



Annual Report 2024-2025

ART PONTIAC

Annual Report 2024–2025

art
PONTIAC
PONTIAC ARTISTS' ASSOCIATION

PRESENTS

CELEBRATION OF YOUTH & THE **GRAND RE-OPENING**

Silent Auction
Art Activities for Youth
Music
Artful bites
Prizes

august 23, 2025

28 rue Mill, Portage-du-fort,
QC J0X2T0



Renewal • Growth • Strategic Transformation



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President's Message

Art Pontiac Annual General Meeting

Dear Members, Artists, Patrons, and Friends,

As I reflect on this past year, I am filled with gratitude, pride, and renewed conviction in the extraordinary strength of our creative community.

This was not an ordinary year. It was, in many ways, a year of renewal and rebuilding.

Following a period of reduced activity over the previous two years, Art Pontiac entered this fiscal year with both opportunity and responsibility before us. Programs required revitalization, systems required updating, and community engagement required renewed momentum. Re-establishing clarity, stability, and forward direction required collaboration, patience, and a shared belief in what this organization can be.

I am grateful to **Stephanie Pete**, our previous President, for her dedication and leadership during challenging seasons. Serving in volunteer leadership roles requires resilience and care, and we thank her sincerely for the time and commitment she gave to Art Pontiac.

I would also like to extend heartfelt appreciation to **Pat Forrest**, our Treasurer, for her steady financial oversight and continued diligence. Responsible stewardship is the foundation of any sustainable organization, and her work has been invaluable in helping guide us through this transition period.

Because of the work laid before us — and the collective effort of this board and membership — we have been able to move forward with renewed focus and measurable progress.

Art Pontiac continues to evolve — not only as a regional cultural cornerstone rooted in the historic Stone School — but as an expanding, inclusive arts organization reaching beyond geographic boundaries. While we remain deeply committed to enriching the cultural and tourism vitality of the Pontiac region, our membership and programming now extend far beyond it. Artists, patrons, and supporters from across Canada and beyond are helping us shape a vibrant, globally connected creative community.

One of our most significant achievements this year has been the launch of our new website — a dynamic, professional platform designed to better serve both our members and the public. At the heart of this new site is our Member Portal, empowering artists to create and manage their own personalized webpage. Members can now showcase their biography, artist statement, portfolio images, and contact information — strengthening their professional presence while remaining connected to the broader Art Pontiac network. This represents a meaningful investment in artist visibility and long-term professional development.

We have also strengthened our digital footprint significantly. Through donated professional video equipment and advanced creative software, we have begun producing high-quality artist interviews, educational content, and promotional media. We are preparing to launch our YouTube instructional series — expanding access to arts education while developing sustainable revenue opportunities for the organization.

Our social media presence continues to grow steadily, increasing engagement and expanding our reach beyond the region.

Financially, we close the year with a positive surplus — a particularly encouraging outcome in what has been a rebuilding year. This reflects careful financial stewardship, strategic planning, and a strong commitment to restoring stability while investing in long-term growth.



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Art Pontiac is not simply resuming activity. We are laying a stronger foundation for sustainability, inclusivity, and excellence.

None of this would be possible without the dedication of our volunteer board, our artist educators, our members, our funders, and our supporters. Rebuilding requires resilience. Growth requires vision. Community requires commitment.

Together, we are demonstrating all three.

With gratitude and determination,

Keri-Anne Horvat (Chyzewsky)

Keri-Anne Horvat (Chyzewsky)
President, Art Pontiac



Executive Overview

The 2024–2025 fiscal year marked a defining chapter in the evolution of Art Pontiac — a year characterized by structural renewal, strategic repositioning, and measurable growth.

Under refreshed leadership and strengthened governance, the organization transitioned from stabilization into structured advancement. Financial systems were reinforced, programming diversified, membership expanded and earned revenue strategies implemented.

Membership increased by **47.5%**, bringing the organization to **42 active members**, reflecting renewed confidence and increased visibility.

Financially, Art Pontiac concluded the year with:

- Total Revenue: **\$22,302.33**
- Total Expenses: **\$16,932.97**
- Operating Surplus: **\$5,369.36**
- Closing Net Assets: **\$8,712.07**

This surplus reflects deliberate financial stewardship and diversified revenue development.

“A year of renewal, growth and strategic transformation.”

Art Pontiac enters 2026 positioned for sustainable growth, strengthened governance, and expanded cultural impact within the Pontiac region and beyond.



Governance & Organizational Development

Annual General Meeting

The 2025 Annual General Meeting was conducted in accordance with Quebec and Canadian nonprofit governance standards.

The following officers were confirmed:

- **President:** Keri-Anne Horvat (Chyzewsky)
- **Secretary-Treasurer:** Rhonda Sharpe Morrison
- **Language Ambassador:** Marie-Catherine Smith

The meeting reaffirmed quorum and compliance with bylaws, and received the President's Report, Treasurer's Report, and Committee Reports.

