



# ANNUAL REPORT

2021-22 FISCAL YEAR



2021-2022 ANNUAL REPORT

# HIGHLIGHTS

# \$5,400

Worth of pro bono support through Business Volunteers for the Arts.

# 100

Works of public art featured in our Explore Art NL App

# 6

Mentor pairs matched through the Grow to Lead program

# 52

Opportunities to give back, get involved, and share expertise

# 298

Attended Unlock Your Inner Creative

# \$31,975

in gigs, commissions, sponsorships, and other connections made

# 3

New programs launched!

# 228

Attended Creativity Moments

# 45

Spotlight On Partnership stories published.

# 174

Hours of professional fundraising coaching provided.

# 8

Community Partnerships

# 4

Public Pianos Relunched

# 11

Business Workshops for Artists

## 10 NEW MEMBERS

- Avalon Laboratories
- Hibernating Fox Studios
- Higher Talent
- Orogen Data
- Pharos Music

- Ray Agency
- Saltbox Lifestyle Inc.
- Sequence Bio
- Straylight Media
- Tupman Bloom

## COMMUNITY PARTNERS

- ArtsUnite
- Design Thinkers Group
- Digital ASO
- Hackfrost NL
- MUN Alumni Association
- Hidden Memorial

- PATAC /CHRC
- Quidi Vidi Plantation
- Ray Agency

# 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



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# OUR ORGANIZATION



Memorial University of Newfoundland Signal Hill Campus

## Our Vision

**Business & Arts NL** believes that our province should be a place where the arts are valued, integral, and sustainable, for the benefit of all Newfoundlanders and Labradorians. Our work drives partnerships, collaborations, and understanding between the private and creative sectors in NL; fuelling enterprises with the arts and empowering the arts to be more enterprising.

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

## Our Role

- 1 To identify and foster alliances between the arts and community collaborators in the private, public and/or social sectors
- 2 To create and nurture a community that encourages creativity and innovation through collaboration with the arts
- 3 To communicate the benefits of arts/community collaborations
- 4 To identify, foster and facilitate access to alternative sources of financial, human and community capital for the arts

## 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**

# OUR TEAM

## STAFF

**Amy Henderson**

Executive Director

**Hazel Eckert**

Program Coordinator &  
Graphic Designer

**Linda Browne**

Writer & Content Creator

**Lorraine Ennis**

Program & Event  
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

**Elanor 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

**Gina Pecore**

Genoa Design

**Melissa Saunders**

Tupman Bloom

**John Steele**

Steele Communications

**Dr. Ian Sutherland**

Memorial University of  
Newfoundland

# OUR MEMBERS

Anchor Inn Twillingate  
Artistic Fraud  
Art Association NL  
Association for the Arts  
Mount Pearl  
Atlantic Economusée  
Atlantic Cultivation  
Avalon Laboratories  
BDO  
Benson Buffett  
Bonavista Biennale  
Breakwater Books  
Butland Communications  
Cal Legrow  
Caron Hawco Group  
Cenovus  
Crosbie Group Limited  
Cohen's Home Furnishings  
Come From Away  
Cox & Palmer  
Craft Council of NL  
Diamond Design  
Domestic Movers  
Dunphy Molloy  
Equinor\*  
Fishers' Loft\*  
Fortis  
Genesis St. John's  
Genoa Design  
Grenfell Art Gallery  
Grant Thornton  
Guide to the Good  
Hibernating Fox Studios  
Higher Talent  
Household Movers  
Humber Motors  
ICI Innovations

Kildare Renovations  
Killick Capital Inc.\*  
Kittiwake Dance Theatre  
Lawnya Vawnya  
Mark Ploughman Consulting  
Martek  
McInnes Cooper  
Memorial University  
Music NL  
Neighbourhood Dance Works  
Newdock  
Newfoundland Symphony  
Orchestra  
NLClassifieds  
NL Folk Arts Society  
NL Liquor Corp  
Noseworthy Chapman  
Ochre House Retreat  
Opera on the Avalon  
Orogen Data  
Penney Auto  
People Stuff  
Perchance Theatre Co.  
Perfect Day Canada  
Pharos Music  
Portugal Cove – St. Philips' Arts  
Association  
Radiant360  
Ray Agency  
Resource Centre for the Arts/  
LSPU Hall  
Ron Ellsworth Real Estate  
Rotary Arts Centre  
Royal Inn + Suites  
Running the Goat Books  
Saltbox Lifestyle Inc.  
Seafair Capital

