



Revitalization Plan with Action Plan 2017 - 2019

MISSION STATEMENT

The mission of The Lake Scugog Studio Tour is to provide discerning, curious, original-art lovers, from the GTA and Central Ontario, who are at the acquisition or gift-giving stage, with an engaging art experience and opportunity to purchase high-quality art.

The benefits our visitors derive from our tour and art include;

- a memorable art experience they can return to each spring,
- an advanced understanding of the processes of making art, and
- great gifts and conversation pieces to make their home, garden and office more beautiful and unique.

What differentiates us from other tours, galleries and shows are demonstrations, experiences and conversations with a variety of eclectic emerging and experienced artists, turning viewers into collectors.

We are committed to a positive, well-organized, creative experience for tour artists that will build their credibility and art sales.

BRAND DEVELOPMENT

Brand Characteristics

Energizing - lively, exciting, fun, enthusiastic, uplifting

Original - unique, creative

Engaging - generous, inviting, welcoming

Discerning - high-quality, talented

Eclectic - diverse, emerging

Personal

Annual

Tag Line/Headline/Theme

EMERGING. ENGAGING. ECLECTIC.

PRINCIPLES OF VISITOR EXPERIENCE

ATTRIBUTE	VISITOR EXPERIENCE	PRINCIPLES
Energizing	They inspire me.	We strive to be full of energy and excited to show our work and how we make it. We strive to make the tour fun. We encourage visitors to try making art or to pick up a paint brush again.
Original	The artists are showing me creative work and ideas.	We show our latest work. We try new ideas in our field.
Engaging	I better understand the processes of making art. I got to try it out and I want to do it again.	We are willing to share our techniques. We encourage visitors to try a technique. We explain our processes and provide written material, video or images. We talk about how we work and what inspires us. We strive to know about the work of all of the artists on the tour.
Discerning	These artists provide me with high quality art I'm proud to own and give as gifts.	We show only our very best work. We show experiments as our efforts to make exceptional work.
Eclectic	I saw things I've never seen before and been introduced to new artists	We strive to engage a wide variety of artists working in a variety of mediums in our tour. We strive to show new work by established artists. We strive to introduce and support new artists.
Personal	The artists made me feel welcome	We strive to connect with each visitor, engage them in discussion. We make it easy for visitors to find their way around our site and know how to get to the next site.

OUR GOALS

1. Grow our tour back to 20 sites with at least 3 artists at each site for a total of 60 - 70 fully engaged and supported artists with hubs of sites by 2019.
2. Develop our selection of artists to represent a broader range of art forms, mediums, styles, and emerging artists while keeping the caliber very high, developing from the 2017 to 2019 tour.
3. Build on our brand promise of creating an engaging experience with demonstrations, interactive programs and unique experiences for guests at every site, by 2019.
4. Attract 300 to 600 visitors from across the GTA and Central Ontario to each site for a total of 10,000 site visits.
5. Increase our average sales per artist. 2017 - \$1,600, 2018 - \$1,800, 2019 - \$2,000

STRATEGIES

1. Build the number of sites we have with a concentration on the hubs of Utica/Myrtle, Port Perry, Nestleton, Seagrave/Valencia, while taking our art-making processes into host studios and venues.
2. Actively pursue high-caliber artists working in a wide variety of art genres and mediums, with a more eclectic range of styles.
3. Improve our jurying process by engaging current tour artists in the process, maximizing our use of technology, modifying rules to support continuity of job functions and extending the role of a jury committee into site development.
4. Create themes each year and develop sites, artwork, artist challenges, demonstrations, displays and interactivity around each theme.
5. Market our tour more broadly, in a targeted manor with a wider range of engaging marketing tools.

Our major marketing strategies are to;

- continually develop our website into a much-visited source for sharing art, information, connection and creativity, and as a hub for tour artists
 - build our social media presence and e-newsletter to attract and engage our target audience to/with our website
 - engage our community and Scugog Council for the Arts in marketing our tour and building Scugog as an artistic community
 - grow awareness of our event through referrals, social media, radio and targeted publications in the GTA and Central Ontario
 - create continuity for our brand and unique selling proposition (emerging. engaging. eclectic.) across all marketing and communication platforms
6. Engage our community more fully in our tour.
 7. Develop a leadership and committee structure that will involve participating artists to the best of their abilities and propel us to be the most engaging and eclectic experience around Lake Scugog each spring.
 8. Develop opportunities for tour artists to sell more of their work under the LSST brand during the tour and off-season.

