





2024 ANNUAL REPORT



 Markham ON, L3R 0M9

 www.markhamartscouncil.com

 289-806-7885

 info@markhamartscouncil.com

Table of Contents

02.

WHO WE ARE

03.

WHO WE SERVE

04.

CHAIR'S MESSAGE

05.

EXECUTIVE DIRECTOR'S MESSAGE

06.

BOARD OF DIRECTORS

07.

2024 YEAR IN REVIEW

08.

2024 KEY METRICS

11.

OUR PROGRAMS & INITIATIVES

12.

SOCIAL MEDIA STATISTICS

14.

LOOKING AHEAD INTO 2025

15 - 17.

SATELLITE COMMITTEES

18.

CONTINUED SUPPORT FOR MAC
MEMBERS

19.

THANK YOU








WHO WE ARE

Markham Arts Council (MAC) is a registered, non-profit, charitable organization. Established in 2004, MAC was formed to enrich the lives of Markham residents through arts and cultural programming and initiatives.

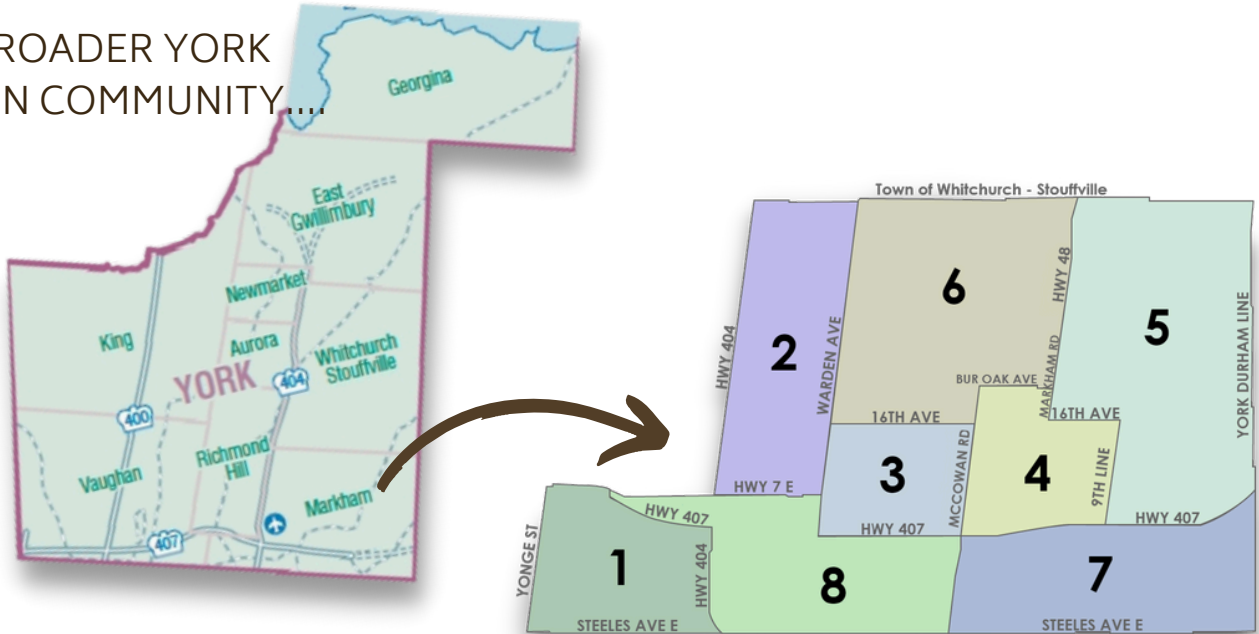
MAC helps local artists and arts organizations come together, network, share their resources, and grow.

Our Values

-  MAC is inclusive and diverse, reaching out to all of Markham's communities and encouraging artists of all ages, gender, colour, ethnicity and abilities
-  MAC endeavours to promote and support high quality and creative art opportunities and events
-  MAC is accountable and transparent in its day-to-day operations, governance and management.
-  MAC is a resourceful, committed and persevering problem solver, adept at finding creative solutions for sustaining the organization and providing exceptional opportunities for artists.
-  MAC is collaborative with and is well connected to its artists, audiences, partners, funders and other stakeholders.

Who We Serve

THE BROADER YORK REGION COMMUNITY....



...AND SPECIFICALLY ALL OF MARKHAM!

