



# ANNUAL REPORT

2022-23 FISCAL YEAR



2022-2023 ANNUAL REPORT

# HIGHLIGHTS

\$11,855

Worth of pro bono support through  
Business Volunteers for the Arts

111

Works of public art featured  
in our Explore Art NL App

6

Mentor pairs matched through  
the Grow to Lead program

12

New members

145

Attended Unlock Your Inner Creative  
with Rick Mercer and Taylor Young

\$89,329

Worth of gigs, commissions,  
sponsorships, and other connections

4

New programs launched!

60

Artists featured in the  
Local Holiday Gift Guide

45

Spotlight On  
Partnership stories published

134

Hours of professional fundraising  
coaching provided

25

Community partnerships

11

Pop-up concerts at  
our Public Pianos

254

Attended our 9 different  
Business Workshops for Artists

36

Organizations attended a  
Fundraising in the Arts Symposium

18

Incredible board members

109

Business & Arts members

# LAND ACKNOWLEDGEMENT

Business and Arts NL acknowledges the historical oppression of lands, cultures, and the original Peoples in what we now know as Newfoundland and Labrador and fervently believes the arts can contribute to the healing and decolonizing journey we all share. As we open our hearts and minds to the past, we commit ourselves to working in a spirit of truth and reconciliation to make a better future for all.



#### Interactive PDF

Click on the underlined links throughout the report to learn more about different projects on our website.

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# OUR ORGANIZATION

1

# OUR ORGANIZATION



Memorial University of Newfoundland Signal Hill Campus

## Our Vision

(un)common work to elevate arts, business, and communities

## Our Mission

Creativity is a key ingredient of the secret sauce that makes Newfoundland and Labrador a vibrant, modern, and compelling place in which to live, work, and play. We believe that when creativity and commerce converge the results are transformative for all. Our mission is to facilitate meaningful dialogue and purposeful partnerships between the arts and business communities, generating positive impact and cultivating a vibrant, creative, and resilient province like no other.

Image caption: Business and Arts NL is grateful to have our office as part of the community at Emera Innovation Exchange, Signal Hill Campus.

## We do this by:

- 1 Fostering **Partnerships and Collaborations** that connect and inspire artists, businesses, and creatives and build understanding, mutual respect, and strengthen our collective voices.
- 2 **Elevating Awareness** of the vital role of art and creativity to enrich and improve our communities, lives, and our future as a province.
- 3 **Building Capacity** in the arts community and strengthening its role as the centerpiece of our cultural vitality.

## What Motivates Us

We believe the arts are a significant and necessary part of a thriving community. They have intrinsic value and contribute to a broad range of economic and social goals, including:

- Creating jobs and developing skills
- Attracting and retaining businesses
- Revitalising places
- Attracting visitors
- Building community pride and social cohesion
- Telling stories that encourage diversity and inclusion
- Encouraging public dialogue
- Diversifying our approaches to problem-solving
- **And a whole lot more**

# ENGAGING COMMUNITY AND ARTS NL

Established in May, 2021, Business and Arts NL's sister organization is Engaging Community and Arts NL. Engaging Community and Arts NL contributes to projects such as Business Workshops for Artists and other educational projects.

Engaging Community and Arts NL is a charitable organization (Engaging Community and Arts Inc, BN 79206 9403), and gratefully accepts donations on behalf of those who believe in the importance of our mandate to advance education to artists and the general public.

# OUR TEAM

## Strategic Planning

Our Board engaged in a strategic planning process that will help set our eyes on the horizon over the next five to ten years. Lots of exciting things to come!

## STAFF

**Amy Henderson**

Executive Director

**Hazel Eckert**

Program Coordinator &  
Graphic Designer

**Linda Browne**

Writer & Content Creator

**Lynn Panting**

Program Coordinator

## BOARD OF DIRECTORS

**Mark Dobbin, Co-Chair**

Killick Capital Inc.

**Dr. Noreen Golfman, Co-Chair**

Memorial University of  
Newfoundland

**Margie Allan**

Member at Large

**Alex Collins**

Equinor

**Rob Blackie**

Take the Shot Productions

**David Bradley**

Garrick Theatre

**Kevin Casey**

Cal LeGrow

**Ron Ellsworth**

REMAX Infinity Realty Inc.

