

# THE FACTORY

HAMILTON MEDIA ARTS CENTRE

**2009-2010 Annual Report**  
**dated**  
**December 1, 2010**

## **Chairperson's Remarks**

Since our last Annual General Meeting about a year and a half ago, we have been busy with lots of programming, workshops, grant applications, screenings and so on. We have built partnerships with many local organizations such as the City of Hamilton and the Art Gallery of Hamilton. We will continue to push for more partnerships in the community.

### Board of Trustees:

Our Board of Trustees has had many changes. When you last elected the board, we had some board members who didn't serve any of their term: Magdalena Louw and Spiwe Mapfumo. We had one board member who was unable to serve for longer than two months: Hugh R. Avendano. These were members that we had to replace fairly quickly. We were fortunate to attract Tyler Tekatch, Lesley Loksi Chan, Keanin Loomis and Heather Keith as board appointees.

Josefa Radman is still assisting the board in an ex-officio capacity and doing a major amount of work on grant writing and programming. We couldn't keep the doors open without her.

### Financial Status:

We are very pleased with the improved financial situation of the Factory. We are very optimistic about the future – we have now been invited by Canada Council to apply for multi year funding which is huge for us.

We are now fully up to date with our audited statements and we would like to thank MacGillivray Partners: Paul Gibel, Michelle Kotyk, Karen Bolon and Don Forbes for working so hard with us and discounting their rates significantly. Working with them on a daily basis was Josefa Radman, Fiona (office staff) and Wendy (our new bookkeeper). Wendy has been primarily a volunteer until now but will continue as our paid bookkeeper on a weekly basis. Thank you Wendy!

### Operations:

Lesley Loksi Chan and her team have been working on an inventory of existing equipment and its value along with a list of future equipment purchases which we are applying for funding for over the next 3 years.

### Sponsors:

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

### Priorities of the Factory:

1. Financial: Multi year funding is a big one for us and we are now at the stage where we can see the end of that tunnel. Along with multi year funding, a larger membership and strong sponsorship support, comes more opportunities: ability to hire more support staff so that we can operate in a more sustainable manner and offer you, our members, better opportunities and equipment etc. We have made a commitment now to host a yearly fundraiser which will happen this coming April. Please, when we call on you to lend a hand, please join us in making this fundraiser a success.
2. 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.
3. Programming: You are going to hear about a great lineup of workshops and events. We want this building to be busy with activities, workshops and events all of the time. *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.
4. Hiring permanent staff: We are fortunate to have Fiona in the office on a part time basis but we need more staff to take some of the weight off the board and run the organization more efficiently.
5. Public Outreach/Web Site and Logo: We move one step forward and one back when it comes to our look and feel in the community. We have a new site drafted but it isn't quite ready and we need someone to manage that site.

### **Going Forward:**

Very optimistic about the future because of our financial situation, possibility of multi year funding and some of the great programming we have in store. We need your help! Volunteer, sit on the board, come out to events... make The Factory your own....Thanks to all who participate and become members. Let us know what else we can be doing.

Jacqueline Norton

## **Treasurer's Report**

We have been working with a new bookkeeper, Wendy Wiewen Yan and new auditors, MacGillivray and Partners to bring our books and audited statements up to date.

We have just completed 2 years of audited statements with MacGillivray and Partners, our new auditors. This brings us right up to date with our books.

We are now able to enter all of this information on the CADAC site which is necessary for us to receive any future grants. This is a tremendous relief.

Our financial picture is much better this year than last and, we are now able to apply for multi year funding which will put us in an even better position in the long run. We will actually be able to hire additional staff if we are successful with the applications.

Going forward, we are very optimistic about our financial sustainability.

We have switched our banking to Meridian Credit Union, a cooperative financial institution. They have been both a financial sponsor and a very helpful organization for us to work with.

Our current bank balances are (as of December 1<sup>st</sup>, 2010) is \$32,902.27 with \$10,000 in a GIC. Programming, screenings and workshop commitments account for the majority of those funds.

### Grants:

Recent success with Canada Council for the Arts on Organizational Development Grant, and three project grants: Factory Works Screening Series, MAB, & In Conversation: Talk Media as well as OAC Arts Education Grant to work with marginalized communities such as St. Joseph Immigrant Women's Centre and youth. We have applied for funding through OAC Interarts for an exciting new commissioning project working with seven established regional artists to create new works for Soul of the Street including film, video, sound, and installation art and mobile applications launching in 2011.

