



# ANNUAL REPORT

2023-2024 FISCAL YEAR



2023-2024 ANNUAL REPORT

# HIGHLIGHTS

# \$8,610

Worth of pro bono support through  
Business Volunteers for the Arts

# 24

Artists involved in making  
EDI moments

# 5

Mentor pairs matched through  
the Grow to Lead program

# 11

New members

# 15%

Increase in email subscribers

# \$140,000

Worth of gigs, commissions,  
sponsorships, and other connections

# 1

New website unveiled

# 90

Artists featured in the  
Local Holiday Gift Guide

# 47

Spotlight On Partnership  
stories published

# 1305

Increase in social media followers

# 10

Years of #ComePlayWithMeNL  
Public Pianos

# 15

Pop-up concerts at  
our Public Pianos

# 451

Attendees at our 11 different  
Business Workshops for Artists

# 6

Boards trained through  
Team Up With the Arts

# 15

Incredible board members

# 105

Business & Arts members

# LAND ACKNOWLEDGEMENT

Business & 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



# OUR ORGANIZATION



Business & Arts NL is grateful to have our office as part of the community at Emera Innovation Exchange, 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.

## 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

An investment in local arts is an investment in our province's future.

In December 2023, we went public with our sister organization, Engaging Community & Arts NL. ECANL supports our educational work, including Business Workshops for Artists, EDI Moments, and some of our public events. Thanks to everyone who helped us **Empower the Arts** by supporting our inaugural fundraising campaign.

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



## EMPOWER THE ARTS

An investment in local arts is an  
investment in our province's future.

**DONATE TODAY!**

# OUR TEAM

## We Grew!

We welcomed Anhelina Shevchenko to the team and offered 3 internships in partnership with other organizations to provide work experience for recent grads and newcomers.

## STAFF

### **Amy Henderson**

Executive Director

### **Anhelina Shevchenko**

Partnership & Program  
Coordinator

### **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

### **Rob Blackie**

Take the Shot Productions

### **David Bradley**

Garrick Theatre

### **Alex Collins**

Equinor

### **David Hood**

Grant Thornton

### **Amy House**

Tyndrum Media &  
Entertainment Inc.

### **David Maggs**

Camber Arts |  
Metcalf Foundation

### **John O'Dea, QC**

McInnes Cooper

### **Gina Pecore**

Genoa Design

### **Mark Ploughman**

Mark Ploughman Consulting

### **Theresa Rahal**

Strategic Directions Inc.

### **Melissa Saunders**

Tupman Bloom

### **John Steele**

Steele Hotels

### **Dr. Ian Sutherland**

Memorial University of  
Newfoundland

## INTERNS

### **Hanif Hosseini**

AXIS Career Services | Association for New Canadians

### **Anhelina Shevchenko**

Memorial University | MBA/Social Enterprise Entrepreneurship

### **Erin Lee**

Memorial University | Joint Bachelor of Music and Bachelor of Commerce



# OUR MEMBERS

Anchor Inn

Anna Templeton Centre/  
QVV Artisan Studios

Art Association NL

Artistic Fraud

ArtStart NL

Atlantic Cultivation

BDO

Benson Buffett

Bespoke Collective

Bonavista Biennale

Brack and Brine

Breakwater Books

Butland Communications

Cal LeGrow

Caron Hawco Group

Carvel & Helm Interior Design Inc.

Christina Parker Gallery

Cenovus

Clear Risk

Cohen's Home Furnishings

Community Foundation of NL

Craft Council of NL

Crimson Art Studio

Crosbie Group Limited

Diamond Design

Easifan Inc.

Equinor

Fenigo

First Light

Fishers' Loft

Focused Creative

Fortis

Gardiner Centre

Gems from Paradise Inc.

Genesis Centre

Genoa Design

Grant Thornton

Guide to the Good

HeyOrca!

Hibernating Fox Studios

Higher Talent

Hive Group Benefits

Kildare Renovations

Killick Capital Inc.

Kittiwake Dance Theatre

Knightsbridge/Meridia

Laughing Heart Music

Lawnya Vawnya

Mark Ploughman Consulting

McInnes Cooper

Mills and Wright Landscape  
Architecture

MusicNL

Newfoundland Symphony  
Orchestra

Newman Sound

NL Association of CBCDs

NL Folk Arts Society

Noseworthy Chapman

Ochre House Retreat

Opera on the Avalon

Perchance Theatre Co.

Perfect Day Canada

PerSIStence Theatre Co.

