



Annual Report
2014 - 2015

presented at the Annual General Meeting on February 17th, 2016

TABLE OF CONTENTS

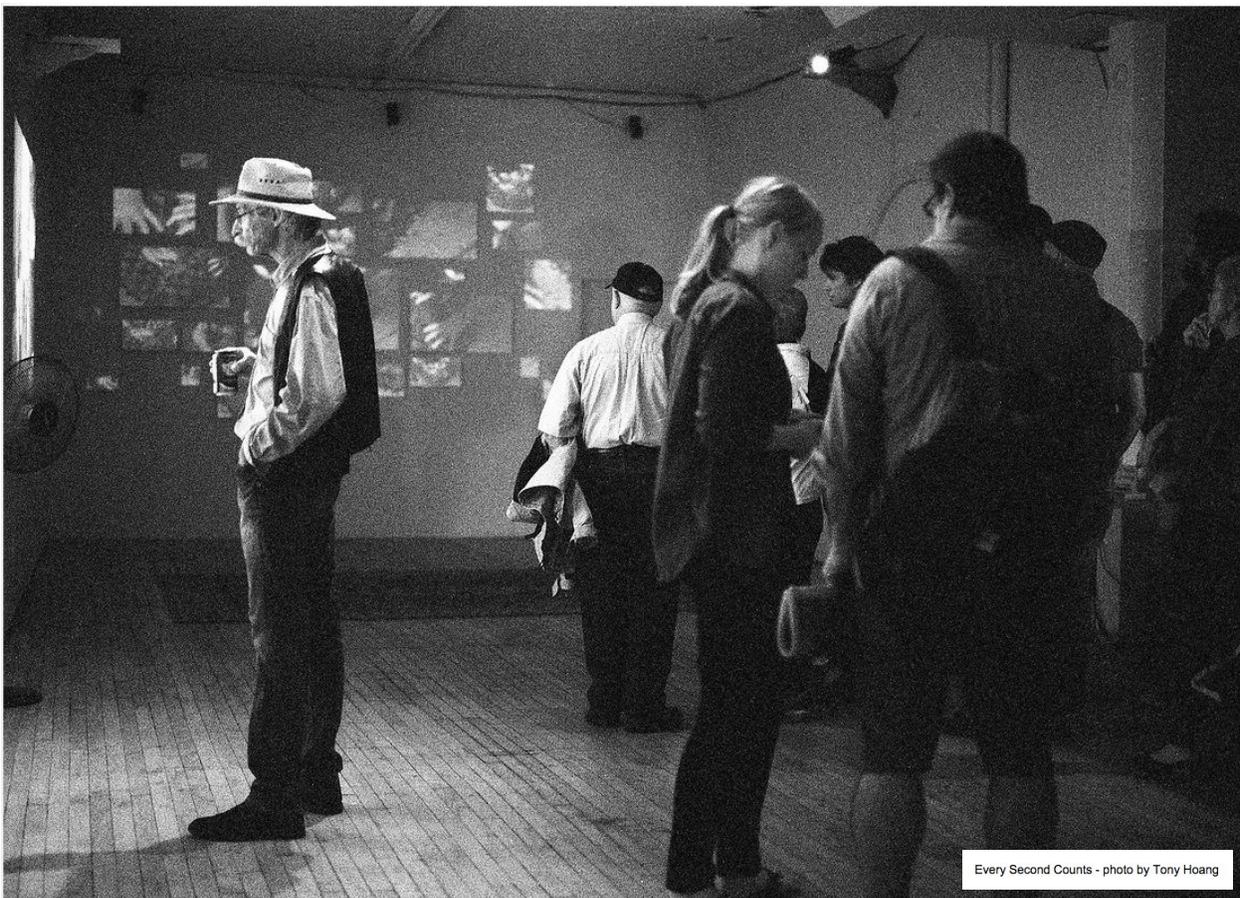
2	<i>CHAIRPERSON'S REPORT</i>
5	<i>GRANTS REPORT</i>
8	<i>TREASURERS' REPORT</i>
9	<i>PROGRAMMING REPORT</i>
12	<i>SPECIAL PROJECTS REPORT</i>
18	<i>MEMBERSHIP REPORT</i>
19	<i>EQUIPMENT ACQUISITION AND UPKEEP REPORT</i>

CHAIRPERSON'S REPORT

A Factory is a place where things are built, they are purpose driven facilities, they require workers, and they help shape communities. We live in a city filled with factories and the husks of factories. Some, in their time hummed with activity, some were major players, all have been important to the economy and our communities.

We live in a time of transition and turmoil for factories. It has not been uncommon to see doors close permanently overnight, there are no longer guarantees, and future success is not based on previous success. Lean years test the resolve of any organization and whether you sell steel or stories it takes more than a good plan and hard work to avoid becoming a statistic.

