

**CREATIVE INDUSTRIES
NORTH BAY INC.**

Annual Report 2022



Creative Industries



IS A REGIONAL ART SERVICE /
SUPPORT ORGANIZATION
SERVING NORTH BAY, NIPISSING.

WHAT IS AN ASO?

ASO stands for Art Service Organization or Art Support Organization.

WHO DO WE SERVE?

We serve creative based orgs., groups, collectives, spaces, programs, initiatives, activations & individuals.

Creative Industries



IS A REGIONAL ART SERVICE /
SUPPORT ORGANIZATION
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WHAT TYPE OF WORK DO ASO'S DO?

→ advocacy work

→ marketing &
communication

→ professional development

→ networking

→ conduct research

→ identify/develop
resources & toolkits

→ provide funding

Creative Industries




IS A REGIONAL ART SERVICE /
SUPPORT ORGANIZATION
SERVING NORTH BAY, NIPISSING.

ASO's truly act as the
voice & champion
for their creative
community.

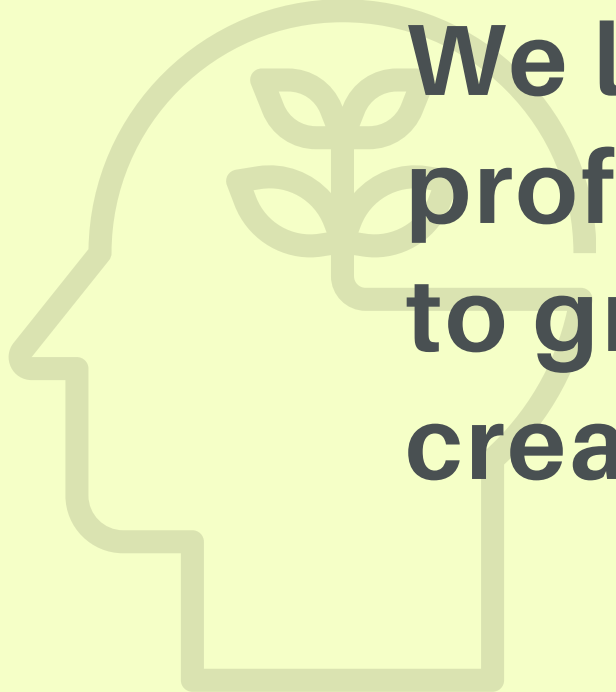
WE
HEART
NORTH
BAY

WHAT & HOW DO WE PROVIDE SUPPORT?

**We are a connector -
Connecting creative
sector together & with
outside sectors.**

A light green line-art icon of two hands shaking, symbolizing connection or agreement.


**We lead/facilitate
professional development
to grow capacities in our
creative leaders.**

A light green line-art icon of a human head profile with a small plant growing out of the top, symbolizing growth and development.

**We are a communication
funnel - Creative
community to broader
public & Opportunities out
to creative sector.**

A light green line-art icon of a speech bubble with a funnel shape inside, representing communication and outreach.

**We advocate creatives
needs to all levels of
government &
cross-sector leads.**

A light green line-art icon of a megaphone, symbolizing advocacy and communication.

WHAT & HOW DO WE PROVIDE SUPPORT?

We support local programmers, venues & orgs. rather than taking a lead programming role.

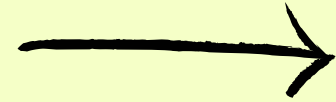
We educate other sectors to facilitate a more sustainable creative community.

We assist in identifying/building creative policy & best practices.

We celebrate the depth of creative talent in North Bay, Nipissing.