THE PLAN

Our plan is organized by concepts that build on the framework provided by our mission statement, and support our goals and strategies. This plan has items we will start to work on in the summer of 2016 for our 2017 tour and beyond to our 2018 and 2019 tours. Further plans will be developed by each committee and the Leadership Committee will monitor progress, assess the outcomes and adjust as needed until we plan again for another term. This plan is fluid and flexible.

CONCEPT	<p>Use a few unique community properties as sites, for example, SCA and Farndale, Town Hall, Utica Hall, Paul Puckrin's barn, community centre in Valencia. Make it a top priority to find new site artists, describe geography in maps, second priority is to build hubs (Utica, Myrtle, Port Perry, Nestleton, Seagrave/Valencia)</p> <ul style="list-style-type: none"> • SCA Gallery; with "host" artist from Scugog who doesn't have an appropriate studio space and add "guests", leave this group up for the entire month of May. All sales go directly to the artists on tour weekend and the usual 20% commission is taken from any sales made during the remainder of the month. • Farndale Gallery; as above. • Utica Hall; if we have enough artists and a willing host - as above. • the cost of registering/showing at these galleries/sites would be born by the LSST. Artists at the SCA Gallery would be required to take out membership with the SCA
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STRATEGIES SUPPORTED: #1, #3, #6 INTEGRAL TO GOAL(S) #1, #2, #4

ITEM	ACTION	RESPONSIBILITY	TIMING
SCA Gallery as a site	Ask SCA gallery curating team and put on their calendar	Marion	done
	pursue an artist to by the host of this site, tentative Annabelle Jane Murray	Marion	

CONCEPT	<p>Seek out and invite high caliber artists to apply to join our tour. Sponsoring means that you as an existing site artist want a specific artist at your site, Recommending means you (both site and guest artists) are recommending an artist for the jury to put at any site,</p>
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STRATEGIES SUPPORTED: #1, #2, #3 INTEGRAL TO GOAL(S) #1, #2, #4

ITEM	ACTION	RESPONSIBILITY	TIMING
send out notices of call for entry with SCA, PineRidge Arts, Oshawa Arts Assoc., local press			
actively recruit unique artists - installation art, perhaps at Farndale during our tour			

list "missing" mediums and pursue artists in these fields			
give visitors a show, music, dancing, performance art - or actively pursue "studio artists" in other genres such as Theatre to be on our tour as artists.			
CONCEPT	<p>Roster of 2016 artists are grandfathered to return to the tour in 2017 if they wish, new artists or artists returning from prior years apply for a 3-year term, 2016 artists reapply for 3-year term for 2018 tour, Emerging artists are applying for a 1-year term, then they are welcome to reapply for 3-year term for 2017 term.</p> <p>Jury Committee is a team of tour artists with responsibilities laid out in Committee structure, who may chose to hire an outside juror.</p> <p>Make the process more open and allow existing site artists to provide input to the jury committee.</p> <p>Jury to visit potential new sites and site artists.</p> <ul style="list-style-type: none"> • emerging artists pay \$75 participation fee, established artists pay \$175 fee. 		
STRATEGIES SUPPORTED: #1, #2, #3 INTEGRAL TO GOAL(S) #1, #2, #4			
ITEM	ACTION	RESPONSIBILITY	TIMING
advertise that we are accepting applications			
create on-line application process with 3 application types; 2016 returning, general application, emerging application	jury team to write 3 variations of "please enter" and application forms - if they in fact are different, rewrite form(s) Application forms could all be the same, then applicant specifies if they are 2016 returning, general applicant or emerging.		
	create on-line forms		
use technology to better serve registration and manage images and team communication	create process for uploading images		
use jurying opportunity to gather content for web and social media	write questions for on-line forms that will give us; third person descriptions, 1st person stories, 1st person story about methods and techniques with images		