Sequence Bio  
Shallaway  
Soundbone Traditional Arts  
Sound Symposium  
Steele Hotels  
St. John's International Airport  
St. John's International Women's  
Film Festival  
St. John's Storytelling Festival Inc.  
St. Michael's Printshop  
Strategic Directions\*  
Stray Light Media  
Take the Shot Productions\*  
Target Marketing &  
Communications Inc.  
Technip  
Theatre Newfoundland &  
Labrador  
The Rooms  
Tract Consulting  
Tuckamore Chamber Music  
Festival  
Tupman Bloom  
Unscripted Festival  
VANL CARFAC  
Verafin  
Virtual Marine  
Winterset In Summer  
Wonderbolt  
Writers Alliance of NL

\*Founding Member



# EQUITY, DIVERSITY AND INCLUSION

In June, under the guidance of our Equity, Diversity and Inclusion (EDI) Committee, we developed our **EDI Framework**, and an **EDI Working Policy**, and offered them to organizations in our membership 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



Canada Council  
for the Arts

Conseil des arts  
du Canada

# HOW WE HELPED BUILD CAPACITY IN THE ARTS



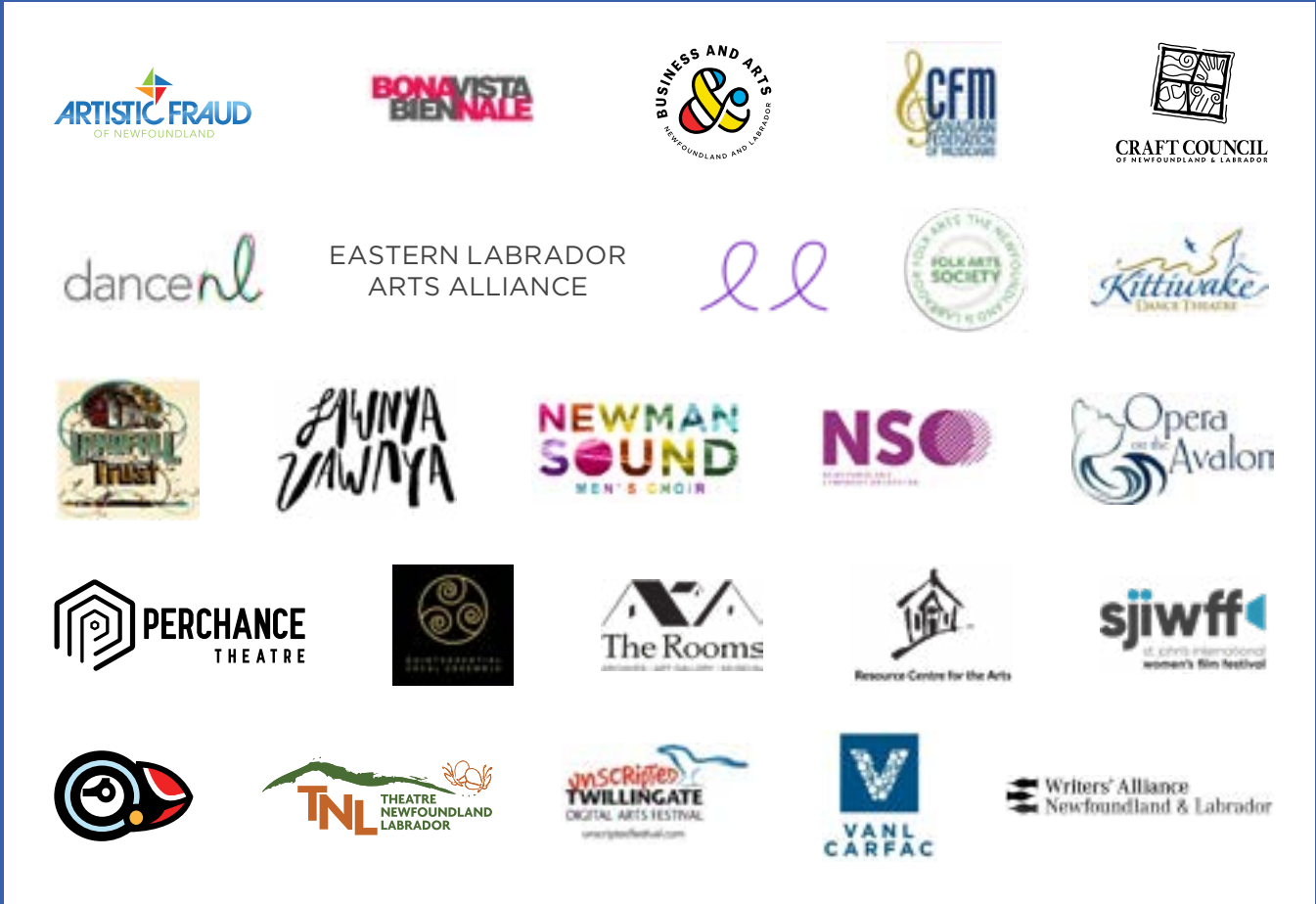
# ARTSUPPORT NL

## Professional fundraising support to arts organizations.

ArtSupport NL program provides 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 174 hours of coaching to eighteen organizations across the province.

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

## PARTICIPATING ORGANIZATIONS



# ARTSUPPORT NL

“ A few years ago, when I took over chairing the fund development committee for Theatre Newfoundland Labrador, we were in a situation common to so many small non-profit arts organizations – we had the will but no skills or know-how in effective fund-raising. We knew we needed help and when I reached out to Amy Henderson to see if she could recommend a speaker or two, she did me one better and offered to bring us into the cohort of organizations receiving help through the ArtSupport NL program.

Over the past two years we have worked with 3 of the fund development experts contracted to Business and Arts NL, each one skilled, professional, and ready to go the second mile to help us. We now have a more informed Board, a well-developed Case for Support a defined fund development strategy and a much greater knowledge of the fund development process and practices. The climb ahead is still a steep one, but we feel much better equipped and ready to work towards our fund-raising goals. ”

