

**Toni Onley Ltd.**  
**A Proposed Business Plan**  
**Draft Document**

Prepared by  
Jay Samwald

For The Executor and Beneficiaries  
of the Estate of Toni Onley

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DISCLAIMER:

This is a draft document intended primarily as a discussion document between the author, the Executor, and the Beneficiaries of the Estate of Toni Onley.

It is not intended as a comprehensive marketing plan, or as a public offering, but should be considered solely as a draft proposal, representing a dynamic process of planning and review as each phase of the critical path is achieved.

The contents of this document are confidential, and should not be viewed without the express consent of either the author, or the Executor of Toni Onley Ltd.

Great art picks up where nature ends...  
Marc Chagall

Where the spirit does not work with the hand there is no art.  
Leonardo da Vinci

Life is hardly more than a fraction of a second, such a little time to prepare oneself for eternity.  
Paul Gauguin

Creativity takes courage.  
Henri Matisse

It's on the strength of observation and reflection that one finds a way. So we must dig and delve unceasingly.  
Claude Monet

Painting is just another way of keeping a diary.  
Pablo Picasso

My aim in painting has always been the most exact transcription possible of my most intimate impression of nature.  
Edward Hopper

To be creative I need these lonely places. I work best in isolation, particularly in this great solitude of the ancient landscape.  
Toni Onley

## 1) Executive Summary - Overview

My approach to managing The Company is to facilitate and organize a consensual and consultative process between all concerned parties towards achieving two objectives. The first being to help realize the **Best** market value of the works selected for sale from the inventory of Toni Onley Ltd. My second objective is to facilitate projects and programs towards honouring and celebrating the remarkable life and work of Canada's greatest artist of this generation - the Legacy of Toni Onley.

Towards achieving the marketing and sales objective of best market value, two factors are most critical. Pricing, and the expansion into new markets. It is our goal to be able to control and market the inventory in a proactive manner to positively affect the overall price of the product. I see the activities of both the sales and Legacy projects as being mutually supportive.

Towards these goals I envision the gathering of a "round table" group who will meet informally to discuss and advise The Company on goals, objectives, ways and means. As the goals of achieving best market value of the inventory proceeds, the panel may evolve into a not for profit society furthering the objectives of Legacy projects such as scholarships, bursaries, awards, internships, endowments, exhibitions, events, broadcasting and publishing.

Operations of Toni Onley Ltd, The Company, will be transparent to the estate and it's representatives

## **2) The Company**

Toni Onley Limited was established by Toni Onley as a means to realize Best market value for his art, and to contribute in a meaningful way towards the cultural life of Canada. The Company also contributes to a select group of charities and foundations.

Since Toni's death on February 29th, 2004 sales of the inventory have continued. Exhibitions, namely a show at the Omega Gallery, featuring both Toni and Lynn's work. There is an exhibition in Dubai of the Middle Eastern watercolours; the Burnaby Art Gallery; an Arctic exhibition in Kamloops; a show at the Winchester Gallery; and a show at the Elliott Lewis Gallery is scheduled for December, 2004. As well there is ongoing gallery activity from coast to coast in Canada, and internationally.

Legacy projects have included the licencing of twenty five images from the inventory for a Diana Krall concert tour, and contributions to charities. The Vancouver Sun has requested the use of an image to feature on the top of the front page for a holiday edition.

The Executor has conducted a search and selected a manager for the company. Jay Samwald has participated in many significant cultural projects as a project manager, communications advisor, writer and producer. Gallery, and storage facilities have been leased and are being made suitable for the safe and secure storage and effective distribution of the inventory.

### 3) The Marketing Plan

Phase One) In order to best assess the course it has been imperative to conduct a comprehensive inventory of the assets of The Company. To date these works include:

NB: Include actual numbers in a table format.

- Water Colours
- Oils
- Collages
- Silk Screens
- Lithographs
- Etchings
- Sketches
- Private Collection from other artists

As the inventory of the works is complete, the next step is to determine Best market value, with sensitivity towards the risks of flooding the existing market, and the inverse risks involved with not continuing to realize existing high profile and value of the works through supplying the market with a steady supply of the work.