Portugal Cove - St. Philip's Arts

Power Productions NL

Ray Agency

Resource Centre for the Arts/  
LSPU Hall

Rotary Arts Centre

Running the Goat Books

Shallaway

Sound Symposium

Soundbone Traditional Arts

St. John's International Airport

St. John's International Women's  
Film Festival

St. John's Sports and  
Entertainment Ltd.

St. Michael's Printshop

Steele Hotels

Stewart McKelvey

Strategic Directions

Take the Shot Productions

TechNL

The Masonic

The Rooms

Theatre Newfoundland &  
Labrador

Tract Consulting

Tuckamore Chamber Music  
Festival

Tupman Bloom

Unscripted Festival

VANL-CARFAC

Winterset In Summer

Wonderbolt

WritersNL

# 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 to our website, including content and infrastructure, 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



## ST. JOHN'S

# HOW WE HELPED BUILD CAPACITY IN THE ARTS



# 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 **22 arts members** with over **\$8,610 worth of pro bono support** through this 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 matched artists and arts organizations with professionals in the following fields:

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

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
- Budgeting and financial projections
- Governance and organizational structure
- Intellectual property and copyright
- Labour standards review
- Album release marketing support
- Commercial leases
- Sponsorship contracts
- Incorporating a business

# BUSINESS VOLUNTEERS FOR THE ARTS

“ *It was an absolute pleasure to work on this project with a number of different arts administrators. Thank you so much for engaging me!* ”

— **Business Volunteer**

“ *It was immensely helpful. In fact, we are now engaging the volunteer for further work. Both connections made for us through the Business Volunteers for the Arts program have turned out splendidly. Thanks so much for your help!* ”

— **Arts Member**

# BUSINESS WORKSHOPS FOR ARTISTS

Evolving arts enterprises through professional development. This year, **Business Workshops for Artists** offered **11 workshops** to **451 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, Professional Project Grants**  
ArtsNL
- 2 Introduction to GST/HST**  
Canada Revenue Agency
- 3 Intellectual Property Rights and the Arts**  
Andre Gallant, Government of Canada  
Michael Shortt, Fasken LLP Montreal, QC
- 4 Career Sustainability Through Challenging Times**  
The AFC and The CAPE Fund
- 5 The Art of Managing Your Career**  
Cultural Human Resources Council  
In partnership with Grenfell Gallery MUN (Spring session)  
and the College of the North Atlantic (Fall session)
- 6 Grow Your Impact with Volunteers**  
Community Sector Council NL
- 7 Social Media Management Basics: Tools and Tactics**  
Stephanie Schwartz / Director of Product  
Nabeel Mansoor / Customer Care Specialist
- 8 Fundraising 101**  
Jennifer O'Neill
- 9 Digital Marketing for Artists**  
Hanif Hosseini
- 10 Build a Better Board: Tools and Templates**  
Donna Ball
- 11 Income Tax for Freelance Artists**  
KPMG

# GROW YOUR IMPACT WITH VOLUNTEERS

Grow Your Impact with Volunteers was designed in response to the fact that volunteer numbers have dropped significantly throughout the pandemic (our ArtSupport participants reported a decrease in volunteers by 46% from 2020-2022). The program helps 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 organizations received training as a cohort, and individual

coaching, in order to evaluate their volunteer engagement, and design new methods of recruiting and using volunteers. This project has been made possible by the Government of Canada and the Government of Newfoundland and Labrador. This program culminated in a public workshop for the arts community, featuring **Union House Arts**, **NL Folk Arts Society**, and **St. Gabriel's Hall**.

## WORKSHOP PANELISTS





# BRINGING ART AND BUSINESS TOGETHER

3

# 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 **\$141,000** worth of opportunities, projects, commissions, and sponsorships.

**We are the go-to resource** in Newfoundland and Labrador for organizations looking to collaborate with artists to help invigorate teams, connect the community and brands, and contribute to our thriving, modern province. Some of our favourite collaborations this year included:

MINI Countryman Art Car featuring “Whale Family” by Marcus Gosse. This second Art Car

partnership with Capital Auto Group featured the 2023 MINI Countryman, which was wrapped with Marcus Gosse’s artwork and hit the streets for the month of July as a moving piece of public art that also served to advertise our Explore Art NL public art app.

We’re working with the Department of Health and Community Services to install art in mental health inpatient units across the province, including a substantial amount of artwork for the new Adult Mental Health and Addictions Facility in St. John’s.



Photo credit: Matthew Myler, Capital Auto Group

# QUIDI VIDI ART SEARCH

Celebrating a vibrant community through public art.

