



# The Year Ahead: Art Gallery, Culture, Tourism

River District Board Meeting

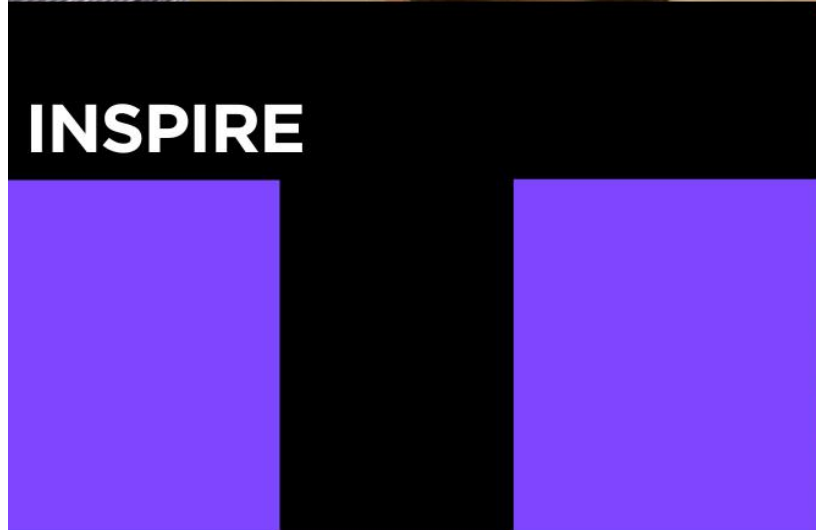
March 13, 2024



emily kewageshig  
mooshknemgog bmaadziwin • full circle



Art Gallery



AN OPEN LANDSCAPE FOR EXPLORING ART



DEC 9

MAR 16

TOM



Credit: J. James images courtesy of Grey Roots Museum and Archives.

LIVING HISTORIES J. JAMES PHOTOGRAPHY

supported by:



owen  
sound

# Living Histories: Community Projects

## Photo Share Day @ TOM



**Living Histories**  
PHOTO SHARING PROJECT

**PHOTO SHARE DAY @TOM  
WITH LOCAL HISTORIAN  
RICHARD J. THOMAS**

Do you have old photos of Owen Sound, family portraits, sites and stories you'd like to share for a community art project?

**WHEN: SATURDAY SEPTEMBER 23  
FROM 1-4 PM AT THE GALLERY**

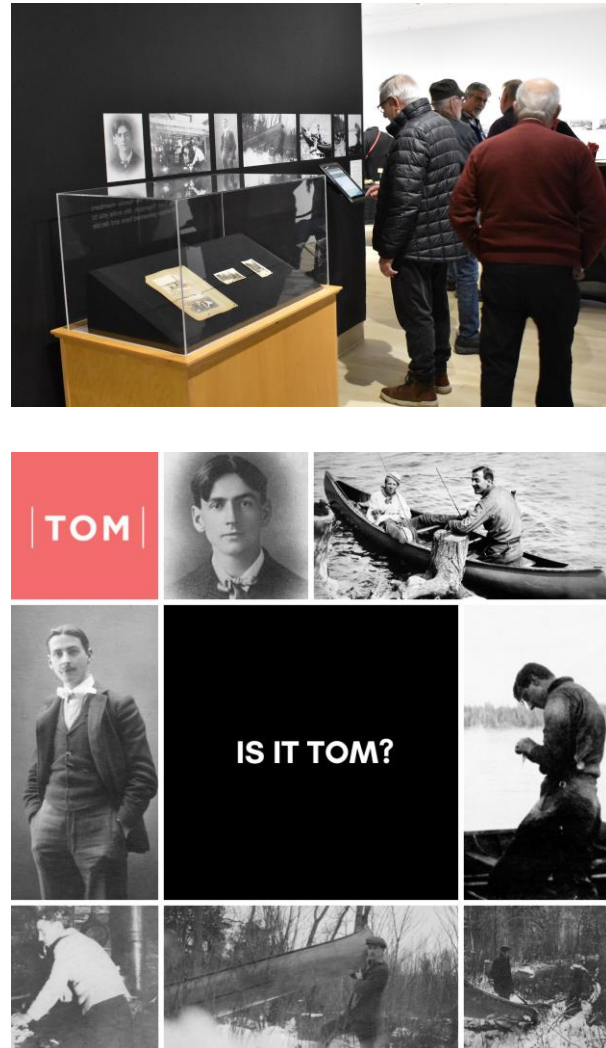
Meet with local historian Richard J. Thomas to learn more about your photos of the City and how they could be featured in the Living Histories exhibition.

