



Program to foster the arts in Bracebridge moves to next step

BRACEBRIDGE, ONT – The Town of Bracebridge’s Administration and Finance Committee is recommending to Town Council the development of a new program designed to create an “arts” attraction in the core of Bracebridge that will also assist in the development of new artists throughout Muskoka. Artists will be provided certain locations in downtown Bracebridge to display and sell their works of art.

As outlined in a report from the Town’s Economic Development Department, the program will be introduced on a trial basis during two weekends in August of 2008. The artists will be subject to certain rules and regulations and be required to apply to be part of the program. Muskoka Arts and Crafts Inc. will assist the Town by providing a jury process to approve the artists’ participation. At the end of August, the project partners will undertake a review of the program with the intention of making improvements for a summer-long program in 2009.

During the meeting, Councillor Lori-Lynn Giaschi-Pacini said, “Arts and Culture is truly a strength in Muskoka and it is time to grow on these areas, in our efforts of making Bracebridge a destination”. Councillor Giaschi-Pacini first discussed this type of program with the Economic Development Advisory in 2007.

According to Sara Hall, President of Muskoka Arts and Crafts, “To offer artists who are just starting out the chance to participate in a venue like this is just terrific. This program will not only work to attract people to Manitoba Street, it’s going to help nurture Muskoka’s emerging artists, giving them many of the skills needed to succeed in the business of art”. Hall also indicated, “It is wonderful to be part of something which will, I believe, in time become a defining feature of Bracebridge.”

Another program partner is the Muskoka Small Business Centre that, over the past couple of years has focused workshops targeted directly with artists doing business in Muskoka. Deena Brock, the Managing Consultant said, “Our experience with this group in the past is that new artists need very specific assistance in developing and honing their business skills. Through this new initiative, we will be able to provide group and one-on-one consultation with these Muskoka’s new arts business people”.

The next step in the approval process is before Town of Bracebridge Council on June 18, 2008. If approval is granted, the partners will begin implementation immediately.

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About Bracebridge – The Town Bracebridge is Muskoka’s fastest growing urban municipality with a current population of over 15,600 that increases to over 30,000 during the summer months. Bracebridge, “the Heart of Muskoka”, offers citizens unique quality of life through its location in the centre of Muskoka, a world-renowned pristine natural environment. The community has a diversified economic base with numerous educational, social, recreational and cultural resources. The Town is positioned on the 45th parallel, halfway between the Equator and the North Pole, and is recognized as Santa’s summer home.