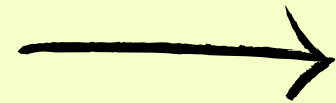
Mission + Vision

MISSION

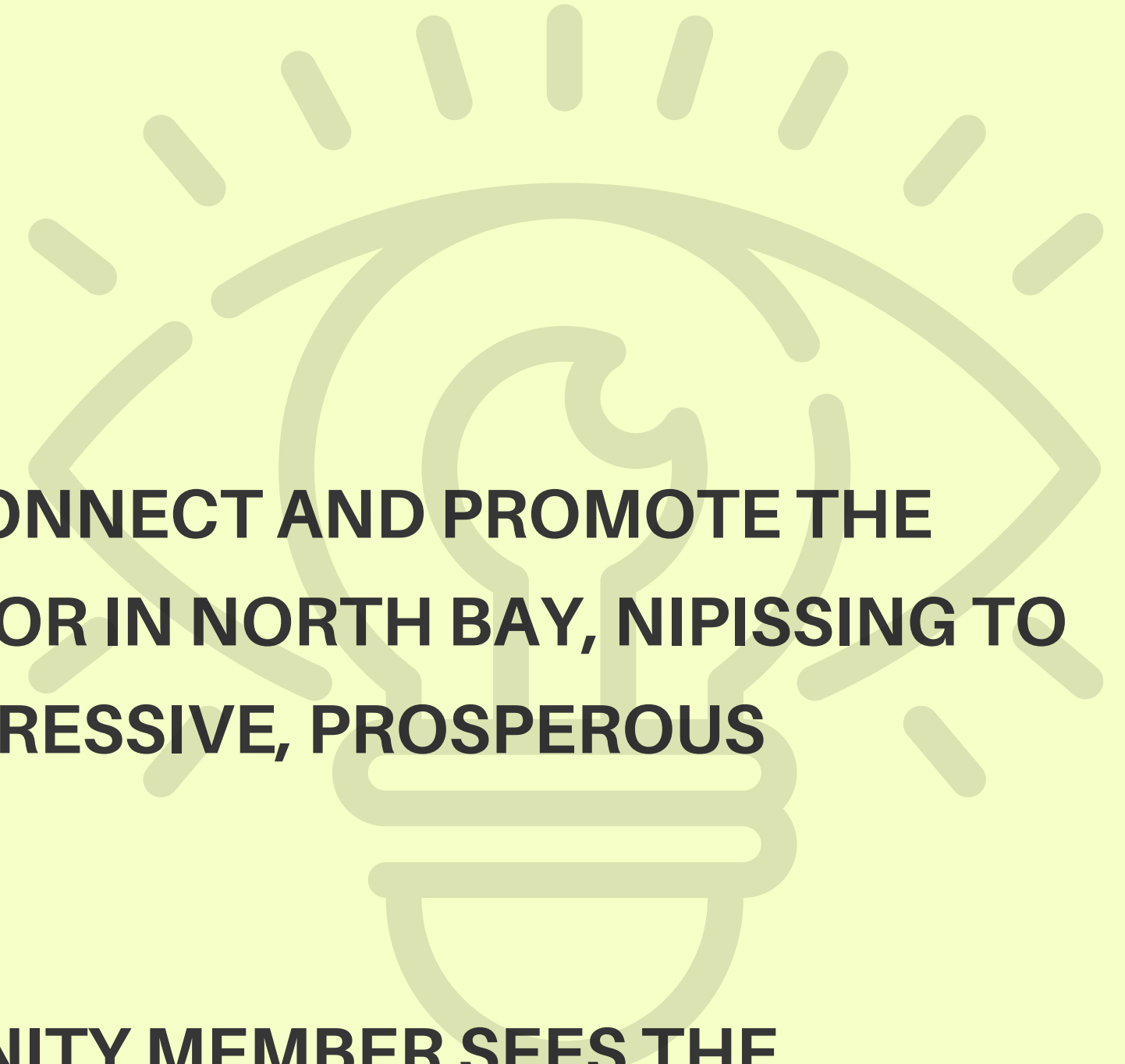


TO SUPPORT, CONNECT AND PROMOTE THE
CREATIVE SECTOR IN NORTH BAY, NIPISSING TO
FOSTER A PROGRESSIVE, PROSPEROUS
COMMUNITY.

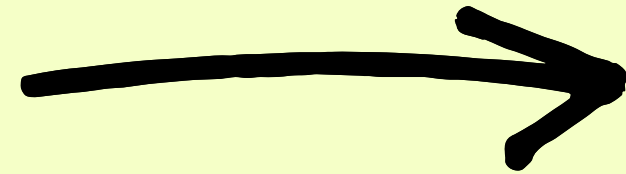
VISION



EVERY COMMUNITY MEMBER SEES THE
CREATIVE SECTOR AS A VITAL PART OF NORTH
BAY, NIPISSING'S IDENTITY AND PROSPERITY.



Pillars



THE GUIDING PRINCIPLES THAT
PROVIDE OUR ORG. WITH PURPOSE
AND DIRECTION.

COMMUNICATION

Communicate regularly & effectively with the creative sector, municipality & broader community.

GROWTH

Strengthen, support & develop our creative sector

ADVOCACY

Advocate the importance of the creative sector on a local, provincial and federal level.

CAPACITY

Strengthen and develop our organizational capacity

Recovery → COVID & OUR CREATIVE SECTOR

Our community celebrated our creative sector as it activated our public spaces, theatres and venues and demonstrated the want to come together and re-engaged with experiences.

The burnout felt by the creative sector over the past several years of pivoting, adapting and struggling through financial and audience hardship.

Strong need for continued financial, advocacy and capacity support for our creative community to address the gaps & needs of the creative ecosystem to ensure ongoing growth and sustainability.





Communication →

COMMUNICATE TO CREATIVES,
BROADER PUBLIC & GOVERNMENT

1586

**Instagram
followers**

387

**facebook
followers**

**13 sent
newsletters
1112 read**

**235
subscribers**

**38% open rate
178 clicks**

**15 'Weekend
Round Up'
posts**

**43
#FactFriday
posts**

**4 Tourism
North Bay
articles**

Creative City Crush Online Publication

Written by Jessa
Laframboise, these 9
articles celebrate local
artists and organizations
in our community.



#Creative
CityCrush



Post-Lockdown Bucket List For North Bay, Ontario

by Jessa Laframboise | Jan 18, 2022 | Arts & Culture, Winter



North Bay Festivals: Make This Summer Count

by Jaymie Lathem | May 19, 2022 | Arts & Culture, Summer



An Instagramers guide to getting the perfect shot in North Bay

by Joe Clement | Mar 2, 2022 | Arts & Culture, Guide, Winter



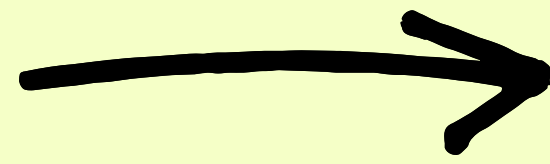
UP YOUR IG GAME IN NORTH BAY

by Jaymie Lathem | Jul 11, 2022 | Arts & Culture



Supported Arts & Culture articles for Tourism's online blog. Promoting & celebrating our diverse creative sector and North Bay, Nipissing as a tourism destination.

Advocacy



ADVOCATE THE IMPORTANCE OF THE
CREATIVE SECTOR ON A LOCAL,
PROVINCIAL AND FEDERAL LEVEL.

