



CAPRAC : ANNUAL ACTIVITY REPORT 2021

Présenté by Karine Lévesque-Noyes, Executive Coordinator

BOARD OF DIRECTORS

1. Members of the Board of Directors

Name	Position	Sector / Township	Mandate (end)
Éric Charlebois	President	A – L'Original	September 24 2023
Tina Petrovicz	Vice-president	B – Alfred	May 31 2024
Nathalie Ladouceur	Secretary	A – Hawkesbury	Septembre 24 2023
Gilles Chartrand	Director	B – Clarence-Rockland	May 29 2022
Line Labrecque	Director	B – Curran	September 24 2023
Agata Michalska	Director	B – Alfred	September 24 2023

* As of December 31, 2021

2. Activities of the Board of Directors

Board of Directors Meetings	Meetings: Strategic Plan 2022-25
<ul style="list-style-type: none"> February 11, 2021 April 26, 2021 May 24, 2021 June 22, 2021 August 26, 2021 December 15, 2021 	<ul style="list-style-type: none"> September 8, 2021 September 22, 2021 October 6, 2021 November 3, 2021 November 17, 2021 December 1, 2021
<ul style="list-style-type: none"> 7th Annual General Meeting: May 31, 2021 Resolution passed by email on June 9, 2021: CAPRAC office move to Creating Creative Center, Vankleek Hill - July 1, 2021. Resolution passed by email on December 18, 2021: the adoption of CAPRAC's new tentative budget for the year 2022. Strategic Plan Committee: development of strategic guidelines for 2022-2025 - over 6 meetings, final plan presented and adopted December 15, 2021. 	

ACTIVITIES BY CATEGORY

1. MEMBERSHIP AND COMMUNITY SUPPORT

A. MEMBERSHIP: 80 members for the 2021-2022 membership period. 69 individuals, 11 organizations/associations/companies; decline in membership due to pandemic, some companies cease operations, financial uncertainty and instability.

- **Member benefits/exclusive opportunities:**
 - Personalized member profile on organizational website.
 - 10% discount at Deserres stores.
 - Promotion of activities and sales opportunities of artists, cultural/patrimonial organizations and artistic businesses via social networks and newsletters.
 - Exclusive opportunities for CAPRAC members (calls, exhibitions, networking opportunities).
 - Representation by CAPRAC through our advocacy efforts with local governments and businesses.
 - Voting rights at the CAPRAC Annual General Meeting (AGM). *Must be a member at least 30 days prior to the AGM.
 - Access to the CAPRAC Gallery, an integrated exhibition and e-commerce space dedicated to CAPRAC members / promotional exhibits at the Tuque de Broue Brewery (potential to add other exhibition sites).
- **2021 Membership Campaign:** "pay what you can" model allows members to determine the cost of membership that is affordable to them, while retaining all the benefits of CAPRAC membership.
 - Membership campaign launched in late June/early July 2021: \$20 / or "pay-what-you-can" *Annual membership: July 1, 2021 to June 30, 2022
 - 2 free for bursary recipients;
 - 3 memberships at \$0; 2 memberships at \$20; 56 memberships at \$20; 14 memberships between \$20 - \$50; 3 memberships at \$100 +.
 - The "pay-what-you-can" campaign has been beneficial to the organization and its members (average value: \$24.28)
- **CAPRAC AGM, May 31, 2021:** 18 registrations/attendance; 14 members
 - Logistics/Set-up zoom, registration links, drafting/sending invitations to municipalities (mayors/management), media advisories, distribution in newsletter and networks, invitation/reminders to CAPRAC members, community partners, board members.
 - Presentation of annual report, 2020 financial statements, board appointments.
Announcements: office move, CAPRAC Student Fund bursaries, Canada Day PR virtual show, pay-what-you-can membership format 2021; Recruitment/renewal, networking and communication with past and prospective members, promotion of CAPRAC membership.
- **Member Support:** to meet the changing needs of the public and our members, we have developed the Member Bulletin - a monthly mailing dedicated to members for the sharing

of information, calls and resources - including the "Toolbox" section where we share our blog articles, useful links and resources offered in the region and elsewhere.