Our Values



Fostering and nurturing creativity by providing emerging and established artists with opportunities to grow and learn. Providing the support, advice and encouragement artists need to pursue their passions



Creating opportunities for artists of diverse disciplines and cultural backgrounds to work together on collaborative projects and initiatives



Building a stronger, more unified arts community that encompasses literature, experimental art, visual arts, new media, music, dance, performance and dramatic arts. Advocating for the arts in the City of Markham.



MESSAGE FROM OUR CHAIR

In 2024, we continued to support local artists, while running a great number of programs, continuing to pay artists fees and supporting local artists and forging unique partnerships to further our mission.

In the midst of the pandemic, we adopted an updated Business Plan that promoted contactless programs, expanded digital services and self-help options, forged new partnerships and explored new funding opportunities.

On behalf of the MAC Board of Directors I wish to thank every one of our funding partners for their support in enabling us to continue to fulfill our mission and mandate.

- Government of Canada. New Horizons Seniors Program & Canada Summer Jobs 2024
- Province of Ontario – Ministry for Seniors and Accessibility & Central Counties Tourism
- City of Markham - Celebrate Markham Program & Destination Markham Corporation
- Unionville Business Improvement Area
- Birchmount Bluffs Neighbourhood Centre

The success of MAC is due in large measure to the talent and entrepreneurship of our Executive Director and part-time staff in implementing the Board's strategic and business plans. Over the past year, MAC achieved unprecedented peer and stakeholder recognition. Here are just a few initiatives that we are really proud of, and that increased community and business engagement:

- We created 6 new documentaries called Heritage Walks;
- On the occasion of the City of Markham's 50th Anniversary, MAC gifted the City, four professionally produced documentaries for tourism promotion;
- MAC partnered with the Unionville BIA on several initiatives:
- MAC members provided entertainment at the Unionville Market, and
- MAC partnered with the Unionville BIA to present Live Music on Main Street.
- MAC received partnership funding from Destination Markham Corporation and Central Counties Tourism for our flagship program, Experience Markham Music. Through this program, MAC provided subsidies to local venues to hire live performance acts as a way to increase business revenue and boost tourism within the City of Markham

The mission of the MAC is to foster and grow the arts scene in Markham. We do this through an incredibly rich and diverse mix of programming, using all media channels and whenever possible, real in-person events and performances. If the COVID pandemic had one ironic benefit for MAC, we have to appreciate how COVID forced MAC to embrace technologies particularly digital media, social media in particular, and secondly how COVID has demonstrated how much people love and value opportunities to be together — in person and also virtually.

Thank you for reading our 2024 Annual Report. We appreciate your interest in MAC and invite you to visit our website, participate in our events (most are free!), and become a member.



- Renu Mehta
BOARD CHAIR



MESSAGE FROM OUR EXECUTIVE DIRECTOR

In the aftermath of the pandemic, we're all hearing a buzzword that perhaps could use a little elaboration – the Creative Economy. Sure, we understand what it means. But a little more context as to the reason behind this discussion would perhaps help better understand the point I'm trying to drive home.

Since time immemorial, the creative sector has been utilized to tell meaningful stories and welcome societal change, be it the acceptance of the self, abolishment of slavery, woman suffragette, or be it the more recent causes of diversity, equity, inclusion; the examples are innumerable.

Creative Economy is one of the world's most rapidly growing sectors, which currently contributes 3% of the global GDP. At its heart, cultural and creative industries operate at the intersection of art, culture, and technology. These industries generate 2,250 billion dollars annually and provide nearly 30 million jobs worldwide. They also employ more people aged 15–29 than any other sector!

Those sectors or occupations that, at a national level, have a categorical focus on cultural goods, services, and intellectual property are assigned to the creative core such as architecture, graphic design, and sound recording. While the United States has greatly understood the value of leveraging creative exports, other countries, most recently South Korea are leveraging the creative economy to create a global brand.

Nearly 1% of Canada's workforce are creative workers and two-thirds (65%) of them are self-employed. In contrast, the self-employment rate in the overall labour force was 14% in 2021, more than four times less than the rate among artists.

All sectors employ - and need - creative workers. People with creative occupations like writers and designers work everywhere, not just in the arts. There is a strong need for small business-type services for those in the creative economy, especially given the rise of self-employment to compensate for payroll employment declines. But the system is interdependent; both larger enterprises and sole proprietors require support.

Markham Arts Council is an integral cog of this creative economy, ensuring we continue to generate jobs and gigs for people working in the arts and tourism sector, encouraging people to visit Markham, spend their money in Markham, contribute to the local economy via taxes that then comes back to support its local residents in the form of better local infrastructure, more public spaces for entertainment and relaxation, better resources closer to home.