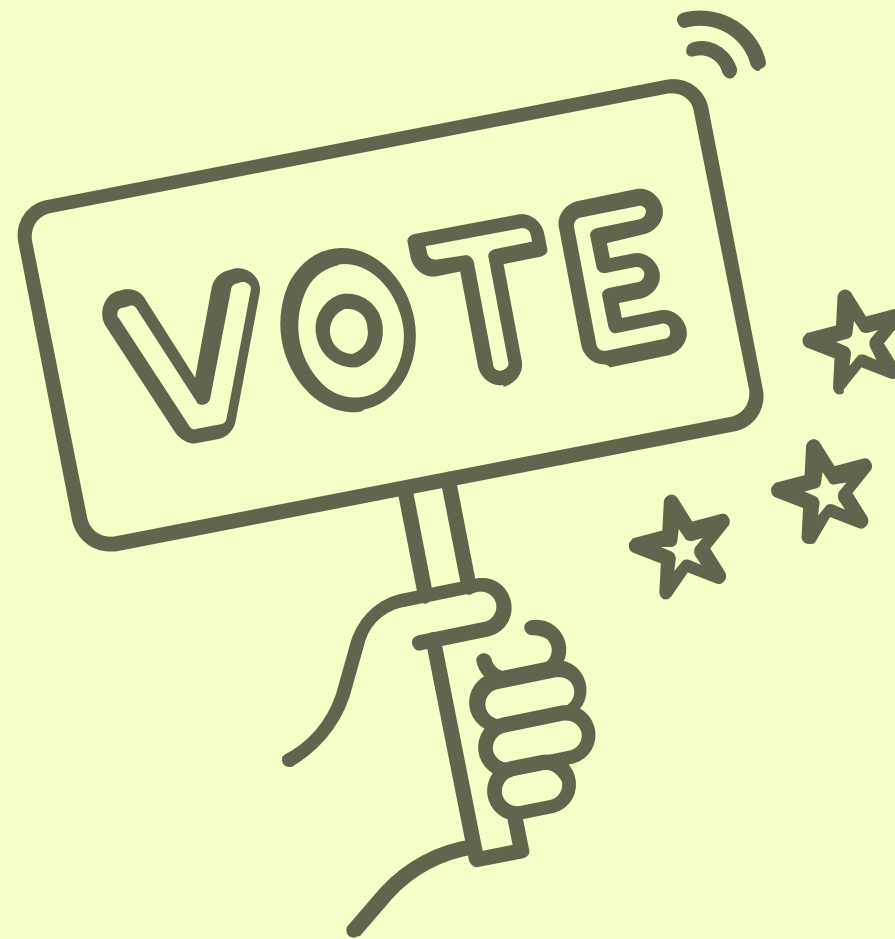
Advocate & Support

Support letters, identify
funding/ grants



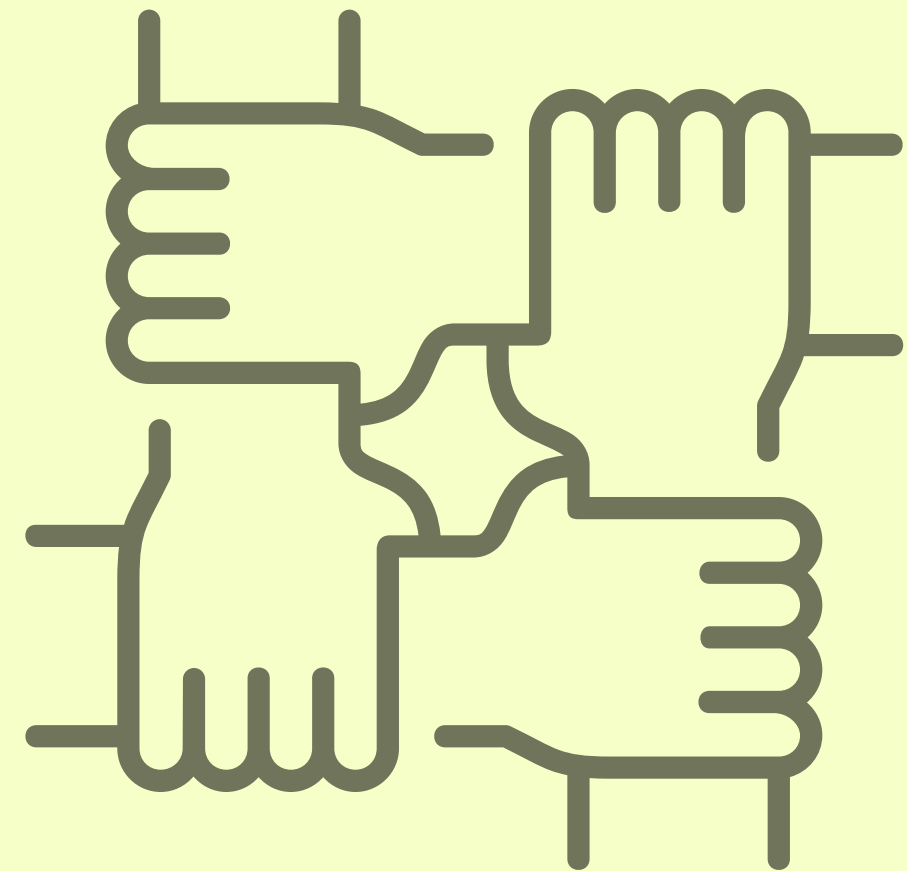
Municipal Election

Engaged & Published
online report.