Rhoda Reardon Co-Chair,  
Fund Development Committee  
Theatre Newfoundland Labrador

# 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 2021, we matched **15 arts members** with over **\$5400 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
- Accounting Software consulting
- Intellectual property and copyright
- Employment contract and labour standards review
- Home business insurance

# BUSINESS VOLUNTEERS FOR THE ARTS

“*I am always glad to assist with this program. I have no specific feedback though am grateful for the opportunity to help members of the arts community with their endeavours. I learn something new from my interactions with each of them.*”

— **Business Volunteer**

“*...they were really great - efficient, professional, and friendly. They answered my questions and provided me with some legal documents to help make sure my project follows copyright laws and that I'm protected. This is a really valuable program for artists. Thank you!*”

— **Arts Member**

# BUSINESS WORKSHOPS FOR ARTISTS

**Evolving arts enterprises through professional development.** This year, we were able to offer **11 workshops** to **366 artists**, and had an immeasurable impact on how these individuals and organizations ran their businesses. Thanks to all of our volunteer presenters!

Business and Arts NL thanks **Cox & Palmer** for their extraordinary generosity in sponsoring the 2021 Workshops for Artists series. Their support helped us ensure that this program could continue to grow, and to meet needs of artists and organizations across the province.

Learn more about the [Business Workshop for Artists](#) series on our website.

## **Grant Writing**

ArtsNL

## **Collective Steps Toward A Positive Digital Future**

DigitalASO

## **Designing Participatory Futures**

WabiSabiJetty

## **Boosting your business's profitability online**

Grant Thornton LLP

## **Online Legal Essentials for Artists**

Online Legal Essentials

## **Introduction to SEO**

Newfound Marketing

## **Going Digital**

Newfoundland Symphony Orchestra

## **Working Better Together:**

### **Tips & Tools for Creative Professionals**

People Stuff NL

## **How to Sell Your Art & Craft Online**

Alex Antle Bunchberry Beadwork

## **The (Short) Story of You:**

### **Crafting Your Artist Bio With Ease**

Christine Hennebury

## **Income Tax for Freelance Artists**

KPMG LLP



# ART CART

NEW THIS YEAR!

