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# ANNUAL REPORT

2020-2021 FISCAL YEAR





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FISCAL YEAR 2020-2021 HIGHLIGHTS

What a year it was! Thank you for helping us keep the creative heart of Newfoundland and Labrador beating!

## HOW WE INSPIRED



### CREATIVE EDGE

Trained 8 artist facilitators to develop workshops for teams through our Creative Edge program.



### SPOTLIGHT ON PARTNERSHIPS

Featured 12 stories in the Pivot Like an Artist series on our Spotlight on Partnerships blog.



### MINDSET RESET

Encouraged Curiosity, Empathy, Critical Thinking and Innovation through our Design Thinking Mindsets seminar series.

## BEST PIVOTS

### BUSINESS WORKSHOPS FOR ARTISTS

- > Transitioned to online delivery
- > **14** Workshops Offered
- > **450+** Artists Reached
- > **26** Volunteers shared their expertise

### HOLIDAY GIFT GUIDE

- > **54** artists featured
- > **1800** community members used the guide to shop
- > **67%** artists saw an increase in sales this year

### CREATIVITY MOMENTS

- > Launched our new Creativity Moments program designed to help everyone discover their own inherent creativity, one 5-minute exercise at a time. We've reached **100+** participants and counting!

## HOW WE HELPED

### CONCLUDED ARTSUPPORTNL PHASE 1

12 arts organizations increased their fundraising revenues by 55% collectively

### LAUNCHED ARTSUPPORT NL PHASE 2

25 arts organizations enrolled to receive professional fundraising support

## WHO WE CONNECTED

### BUSINESS VOLUNTEERS FOR THE ARTS

BVA connected 12 arts members looking for answers, advice, or a second set of eyes to volunteers seeking to learn more about the arts.

### BROKERING

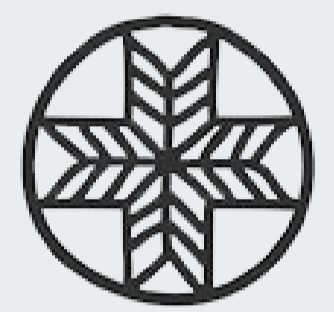
Connected 80 artists to partners in the community, and helped leverage and connect over \$103,000 worth of funding, sponsorships, gigs and commissions