2015 has been a difficult year for our Factory, reduced budgets have reduced our operating hours, losing our domain name crippled our communications, new funder accounting expectations slowed our year end to a crawl, and as the CBC posted - our future city funding was threatened and we were pushed to go to our city councilor for help. The list is longer still, but these highlights emphasize the scale and size of the main obstacles we faced in 2015.



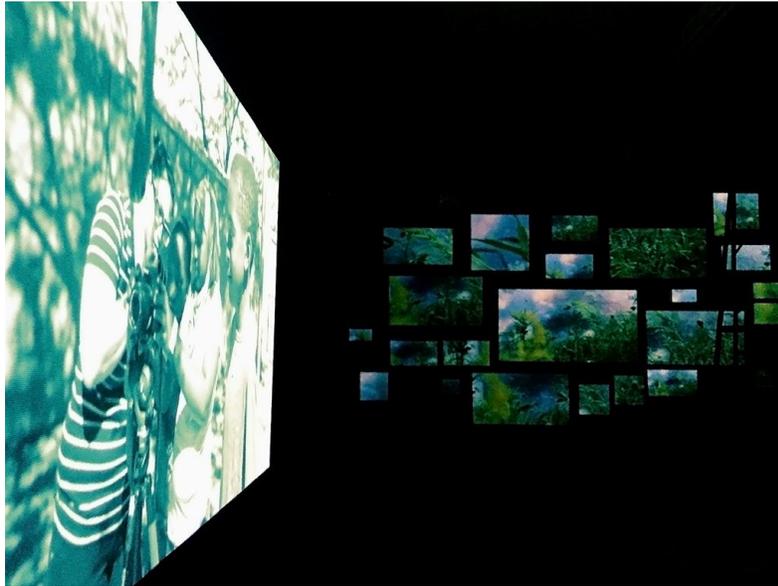
The Factory and its Board of Directors have been tested in 2015, a bit weathered and worn, a few less going forward into 2016, but here we stand; the FMC stronger for it. Our AGM is a little later than usual but thanks to the work of our Financial Team of Ryan Ferguson, Lisa La Rocca, and Norah Wakula we have greater control over our new accounting methods and have been developing transparent and efficient procedures to keep us securely on course. Ryan in particular has invested countless hours developing our financial strategy, and I do mean countless... unless he has been counting. Similarly we have been looking for new fundraising and sponsorship opportunities in places we never would have thanks to the insight of Patrick Gagliardi and Brianna Busch. Downsizing from the unaffordable back space we took on in 2014 became an opportunity to use the space better we already had thanks to the hard work and dedication of Dima Matar, who we are sad to see stepping down. Thanks to past board members Tony Hoang and Nelson Abelha re-branding our new domain instigated in-house web design and owning our own media and web assets. Thanks to Lee Skinner for tackling the Members Screening, it's a bigger job than people realize and without the right person in charge can easily fall apart – thanks for being the right person! The FMC owes a tremendous thank you to Amy McIntosh who – other than single handedly inviting many of the Board Members serving here today, has consistently sacrificed her time and her creativity for the FMC. She never hesitates to invest herself or give more than she has to spare, her two years have become four but thankfully she continues to stay and do what is necessary for the FMC to prosper. And the Factory also owes a tremendous thank you to Josefa Radman, whose commitment to the Factory far exceeds any rational expectations. She is a champion and has been a valuable FMC partner, many things only roll forward due to her understanding of how this place functions and has functioned – she brings with her a priceless legacy and our history. I am sure if all of us were to get up and leave right now she could and would single handedly keep the FMC afloat. I think that she may even have had to do that once or twice. There is really no proper way to measure that kind of dedication but with our limited resources I can at least publicly thank her. On behalf of the board I thank you for your ongoing service Josefa.

I wholeheartedly thank all of the board, because adversity has been the overall theme of 2015, and this board has consistently taken the bull by the horns. Adversity has camped outside our door and we have built a stronger Factory for it. Where there have been crippling difficulties this board has risen up and overcome them, where there has been overreaching criticism this board has reflected and adapted. This is a thoughtful, talented and hardworking board, they are enthusiastic, which is good because there is still hard work ahead as the construction continues, I am honored to have shared this time with them, they make the struggle worthwhile. And I believe there's room for a few more, if you want to be a part of this great team and get to work.

Going forward, early indicators are already showing that our efforts have been worthwhile. The reduced hours and threatened budgets that made us streamline our operations have functioned. At our current pace a year from now our small remaining deficit will be wiped out and the FMC should return to the type of surpluses it had years ago.

