



CULTURE DAYS

CONNECTING LOCAL
AUDIENCES IN PROMOTING
ARTS AND CULTURE ACTIVITIES

Kaitlyn Patience - Ontario Culture Days

Kaitlyn is an experienced event planner, program coordinator and advocate for arts and culture. With 17 years of experience in this field, her focus is consistently on community engagement and bringing the arts to the public through partnerships with individual creatives, groups, arts organizations and municipalities. In addition to her current role at Ontario Culture Days, Kaitlyn's experience includes 6 years as the lead organizer Arts Milton, where she developed and implemented award-winning community-engaged arts programming.



Pre-
Event

Community Connection

- Advertising & Marketing
- Organizers
- Partners
- Special Offerings



Post-
Event

Community Connection

- Marketing
- Special Offerings
- Data
- Emphasize Experience
- Collaboration



Collaboration

Consider collaborating with artists, orgs and businesses for a successful event

- Share Networks
- Attract larger audiences
- Lesson Workload
- Find Strong Partners
- Create Event Hubs



Strong Partners

- **Municipalities**
- **Libraries**
- **Arts Councils**
- **Galleries/Museums**
- **Artist/Artist Collectives**
- **Cultural Associations**
- **Indigenous Organizations**
- **Performing Arts Organizations**
- **...and more!**



FESTIVAL HUBS



Photo: Oakville Hub Events courtesy of Sarah Arfan

Festival Hubs

ONCD works with **regional cultural partners** throughout the province to coordinate Festival Hubs, which offer a density of arts and culture programs.

These expert organizers **host major events, foster community engagement,** and support **diverse artistic and cultural experiences.**

Hubs encourage **collaboration** within communities, highlight the **uniqueness** of each region, and foster **civic pride.**



Hub Highlight: Thunder Bay

The City of Thunder Bay worked collaboratively with local organizations, artists and performers to produce events and hosted the festival launch event, followed by **34 events in the region.**

Organizers included major institutions and local community groups, including:

- Centennial Botanical Conservatory
- Thunder Bay Art Gallery
- Thunder Bay Museum
- Thunder Bay Public Library
- CoLab Art Gallery



Hub Highlight: Vaughan

The City of Vaughan acted as a community lead, producing events and facilitating outreach to local organizers, for a total of **73 events in the region.**

Organizers included major institutions and local community groups, including:

- Vaughan Public Libraries
- McMichael Gallery
- Black Creek Pioneer Village
- Sara Elizabeth Centre
- Vaughan City Hall
- Variety Village



Collaboration

- Guelph Artists in Residence
- Milton World Beats
- Sault Cultural Family Fun Day
- A Place I call Home Halton
- York Region Dance Together Festival





1 About NOLHA

The Northern Ontario Latin-Hispanic Association NOLHA is a non-profit organization dedicated to promote and celebrate Hispanic and Brazilian culture and heritage.

We strive to enhance cultural awareness and in our community, sharing ideas, and providing experiences to foster the understanding of Hispanic and Brazilian organizations.





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Community Projects

- Partner Opportunity
- Community Sponsors
- Local Artists
- Community Buy-In
- Lasting Connections

















milton culturedays

Thank You!

Feel free to reach out:

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or

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