

**CREATIVE INDUSTRIES NORTH BAY INC.**

# **Annual Report 2021**

Prepared by Jaymie Lathem, Executive Director  
Approved by Creative Industries Board of Directors

**CREATIVE INDUSTRIES NORTH BAY INC.**

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# Our Pillars

## COMMUNICATION

Communicate regularly and effectively with the creative sector, municipality and broader community on the importance of a vibrant, supported creative sector and our organizations role, while ensuring transparency.

## GROWTH

Strengthen, support and develop our local creative sector through research, professional development and the establishment of a sustainable creative sector funding program.

## ADVOCACY

Advocate the importance of the creative sector and North Bay, Nipissing based artists, organizations, collectives and groups on a local, provincial and federal level.

## CAPACITY

Strengthen and develop our organizational capacity through research, development, collaboration, connections and establish sustainable, diversified funding.



**WE  
HEART  
NORTH  
BAY**

# Equity Statement

Creative Industries has identified the need to develop an Equity Initiative. We envision a creative community in North Bay, Nipissing that cultivates inclusion of people in the creative sector of all backgrounds and lived experiences. This includes peoples of any ability, language, race, creed, sexual orientation, gender, age and socio-economic status.

Creative Industries will create and advocate for safe spaces for artistic expression and creative opportunities, and seek to prioritize inclusiveness, transparency and accessibility in accordance with the provisions of the Ontario Human Rights Code and the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP).

These principles and values are integrated and reflected within our Action Plan. This is an evolving and thoughtful process that includes ongoing listening, communication and collaboration to support the varied needs of the diversity of artists and arts organizations in our community to the best of our ability.

## Pandemic

### *COVID-19 & Our Creative Sector*

The pandemic carried on throughout 2021. While we had moments of 'normal' with venues, restaurants and business opening their doors and with less restrictions, there were times where restrictions heightened and our arts and culture sector were once again forced to close their doors.

The onset of the omicron variant brought on a faster spreading virus and different concerns to ensure we kept our community safe. To say the past couple years were tough is an understatement and our sector is still facing many challenges to reopen, recover and build stronger. The need to identify and develop new pathways to sustainability is integral to move forward and was a focus of Creative Industries throughout 2021.

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It is still the mission & responsibility of Creative Industries to strengthen, support and grow North Bay, Nipissing's creative sector. We took this year to advocate for the development of a local micro-grant program for our local arts sector. NOT SURE WHAT ELSE TO SAY



# Communication

*Communicate regularly and effectively with the creative sector, municipality and broader community the importance of a vibrant, supported creative sector and our organizations role while ensuring transparency*

## Creative City Crush

To expand our #CreativeCityCrush initiative we hired a summer student through Canada Summer Jobs to interview and write articles as past features. This online publication is planned to in 2022 and become an annual program.

## Fact Friday

#FactFriday focused on COVID-19 research, advocating for paying artists through sharing artist fee structures and facts. We also shared Calls to Actions from Canada's Truth & Reconciliation throughout the month of July.

**5**  
**newsletters**  
**sent**

**66**  
**links**  
**explored**

**225**  
**subscribers**

**384**  
**newsletter**  
**reads**

## Newsletter

Throughout 2021 we kept our creative community informed of granting and relief programs, government regulations and changes, provincial and regional creative sector updates.

We shared local sector programming, new opening dates, first days back in person and how our sector continued to pivoted to digital platforms: online workshops, live-streamed concerts, zoom open studios & poetry readings, digital zines and gallery exhibitions.

## Social Media

Throughout 2021 we relied more heavily on social media to share relevant information immediately as restrictions, updates and shifts happened frequently throughout the year. It was also a more direct way to inform the community of sector events, health protocols in place and adaptive programming.

### Call to Action 67

We call upon the federal government to provide funding to the Canadian Museums Association to undertake, in collaboration with Aboriginal peoples, a national review of museum policies & best practices to determine the level of compliance with the United Nations Declaration on the Rights of Indigenous Peoples and to make recommendations

**#factfriday**

COVID 19 Social Study was conducted by the University of London and found that 30 minutes of participation in an arts activity had shown that there were lower reported rates of depression and anxiety and greater life satisfaction.

**#factfriday**

**CARFAC Artistic Presentation & Consultation minimum fee schedule is \$322 flat rate per half day (under 4 hrs) and \$568 flat rate per full day (over 4 hrs)**

**#factfriday**

## #FACTFRIDAY

### Call to Action 82

We call upon the provincial and territorial governments, in collaboration with Survivors and their organizations, and other parties to the Settlement Agreement, to commission & install a publicly accessible, highly visible, Residential Schools Monument in each capitol city to honour Survivors and all the children who were lost to their families & communities

**#factfriday**

The Canadian arts sector has been one of the hardest hit industries during the COVID-19 pandemic, along with the accommodation and food services industry as well as the travel industry. This is particularly troubling in a sector in which precarity was already widespread.