**David Hood**

Grant Thornton

**Amy House**

Tyndrum Media &  
Entertainment Inc.

**David Maggs**

Camber Arts |  
Metcalf Foundation

**Theresa Rahal**

Strategic Directions Inc.

**John O'Dea, QC**

McInnes Cooper

**Mark Ploughman**

Mark Ploughman Consulting

**Gina Pecore**

Genoa Design

**Melissa Saunders**

Tupman Bloom

**John Steele**

Steele Hotels

**Dr. Ian Sutherland**

Memorial University of  
Newfoundland

# OUR MEMBERS

Anchor Inn	Higher Talent	Rotary Arts Centre
Anna Templeton Centre/ QVV Artisan Studios	Hive Group Benefits	Running the Goat Books
Art Association NL	ICI Innovations	Sequence Bio
Artistic Fraud	Killick Capital Inc.	Shallaway
Atlantic Cultivation	Kittiwake Dance Theatre	Sound Symposium
BDO	Knightsbridge/Meridia	Soundbone Traditional Arts
Benson Buffett	Laughing Heart Music	St. John's International Airport
Bonavista Biennale	Lawnya Vawnya	St. John's International Women's Film Festival
Breakwater Books	Mark Ploughman Consulting	St. Michael's Printshop
Butland Communications	Martek (Southwest Properties Management)	Steele Hotels
Cal LeGrow	McInnes Cooper	Stewart McKelvey
Caron Hawco Group	MusicNL	Strategic Directions
Carvel & Helm Interior Design Inc.	Newfoundland Symphony Orchestra	Straylight Media
Cenovus	Newman Sound	Take the Shot Productions
Clear Risk	NL Folk Arts Society	The Masonic
Cohen's Home Furnishings	NL Liquor Corp	The Rooms
Community Foundation of NL	NL Classifieds	Theatre Newfoundland & Labrador
Craft Council of NL	Noseworthy Chapman	Theresa Murphy
Crimson Art Studio	Ochre House Retreat	Tract Consulting
Crosbie Group Limited	Opera on the Avalon	Tuckamore Chamber Music Festival
DanceNL	People Stuff	Tupman Bloom
Diamond Design	Perchance Theatre Co.	Unscripted Festival
Easifan Inc.	Perfect Day Canada	VANL-CARFAC
Equinor	Persistence Theatre Co.	Virtual Marine
First Light	Pharos Music	Whitelaw.Legal
Fishers' Loft	Portugal Cove – St. Philip's Arts Association	Winterset In Summer
Focused Creative	Radiant360	Wonderbolt
Fortis	Ray Agency	WritersNL
Gems from Paradise Inc.	Resource Centre for the Arts/ LSPU Hall	

# EQUITY, DIVERSITY AND INCLUSION

We share our Equity, Diversity and Inclusion (EDI) Framework, and an EDI Working Policy, with organizations in our network as a useful starting place for their own work.

Further work being led by that committee includes:

- 1 Making changes in content and infrastructure, to our website, in order to make it more fully accessible.
- 2 Assessing and modifying our hiring and board recruiting practices to ensure diversity of our staff and board.
- 3 Continuing to build programming that helps to advocate, decolonize, and subvert the status quo.