Collaboration & Synergy

Worked alongside amazing
organizations & folks

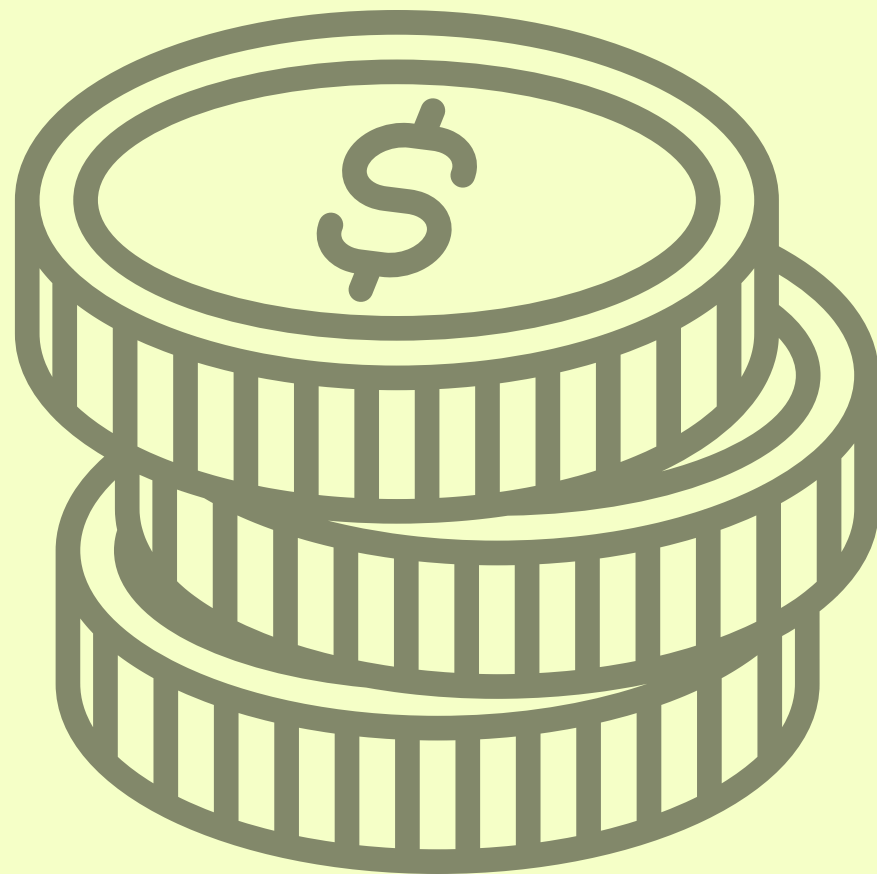


Sector Growth



STRENGTHEN, SUPPORT & GROW CREATIVE
SECTOR THROUGH RESEARCH, PROFESSIONAL
DEVELOPMENT & SECTOR FUNDING

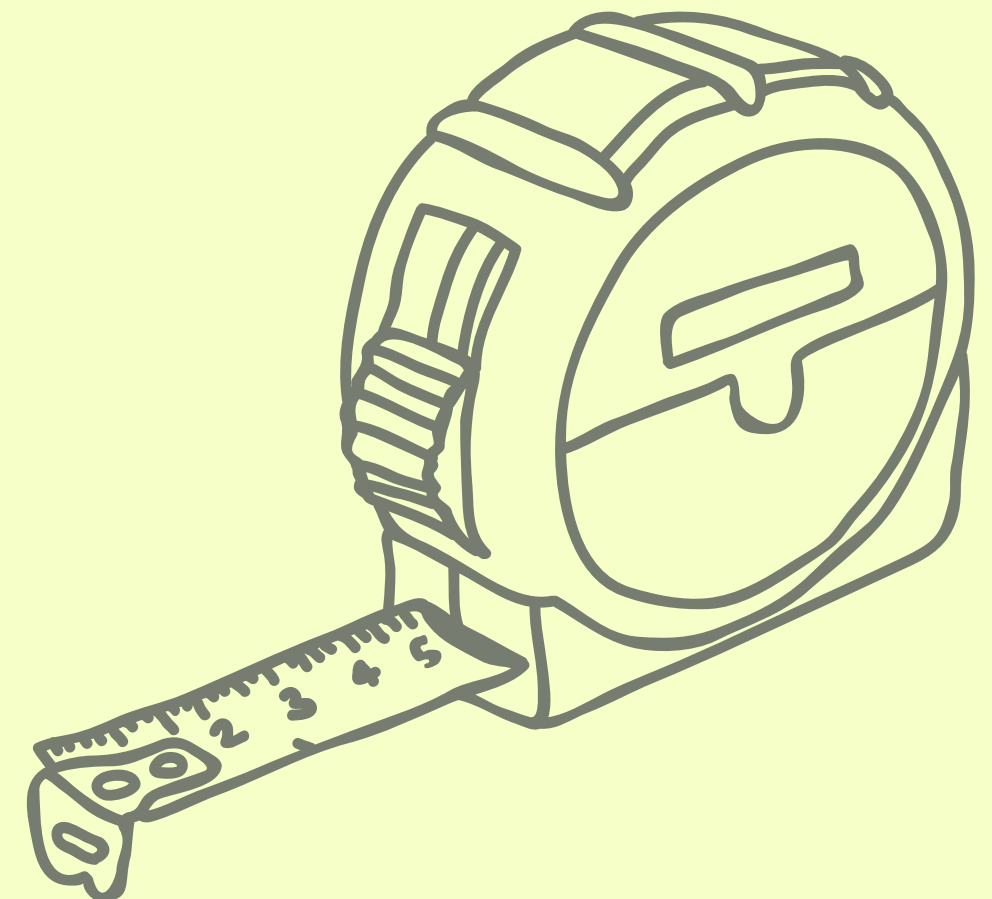
C.I. Arts Fund



**Partnership with
the NBACF**



**Qualitative &
Quantitative Data**



PROFESSIONAL DEVELOPMENT

Accounting for Creatives. Spring 2022



PROFESSIONAL DEVELOPMENT

@CreativeSector

PASSION 4 PROFIT

A 3 part series of accounting workshops for creative sector.