## OUR PARTNERSHIPS

COX & PALMER

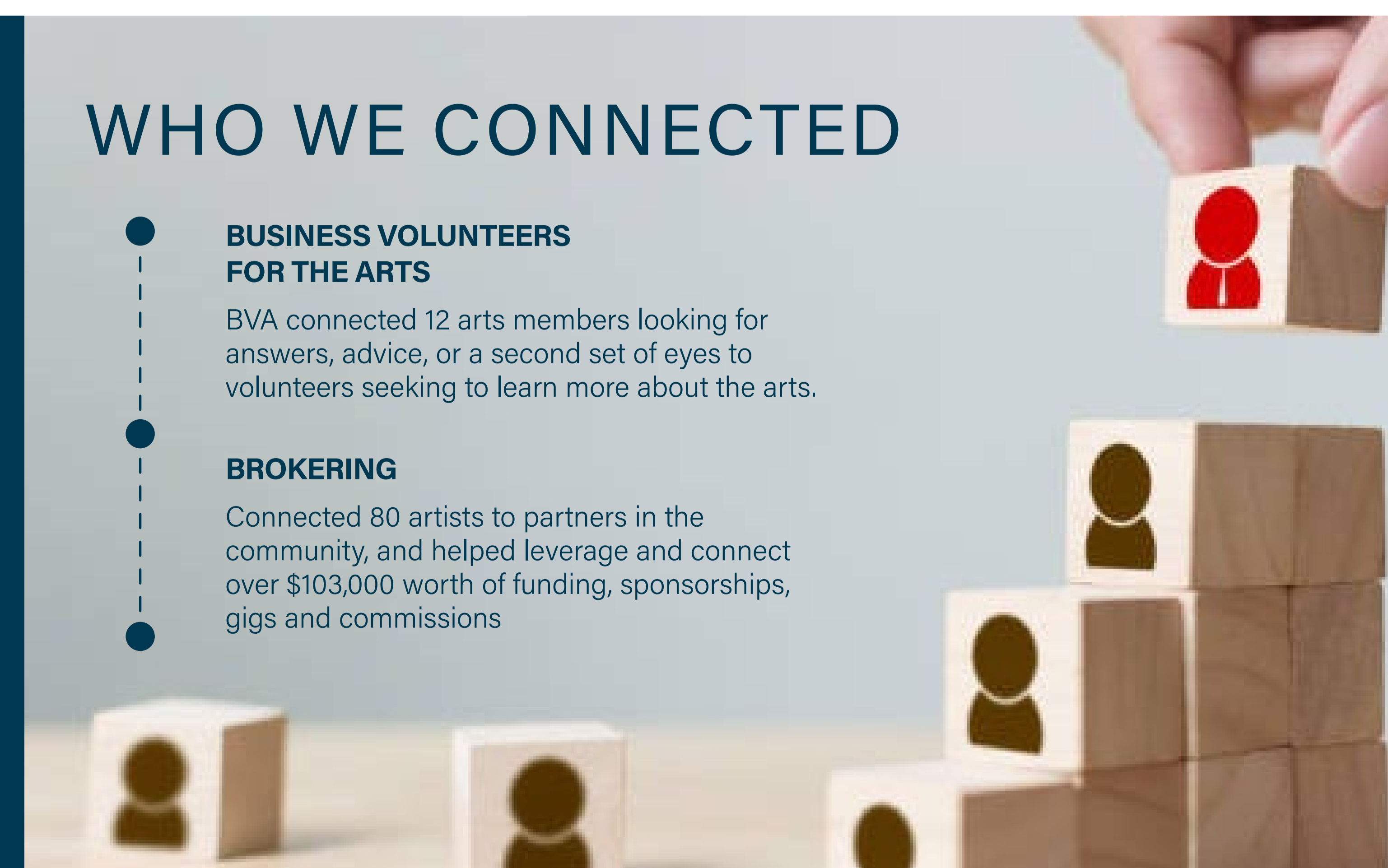


the good partnership



EXPERIENCE QALIPU

WHO WE WORKED WITH OVER THE PAST YEAR





## OUR VISION

A place where the arts are valued, integral and sustainable ... for the benefit of all Newfoundlanders and Labradorians.

How will we get there?

By fuelling enterprises with the arts AND empowering the arts to be more enterprising

## 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
- > Revitalizing 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

## OUR ROLE

To identify and foster alliances between the arts and community collaborators in the private, public and/or social sectors

- > To create and nurture a community that encourages creativity and innovation through collaboration with the arts
- > To communicate the benefits of arts/community collaborations
- > To identify, foster and facilitate access to alternative sources of financial, human and community capital for the arts

# OUR COMMUNITY

## OUR FUNDERS



## BUSINESS & ARTS NL 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



**David Bradley**  
Garrick Theatre



**Kevin Casey**  
Cal Legrow



**Eleanor Dawson**  
Member at Large



**Ron Ellsworth**  
REMAX Infinity Realty Inc



**David Hood**  
Grant Thornton



**Amy House**  
Tyndrum Media & Entertainment Inc.



**David Maggs**  
Gros Morne Summer Music



**Theresa Rahal**  
Strategic Directions, Inc.



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



**Mark Ploughman**  
Mark Ploughman Consulting



**Melissa Saunders**  
Cox & Palmer



**John Steele**  
Steele Communications



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

## VISIONARY MEMBERS



## IMPACT MEMBERS



## COMMUNITY MEMBERS





## BUSINESS WORKSHOPS FOR ARTISTS

Evolving arts enterprises through professional development.

Business & Arts NL thanks **Cox & Palmer** for their extraordinary generosity in sponsoring the 2021 Workshops for Artists series. Their support helped us pivot to online platforms and increase the number of workshops offered over the past year, ensuring that our programming reaches even more artists and organizations across the province.

This year, we were able to offer **14 workshops** to **470 artists**, and had an immeasurable impact on how these individuals and organizations ran their businesses.

IMAGE CAPTION:  
One of our first online workshops was the information session COVID-19 Government Support: What it means for you facilitated by the incredible team at Grant Thornton. Lori Tobin, Angela Crocker, Denis Manning and Angie Brown presented a concise overview of the financial implications for each of the different government supports available followed by an in-depth Q&A session.

### OUR VOLUNTEER WORKSHOP PRESENTERS OVER THE PAST YEAR INCLUDED:





## BUSINESS VOLUNTEERS FOR THE ARTS

Business Volunteers for the Arts is a matching service which connects volunteers from the community with local arts organizations and individual artists.