**#factfriday**

Public Art provides a safe visual experience while becoming a catalyst for raising awareness for social issues during the most trying of times.

**#factfriday**

# WRITTEN ARTICLES FOR TOURISM NORTH BAY BLOG

Creative Industries was proud to support Arts & Culture articles for Tourism North Bay's online blog. We look forward to continuing this partnership into 2022 and promoting more of our creative sector to tourists regionally and beyond.

## From Idea to Forever: A Magic Place Called White Water Gallery

by Jaymie Lathem | Feb 24, 2021 | Arts & Culture, Fall, Spring, Summer, Winter



## Forest Talk Radio: Come and Listen To The Forest

by Virginia Gordon | Mar 24, 2021 | Arts & Culture, Fall, Guide, Outdoor Adventure, Spring, Summer



## North Bay Film Festival is BACK

by Ian Laplante | Oct 26, 2021 | Arts & Culture, Fall, News



# Advocacy

*Advocate the importance of the creative sector and North Bay, Nipissing's individual creative artists, organizations and groups on a local, provincial and federal level.*

## **Advocate & Educate**

Throughout 2021, Creative Industries continued to advocate for the needs of artists and creative sector organizations on regional, provincial and federal levels through zoom, emails, open forums and speaking directly to political officials and funding bodies.

We strongly voiced the need for long-term sustainable funding for the creative sector, specifically advocating to our local municipality the ways C.I. can move forward in the development of a Micro-Grant program. To the best of our ability, we shared information and insight with our creative community through newsletters, creative community check-ins and social media platforms.

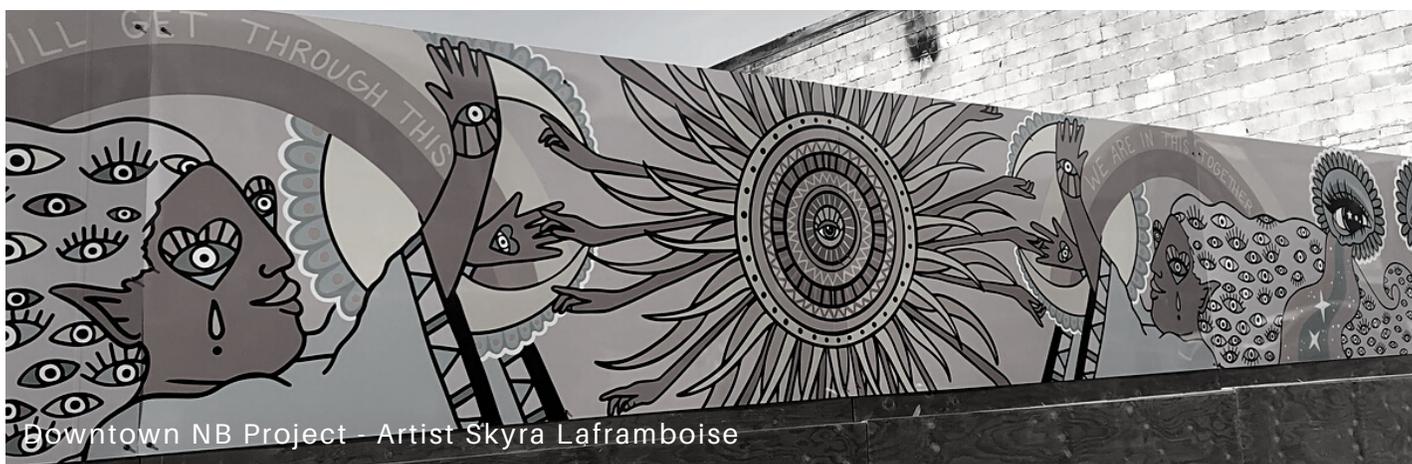
## **Collaboration & Synergy**

2021 saw some of our major creative sector programming come back with restrictions. We made efforts to share all programming and events through our social media channels - to collaborate, strengthen and create new relationships and links between the arts and other sectors. Notably, Creative Industries worked alongside Downtown North Bay, private building owners, City of North Bay, PAAC, Tourism North Bay, Downtown North Bay, The Business Centre Nipissing Parry Sound & Yes Employment.

Creative Industries wrote multiple support letters and assisted several arts organizations and collectives identify and write grants from provincial funders.

## Fire Lot Mural

In support of Downtown North Bay, and building owner Jimmy Kolios, C.I. assisted with the creation of a 18 foot long mural along Main Street East. This colourful and throughout mural designed by North Bay local Skyra Laframboise, speaks to human connection and resiliency. Spanning a lot on Main Street East that was lost to fire in 2019, this new piece acts as a community reminder that beauty and regrowth is coming.