Thanks to the ingenuity and generosity of **Kildare Renovations**, we launched the **Art Cart**, at the Wharf and Quidi Vidi in July, 2021. This mobile, kiosk welcomed artists throughout the summer who had the opportunity to sell their products to passersby.



Artist Kathleen Bragg Murphy selling her prints at the Art Cart at Quidi Vidi this past summer.



The Art Cart hosted Steph from Goldthread over the summer.



Kildare Renovations designed, built and donated the materials for the Art Cart

# BRINGING ART AND BUSINESS TOGETHER

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# UNLOCK YOUR INNER CREATIVE

Launched in May 2021 the Unlock Your Inner Creative series focuses on conversations between artists and creative-curious leaders from other sectors.

**May 25** In Conversation with Robert Chafe and Emad Rizkalla

**October 6** In Conversation with Seth Godin and Kevin Casey

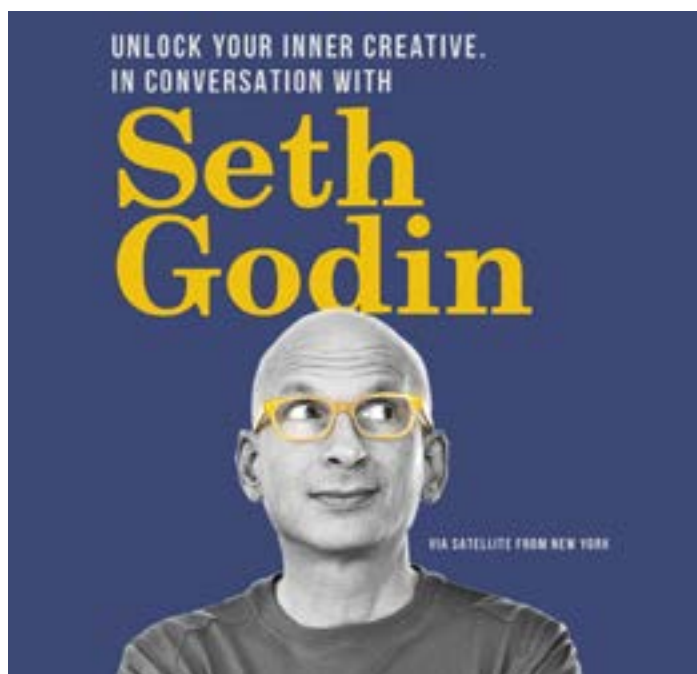
Thanks to our community supporters, **Cal LeGrow**, **Genoa Design** and **Landwash Brewery** for helping make these events possible.

We welcomed 294 attendees, online and in person, to these events. Topics explored included:

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



Robert Chafe of Artistic Fraud



# 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**, which launched in May, 2021 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.

*“Participation in Business and Arts NL’s Grow to Lead program has increased my understanding of best practices for working with a non-profit board exponentially! The one on one mentorship has been invaluable in working through problems and coming up with creative solutions to my particular board relations and governance. Access to other experts available through this program and participation in the ICD program would not have been possible without the support of this program and Business and Arts. Thank you, thank you, thank you!”*

**Laura Bruijns**, General Manager  
Perchance Theatre at Cupids

# TALENT EXCHANGE

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



Genesis Art Car, featuring artwork by Vanessa Iddon

This year, we directly connected artists and the community in over **\$31,975 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...?”*

**See some examples** of how businesses and artists have worked together to build workplace culture, connect teams, enhance branding, and more and then give us a call to get started!

Some of the businesses who reached out to connect to the arts this year included **Gardiner Centre**, **Genoa Design**, **Cenovus**, **TechNL**, **Genesis St. John’s**, and **Noseworthy Chapman**.

One of our favourite collaborations this year was with **Genesis St. John’s**. We teamed up to create an opportunity for an illustrator or graphic designer to create an Art Car, inspired by BMW’s incredible initiative.