Launched in May 2023, the **Quidi Vidi Art Search** is a public art effort championed by artists, community partners, and business owners. It features work by Newfoundland and Labrador artists Vessela Brakalova, Robert Hengeveld, Ian Gillies, Marc Fiset, Julie Lewis, and Kevin-Barry Martin. Each remarkable piece reflects its distinct location and celebrates the past, present, and future of Quidi Vidi Village.

Art Search locations and community partnerships include Sugarloaf Path, Quidi Vidi Village Artisan Studios, The Wharf, The Inn by Mallard Cottage, and Quidi Vidi Brewery. The Quidi Vidi Art Search is made possible through funding by the **Atlantic Canada Opportunities Agency** and the **Government of Canada**.



Photo credit: Ritche Perez

# QUIDI VIDI ART SEARCH BUSINESS PARTNERS



QUIDI VIDI VILLAGE  
*Artisan Studios*

ST. JOHN'S



QUIDI VIDI  
  
BREWERY

# 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. Together, participants from across sectors engage 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. This year, six organizations completed this program and three recruited new board members.

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

# (UN)COMMON THREADS: CREATIVE LEADERSHIP

The business and arts communities have so much in common, including a desire to make Newfoundland and Labrador a vibrant, modern, and compelling place in which to live, work, and play. Our **(Un)Common Threads** series follows the threads of our shared traits, interests, and aspirations to build powerful uncommon results.

This event series kicked off in October 2023 with a conversation between three influential leaders from the realms of tech, film, and architecture. Wally Haas, Ruth Lawrence, and Jim Case

discussed how their creative teams excel in cultivating individual talents, collaborating on intricate projects, and consistently exceeding creative benchmarks while meeting deadlines and targets.

We'll be announcing some exciting new events and initiatives under this banner in 2024. Keep your eyes on our social media and emails to be the first to know and snag an early-bird or members-only registration!



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.

Mentoring is a two-way street. The mentor gets wiser while mentoring, and the mentee gains knowledge through their mentor.

**Marisol Gonzalez**

# GROW TO LEAD MENTORSHIP PROGRAM

“*The Grow to Lead mentorship program exceeded my expectations and left a profound impact on my journey as an Indigenous woman entrepreneur. I wholeheartedly recommend this program to anyone contemplating it. The guidance and support I received from my mentor, who brought a wealth of experience to the table, proved to be invaluable. Not only did I gain practical knowledge and skills, but I also forged a lasting relationship with my mentor, which continues to benefit me even after the program. I am immensely grateful to Business & Arts NL for creating such a wonderful experience that has enriched my professional growth in countless ways.*”

— **Jessica Brown, Mentee**

“*Being a part of the Grow to Lead Program was a wonderful experience. I appreciated learning from all of the other participants and the challenges and opportunities they were working through. It was an inspiring group to be a part of and I left individual and group sessions feeling like I'd given and received an immense amount.*”

— **Nicole Dawe, Mentor**



# HOW WE INSPIRED, SHARED, AND CONNECTED THE COMMUNITY

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# EXPLORE ART NL PUBLIC ART APP