For 2016 I am glad to announce we have re-signed our lease for another five years. Though there are interesting opportunities popping up all over Hamilton we are keeping our flag firmly planted on James North. There are some ongoing facility issues but we are working diligently with the Landlord to

iron them out, and the Factory has never used its space – upstairs and down – more efficiently. And of course I would like to officially announce the phasing in of our new Technician / Manager staff



position – and introduce Aaron Hutchinson who is taking on that challenge - staff transitions are difficult for any small organization to overcome, consolidating our limited resources into a more efficient staff position is reflective of the unique obstacles the Factory is facing looking ahead, if you do not already know him or have not introduced yourself to Aaron please take a moment tonight, pop in, or send him an email. He is a tremendous creative force and we are lucky he too has planted his flag at the Factory.

Also looking ahead in 2016 while it is too early to announce anything concrete we are in the very early phase of considering a charitable status application. Which, we are optimistic will open up new and diverse revenue streams, giving the FMC much needed support for the subsidized community work it already does.

Steve Hudak - Board Chair

The Factory Media Centre is the only Artist Run Centre in Hamilton region that receives ongoing Multi-year Operations / Programming support from the federal and provincial governments through the Canada Council for the Arts and the Ontario Arts Council. The City of Hamilton has discontinued multi-year funding as of 2016 and as such all groups have been placed into applying annually due to new City Enrichment Fund.

None of this work would be possible without consistent, stable, and ongoing support of our major funders, as well as positive conversations and project partnerships with our local community groups focused on arts, culture, youth, and health sectors.

Without the direct support of our members, contributors such as Dynasty View Magazine, and the interest of the general public in what we do, we would not need to be here – so thanks everyone for your loyalty and commitment.



Factory Media Centre received a small reduction in annual support over the 2015-17 term and look forward to council's new funding model rollout over the next year to not only regain the \$2500 loss, but to achieve greater results going forward.

FMC has submitted an application to the Integrated Arts project fund for FAIR: Intersections on November 15, 2015, and is looking forward to positive results. FMC has recently submitted an application to the Artist & Community Collaboration for Interplay on February 1, 2016. Looking forward FMC will be submitting a Year 2 Interim Report after May 1, 2016, and begin to review and strategize preparing for the new funding model formulas.



Factory Media Centre received a 5% reduction in annual support over the 2015-17 term as mandated by the OAC across the board in all disciplines due to provincial budgetary constraints. However, FMC has been successful in receiving two project grants from OAC in 2014-15, for both Every Second Counts through the Artist in Community / Workplace project fund and FAIR: Intersections Integrated Arts project fund. FMC wrapped and filed a successful Street Smartz Media Camp / Reel Streetz Media Skool Final Report for OAC.

Looking forward, FMC will be submitting a Year 2 Interim Report March 1, 2016 as well as submitting new applications in two streams, Artist in the Community / Workplace project fund for the new Interplay project and Arts Education project fund for a new Factory Talks project.

Factory Media Centre will be wrapping up the two year Factory Film Workshops & Master Class: Art & Tech series into mid 2016 having made a significant impact on a number of emerging independent media artists as well as gained good ground in engaging more senior media artists in an enriching mentorship relationship. FMC has applied to OTF for new Seed Funding to support media literacy and hands on workshops with at-risk and marginalized youth and we wait to hear in the spring.

City of Hamilton – Cultural Enrichment Fund



FMC has successfully applied for and received a double allotment of city support with the new City Enrichment Fund model for 2015– from \$10,407 to \$20,000.

For 2016, FMC has applied for a further increase with a hope that appropriate levels of support for the organization according to budget ratios and needs will land near \$30,000 for 2016.

New Funds

FMC is looking to develop an exhibition series for the Canada Council for the Arts Initiatives Fund due in late spring. Also, the Canada 150 Heritage Fund conversation has already begun around large scale projections to celebrate Canada's 150th Anniversary. Stay tuned for more news . . .

What do we do with these funds?

Impact

- Increased profile: James Street, the cultural sector, the Hamilton community
- Employ local and regional artists – facilitators, presenters, commissioned work
- Showcase + professional development – , education, mentorship, networking
- Partnerships – includes local charitable groups for all projects **free of charge** to partners and their constituent members
- Produced and presented over 125 professional screening and exhibition events **free of charge** to public with Artists in Attendance to Meet and Greet and Q & A – through monthly Art Crawls and special projects with AGH, McMaster, Mohawk, and Hamilton Film Festival.
- Employed local and regional artists for over 10 years of Media Workshops, Master Classes, Artist Talks presented on a weekly basis **at low or no cost**
- **Mandated to pay professional artist fees** for all screenings, exhibitions, and workshops to support professional development of artists
- Mandated to deliver all programs are **at low or no cost** to all artists, emerging, mid-career, and established
- Sponsors individuals with access to the latest technology and training **at low or no cost**

- Incubator studio space to experiment with artistry and craft **at low or no cost**
- Stimulates creativity and new partnerships through networking events **at no cost**

Future Focus

The really exciting activity over the last while has been that through one-on-one mentorship, FMC members are becoming project initiators, co-ordinators, and taking a stab at actually writing grants – never easy work full of multitudinous details. This is what it will take to expand our reach and impact as well as to support a diversity of activities through targeted funding. I am particularly pleased about this new activity and look forward to continuing with mentorship relationships.