THIS EVENT IS FREE & ALL ARE WELCOME.

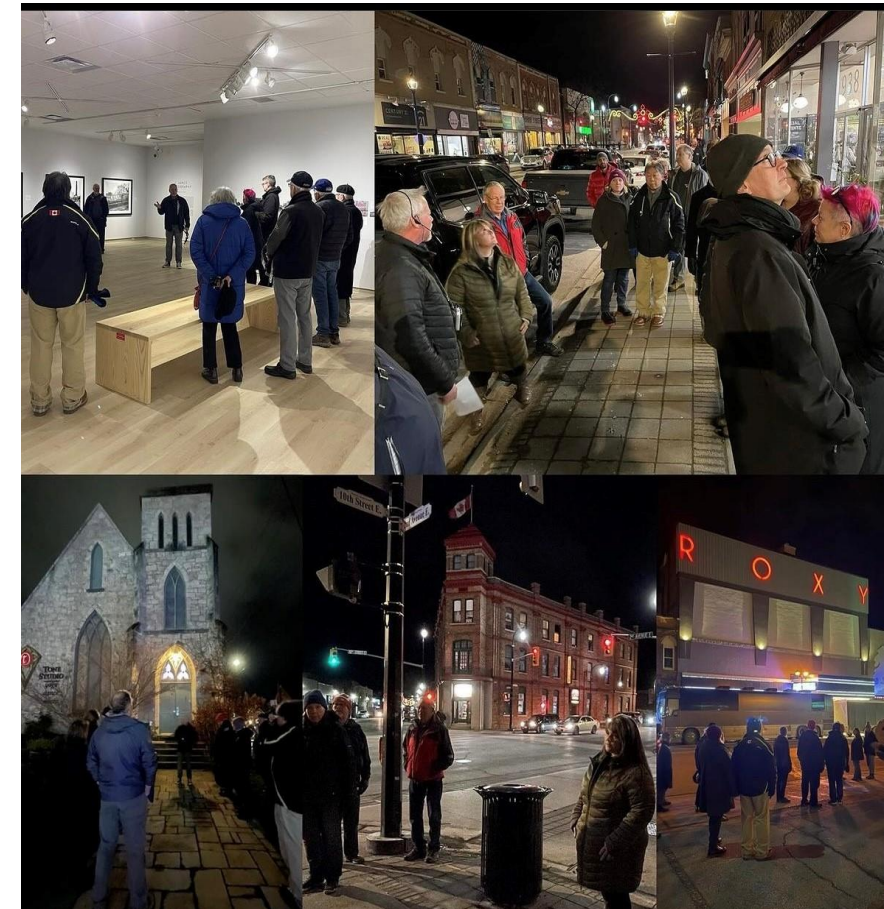
**TOM** TOM THOMSON ART GALLERY



## IS IT TOM?



## Guided Historic Walking Tours



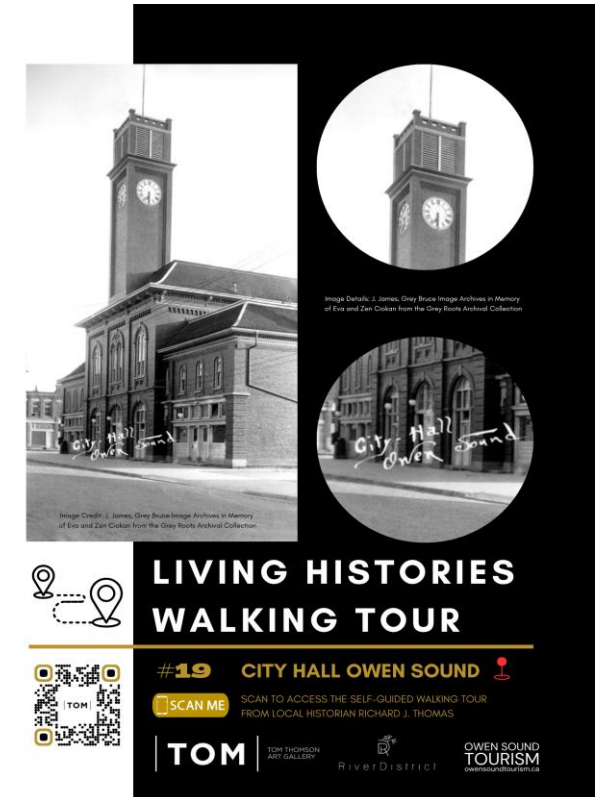
# Living Histories Self-Guided Historic Walking Tour



- 22 featured locations captured in historical photographs by J. James
- 6 locations with audio recordings from Richard J. Thomas giving insight to the history of each building and its evolution.