In 2024, Markham Arts Council disbursed nearly \$40,000 in artist fees alone, supporting over 350 local artists practicing diverse forms of art. All lived or worked in Markham.

MAC is working hard to ensure local talent can gain global relevance because, in Markham, we have great local talent! We hope you will continue to support our endeavours in whichever way you can. We look forward to hearing from you and seeing you at our next event.

Go on, spread some joy, because #everyonedeservescolours.



- Shruti Ganapathy
Executive Director

BOARD OF DIRECTORS 2024



Renu Mehta
Chair



Sandra Tam
Vice Chair



Kenneth Caplan
Director



Stephen Chait
Treasurer



DIANE HALLQUIST
Director



ALANA SIMON
Board Member



SHIBANI SAHNEY
Director



Sylvia Chan
Director



ERIC LARIVIERE
Director



COUNCILLOR
AMANDA YEUNG COLLUCI
Advisory

2024 year in review

- MAC hosted its first-ever Spring concert in February, focusing on the Chinese New Year.
- MAC partnered with the Alliance of Arts Councils of Ontario (AACO) to host a workshop and networking event for arts councils all over Ontario.
- Under the leadership of Councillor Amanda Collucci, we produced the second Markham Talent – Open Casting Call. The event was a tremendous success and we recruited artists from all over GTA.
- MAC hosted its first-ever Veteran Art Exhibit featuring their artwork at the Aaniin Community Center.
- MAC hosted the Unionville Artists and Artisan Summer Market supporting local artists and vendors.
- MAC partnered with Main Street Unionville to run the Unionville Festival and Music on the Street.
- MAC partnered with Toyota Don Valley North to showcase the artwork of individual MAC artists through a rotating art wall.