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



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 2021, we matched **12 arts members** with over **\$3000 worth of pro bono support** through this program.

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

- > Legal
- > Accounting
- > Human Resources
- > Marketing and Communication

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

- > Contract review
- > Conflict resolution and mediation
- > Human Resources policy and staff handbook review and feedback
- > Assistance with budgeting and financial projections
- > Filing taxes for income earned outside of Canada
- > Intellectual property and copyright
- > Employment contract and labour standards review
- > Website development resources and consultation



## ARTSUPPORT NL

Providing professional fundraising support to arts organizations.

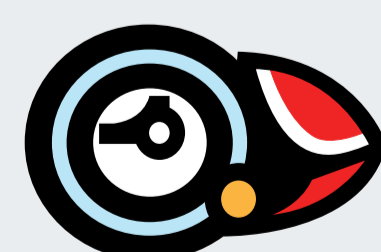
**Phase 1** of this program concluded in April, 2020. 10 participating organizations attended training in March 2018, and then worked on a monthly basis with a professional fundraising coach. These organizations collectively increased their fundraising revenue by **55%** over the course of this program!

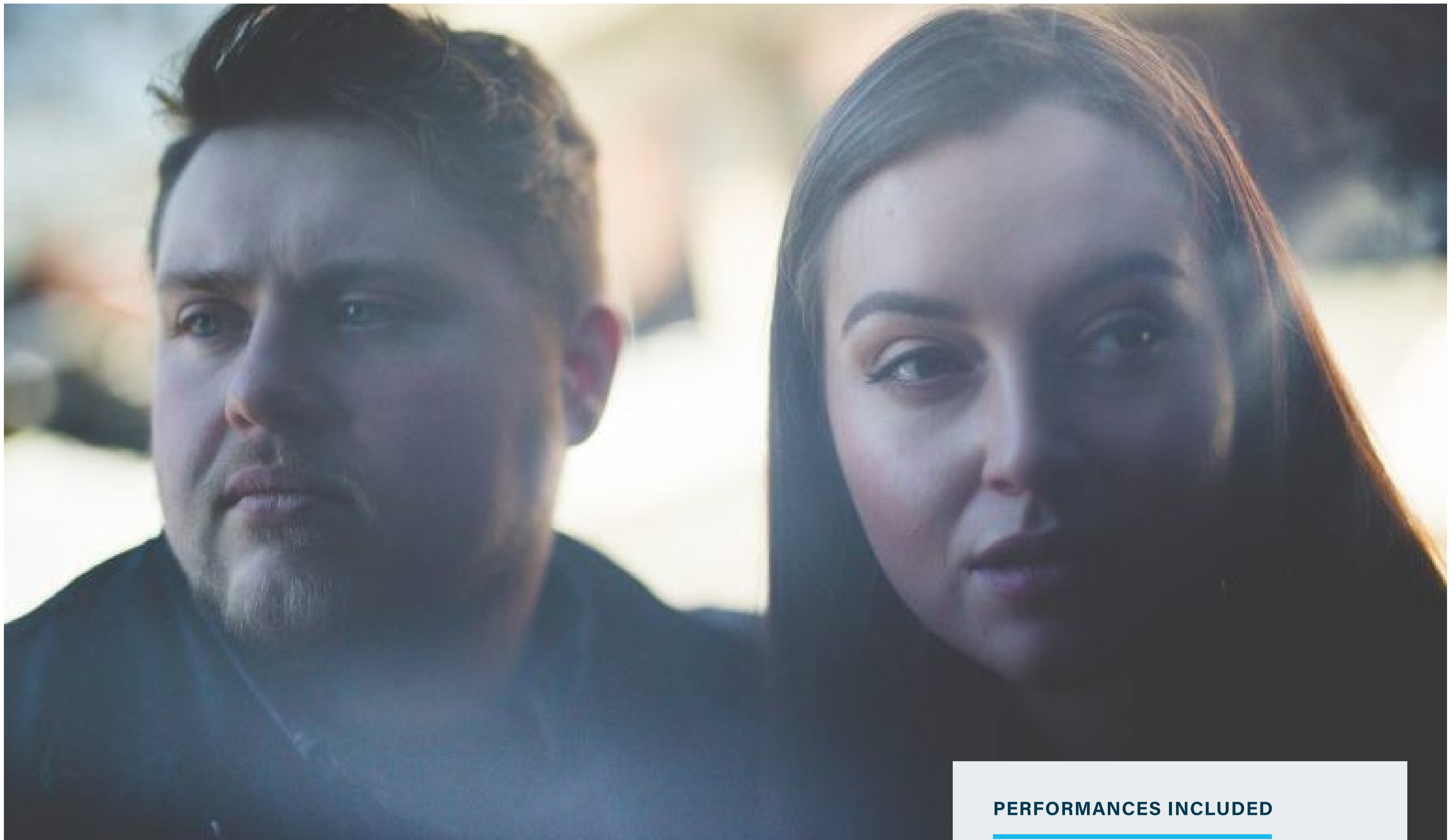
**Phase 2** launched in May, 2020. We welcomed an additional 15 organizations to the program which will continue until March, 2022.