- Scan QR code to access self-guided tour
- Codes located on all signage boards at each of the 22 locations around town.



# Family Day

## FAMILY DAY MONDAY FEBRUARY 19

Get ready for a day of art, making memories and participating in a variety of fun activities. Here's what you can expect:

- ✓ Living Histories Walking Tour - 11am-12pm  
Pre-registration required, spaces limited.
- ✓ Self-Guided ArtCart Activities for all ages!
- ✓ Self-Guided Tours of Exhibitions



**GALLERY  
OPEN:  
12-4pm**

**TOM**

## LIVING HISTORIES WALKING TOUR

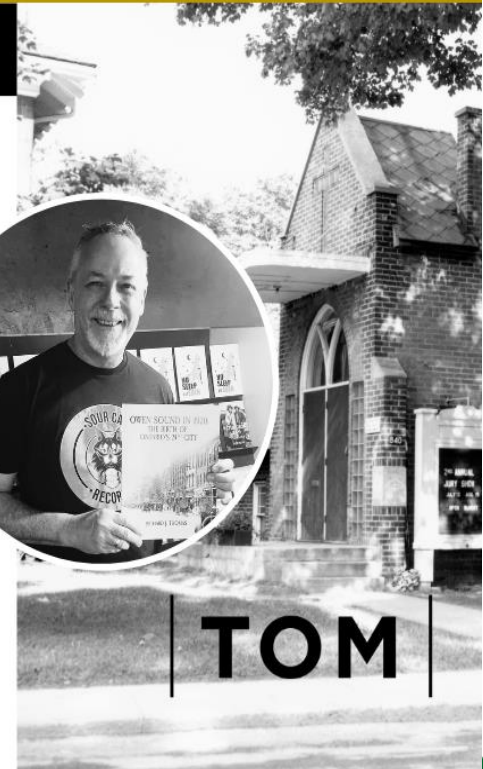
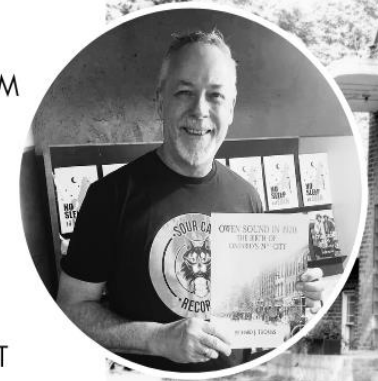
**LED BY LOCAL HISTORIAN RICHARD J. THOMAS**

**WHEN:** MONDAY FEBRUARY 19  
(FAMILY DAY MONDAY)  
11AM-12PM | FREE

**WHERE:** TOUR STARTS OUTSIDE THE TOM  
HIGHLIGHTING 22 FEATURED  
SITES IN OWEN SOUND AND  
CONCLUDES AT THE GALLERY  
FOR A PREVIEW OF THE LIVING  
HISTORIES EXHIBITION.



ENJOY A COMPLIMENTARY HOT  
CHOCOLATE OR COFFEE  
GENEROUSLY PROVIDED BY  
COBBLE BEACH.



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sound**

# Babytime Program & School Tour Bookings



Babytime @ TOM



School Tour & ArtCart Activity

# Susan Dobson's Artist Talk @ TOM – February 10, 2024



# Front Cover & Feature Article in Escarpment Magazine





# Upcycling TOM Youth Art & Environment Project

The TOM is partnering with the Owen Sound Waste Watchers, Owen Sound River District and 18 classes (over 400 students) at Keppel-Sarawak Elementary School to turn bits of single-use plastic into lasting art! A local artist donated canvases to be recycled for new creations by students upcycling single-use plastics and repurposed material to recreate one of Tom Thomson's iconic works "Northern Lights". The works will be on display at the TOM in April to coincide and celebrate Earth Day on April 20th and then move to the Owen Sound River District locations to be highlighted in storefronts for the month of May.