FUNDING  
PARTNERS



# HOW WE HELPED BUILD CAPACITY IN THE ARTS

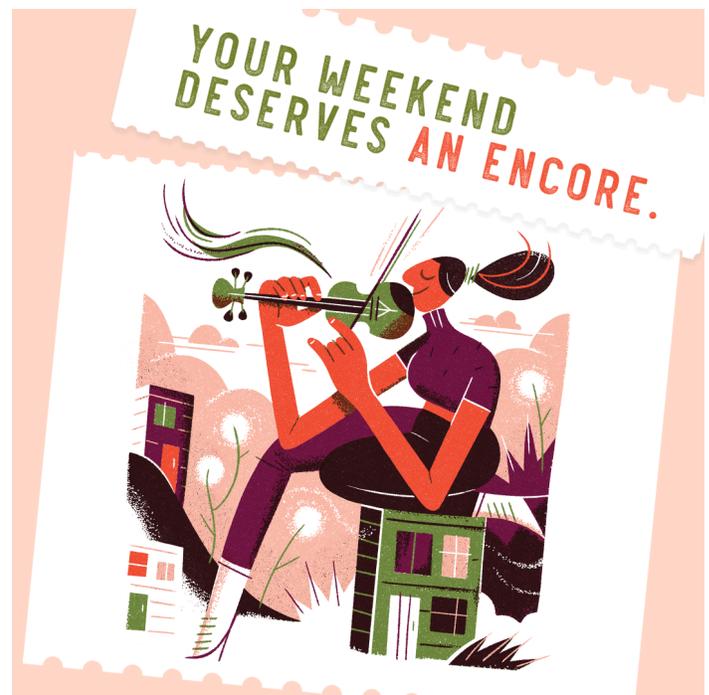


# THE ART OF GOING OUT

We launched this Audience Engagement Pilot Project in September, 2022. Working with ten arts organizations in St. John's, the goal of the program was to collaborate to share a mix of digital, print, and out-of-home advertising media to drive attendance and engagement at live arts events throughout the fall.

We worked with **Ray Agency**, who built on the insight that following over two years without in-person events, going out has become an art form in and of itself, to create **The Art of Going Out**. In March, 2023, Ray Creative Agency and illustrator Mike Butler were awarded an Applied Arts Award for Illustration for Mike's illustrations created for this campaign.

This project was made possible (in part) by the **Government of Canada** and the **Government of Newfoundland and Labrador**.



# ARTSUPPORT NL

Providing professional fundraising support to arts organizations.

The second chapter of this program, ArtSupport NL Phase 2, began early in 2020, and concluded in September 2022. As a result of this work, organizations who were able to complete the coaching and training increased their fundraising revenues by 28% collectively, during a time of global and economic upheaval. They also increased the number of donors to their organizations by 285% collectively.

This program provided training and one-on-one coaching support from fund development professionals to help participating arts organizations build fundraising capacity. In the last year, this program delivered 134 hours of coaching to 18 organizations across the province. Read the full final report [here](#).

This project was made possible (in part) by the **Government of Canada** and the **Government of Newfoundland and Labrador**.

## PARTICIPATING ORGANIZATIONS



# ArtSupport NL

## FINAL REPORT

collectively  
increased their  
fundraising  
revenue by

**28%**

**50%**

successfully launched  
a new or first-time  
fundraising initiative

collectively  
increased their  
number of donors  
and sponsors by

**285%**

**88%**

reported increased  
fundraising  
knowledge and  
confidence

# ARTSUPPORT NL

“

*It was FANTASTIC! Not only did it help us increase the amount we raised, it helped us evaluate what operational changes needed to be made in our organization. It helped provide the tools and the support we needed to make a huge transformation happen. I can't rave enough about this program. It was a game changer for our organization. It also helped me in other aspects of my career outside of the office. Well worth the time investment and commitment. Thank you Business and Arts NL!*

”

**ArtSupport 2.0 Participant**

# BUSINESS VOLUNTEERS FOR THE ARTS

**Business Volunteers for the Arts** is a matching service that connects volunteers from the community with local arts organizations and individual artists. Volunteers offer pro bono time and services to help artists work through roadblocks and develop sound business practices.

Our goal is to give artists the support they need to make their best work, and to strengthen creative networks throughout Newfoundland and Labrador.

In the last year, we matched **16 arts members** with over **\$11,855 worth of pro bono support** through the program.

Business Volunteers for the Arts is funded in part by a grant from the **Newfoundland and Labrador Law Foundation**.

**Over the last year, we've been able to match artists and arts organizations with professionals in the following fields:**

- 1 Legal
- 2 Accounting
- 3 Human Resources
- 4 Marketing and Communication

**These matches helped to resolve issues around or develop better business practices in relation to:**

- Contract review
- Conflict resolution and mediation
- HR policy and labour standards
- Assistance with budgeting and financial projections
- Governance and organizational structure
- Intellectual property and copyright
- Employment contract and labour standards review
- Album release marketing support
- Commercial leases
- Sponsorship contracts
- Incorporating a business

# BUSINESS VOLUNTEERS FOR THE ARTS

“*I think the program is great. I often think about situations I was in years ago where a voice with experience would've been very helpful.*”

— **Business Volunteer**

“*Honestly, this program is friggin' fantastic and I wish more people knew about it. To be able to talk to someone for a little bit to answer some fairly specific tax questions was perfect.*

*Thanks again, both to you, the program, and to the volunteer for being deadly.*”

— **Arts Member**

# BUSINESS WORKSHOPS FOR ARTISTS

Evolving arts enterprises through professional development. This year, we were able to offer **9 workshops** to **254 artists**, and had an immeasurable impact on how these individuals and organizations ran their businesses. Thanks to all of our volunteer presenters!