- **Dissemination** of resources for artists and cultural workers, promotion of arts and cultural events, industry news and artist profiles on social media (monthly message board, calls to artists, notices and invitations).
- **Exclusive access to the CAPRAC Gallery** for the exhibition of works - support with gallery submission requests (new form), contact with current members, drafting of contracts; receipt and/or delivery of works.
- **Member promotion:** member activities and events on Facebook and monthly newsletter; member promotion at local and regional representation events; gallery spotlight promotions for participants.
 - Facebook member spotlight postings: 29 / Instagram: 25
 - Member activity/news sharing/promotional postings: 89 on Facebook, 12 postings + 34 stories on Instagram - total artists supported by these promotional efforts: 44
 - CAPRAC Newsletter: 133 CAPRAC artist/gallery spotlights; 69 member announcements or activities shared in newsletter; 34 members supported by these promotional efforts.
 - Prescott-Russell regional news relating to ACH /activities (non-members): 40 Facebook / 3 + 13 Instagram stories.

B. COMMUNITY SUPPORT :

- **Community connection:** sharing of information, resources and activities related to art, culture and heritage in the region - promotion of regional initiatives in our networks, newsletters, awareness and outreach activities Mentoring, consultation and support to organizations and individuals, responding to individual requests e.g. promotion, job offers, calls for tenders etc.
- **Promotion of the pillars of arts, culture and heritage in the region:** arts and cultural centers, art galleries, museums, heritage sites and libraries in Prescott-Russell, as well as municipal activities.

2. OUTREACH PROJECTS & AWARENESS INITIATIVES

- A. Digital Toolbox (Winter 2021):** informational "blog" articles in the monthly membership mailing and available on the CAPRAC Gallery platform (in 2022, content will be hosted on the new organizational site and more articles will be added to the series).
 - HOW TO | Write an engaging artist biography & statement
 - HOW TO | Artwork Photography 101
 - HOW TO | Social Media & Self-Promotion for Artists
 - HOW TO | Google Drive & Sheets for Artists
 - HOW TO | Creating a Virtual Exhibition
- B. Chat with Shanna Steals:** the outgoing Executive Director of the Prescott-Russell Arts Council. We will highlight Shanna's multiple contributions to CAPRAC since its conception and she will

discuss her upcoming artistic and community projects. Opportunity to meet her successor, Karine Lévesque-Noyes.

- March 18 - reach: 1107; 18 responses / attendance

C. Black History Month (February): virtual screening of films that have been chosen from an appropriate selection provided by the National Film Board (NFB).

- February 12 - Virtual Movie Night: Macpherson / Le mystère de MacPherson
- February 19 - Virtual Movie Night: Oscar / Unarmed Verses
- 3 Facebook postings (reach of 263, 15 reactions)
- 2 Facebook events (total reach of 4,786, 53 responses)
- 2 Instagram posts (total reach 145, 156 impressions, 8 reactions)

D. Vice-Versa ADLS 2021 project: in partnership with CEPEO, environmental art workshops with Shanna Steals, \$1500 grant will be awarded to the artist. Workshops take place during the month of May and June 2021.

- Possibility of facilitating other mini-grants with interested artist-intervenors for next school year - project must focus on environmental activism through art-making activity
- Vice-Versa / Heritage Canada Mini Grant
- [Vice-Versa project at l'Académie de la seigneurie \(Casselman\)](#)

E. CAPRAC Student Fund Scholarships (May-June 2021): Scholarships will be awarded to post-secondary graduate students who live and/or attend school in the United Counties of Prescott and Russell and who will be pursuing a post-secondary program that reflects art, culture or heritage.