### ARTSUPPORT NL FUNDERS



### ARTSUPPORT NL PHASE 1 & 2 PARTICIPANTS





## TALENT EXCHANGE

Connecting artists with the community, for projects that fuel growth and innovation, and revitalize places.

This year, we connected artists and the community in over **\$103,000** worth of opportunities, projects, commissions, and sponsorships.

One great example came to fruition in April, when we partnered with [Stingray](#), [Genoa Design](#), [MusicNL](#) and [VOCM](#) to create an 8-week series of musical and literary performances by local artists. This helped these artists stay connected to audiences, earn performance fees, and keep creating.

IMAGE CAPTION:  
Jordan Coaker and Kirsten Rodden-Clarke of Quote the Raven are just a couple of the talented local artists who have appeared on the VOCM Variety Hour.

### PERFORMANCES INCLUDED



- > Matt Wright (comedian)
- > Clare Follett (musician)
- > Gemma Hickey (writer)
- > Ida Linehan Young (writer)
- > Lorna Lovell (musician)
- > Dave Paddon (recitation)
- > Adam Baxter (musician)
- > and many more!





## DESIGN THINKING

### INNOVATION FOR COLLABORATION

This project brings together members of the private, public, and creative sectors through a series of events focused on introducing a new way to foster collaboration and innovative problem-solving. This year, we offered a 4-part online seminar series called **Mindset Reset**: Becoming more Adaptable and Resilient with Design Thinking Mindsets.

Another element of this program is **Creative Edge**. Through this initiative, 8 artists were selected to participate in training led by the Gardiner Centre, focused on designing and delivering creativity-based training to teams outside of the creative sector. These workshops are currently being tested and honed in preparation for being marketed in spring 2021.

Interested in trying out one of these workshops with your team? Many are available online or in person and can be scaled to work with groups small and large.

### CREATIVE EDGE WORKSHOPS

- > Empathy and Engagement: Creating Connection through Storytelling
- > Paint Your Plan
- > Inspiration Soup: Keynote Concert
- > Confidence and Communication Through Movement
- > Effective Communication Through Creative Writing
- > Creativity and Innovation in the time of COVID

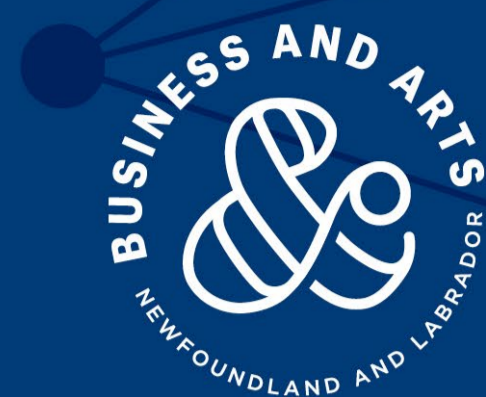
# CREATIVITY MOMENTS

Creativity can be taught. It is a common currency between the arts and the community. Whether we're applying creativity to how to solve a problem, reach new markets, or create a poignant moment, creativity is an inherent human trait.

Our **Creativity Moments** are designed to help those of us who don't identify as "creative people" begin to use those creative pathways and discover our creative strengths. These ten-minute exercises require only a pen and a piece of paper and can be delivered online or in person.

This new initiative, launched in late 2020, has introduced the idea that creativity can be taught to over 100 participants across the community.

Keep your eye out for more events and activities around this theme next year!



## Why build your Creative Confidence?



### Innovation

When creative processes and people unite, innovative solutions emerge that meet the changing demands of the marketplace.