- 1 Grant Writing with ArtsNL**
- 2 Incorporation vs Sole Proprietorship**  
McInnes Cooper
- 3 Round Table – Sustainable Jobs in the Arts**  
Amy Henderson, Business & Arts NL  
Penelope Rowe, Community Sector Council NL  
Natalie Hand, Knightsbridge/Meridia
- 4 Leadership and the Body: Strategies for Collaboration**  
Shannon Litzenberger, presented in partnership with  
MUN School of Music | Neighbourhood Dance Works
- 5 Creativity and the Law Intellectual Property Basics**  
McInnes Cooper
- 6 Grow Your Impact with Volunteers**  
Community Sector Council NL
- 7 Building Accessibility Confidence 101 with InclusionNL**
- 8 Nurturing Ecosystems: Eastern Canada**  
ArtsPond | DigitalASO
- 9 Directors' Dilemma**  
Institute of Corporate Directors

# BRINGING ART AND BUSINESS TOGETHER



# BROKERING AND COLLABORATION

Connecting artists with the community, for projects that fuel growth, innovation, and revitalize places. This year, we directly connected artists and the community in over **\$89,329** worth of opportunities, projects, commissions, and sponsorships. We love to be the first call when someone thinks “*I wonder if there’s an artist in NL who...?*” or “*Can we spice up our next event by...?*” Some of our favourite collaborations this year included:

## Art Upon Arrival

We teamed up with the St. John’s International Airport to create an opportunity for an illustrator or graphic designer to impact travellers’ sense of arrival when they walk through the airport. Local artist **Molly Margaret’s** concept was selected and wrapped around eight columns in the baggage corridor.



Molly and YYT CEO Dennis Hogan (photo by Ritche Perez)

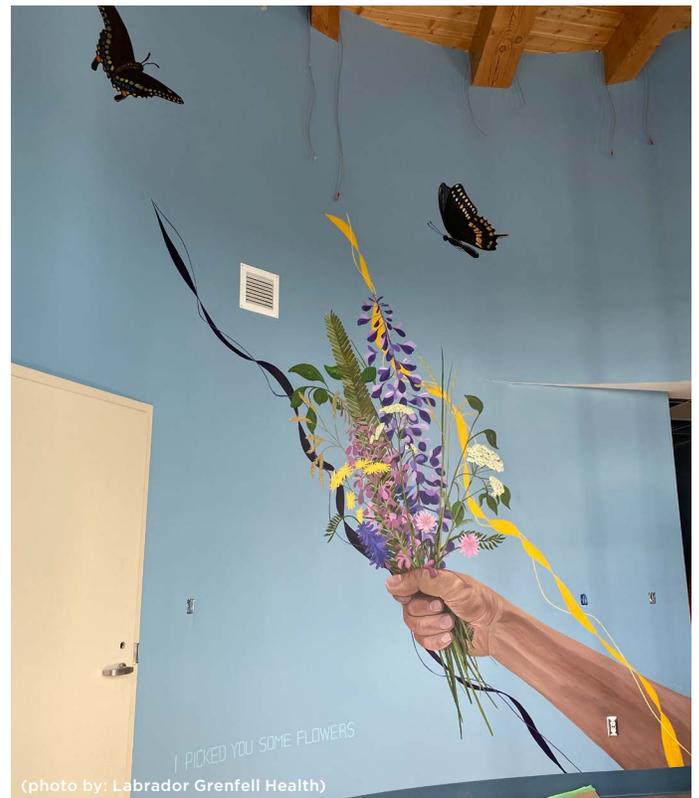
## Horizon Maritime Indigenous Artist Residency

Horizon Maritime created an **Indigenous Artist Residency** aboard their vessel as part of their collaboration with OceanGate Expeditions to offer tours to the site of the Titanic. This incredible opportunity welcomed two artists, who traveled

on the boat with the crew, scientists, and dive specialists, and created artworks that reflected their experiences. The goal of the project was to increase engagement and encourage Indigenous participation in the Blue Economy.

