

# BUSINESS & ARTS

NEWFOUNDLAND & LABRADOR

Business and Arts NL  
Uniting Business and Arts to grow our province in unexpected ways

Annual Report  
February 28, 2019

## Contents

1. Highlights 2019	2
2. Our Mission and Objectives	3
3. Building Capacity	
a. ArtSupport NL	4
b. Business Volunteers for the Arts	5
c. Business Workshops for Artists	
4. Growing Partnerships	
a . Piano Project	6
b. Creative Matchmaking	7
c. Scene First	8
3. Increasing Awareness and Recognition	
a. Spotlight on Partnerships	9
b. Sunrise Series	
4. Organizational Development	10



**BUSINESS & ARTS**  
NEWFOUNDLAND & LABRADOR

# Highlights 2019

HERE'S WHAT WE DID IN 2018-2019:



## 1) DELIVERED \$119,920 WORTH OF SUPPORT TO ARTISTS

This included training, pro bono assistance, in-kind support, and cold, hard cash.

## 2) HELPED 10 ORGANIZATIONS PROFESSIONALIZE THEIR FUNDRAISING

Through our ArtSupport NL program, funded by the first ever Strategic Initiatives Grant from Canadian Heritage to be awarded in Newfoundland and Labrador.



## 3) HELPED MAKE A SPLASH AT YYT

Through our brokering services, we helped the St. John's International Airport hold a competition for 3 large scale digital murals that have made a huge impact on passengers' experience of arriving in St. John's.

## 4) PUBLISHED 41 ARTICLES

There are just so many great stories of partnerships happening between businesses and artists in this province.



## 5) LAUNCHED OUR 6TH PUBLIC PIANO

This year saw 3 launches of pianos sponsored by Coast 101.1, Clayton Hospitality, and Memorial University.

**FOR COMPLETE DETAILS, PLEASE READ OUR FULL ANNUAL REPORT:**

[www.businessandartsnl.com/annualreport2019](http://www.businessandartsnl.com/annualreport2019)

## Our Mission

Foster a mutually beneficial long term relationship between business and the arts throughout Newfoundland and Labrador.

## Our Objectives

- 1) To **foster relationships** between business and the arts leading to increased financial and aid-in-kind support to the arts. Enhancing the capacity for partnerships, and identifying partnership opportunities including community partnerships.
- 2) To foster enhanced organizational development and **capacity** of arts organizations.
- 3) To increase **awareness** and understanding of the arts' value to business and the community and the value of business to the arts.

Here's a summary of our accomplishments in 2019:

### ArtSupport

- Value of support given in 2018 **\$60,400**
- Number of participants **10 organizations**

### Business Volunteers for the Arts

- Facilitated 9 connections in 2018 valued at \$9200
- Over 100 volunteers in our database, representing 1800 hours/year, worth an estimated \$270,000
- 2 volunteers matched with arts boards (estimated value \$9600)
- Total Value of Contribution: **\$18,800**

### Business Workshops for Artists

- 3 Workshops, attended by 42 artists
- Volunteer time worth **\$2100**

### Brokering

- Value of \$ paid to artists was **\$38,620**

### Pianos

- **6** pianos in St. John's and Deer Lake and **3** launch events
- **19%** of our revenue comes from piano sponsorships

### Membership

- **43** Business Members and **109** Arts Members
- **22%** of our revenue comes from memberships

### Scene First

- Hosted **1** Scene First event, featuring **2** prominent arts organizations, and welcoming **28** guests

### Spotlights

- Published **41** stories of partnerships

## Building Capacity in the Arts

The following programs foster enhanced organizational development and capacity of arts organizations in our province:

### ArtSupport NL

Supported by Canadian Heritage (the first Strategic Initiatives Grant to be awarded in Newfoundland) and the Government of Newfoundland and Labrador's Department of Tourism, Culture, Innovation and Industry, ArtSupport NL is modeled after programs in Manitoba and Australia focused on building professional fundraising skills in the arts sector.

Lead staff and board representatives from ten selected organizations undertook a fundraising bootcamp in March 2018 and were then paired with a professional development consultant from RBR Development Associates (Halifax/Toronto) to work with them on a weekly basis to evaluate and enhance their organization's fundraising processes (value: **\$60,400**). By the time this program is completed in June, 2019, these organizations will have benefitted from over a year's worth of consistent, professional mentoring from national experts and we expect the benefits from this thorough training and improved fundraising practices to have a long-term impact on the arts community.



## Business Volunteers for the Arts

In the last year, members of the business community pledged over 1800 volunteer hours worth an estimated **\$270,000** to the arts community. Of these, 60 hours, worth **\$9,200** were called upon by members of the arts community. These volunteers read over contracts, helped formulate budgets and generate financial statements, aided in survey design, and answered incorporation, copyright, governance and HR questions. The impact that this assistance had on the arts community is invaluable.