Thanks so much for the opportunity to work with this vital, nimble, and thriving organization full of good hearted people!

Josefa Radman – Director of Development

TREASURERS' REPORT

The Factory Media Centre began 2015 with a \$9,726 deficit which created a significant challenge for the organization. The finance committee put a great deal of time and effort over the course of 2015 into re-assessing procedures and organizational spending. Factory Media Centre total revenues for 2015 increased to \$115,925 and expenses were \$111,840, a significant decrease from the \$119,823 spent in 2014. In one year the organization has managed to turn a \$12,922 loss into a \$4,085 surplus leaving the Factory Media Centre with a remaining deficit of \$5,641 as we enter the 2016 fiscal year.

Two significant changes to the bookkeeping procedures were introduced in 2015 with the implementation of the CADAC Accounting Template which enables the organization to report more quickly and accurately to our funders and the move to Quick Books online. The Quick Books transition is step towards improving procedures and adopting a more formal accounting model. We are very optimistic that the steps taken in 2015 will erase the deficit in 2016 and help the organization move towards a more sustainable future.

Finally, we would like to thank our auditor, Paul Gibel of Grant Thornton and his staff of enthusiastic and experienced financial consultants for their expertise and advisement on a continuing basis at a rate that demonstrates their clear commitment to the not-for-profit cultural community. With their guidance and support, we are steering our way to fiscal standards in all areas of operations and programming.

Lisa La Rocca and Ryan Ferguson - co-Treasurers



PROGRAMMING REPORT

Supported by all three levels of government, the Canada Council for the Arts, Ontario Arts Council, and the City of Hamilton, the Factory Media Gallery Series stimulated a diverse cluster of audiences on the second Friday of every month during Art Crawl.

2015 was an exciting year of programming at the FMC! In January, filmmaker Stephen Broomer presented his film works in *The Transformable Moment*. This film series was comprised of ten films that used 'aesthetic strategies' such as superimposition or colour alteration to challenge the reality or experience of the subject matter. It was an intriguing show for filmmakers to witness diverse digital processes.



February brought on interactivity to the FMC with *Through the Eyes of The Machine*, by artist Andrew O'Connor. Inviting participation from the audience, O'Connor's piece allowed the viewers to watch themselves being monitored in real-time through a large black and white projection on the back wall. The work played with issues of surveillance in society as technology becomes more encompassing.

In March, Toronto-based filmmaker and media artist Dan Browne presented *Imaginary Landscapes: Recent works*. This show was a series that included 8 of the artist's shorter films, and followed with a triumphant two-hour performance of his work *Memento-Mori*. This performance featured Dan Browne mixing video live and his colleagues Dan Driscoll & Steve Richman mixing music. This stunningly visual work was a layered time lapse made up of over 120000 images that was described as an "all-seeing archive, blended into permutations and combinations of subjects, objects, percepts, dreams, and experiences, to form an encyclopaedic index of the possibilities of sight.

In April, the FMC invited McMaster University's Cybernetic Orchestra back for a night of live coding and to release their new album EP "Bilingual". Albums were distributed for free to the audience and it was a celebration as this release party was the 5-year anniversary of the orchestra performing for the first time.



In May, the FMC celebrated its 11th year anniversary, and we celebrated by inviting the public to participate as filmmakers. We invited the band, West of Indie to perform, and the public was invited into the production and process of making a music video for the band.

In June, the FMC hosted filmmaker Jennifer Dysart who showed her documentary film: *Kewekapawetan: Return After the Flood*. Dysart's film used archival footage to tell the intimate account of a devastated Cree community in Northern Manitoba whose land is destroyed by the damming of a river. Dysart presented an artist talk and used the event to fundraise for further research on the projects.

In July, the FMC showcased the work from the Reel Streez Media Camp, coordinated by Shane Pennells. Three works were shown that were produced during the RSMC program that highlighted the voices and visions of marginalized and at-risk high school youth, ages 16-21, registered in alternative education models.



IO Lab - Artwork by Andrew O'Connor, Photo by Tony Hoang

In August, we saw the first installment of *IO Lab*, an audio visualization pilot project encouraging media artists of all levels to test and share their experimental interactive works. There were 3-4 media artist working in interactive sound and video or physical computing that participated to show off their experiments.

September was time for SuperCrawl, and the FMC presented *Every Second Counts*, facilitated by Vanessa Crosby Ramsay. The exhibition was the result of a community sourced art project featuring

videos created by local participants from the Immigrant Women's Centre, Culture for Kids in the Arts, The Women's Centre of Hamilton and Hamilton Artists Inc. The exhibition featured a wall of clocks, a silent documentary of the project highlights, and an audio/visual installation of the participant's films.