Governance modernization initiatives undertaken in 2025 include:

- Updated Bylaws (in progress)
- Comprehensive Policies & Procedures Manual
- Strengthened financial controls
- Clearer role delineation
- Formalized reporting structures

Consultant Jane Needles provided governance advisory support to ensure alignment with best practices.

These reforms reinforce accountability, transparency, and long-term institutional stability.



Leadership & Board Development

2025 marked a meaningful leadership transition.

With renewed executive direction, Art Pontiac adopted a sustainability-focused operational model emphasizing:

- Earned revenue
- Diversified income streams
- Professional presentation standards
- Member-centered programming
- Strategic communications

Leadership changes included:

- Appointment of a new President focused on strategic growth
- Consolidation of Secretary and Treasurer roles under strengthened financial oversight
- Recognition of outgoing leadership contributions
- Addition of a Language Ambassador to reinforce bilingual inclusivity

This structure enhances organizational clarity while reflecting the cultural identity of the Pontiac.



The Gallery in the School

Professionalization & Expanded Function

The Gallery in the School continues to serve as the creative heart of Art Pontiac.

In 2025, its role expanded from exhibition venue to multi-functional cultural hub.

Key outcomes:

- Two major exhibitions (virtual and on-site)
- Over 60 on-site visitors
- Four artworks sold within the first two days
- Expanded prize structure recognizing five artists
- Submission fees and commissions contributing to overhead

The gallery is now available for rental by artists, associations, and community groups for:

- Exhibitions
- Cultural talks
- Book launches
- Public events

Gallery rentals contribute directly to monthly overhead and strengthen earned revenue capacity.

2026 objectives include:

- Year-round exhibition scheduling
- Multiple solo exhibitions
- Development of repeat rental partnerships
- Launch of an Emerging Artists Wall in the Stone School Gift Shop

The Gallery is no longer simply a venue — it is a strategic asset.



Exhibition Program

The Exhibition Program remains central to Art Pontiac’s artistic mandate, public engagement strategy, and earned revenue development. During the 2024–2025 fiscal year, our primary exhibition initiative was the **Anything Beautiful Virtual Exhibition**, a fully digital showcase that demonstrated both adaptability and strategic growth.

As the sole exhibition within the reporting period, *Anything Beautiful* served not only as an artistic platform, but as a measurable revenue generator. The virtual format expanded audience reach beyond geographic boundaries, increasing visibility for participating artists while directly contributing to organizational income. Commissioned sales generated revenue for both artists and the organization, and the exhibition drove new memberships as participating non-member artists and engaged viewers recognized the tangible value of alignment with Art Pontiac.

Our virtual exhibitions are a deliberate component of our financial sustainability model. By reducing overhead costs associated with physical installations while expanding audience reach, they offer strong return on investment. They provide lasting digital archives, ongoing promotional assets, and extended sales visibility beyond the exhibition period — increasing long-term revenue potential rather than limiting sales to a single opening window.

Inclusivity remains foundational to our exhibition philosophy. Artists at all levels — emerging, mid-career, and established — are considered through an open and respectful submission process. We maintain high professional standards while ensuring accessibility and encouragement. Importantly, a significant percentage of non-member artists who participate in our exhibitions convert to membership, strengthening recurring revenue streams and expanding our engaged artist base. This pattern reflects a clear recognition of the professional exposure, community support, and continued opportunities Art Pontiac provides.

While outside the fiscal reporting period, the launches of **The Many Flavours of Life Exhibition** and **The Spectrum of Love Exhibition** demonstrate growing onsite momentum. These exhibitions build upon the digital foundation established during the fiscal year and are structured to further increase commissioned sales, membership growth, gift shop engagement, and event-based revenue.

Financially, the Exhibition Program contributes to sustainability through:

- Commissioned artwork sales
- Membership growth and renewals
- Increased donor and patron engagement
- Expanded audience reach leading to future participation and revenue

Through a strategic hybrid model — combining digital innovation with strengthened onsite programming — Art Pontiac’s Exhibition Program functions not only as a cultural platform, but as an essential revenue engine supporting long-term organizational resilience and artistic opportunity.



Water Birds — Acrylic

Winter Sunset — Oil on Canvas

Dragon's Soul — Acrylic & Oil on W



Beyond the Easel

Studio Tour as Cultural Experience & Professional Platform

One of Art Pontiac’s most dynamic and community-facing initiatives is **Beyond the Easel: Studio Tour** — a signature experiential program designed to deepen public engagement with the artistic process.

Unlike traditional exhibitions, Beyond the Easel invites visitors directly into the creative environments of participating artists. Studios become immersive spaces where artistic practice is not only displayed but experienced.