- Two (2) bursaries valued at \$750 each were awarded.
- Press release, newsletter, website and network announcement.
- Free memberships for applicants, opportunity to sit on the CAPRAC Board of Directors.
- 5 submissions / 4 eligible, 2 recipients: Maxime L'Écuyer (É.S.P. Le Sommet) and Maxime Legault (É.S.C. L'Escale);

F. Virtual workshop projects in collaboration with CEPEO Summer 2021:

- "Rencontres / Matinées estivales du CEPEO": CAPRAC offered a community-based virtual workshop for children ages 4-8 in partnership with La Maison des arts (dance / choreography) and Shanna Steals (visual artist and educator).
- Video vignette produced by CAPRAC; budget of \$1500 for speakers' fees
- Promoted by CEPEO/CAPRAC, the virtual workshop was shared in our networks, broadcast by CEPEO on July 27th for a limited time; 118 views.

G. CANADA PR 2021 in collaboration with the municipalities CUPR: virtual show at the scale of Prescott-Russell, broadcasted live on Facebook/Youtube and on TVC22.

- Report: 20 artists or groups from the Prescott-Russell area were paid for their contribution to the show. Artists: Damien Maze, Gabrielle Goulet, Jonathan Dion, Natacha Jackson, JB Danceworkz, Tara Shannon, Andrew Charlebois, Les Rats d'swompe, Martine Parisien, 50 Proof, Marie-Clo, Brian St-Pierre, Louis Racine (and group), Martine Lafontaine and Noah Rivard, Max Richard, Majinx, Mélissa Ouimet, Simon Cameron, and Véronic Dicaire.
- Broadcast statistics: 3700 views, estimated at 7200 (families, couples, etc)

- YouTube Live Stats: 181 views; Average view duration - 41:03; 11 chat messages; Peak competitors – 47
 - Facebook Live Statistics: Total Views - 3.7K; People Reached - 3.3K; 1,201 Engagement, 492 Reactions, 62 Shares, 647 Comments;
- H. “Cultivé Ici / Homegrown Art” Series:** vignettes/video capsules produced in the summer of 2021, scheduled for release in the winter of 2022, three vignettes that feature an artist and a region or location in Prescott Russell. These vignettes are created to showcase the artists, as well as the region. The artists and/or works chosen represent the Prescott-Russell region:
- Jon Dion (Clarence-Creek): song/video "Prescott & Russell" (video here).
 - Crystal Beshara (L'Original) / work "Remains to be Seen" (see the work here).
 - Héloïse Yelle (St-Pascal-de-Baylon / Tucker House - Rockland) : song/video " Faire semblant " (launch winter 2022).
 - Project awaiting broadcast - scheduled for winter/spring 2022.
- I. Prescott-Russell Culture Days coloring book:** CAPRAC's Culture Days activity (Sept-Oct)
- Community art project / promotion of local artists. The book is in downloadable, print-at-home format, available for free on the CAPRAC Gallery platform. [See/download the colouring book here.](#)
 - 7 artists participated: Crystal Beshara, Darquise Delorme, Nathalie Frenière, Christine Lenoir-Godin, Bernard Lévesque, Désirée Perras and Sylvie Pilon.
 - Artists from different parts of the county - Embrun, Bourget, Clarence-Creek/Rockland, Alfred, Plantagenet, l'Original, Vankleek Hill.
 - Total sessions on page: 396 visitors / 418 sessions.
 - Book downloads: 339 / 99 orders.
 - Link to document shared to libraries and schools (unable to calculate downloads).
- J. Community Engaged Art Project: Partnership/Support for the Prescott-Russell Community Innovation Grant**
- Collaboration: CAPRAC, Arbor Gallery, the Creativity Center and Excellent Events.
 - Available space on the 2nd floor of the Arbor Gallery, opportunities for artist-in-residence program for community engaged art.
 - Project proposal for grant: 1st phase of project - community consultations with artists and community groups/members to gauge interest and include community in project development.
 - Project accepted: \$9670 received as funding.
 - Phase 1: Community consultations - in French on November 3 and 6, in English on November 8 and 10, 2021. Report/survey completed.
- K. Buy Local Campaign: Prescott-Russell Arts, Culture & Heritage**
- Buy Local Campaign - support to arts markets, artists, and organizations in the Prescott-Russell area.
 - Paid advertisements in newspapers (the Vision, the Reflet and the Review), on Facebook and Instagram. An interview on TVC22 to promote the art market and the buy local campaign.

