



## CAPTURING THE COLLECTIVE COMMUNITY MEMORY OF CANADA'S MAIN STREETS, ONE STORY AT A TIME...

The Tale of a Town is a national theatre and media initiative touring the country, gathering and sharing main street stories, leading up to Canada's 150th anniversary in 2017!

### WHY ARE WE DOING IT?

#### WE ARE BRINGING PEOPLE BACK DOWNTOWN TO REMEMBER WHY MAIN STREET MATTERS

Across Canada, countless communities, along with the stories they hold, are in the midst of disappearance as old gives way to new, local gives way to global, diversity gives way to uniformity, and life gives way to death. One main street at a time, The Tale of a Town will save the almost lost stories that reveal our past and inspire our future.



### HOW IT WORKS

From 2014 to 2017, The Tale of a Town will tour the country in their storymobile (recording booth on wheels), stopping on main streets in every province and territory, gathering stories, creating site-specific performances and engaging directly with tens of thousands of Canadians across the country.

### LOCAL ACTIVATION, NATIONAL AMPLIFICATION

#### THE TALE OF A TOWN "STORYMOBILE"

##### ON SITE ACTIVATION & MOBILE MARKETING

Our storymobile visits your town, engaging with community members to build interest in your downtown through personal storytelling and the creation of rich audio content.

#### "A WALK DOWN MAIN STREET"

##### THE WALRUS ONLINE PODCAST PARTNERSHIP

Our light-hearted audio actuality celebrating the spirit of community and the value of local business.

### THE ROAD TO CANADA'S 150<sup>TH</sup>



12/13

ONTARIO PILOT PROGRAM

2014

NOVA SCOTIA  
PRINCE EDWARD ISLAND  
NEWFOUNDLAND AND LABRADOR  
NEW BRUNSWICK

2015

ONTARIO (CONT.)  
QUEBEC  
MANITOBA  
SASKATCHEWAN  
ALBERTA

2016

ONTARIO (CONT.)  
BRITISH COLUMBIA  
YUKON  
NORTHWEST TERRITORIES  
NUNAVUT

### PROGRAM SUCCESS

#### THIS PROGRAM HAS GARNERED OVER 24 MILLION TOTAL EARNED MEDIA IMPRESSIONS

Praised for its social relevance and community engagement strategy, The Tale of a Town has been supported by all levels of government, and endorsed by local partners across the country.



**11 MILLION+**  
PRINT PRESS  
MEDIA IMPRESSIONS



**9 MILLION+**  
PUBLIC BROADCASTING  
IMPRESSIONS

Art and reality merge on Queen St. West

**4 MILLION+**  
ONLINE MEDIA  
IMPRESSIONS

### THE OPPORTUNITY



#### The Tale of a Town

offers local communities a vehicle for public engagement and audience development, connecting people with their past through our innovative approach to storytelling that has received critical acclaim for its high artistic merit and social relevance. It is a perfect way to celebrate the sesquicentennial in our community.

### ABOUT



**FIXT POINT** is a not-for-profit arts and media company based in Toronto, Ontario. Our goal is to preserve local heritage and promote neighbourhood culture through the telling of tales across multiple platforms.





## THE TALE OF A TOWN - CANADA COMES TO YOUR TOWN

Throughout the 2017, The Tale of a Town will be touring communities across the Country, to gather and map main street stories as told by residents, business owners and local heroes.

### HOW DOES IT WORK?

#### Week 1: Storygathering

The Storymobile takes up residency on a main street, where it acts as a beacon for community members who want to share stories of their downtown and main street. Interviews will be facilitated by professional storygathering artists who will record these stories; preserving the oral histories of your community for generations to come.

#### Week 2: Storygathering and editing

The team ventures off the main street and into businesses, retirement homes, community centres, neighbourhood festivals, parks and other gathering spaces to engage harder-to-reach community members and capture even more stories. The team also begins logging, editing and mapping collected stories. At the end of the week, a Story Gathering Session allows community members to come together to check out the Story Map, hear audio montages, and listen to keynote community speakers.

#### Week 3: Installation

The team finishes editing the podcast and populating the Story Map. A Community Listening Party, held in a community space like the library or a community storefront, brings people together for a celebration. Where possible, the installation remains after the storygathering team has gone, allowing the opportunity for ongoing engagement.

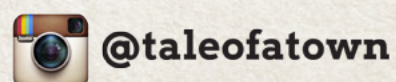
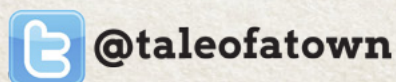
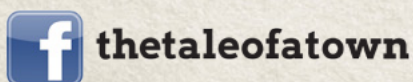
### HOW CAN YOU BECOME A LOCAL PRESENTING PARTNER?

Send us an email and we can work out the details. There is a fee that covers the costs of the professional artists involved in the production as well as the costs associated with staying in your community for 3 weeks.

We will also rely upon your organization to assist our project coordinator in community outreach and the securing a public space to for the project launch and celebration.

### DELIVERABLES:

- \* Customized audio podcast for your community to have forever
- \* Curated digital storymap highlighting your community's stories
- \* Prominent logo placement on The Tale of a Town storymobile as it tours throughout the province
- \* Primary billing position on all marketing collateral
- \* Publicity plan in place to assist in public relations activities throughout the duration of the project
- \* Inclusion of your town and its tales in our national oral history database



#### CONTACT

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