Every Second Counts - photo by Tony Hoang

In October, the FMC hosted the AGH Film Festival to advertise the upcoming festival in November. It was a great event to get the public excited in anticipation for the festival.

In November, Nathan Fleet presented his work *Perimeter Hamilton*, a 3-hour long video from the perspective of the car as Fleet drives 200km on a mapped-out route around the outskirts of Hamilton. A write-up in the Hamilton Spectator, brought lots of attendees to the show to experience Fleet's drive. Maps were included in the exhibition so the audience could pin point where Fleet was on the route, and the video was accompanied by Fleet's rhythmic musical composition.

In December, the FMC featured THE 10th ANNUAL Factory Media Centre Member's Screening. There were several diverse and exciting entries, but the winner, Adrian Miller, presented one outstanding work that compromised footage he shot everyday in his life for a year.

Amy McIntosh - Programming Chair

Every Second Counts

A community media arts project, Every Second Counts involved media artists (Vanessa Crosbie Ramsay, Dima Matar, Amy McIntosh, and Tyler Tekatch) and local citizen participants collaborating and co-creating short videos, around a theme of *time*. Every Second Counts offered participants an engaging and hands-on mentorship session facilitated by media artists who shared the basics of visual storytelling and videography with the clients of our partner organizations, and mentored them throughout the creative process. The culminating project – a two-channel video installation that also used collage to engage audiences – was created from the collected participant videos, and from documentary footage of the creative collaboration process, filmed at each of our community mentorship sessions. (Documentographers included: Christoph Benfey, Josh White and Sasha Hill.)



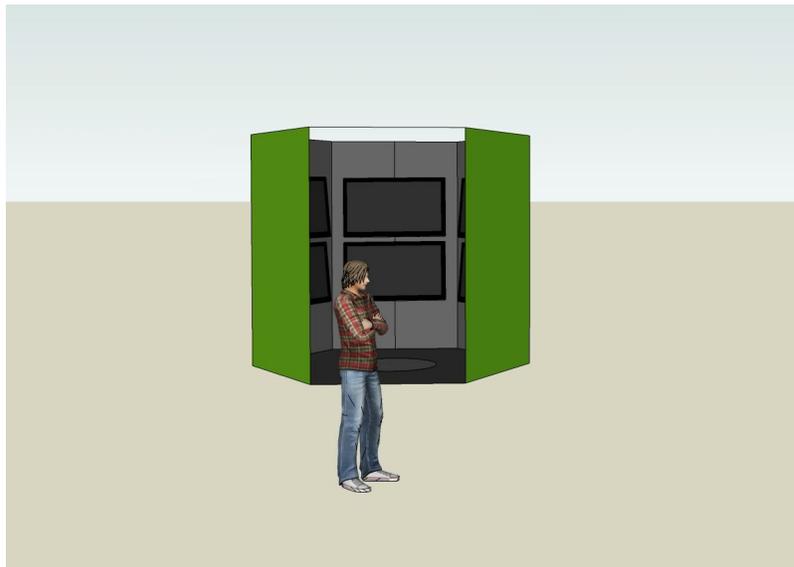
The project took place from June to November 2015, engaging members of diverse communities including new immigrants, women with low socio-economic status, people with language barriers, artists working in other mediums, as well as underprivileged children/youth. The Factory Media Centre partnered with several community organizations for the project, including: the Women's Centre of Hamilton, Culture for Kids in the Arts, Hamilton Artists Inc, and the Immigrant Women's Centre. In the culminating exhibition, the two videos were displayed simultaneously, one full screen and one in a more fragmented pattern achieved by projection mapping. An audio-scape playing in the space, created by Aaron Hutchinson, included the voices of our participants, ruminating about time, as well as ambient background music, and the tick-tock of clocks phasing in and out of time. Another wall of the exhibition space was covered with a collage of various clocks, as a sculptural representation of the theme. Public exhibitions took place at FMC in September during Supercrawl, as

well as during Culture Days, which allowed participants to showcase their collective artistic work to family, friends and the public. The Hamilton Film Festival also partnered with the project and included the final community-sourced films in their festival, with a weeklong exhibition at the Hamilton Public Library (Central) in November 2015.

Undue Influence (Pending funding support from OAC)

FMC has applied for funding for the *Undue Influence* (w/t) project through OAC's new 'Creative Engagement Fund to Stop Sexual Violence and Harassment in Ontario'. If funded, this project will run from March 2016 to March 2018, and will involve media artists - Vanessa Crosbie Ramsay, Dima Matar, Amy McIntosh and Tyler Tekatch - collaborating on creating a mobile, interactive video installation and an accompanying interactive website. Aaron Hutchinson will also be collaborating on the accompanying audio collages for these pieces. Community partners who have already confirmed their participation in this project include the Sexual Assault Centre of Hamilton (SACHA), McMaster University, Interval House of Hamilton (including the Women's Centre of Hamilton and the Flamborough Women's Resource Centre), and the Hamilton Public Library. The installation would be exhibited at the Central Library, and on campus at McMaster, and agreements are in place with Trent University in Peterborough, and Carleton University in Ottawa to host as well.