- Blog post on the gallery to encourage buying local at area arts and culture markets and businesses/organizations - 4 reasons + list of markets and promotions. Direct mailings and in newsletters.
- Social networks: reach of 3,600 with 293 engagements
- Sessions on the page: 116

L. Community building: Prescott-Russell Creative Community Group

- Brings together artists and creatives of the region on a platform that allows them to share, exchange, discuss and network. It is a tool that allows us to survey the creative community, discover potential members and have an active presence in the community through social networks.
- Higher level of visibility, commitment to support artists and the development of the arts and culture sector in Prescott-Russell.
- Attracts members and followers on the organizational page, platform to promote activities, the gallery and membership;
- Opportunity for community members to participate in the cultural dialogue of the region; engagement with a diversity of artists.
- 162 members, 90 postings, reach of 3196, 199 reactions

M. CAPRAC Gallery / Art Market / promotional exhibitions

- **1st Exhibition Session 2021:** launched mid-February to July 7, 2021 (pushed back due to closure restrictions and inventory move June).
 - 20 artist collections (15 visual arts, 5 literary arts), 127 works
- **2nd exhibition session 2021 (summer):** May 8 to September 15, 2021.
 - 20 artists' collections (15 visual arts, 5 literary arts), 127 works.
 - Sale: 1 set of 6 books "Marc Scott - The First Six Adventures of Jack Delorme in Gift Format". Total (incl. HST). : 128.71\$
- **3rd Exhibition Session 2021 (Fall / Winter):** Sept. 15, 2021 to Jan. 21, 2022
 - 18 artist collections (14 visual arts, 4 literary arts), 126 works
 - Sale: artist Leola Meagher "Jessup's Falls", total incl. hst: \$282.50
 - Sale: Tina Petrovicz "A Bird in Hand VE 4/4, Fine art print with watercolour", total incl. hst : 141.25
 - Sale: Marc Scott, 7 copies, total incl. hst: \$129.67 (Machu Pichu, this is not Peru, a Jack Delorme adventure" x 1; "Marc Scott - Native Legends" x 2; "Marc Scott - Native Stories" x 2; "Marc Scott - A Child's Dream" x 2)
 - Total gallery sales (not including art market): \$682.13 (incl. hst) / \$178.25 in total commission to CAPRAC.
- **Promotional exhibition at the Tuque de Broue Brewery (Embrun):** one of the venues for the Curd Festival's "Oh la vache!" program - artists on site with cows in the process of creation.
 - Winter / Spring: 6 artists / works in exhibition
 - Summer: 8 artists / works on display
 - Fall / Winter : 6 artists / works in exhibition

- **Virtual Art Market: CAPRAC Gallery - November 19 to December 5, 2021**
 - 20 artists, over 90 items (cards, ornaments, decorations, crafts, visual arts, literary arts). *2 new artist-members
 - Gift Card Promo-Contest: 3 \$50 gift cards, Facebook and Instagram contest - 3 postings.
 - Sales: 11 orders, 20 works (6 artists). Total incl. hst: \$485.75 (\$290.55 to artists / \$156.45 CAPRAC commission)
 - 21 works sold (5 artists). Sales : 697.00\$ (453.05\$ to the artists / 243.95\$ CAPRAC commission).
- **2021 CAPRAC Gallery statistics**
 - Total visitors 3804 / sessions 4746 ; Homepage 1707 / 2046;
 - Popular pages :
 - Prescott-Russell coloring book - 399 /404;
 - Article blog buy local - 122 / 135;
 - Art Market - 116 / 157;

