

A photograph of the interior of the Woodstock Art Gallery. The space is a long, bright gallery with white walls and a light-colored wooden floor. On the left wall, there is a large informational panel titled "DANCE HE TO THE END OF LOVE" and several framed artworks. On the right wall, more framed artworks are displayed. In the center of the gallery, a white statue of a seated figure is visible. The ceiling features track lighting. The overall atmosphere is clean and professional.

# WOODSTOCK ART GALLERY

*2025 Year in Review  
2026 Budget Request*

*“It is always uplifting to visit the Woodstock Art Gallery. The exhibitions are always beautifully curated and attractively displayed. You have a lovely Permanent Collection with interesting stories. Thank you, Woodstock Art Gallery, for being a constant inspiration.”*

# 2025 Achievements & Challenges

## Achievements:

88% of Permanent Collection is now digitized.

67% increase in number of public events hosted by Art Gallery, contributing to additional 800 visitors.

195% increase in rental revenue from 2024.

28% increase in individual donations from 2024.

## Challenges:

Sponsorship has been an ongoing challenge.

Staffing transitions and Board turnover.

Permanent Collection storage has been a challenging factor for digitization and exhibitions.

# Visitor Attendance Highlights

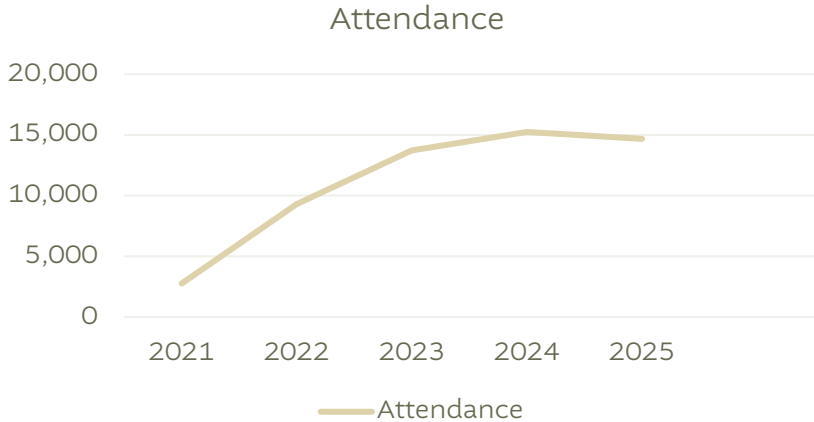
January 1 to December 31, 2025

Total Attendance: 14,686 (not including offsite programming and events)

Monthly Visitor Average: 1,224

Highest Attendance Month: July (2,030 visitors)

WAG welcomed more than 1,000 visitors in January, reaching pre-pandemic attendance levels for the first time since 2019



# Education & Programs

## Highlights:

Total participants: 3,777

Contract Instructors: 10

Volunteers, Co-op Students, Summer Students: 7

Total Programs Offered: 113

Education & Program Revenue:

2025: \$39,034 (20.6% increase from 2024, \$32,352)

## Partnerships and Sponsors:

Big Brothers Big Sisters of Oxford County, Children's Aid Society of Oxford County CAS, DJ Design, Fanshawe College, Focus on Nature, Habitual Chocolate, Kiln Room, Reel Treats, Schaus Decorating and Design Centre, Thames Valley District School Board, Woodstock Downtown BIA, Woodstock Economic Development, Woodstock Museum, Woodstock Recreation, Woodstock Special Events, Woodstock Transit



# Exhibitions

## Highlights:

In 2025, WAG opened 13 new exhibitions. This included:

- 3 education related exhibitions of local youth
- 2 exhibitions featuring Woodstock artists from the Permanent Collection

Total number of artists supported through exhibitions: 126

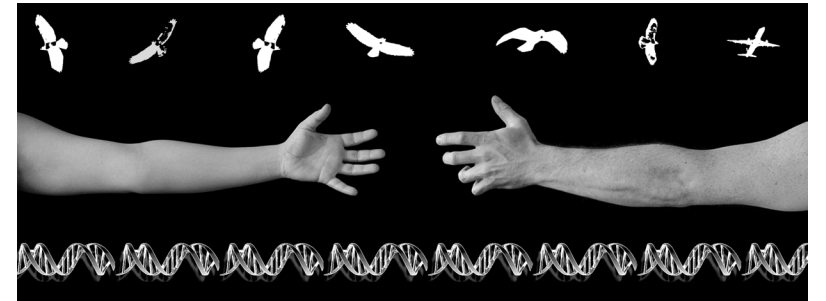
Total number of works from the Permanent Collection presented: 54

New public art installation, *BIRD SET FREE* by Duane Kumala-Thomas and Urszula Kumala-Thomas installed in Florence Carlyle Park

Major acquisition of Shelley Niro's *Border Series* was successfully fundraised for.