This model serves two equally important functions:

Cultural Tourism & Regional Economic Impact

The Studio Tour draws audiences into the Pontiac region, encouraging visitors to explore rural landscapes, heritage spaces, and creative communities.

Impact areas include:

- Increased regional visitation
- Extended visitor stays
- Cross-promotion of local businesses
- Cultural destination positioning
- Reinforcement of Pontiac’s creative identity

The tour situates art within place — aligning creative practice with geography, landscape, and regional culture.

By decentralizing exhibition space and activating private studios, Art Pontiac transforms the entire region into a cultural corridor.

Professional Development & Artist Advancement

For participating artists, Beyond the Easel provides:

- Direct audience engagement
- Sales opportunities without intermediary commissions
- Platform for storytelling and process explanation
- Increased professional visibility
- Relationship-building with collectors

Studios function simultaneously as:

- Exhibition space
- Retail environment
- Educational setting
- Brand-building opportunity

This format strengthens artist confidence while enhancing public understanding of materials, technique, and creative journey.

“Beyond the Easel embodies visibility, connection, and celebration of artistic life.”



Strategic Growth Objectives (2026 and Beyond)

To strengthen impact in both tourism and professional development, Art Pontiac has identified the following priorities:

- Expand the number of participating studios
- Develop structured wayfinding maps
- Introduce detailed artist profiles
- Increase targeted digital marketing
- Leverage sponsorship and optional tour passes
- Strengthen media partnerships

By formalizing and scaling the Studio Tour model, Art Pontiac is building a sustainable, repeatable program with measurable economic and artistic value.

Beyond the Easel represents more than an event — it is a long-term strategic asset.



Artist of the Month

Structured Professional Visibility & Digital Engagement Strategy

In February 2025, Art Pontiac formally launched the **Artist of the Month** program — a structured, multi-platform initiative designed to elevate member visibility and strengthen professional positioning.

This program was developed not as a promotional gesture, but as a strategic professional advancement tool.

Each selected artist receives:

- A professionally written feature profile
- A curated foyer display at the Stone School
- Cross-platform promotion on social media
- A professionally produced 10-minute video interview
- Publication on the Art Pontiac Artist Association YouTube Channel
- Archival placement on the Art Pontiac website

This initiative establishes consistent institutional recognition while providing artists with tangible professional assets.

Professional Exposure Objectives

The Artist of the Month program is designed to support measurable professional growth through:

- Increased digital reach
- Expanded collector visibility
- Searchable online portfolio presence
- Public speaking and interview experience
- Content assets usable in grant and residency applications

By producing high-quality interview content, Art Pontiac supports artists in building media-ready profiles.

Each video interview strengthens:

- Professional credibility
- Personal narrative articulation
- Public presentation skills
- Portfolio documentation

Digital Engagement Goals

The program is aligned with defined engagement targets:



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- Feature 12 artists annually
- Increase YouTube subscriber growth
- Expand video views and watch time
- Increase website traffic to artist pages
- Convert digital exposure into exhibition attendance and sales

By integrating video, web presence, and in-gallery display, the program connects digital visibility with physical audience engagement.

The Artist of the Month initiative reinforces Art Pontiac's commitment to professionalization.

Visibility is not incidental — it is strategic.

Long-Term Strategic Value

Over time, this program will build:

- A digital archive of member interviews
- A searchable repository of artistic practice documentation
- An expanding public-facing portfolio library
- Institutional credibility for grant reporting
- A stronger brand identity for Art Pontiac

The Artist of the Month program bridges storytelling, professional development, and institutional visibility.

It complements exhibitions and studio tours by ensuring that artist recognition remains continuous — not episodic.



Stone School Gift Shop

Earned Revenue & Community Cultural Anchor

The Stone School Gift Shop continues to evolve as both a strategic revenue contributor and a vibrant community gathering space.

Operating under newly formalized Policies and Procedures, the Gift Shop reflects Art Pontiac's commitment to professionalism, transparency, and sustainability while maintaining its welcoming and accessible character.

The shop features:

- Member-created fine art
- Jewellery
- Fibre arts
- Writing and music
- One-of-a-kind handcrafted works

This curated retail environment supports artists directly by providing year-round sales opportunities beyond exhibition cycles.

Revenue & Sustainability Role

The Gift Shop plays a measurable role in earned revenue generation.

Contributions include:

- Direct artwork sales
- Seasonal promotions
- Calendar sales
- Vendor participation
- Cross-promotion with exhibitions

By diversifying revenue through retail, Art Pontiac strengthens its ability to offset monthly overhead and reduce reliance on unpredictable grant cycles.

This aligns with the Board's long-term sustainability objective:

To cover core operational expenses through diversified earned revenue streams.

Community Engagement & Cultural Presence

Equally important is the Gift Shop's function as a cultural entry point.