2024 KEY METRICS



\$295k

TOTAL REVENUE



8

FUNDING
AGENCIES



4

STAFF MEMBERS



28k

PAID IN ARTIST FEES



300+

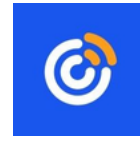
ARTISTS SUPPORTED



6

ANNUAL PROGRAMS &
ACTIVATIONS

SOCIAL MEDIA STATISTICS



7.5k + followers

8.6k + reactions,
comments &
shares

23 k + views on youtube

4k + subscribers to our
newsletter

132k + impressions

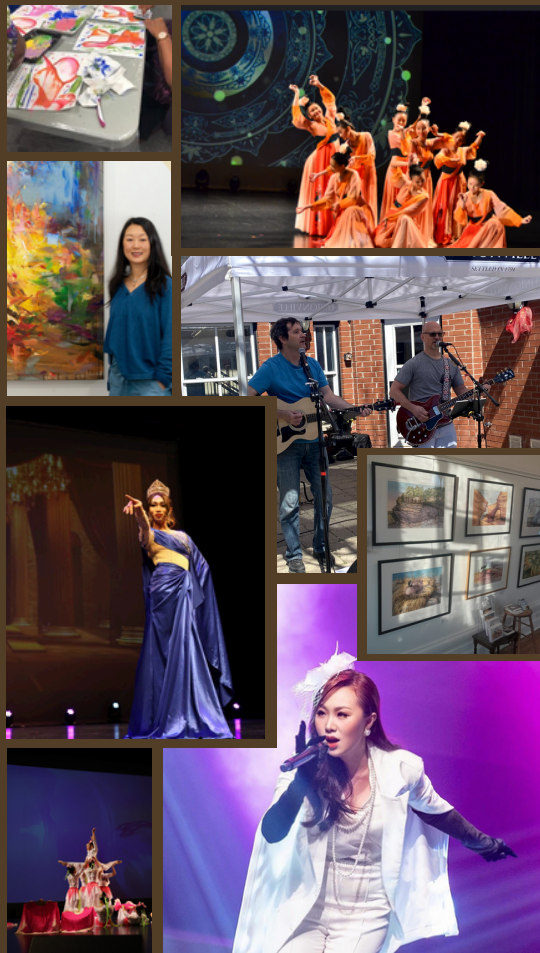
187 + videos on our youtube & tiktok

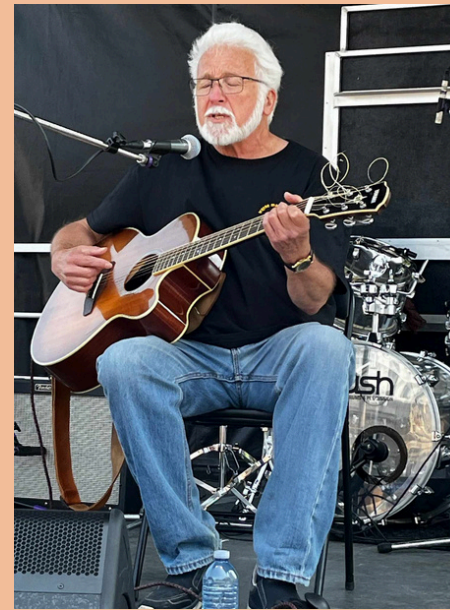
OUR PROGRAMS & INITIATIVES

2024 brought many more in-person program opportunities. We were able to expand our support across cultures and communities thanks to the generous funding of federal, provincial, and municipal governments.

FLAGSHIP PROGRAMMING:

- Markham Talent
- Spring Festival
- Experience Markham Music
- Art Therapy for Seniors
- Music on the Street
- Veteran Art Exhibit
- Toyota Art Wall





MUSIC ON THE STREET

A live busking style performance where local emerging and established artists get an opportunity to interact with their audience, while getting paid livable wages. Typical performances are of a relaxed and friendly nature at various spots along Main St Unionville.

VETERAN ART EXHIBIT

AANIIN ART WALL



1. Bruce's Mills, Stouffville, acrylic
Edward Abela
<http://www.edwardabela.com>



2. Major Mackenzie Drive, Markham, acrylic
Edward Abela
<http://www.edwardabela.com>



3. The Promise of Protection
Artist: Mahtab Rezvani
Mixed Media on Cardboard Paper - 2024
14.5" x 21.5"
Instagram : @RezvaniArtStudio
Email: rezvaniartstudio@gmail.com



5. Victory in hand
<https://www.instagram.com/p/DC25h2sA0A9/?igsh=djJkdWEydnU5ZXky>
Instagram: @laicaprice

4. Longing for Good Tidings
(Elusive Entities Series)
Artist: Mahtab Rezvani
Pastel and Coloured Pencil on
Cardboard Paper - 2024
23.5" x 31.5"



Instagram : @RezvaniArtStudio
Email: rezvaniartstudio@gmail.com



6. Complete Focus
<https://www.instagram.com/p/DC26ZaTAz9o/?igsh=MXg5YWVlN3EzZWI2cw==>
Instagram: @laicaprice

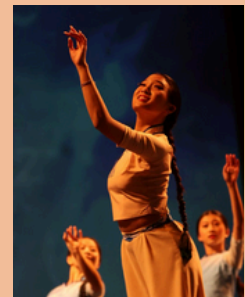


7. Refiner's Fire
Papercut
Artist: Delia Yuan
www.deluayuan.com
[@deliayuanart_papercut](https://www.instagram.com/deliayuanart_papercut)

8. Let Fly
Papercut
Artist: Delia Yuan
www.deluayuan.com
[@deliayuanart_papercut](https://www.instagram.com/deliayuanart_papercut)



9. The flying bushman
Homeward bound
Acrylic on canvas
35x47inches



Markham Talent Casting Call 2024

An event to promote performing arts talent in York Region. Organised by Markham Ward 6 Councillor Amanda Yeung Collucci & Markham Arts Council.



Markham Talent Showcase

The successor to May's widely acclaimed Open Casting Call competition, the Markham Talent Showcase is a celebration of performances and creatives across Markham.