In order to determine Best market value, for body of works selected for sale, we envision that we should conduct a market research phase namely, to research market activity represented by a comprehensive survey of all sales activity over last three years. The goal of this research phase will to assess the effectiveness of each vendor, and to gain an overview towards developing pricing strategies.

Once this data is collected and collated we can more objectively assess and analyze market opportunities and determine pricing.

During this period we anticipate the continued servicing of our existing client base, and mounting Legacy projects.

As well, we look forward to comprehensive consultation with curators, selected clients, peers, agents and dealers. Members of this body may also agree to serve on the Toni Onley Legacy Community Advisory Panel.

## **PHASE TWO:**

By securing a venue as a base for storage, and sales of the inventory, we anticipate a surge in sales for all works. The facility at 1529 West 6th Avenue is in the heart of Vancouver's vibrant and prestigious gallery district. As a result, we anticipate not only "walk in traffic" but also a convenient location for meeting with agents, and dealers. We anticipate mounting a series of exhibits of selected works, along themes as a means of maintaining a high profile, and also to reduce the amount of commission paid to other galleries marketing the works. We feel this will reflect most positively in the generation of equity for The Company. The physical environment of the gallery portion of the facility will reflect the aesthetic values of the work. By housing the collection in a safe and secure environment, we anticipate engaging an insurer to further protect the value of the inventory.

An ongoing task will be an inventory of the many existing sales venues. This will include an assessment of sales and prices. This process will mean extensive liaison and communication with all vendors to assess which work they have, pricing, and commission they receive.

We wish to increase sales activity by expansion into other major Canadian markets, namely Toronto, Ottawa, and Montreal. Towards this end, I suggest the organization of a major retrospective in each of these three cities, at the most prestigious venue.

As the name Toni Onley is a household word, we envision the creation of Toni Onley as a brand which may market a range of ancillary goods. The nature and type of product should be created as a continued celebration of the highest quality to reflect the works of the man. Sales venues would be world class retail venues associated with major institutions such as The National Art Gallery of Canada, The Royal Ontario Museum of Art, INSERT MONTREAL VENUE, the Vancouver Art Gallery, international venues as possible such as The Metropolitan Museum of Art in New York, The Smithsonian in Washington, and on line on the website.

## 5) Appendices

NB: THIS PAGE IS IN PROGRESS AND UNDER CONSTRUCTION

Outstanding Receivables

Summary of sales activity, last thousand days.

Galleries and other Venues where inventory is currently for sale

Jay Samwald Biographical information

Liu Sculpture Studios - Tomb of the Unknown Soldier, Project facilitator, communications advisor, generating proposal and subsequent communications including articles, interview "talking points", Private and Public Commissions Wrote and Produced a documentary video distributed by Magic Lantern.

Le Groupe Apogee - writer of dramatic materials, supportive communications mission statements, press releases. Le Groupe Apogee was a company established by Debra Brown, Principle Choreographer for the Cirque Du Soleil. This independent company performed at many events nationally and internationally.

Television and Film Production - Unit Production Manager for twenty Episode action adventure series, for an international production company. I've contributed to other productions as story authenticator, logistics consultant, post production supervisor. Industry service provider for range of productions, in variety of capacities. As a writer director producer I've generated many hours of independent video production.

Communications for range of public interest groups, environmental groups, corporate and commercial entities. Creation of web site and on line presence for commercial clients.

References: Justice Joanne Challenger  
Richard Gutter  
Debra Brown

Dennis Robinson, Executor

Lynn Onley, Beneficiary

James Onley, Beneficiary

## Proposed Critical Path

### Phase One

inventory  
product appraisal  
market appraisal  
existing client research  
pricing research

secure inventory  
establish storage and sales facilities  
security systems/ devices  
research insurers for inventory

Target Date  
December 15th, 2004

### Phase Two

contact with new market venues  
continue servicing client base  
create accurate sales projections  
based on research data

marketing and sales activity  
convene advisory panel  
facilities maintenance

Initial ancillary product research

March 15th, 2005

### Phase Three

new market venues  
achieve sales projections

exhibition and event  
promotion

commission designers

September 15th, 2005

### Phase Four

Completion of sales from inventory  
Liquidation of assets of The Company  
Creation of not for profit company for Legacy projects and interests

December 31st, 2006