

THE FACTORY: HAMILTON MEDIA ARTS CENTRE ANNUAL REPORT 2009

BOARD of TRUSTEES 2008-2010

Jacqueline Norton **Co-Chair** (2008-2010)

Martinus Geleynse **Co-Chair** (2008-2010)

Josefa Radman **Treasurer** (2007-2009)

Michel Proulx **Secretary** (2008-2010)

Chris Cutler **Board Trustee** (2008-2010)

Robert Leaker, MBA, P-Eng. **Board Appointee** (2009)

Troy Landry **Board Trustee** (2007-2009)

John JR. Stultz **Board Trustee** (2008-2009)

Tony Vieira **Board Appointee** (2008-2009)

FACTORY STAFF

Fiona O'Reilly **Administrative Assistant / Graphic Designer**

Robert Beaudry **Bookkeeper**

NOMINEES 2009-2011

Hugh R. Avendano

Lesley Loksi Chan

Robert Leaker

Magdalena Louw

Tony Vieira



**Chair Address
Financial
Fundraising
Programming
Skills Development
Membership
Community Outreach**



Factory hosts ARCCO AGM Funders Forum – April 2009

The Factory: Hamilton Media Arts Centre is an artist-driven resource center dedicated to the production and promotion of creatively diverse forms of independent film, video, and time-based multimedia arts. To provide artists and the community in Hamilton and the surrounding region with access to facilities, equipment, peer resources, and educational initiatives, and to encourage the development and appreciation of these art forms through an ongoing program of screenings and events.”



Canada Council
for the Arts

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Address from the Co-Chairs

We have had a wonderful year filled with lots of accomplishments!

The Board of Trustees has tackled many issues and made a number of changes to improve the Factory for the members. With the new board members coming on stream, we are looking forward to another great year ahead.

Last year's annual general meeting was pretty wild for us. We were both new to the Factory and really didn't know what to expect but we heard the members loud and clear: they were looking for some changes at the Factory and so we have made changes: New projector, painting of back room, new sound system & cabling, new camera as well as looking forward to more speakers, electrical box, signage for the front window, finishing up the new web site as funds become available.

The board has changed for the better over the year. Chris Harrison and Cameron McLeod, both elected at the last General Meeting but resigned fairly quickly; John Stultz who was also elected and recently resigned to handle other commitments. Our financial situation is stabilizing. We are working on a fundraising and deficit reduction program. This fall, September 15th, the Factory will host the first of these fundraisers. We have funding applications approved and some out there awaiting approval and comments.

We want to thank our generous sponsors including Ontario Arts Council, Canada Council, Trillium Foundation and the City of Hamilton. We also have many individuals to thank for their hard work and dedication to this organization.

Priorities of the Factory:

Financial: Improve our overall financial health through fundraising, more programming, larger membership, Sponsorships, donations and by applying for Charitable Status for the Factory. Grantwriting is a key part of this.

Equipment: We want to improve our inventory of equipment that is available to our members; our goal is to help members create content and easily usable and available equipment is one of the ways to do this. We are also improving our own sound system for screenings – thanks Tony!

Programming: We have a great lineup of workshops and events. The Factory space needs to be busy with activities, workshops and events. We want to serve our membership by providing a venue for Exhibitions and Learning, Mentorship and Skills Development. The Factory will be the 'go to' place in downtown Hamilton – we want to build an audience. This programming needs to be about reaching out to our constituency and to the public. We need to be accessible to all no matter what a person's capabilities and financial abilities are.

Policies and Standards of Practise: We need systems in place that will make life easier around the Factory including procedures for equipment rentals, screenings, programming, staffing and volunteerism.

Public Outreach/Web Site and Logo: What role does the Factory play in the community, both on a neighbourhood level and city wide. How do we look? New Logo, New Web Site, with a member log in area. We will be using the new web site rather than the lengthy emails you have been getting. Let's look forward to a great year ahead. Be part of all of the activities of the Factory; get involved in this great organization!

Financial Report

The Factory presented 2007 Audited Statements on October 16, 2007. At that time, our financial picture was strained and full of challenges, not only for fiscal restraint, but also for fundraising, sponsorship, and donations. Now, 18 months later, we present our 2008 Audited Statements, and due to the will, tenacity and fiscal prudence of the members of the Board of 2007 – 2008, as well as tentative steps toward active pursuit of discretionary revenue unattached to granting obligations, we are excited to report that our balance for the 2008 fiscal year is modestly positive.