## Labrador Grenfell Health Tree of Hope Mural

We’re working with the Department of Health and Community Services to install art in mental health inpatient units across the province. In the fall, Labrador Grenfell Health opened their new unit, and sought out an artist to create a mural featuring a “**Tree of Hope**” in the Community Room, to contribute to the sense of being in a strong, spiritual, healing space, that represents the North in its design and feeling. **Jessica Winters’** submission was selected, and she flew out to Goose Bay to create her work in one very busy week in July.



(photo by: Labrador Grenfell Health)

# TEAM UP WITH THE ARTS

## Building the arts one board member at a time.

Team Up With the Arts brings together members of the creative sector with potential volunteers who want to make an impact. Participants from across sectors participate together in a four-part program created in partnership with the Gardiner Centre. The four workshops provide a foundational understanding of governance (applicable to small nonprofits all the way up to multinational corporations), as well as the role of boards to support the growth of the arts in NL today. Upon completion,

volunteers may choose to be matched to join the board of one of the participating arts organizations.

The first round of Team Up With the Arts launched in September and reached capacity weeks before the first class! We're looking forward to offering this program again in 2023.

This project was made possible (in part) by the **Gardiner Centre**, the **Government of Canada** and the **Government of Newfoundland and Labrador**.



Participants in the classroom for Team Up With the Arts

# GROW YOUR IMPACT WITH VOLUNTEERS

In response to the fact that volunteer numbers have been decimated throughout the pandemic (our ArtSupport participants reported a decrease in volunteers by 46% from 2020-2022), **Grow Your Impact with Volunteers** is designed to help arts organizations recruit, re-engage, and/or diversify their volunteer programs.

Working in partnership with Bettina Ford and the Community Sector Council of NL, four participating organizations will receive group training and one-on-one coaching sessions to help identify strategies that will help them find the right people, using the right tools for their organization. This project has been made possible by the **Government of Canada** and the **Government of Newfoundland and Labrador**.

## PARTICIPATING ORGANIZATIONS



# QUIDI VIDI ART SEARCH

The Quidi Vidi Art Search is a public art project involving four new artwork commissions by four local businesses, including Quidi Vidi Artisan Studios, Mallard Cottage, Quidi Vidi Brewery, City of St. John's and The Wharf at Quidi Vidi.

The Art Search will foster the creation of new cultural infrastructure, reinforcing a unique sense of place. It also provides an opportunity for artists to have their work showcased in a novel way, and for local businesses to demonstrate how they value local arts and culture.

In fall, 2022 we completed the call for submissions, selection, and contracting phases of this program. Keep your eyes out for an unveiling event in spring 2023!

This project has been made possible by the Government of Canada and the City of St. John's.

# UNLOCK YOUR INNER CREATIVE

The **Unlock Your Inner Creative series** focuses on conversations between artists and creative-curious leaders from other sectors.

In March, we welcomed Taylor Young (CSO of CoLab) and TV personality Rick Mercer who talked about risk, creativity, and how communities can create opportunities for success with each other. Thanks to **Verafin** for helping make this event possible. We welcomed 140 attendees, online and in person, to the event. Topics explored included:

- 1 how to be, and/or become creative
- 2 how to create the right conditions for inspiration, creativity, and your “best work”
- 3 the relationship between fear of failure and our ability to be creative



photo credit: Ritche Perez

# GROW TO LEAD MENTORSHIP PROGRAM

Connecting leaders in the arts and business communities to help strengthen the arts sector, one relationship at a time.

Grow to Lead pairs leaders within the arts community with leaders in the private sector to work closely together for a minimum of 3 hours/month, for 10 months. They work together to help the mentee navigate challenges, connect to new ideas, people and resources, and strengthen individual leadership and organizational capacity. Mentors from the business community share their experience and skills, and gain greater understanding of, and connection to, the arts ecosystem in NL.

