



CREATIVE CONNECTIONS INC.

Mary-Anne Murphy – Cultural Coordinator

What We Do



- We identify, support, develop and promote a broad range of arts and culture activities, making Oxford a better place to live, work, play and invest.

Cultural Sectors Represented



- Performing Arts
- Literary Arts
- Heritage
- Visual Arts
- Natural Heritage and Horticulture
- Youth
- Festivals and Events
- Other culturally related businesses

OCCI Board



- OCCI board consists of 10 volunteer leaders.
- Lisa Miettinen, Diane Smith, Ted Comiskey,, Linda Yeoman, Bruce Hartley, Patricia Phelps, Kate Innes, Scott Gillies, Jim Groulx, Yvonne Snyder
- 1 part-time staff, Mary-Anne Murphy

Covid-19 Response



- Like most organizations, OCCCI has had to quickly adapt.
- Our events and galleries were placed on virtual platforms.
- We helped local Arts and Culture organizations and individuals to create and manage new and existing online platforms.

Oxford Creates 14th Annual Art Show and Sale



- The show was held virtually in 2020.
- 35 artists and authors participated.
- A new website was built to host this online show.
- We will do the same for 2021.



Community Galleries



- Our 13 galleries provide opportunities for both emerging and established artists.
- Many of these galleries remained operational during the lockdowns.
- A new rotating schedule will be made with hopes that we will have more visitors in 2022.



Oxford Creative Christmas Market



- Created in 2020 and will be held again this year.
- An interactive on-line platform using Facebook
- Artists post items that they have for sale during the holiday season and are contacted directly by the customer.
- This show will run from November 1 – December 24th this year.

Oxford Makers' Market



- Started in January of 2020.
- Similar to the Virtual Christmas Market.
- This virtual shopping platform runs year round.
- Artists and crafters use this platform to reach potential customers throughout the year. They post new items as they are created.

Meet the Makers



- Started in 2020
- On-line platform using Facebook and Instagram
- A different artist is featured each week.
- This is a permanent platform for OCCI members to showcase their work.

Website Building and Social Media Setup



- OCCI has been helping our creative community to build websites and social media platforms for their businesses. Many of the artists did not have a website prior to the pandemic. Having a robust online presence is crucial.
- OCCI built a new website this year and advertises all County Arts and Culture events through our online calendar.

Creative Workshops



- OCCI held art classes at Annandale National historic site for both children and adults this year.
- We will continue to hold classes during 2022.

Juried Art Shows



- Love is a Gift of Art - Valentines Day Show
- Escape to Spring Show
- A Gift for Mom - Mothers Day Show
- Coffee themed juried show with Early Bird Coffee
- Small Wonders, Big Talent Annual Show
- Five new shows will be scheduled for 2022.

Art on the Lawn



- A show was held on the Lawn of Annandale National Historic Site on September 11th. This show coincided with the Small Wonders, Big Talent Art Show which was being held inside.

Pop Up Art Market



- The City of Woodstock is allowing us to use two empty buildings in downtown Woodstock. We will be holding a Pop Up Christmas Art Market in partnership with the BIA.
- This show will start on November 26th.

Other Projects



- Art From the Heart Annual United Way Art Auction. Artists donate work.
- Woodstock Hospital Art Program
- OCCI Coordinator is currently enrolled in a Digital Marketing Course.
- OCCI helped to facilitate Covid-19 recovery grants for local Arts organizations.

Sources of Funding 2020



- Oxford County Council Funding- \$60,000
- \$23,500 - In-kind donations (Office, internet, facility rentals, storage space)
- \$1500 Corporate Sponsorship

Council Recognition



- OCCI website home page – Logo and mention
- Facebook/Instagram description - mention
- Logo on page one of OCCI brochure
- Logo on our newsletter
- Oxford Creates online Art Show web page – logo
- Mention on all email correspondence
- Mentioned in all interviews
- Logo on all marketing materials

2022 Request



- OCCl is asking Oxford County Council for \$60,000 for 2022.

Thank You!



- Thank you to Oxford County Council for your continued support!

