

A lot of has happened since our last update in September...We hosted our first public concert in two years at the Marble Arts Centre (MAC). The transfer of the MAC to Tweed & Co. Theatre was announced in early January. We released our Strategic Plan for 2022-2027 in February, and have begun planning for this year's activities. Read all about it below!

New Strategic Plan

We are pleased to share our new Strategic Plan. Since 2006, T&AAC has enriched the cultural life of the community by promoting awareness of and appreciation for the arts. Founded on the belief that the arts are for everyone, we are a charitable, non-profit organization run by volunteers, with an open membership for artists and those who support the arts. The COVID-19 pandemic has disproportionately impacted the arts community, and adapting has been challenging for artists and arts organizations. It will take time to rebuild. However, out of this uncertain time, opportunities to expand and deepen collaborations and partnerships have emerged. The recent transfer of the Marble Arts Centre to Tweed & Company Theatre (see p. 2) is an opportunity for the T&AAC to refocus and grow.



We are grateful to the Ontario Trillium Foundation for funding to do this work, and to create a new website (coming in Spring 2022) and a marketing plan. Highlights of the Strategic Plan that will guide T&AAC into our next chapter are described below.

Our Vision

Enriching the cultural life of the community through the arts.

What We Do

- Foster connections with and between artists and the community
- Produce, promote, and support arts experiences
- Collaborate to raise awareness of the arts
- Encourage participation of all in the arts

Our Strategic Priorities

We've identified four strategic priorities that woven together will guide decision-making and help us achieve our vision. The Strategic Plan is aspirational and aims to build on past successes while solidifying a strong base from which to build new collaborations and initiatives. To sustain and grow, we need to continue to engage new volunteers and build capacity to produce, promote, and support the arts.

We will keep you posted on progress with the website and activities to implement our new direction with the community. T&AAC is excited for the future!



Please email us (contactus@tweedartscouncil.ca) for a copy of the Strategic Plan.





Transfer of the MAC to Tweed & Co.!

On January 1, 2022, Tweed & Company Theatre became the owner and operator of MAC. The building was gifted to the professional theatre company by the T&AAC. We purchased the historic marble building in Actinolite in 2008. Since the first performance was held at the MAC in 2010, it has continued to grow as a community arts centre.

Roely DeVries, Vice Chair and a founding Board member involved since the creation of the Arts Council, stated that “The development of the MAC as a cultural centre is a major achievement for the Arts Council and the Tweed community. The pandemic has been a real test for us as a charitable not-for-profit organization run by a small Board of Directors, many of whom are older. Revenue from events has dropped dramatically since March 2020, presenting a challenge to operate the building. We have a long relationship with Tweed & Co., and are confident in their ability to take the MAC into the future.” Vicki McCulloch, Chair of the T&AAC added that “The MAC will still be ‘our home’ in many ways, and the Arts Council will continue to present programming there. With a grant from the Ontario Trillium Foundation, we are completing a strategic plan and have a new website in development. We look forward to sharing more about how the Arts Council will refocus and grow in 2022. Tweed & Co. have staff resources and a proven track record, and continue to grow as an arts and culture presence in the region. We look forward to continuing to work together with them now and into the future.”

“Our organizations have always worked so closely together and I think I am most excited for what both of our groups will be able to accomplish now. I think it makes sense to all involved that the theatre company will be running the MAC, and will actively support the activities of the Arts Council as they grow and expand inside and outside of this building,” said Tweed & Company Artistic Director Tim Porter, adding that “Being the full-time operators of the building will allow us to expand our programming and continue to grow our organization in all the right ways, while also supporting the Arts Council and continuing their programming. The future is bright.”

Tweed & Co. recently announced their 2022 season (www.tweedandcompany.com) – including shows at the MAC and the Village Playhouse in Bancroft.

Deck the Halls/ OFSH December 2021

Our friends at the Ontario Festival of Small Halls presented *Silent Winters* on December 11 as part of their ‘Deck the Halls’ series - the joy of big music in little festive places...All public safety measures were in place, including reduced capacity. Thanks to all who braved the wicked winds that evening - it was cozy inside the MAC, and the sweet harmonies and humour made for a wonderful night at our first and last public show since the pandemic began!



Thank You - And Here's to 2022!

T&AAC is grateful for our members, and the generous volunteers, supporters, and donors who have contributed to our success in the past and in the future. We look forward to seeing you all in person now that things are opening up. *Art in the Park* and our fish fry are scheduled for July 30. The 10th anniversary of the official opening of the MAC was in June 2021 – we hope to have a belated celebration in 2022 in partnership with Tweed & Co. We know everyone is so looking forward to live theatre and music – we can not wait!