register via eventbrite link

#learn #accounting #zoom
#ProfessionalDevelopment

hosted by: **tbc** **CREATIVE INDUSTRIES**

presented by: **ACCURATE**

Accessibility in the Arts. Fall 2022

GATHERING INSIGHT & PROVIDING DIRECTION Accessibility in Creative Spaces

THURS. OCT. 20 6PM-9PM
ARTISTS & CREATIVES
How to make more accessible work in your arts practice (all disciplines welcome)

FRI. OCT. 21 | 10AM-12NOON
BUSINESSES, VENUES & PROGRAMMERS
How to make programming & spaces more accessible

RSVP NOW
limited capacity
EMAIL: hello@creativeindustriesnorth.ca

GATHERING INSIGHT & PROVIDING DIRECTION Accessibility in Creative Spaces

PRESENTED BY:



IN PARTNERSHIP WITH:



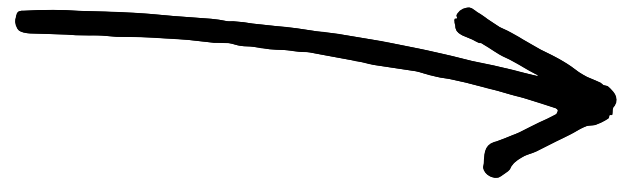
SUPPORTED BY:



MADE POSSIBLE WITH FUNDING THROUGH:



Growth & Advocacy Project Grants



PROJECT DOLLARS & PROJECTS GRANTS
THAT SPEAK TO CREATIVE SECTOR
GROWTH & ADVOCACY

**Canada Council for the Arts | Digital
Strategies Fund \$50k**

Project Arts Database Research Framework



**Canada Council
for the Arts**

**Conseil des arts
du Canada**

**Ontario Arts Council | Partnership
Response Initiative \$24k**

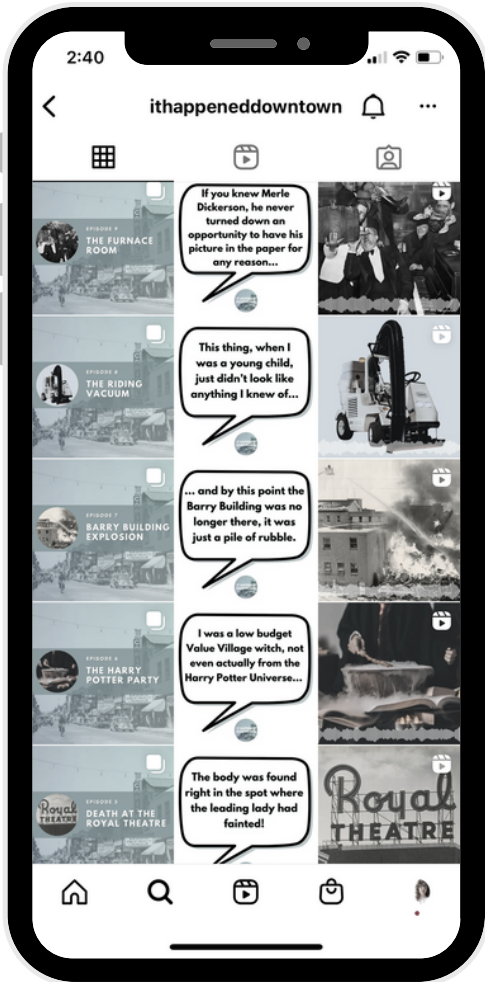
Creating Pathways to Sustainability



**ONTARIO ARTS COUNCIL
CONSEIL DES ARTS DE L'ONTARIO**

an Ontario government agency
un organisme du gouvernement de l'Ontario

PARTNERSHIPS & INITIATIVES





ithappeneddowntown
Downtown North Bay & Waterfront



IT HAPPENED DOWNTOWN

A SELF - GUIDED AUDIO TOUR DEVELOPED FOR THE NORTH BAY DOWNTOWN & WATERFRONT!

Episodes feature community led stories of amazing feats, quirky happenings, unbelievable tales & heartfelt moments of magic!

Full tour available on the Driftscape app

OR

Walk the downtown & waterfront to find the accompanying QR codes



COME ON DOWNTOWN!

Celebrate the premiere of **Five - The Dionnes: A Musical** on June 3 and 4 with a weekend of festivities

- Live entertainment by local artists at downtown restaurants
- Friday night Gallery Hop Shop Hop
- Dionne Quints exhibit at North Bay Museum
- Tours of the Dionne Quints' home
- Public consultation and presentations with Public Art Advisory Board
- Downtown Passport for multi-store shopping
- \$50 Dinner and Theatre Package at Lou Dawg's, Moose's Cookhouse, and Cecil's

And more!