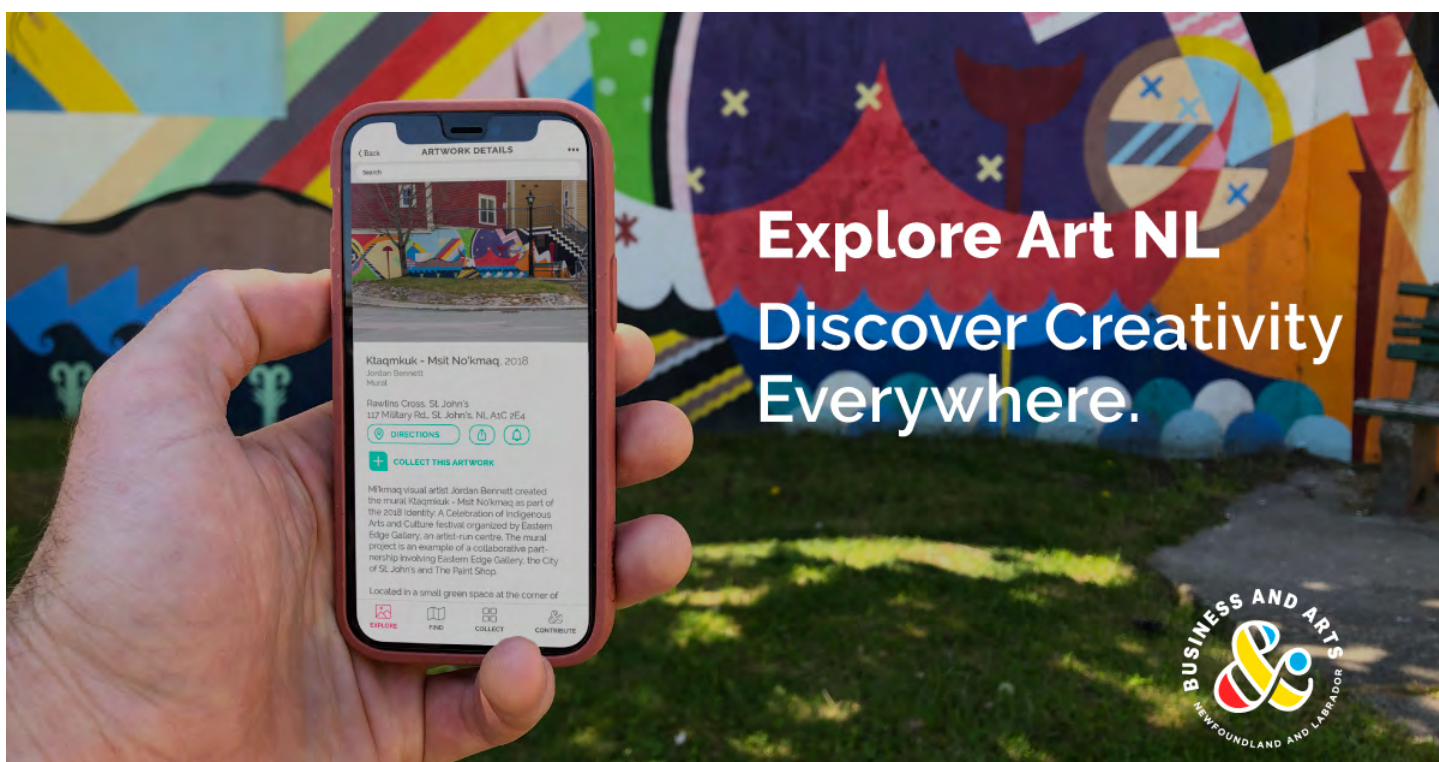
## Discover Creativity Everywhere

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.

A huge thank you to the St. John’s International Airport, media sponsor, who helped advertise our app this summer! This project was made possible by **Genesis St. John’s, Tract Consulting, City of St. John’s**, and the **Government of Canada**.



# SPOTLIGHT ON PARTNERSHIPS

We shared 47 stories highlighting partnerships between businesses, municipalities, nonprofit organizations, and artists across the province. **Spotlight on Partnerships** is written by Linda Browne.

TOP SPOTLIGHT STORIES OF 2023



[Spotlight on Molly Margaret & St. John's International Airport: Art Upon Arrival](#)



[Spotlight on The Masonic](#)



[Spotlight on the Quidi Vidi Art Search: Artist Julie Lewis & City of St. John's](#)



[Spotlight on the Sheila's Brush Mural Restoration](#)