# Exhibitions: Spring

## Soheila Esfahani



# Exhibitions: Spring

## Racquel Rowe



# Tom Thomson *Homecoming*



# Upcoming Exhibitions

**Michael Belmore**



**Bonnie Devine**



# ***Creative Pathways***

## Celebrating the Neurodivergent Community Exhibition & Community Project



# Fundraising Events 2024

## *Spring Fever: April 27*

**\$125**  
Only 50 tickets available!

# Spring Fever

April 27th @ The Butchart Estate  
Tickets on sale soon...

Activities	Food
Tarot Card Reader Sketch Artist Magician & More Surprises	Catered by Heat n' Eat Local Mixologist

**TOM** | TOM THOMSON ART GALLERY



# Fundraising Events 2024

## *Homecoming with Charles Hill: June 14/15/16*



# Fundraising Events 2024

## *A Deadly Pairing: September 6*



# Fundraising Events 2024

## *Trivia & Pizza Night @ Parkwood: November 6*





# Events

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**sound**  
where you *want* to live

## Home and Cottage Show – May 11 & 12

Held at the Harry Lumley Bayshore Community Centre & JD McArthur Arena and in partnership with The Grey Bruce Home Builders Association and Knights of Columbus  
140 Indoor Vendors – Banquet Halls and Arena Floor

- 40 Outdoor Vendors – front parking lot
- 30 Marketplace Vendors – NEW this year in the upper concourse
- Demonstrations
- Tickets are available cash at the door or online at [attackhockey.com](http://attackhockey.com)



# TD Harbour Nights

- Celebrating 22 years of live music on the harbourfront.
- 12 Sundays throughout the summer months starting in June.
- FREE live music event features many well-known solo artists, duos, trios, and bands as well as emerging artists offering a wide genre of music.
- Concerts start at 7:00 p.m. and are held at the Owen Sound Visitor's Centre at 1155 1st Avenue West, Owen Sound
- TD is the presenting sponsor and individual evening sponsors financially support the event.



# Mid-Week Music

- Music at the Market will be revitalized - "Mid-Week Music"
- 12 Wednesdays (4-6 p.m.) starting in June and running until mid-September in prominent locations throughout the City.
- This free concert series features some of the best musical talent from Owen Sound and the surrounding region.

# Outdoor Movie Nights

- NEW this summer! Best neighbourhood proposal wins a movie of their choice being shown on our new large blow-up screen!
- 4 movie nights will occur, 2 in July and 2 in August.
- Activities and activations are planned for each evening.



# Doors Open – Owen Sound

- Doors Open Ontario – Owen Sound is Saturday, August 24.
- 11 sites open from 10 a.m. to 4 p.m.
- Doors Open Ontario is a provincewide heritage tourism program that gives the public free access to explore fascinating heritage properties across Ontario.
- Showcases the buildings, natural spaces, infrastructure, and cultural landscapes that shape and define our communities.
- Adaptive reuse is the theme: showcasing heritage sites that have been repurposed to best serve their communities, while retaining their heritage attributes.

## Arts, Culture and Volunteer Awards

- The Arts and Culture awards have joined forces with the annual Volunteer awards to offer Arts, Culture and Volunteer Awards taking place at the Tom Thomson Art Gallery on Sunday, April 14 (2-4 p.m.).
- Winners are selected by a committee of past winners and nominees.



# Waterfront Festival – Canada Day

- Owen Sound will celebrate Canada Day on July 1 as part of The Sound Waterfront Festival.
- The multi-day, FREE, multi-cultural festival will feature entertainers, live music, vendors, food trucks, family activities, fireworks, and a focus on the area's rich history as well as actions of truth and reconciliation.
- The event takes place at Kelso Beach at Nawash Park.
- The multi day event is dependent on funding however Canada Day will be supported by financial support of sponsors.

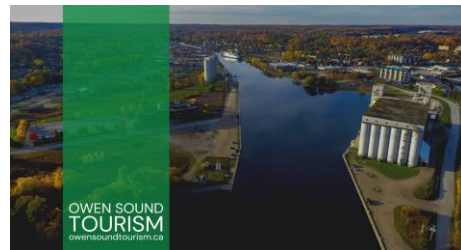




Tourism

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# The 3 Main Pillars of Tourism



## Product Development

- Develop and enhance our tourism offerings through strategic partnerships.

