



Durham West Arts Centre

VISION

Inspiring, educating, experimenting, creating, guiding, innovating, enabling
encouraging and mentoring in a way that builds a healthy community



Why an arts centre in west Durham?

To provide a much needed performing and visual arts complex that improves the quality of life in west Durham and leaves a legacy for the community.

The arts centre will:

- Encourage lifelong learning in all the arts
- Showcase local, national and international talents
- Promote, foster and document local talents in the arts
- Attract people from within Durham and beyond
- Preserve Durham's artistic and cultural heritage
- Build a collection as an endowment for the future
- Act as an attractor for new business to improve economic prosperity
- Provide opportunities for business to promote their products and services and to develop their markets
- Contribute to social cohesion by bringing together groups diverse in age, culture and purpose

Why an arts centre right now?

Planning now for a centre to come into being in the next 5-10 years enhances the opportunities for a suitable location, improves the chances to capitalize on upcoming development and serves to attract the types of businesses and potential residents who are the foundation of a creative city. Creative cities are those that revolve around the knowledge industry whose workers have a high degree of education; they are places where innovation and entrepreneurship thrive. Creative cities sustain high-end properties, products and services. An arts centre now, even in the planning stages, will stimulate a creative city for west Durham.



The Robert McLaughlin Gallery, Oshawa



Burlington Art Centre, Burlington

Durham West Arts Centre Vision...

The Durham West Arts Centre will provide a home for all arts in a unique building located in west Durham. As well as advocating for the arts, the Centre will be a place to exhibit, perform, practice, teach and learn. It will bring the arts of the world to Durham and the arts of Durham to the world.

The Durham West Arts Centre will contribute to the life of the community through encouraging and developing creativity as a way of seeing and thinking. It will be an inclusive and welcoming destination that promotes cultural exchange and understanding. The Centre will reflect who we are as a society and provide opportunities for personal expression for all ages.

People and the arts together...

Inspiring, educating, experimenting, creating, guiding, innovating, enabling, encouraging and mentoring in a way that builds a healthy community.



Valley Gallery, Uxbridge



Arts Gallery of Mississauga, Mississauga



Station Gallery, Whitby

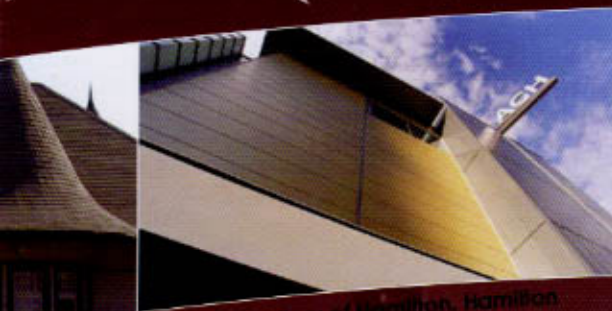
Who is DWAC?

DWAC is a Canadian charitable group with a Board of volunteer directors representing artists, business, arts groups, elected officials and educators. The Board's service-oriented members contribute time and expertise to ensure their community has arts services and eventually a performing and visual arts centre.

How has DWAC advanced its vision?

The two year pilot project:

- Created an infrastructure, credibility and visibility
- Developed strategic planning and management capacity
- Achieved professional art museum standards
- Provided approximately 100 varied programs for 70,000 people
- Programmed for youth, diversity, arts education and local artists
- Reached 300,000 people with its website
- Attained a provincial profile with Reading and Remembrance which was recognized in Parliament and supported by the Lieutenant Governor
- Researched the facility needs of the local community (see Economic Impact and Needs Analysis Study for a Performing Arts Centre in Ajax/Pickering Area, Faulkner 2005)
- Developed valuable ongoing partnerships
- Became a hub for artists and arts groups in Durham
- Built a solid membership and volunteer base
- Obtained grants, sponsorships and donated services
- Achieved charitable status for DWAC and for the Durham West Arts Centre Foundation
- Contributed to the professional development of local artists