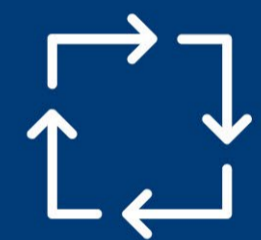
### Problem Solving Skills

VUCA (volatile, unpredictable, complex and ambiguous) problems require creative problem solving skills to uncover new approaches and solutions.



### Future Ready

The rise of artificial intelligence and automation means employers are looking for individuals who can imagine creative and innovative solutions for the future.



### Resilience

Creative activities encourage us to try new things or look at situations from a different perspective. This creates a feedback loop that builds confidence and resilience.



### Authenticity

Whether it's a silly icebreaker activity or a masterpiece, you put a piece of yourself into everything you create. Everyone has unique styles and ideas that are valuable on their own and to the team.



### Curiosity

Exploring creative paths and being open to learning new things leads to constant growth and development.

#### The Creativity Gap

75% of people think they're not living up to their creative potential  
80% of people feel that unlocking creativity is key to economic growth

The World Economic Forum identified the top 3 skills that employees will need to thrive in 2025:

Complex Problem Solving    Critical Thinking    Creativity



# HOLIDAY GIFT GUIDE

*local gifts, handcrafted with heart*

## CATEGORIES INCLUDED:

- > Apparel
- > Fine Craft
- > Jewellery
- > Publishing
- > Seasonal Gifts
- > Textiles
- > Visual Art

## LOCAL HOLIDAY GIFT GUIDE

In an effort to encourage customers to buy local and handmade products during the Christmas season, our annual initiative, Local Arts Holiday Gift Guide, took on new importance this year. **Fifty-four 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:

**67%**

of participating artists said they saw an increase in sales

**1900**

customers browsed the Local Gift Guide

**3**

media outlets helped us share this initiative

# COMMUNICATIONS

## ADVOCACY

Communication was key this year! We hosted three Arts Community Town Halls, sent out several surveys, and spoke individually with many leaders within the arts community. We listened to their concerns and ideas, and advocated to representatives at all levels of government through conversations and letters.

## SPOTLIGHT ON PARTNERSHIPS

Our Spotlight on Partnerships blog was more popular than ever, this year, with 48 stories published, read by more than 6000 people. Online communication was very important in a year shaped by lockdowns, and we worked consistently to reach out.

### Top stories of the year:



### SPOTLIGHT ON TODOS PRODUCTIONS & NEWFOUNDLANDED

Diversity, inclusion and accessibility are an incredibly important part of the conversation these days as we strive for a more equitable world for all. And for local writer, performer and director Santiago Guzmán of TODOS Productions, his latest project is an important way to help further that conversation while sharing the stories of those from other parts of the world who have chosen to make Newfoundland and Labrador home.



### SPOTLIGHT ON THE THREE SISTERS SESSIONS

Over the past decade, The Three Sisters Pub in Placentia has become somewhat of a community hub where locals and visitors alike can gather together and enjoy good food, great music and fine company. And while this past season has been a challenging one for local businesses (with some operating at reduced capacity, if at all, and a major decrease in tourists due to travel restrictions), places like The Three Sisters embraced the arts to help put a bright spark in what could've been a dismal summer.



### SPOTLIGHT ON THE CO-VIDEO COLLECTIVE

The clever and talented folks behind the CO-VIDeo Collective have proven that it's still possible to collaborate, even when we have to stay apart. Led by local musician, photographer and graphic designer Ritche Perez, the collective consists of musicians located in this province, and beyond, who've been performing beloved tunes from the '80s and '90s to help spread joy and ease some of the isolation of the pandemic. They record themselves performing their parts at home, while Perez later edits the footage into one cohesive music video. From pop and rock to hair metal, there's bound to be something that makes you smile!