MARKHAM ARTS COUNCIL

Artist Unplugged

SCOTT DION BROWN

Toronto-based pop/rock singer/songwriter and actor

28:28

MARKHAM ARTS COUNCIL

Artist Unplugged

Mark Thackway

TORONTO-BASED ROOTS, BLUEGRASS, COUNTRY & AMERICANA GUITAR PLAYER AND SINGER/SONGWRITER

30:11

MARKHAM ARTS COUNCIL

Artist Unplugged

HOLIDAY SPECIAL

Sarah Amclard & Andrew Ball

34:01

MARKHAM ARTS COUNCIL

Artist Unplugged

CAROLYN CREDICO & DANNY ZAIMMAN

27:44

MARKHAM ARTS COUNCIL

Artist Unplugged

TED PETERS

JUNO-NOMINATED 25 YEAR MUSIC VETERAN EXPLORES BLUES, JAZZ AND SOUL MUSIC

27:47

MARKHAM ARTS COUNCIL

Artist Unplugged

AURELLE AUGUSTYN

SINGER-SONGWRITER FROM STUFFVILLE, ONTARIO. BLENDING FOLK, ROOTS AND ROCK MUSIC

29:12

MARKHAM ARTS COUNCIL

Artist Unplugged

CHALK LAKE

Uxbridge-born Alternative Rock band based in Toronto, ON

24:26

MARKHAM ARTS COUNCIL

Artist Unplugged

ATOMS TO ASHES

GUITARIST & VOCALIST CHRIS STARR AND BASSIST SHAWN OLIVER FORM THIS INDEPENDENT MONTREAL-BASED ROCK BAND

29:09

MARKHAM ARTS COUNCIL

Artist Unplugged

THE SEROTONES

TORONTO-BASED RETRO ROCK N ROLL BAND TAKING A MODERN SPIN ON THE CLASSICS

32:10

MARKHAM ARTS COUNCIL

Artist Unplugged

Danny Zaidman

R & B AND SOUL MUSIC

Singer/songwriter, composer, arranger, and multi-instrumentalist that balances a delicate fusion of soul R&B, funk, jazz and rock.

29:31

MARKHAM ARTS COUNCIL

Artist Unplugged

TOBY HO

SOLO INSTRUMENTAL ACOUSTIC GUITARIST WITH OVER 15+ YEARS OF EXPERIENCE IN THE INDUSTRY

34:58

MARKHAM ARTS COUNCIL

Artist Unplugged

DAVE & SARAH

COUNTRY, ROCK & POP MUSIC DUO

34:09

MARKHAM ARTS COUNCIL

Artist Unplugged

VANESSA WANG

Electronic music specialist whose original songs were featured by the Richmond Hill Centre for the Performing Arts

27:31

MARKHAM ARTS COUNCIL

Artist Unplugged

REBEKAH WOLKSTEIN & DREW JURECKA

POPULAR MUSICAL DUO WHO'VE BEEN PART OF THE VENUE STRING QUARTET AND PAYASOEA AND CO - PRODUCERS AND MUSIC COMPOSERS FOR KIDS TV SHOWS

35:47

MARKHAM ARTS COUNCIL

Artist Unplugged

Dan Coniglio & Bree Greig

Professional musicians and yoga teachers whose passion project, Breathe'n' Beats, is a culmination of offering curricula for music, breath education, and inner awareness.

30:28

Unplugged Series for Musicians and Singers (Youtube)

PROMOTING PERFORMERS VIRTUALLY, GIVING THEM A PLATFORM



Looking ahead to 2025

- The year definitely started with a bang!
- Sponsorship Collaboration: Establishing Toyota Don Valley North as a proud sponsor for Music on the Streets, fostering community engagement through live local performances and cultural celebration.
- Art Therapy Expansion: Broadening the reach of our Art Therapy program to include veterans, offering meaningful creative outlets to support mental well-being and emotional healing.
- Community Recognition Event: Coordinating a celebratory event in partnership with AACO/OAC to honor and showcase the vibrant arts community in York Region. This initiative will spotlight local artists, contributors, and organizations dedicated to enriching the arts.
- MAC will launch a new website to provide an enhanced digital experience and improved access to MAC's services.
- We continued to partner with the Unionville BIA on the arts and culture programming for Unionville Festival and Music on the Street.
- We will once again launch our Annual Fundraiser, #EveryoneDeservesColours in December.
- Expanding more programs to welcome and include our Veteran population



MARKHAM TEEN ARTS COUNCIL

MTAC is an integral part of MAC fostering passion and curiosity for the arts in our local youth. As one of our satellite organizations, MTAC made various impactful contributions in 2024 through programs and events.

NOTABLE EVENTS & PROGRAMS

- **24 HOUR FILM CHALLENGE**

Teens compete in teams to create the best film, incorporating a given line of dialogue, prop, and sound effect—all within a 24 hour deadline!

- **SOLSTICE**

A Spring and Winter semi-formal event, an evening of performances, art exhibits, a dance, music, and more!