Undue Influence is an examination of the interplay between gender inequality, and sexual violence and harassment in the 'real world' and its depictions in popular culture. The content of the project will be based on audio interviews with diverse groups of women recounting personal experiences, and found footage from various sources. The installation space will confront audiences with a large, immersive multiscreen display and an audio collage, a chorus of women's voices layered one on top of another. An interactive component will allow participants to drastically alter this environment by standing in a particular location within the space. Once a viewer's presence is sensed, the audiovisual environment will shift from a barrage of images and sound to a singular voice of an individual woman recounting her experiences and minimalist visual aesthetic. *Undue Influence* intends to give weight to each woman's story, and to encourage active listening.



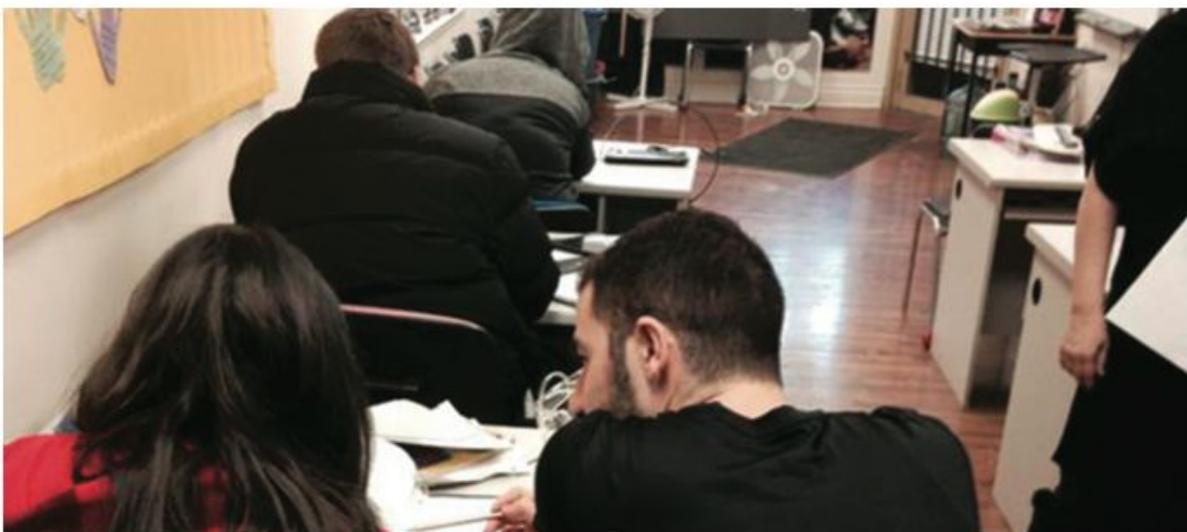
Vanessa Crosbie Ramsay - Special Projects co-ordinator

Street Smartz Media Skool / Reel Streetz Media Camp

This project has been an engaging hands-on media arts literacy series that has reached out to a new constituency of the community—marginalized and at-risk high school youth ages 16 – 24 registered in alternative educational models. The project connected them to emerging and established media artists through workshops and one-on-one mentorships. Utilizing skills learned through the workshop, mentorship, and collaborative process, youth have been encouraged, challenged, and supported to create individual and group scripts and short HD videos, ranging from 1-15 minutes in length.

- The artistic goal of the project has been to engage independent media artists to inform, instruct, mentor, and inspire at-risk youth in the creation and presentation of new media art.
- Activities have connected professional artists and marginalized youth and bridged a gap between these unrelated groups to highlight the marginalized perspective of youth.
- By utilizing media literacy workshops as a fulcrum for creative achievement, personal growth was enhanced for both at-risk youth and artist facilitators.
- Connecting at-risk youth with professional artists as facilitators provided the opportunity to give back by sharing craft and wisdom with those that otherwise have no access.
- The mentorship model cultivated a positive and trusting connection between facilitators and youth for a unique understanding of the social power of media for change.
- Activities have encouraged youth to pursue creative outlets

This has been a unique programming option for underserved youth that has not been addressed by other groups in the region. Media experimentation highlighted the real life circumstances and challenges of participant youth. Youth were encouraged to create spoken word pieces and interview-based projects to highlight their visions and voices. The concepts, spoken word pieces, interviews, and the music, were youth-driven and youth-created.