This is great news, as it means that we have taken that next incremental step toward sustainability. Losses reported during 2008 fiscal year are directly related to our amortization schedule of depreciation of capital assets, and demonstrate that our organization has survived within our means. With human resource staff consisting of one half-time and one casual, our organization has managed to deliver a full spectrum of media arts related activities and well attended programming, despite the lack of adequate staffing—truly a volunteer driven organization!

With respect to financial systems, the last nine months have been an intensive time spent on streamlining and transitioning our financial system from New Views to a user friendly, auditor friendly Quickbooks. Essentially, what that means is that our next fiscal year recently completed on April 30, 2009 will be much easier to complete and forward to auditor for review and we anticipate timely delivery of these annual financials to get us back on track with our annual reporting to funders.

In 2007 & 2008, the Factory had been approved for OAC Annual Assistance to Media Arts Organizations for Operations & Programming, and we anticipate continued support through this program that provides seed funding for much of what we do. The City of Hamilton, through the Cultural Partnership Program continue to provide project support for exhibition, screening, and media arts workshops and events. Since 2007, the Canada Council for the Arts has come forward with project funding approval for media arts skills development workshops as well as our screening series, with new targeted monies to go to Innovative Media Masters such as Jean Piche, Vera Frenkel, Alanis Obomsawin, Barbara Sternberg and Michael Snow.

We are thrilled to announce that after three years of applications, three years of highly recommended status by juries, and three years of approvals with no money attached due to a lack of funds in the program, in our fourth application process, the Canada Council for the Arts has approved us one more time, with a discernable difference, a generous allotment of financial support for organizational development. This is an important step on our journey to financial sustainability. It allows for successful completion of the project in 2010, and positioning for Canada Council Annual Operations application. If we succeed, we will be ensured of annual operational funding and alongside the partner application, Annual Assistance for Programming, successful approval may contribute in a significant way for the foreseeable future as well as to position our centre ready for creative catalyst solutions. Finally, we need to secure a means to recruit an appropriate level of expertise in human resources to take us there.

Our next steps, and for the immediate foreseeable future, fiscal restraint, as well as action plans that incorporate one or two annual fundraising events, as well as a sponsorship and donations campaign will ensure discretionary revenue that may be used to build and enhance our technical capabilities, to provide an affordable level of the tools of production and delivery that our members and the independent media arts sector of our community needs—to produce our stories, our visions, our own unique artistic voice.

Fundraising Report

We are excited to announce an ambitious fundraising plan! A campaign for corporate sponsorship, approaching large companies with the goal of obtaining either in-kind donations or event sponsorship and financial contributions in exchange for tax receipts and generous recognition by the Factory. We welcome suggestions from membership regarding possible contributors!

A new series of screenings will be kicking off in the fall, bringing paying audiences through our doors and along with the ongoing calendar of workshops, facility and equipment rentals, and other events will ensure a steady flow of self-generated money to support organizational and membership goals.

On September 15th, the Factory will host a fundraiser, partially sponsored by the City of Hamilton Film & Television Office. Invitations will be circulated to the First Tuesday networking group, all Factory past and present members, arts and creative community members, our suppliers and supporters, James North businesses, and City Council Members and key staff. Do you have other ideas about who we can invite as well? E-mail Jacqueline with any leads! The event includes a cash bar, 50/50 and raffle tickets, followed by a screening. Make sure you come out and bring a friend.

Our goal is to host 2 major fundraisers per year with the larger of the 2 happening in the spring - The Red Shoe Event. Stay tuned for further details, and for opportunities to get involved in our fundraising efforts!

Programming Report

Since June 2006, the Factory has presented monthly screenings and installations in tandem with the James Street North Gallery Crawl. In 2007, the Factory received Canada Council Dissemination Project approval to continue our monthly independent media arts dissemination events to an appreciative audience of forty regular attendees, and upwards of hundreds of members of the public exposed to independent work they could not experience anywhere else in this region. We have exhibited over 100 artists over 36 months free of charge, with all requisite curatorial, exhibition, and artist fees attached. Exhibition partnerships have included the Workers Arts & Heritage Centre, Hamilton Pride Festival, Burlington Centre for the Arts, New Adventures in Sound Art, and community presentation partnership with Images Festival. In 2009 alone, presentation partners have included Ed Video, CFMDC, V-Tape, Inside / Out Gay & Lesbian Festival, and the National Film Board of Canada culminating in a dazzling technical three screen walls and eight monitor feed to four visually and aurally choreographed programs.