- **WORDUP!**

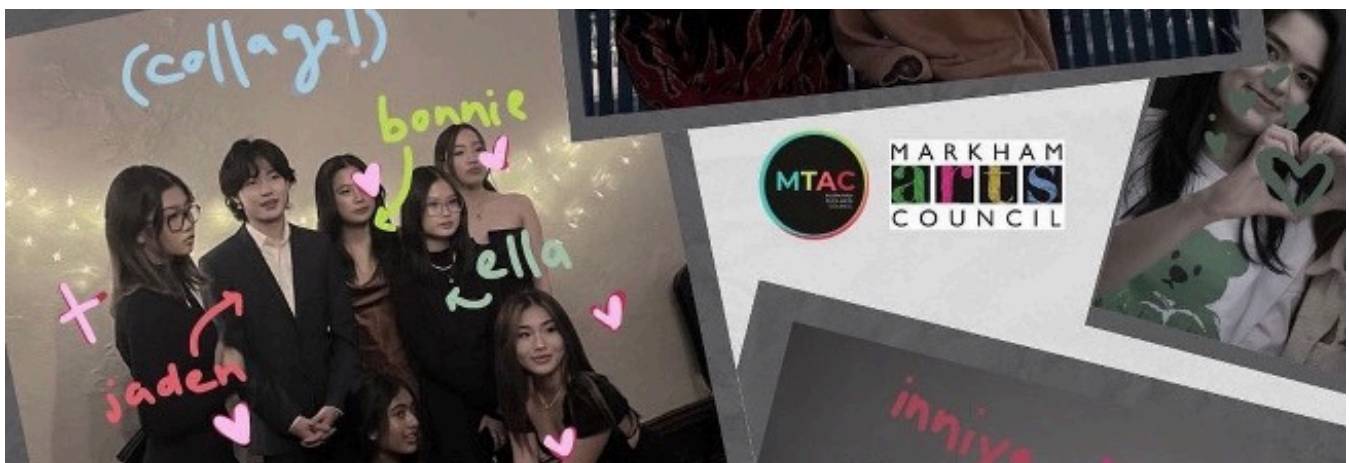
M.T.A.C's annual writing contest

CURRENT MEMBERS

Yueheng Fu, CO-CHAIR

Erin Cao, CO-CHAIR

Edmund Chen, Karen Liu, Grace Tan, Owen Lee, Charlotte Fung,
Claire Lee, Jerry Chen, Sabrina Wang, Anna Liu, Andrew Wu





Markham at the Movies

MATM is our second satellite organization with a mission to showcase award-winning Canadian and international films in Markham. In the Fall of 2024, MATM successfully ran various movie screenings at the Flato Markham Theatre, followed by many interactive events such as Q&As and raffles.

2024 FALL FILM PROGRAMMING

PEACE BY CHOCOLATE

The heartwarming story of the Syrian refugee Hadhad family who created a well-known chocolaterie and unique vision of life in Canada, and of the Nova Scotia town that made them welcome.

SCARBOROUGH

An award-winning film based on an award-winning book by Catherine Hernandez about three children who rise above race and class complexities in a system that consistently fails them. Heartbreaking but infused with hope and kindness; powerful performances by first-time actors.

THE LONG RIDER

Inspiring documentary about the epic horseback adventures of author Filipe Masetti Leite, who rode 25,000 km from Calgary to Brazil in the first of 3 trips. Produced and directed by Sean Cisterna.

CURRENT MEMBERS

DIANE HALLQUIST, CHAIR

SUSAN BURRY, VICE CHAIR

JANE BURCHELL, EVAN CHONG, MARCELLE DERCOLA, GINA TSE, CAROL HECK,
FLORA MACDONALD, JENNIFER CHIAPPETTA, JACKIE QUAN, BARBARA POLLARD, SHERRI BANKS



Scarborough



Continued support for MAC members

As we continue to expand our organizations mission, MAC continues to thrive in finding new and creative ways to support local artists

- Supporting MAC members through the payment of artist fees. Throughout 2023, MAC has continued to support members through performance initiative opportunities and payment of artist fees as per CARFAC guidelines. We are pleased to report that in 2024, MAC has paid over \$39,321 in artist fees alone!
- Promoting MAC members through our website, social media channels, and newsletters, among other marketing opportunities
- Consistently providing updates of ongoing and futures programs/events through our bi-weekly newsletters, social media channels, and MAC website
- Inclusion in MAC's marketing campaign which provides in-person promotional opportunities such as mentions, print and radio interviews.
- Supporting our satellite committees - Markham Teen Arts Council, Markham at the Movies

Thank you, funders, partners, and supporters!

OUR FUNDERS



OUR PARTNERS AND SUPPORTERS

OUR PARTNERS AND SUPPORTERS



STAFF

SHRUTI GANAPATHY, EXECUTIVE DIRECTOR

MANSI MEHTA, PROGRAM MANAGER

PAUL BENIAMINOV, PROGRAM / EVENTS COORDINATOR

RAJNI LAKHMI JOSHI, WEBSITE DEVELOPER