*“It’s a vital element of our culture and economy and the average person on the street has no idea of how much expertise, hard work and expense is required for arts organizations to pull off what they do; and that we have some hugely talented and dedicated people in our community that do just that every day. I certainly have a newfound appreciation of these areas.”*

**Mentor Participant**

*“I learned so much from my mentor during this mentorship program. My mentor helped me challenge myself, to improve and grow. At first, some of the projects seemed daunting, but the relationships and lessons learned will have a long-lasting and positive impact on not only myself as an arts administrator, but the organization as well.”*

**Mentee Participant**

# HOW WE INSPIRED, SHARED, AND CONNECTED THE COMMUNITY

4

# EXPLORE ART NL

## Public Art App

Now featuring 111 outdoor murals, sculptures, memorials and yarn-bombings across Newfoundland and Labrador, **Explore Art NL** allows users to browse works by location, medium or artist. Information about each work, the artist, the location and its significance is included, often with links to additional information and videos.

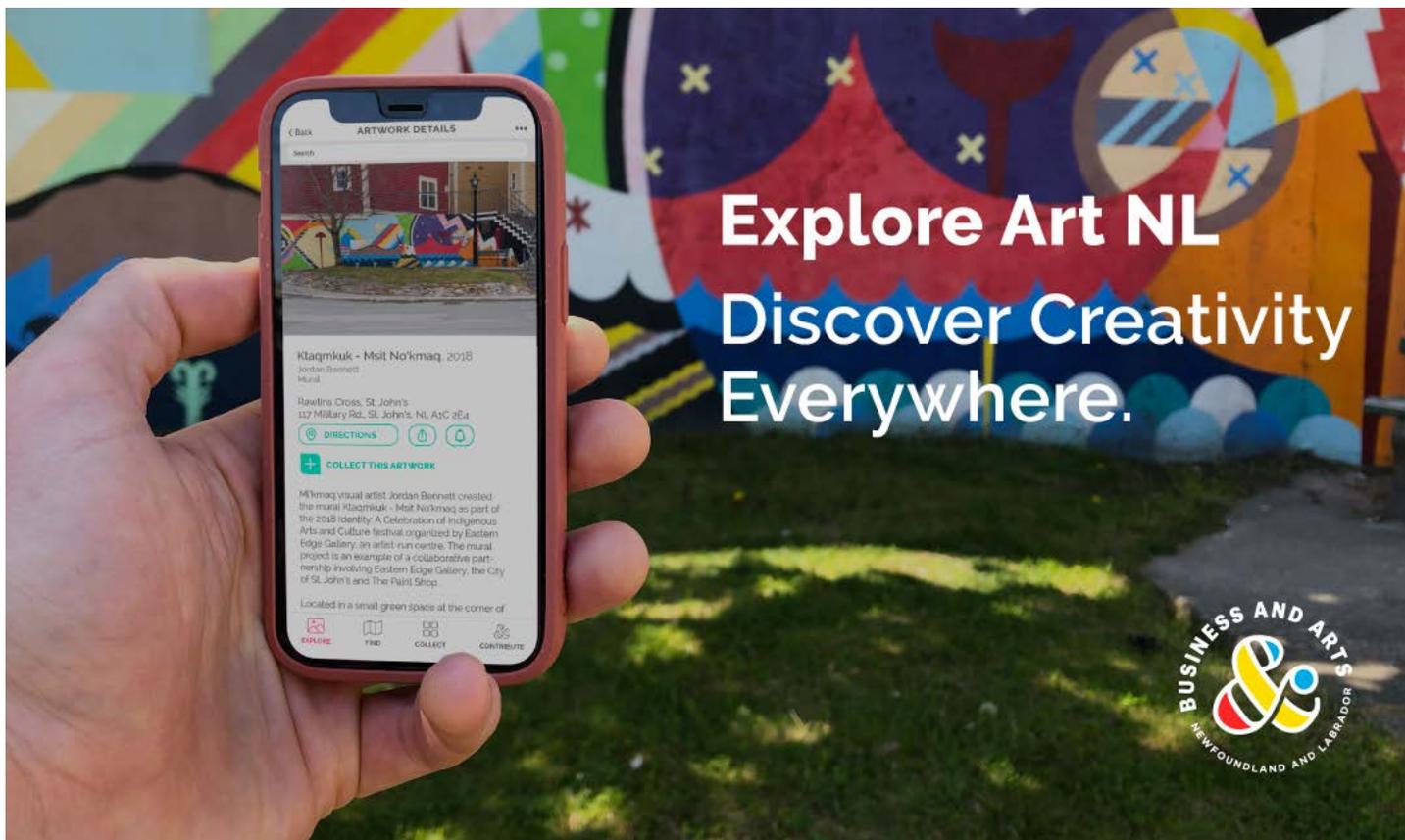
We created this app because we believe in the power of art to draw people together, to start conversations, and to attract visitors to the unique landscape and talented artistic voices of our province. Public art also plays an important role in humanizing built environments, reflecting our evolving culture, and invigorating public spaces, inviting people to spend more time in a location.