## Partnerships and Sponsors:

Building Communities through Arts and Heritage, Canada Council for the Arts, Comox Valley Art Gallery, Focus on Nature, Friends of the Woodstock Art Gallery, Maglin Site Furniture, Ontario Arts Council, Oxford County Archives, Varley Art Gallery of Markham, Woodstock Museum



# Taste of Art

## Highlights:

Revenue: \$13,443, increase of 6% from 2024

Newly added Silent Auction generated \$1,825 towards event revenue

110 attendees, 10 volunteers

16 vendors, 7 entertainers

3 sponsors

## Partnerships and Sponsors:

Anderson Craft Ales, Black Fly, Black Gold Brewery, Craft Corner Tea Room, Creative Images Hair Studio, Do Good Oxford, Early Bird Coffee, FairSquare, Finkle Street Dining, Grand Theatre, Habitual Chocolate, ITOPA, Jakemans Maple Products, K&H Meats, Learning Hive, Maglin Site Furniture, MP Arman Khanna, Museum London, MyKitchen, Reel Treats, Rose and Daffodil, Spring Mill Distillery, Stratford Festival, Streets Ahead Coffee Roasters, Tempo Restaurant, Terra Nova Nordic Spa, The Charles Dickens, The Kiln Room, The Stag Shop, Theatre Woodstock, Toyota Motor Manufacturing, Two Guys and a Whisk, Upper Thames Brewing, Whisk & Roll, Woodstock Museum



# 2026 Budget

Revenue:

Account	Description	2025 YTD	2026	Comment
0711-69734-0000	Facility Rentals	\$1,294.50	\$10,000	Adjustment reflects increased revenue targets and incorporates a confirmed long-term facility rental secured for the fiscal year.
0711-69740-0456	Programs – TIFF Series	\$0	\$6,000	Projected revenue reflects the launch of TIFF film series in the fall.
0711-69745-0000	Events	\$10,505	\$15,000	Increase reflects 2025 revenue and higher revenue targets for Taste of Art.
0711-69747-0459	Exhibitions	\$15,099.25	\$7,000	Decrease reflects no additional confirmed travelling exhibitions for the year.

# 2026 Budget

Expenses:

Account	Description	2025 YTD	2026	Comment
0711-93179-0170	Art Gallery Board	\$1,610.22	\$38,000	Increase reflects costs associated with the 2026 Strategic Plan, based on initial quotes from 3 consulting firms. One-time expense.
0711-83709-0610	Operations - Facility Rentals	\$117.50	\$7,500	Increase offset by higher facility rental revenue.
0711-93711-0456	Programs – TIFF Series	\$0	\$5,000	Expense offset by launch of TIFF film series.
0711-83713-0378	Exhibitions - Transportation	\$13,433.89	\$30,000	Increase to accommodate for international shipping costs for the Peanuts exhibition.
0711-83713-0483	Exhibitions – Travel/Accommodation	\$4,948.76	\$10,500	Increase to accommodate for increased expenses for the Peanuts exhibition.

# WAG Advances CoW's Strategic Priorities

## Enhancing Quality of Life

- ✓ Promotes arts, culture, and heritage through exhibitions and education
- ✓ Provides inclusive, welcoming public spaces for all residents
- ✓ Delivers accessible cultural amenities and services
- ✓ Encourages ongoing public engagement and community participation

## Create a dynamic, diversified economy

- ✓ Contributes to downtown vibrancy and foot traffic
- ✓ Strengthens Woodstock's cultural profile to attract and retain talent and business

## Protect and enhance our natural environment

- ✓ Reduces energy consumption through responsible facility and operational maintenance



# Questions?