Art Gallery of Hamilton, Hamilton



River Run Centre, Guelph



Sanderson Centre, Brantford

Next steps for DWAC

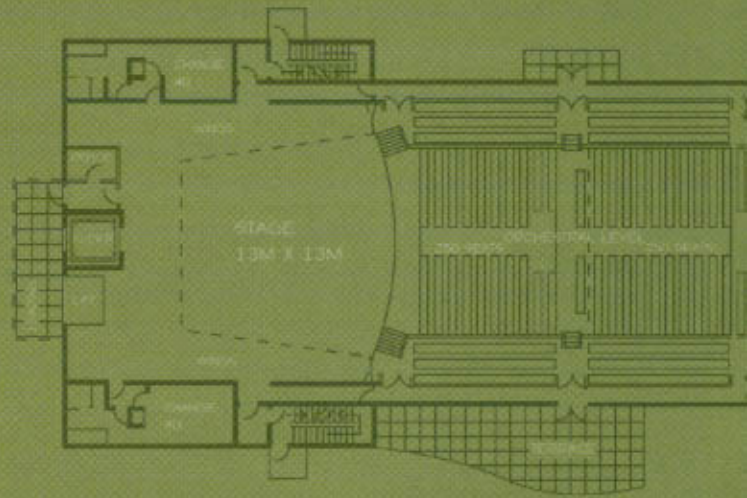
- Recruit champions for DWAC and the Foundation and build a dedicated and interconnected DWAC and Foundation team
- Continue high profile exhibitions and programs that show the value the arts add to community life
- Advocate for the inclusion of an arts centre in the long range municipal capital forecasts
- Join the Sustainable Pickering planning process
- Develop campaigns to increase the volunteer and membership base
- Support the Foundation's Capital Fundraising Campaign*
- Write proposals to obtain grants for DWAC and for the Foundation

Ongoing and long range steps...

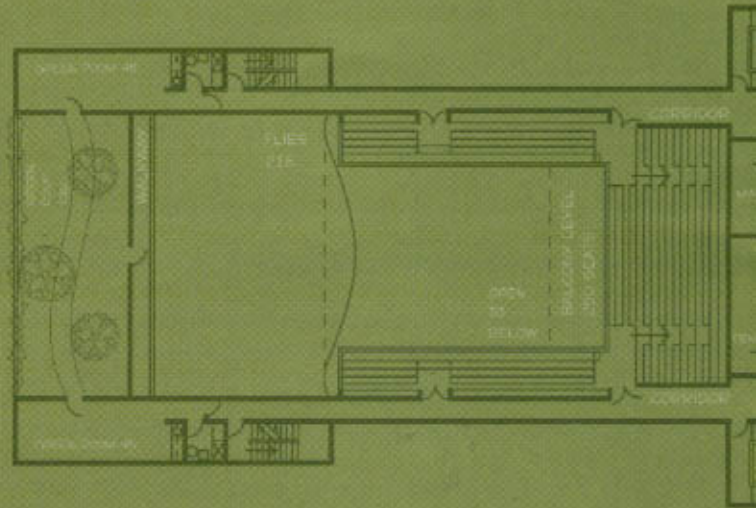
- Promote the benefits of the arts centre
- Research and develop models that demonstrate an economic and environmentally sustainable arts centre
- Review options and select a site
- Seek new partners to help advance DWAC's vision
- Keep DWAC's developing capacities and progress in the public eye
- Develop programs that increase accessibility for special needs groups
- Foster, model and encourage excellence in all arts disciplines
- Develop programs and audiences for the future arts centre
- Seek cost-effective revenue streams to present in a Business Case for a future sustainable arts centre

Over the next five years DWAC pledges to provide a foretaste of what the building will look like, what features it will have and what activities will occur within it.

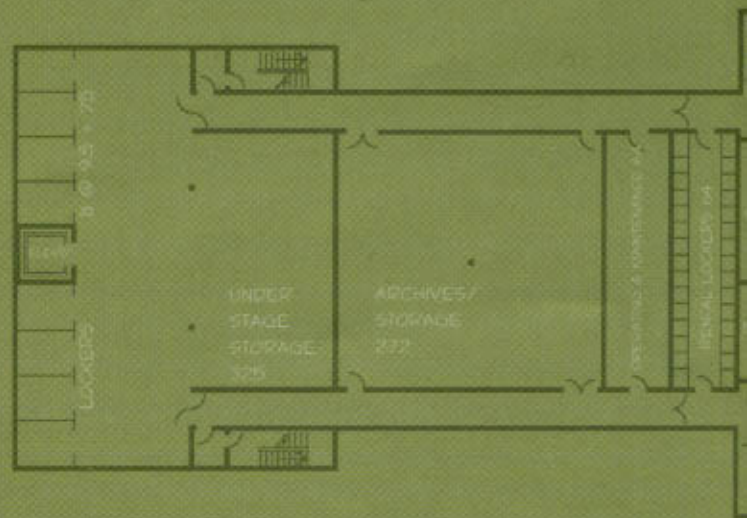
*The Capital Fundraising Committee will set targets and timelines, recruit a committee, consult with cultural capital fundraising specialists and various levels of government, develop fundraising strategies and mount an effective multi-year marketing campaign.



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