## PARTNERSHIPS & INITIATIVES

### *It Happened Downtown*

With partners Tourism North Bay and Downtown North Bay in collaboration with The Nipissing Parry Sound Business Centre and Yes Employment, C.I. completed an interactive audio tour of North Bay's downtown & waterfront. Under a 'COVID-19' safe environment, folks rediscover North Bay's beautiful downtown and waterfront through positive storytelling and history. We worked with 19 unique community individuals and collected a total of 20 stories and 2 songs, with all participants receiving an \$100 honorarium.

*It Happened Downtown* reimagines our downtown & waterfront into an exciting space of creative thought, feel-good stories and limitless opportunities. It prompts us all to explore the heart of our city through community lead stories of amazing feats, quirky happenings, unbelievable tales and heartfelt moments of magic.

## PAAC - Traffic Box 2021

PAAC saw the expansion of the Traffic Box project to install mini-murals on traffic boxes beyond our downtown core and throughout our community. We had 49 designs submitted and 21 successful applicants. This initiative continues to reimagine overlooked spaces and changing the way we look at utilitarian structures as potential assets to community growth and beautification.

### PUBLIC ART



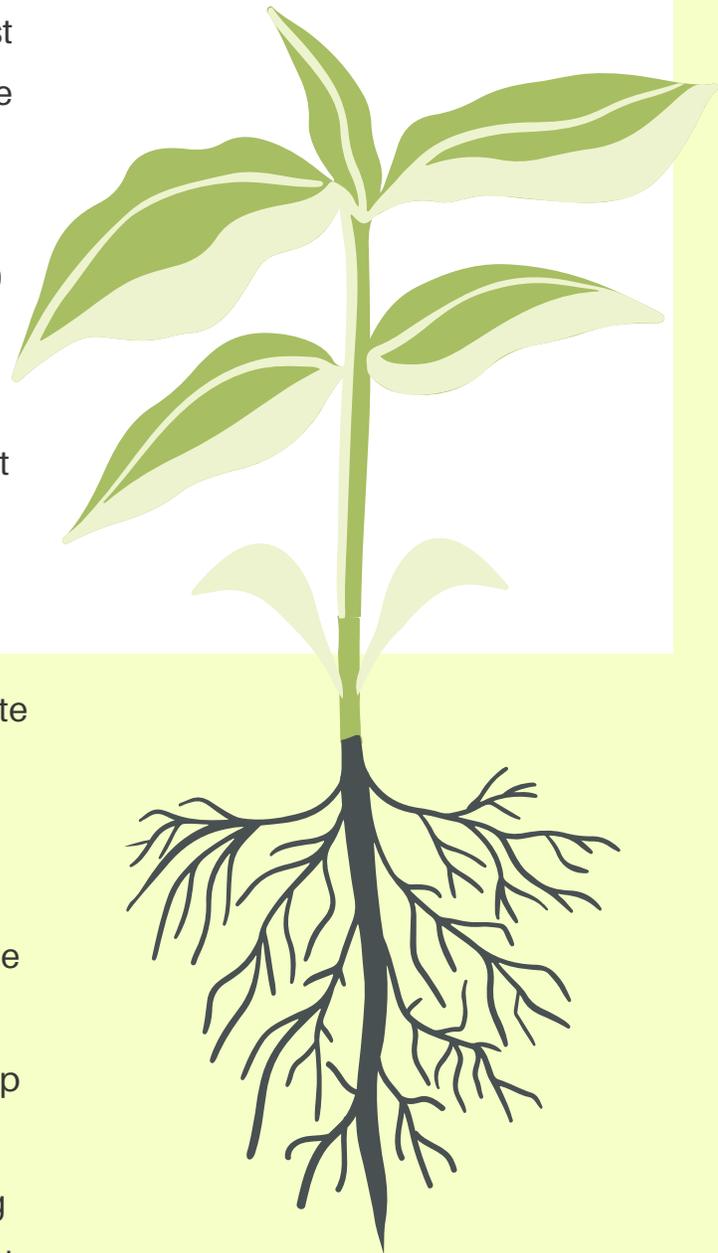
# Growth

*Strengthen, support and develop our local creative sector through research, professional development and the establishment of a sustainable creative sector funding program.*

## Research & Sector Growth

C.I. worked throughout 2021 to reach our biggest organizational long-term goal - develop a creative sector micro-granting program. Near the end of 2021 we were successful in securing a 3-year agreement with the City of North Bay for \$20,000 annual funding to pilot our creative micro-grant. While this is such a large and amazing accomplishment, we know that \$20,000 does not extend far based on the current structures and precarities our sector is facing.

