

BUSINESS & ARTS

NEWFOUNDLAND & LABRADOR

Annual Report
Year ending February 28, 2017

Where Business and Arts unite to grow our province in unexpected ways.



BUSINESS & ARTS
NEWFOUNDLAND & LABRADOR

2016 ANNUAL REPORT HIGHLIGHTS

\$128,977

CASH, IN-KIND,
AND PRO
BONO
SUPPORT
GENERATED
TO ARTISTS.



1500

HOURS RECRUITED
BY SKILLED
VOLUNTEERS, READY
AND WILLING TO
HELP ARTISTS.
ESTIMATED VALUE:
\$235,800

232%

INCREASE IN
OVERALL
MEMBERSHIP



5

67

PUBLIC PIANOS **PLANNED CONCERTS**
TO DATE, THESE PIANOS HAVE FOSTERED
67 PLANNED PERFORMANCES AND
COUNTLESS SPONTANEOUS MOMENTS.

51

STORIES OF BUSINESS/ARTS
PARTNERSHIP, AND
INTERVIEWS OF LEADERS
WHO SUPPORT THE ARTS
PUBLISHED ON OUR BLOG



80

OPPORTUNITIES TO HIRE
ARTISTS FEATURED IN OUR
ARTS TO BUSINESS
CATALOGUE

8 programs:

- Spotlight on Partnerships
- We are #CreativeNL
- Creative Matchmaking
- Business Workshops for Artists
- Business Volunteers for the Arts
- #ComePlayWithMeNL Street Pianos
- Arts to Business Catalogue of Creative Services
- Arts Preview Nights

- 2 staff
- 21 board and committee members

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Key Accomplishments

\$128,977 of cash, in-kind and pro bono support to artists.

Facilitated **\$35,745** worth of pro bono services to the arts community.

Recruited over **1500** skilled volunteer hours pledged to the arts community, worth an estimated **\$235,800**.

Produced **21** workshops serving more than **350** cultural workers, through donated preparation, teaching time and space worth an estimated **\$62,750**.

Increased brokering transactions by more than **318%**, with a total of **\$30,482** paid to artists.

Increased our social media reach by over **300%** to an average **130,000** impressions monthly.

Increased our overall membership by **232%** this year, to 73 arts members and 30 business members. Total membership revenues reached **\$40,050**.

Featured **80** opportunities to hire artists across all disciplines, for entertainment, teambuilding and creative thinking exercises, and much more in our online catalogue.

Highlighted **28** business/arts partnerships, published **16** interviews with local business people who support the arts, and shared **7** stories about our organization. Estimated annual readership is **10,000**.

Hosted **seven** co-productions with Cox and Palmer, TD Bank, MUN Harris Centre, Artistic Fraud, ArtsNL, and MusicNL.

To date, our **five** public pianos have fostered **over 67** planned public performances and brought in **\$64,000** in sponsorships for Business and Arts NL.

Enjoyed **40** meetings with our Executive, Membership, Governance, and Communications Committees.

Program

Business Volunteers for the Arts

Program Description

Artists come to us with a specific request for help (i.e. help formulating cash flow statements, applying for nonprofit status, reviewing contracts, designing a survey etc.), and we connect them with a lawyer, accountant, marketing, human resources, strategic planning, or other professional willing to help out pro bono.

Key Accomplishments

Since this program launched less than a year ago, we have facilitated **28** volunteer matches and have delivered **238** hours worth **\$35,745** of pro bono services to the arts community, averaging **\$1,276** per match. Included are **2** long term arrangements for free bookkeeping etc.

Business and Arts NL has also facilitated **3** long term volunteer placements on arts boards and committees, resulting in a contribution of **57** additional hours of pro bono service that has been delivered to the arts community.

Our volunteer database includes over **1500** volunteer hours pledged, worth an estimated **\$235,800**.

Contributors



Program

Business Workshops for Artists

Program Description

Building capacity in the arts community by providing workshops for artists to help improve their business practices, and run sustainable arts-based businesses.

Key Accomplishments

Produced **21** workshops serving more than **350** cultural workers.