CONCEPT	Build interactive experiences, schedule demonstrations, advertise tour activities <ul style="list-style-type: none"> • have “Walmart Greeters” at each site to welcome visitors, do admin of ballots, count attendance, introduce who and where artists are in studio/home/barn/gallery/workshop/garden, mention refreshments, give greeters briefing notes on all of the artists and sites, driving directions. • publish demonstration activities, locations and times • ask artists to think about and tell us how they might give visitors a hands-on opportunity • publish hands-on activities, locations and times 		
STRATEGIES SUPPORTED: #4, #5, #8 INTEGRAL TO GOAL(S) #3, #4, #5			
ITEM	ACTION	RESPONSIBILITY	TIMING
build a concept around helpers at each site			
do outdoor demos, make some of our sites more active than others, use TV or computer for slide shows or video loops			
show undone work in stages as a display			
make it mandatory for artists to find some way to display/teach/demonstrate during tour - it's our brand promise, pair artists carefully to put big demonstrators with ones who are reluctant			
organize demos, displays, unique features,			
organize sites where visitors can give it a whirl			
hire a videographer for this year and use throughout the year on our website			

CONCEPT	<p>Theme for 2017 EMERGING; encourage every artist to do some emerging work, create an EMERGING off season show in November at SCA Gallery, jury emerging artists into 2017 tour and those are the ones in SCA show, organize emerging artists at a wide variety of sites. Feature on website and in new section. Create a new theme for each year - 2017 Emerging, 2018 Repurposing, 2019 Our Lake</p> <ul style="list-style-type: none"> • create an emerging page on our website - this could be changed to each year's theme, archive first • introduce each emerging artist on social media • inform all tour artists more fully about each participating artist - background, photos etc. • create signs at each site for all artists with a highlight on the emerging artist
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STRATEGIES SUPPORTED: #4, #5, #6, #8 INTEGRAL TO GOAL(S) #1, #2, #4

ITEM	ACTION	RESPONSIBILITY	TIMING
pursue Trillium Seed Grant based on this theme, include aspect of social responsibility, \$ for videos, rental of galleries to have more space, prizes for artists for emerging theme, social media advertising, new signs for emerging, prizes for emerging artists, bursary			
find emerging artists through high schools, recent grads, Jasmine's connections, tour artist's networks, SCA			
Emerging is defined as an artist in their first year in our show, someone who can demonstrate great skill and high-quality work but that hasn't yet had much experience showing or selling work, perhaps an artist has a limited body of work of a high caliber so our expectation is that they display fewer pieces than most tour artists.			

write selection process and new application for Emerging, plan pairing with sites		Jurying Committee	
write criteria, great skill, high quality, not much experience showing or selling, fewer pieces, wants to pursue art making		Jurying Committee	
develop plan around what's new and emerging with existing artists.			
create an artist challenge			
CONCEPT	POP UP ARTIST'S CO-OP - THE TOUR ON TOUR <ul style="list-style-type: none"> • ARTISTS OF THE LAKE SCUGOG STUDIO TOUR - rent empty stores in a different own each summer and set up shop - the tour on tour 		
STRATEGIES SUPPORTED: #1, #2, #3, #8 INTEGRAL TO GOAL(S) #1, #2, #4, #5			
CONCEPT	It's 2016! And we're EMERGING. ENGAGING. ECLECTIC. Market our tour more broadly, in a more targeted manor with a wider range of more engaging marketing tools.		
STRATEGIES SUPPORTED: #1, #2, #3, #8 INTEGRAL TO GOAL(S) #1, #2, #4, #5			
ITEM	ACTION	RESPONSIBILITY	TIMING
create a plan around marketing our 2017 theme			
pull together artists who have already volunteered for specific marketing roles and hold some brainstorming and planning sessions in July, August, September.			
create a more contemporary look around our new logo and spread across all points			

brainstorm ideas for reaching Toronto and Central Ontario audiences			
make sure tour has a big presence in Port Perry with bus shelter signs, more signs, flyers and posters			
plan ROP advertising carefully			
create various forms of marketing materials, a broader range of items			
make mini flyers and distribute in town - hand out at busy events leading up to tour			
investigate radio in Durham, KX96 Community package, new stations in Uxbridge and Port Perry			
how maps work, how people tour our sites, there are better ways to use current mapping systems, Google Maps has made vast improvements and we don't take advantage of them			
create an incentive for people to visit more sites			
do artist of the week features on web			
on website - create a page of "new things to see" - show new work, show new learning processes, show work in progress, feature new artists on the tour			