A gala screening for participating youth, their teachers, supporters, family, and public showcased their artistic activities to family, friends and public. An independent media artist panel entitled, “Media for

Social Change”, discussed their early experiences discovering their creative outlets and focused on the importance of youth engagement and inspiration, and valuable community cohesion that this project and these types of workshop and mentorship activities support. Community feedback has been overwhelmingly positive. As well as posting them online, videos have been accepted as part of Cable 14 programming rotation beginning July 2015. By ensuring media attention through various outlets such as CHTV, CFMU radio and Cable 14, dissemination has changed the way the public views the at-risk youth population. This has also changed the way the community interacts with the youth as well, and most importantly, changed how the youth see themselves.

We've applied for funding to the Ontario Trillium Foundation with the goal of running RSMC from June 1st, 2016 to May 31, 2017. We have solid agreements with Good Shepherd/Notre Dame House and The Living Rock for media classes with their youth and we're exploring working with The North Hamilton Community Health Centre as well as a couple of other organizations in Hamilton. That's dependent on official funding and scheduling.

Josefa Radman & Shane Pennell - Special Projects co-ordinators

Interplay

Interplay will look to connect mid-career and emerging media artists with the Hamilton community through a Maker Lab residency that encourages experimentation, collaboration, production through active learning of old and new processes and techniques in media arts. **Interplay** will utilize a “maker lab” model, allowing access to space, equipment, and sharing knowledge to inspire experimentation and creation of new things media art. It will be an educational and collaborative program of mentorship between mid-career and emerging media artists, looking to exchange knowledge and skills that are then shared with the larger community. **Interplay** will bridge issues of access to equipment and space, as well as mentorship for emerging artists.

The FMC has selected two mid-career media artists (one in film and one in audio) for a six month Maker Lab residency term to mentor and collaborate with four emerging digital video and audio artists. The pedagogical intent and practice of the program is to encourage:

- Preservation of knowledge and practice in analogue media formats,
- The sharing of digital media arts expertise and practice,
- Collaboration and mentorship between emerging and mid-career artists, through experimentation, creation, and exhibition
- Promotion of equitable access for media artists' to production space, equipment and education,
- Create community and public access and awareness of the multi-varied points of access of media arts through technologies

Artists will participate in community outreach "mini exhibitions" at the AGH Free Fridays events and interact with community members, demonstrate the functionality of their creative process, and invite

participation. The artists will develop two workshops to engage the community in media literacy and hands-on media art creation. These DIY, community-based events will extend the knowledge and skills gained from the “maker lab” model to a larger part of the community and inspire hands-on creativity. There will be a three day mini-exhibition gala at the Supercrawl 2017 and participation in the Hamilton Film Festival for artists to discuss their experience.

FAIR Intersections 2016 Interarts Project

This new initiative that will ensure the conditions necessary for the vitality and advancement of experimental media arts and the continued excellence of media arts as a primary integral inspiration for new contemporary arts practice in Canada. We will bring together four artists with different perspectives—video, film, audio, electro-acoustic performance and dance to engage with cutting edge augmented reality for iOS and Android operating systems.

Goals: The overall goal is to cut across boundaries that separate varied approaches to independent art forms and encourage unique forms to intersect and cross pollinate each other. This project will include a diversity of practices to provide an increased opportunity to facilitate interdisciplinary mentorships, extending training and education beyond formal college and university settings, and work toward artistic innovation with old film technology, new augmented reality media, contemporary dance, and electro-acoustic performance. Factory members and others creative individuals will be inspired to look outside their respective silos and imagine possible conversations and collaborations with other independent artists and arts practices outside of their own specialized practice. Through being present and working in the centre on old, new and evolving technologies, in an integrative experimental process with sound and dance art, Factory membership and others will have a first hand experience of what it means to create a new hybrid artwork.

Residence Activities: Intensive collaborative studio-based research, experimentation and inter-arts integration—film, video, projectors, augmented reality software, dance, electroacoustic improvisation. Creative risk-taking and exploration of original ideas that derive from the intersection and collaboration of each Artist with one another and the team is at the core of all residency activities. Augmented reality is a way for the Artists to enhance their collective vocabulary and generate innovative ways to contribute to new performance. The cross-pollination of different practices will create a new form and visual aesthetic. At the same time, individual practices will also be further developed by engaging with the possibilities of augmented reality, dance, music, video/film (digital and analogue) in a new way. Research and experimentation with contemporary arts—video, film, audio, live sound, dance and performance and collaboratively create a new hybrid of intersecting arts and live performance will inspire as a culminating exhibition / performance with an extended gallery exhibition phase.

Workshops & Talks: The secondary layer of the artist residencies are intersection and interactions with the FMC membership, cultural community, and the public at large. The workshops and panel discussion is intended to contribute to the development, vitality and viability of the artistic milieu in which the organization works in this region.