The Premiere Of

Five the Dionnes

A Musical

Purchase online at capitolcentre.org or at the box office

\$25

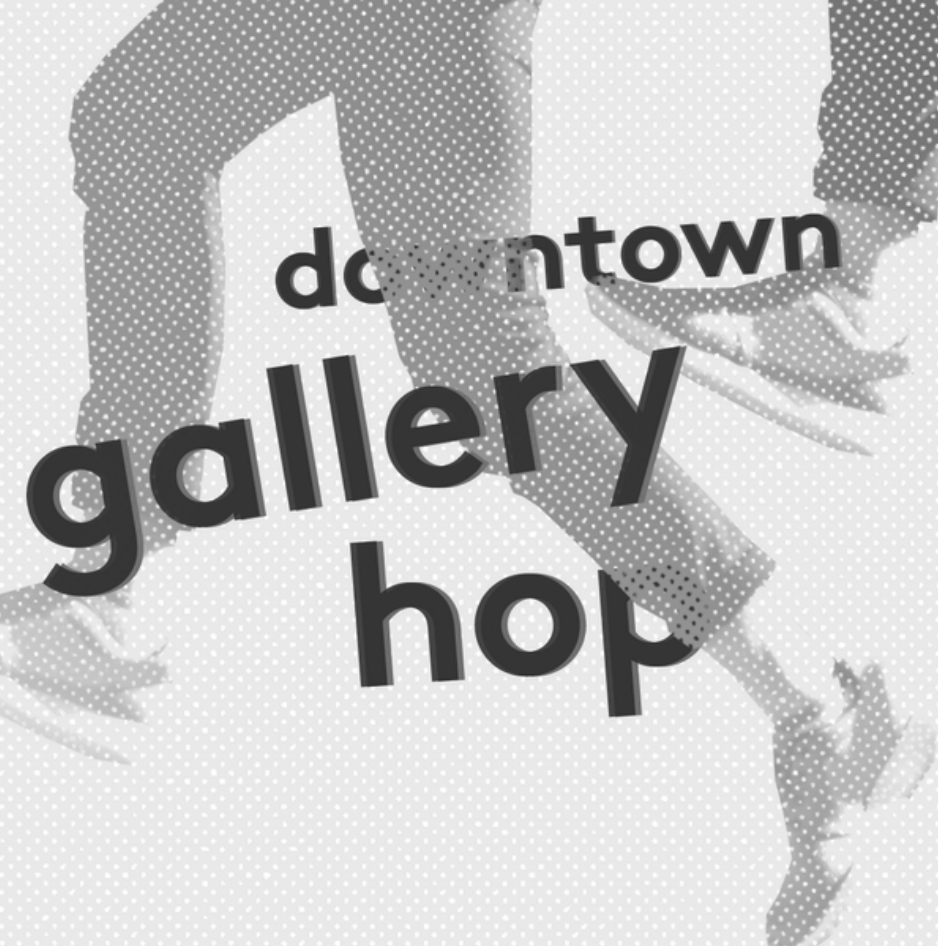


THE NORTH BAY REAL ESTATE BOARD PRESENTS

Bay

BLOCK PARTY

MUSIC | BEER | FOOD FEST



PUBLIC ART

2020
13 BOXES
WRAPPED

Led by DIA

2021
20 BOXES
WRAPPED

Led by PAAC

2022
15 BOXES
WRAPPED

Led by PAAC

Traffic Box Program

continues to reimagine overlooked spaces & change the way we look at utilitarian structures as potential assets to community growth & beautification.

Public Art Survey

Creative Industries + PAAC launched a Public Art Survey to gain insights, feedback and ideas around public art in our community.



Charitable Status



STEPS TAKEN IN 2022 TOWARDS APPLYING
& SECURING CHARITABLE STATUS

Why It's Important

- Allow us to unlock annual dollars from the Arts Fund endowment held by the NBACF
- Ability to intake donations and open new funding opportunities

Actions Taken in 2022


- Updated Bylaws for ONCA & charitable compliance
- Identified needed paperwork, structures to apply
- Consultant with accountants & lawyers on process

Org. Capacity




STRENGTHEN & DEVELOP OUR ORG. CAPACITY
WITH SUSTAINABLE & DIVERSIFIED FUNDING.


Project funding unlocks dollars but also creates more work.




Funding bodies provide dollars for
programs 6-12 months in duration




Restricted dollars that do not allow
spending on operations



Retaining consistent, long-term
employees is not possible



Creative Industries continues to
work to find equitable employee
capacity & sustainability



Constant need to identify dollars
to maintain day-to-day needs &
strengthen org. structures and
build growth.

DIVERSIFIED FUNDING

**\$214K
grants
written**

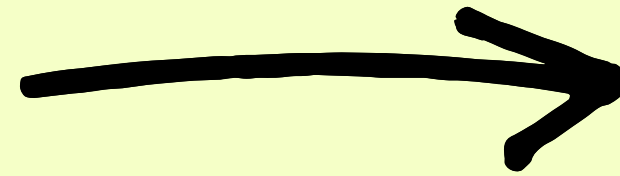
**\$88k
secured**

**Ontario Arts Council
ASO Operational
Funding of \$20k**

**\$125k
unsuccessful**

*PLEASE NOTE: Majority of dollars
granted are secured for 2023 use.*

Conferences, Discussions & Symposiums



CAPACITY BUILDING,
LEARNING, SECTOR
NETWORKING & REGIONAL
ADVOCACY IN 2022

ON·RAMP
NEW HORIZONS IN CULTURAL TOURISM

 Catherine Tammaro	 Christy Haldane			
 Jacqueline Scott	 Janna Hiemstra	 Jaymie Lathem	 Justin Lafontaine	 Sarah Jarvis
 Jacoba Knaapen	 Kathleen Sharpe	 Tim Jennings	 Vikas Kohli	AND MORE

On Ramp: New Horizons
in Cultural Tourism |
Toronto.