**Local artist Vanessa Iddon’s design** was selected and wrapped onto a GV80. The GV80 Art Car was on the road for a month, showcasing local art, acting as a billboard for our newly launched Explore Art NL public art app, and getting Genesis lots of attention as a funky, creative, locally connected brand.

# DESIGN THINKING

**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.

Launched in 2019, the Design Thinking program will conclude at the end of March, 2022. Funding for this project has been provided by the **Government of Canada**, through the **Atlantic Canada Opportunities Agency**, and by the **Government of Newfoundland and Labrador**. This year, this program fostered the following activities:

## Virtual Design Lab

May 25 – June 10, 2021

We brought together fourteen participants, including entrepreneurs, tech CEO's, artists, and public and nonprofit sector representatives, in partnership with TechNL and Econext to ask,

***“How can we intentionally situate creativity as core to a unique NL Innovation Centre?”***

Facilitated by a team from **DesignThinkers Group Canada**, we worked in small teams to explore this question, research, interview stakeholders, dream, compare, evaluate, ideate, and tell stories. The final product was three bold, innovative visions used to stimulate conversation with a panel including Cathy Bennett, Jillian Keiley, and Seamus O'Regan, about the importance of creativity to the innovation ecosystem. You can read the final report from this project [here](#).

## Creative Leadership Lab

Nov 6, 2021

Facilitated by leadership development expert, Dr. Ian Sutherland, this experiential Leadership Lab invited participants to explore concepts of leadership, group dynamics, communication and psychology, using choral conducting. Working with Projēkt Chamber Voices, an elite 24-voice adult choral ensemble, participants were able to try out a new skill, learn in front of and with their new team, and hear the results in real time.

Thanks to **Deacon Investments** for supporting this initiative and believing in the transformative power of creative connections!



Mark Ploughman steps up to the podium at the Creative Leadership Lab on Nov 6. Photo credit: Amy Fitzpatrick.

# CREATIVITY MOMENTS

**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. Facilitated by our Executive Director, Amy Henderson, these ten-minute exercises require only a pen and a piece of paper and can be delivered online or in person. This year, **228 participants** experienced these creative touchpoints through events with **Genesis Centre**, the **City of Mount Pearl**, **Cenovus**, **TechNL**, and **Genoa Design**.

*"It was the perfect way to start the first full hacking day and everyone seemed to really enjoy it. Some of the participants posted their work in our slack channel and it was so interesting to see the variation in approach! I also loved the message this delivered about the importance of diversity."*