The Stone School serves as:

- A welcoming public arts space
- A place for informal conversation
- A tourism touchpoint
- A showcase of regional creativity



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2025 highlights include:

- The Stone School Gift Shop Jingle aired on CHIP-FM
- A radio interview promoting the 2026 Art Pontiac Calendar
- Increased foot traffic
- Expanded local awareness

These initiatives strengthened public familiarity with Art Pontiac while reinforcing the organization's role within the community.

Volunteer Stewardship

The Gift Shop operates through dedicated volunteer engagement.

Volunteers contribute to:

- Retail operations
- Event coordination
- Artist intake
- Display rotation
- Visitor welcoming

This volunteer participation strengthens internal cohesion while fostering shared ownership of the organization's success.

The Gift Shop is not merely transactional — it is relational.

It represents the intersection of art, community, and sustainability.



Pontiac School of the Arts

Educational Growth & Youth Cultural Impact

Educational programming remains central to Art Pontiac's long-term mission.

Through the Pontiac School of the Arts, the organization continues to expand structured learning opportunities while strengthening community access to arts education.

2025 marked a year of program refinement, curriculum development, and future-focused planning.

Discovery Workshops for Youth

The Discovery Workshops for Youth program continues to serve as an accessible entry point into creative practice.

Program goals include:

- Encouraging creative confidence
- Developing foundational artistic skills
- Introducing multiple mediums
- Providing safe and inclusive learning environments
- Cultivating early artistic identity

Plans for 2026 include:

- Launch of new curriculum modules
- Expanded workshop calendar
- Increased seasonal programming
- Stronger integration with exhibition cycles

By investing in structured youth education, Art Pontiac is building long-term cultural sustainability.

Educational Infrastructure Development

The Pontiac School of the Arts is evolving beyond occasional workshops into a more defined educational framework.

Key areas of development include:

- Calendar-supported workshops
- Professional artist educators
- Expanded adult learning sessions
- Integration with digital platforms
- Clear program pathways for participants

This institutional development ensures that education is not ad hoc, but strategic.



Digital Mentorship & Virtual Expansion

The development of the Art Wisdom Channel and virtual programming strengthens accessibility.

Digital programming allows:

- Remote participation
- Ongoing mentorship
- Archival instructional resources
- Broader geographic reach

By combining in-person and digital instruction, Art Pontiac increases inclusivity and extends its educational footprint beyond physical boundaries.

Community Impact

Educational programming strengthens:

- Intergenerational engagement
- Family participation
- Creative literacy
- Community cohesion
- Public appreciation for the arts

Youth programming also reinforces Art Pontiac's identity as more than an exhibition organization — it is an educational institution.

Education is an investment in cultural continuity.

The Pontiac School of the Arts strengthens both present participation and future artistic leadership.



Digital Transformation & Brand Development

Infrastructure Strengthening & Public Visibility

In 2024–2025, Art Pontiac undertook meaningful steps toward digital modernization — not as a trend-driven adjustment, but as a strategic institutional priority.

Supported in part by the **MRC Pontiac Digital Transformation Grant (\$12,722.50)**, the organization strengthened its digital infrastructure to enhance visibility, professionalism, and accessibility.

Digital growth was approached through two equally important lenses:

- Operational infrastructure
- Brand identity and public perception

Infrastructure & Platform Development

Key advancements included:

- Website enhancements
- Launch of individual Artist Web Pages
- Development of structured online exhibition presentation
- Expansion of YouTube interview content
- Strengthened digital communication tools

The introduction of personalized Artist Web Pages represents a significant professional milestone.

These pages allow members to:

- Upload curated artwork portfolios
- Provide written descriptions
- Share artistic process narratives
- Maintain updatable professional profiles
- Engage directly with online audiences

This initiative strengthens long-term discoverability and positions Art Pontiac as a digital arts platform — not solely a physical venue.

Brand Identity & Visual Cohesion



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The introduction of the new Art Pontiac logo — symbolizing the river’s flow, the artist’s brushstroke, and renewal — anchors a more cohesive visual identity across:

- Exhibitions
- Studio Tours
- Gift Shop materials
- Digital media
- Educational programming

Brand consistency strengthens institutional credibility.

It ensures that public-facing materials reflect the professionalism of internal operations.

YouTube & Storytelling Strategy

The Art Pontiac Artist Association YouTube Channel has become a structured extension of the organization’s public voice.

Programming includes:

- Artist of the Month interviews
- Studio Tour features
- Exhibition highlights
- Community storytelling

These digital assets serve multiple functions:

- Archival documentation
- Professional exposure for artists
- Public accessibility
- Grant reporting support
- Institutional legitimacy

Digital transformation has moved Art Pontiac from limited online presence to strategic digital engagement.