## Marketing and Promotion

- Promote Owen Sound as a tourist destination, through our publications, website, social media, advertising, e-newsletter, at trade shows and local events.

## Visitor Services

- Seasonal Visitor Centre open May to October.
- Visitor Services supported at City Hall through publications and digital resources from October to May.

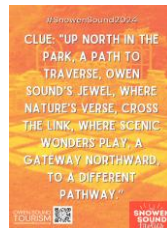
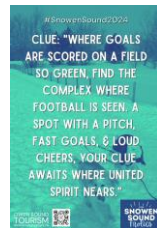
# NEW FOR 2024     ACT OS Working Group

- Community-based group to support and grow grassroots efforts.
- Fostering collaboration and encouraging teamwork and shared objectives.
- Offering direction and leadership.
- Facilitating effective information exchange.
- Supporting placemaking initiatives and tourism packages.



# 2024 Returning Events and Experiences

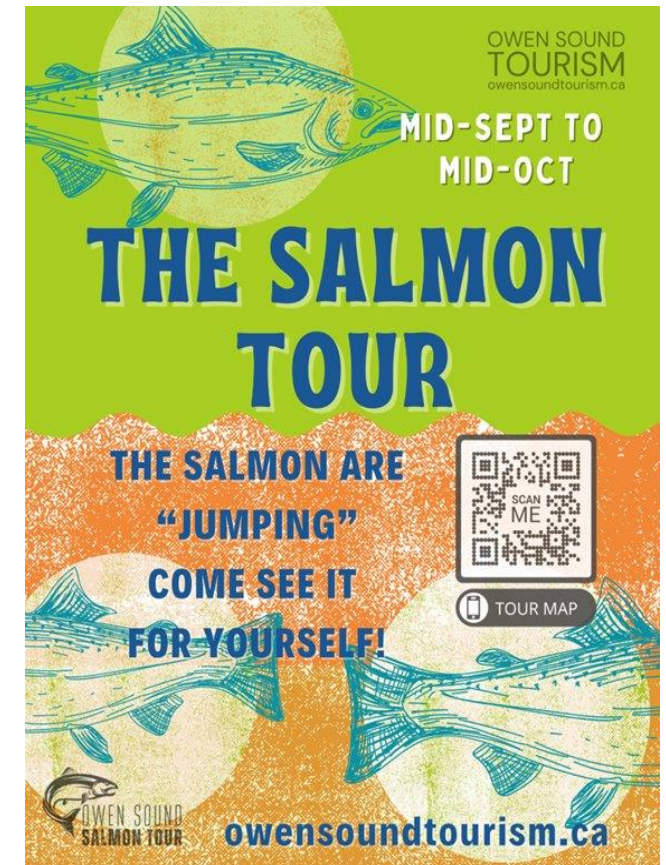
## Snowen Sound Frolics



## Savour Owen Sound



## The Salmon Experience



# New for 2024 STQRY APP

- Revolutionizing visitor experiences.
- Interactive maps, offering intuitive navigation for tourists and visitors.
- Virtual tours, providing immersive experiences from anywhere.
- Opportunity to highlight the distinctive features and attractions in the City.



# 2024 Marketing & Promotions

**365 Marketing:** Highlight seasonal city assets.

**Showcase & Promote:** Seasonal attractions.

**Strategic Approach:** Comprehensive plan.

**Targeted Promotion:** Tailored for specific audiences.

**Integrated Marketing:** Coordinated efforts.

**Measure Success:** Track and adjust campaigns.

**Influencer Collaboration:** Partnering with influencers for marketing.

**Cost-effectiveness:** Utilizing influencers for efficient spending.

**Targeted Tourism Marketing:** Reaching specific audience segments.

**Influencer Reach:** Leveraging their existing audience.

**Authenticity:** Influencers provide genuine endorsements.

**Engagement:** Generating interest and interaction.

**Measurable Results:** Tracking influencer impact on marketing efforts.



# NEW FOR 2024 Visitor Services at the TOM

- Student Tourism Ambassadors enhance customer experiences onsite and at various City events.
- Printed and digital maps, brochures, and guides for navigation and information.
- Information packages with transportation, accommodation, and event recommendations.
- Owen Sound branded merchandise.
- Guided and self-guided tours.
- Bicycle rentals and complimentary Wi-Fi access.