**Lesley Williams,**  
Marketing and Communications Officer,  
City of Mount Pearl

# HOW WE INSPIRED, SHARED, AND CONNECTED THE COMMUNITY

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# EXPLORE ART NL

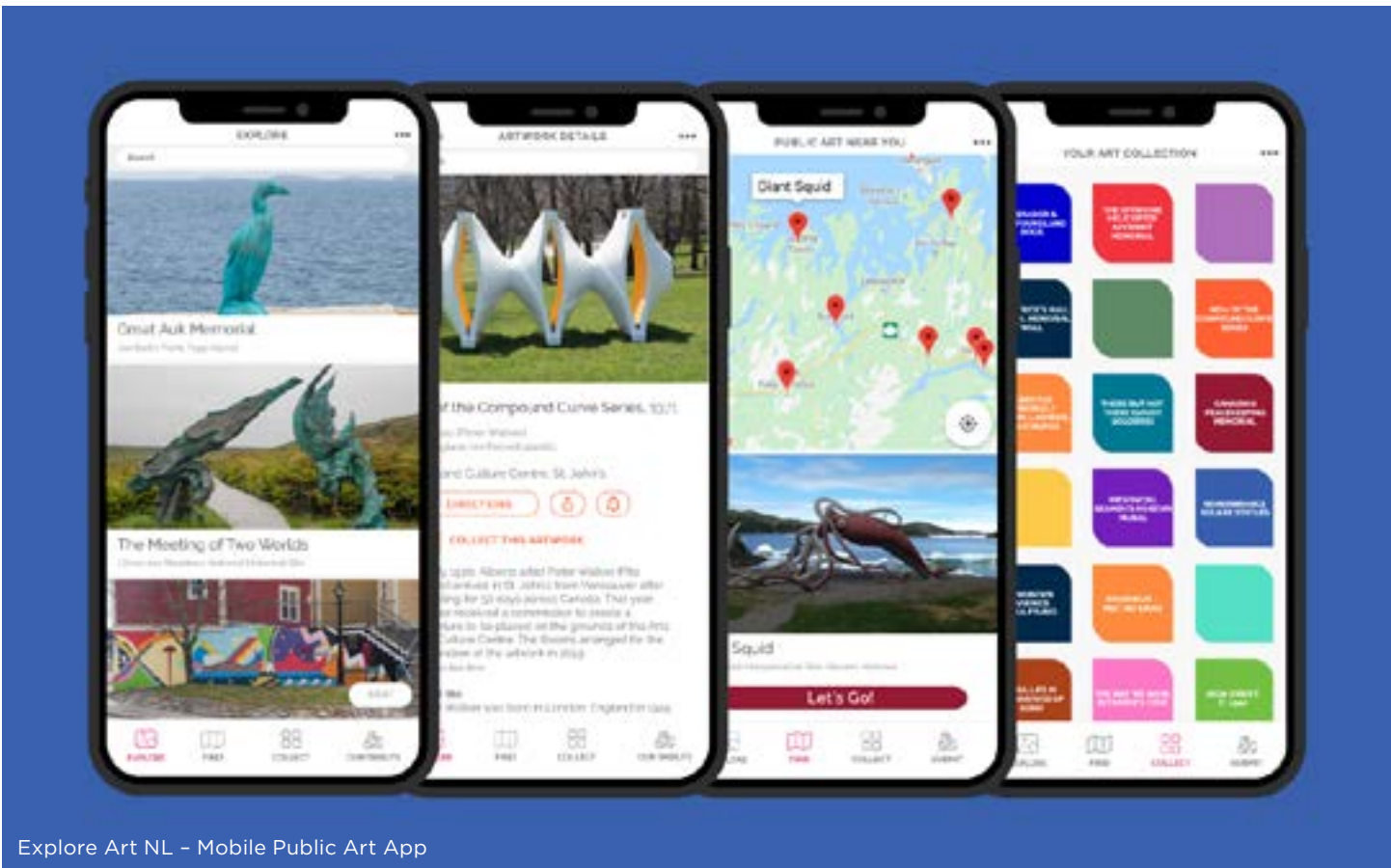
## Mobile Public Art App

Featuring over 100 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 safely and invite them to share their images on social media, helping promote municipalities across the province in the process.

Keep your eyes out for more related to this app in the near future, including more artworks, curated tours and an online version!



# COMMUNICATIONS

## 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 **600 contacts** each month, this popular offering has an unprecedented **click rate of 48.7%**!

TOP SPOTLIGHT STORIES OF 2021



[Spotlight on the St. John's Summer Trail Mix](#)



[Spotlight on the Explore Art NL App Art Car](#)



[Spotlight on the 2021 Bonavista Biennale](#)



[Spotlight on the Town of Petty Harbour Maddox Cove Mural](#)

# 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, 30 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 year, we were delighted to relaunch several of our pianos, which have been closed according to public health restrictions. **Check out this video of The Once** rediscovering the Come From Away Piano at the Gander Airport!

WELCOME BACK

**Avalon Laboratories Piano**  
Health Sciences Centre

**MUN Piano**  
Emera Innovation Exchange

**Come From Away Piano**  
Gander Airport

**Cox & Palmer Piano**  
St. John's Farmer's Market



Video still from The Once performing at the Come From Away Piano in the Gander Airport, Dec 2021.

# 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 floral graphics created by the talented artist and designer Krista Power.

Forty-two 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.

## WE WERE DELIGHTED WITH THE RESULTS:

40+

NL ARTISTS  
FEATURED

53%

OF ARTISTS SAW AN  
INCREASE IN SALES

1200+

CUSTOMERS BROWSED  
THE GIFT GUIDE



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