Measurable Digital Objectives

Moving forward, digital strategy will focus on:

- Increasing video views and subscriber growth
- Expanding website traffic
- Strengthening search visibility
- Improving conversion from digital engagement to in-person attendance
- Building a digital archive of institutional activity



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By aligning infrastructure and identity, Art Pontiac ensures that its digital presence mirrors its growing professional standards.

Digital transformation is no longer experimental — it is foundational.



Membership Growth & Organizational Confidence

From Stabilization to Strategic Momentum

The 2024–2025 fiscal year marked a measurable shift in member engagement and organizational confidence.

Membership increased by **47.5%**, with more than **20 new members joining since July 2025**, bringing total active membership to **42 artists**.

This growth reflects more than numerical expansion — it signals restored confidence and strengthened institutional credibility.

Comparative Perspective

In prior years, Art Pontiac operated primarily in stabilization mode:

- Limited programming cycles
- Reduced public visibility
- Reactive operational management
- Narrow revenue streams

In contrast, 2025 demonstrates:

- Structured programming calendar
- Diversified revenue development
- Professionalized exhibition standards
- Digital visibility expansion
- Clear governance reforms
- Defined sustainability goals

Membership growth follows institutional strength.

As visibility, structure, and programming expanded, artists responded with renewed engagement.

Drivers of Growth

Several factors contributed to increased membership:

- Launch of Artist of the Month
- Beyond the Easel Studio Tour expansion
- Improved website functionality
- Digital artist profile pages
- Clear governance transparency
- Professional exhibition presentation
- Consistent communications

Artists are more likely to invest in membership when they perceive:



- Stability
- Opportunity
- Professional growth
- Institutional integrity

2025 delivered on these indicators.

Member Benefits Strengthened

Membership now offers:

- Exhibition opportunities
- Studio Tour participation
- Artist profile web pages
- Digital interviews
- Gift Shop retail presence
- Workshop participation
- Institutional affiliation

These tangible benefits support professional advancement while reinforcing collective identity.

Organizational Confidence

Membership growth is both outcome and indicator.

It reflects a renewed belief in the organization's direction and demonstrates that Art Pontiac is moving beyond recovery toward sustainable expansion.

Growth follows clarity.

With strengthened leadership, defined strategy, and visible results, Art Pontiac has entered a period of institutional confidence.



Financial Performance & Sustainability Strategy

Measured Growth & Strategic Transition

The 2024–2025 fiscal year reflects a deliberate shift from financial stabilization to structured sustainability.

Art Pontiac concluded the year with a confirmed operating surplus of **\$5,369.36**, increasing net assets from **\$3,342.71** to **\$8,712.07**.

This surplus is not incidental — it is the result of intentional diversification and disciplined expenditure management.

Financial Summary

Total Revenue: \$22,302.33

Total Expenses: \$16,932.97

Operating Surplus: \$5,369.36

The organization now holds strengthened reserves, improving its capacity to manage seasonal fluctuations and invest in future programming.



Revenue Composition & Strategic Analysis

Revenue in 2024–2025 was strategically diversified across multiple categories.

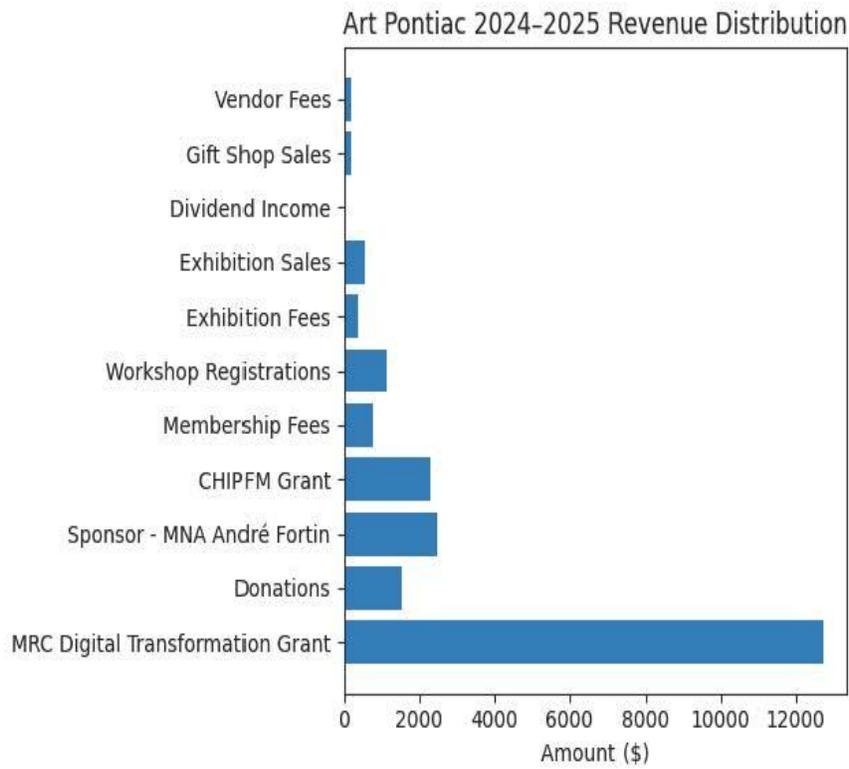


Art Pontiac

Revenue Distribution Report

Fiscal Year Ended August 31, 2025 (Unaudited)