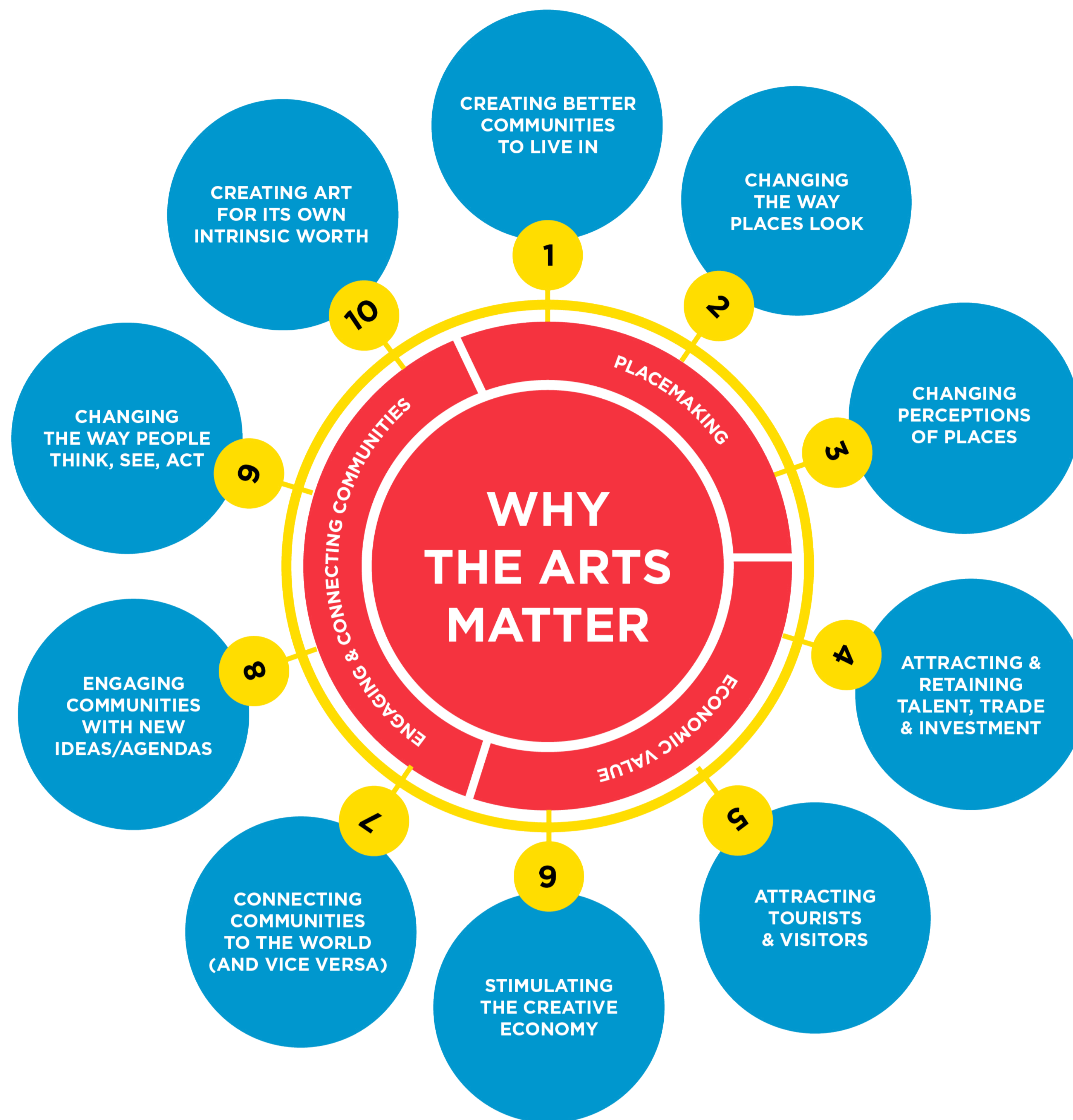
### CONNECTING TO CULTURE: HOW ARTISTS ARE FINDING NEW WAYS TO REACH AUDIENCES IN THE FACE OF COVID-19

Like the CO-VIDeo Collective, some of the province's choirs and other music organizations have also shown how it's possible to make beautiful music together, and stay connected, even from a distance. From the Holy Heart Fellas choir and the Atlantic Boychoir to the Newfoundland Symphony Orchestra, these groups have been bringing hope and inspiration straight into people's homes through their moving online performances – collaborative efforts made possible through the wonders of technology.

## HOW OUR REACH GREW THIS YEAR





- > Twitter followers **+ 25%**
- > Instagram followers **+ 500%**
- > Website traffic reached an all time high on November 26, 2020
- > BANL Blog had **6000 +** readers



## INTERESTED IN JOINING US?

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## THANK YOU!

### What a year it was!

Our organization is built by a community of individual, nonprofit, and corporate members who believe that the arts perform a vital function in our province.

Your support this year helped us keep the creative heart of Newfoundland and Labrador beating.