- a) Devised Interdisciplinary Performance** -- A workshop to challenge media artists to work outside their comfort zone and expand their practice into interactivity.
- b) Worlds Collide** -- A workshop that explores various concepts and strategies for creating interdisciplinary work. This workshop looks at the possibilities and challenges of engaging in collaborations across artistic disciplines with an emphasis on process-based and experimental practices.
- c) Fractal Storytelling** -- A mediation on narrative onion-peeling. This workshop will explore the use of Augmented Reality technology as a tool for a rhizomatic approach to storytelling, where the unfolding of narrative closely resembles the process of rummaging through a hidden shoebox filled with a lifetime of memories.
- d) New Old New** -- A workshop on the integration of augmented reality with analogue technology and how artists expand the types of technologies they have worked with in the past.

Josefa Radman - Special Projects co-ordinator

Ontario Trillium Foundation workshops and Master Class series



The Workshops and Master Class series is a program that is funded by the Ontario Trillium Foundation. It is a 2 year grant that allows us to run 6 concept-to-completion workshops and 20 Master Classes. The Workshops, branded as Take1, Take 2 and Take 3, allow student to learn through active participation while making a short film, short documentary and music video. Facilitators are working professionals in the media arts sector. The Master Classes introduce audiences to technical skills and/or artistic inspiration through a 3-hour session guided by a media-arts professional.

We have exceeded our targeted attendance, increased membership at the Factory Media Centre and are thrilled that we have reached so many new participants who have never been to the Factory Media Centre. The programs are open to anyone and our outreach has been successful through Living Rock, The Women’s Immigrant Centre, Mohawk College School of Liberal Studies and the Dundas Valley Secondary School and Westdale High School. In March we will be offering our final workshop, Make a Music Video and the remaining 9 Master will run in groups of 3 during May, June and July weekdays.

Nathan Fleet - Workshop and Masterclass co-ordinator

MEMBERSHIP REPORT

During the course of the year, membership numbers grew, from 53 in 2013-2014 to 64 this year!

We intend to continue this trend into 2016 with improved communications - through the FMC's website, monthly newsletters and Social Media Updates. These have proven key in keeping the Factory Media Centre active in the minds the membership.

Though I can only comment on quantitatively on the membership from last year, I have determined a few key areas of engagement for the future:

- We will be promoting our new and improved edit suite rental rates to get more members using the Factory Media Centre more of the time.
- We hope to create more buzz and establish clear communications about our monthly art crawls and workshops through the electronic newsletter rolling out in mid-February 2016.

As we move forward, with the help of the Administrator and all other sub-committees, especially Programming, Workshops, and Communications - we intend to achieve membership growth and increased member engagement in the coming operation year.

Aaron Hutchinson - Administrator

EQUIPMENT ACQUISITION AND UPKEEP REPORT

In 2011-2012 the Equipment and Technology team devised a multi-year Equipment Acquisitions Plan (EAP) intended to cater to renting members and provide them with production equipment and post-production software at reasonable rates. In 2014, the EAP was halted in favour of an Equipment Upkeep Plan (EUP), which was devised upon realizing the our organizational rental model, as well as the production equipment we have available, no longer catered to our members' needs.

The final phase of the EUP began in January 2016 and is set to be completed by March of 2016. The final phase involved purchasing replacement parts for damaged and/or broken equipment that were deemed 'unrentable' by our former Interim Technical Coordinator.

Upon the completion of the EUP, the EAP will be revisited and new equipment will be purchased, based on feedback from active renting members.

EAP - Year 1 - April 2016: Specialty and Lighting Equipment

- Portable Mini Jib Arm
- Slide cam
- C stands
- Sand bags
- Glidecam iGlide
- Fig Rig
- 77mm Variable ND Filter
- 77mm Polarizer
- Lowel DVcreator Kit 1 w/ LB30 Soft Case
- Reflector Kit, Gel rolls and sheets, Diffusion, Scrim Kit

EAP - Year 2 - April 2017: Lenses and Adapters

- Rokinon Cine Lens Pro Kit
- Canon 24-105 f4 L Lens (professional level general lens with image stabilization to allow for a wide range of hand held shots)
- Various lens mount adapters

* No new equipment purchased before the culmination of the TAKE Series Workshops in August 2016 will be available for rental by members. This is to maintain the equipment's integrity and to provide staff with sufficient time to revise our organizational rental protocol. All old equipment will still be available for rental during that time.

Dima Matar - Technician & Equipment Acquisition co-ordinator

CONCLUDING REMARKS

Things are definitely looking promising as we progress into 2016 but we aren't slowing down, we are still hard at work, re-fitting here, re-tooling there, we are building up this Factory. As the Chairman of the Factory I have one overall goal that guides my decisions. It sounds simple but it is anything but – to leave the Factory better than I found it. 2015 was the start of that process, this is a team effort and the Factory is stronger now than it was a year ago. And this year we will build on this success, against the odds we will add more member benefits and continue to develop great grass-roots media exhibitions, we will offer more screening opportunities and film related workshops, we will continue building our rental program reflective of your needs, in 2016 we proudly continue to beat the odds for factories in this great city we call home.

Steve Hudak - Board Chair