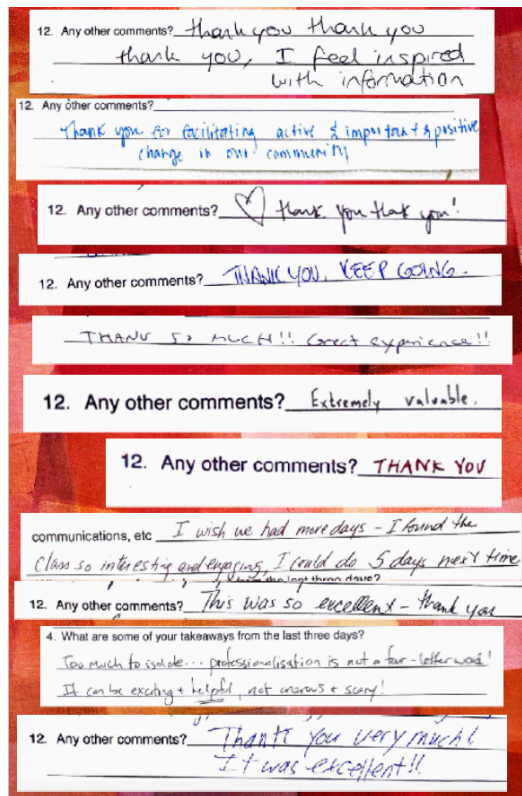
20 volunteers from the business community contributed preparation and teaching time worth an estimated **\$55,250** to deliver these workshops.

St. John's City Hall, St. John's Arts & Culture Centre and LSPU Hall contributed free space worth **\$7,500**.

One professional video was produced, and **three workshops live streamed** to participants gathering at the Rotary Arts Centre in Corner Brook.

Business and Arts NL teamed up with community partners MUN Harris Centre, Artistic Fraud, ArtsNL, and MusicNL for a total of **seven co-productions**.

One of these co-productions was a 3-day workshop featuring Camilla Holland from the Royal Manitoba Theatre Company and had a profound impact on **25** early/mid-career arts managers.



Contributors



Program

Creative Match Making (previously “Brokering”)

Program Description

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

A central element in this program is our **Arts to Business Catalogue of Creative Services**.

Key Accomplishments

Brokering transactions increased in the last year by more than **300%**, with a total of **\$28,989** paid to artists.

These engagements included **17** live performances, most of them open to the public. What’s good for business, and good for artists is good for everyone!

The Arts to Business Catalogue features **80** opportunities to hire artists across all disciplines, for entertainment, teambuilding and creative thinking exercises, and much more.

Of our workshops for staff teams, teambuilding exercises using **mural painting** were the most popular.

Participants



Program

Public Pianos (#ComePlayWithMeNL)

Program Description

Pianos decorated by local artists are placed in high-traffic, public spaces and sponsored by businesses who gain visibility in an innovative way.

Our pianos are as follows:

JAG Hotel Piano at St. John's International Airport
Humber Motors Piano at Deer Lake Airport
Penney Auto Group Piano at Memorial University
Coast 101.1 Piano at Avalon Mall
Newdock Piano at Atlantic Place

Key Accomplishments

To date, these pianos have been the focal points for **over 80** public performances. Artists were paid to participate in many of these.

In fall 2016, Sherman Downey release a new song in a video recorded at the piano at Deer Lake Airport. This video was seen by over **30,000**.

The MUNCafe Concert Series, held weekly on campus posts videos of each week's performance. These videos have been viewed over **50,000** views in 4 months.

To date, our public pianos have brought in **\$64,000** in sponsorships for Business and Arts NL.