Total Revenue: \$22,302.33





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Major contributors included:

- **MRC Pontiac Digital Transformation Grant — \$12,722.50**
- Sponsor Contribution (MNA André Fortin) — \$2,500.00
- CHIP-FM Grant — \$2,300.00
- Donations — \$1,531.96
- Workshop Registrations — \$1,145.00
- Membership Fees — \$770.00
- Exhibition Fees & Sales — \$959.87 combined
- Gift Shop & Vendor Fees — \$368.39

Strategic Interpretation

While grant funding played a significant role this fiscal year, earned revenue streams expanded meaningfully.

Growth areas include:

- Workshop registrations
- Exhibition submission fees
- Direct art sales
- Gift Shop retail
- Vendor participation
- Gallery rental potential

The organization's long-term objective is clear:

To progressively reduce reliance on single-source grants and increase earned, repeatable revenue streams.

Grant funding remains valuable, but sustainability depends on diversified internal capacity.



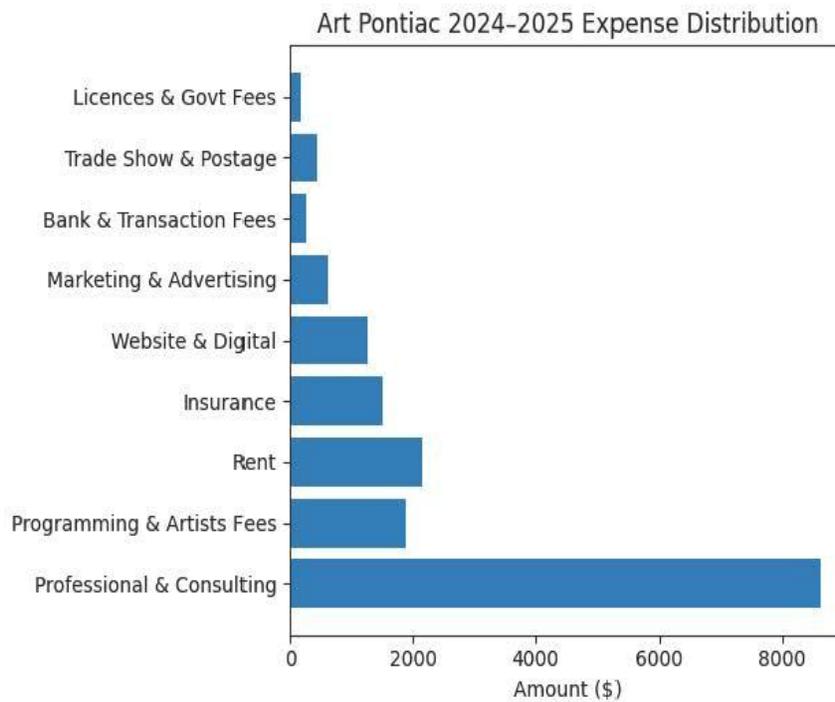
Expense Allocation & Operational Discipline

Art Pontiac

Statement of Expense Distribution

Fiscal Year Ended August 31, 2025 (Unaudited)

Total Disbursements: \$16,932.97



Prepared for Annual General Meeting



Total expenses of **\$16,932.97** reflect disciplined cost management.

Largest expenditure categories:

- Consulting & Professional Fees — \$8,623.13
- Artists' Fees — \$1,885.00
- Rent — \$1,800.00
- Insurance — \$1,509.37

Strategic Interpretation

Consulting investments reflect governance modernization and infrastructure strengthening — foundational work that improves long-term operational stability.

Artist fees and rent represent direct program and facility support — aligning expenditure with mission delivery.

Notably, administrative and overhead costs were contained while maintaining program expansion.

Operational discipline ensured that programming growth did not outpace financial capacity.