## **Programming - Screenings & Workshops**

### Factory Works Screening Series:

Since June 2006 the Factory: Hamilton Media Arts Centre has presented the highest calibre independent media arts. Our signature Factory Works Screening Series held on a monthly basis in tandem with the James Street North Gallery Crawl continues to attract and develop audiences for established time-based media and new and edgy experimental works including film, video, sound, animation from the region, the province, and the rest of Canada. This free series has been generously supported by the Canada Council for the Arts Dissemination Project Grant program as well as the Ontario Arts Council project grant program, annual support and from the City of Hamilton through the Community Partnership Program. As part of this program, Factory Members have an opportunity to submit proposals for thematic events as well as pieces for our Annual Members Screening held every December.

### Media Arts Bootcamp:

The Factory: Hamilton Media Arts Centre has developed an annual skills development workshop series to take participants from concept to completion of their artistic vision.

Independent producer / directors have an opportunity to develop and complete their first, fifth, or fiftieth show through the auspices of Factory equipment, facility and sponsorship and technical mentorship. The series began in 2007 as a group of fourteen workshops, and has now expanded to thirty six unique workshops that support independent production needs.

### In Conversation TalkMedia Series:

In 2010 we received Canada Council for the Arts funding to produce "In Conversation TalkMedia series". Our hope for TalkMedia was to present accomplished Canadian media artists in an interview setting in front a live audience, in order to engage and inspire people to work and live more creatively. The Art Gallery of Hamilton has partnered with The Factory by offering to host TalkMedia series in the Fisher Gallery. The first two talks featured award-winning filmmaker Andy Keen and mad interactive media inventor Dan Zen. Both talks were well attended and documented on DSLR and HD video for future webcast and archive. Upcoming TalkMedia presenters include Jennifer Podemski (actor, producer, director), Joe Woodward (producer), Ian Thomas (singer, songwriter, composer, author, actor), David Bottrill (three-time Grammy Award winning engineer, producer, mixer) and Midi Onodera (video artist). [www.talkmedia.ca](http://www.talkmedia.ca)

Innovative Media Masters: Group of Nine:

***“Innovative Media Masters: Group of Nine”*** explores experimental directions in form and content, as well as the role of film and video classics in the evolution of new media. Works that reflect on the process of video itself, and the intersection of contemporary media arts and the creative process present rich sources for new media interpretation. This year The Factory hosted several well-attended events featuring Canada's most innovative media artists. In 2011, the Factory will be host to several more esteemed media artists including R. Bruce Elder and Michael Snow.

***“Innovative Media Masters: Group of Nine”*** provides a unique opportunity to increase public visibility of Canadian independent media artworks to individual artists, arts, culture and community organizations, as well as community members at large interested in eclectic and rarely seen quality independent media art from Ontario and the rest of Canada -- an opportunity for the Hamilton regional public to immerse themselves in the rich fabric of the artistic and cultural life that is created by masterful media artists.

## **Equipment Acquisitions**

Equipment Acquisitions—should include HD projector and new sound system, as well as new projector for rent and three small HD cameras. Also mention of generous donations of gear.

This year The Factory has received many generous donations from artists and local community members in the form of Super-8 cameras, 16mm projectors, overhead projectors to name a few. This "lo-tech" equipment will offer our members an opportunity to continue creating and experimenting with more traditional forms of film. Like most organizations in the film and video field, The Factory has been struggling to keep up with rapid technological changes. Our commitment to offering our members a wide range of experiences with media arts, has prompted us to upgrade our technical facilities. We have recently completed an inventory of our existing equipment and are excited to announce that we are prepared to refresh our Equipment Cage with new gear to better serve our diverse communities. We have applied for Arts Council Funding to upgrade our office, production and post-production equipment, and exhibition space. Our Equipment Acquisitions Plan is designed to offer our members the chance to work with a new full-HD camera kit, DSLRs, as well as an enhanced editing suite and improved post-audio capabilities. The Factory's Equipment Acquisitions Plan offers our members enhanced facilities, relevant programming and educational tools, and increased creative support.

## **Membership Report (as of November 22<sup>nd</sup>, 2010)**

45 Full Members  
13 Associate Members  
1 Organizational Member  
137 Past Members

Last year, in April (1.5 years ago) we had:

45 Full Members – after passing the change to the by-laws to allow members to vote right away.  
148 past & present Members

Our Membership Goals are the same as reported to you last year:

- 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. With the multi year funding and the possible addition of new staff, we hope to develop a much better system for growing our membership and staying in touch with existing and potential members.