



Mackenzie Community Arts Council

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June 1, 2024

ATTENTION: District of Mackenzie Mayor and Council

Dear Mayor and Council,

Re: Request for Letter of Support for Canadian Council for the Arts: Cultivate Grant

Mackenzie Community Arts Council would like to start by expressing our sincere gratitude to the District of Mackenzie and Recreation Services for your continued support through these exciting times. MCAC is about to relocate to our new facility and, to be sustainable, we need to develop new business models, explore new collaborations, and strengthen existing partnerships.

One of MCAC's Strategic Goals includes establishing our virtual presence/online commerce as well as a building a network of neighboring Galleries across Northern BC. To accomplish this, MCAC is working on a grant proposal intended to cultivate a strong network of stakeholders, all connected by a common need to fortify rural communities in Northern BC.

This project seeks to expand tourism through arts and culture, as well as establishing strong ties between various sectors for the benefit of the whole community. Our goal is to bolster community growth and impact, by connecting the Arts Sector with other Organizations that share common challenges, such as attracting and retaining volunteers and staff, by offering high-quality, enhanced programming, as well as increasing revenues through tourism. This Project will promote collaboration between organizations and various artists such as musicians, actors, sculptors, visual artists, and photographers by creating a network to expand reach, enhance tourism, increase economic prosperity, and attract new talent to our community.

Mackenzie is a hidden gem of the Canadian Rockies! It is also a picturesque mecca for outdoor recreation, offering rare opportunities to see wildlife such as caribou and migrating birds. Mackenzie is a place with vast untapped potential. Our forests and wildlife are a huge part of our local culture, and we are an undiscovered destination for

outdoor enthusiasts and creatives. We have world-class hiking, biking, skiing, canoeing, camping and scenery, all within range of our community.

MCAC's mandate is to build the community through the arts; bringing people together to share experiences that inspire the creative exchange of ideas; and to improve the quality of life, while developing, nurturing, and celebrating the arts. Our Mission is to increase and broaden arts and cultural opportunities for all community members. We support, encourage, and promote arts and culture in Mackenzie and surrounding areas, through education, coordination of programs and raising public awareness. MCAC seeks to connect Artists with emerging opportunities, to enhance arts and culture for the community and drive tourism.

The objectives of this project are to create new opportunities, expand tourism and increase revenues by cultivating a hardy network of individuals and organizations that can share resources and talent to strengthen connections across sectors, increase growth and expand collective impact. There are common challenges that affect all sectors, and by finding common solutions - such as increasing revenues and attracting/retaining talent - we intend to build a more resilient and sustainable arts sector. A thriving arts community helps to develop a healthier, happier community, with enhanced opportunities to connect and share experiences. This expansion will help to create a more equitable, accessible, and connected arts sector, with the potential of attracting new talent to our community.

This project will open communication and help to synchronize our efforts for compounded gains. MCAC seeks to increase engagement, by offering high-quality programming, events, and new opportunities to collaborate, between sectors. Attracting interest from cross-sector stakeholders will expand our reach, increase economic prosperity, improve the quality and enjoyment of life for residents, and therefore increase the retention of volunteers and staff in our community. The more Mackenzie has to offer, the more we will attract and retain newcomers, their families, entrepreneurs, and tourists, alike.

We will be applying for the Canadian Council of Arts: Cultivate grant to begin the process of building this tourism loop/online network. MCAC would like the support of the District and Council to partner with Recreation Services to pilot this online network. We require no financial commitment and will merely seek feedback and input to develop our platform, so that it meets the needs of our community.

MCAC would like to request:

THAT, the District of Mackenzie supports the application to Canadian Council for the Arts: Cultivate from the Mackenzie Community Arts Council for their Project, the Creative Hands of the North Talent Hub, with Recreation Services as one of our stakeholders to pilot the project.

Thank you for your time and consideration.

Sincerely,

Michelle Bobrel
Mackenzie Community Arts Council President/Executive Director
w.250-997-5818/c.250-997-1339

I acknowledge that I live, work and create within the traditional territory of the Tse'khene People of the McLeod Lake Indian Band.