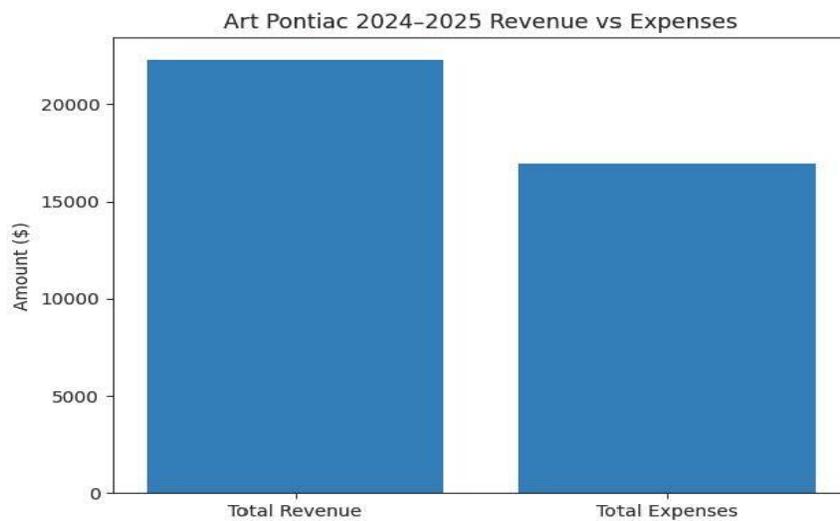
Revenue vs. Expense Position

Art Pontiac

Revenue vs Expense Report

Fiscal Year Ended August 31, 2025 (Unaudited)

Total Revenue: \$22,302.33
Total Expenses: \$16,932.97
Excess of Revenue over Expenses: \$5,369.36



The revenue-to-expense comparison demonstrates:

- Positive operating margin
- Improved financial balance
- Strengthened reserve position
- Reduced financial vulnerability

This surplus allows Art Pontiac to:

- Invest in program expansion
- Buffer seasonal variability
- Pursue multi-year strategic planning
- Strengthen sustainability infrastructure



Sustainability Transition Strategy

Art Pontiac is intentionally shifting toward a blended revenue model built on:

1. Gallery Rentals
2. Studio Tour participation
3. Workshop programming
4. Gift Shop retail
5. Digital content expansion
6. Sponsorship development
7. Exhibition commissions

The objective is to cover core monthly overhead through diversified earned income.

Grants will continue to be pursued strategically, but operational stability will not depend solely upon them.

Sustainability is not a single grant — it is structural design.

The 2024–2025 fiscal year marks the beginning of that structural shift.



Volunteer Recognition

Collective Dedication & Individual Contribution

Art Pontiac's progress in 2024–2025 reflects not only strategic planning and financial stewardship, but the sustained commitment of volunteers who support the organization at every level.

Volunteer engagement strengthens operational capacity, reinforces community ownership, and sustains programming momentum.

From exhibitions to studio tours, youth workshops to the Stone School Gift Shop, volunteers provide essential continuity.

Board Leadership & Governance Service

The Board of Directors provides strategic oversight, governance accountability, and operational leadership.

We recognize:

- **Keri-Anne Horvat (Chyzewsky)** – President
- **Rhonda Sharpe Morrison** – Secretary-Treasurer
- **Marie-Catherine Smith** – Language Ambassador

Their service extends beyond formal meetings and includes program development, financial review, communications, and strategic planning.

Former leadership is also gratefully acknowledged:

- **Pat Forrester** – Former Treasurer
- **Stephanie Pete** – Former President

Their contributions provided stability during transitional periods.

Operational Volunteers

Art Pontiac extends appreciation to the volunteers who support:

- Gallery installation and exhibition setup
- Youth programming assistance
- Gift Shop operations
- Event coordination
- Community outreach
- Administrative tasks
- Studio Tour logistics

Their work is often behind the scenes, yet foundational to public-facing success.

Gift Shop & Event Support



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Special recognition is extended to those who steward the Stone School Gift Shop and assist with:

- Display curation
- Artist intake
- Inventory organization
- Visitor engagement
- Seasonal promotions

Events such as the Grand Re-Opening and Celebration of Youth are made possible through collaborative volunteer effort.

A Culture of Shared Responsibility

Volunteerism within Art Pontiac is not incidental — it is embedded in the organization’s culture.

Participation fosters:

- Shared ownership
- Intergenerational collaboration
- Community connection
- Organizational resilience

Institutional strength is built on collective contribution.

Art Pontiac remains grateful to every individual who contributes time, expertise, and energy to its mission.



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Sponsor & Community Recognition

With Gratitude

Art Pontiac gratefully acknowledges the organizations and individuals whose support contributed to the success of the 2024–2025 fiscal year.

We extend sincere appreciation to:

- **MRC Pontiac**
- **André Fortin, MNA**
- **CHIP-FM**
- **The Print Shop (Shawville)**
- **Community Donors and Estate Contributors**
- **Workshop Participants and Program Supporters**
- **Gallery Rental Partners**
- **Members and Volunteers**

Their partnership, financial support, and community engagement strengthen Art Pontiac’s ability to serve artists and the broader public.

Institutional growth is made possible through collaborative support.



Strategic Roadmap 2026–2028

Structured Growth & Vision-Driven Expansion

Art Pontiac enters its next phase with strengthened governance, financial stability, and renewed institutional confidence. The 2026–2028 roadmap reflects a deliberate balance between operational structure and creative ambition.