This program is run by Jane Furneaux, Program Coordinator.



## Business Workshops for Artists

Business and Arts NL delivered 3 workshops this year focused on legal and financial issues related to running an arts business. These workshops featured **\$2,100** worth of pro bono services from members of the business community and in-kind donations of workshop space worth **\$800**.

Thank you to the volunteer facilitators from the legal and accounting world who gave 9 hours of classroom time and many more of preparation.

Thank you to the Law Foundation of NL for their support of this program.

This program is run by Jane Furneaux, our Program Coordinator.

## Growing Partnerships

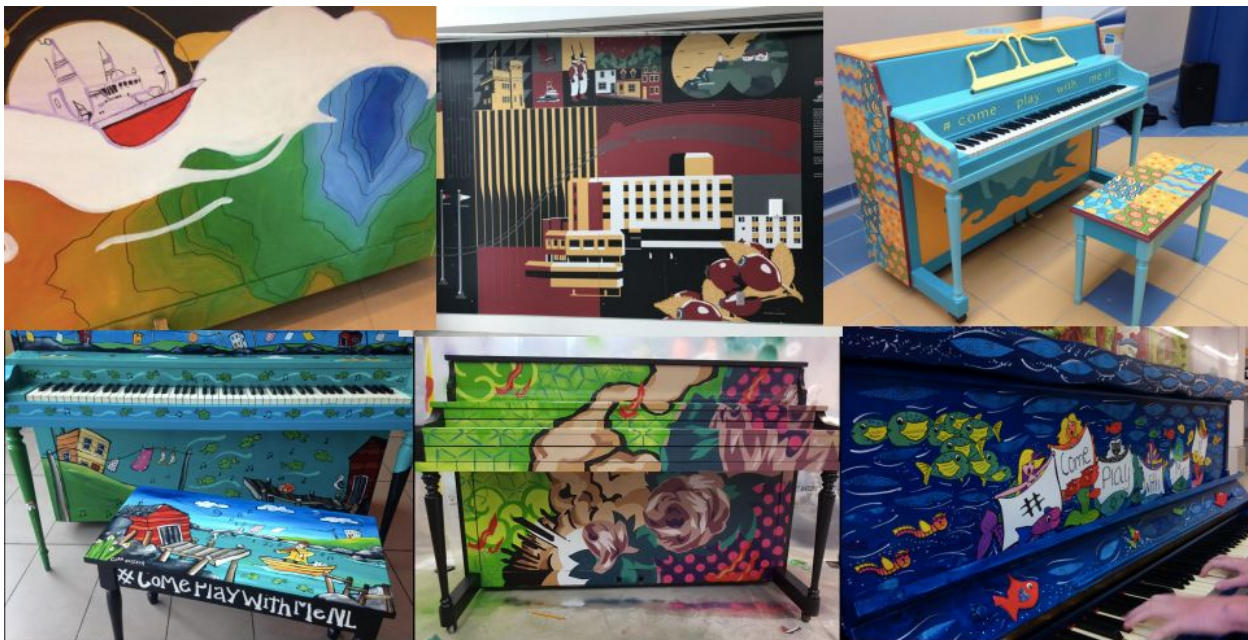
These programs helped us foster relationships between Business and Arts leading to increased financial and in-kind aid to arts, and to enhance the capacity for partnerships and identify opportunities including community partnerships.

### Public Piano Project

Our public piano project continued to grow in 2019 to include 6 pianos in locations across the province.

This year we organized three launch events, one as we celebrated the launch of a new piano at the Health Sciences Centre, sponsored by Clayton Hospitality, one the grand opening of the Emera Innovation Exchange Signal Hill Campus at Memorial University, and one at the MUN UC as we celebrated the relaunch of the new Coast 101.1 piano.

The St. John's International Airport welcomed community groups and musicians in their 24-part concert series at the JAG piano during the month of December.



The piano program is run by Pete Soucy, Director of Collaborations.

### Creative Matchmaking

We connect businesses with the artists they seek to provide entertainment, lead workshops, teach, inspire and create works of art.

Brokering transactions this year totalled **\$38,620** paid to artists, including live performances, artwork purchases, and a public call for artwork, resulting in three large digital murals being installed at the St. John's International Airport.



Keith Collins, CEO of St. John's International Airport Authority, and Vessela Brakalova, digital media artist in front of her work in the main departures lounge at YYT.  
Photo: Rosie Mullaley/The Telegram



## Scene First

At these events, our members are invited to take a behind the scenes look, learn about the production process, and meet key talent before a play, concert, or exhibition opens. Attendees learn about the process of turning a script, score, or canvas into an emotional experience for the public and how these processes are mirrored in their own work.