3. COMMUNICATIONS AND PROMOTION OF REGIONAL ARTS, CULTURE & HERITAGE (ACH)

A. Social Media : organic reach / paid publications

- Organizational Facebook page - 1323 likes (+86 / +7%), 1535 followers (+149 / +11%); 240 posts, total reach of 78,681 (average of 328 per post) and 12,210 engagements (average of 51 per post), 299 shares.
- 5 Facebook paid posts/ads (reach of 27,063, 34% of total).
- Instagram - 316 followers, 66 posts, total reach of 5685 (average of 86 per post), 6756 impressions, 27 comments and 660 "likes".
- Ongoing ads on Facebook/Instagram page for the organization and for the CAPRAC gallery (redirects to site), membership campaign, Prescott-Russell coloring book (for the duration of Culture Days, October 2021), and local shopping campaign.

B. Shop local Campaign (November - December 2021): support for the region's arts markets, artists and organizations, paid newspaper ads (the Vision, the Reflet and the Review) and a blog post on the gallery to encourage buying local at the region's arts and culture markets and businesses/organizations - 4 reasons + list of markets and promotions (with paid Facebook ad).

C. CAPRAC Gallery ad (promo code 15%) in the Prescott-Russell Tourism Guide.

D. Press / Media : [TVC 22 / Éric](#) – CANADA PR 2021 ; [The Review / Karine](#) – CAPRAC profile; [The Review / line-up announcement](#) – CANADA PR 2021; [Le Regional / Yanik](#) – Canada PR 2021; [TVC22 / Karine](#) (December 2021): CAPRAC/Gallery profile – discussion on CAPRAC Gallery, arts market, Prescott-Russell's identity/cultural landscape, and the importance of arts, culture and heritage.

E. Member Newsletters/Bulletin Boards and other mailing list communications: 388 subscribed to the general list/newsletter, with 71 on the member list.

- Dissemination of resources and opportunities, newsletters to the broader community for the outreach of Prescott-Russell ACH (upcoming events with our cultural presenters, member profiles, sharing of regional news and the Popsilos/Oh La Vache! circuits).

- 12 bilingual newsletters to promote activities and events related to arts, culture and heritage in Prescott-Russell, featuring our members and the region's cultural presenters. Reach / engagement: 2415 (clicks / reaction).
- 11 bilingual member bulletin boards, for sharing information, calls and resources dedicated to members - including the "Toolbox" section where we share our blog articles, useful links and resources offered in the region and elsewhere.
- 8 regular email blasts to members: calls and opportunities to artists, notices, invitations; Reach / engagement for member blasts: 711 (clicks / reactions).
- 9 calls, notices, and invitations to the general list; 1503 engagements (clicks / reactions).

REPRESENTATION, PARTNERSHIPS AND COLLABORATIONS

- **AACO (Alliance of Arts Councils of Ontario):** monthly meetings for the group representing organizations in southeastern Ontario.
- **POPSILOS:** promotion of the Popsilos tour and activities in our networks.
- **RSIFEO:** in collaboration on Black History Month events.
- **Tuque de Broue Brewery:** promotional exhibitions in the CAPRAC gallery.
- **CEPEO School Board:** Collaboration to offer environmental art workshops with Vice-Versa mini-grant
- **Canada PR Project:** Municipalities - Alfred-Plantagenet, Casselman, Champlain, Clarence-Rockland, Hawkesbury, East Hawkesbury, Russell, The Nation; OSISS, TVC 22;
- **Festival de la Curd:** call for artists, 2nd edition of "Oh la Vache!"
- **Creating Creativity Centre,** Vankleek Hill (new location)
- **Tucker House (Rockland)** support/participation in the video vignette project to showcase the historic site and its seasonal activities.
- **Township Libraries** (promotion of library hours and activities in newsletter).
- **Le Chenail Cultural Centre, Arbor Gallery, Maison des arts, Clarence-Rockland Museum:** promotion of services and activities in our networks and newsletters; promotion and activity for the Rencontres de sensibilisation à l'immigration francophone series (Le Chenail, winter 2022)
- **Excellent Events / Centre de créativité / Arbor Gallery:** partnership for Prescott-Russell Community Innovation Grant application (approved); community engaged art initiative.
- **Russell Community Market:** Russell Arts at Night - support with call for artists and pre/post-event promotion;
- **ACFO Prescott and Russell / Diversity Mural:** letter of support and consultation for Hawkesbury CFA grant application, support for design of call for tenders and outreach to our networks;
- **Russell Township:** Letter of support for community project/ application for Canada Community Revitalization Fund (murals - parklets);
- **Excellent Events / Creating Centre / Arbor Gallery:** partnership established for community engaged art initiative (Prescott-Russell Community Innovation Grant application).