The organization's direction is guided by three core pillars:

- Sustainability
- Visibility
- Community Impact

1. Financial Sustainability & Earned Revenue Expansion

Art Pontiac will continue transitioning toward a diversified earned-revenue model.

Strategic objectives include:

- Expand gallery rentals year-round
- Increase solo exhibition scheduling
- Grow workshop and educational programming
- Develop online print sales
- Strengthen Studio Tour sponsorship opportunities
- Maintain operating surplus where possible

The long-term goal remains:

To cover core operational and monthly overhead costs through diversified earned revenue streams.

Grants will remain strategic supplements — not sole supports.

2. Program Expansion & Artistic Excellence

Programming will continue to grow in both scale and quality.

Planned initiatives include:

- Expanded Beyond the Easel Studio Tour
- Multiple solo exhibitions annually
- Development of an Emerging Artists Wall
- Multi-day Artist Retreat for collaboration and fundraising
- Continued Artist of the Month features
- Increased digital storytelling

The focus remains on professional presentation and artist advancement.

3. Education & Youth Development



The Pontiac School of the Arts will expand its structured curriculum.

Objectives include:

- Increased Discovery Workshops for Youth
- Seasonal program scheduling
- Adult learning pathways
- Integration of digital mentorship resources
- Strengthened educator engagement

Educational programming reinforces long-term cultural sustainability.

4. Digital Infrastructure & Visibility

Digital capacity will continue to strengthen through:

- Enhanced website functionality
- Growth of individual artist pages
- Expanded YouTube programming
- Increased digital analytics tracking
- Integrated marketing campaigns

The goal is to convert digital visibility into measurable engagement and attendance.

5. Membership & Community Engagement

Membership growth will remain a priority.

Focus areas include:

- Member retention strategies
- Clear communication
- Defined benefits
- Professional advancement opportunities
- Public-facing programming

Art Pontiac will continue fostering a culture of collaboration and institutional confidence.

Institutional Outlook

The 2024–2025 year marked structural renewal.
The 2026–2028 period will define measured expansion.

Art Pontiac now operates with:

- Strengthened governance
- Stable financial footing
- Clear strategic objectives
- Professional presentation standards
- Engaged membership



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Stability enables vision.

The organization moves forward with clarity, discipline, and creative purpose.



Closing Reflection

The 2024–2025 fiscal year represents more than activity — it represents transformation.

Through strengthened leadership, diversified revenue, expanded programming, and renewed membership engagement, Art Pontiac has entered a period of institutional maturity.

The organization now stands:

- Financially stable
- Artist-centered
- Governance-aligned
- Digitally engaged
- Community-supported

With continued collaboration and disciplined strategy, Art Pontiac is positioned not only to sustain its operations, but to expand its cultural influence throughout the Pontiac region and beyond.

By diversifying our revenue streams and modernizing our systems, we have ensured that our creative mission is supported by a professional and sustainable structural design.

As we look toward the 2026–2028 Strategic Roadmap, we move forward with a clear sense of discipline and purpose. With the continued collaboration of our artists, volunteers, and community partners, Art Pontiac is positioned not only to sustain its operations but to significantly expand its cultural influence throughout the region and beyond.

Together, we have proven that stability enables vision. We invite you to join us as we begin this next chapter of growth and artistic excellence.

Sincerely,

The Art Pontiac Team



Acknowledgements & Report Credits

Art Pontiac Annual Report 2024–2025

The Board of Directors of Art Pontiac extends its sincere gratitude to the artists, members, volunteers, sponsors, and community partners whose dedication and belief in the arts make our work possible. This report reflects the collective effort of a resilient and growing cultural organization committed to artistic excellence, inclusivity, and sustainability.

Report Development & Editorial Direction

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Prepared on behalf of the Board of Directors

Financial Oversight & Reporting

Rhonda Sharpe Morrison
Secretary–Treasurer

With the support of the Board of Directors

Exhibition Artists

With appreciation to all participating artists of the
Anything Beautiful Virtual Exhibition (2024–2025 Fiscal Year)

And to the artists of the post–fiscal year exhibitions:

The Many Flavours of Life Exhibition
The Spectrum of Love Exhibition

All exhibited works remain the intellectual property of the respective artists.

Artist Spotlights, Interviews & Media Production

Art Pontiac Media Team
Participating Member Artists

Photography, Visual Documentation & Digital Production

Art Pontiac
Contributing Artists

Design & Layout

Art Pontiac

Volunteer Recognition

We acknowledge the invaluable contribution of our volunteers, whose time, professionalism, and dedication strengthen every aspect of our programming.



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Sponsors, Donors & Community Supporters

We gratefully recognize the individuals, businesses, and public partners whose financial and in-kind contributions sustain our exhibitions, educational initiatives, and strategic growth.

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