Northern Communities
Roundtable | Online.



Conferences, Discussions & Symposiums



CAPACITY BUILDING,
LEARNING, SECTOR
NETWORKING & REGIONAL
ADVOCACY IN 2022



**National Creative City
Summit | Waterloo.**

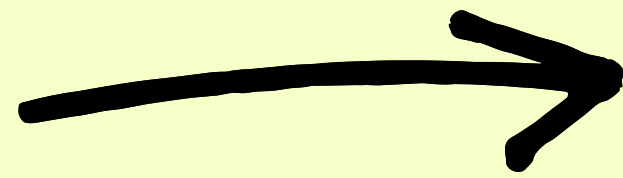


**Rendezvous North.
Northern Ontario Arts
Symposium | Sudbury.**



**Growing Your Charity's
Capacity: Fundraising Trends
& Training | North Bay**

Secured Funding



PROJECT & OPERATIONAL DOLLARS
SECURED FOR 2023

\$20k Ontario Arts Council ASO Core Funding

Operational dollars to assist Creative Industries to deliver mission & vision.

\$34k NOHFC Workforce Development

Marketing & Communications Intern
Funded from June 2022 - July 2023.

Healthy Communities Initiative Transform Public Spaces | \$33k

Working with Community Collaborators to create 5 new public artworks in North Bay's Downtown and Waterfront.
Partner with Downtown North Bay to integrate public art and lighting in downtown alleyways.



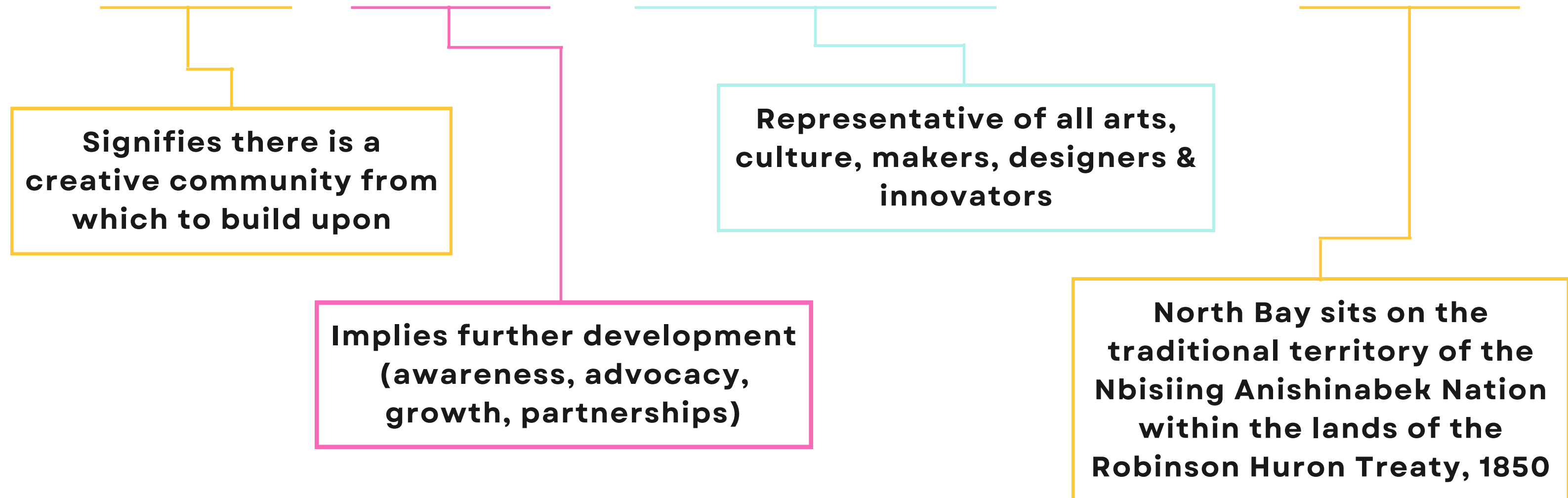
Strategic Plan 2023-2025



A NEW MISSION & VISION
STATEMENTS AND PILLARS TO
GUIDE THE ORGANIZATION OVER
THE NEXT 3 YEARS.

MISSION STATEMENT

To improve & advance our creative sector in North Bay, Nipissing.



Strategic Plan 2023-2025



A NEW MISSION & VISION
STATEMENTS AND PILLARS TO
GUIDE THE ORGANIZATION OVER
THE NEXT 3 YEARS.

VISION STATEMENT

Individuals & families connect with the creative sector as

a vital part of North Bay, Nipissing's identity & prosperity.

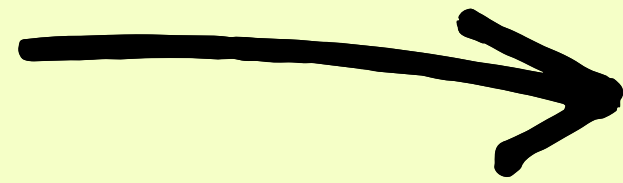
**Inclusive of all community
members**

**Stimulates mental &
physical health**

Woven into everyday life

**Fosters economic well-
being & growth**

New Pillars



*GUIDING PRINCIPLES THAT PROVIDE
OUR ORG. WITH PURPOSE & DIRECTION.
IDENTIFIED BASED ON OUR CREATIVE
COMMUNITIES NEW NEEDS AND GOALS*

PARTNERSHIP

- Accountable to funders & members
- Inclusive & connect with all creatives
- Collaborate with community sectors