# COMMUNICATIONS

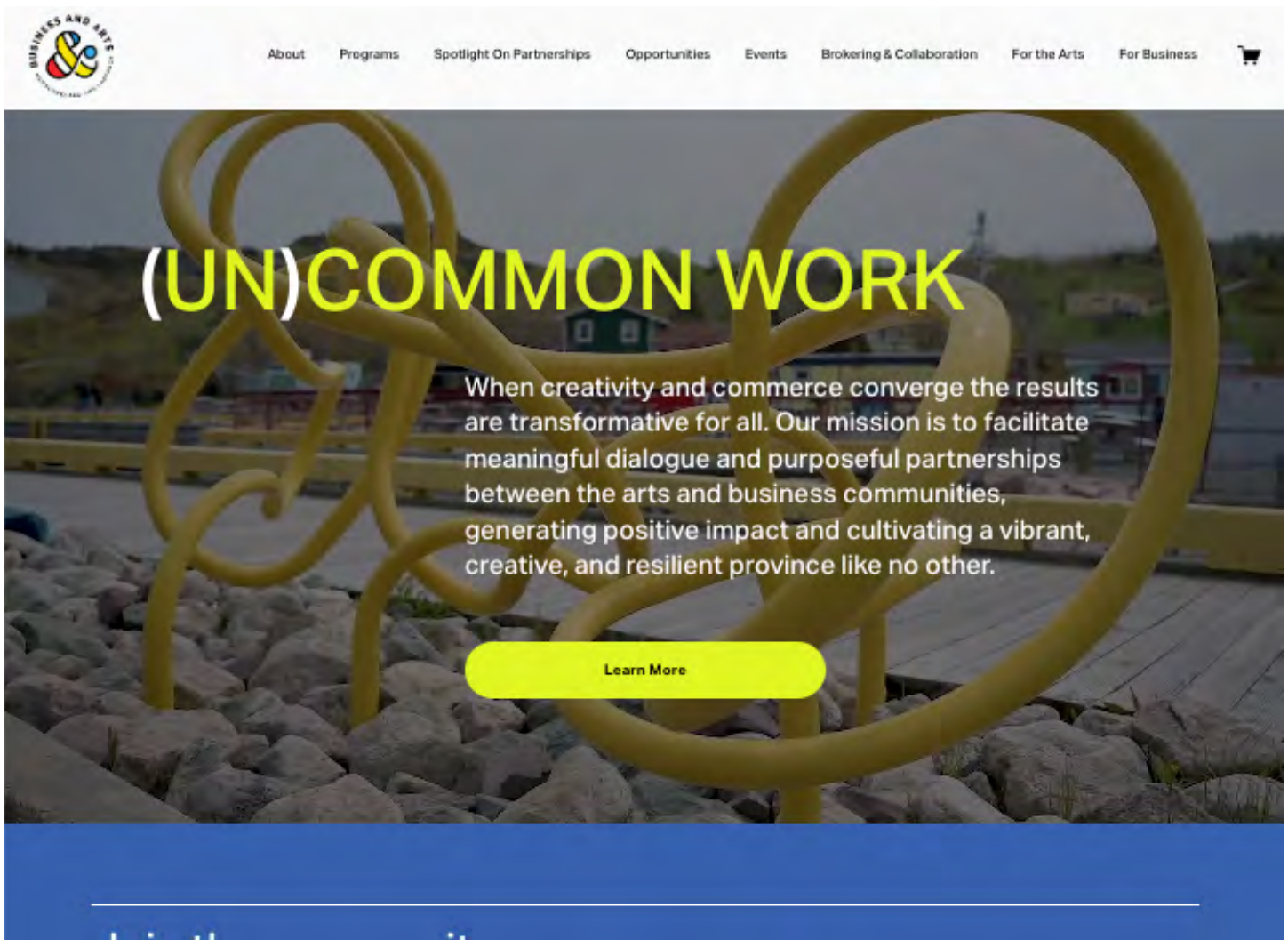
## Opportunities for Artists Newsletter

Our monthly newsletter connecting artists to jobs, grants, residencies, and other opportunities is growing in popularity. Sent to nearly 1000 contacts each month, this popular offering has an unprecedented open rate of 54.6%!

## Opportunities for Business Newsletter

Each month, we connect the business community with opportunities to connect with and experience the arts, including events, classes, family-friendly opportunities, and calls for volunteers. This year, these newsletters connected 300 members of the business community to 100+ offerings from our arts members.

## Have you checked out our new website yet?!



# COME PLAY WITH ME

## PUBLIC PIANOS

#ComePlayWithMeNL | Public art you can play!

Business & Arts NL's **Public Piano Program** is an invitation to participate in collective community expression and create more meaningful public spaces. Our donated pianos are beautifully painted by local visual artists. Their upkeep and longevity is supported by our generous sponsors. And everyone who plays them contributes to their legacy.

Since its inception in 2014, 57 artists have been engaged to paint and play these instruments in addition to hundreds of planned and impromptu

performances. Currently, we are proud to partner with arts organizations, professional artists and arts educators to animate our public pianos.

To celebrate 10 years of public pianos, we will launch our **#PermissionToPlay** campaign Spring 2024. We know that public art invigorates public spaces, helps build thriving cultural and economic partnerships, and builds community identity.

Come play with us!



Holy Heart Choral Music | Memorial University Piano  
Memorial Signal Hill Campus



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



Julia Halfyard & Hannah Wadman-Scanlan  
Avalon Laboratories Piano | Health Sciences



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



Ana and Eric | Newdock Piano  
Memorial University Marine Institute



Evan Watts Smith | Come From Away Piano  
Gander Airport



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

# THANK YOU TO OUR PIANO SPONSORS



COX & PALMER

JAG



# 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 illustrations by artist and illustrator Molly Margaret.

Ninety 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 this year.

We were delighted with the results:

- **90 artists**, craftspeople, and organizations participated this year
- **1700 customers** browsed the Gift Guide
- **60% of participating artists** said they saw an increase in sales this year

## Local handcrafted gifts for everyone on your list





# Local Holiday Gift Guide



**Thank you for working with us  
during this incredible year!**



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