We hope Explore Art NL will help members of the public, tourists, art-lovers and the “art-curious”

among us discover the artworks in our own backyard, and appreciate how paint, steel, bronze, rock, and yarn can be used to generate conversations, experiences and a sense of place. We encourage people to use the app to interact and engage with public art and invite them to share their images on social media, helping promote municipalities across the province in the process.

This year, we launched a browser-based version of the app, and will be launching a series of curated tours!

This project was made possible by **Genesis St. John's, Tract Consulting, City of St. John's**, and the **Government of Canada**.



# NEWSLETTERS

## Spotlight on Partnerships

We shared **45 stories** highlighting partnerships between businesses, municipalities, nonprofit organizations, and artists, across the province. **Spotlight on Partnerships** is written by Linda Browne.

## Opportunities for Artists Newsletter

Our monthly newsletter connecting artists to jobs, grants, residencies, and other opportunities is growing in popularity. Sent to nearly **750 contacts** each month, this popular offering has an unprecedented **click rate of 42.9%**!

TOP SPOTLIGHT STORIES OF 2022



[Spotlight on the Town of Gander's Art Procurement Program](#)



[Spotlight on Marcus Gosse and the Canadian Coast Guard Mural](#)



[Spotlight on the Village Music Mural in Corner Brook](#)



[Spotlight on Rick Mercer and Taylor Young](#)

# COME PLAY WITH ME PUBLIC PIANOS

Donated by the public, painted by local artists, debuted by local musicians and sponsored by local businesses, our **public pianos** hit all the right notes — creating a lively, fun and engaging atmosphere while giving people the chance to connect through spontaneous (and magical) musical moments. Since 2014, 52 artists have been engaged to paint and play these instruments, and over 200 free, advertised public performances have taken place, in addition to countless spontaneous ones. This summer, we celebrated that all of our pianos had finally reopened post-covid with 11 pop-up concerts across the province.



Fangrao Cui | Cox & Palmer Piano  
St. John's Farmers' Market



Oz Merchavy | JAG Piano  
St. John's International Airport



Summer Bennett | MUN Piano  
MUN Signal Hill Campus



Silver Wolf Band | Royal Inn + Suites Piano  
Goose Bay Airport



Noah Hamilton | Humber Motors Piano  
Deer Lake Airport



Tim Purdy | Avalon Laboratories Piano  
Health Sciences Centre St. John's



Len Penton and Deborah Clarke | MUN Piano  
Emera Innovation Exchange



Ana and Eric | Newdock Piano  
MUN Marine Institute



Sherry Ryan | Come From Away Piano  
Gander Airport



Black Heritage NL | Penney Auto Piano  
St. John's Arts and Culture Centre

# THANK YOU TO OUR PIANO SPONSORS



COX & PALMER



JAG



NEWD⚙️CK  
St. John's Dockyard Limited



# LOCAL HOLIDAY GIFT GUIDE

In an effort to encourage customers to buy local and handmade products during the Christmas season, our annual initiative, the Local Holiday Gift Guide, really resonated with customers once again. This year's edition included new interactive elements and featured illustration and custom lettering by artist and designer Renée Baldwin.

Sixty artists, many of whom are accustomed to selling exclusively in person at craft fairs and markets, or are emerging artists who aren't yet set up with an online shop, shared their products through our guide.

60

NL ARTISTS  
FEATURED

67%

OF ARTISTS SAW AN  
INCREASE IN SALES

1200+

CUSTOMERS BROWSED  
THE GIFT GUIDE



LOCAL

# HOLIDAY

GIFT GUIDE





[www.businessandartsnl.com](http://www.businessandartsnl.com)