Front Desk Position - **\$21,000 (8 months)**

- ❖ Improve Service Delivery
- ❖ Cost effective





# Fulfilling Woodstock's Strategic Plan

- #1 Provide a safe community for all
- #2 Effectively deliver services
- #5 Continue to promote arts, culture and heritage
- #6 Enhance ongoing public engagement
- #7 Enhance the vibrancy in the downtown core
- #8 Promote Woodstock as a place to attract and retain business
- #15 Reduce our energy consumption

The following excerpt of the City of Woodstock 2013 Strategic Plan provides an overview of the goals and objectives as determined by the Council of the day. City Council will be revisiting the Strategic Plan priorities in March and April.

**City of Woodstock Strategic Plan - City Priorities**

Woodstock: Inclusive, Vibrant, Sustainable		
Council's Vision	Council's Goals	Objectives
Woodstock is a safe, inclusive and caring community	<b>Community Goal:</b> Enhance the quality of life	<ol style="list-style-type: none"> <li>1. Provide a safe community for all</li> <li>2. Effectively deliver amenities and services</li> <li>3. Improve transportation and mobility</li> <li>4. Increase active recreation opportunities</li> <li>5. Continue to promote arts, culture and heritage</li> <li>6. Enhance ongoing public engagement</li> </ol>
Woodstock has a vibrant and diverse economy	<b>Economy Goal:</b> Create a dynamic, diversified economy	<ol style="list-style-type: none"> <li>7. Enhance the vibrancy in the downtown core</li> <li>8. Promote Woodstock as a place to attract and retain business</li> <li>9. Identify and create a 'destination' for Woodstock (place for visitors)</li> <li>10. Support the development of a skilled labour force</li> <li>11. Encourage the use of locally produced products</li> </ol>
Woodstock is a green and sustainable community	<b>Environment Goal:</b> Protect and enhance our natural environment	<ol style="list-style-type: none"> <li>12. Protect and preserve the environment</li> <li>13. Promote and implement green initiatives</li> <li>14. Protect the quality of our air and water</li> <li>15. Reduce our energy consumption</li> </ol>
Woodstock is fiscally responsible and accountable	<b>Fiscal Sustainability Goal:</b> Ensure long-term financial sustainability for the city	<ol style="list-style-type: none"> <li>16. Develop a long-term financial sustainability plan</li> <li>17. Enhance emergency management planning</li> </ol>

Figure 1- City of Woodstock Strategic Plan - City Priorities

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# KIND WORDS

All the staff at the art gallery **make us feel so welcome**. We are **lucky to have such a resource** with an **amazing team** in our neighborhood. It really makes us feel like our son has a second home! Thank you for all you do! - Alison Rees, guardian of education program registrant

I love being a part of this program with the Gallery. **The kids are always so excited** to come to the Gallery and ride on the bus. - Diane Denbok, Transit Operator, City of Woodstock

The [Watercolour: Bold + Free] class was **wonderful** and for me personally **life changing**. - Susanna Acklin Ph.D., class participant