create a “process” page on website where we showcase how artists made their work - photos, videos by Jen Sunneron			
monthly updates with photos of work in progress			
plan targeted web advertising			
CONCEPT	Build ownership of the Lake Scugog Studio beyond the artists involved by developing the relationships we have with local restaurant further, by involving the SCA further		
STRATEGIES SUPPORTED: #1, #2, #3 INTEGRAL TO GOAL(S) #1, #2, #4			
ITEM	ACTION	RESPONSIBILITY	TIMING
Involve local restaurants in talking it up, create special LSST menus, daily specials, discounts in our brochure with coupon valid for month of May or even the year.			
pursue many ways to integrate ourselves with the Scugog Council for the Arts	make the SCA Gallery a site for 2017	Marion	done
SCA as our mailing address	organize with SCA	Marion	done
	new address on website and with suppliers	Marion	
	book site at SCA attracting 500 people to this site (more than typical in a month)	Marion	done

CONCEPT

Create a strong Leadership and Committee structure. Committees drive their own plans and meetings, share with Planning Committee and then present to tour artists by email.

- the intention of the committee structure is that those committee members are doing committee work to the best of their abilities, with our mission and brand direction at the forefront, and that their group efforts will be accepted and supported by all tour artists. The tour artists as an entire group will not vote on any of the minutia of any plan, but rather each plan as a whole.

Committees are; Planning & Budget (leader Marion), Brochure (leader Karen), Marketing (leader Jasmine), Jurying & Site Management (leader Cathy) and Social (leader Joanna)

Committee leaders are tentatively in place for 3-year term coinciding with 3-year jury term, artists at large may join any number of committees for any term.

- the original “Revitalization Committee” can complete the strategic plan and then evolve to the Leadership Committee to include the committee heads, our finance person, the Secretary, the tour chair (people may have a dual roll as a committee head and be chair, secretary or finance)
 - Brochure; brochure design, brochure distribution, brochure ads, mapping of tour, brochure ROP advertising sales.
 - Marketing; website, e-newsletter, social media, paid advertising, press coverage, window displays, community outreach, signs, photography and video.
 - Jurying and Site Management; jury new entrants, application process, site planning, recruitment of artists, emerging artists, artist contacts, site management (Farndale and SCA), plan demonstrations and experiences, visitor surveys.
 - Social; artists pre-tour, wrap up party, organizing artist events.
 - Planning & Budget; strategic planning, meeting planning, budgeting

Each committee comes up with an action plan including an overall plan, a list of items to be done, responsibility and timing.

The plan from each committee is emailed to all tour artists prior to a scheduled general meeting to be preread, artists are to raise any issues with the plan by email prior to the meeting in time for the committee to revisit their plan, the plan will then be presented for discussion & approval at a designated general tour meeting.

STRATEGIES SUPPORTED: #3, #7 INTEGRAL TO GOAL(S) #1, #2, #3, #4, #5

ITEM	ACTION	RESPONSIBILITY	TIMING
set up Jurying committee	Cathy to be joined by Joanna and Linda to organize 2017 application(s)	Cathy Mark	July

CONCEPT	Plan a limited number of general meetings for sharing plans, ideas and open discussion. The meeting portion would have a brief agenda with “approval agenda” items such as plans created by committees and minutes would be taken. General meetings could then be followed by socializing.		
STRATEGIES SUPPORTED: #7 INTEGRAL TO GOAL(S) #1			
September meeting; intro all artists, present strategic plan in brief, committee heads present their responsibilities in brief, ask artists to join a committee and break into groups for 15 min. huddle to organize top-line jobs			
November meeting; committees present 3 plans for marketing, brochure and social			
February meeting; awareness push, discussion & approval of bi-laws.			
CONCEPT	Publish Strategic Plan 2017 - 2019, create bi-laws, create a “what we are and how we do it” booklet.		
STRATEGIES SUPPORTED: #3, #7 INTEGRAL TO GOAL(S) #1, #2, #3			
• create a “how to” booklet or include with above - site set up, host and guest responsibilities, demonstration and visitor engagement ideas, social media and web ideas			
CONCEPT	Attempt to get a Trillium Seed Grant for creating a brand new aspect to our tour (the whole emerging theme and in another year it could be POP UP site development). Get a corporate sponsor. Raise entrance fee by artists to \$175		
STRATEGIES SUPPORTED: #1, #4, #5, #6, #8 INTEGRAL TO GOAL(S) #1, #2, #3, #4, #5			

