

McMichael Now

A Campaign for the Art of Canada

Sarah Milroy, Executive Director and Chief Curator



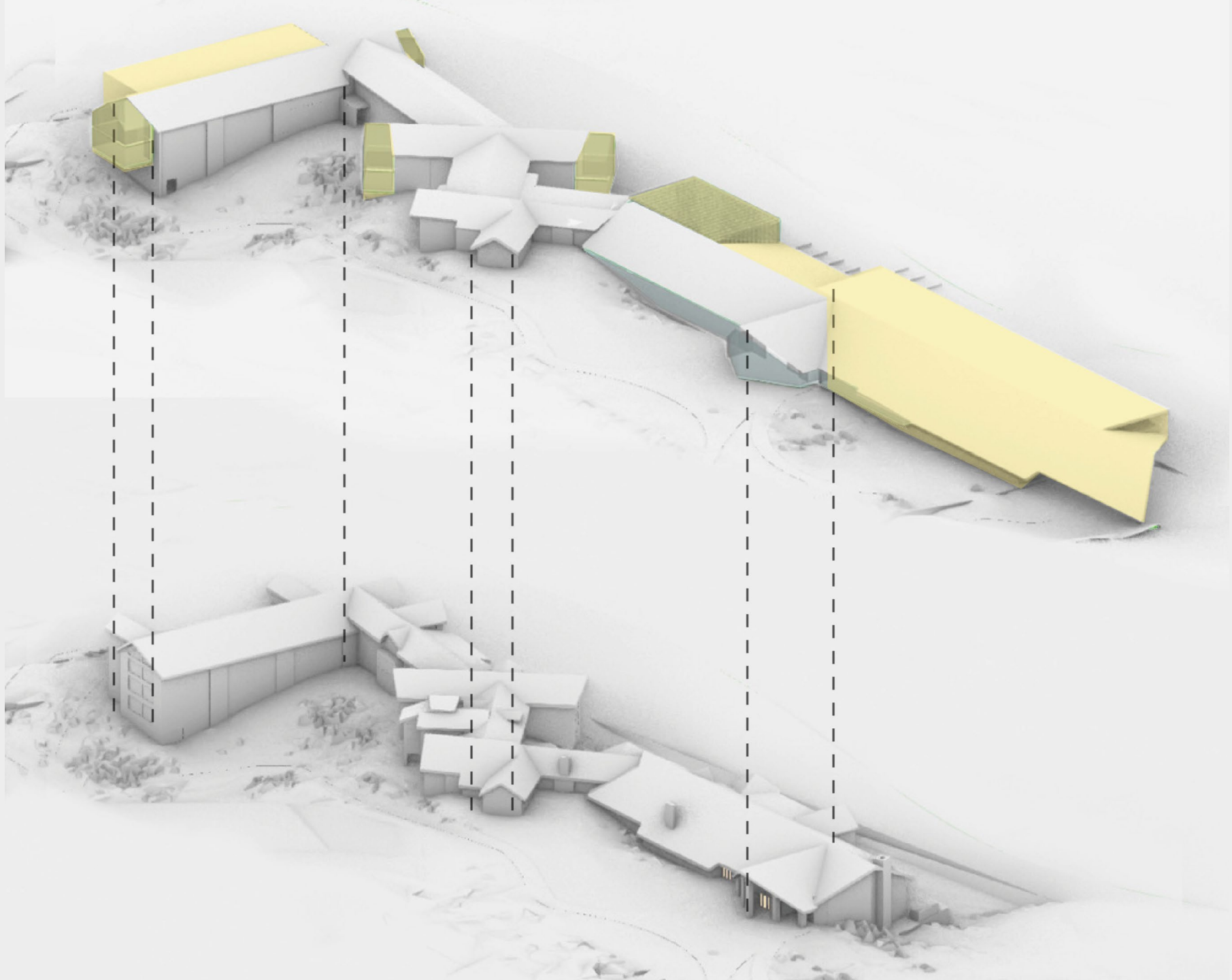




McMichael

McMichael









Institutional Sustainability

70K visitors → increases to **182K** (160% increase)

\$2.4M self-generated revenue →
increases to **\$5.7M**

\$2.4M fundraising revenue →
increases to **\$6M**

* figures reflect annual impact

Our Impact

Provincial GDP → adds **\$18.8M**

\$20M visitor spend in the region →
an increase of **170%**

33K student visitors →
increases to **51K** (55% increase)

* figures reflect annual impact

Capital Renewal: \$150M

Capital renewal addresses the McMichael's aged and failing building systems while also ensuring all spaces are optimally designed and used, and that the visitor experience is significantly enhanced. Our expectation is that funding will be shared equally between the province, the federal government and private donors.







Wedding Hill

Staff Offices

Restaurant

Signature
Contemporary Gallery

Exhibition Spaces

Gallery
Lookouts

Event Hall

Kitchen

Technical Services

Education

Theatre

McMichael

Home to the Art of Canada