



# Annual Report 2020

February 28, 2020

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## Our Role

Deepening collaboration between the creative and private sectors

Building creative solutions to help businesses thrive

Inspiring businesses to connect to culture

Helping artists run strong businesses that contribute to a flourishing society



Minister Christopher Mitchelmore participates in a watercolour painting activity facilitated by artist Julie Lewis at our brand re-launch event at Fortis in May, 2020.

## This Year, We:

1. Launched *Design Thinking: Collaboration for Innovation* which brought together new collaborators from across sectors to work together and learn from international guest speakers and facilitators.
2. Connected over 500 people through 21 events and workshops.
3. Fostered \$118,690 worth of commissions, gigs, opportunities and exchanges between the arts and business communities.
4. Collaborated with 178 members from across the business and arts communities.
5. Launched our 10th public piano.

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## Design Thinking

Driving collaboration, diversity of thought and creativity as key contributors to sustainability and resilience in business and society.



The kickoff symposium for this project brought together 90 people from across the artistic, public, social and private sectors for a symposium featuring Whitney Mortimer from IDEO San Francisco and DesignThinkers Group Canada.



### Design Thinking Mini-Lab

Twenty members of the private, public and creative sectors worked through a day-long design lab to use Design Thinking tools to invent creative ideas to address isolation and loneliness in our city.



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## ArtSupport

Helping arts organizations professionalize their fundraising and encouraging more private sector support for culture.



This year, 10 participating organizations received \$12,000 worth of fundraising consulting, evolved their organizations, and engaged new volunteers and donors.





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## Talent Exchange

Fuelling enterprises with the talents and skills of the arts.



(Growing the Voices facilitates an "Instant Choir" team building event at Signal Hill Campus, Memorial University. Photo: Bojan Furst)



Kevin Barry Martin creates a modernized Van Gogh during the Genesis Centre's Pitch and Pick event

Through this program, we connected artists to \$35,000 worth of commissions, gigs, and opportunities this year, and facilitated 22 businesses engagement with artists to help them become inspired, creative, attractive, and resilient.

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## Business Volunteers for the Arts

Helping the arts run professional, sustainable businesses. Giving businesses an opportunity to help, learn and take on leadership roles in the community.



Don-E Coady coaches a group of artisans from the Quidi Vidi Village Plantation on “How to Build a Brand”

We have over 90 volunteers in our database, representing 1800 hours/year, worth an estimated \$270,000.

This year, we successfully matched 12 connections who contributed over 170 hours of work, valued at \$64,490.00.



## Volunteer Highlights:

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:

- Board governance and structure
- Bylaw and policy development
- Contract review
- Conflict resolution/mediation
- Corporate tax filing
- Bookkeeping and financial projections
- Social Media marketing strategy
- Logo design
- Grant Writing

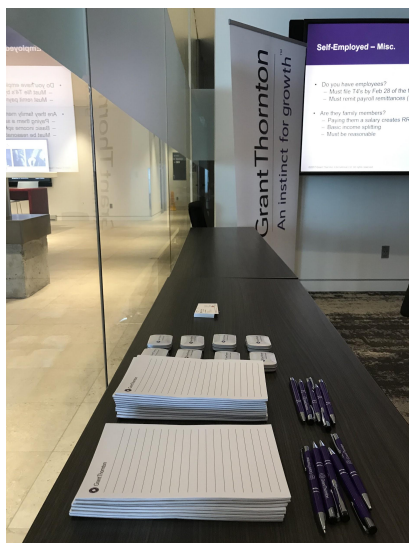


## Business Workshops for Artists

Bringing artists together to learn, ask questions and connect with the business community. Helping artists build stronger, more sustainable businesses.



Joe Cardoulis from Grant Thornton leads a group of artists through the ins and outs of filing taxes as a self-employed artist.



This year, we hosted 9 workshops, attended by 85 artists. These workshops were presented by volunteers from the business community, who gave hours and hours of their time, worth an estimated \$7,200.00.

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## Workshop Highlight:

In February 2020 we ran our annual Income Tax for Freelance Artists led by Joe Cardoulis of Grant Thornton LLP. This is one of our most popular offerings. Joe was an excellent facilitator. He covered so much information in only two hours and even stuck around for an additional hour to answer individual questions at the end. We had a great turn out and a lively discussion throughout the workshop as participants were able to learn even more from each other's experiences. Lori Tobin at Grant Thornton was instrumental in helping to coordinate the event.

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*A community that is engaged and working together  
can be a powerful force* ”

*Over the last few months, I have had the pleasure to get to know the Business and Arts NL team. They are so passionate about what they do and how can you blame them, uniting businesses and artists to join forces to deepen collaboration, inspire, be more creative and contribute to the success of our communities and province. We are deeply proud to be a business member of this association that lives by such a philosophy every day.*

*So when we were asked to help share our expertise to help artists and arts organizations gain the skills and knowledge they need to run their business we said YES!*

– Lori Tobin, Communications Specialist Grant Thornton LLP

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## Sunrise Series

Creating community, communicating the benefits of art/business collaborations, and inspiring our members.



Experiencing lifeboat simulators at Virtual Marine. Feb 26, 2020.

This year, we co-hosted events with Fortis, the Genesis Centre and Virtual Marine Technology.

At these events, 80 of our members came together, heard Brazilian music, learned about how video game design impacted a safety company, how a lawyer impacted a theatre company, and about the creativity of the startup community.



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## Scene First

Connecting artists and the general public; deepening our understanding of how arts organizations work, and how they interact with the community.



Guests had a chance to make their own print. Photo: Ashley Harding

This year, we co-hosted one event at St. Michael's Printshop. At this event, 10 members of the business community got ink on their hands and learned about the infrastructure required for printmaking and the rich history of printmaking in Newfoundland and Labrador.

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## #ComePlayWithMe Public Pianos

Bringing art to life in public spaces.



Timothy Brennan performs on the JAG piano at the St. John's International Airport.

This year, we launched the following pianos:

- Cox & Palmer piano at the St. John's Community Market
- Penney Auto Piano at the St. John's Arts and Culture Centre
- Come From Away Piano at the Gander Airport, and the
- Royal Inn Suites Piano at the Happy Valley-Goose Bay Airport

This brings our roster to 10 pianos across the province.

Throughout the course of this program in 2014, 30 artists have been engaged to paint and play these instruments and over 200 free, advertised public performances, and countless spontaneous ones have taken place.

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## Advocacy

### Why?

Because we want to build a place where the arts are valued, integral and sustainable, for the benefit of all Newfoundlanders and Labradorians. This year, we helped artists across the province using the #InvestinArts campaign to combine the inspiration of artists with some hard-hitting numbers from the business community to advocate for a \$1M increase to the funding of ArtsNL.

## Communications

- This year, we launched a new logo, language, and look!
- Our *Spotlight on Partnerships* published 46 stories (as of Feb 18) (annual readership: 6400)
- Expanded our social media following by 82%

## Membership Growth

### Welcomed:

Business Members	Piano Sponsors	Arts Members
People Stuff NL Liquor Corp Panoramic Pictures Virtual Marine Benson Buffett Soundproof Cafe Anchor Inn Celtx ICI Innovations Horizon Maritime	Royal Inn + Suites Come From Away	Economusee Breakwater Books Newman Sound Running the Goat Books Unscripted Festival