- **Shanna Steals, visual artist / educator:** letter of support, promotion/diffusion community project (Prescott-Russell Community Innovation Grant): community workshop series "The Art of Being a Mom / L'art d'être maman".
- **TVC22:** Fête du Canada (CANADA PR); CAPRAC/Galerie profile.
- **Promotion of exhibits, activities and arts markets through the buy local campaign/blog:** Arbor Gallery and Cultural Centre (Vankleek Hill), Creating Centre (Vankleek Hill), Centre culturel le Chenail (Hawkesbury), Municipality of Embrun (Christmas Market), Municipality of Russell (Christmas Market and Outdoor Social), Tucker House (Christmas Market), Clarence-Rockland Art Gallery, Maison des Arts (Embrun), Crystal Beshara, visual artist (Vankleek Hill), Judith Simard, visual artist (Rockland), Nathalie Frenière, visual artist (Alfred)

FUNDING AND OPERATIONS

FINANCIAL MANAGEMENT & DAILY OPERATIONS :

- **Day-to-day operations:** Karine Lévesque-Noyes is the Chief Coordinator and is responsible for managing the day-to-day operations.
 - Administration and office management - emails, reports, writing/translating promotional content, communications, records management.
 - Management of part-time employees and subcontracted work; occasional graphic/content design.
 - Membership and database management, payment reconciliation, sending invoices, receipts and membership cards.
 - Management of web pages and social media accounts, promotional activities, public newsletters and member bulletin boards - regular mailings, sharing of cultural events in the region and sending out calls and resources for artist-members; promotion of artistic, cultural events and venues that dot the United Counties of Prescott-Russell.
 - Management/supervision of the coordination of engaging/assembling activities and content.
 - Financial management (bookkeeping, payment of bills, salaries and taxes; review of financial documents required for monthly file with accountant, management of membership payments).
- **Financial operations:** in January-March, Tina Petrovicz (VP of the Board) will take over the financial operations for the duration of the interim coordinator's contract; payment of bills, salaries and taxes; review of financial documents needed for the monthly file with the accountant, management of membership payments; control lists;
 - **Training/Transfer of Responsibilities (April-June 2021):** Karine in training with Tina, with assistance from Sylvain, as she will undertake tasks related to financial operations - banking access, BDO portal, procedures and controls.
 - **Transition (July-December 2021):** Karine Levesque-Noyes undertakes responsibilities related to financial operations, payment of bills, salaries and taxes; review of financial documents needed for monthly file with accountant, management of membership payments.

- **CAPRAC Gallery Operations:** Executive Coordinator, Karine Lévesque-Noyes is responsible for managing the operations of CAPRAC Gallery. Daily management of the digital e-commerce platform - content, inventory, promotions, sales, delivery/pick-up; launching calls to artists - exhibitors must be members of CAPRAC, allowing us to attract new members, build relationships and provide support for the visibility of artists and the development and enrichment of the region's artistic and cultural sector.
- **2022-2025 Strategic Plan:** The committee met 6 times to develop the strategic directions, with the final strategic plan presented/approved by the Board on December 15, 2021.

