



# JOHN McLachlan

**John McLachlan**  
a one-person  
graphic design and  
arts marketing  
company  
specializing in  
services to artists  
and arts  
organizations.

2001 – ONGOING

**PRINT AND WEB DESIGN** for arts organizations and artists

Work includes the design and creation of web sites, posters, advertisements, annual reports, programs, business cards, signage and other materials as well as marketing advice and strategic consulting.

Clients include:

- Creative City Network of Canada
- AMSSA (Affiliation of Multicultural Societies and Service Agencies of BC)
- ArtStarts in Schools
- BC Touring Council
- Centre for Sustainability
- Centre of Expertise on Culture and Communities (at SFU)
- CAPACOA (Canadian Arts Presenting Association)
- Kicking Horse Culture
- Assembly of BC Arts Councils
- Freehand Books
- Terrace Concert Society
- Prince Rupert Concert Society
- Artists: Sal Ferreras, Karin Plato, Brenda Fedoruk, Elizabeth Brodovitch and Sun.Ergos a company of theatre and dance.

## **Boards and Committees**

Since 2001, I have sat on non-profit boards including:

- **Chair** of the Vancouver East Cultural Centre
- **Chair** of the Alliance for Arts and Culture
- **Treasurer** of the Creative City Network of Canada
- **Chair** of the Advisory Panel of the Digital Graphic Design program at Vancouver Community College
- **Member** of advisory juries for two intakes of the Catalyst grants program of 2010 Legacies Now

2008 – 2010

**COORDINATOR** of Community Presenters Assistance, a program of the BC Arts Council (administered by the BC Touring Council). \$280,000 grants program

- Promotes and assists clients with application issues
- Creates application forms, revises from year to year, prepares for distribution
- Processes approximately 80 applications for 60 clients
- Organizes and chairs peer adjudication jury
- Notifies all applicants of jury results
- Follow-up and final reporting / recommendations to BC Arts Council

2002 – 2004

**EXECUTIVE DIRECTOR**, Creative City Network of Canada, a national non-profit corporation which networks municipal cultural staff from cities across Canada.

- Developed initial membership services
- Worked with key funder in Ottawa, Department of Canadian Heritage
- Implemented first web site and promoted across Canada
- Created marketing and promotional materials
- Organized annual national conference
- Liaised with other national organizations such as the Federation of Canadian Municipalities on joint projects

1998 – 2001

**EXECUTIVE DIRECTOR**, British Columbia Touring Council

- Brought organization out of \$92,000 debt in two years
- Increased membership by 100%
- Developed innovative online tools for members (facility database, online ordering, online “artsontour” website)
- Promoted at trade shows in BC, Alberta, Ontario, New Brunswick, Washington, Oregon, California, Colorado and Texas
- Took part in national network of “contact organizers”
- Produced Arts Summit in Prince Rupert
- Oversaw three contact events: Pacific Contact
- Developed comprehensive branding for organization resulting in greater awareness and consistent membership servicing as well as increased sales for Pacific Contact conference

1985 – 1998

**PROFESSIONAL SINGER/SONGWRITER & PERFORMER**

- Recorded four albums of original music in the folk/pop genre
- Toured extensively throughout British Columbia presenting community-based concerts as well as hundreds of performances in schools
- Marketed act at trade shows and conference in BC, Alberta and Ontario

1983 – 1985

**STUDENT**, Commercial Music Program, Capilano College

## REFERENCES

**Joanna Maratta**, Executive Director  
BC Touring Council, Nelson, BC  
250 352-0021  
fyi@bctouring.org

**Bill Usher**, Executive Director  
Kicking Horse Culture, Golden, BC  
250 344-6186  
director@kickinghorseculture.ca