This year, we hosted one Scene First event, at the Arts and Culture Centre, taking a look at the combined efforts of Artistic Fraud of Newfoundland and the Newfoundland Symphony Orchestra as they prepared to launch *Between Breaths Orchestral*.



Photo: Ashley Harding

## Increase Awareness and Recognition

The following work serves to increase awareness and understanding of the arts' value to business and the community and the value of business to the arts.

### Spotlight on Partnerships

Our weekly blog features stories about businesses and individuals who support the arts in our community. This year, we published 41 stories and interviews, with an average readership of 150. That's over **6000** readers learning about how the arts are supported in our province.

Most popular stories were:

*Local Arts Holiday Gift Guide* (December 4, 2018)

*Spotlight on the Genesis Centre and Artist Julie Lewis* (January 29, 2019)

Our Spotlight is written by Linda Browne.

Participants:



### Sunrise Series

Hosted by a different business member each quarter, these early morning events bring together our members to learn about how the arts, supported by business, are changing our society. Inspiring performances and coffee fuel the conversation.

Our Sunrise Series was on hold in 2018-2019 but we look forward to hosting our first of the year in April 2019!

## Organizational Development

### New Office

In fall 2019, we moved into our new office in the Emera Innovation Exchange, Signal Hill Campus of Memorial University. This move allows our team to work together from one office and positions us as part of the ecosystem that includes the Gardiner Centre, the Genesis Centre, the Harris Centre, Newfoundland Quarterly and the Public Engagement arm of the University. All of our workshops have been held in the building, bringing in artists from the community. Business and Arts is co-chairing an Arts + Community Advisory Group to examine opportunities for the building to integrate arts as part of the engagement and innovation hub. We are also actively working as part of the team to bring arts-based team building to the community inside EIX Signal Hill Campus.



### Staffing

Our staff complement expanded this year to include:

**Linda Browne, Writer**

Linda writes our *Spotlight on Partnerships* blog and produces 50% of our social media content. Linda has worked with Business and Arts since 2015.

**Jane Furneaux, Program Coordinator**

Jane joined our team in September and is now responsible for our Business Volunteers for the Arts and Business Workshops for Artists programs, as well as communications support.

**Amy Henderson, Executive Director**

Amy has been in this position since October, 2014.

**Pete Soucy, Director of Collaborations**

Pete was acting ED from June - November 2018 and has now transitioned to this new role, responsible for membership development (including Sunrise and Scene First events) and the Piano Program.

## Membership

Our current roster of members includes **43** Business Members and **109** Arts Members.

Our growing cohort of **business members** join a cohort of leaders in the business community who “get it” and have the chance to network, be inspired, and learn at our Sunrise and Scene First events series. Their employees have opportunities to gain leadership experience by volunteering in the arts community through our Business Volunteers for the Arts and Business Workshops for Artists Series. Our one-on-one “creative matchmaking” helps find artistic talent for events, training initiatives, purchases and commissions so that members hire the right artist to help improve workplace quality of life, brand visibility, and team engagement.

Our **arts members** benefit from professional development through our Business Workshops for Artists, access to one-on-one pro bono support through our Business Volunteers for the Arts, other opportunities to connect to the business community through our Sunrise and Scene First event series and creative matchmaking services.

## Governance

Our Board of Directors comprises 18 members of the community, representing a variety of professions and interests.

This year, we welcomed Mark Ploughman and Margie Allan to our board.

### Co-Chairs



**Mark Dobbin**  
*Killick Capital Inc.*



**Dr. Noreen Golfman**  
*Memorial University of  
Newfoundland*



**Margie Allan**  
*Member at Large*



**Alex Collins**  
*Statoil*



**Rob Blackie**  
*Take The Shot  
Productions*



**Kevin Casey**  
*Cal Legrow*



**Eleanor  
Dawson**  
*Member at Large*



**Ron Ellsworth**  
*City of St. John's*



**David Hood**  
*Grant Thornton*



**Amy House**  
*Member at Large*



**Dr. Gary  
Kachanoski**  
*Memorial University  
of Newfoundland*



**David Maggs**  
*Gros Morne  
Summer Music*



**Theresa Rahal**  
*Strategic  
Directions, Inc.*



**Darren O'Keefe**  
*Cox & Palmer*



**John O'Dea, QC**  
*McInnes Cooper*



**Mark Ploughman**  
*Mark Ploughman  
Consulting*



**John Steele**  
*Steele  
Communications*



**Dr. Ian Sutherland**  
*Memorial University  
of Newfoundland  
School of Music*