HUMAN RESSOURCES:

- **Shanna Steals, CAPRAC's Executive Director**, resigned from her position prior to her scheduled return on March 15, 2021, **Karine Lévesque-Noyes** has been appointed to the position of **Executive Coordinator**, contracted to begin on March 16, 2021.
- **Yanik Gosselin, Cultural Promotion Officer**, part-time (15-20h/week) - contract renewed for the year 2021.
 - Mid-May to July 1, 2021: Yanik to coordinate the Canada Day project
 - Collaboration between CAPRAC, CUPR and the municipalities: correspondence, work plan, updates to the group of municipal representatives and management of assigned tasks, meetings, and correspondence with Escouade Multimédia, artists/animators, and community partners.
 - Yanik's schedule/hours are increased for the month of May and June due to the AGM and the CUPR project.
 - As of January 2022, Yanik will take on the position of Project Coordinator (contract: Dec. 31, 2021 - Dec. 31, 2022), while Zackari will be responsible for promotion, especially digital.
- **Céleste Lavoie** is retained as a subcontractor for technical support to the gallery and occasional graphic design, until June 2021 (Zackari hired).
- **Zackari Gosselin, Community Liaison Officer / Digital Development Officer:**
 - Canada Summer Jobs funded position, 14-week contract (20h/week), contract start date: June 7, 2021;
 - Responsible for the FB page and group, "Prescott-Russell Creative Community" in terms of sharing member postings, announcements, resources and promotional content for our activities and for our partners and members, support for special projects.
 - Newsletters: support in writing the content of the newsletters and for the mailing of the members' bulletin board; support for the membership campaign
 - Position funded by Ontario Trillium Foundation grant: contract begins December 14, 2021), 1 part-time employee, Digital Project Coordinator position, \$18/hr, 30 hrs/week, 52 weeks + mandatory employment costs.
- **Team management / work from home :** to accommodate the concerns of employees and their families, we have decided to work mostly from home to minimize contact and not have to worry about social distancing. We also occupy a workspace at the Creativity Center, we respect the

guidelines prescribed by the Eastern Ontario Health Unit during face-to-face meetings or activities.

GRANTS & FUNDING :

1. **Canada Summer Jobs Agreement / Funding Application:**
 - One employee, "Community Liaison Officer, 14 weeks - 20 hours per week. Notice received April 23, 2021.
 - Hiring of Zackari Gosselin - contract from June 7 to September 17 (additional week).
2. **Vice-Versa / Heritage Canada mini-grant:** in partnership with the CEPEO, art workshops focused on the environment with Shanna Steals, \$1500 grant given to the artist. The workshops took place during the months of May and June 2021.
3. **Agreement / Application for funding under the Ontario Trillium Foundation Community Development Fund:**
 - Grant Request: "Our organization, with a \$49,200 Community Development Fund - Source Operating grant over 12 months, will continue to manage facilities or provide experiences/programs to Ontarians by adapting to digital modes of operation, ensuring virtual engagement in support of regional economic recovery and cultural outreach."
 - Details: 1 part-time employee, Digital Projects Coordinator position, \$18/hr, 30h week, 52 weeks + mandatory employment costs; website construction (quote); hosting and maintenance (quote); promotion/introduction of new programs; computer (research), subscriptions (software solutions to support digital transition, Adobe Premier Suite), audio-visual equipment.
 - Application approved, project will take place in 2021-2022, starts Nov 1, 2021
 - Hiring / new employee, contract begins Dec. 14, 2021.
 - Press release and quotes approved by OTF (early Dec.), distribution in early Jan. 2022.