In 2007 & 2008, The Factory has enjoyed funding support for Hamilton Film Week series of media arts events culminating in Naked Vision, a regional screening of juried short independent media arts. We look forward to this opportunity to reach out to other groups and partners, to create an inclusive and intensive weeks long festival that will support and highlight our artists as well as to bring attention and cultural interest to our region. Over the last eighteen months, we have enjoyed several unique independently curated artist installations, with live feed to Mexico, as well as Buenos Aires for an interactive continental conversation with presentation artists.

The Factory is committed to its' anchor position as the time-based media component of the James Street North Gallery Crawl, and looks forward to continued success and innovation with a special animation screening in July, a lively inter-arts Super 8 screening, with live narration by Peggy Berton and live musical score by Marc St. Aubin, a Persian artist's installation response to 9 / 11 – 8 years later, and part of our Innovative Media Masters: Group of Nine in October 2009 as we host Jean Piche, sound & video master from Montreal, and in November a unique opportunity to partner with Hamilton's first professional dance troupe—HCA Dance Theatre, presenting the video component work of Vessna Perunovich in anticipation of their tour to Harbourfront and other Ontario venues, to top off the calendar with our fourth annual Member's screening and holiday party.

Skills Development Workshops Report

In 2006, we received approval from the Canada Council Development Project grant section to present an intensive and affordable HDV Bootcamp Training Series entitled "Beyond the Mind's Eye". This new immersive educational model is structured in three phases that develop the concept to completion independent media arts production program. We begin with hands on training in all aspects of media arts, move into a team production phase where participants work together to shoot several independent productions, and then move into post production as participants complete their own projects.

We delivered our first cycle of this new immersive educational model in 2007 with seventeen workshops, evaluated and expanded our second cycle to twenty workshops in 2008, and are now near completion of Phase 1 of our third cycle in this further expanded series of twenty four workshops producing over sixty workshops in two years. Instructional hours provided by over twenty media artist facilitators are over 250 with registration numbers over sixty— fifteen of whom have taken over 15 workshops each. We are actively supporting completion of twelve independent media productions, and look forward to our newly expanded thirty workshop Bootcamp Series beginning in September 2009 and running through to May 2010, with project completion scheduled for December 2010.

Membership Committee Report

In April of this year, we had 32 Active Members

Members - 52 Active Members

45 voting Members - this includes 12 potential voters depending on waiting period of 0 to 90 days

148 past & present Members

Our Membership Goals

- Increase at 10% per year for the next 5 years – That's about 4 to 6 net new members per year. Since we have a mailing list of former members of 142, we have a head start.
- Increase our ACTIVE membership both in terms of the programs and activities they participate in and, in terms of the # of volunteer hours they give to the Factory.

One of our biggest problems is having the 'personpower' to stay on top of the membership to ensure that renewals occur. This is why we want to switch to a calendar year membership so that the administration is easier and members will know when their renewals are due.

Community Outreach Report

I have been working to build bridges between the various creative communities in the Hamilton area. By developing relationships with professors, students and instructors at McMaster University and Mohawk College The Factory can become a connector of creative people. Approaching world-class creative talent to lead workshops, speak at the Talk MEDIA series and contribute to creative projects will establish The Factory as an ambitious agent of change within the creative community. I have been involved in the planning and production of several Factory events including The McMaster University Multimedia Thesis Exposition, Sound for Picture Workshop with Steve Munro and The Anatomy of a Film Score Workshop with Paul Intson. I plan to develop other projects including: In Conversation Talk MEDIA series, Music Video projects, Youth-based web series, just to name a few. There's something happening here! – Tony Vieira

The Factory has been engaged in youth media skills development with the Hamilton Youth Agency Network project partnership entitled Youth Engagement Action Hamilton. We have attended ARCCO Hot Buttons National Artist Run Centre Conference held in Ottawa in November 2008 and selected as Ontario regional host of the well-attended ARCCO AGM weekend in April 2009 that included a custom designed Art Bus tour, OAC & ARRCO supported reception and funders forum. In the spring of 2009, Factory Trustees enjoyed a full day professional development field trip to 401 Richmond in Toronto, visiting with CFMDC, V-Tape, Images Festival, Trinity Square Video, CARFAC Ontario, and Charles Street Video. The Factory, as a member in good standing of ARCCO, Independent Media Arts Alliance of Canada, Community Arts Ontario, and Arts Hamilton, supports all governmental levels of arts advocacy.