COMMUNICATION

- Awareness of C.I. impact & role
- Advocate sector throughout region
- Promote & educate importance of arts

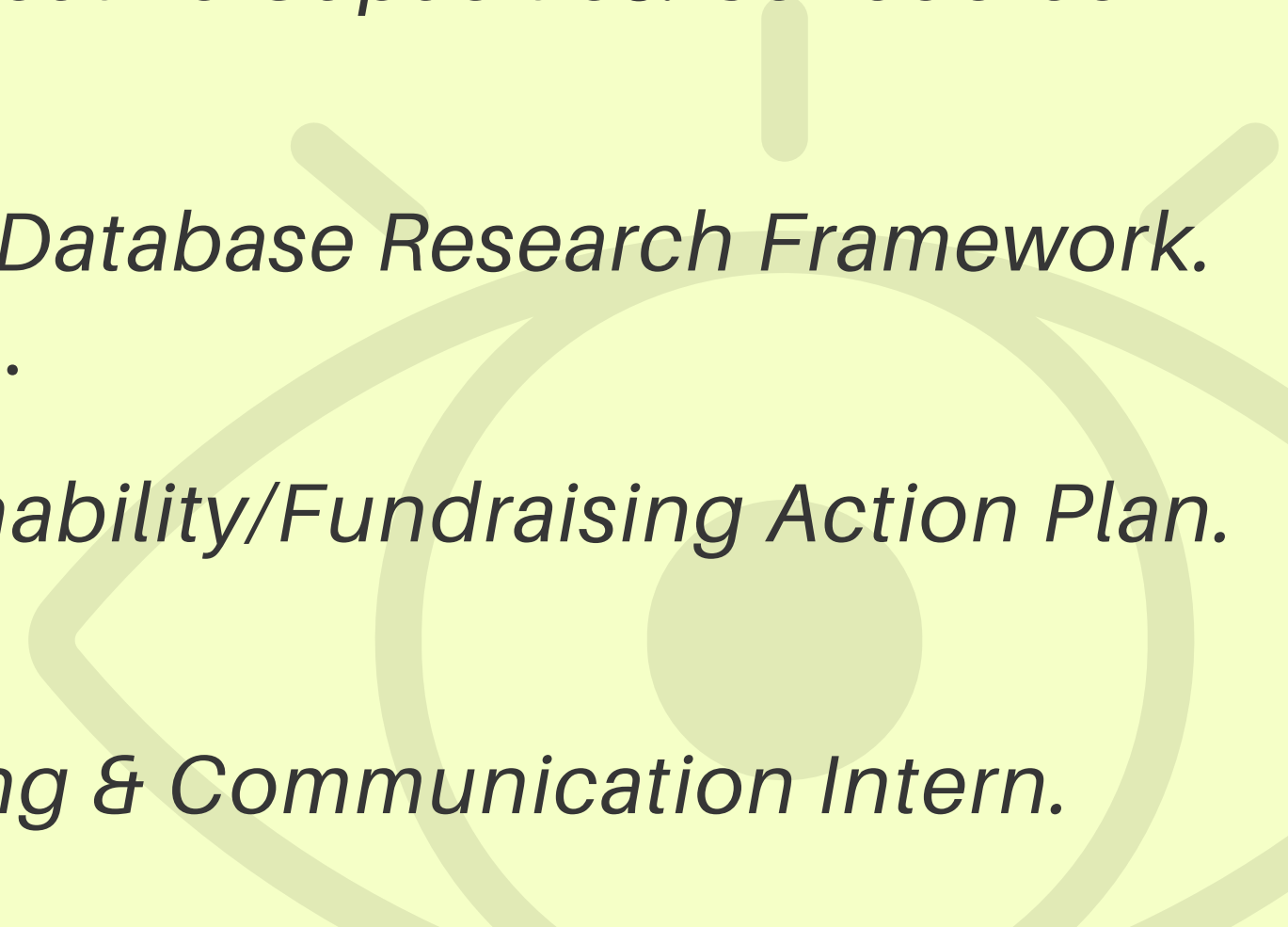
GROW

- Build capacity to support community
- Generate creative sector funding
- Foster local creative economy

TECHNOLOGY

- To understand & quantify sector impacts
- Build access to & for creative sector
- Promote centralized creative resources

Looking Forward CONTINUING PROJECT GRANTS FROM 2022

- OAC Partnership Response Initiative | *Creating a Pathway to Sustainability*. Scheduled completion: End of February 2023.
 - OAC Arts Response Initiative | *Growing Creative Capacities*. Scheduled completion: End of February 2023.
 - CCA Digital Strategies Fund | *Project Arts Database Research Framework*. Scheduled completion: End of April 2023.
 - OTF Resilient Communities Fund | *Sustainability/Fundraising Action Plan*. Scheduled completion: March 2023
 - NOHFC Workforce Development | *Marketing & Communication Intern*. Scheduled completion: End of June 2023.
- 

Looking Forward *A LITTLE PEAK INTO WHAT WE'RE PLANNING IN 2023*

Confirmed Projects & Partnerships

- Attended ASO Convergence Conference facilitated by Mass Culture as OAC guest
- C.I. Arts Fund launch with distribution of \$20k in grants to local creatives
- Continue website development, updates & improvements to better serve and support community
- Generate/publish reports and toolkits aligned with current project grants

2023 Plans

- Submit application to secure charitable status
- Develop economic impact framework for data collection & reporting
- Complete new funding applications including NOHFC Workforce Development
- Continue to collaborate & support creative community programs, initiatives, festivals, activations, organizations
- Identifying new partners, sponsorship opportunities & sector champions