RESPONSE TO THE COVID-19 PANDEMIC CRISIS

- In the face of the COVID-19 pandemic crisis, CAPRAC has focused its efforts on supporting its members and the region's arts and cultural community by disseminating recent news and relevant information, available grants and important messages from key players. We strive to develop concrete resources for our members to help meet their current needs.
- **Dissemination of relevant resources and information** to CARAC members and the arts and culture community in the region: social networks, CAPRAC website, newsletters.
- **Relevant resources and important links** to the latest government updates, federal and provincial action plans for financial recovery, important organizations and resource pages for artists and cultural workers.
- Latest news on the Artists and Entrepreneurs Relief Fund.
- Invitation to participate in the **survey on the impact of the COVID-19 pandemic on the arts, culture, and heritage sector.**

- **Dissemination of digital material** from members and the broader arts and culture community, sharing of creative ideas (mostly content from local members and actors), sharing of articles, available training, relevant resources such as emergency funds for creatives, sharing of local initiatives that address current community needs, contributing to the amplification of the regional creative community.
- **Monthly distribution of the Member Bulletin Board** as a resource sharing (funding, trainings, digital content development and relevant information) for CAPRAC members; continue to distribute the general newsletter to our mailing list (outreach to the arts, culture and heritage of the region).
- **Member Toolkit/Resources:** We are working on the development of a member resource guide to provide concrete support to members in times of uncertainty. The Artist's Toolbox blog has been established and now includes 5 resource articles, with the possibility of additions.
- **Promotion of the CAPRAC Gallery e-commerce site:** Members can take advantage of the new CAPRAC Gallery site to diversify their income; they can now offer a range of products, as well as downloadable digital content such as learning modules, or promotional offers. As vendors, we can now sell gift cards and point-of-sale options.

PROGRAMMING – Planned projects and activities for 2022

- **Organizational site - www.caprac.ca:** CAPRAC's main website redesign project to adapt to digital modes of operation, ensuring virtual engagement in support of economic recovery and regional cultural outreach. The digital shift and the impacts of the pandemic require us to implement a framework that will support virtual engagement in support of economic recovery. **Vision: regional tourism of the arts, culture and heritage.**
 - The redesign of the CAPRAC website is central to this strategy: the result will be a platform that includes the required functionality while being intuitive for staff and the public. Vision: arts, cultural and heritage tourism.
 - This will encompass all facets of the organization, including the CAPRAC Gallery (integrated e-commerce), the dissemination and archiving of all digital content (blog, resource guide) and virtual events, and most importantly, the showcasing of artists, organizations, art tours and venues in the region. It will be a space that will inform, gather and equip individuals and communities to ensure the survival and longevity of CAPRAC's mission.
 - **Digital road map** that highlights cultural and presentation centers, creative spaces, municipal libraries, businesses and artistic and cultural initiatives in order to gather and promote all the cultural activities and attractions available on the Prescott-Russell territory.
 - **Promotion and dissemination of a digital resource guide** that will bring together the toolbox blog posts, as well as a resource page that includes useful links, educational content, and other resources to offer concrete support in equipping members of the region's creative community.

- Prescott-Russell arts, culture and heritage **events/activities calendar** and member profiles; promotion of Prescott-Russell arts, culture, and heritage "pillars" central to the site (cultural centers, museums, galleries, libraries, etc.).
- **Emerging talent in the region:** we are considering the development of a collective of local high school students/aspiring artists and arts, culture and heritage enthusiasts to network, mentor, and develop initiatives and activities for youth, by youth.
 - Spring 2022 - in conjunction with the CAPRAC Student Fund scholarship promotion.
 - Participants will have mentorship opportunities in arts administration and career management in arts, culture and heritage. They will have the chance to get involved and actively contribute to the development of the region's cultural landscape.
- **Convening events and digital content:** planning of face-to-face and virtual activities for the year 2022.
 - Activity in collaboration with RSIFEO and Le Chenail for the series Rencontres de sensibilisation à l'immigration francophone (Le Chenail, winter 2022).
 - Resuming of the Agri Art Tour Summer 2022
 - Series of workshops/presentations/demos on heritage arts (crafts, tales and legends, etc.) for Culture Days 2022.