

me.”

The new website and sales platform supported by a social media plan will have significant reach within Kawartha Lakes and adjacent communities. Members currently not selling online will have the opportunity to set up a presence to promote and sell their art securely year-round, with bonus of support and online sales training. For those already online, this new platform will expand their reach and grow their sales and audience.

This new vision required strategy, funding and partners. Gratefully appreciated financial support was secured from community partners who have stepped up to invest in the Kawartha Lakes arts and culture sector and the recovery of our community from COVID-19. These community partners include LLF Lawyers LLP, DLF Pickseed, Economic Development of City of Kawartha Lakes

and Barton Creative Co.

“Since 2017, LLF has been a Community Partner of KLAC,” says Bill Lockington, a long-time supporter of arts and culture in the region. “Artists have been particularly hard hit during the pandemic. This initiative will help promote artists and sustain their creative work – something our community needs now and into the future. Our firm is pleased to join other partners in support of this strategic digital plan.”

The Kawartha Lakes Arts Council also notes that this project would have been realized without the Digital Innovation and Technology Improvements funding stream of the Rural Innovation Initiative delivered through Kawartha Lakes Community Futures Development Corporation and supported by the Federal Economic Development Agency for Southern Ontario.

FACEBOOK

TWITTER

GOOGLE

PINTEREST

LINKEDIN

TAGS:

ARTISTS

ARTS

KAWARTHA LAKES

KAWARTHA LAKES ARTS COUNCIL

YOU MIGHT BE INTERESTED IN



Jeremy Englestad is one of many Fenelon Falls residents who would benefit from a larger housing supply.

JANUARY 19, 2021

Housing Hardship: Difficult to move forward in Fenelon Falls with housing supply so tight

Jeremy Engelstad, 24, is a Fenelon Falls resident who has



JANUARY 19, 2021

Kitchen says he used the name ‘City of Kawartha Lakes’ to attract investment

Commissioner Harry Kitchen called the controversy around the renaming of Victoria County “his one regret” with



JANUARY 14, 2021

Road database update delivered to council as city tries to map all its roads

Kawartha Lakes is responsible for maintaining almost 2,800 kilometers of roads right across the city. Since

GO TO
TOP