Sponsors



Program

We are #CreativeNL

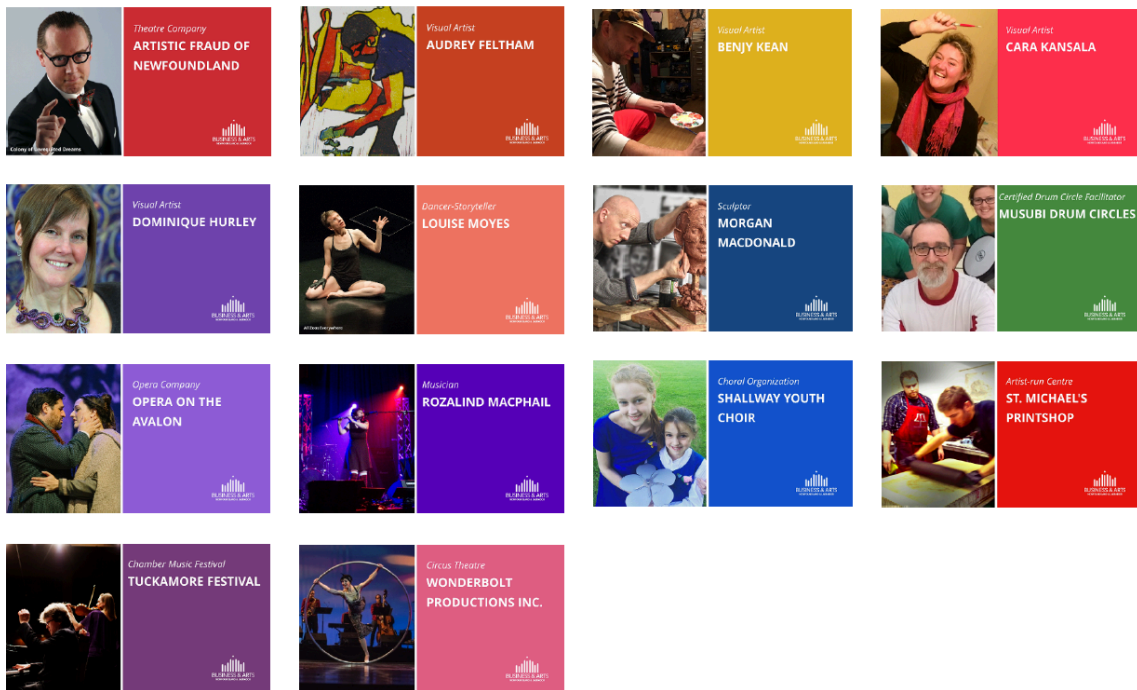
Program Description

These 30-second slideshows showcase our creative community at work, and describe what it takes (in hours, rehearsals, artworks, tickets, and cast members) to create and share art.

Key Accomplishments

This program launched in mid-January, 2017.

Participants



Program

Spotlight on Partnerships

Program Description

This weekly blog shines a light on businesses and individuals in our community who partner with artists to improve their workplaces, build community, and engage new clients (not to mention find beauty and inspiration in their lives!).

Key Accomplishments

This year, we highlighted **28** business/arts partnerships, published **16** interviews with local business people who support the arts, and shared **7** stories about our organization.

Our most popular stories were interviews with Dr. Noreen Golfman (Memorial University), Ms. Tammy Davis (United Way) and Ms. Melissa Royle (Benson Buffett).

Estimated annual readership is **10,000**.

Combined with our other communications efforts, our social media reach increased by over **300%** to an average **130,000** impressions monthly.

Participants



Organizational Structure and Development

Membership Development

Description

We continue to develop a slate of membership benefits and recruitment strategies for members of both the business and arts sectors.

Key Accomplishments

Overall membership increased by **232%** this year, to 73 arts members and 30 business members.

Total membership revenues reached **\$40,050**.

We co-hosted networking events at Cox and Palmer and TD Bank.

Founding Members



Business Members



Governance

Description

Our Board of Directors comprises 15 members of the community, representing a variety of professions and interests.

Key Accomplishments

We engaged in a review of our strategic plan in September.

We welcomed Alex Collins (Statoil) and Ian Sutherland (Memorial University) to our board.

Our Executive, Membership, Governance, and Communications Committees had a total of 40 meetings.

We welcomed Bryhanna Greenough in her new position as Program Director.

We were invited to present at a Tri-Level Funders meeting, which included representatives from ArtsNL, Canada Council for the Arts, NIFCO, Canadian Heritage, ACOA and Government of NL. This presentation was very well received, and resulted in an invitation for further collaboration with Canada Council.



Mark Dobbin
Killick Capital Inc.
Co-Chair



Dr. Noreen Golfman
Memorial University of
Newfoundland
Co-Chair



Alex Collins
Statoil



Rob Blackie
Take The Shot
Productions



Caron Hawco
Caron Hawco
Group



David Hood
Grant Thornton



Amy House
Resource Centre for
the Arts



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



Kevin Casey
Cal Legrow



**Eleanor
Dawson**
Member at Large



Ron Ellsworth
City of St. John's



John Fisher
Fisher's Loft Inn



Theresa Rahal
Strategic
Directions, Inc.



John O'Dea, QC
McInnes Cooper



John Steele
Steele
Communications



Dr. Ian Sutherland
Memorial University
of Newfoundland
School of Music