With long-term sustainable funding as the ultimate goal, we have continued our research into established granting programs and approaches. Our Executive Director, Jaymie Lathem, spent many hours working and brainstorming alongside North Bay and Area Community Foundation lead Kate Merritt-Dupelle to strengthen our partnership and develop the Creative Industries Arts Fund endowment. We are looking forward to exploring sustainable pathways in 2022. More research and partnerships are needed and we are currently exploring avenues to make this organizational goal a reality.



# Capacity

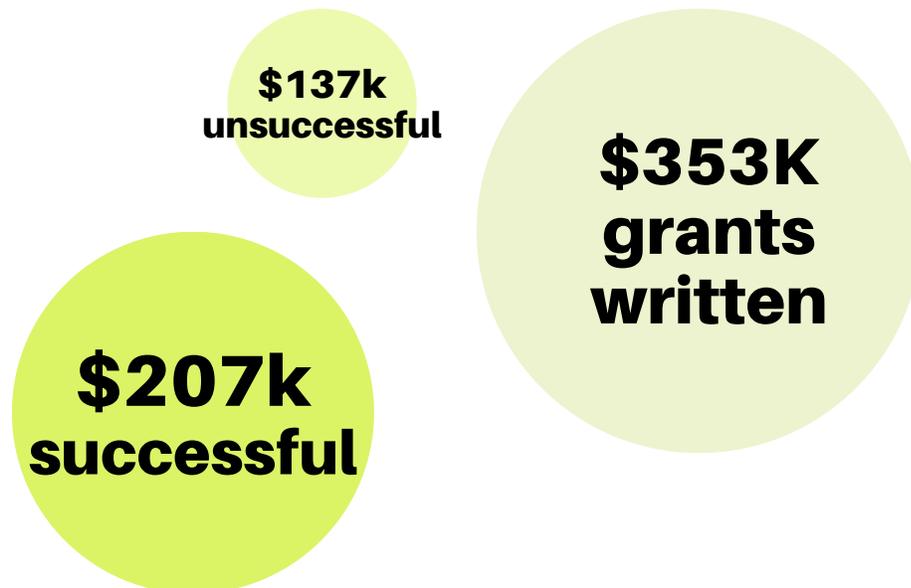
*Strengthen and develop our organizational capacity through research, development, connections and establish sustainable diversified funding.*

## Membership Structure

C.I. is still exploring best and better ways to increase our annual membership. in 2021 we had 20 paid members.

## Organizational Capacity

COVID / Pandemic-based funding was available throughout 2021 from many funding and government bodies. Creative Industries was able to unlock funds around temporary capacity growth, equipment upgrades, advocacy and support projects.



## Diversified Funding

While we were successful in 2021 in obtaining project dollars that will sustain C.I. into 2022, there is still an urgent need to secure dollars for on-going operations. Project funding is very restricted, with many only allowing 10-15% to be allocated to operations. C.I. will continue to explore ways to diversify funding and build relationships with funders to hopefully build more sustainable dollars for future years.

# Looking Forward

*Continue to support, connect and promote the creative sector to foster a progressive, prosperous community to realize our vision: every community member sees the creative sector as a vital part of North Bay, Nipissing's identity and prosperity.*

## Upcoming

As we enter into 2022 we look forward to digging into and executing project grants secured throughout 2021 and continue to listen, advocate and support the creative community in North Bay, Nipissing.

2022 will also be imperative for our sector to recovery as restrictions begin to change and shift. C.I. is looking forward to speaking with folks to get a better handle on what supports our sector truly needs as we move into recovery.

## Bigger Picture

- Focus on secured project grants as identified
- Work in an advisory capacity with committees and organizations to brainstorm programs & initiatives that abide by COVID19 safety protocols
- Continue to work with the PAAC to complete and see the completion of the first Public Art Framework for the City of North Bay
- Continue improvements on our website to ensure best communication, transparency practices and expand our online offerings
- Continue to explore revenue, funding, capacity growth & partnership opportunities for our sector & organization throughout 2021
- Continue to advocate for our local creative sector, gaps in funding relief programs and the need to secure long-term, sustainable funding for our creative sector to all levels of government and funding bodies.
- Work towards the development and launch of creative sector micro-grant

## 2021 Grant Projects Deferred to 2022

Ontario Arts Council - Partnership Response Initiative \$24k

Creating Pathways to Sustainability

*The negative ripple effect of COVID-19 will be difficult if not impossible to recover from without the development of financially sustainable funding for creative sectors in small/medium sized communities. We have partnered with the North Bay Community Foundation to develop an innovative partnership and new framework of funding and aim to establish an endowment fund held by the NBACF, administered by C.I. We will develop an open-source toolkit and associated documents that outline the research/framework to create a sustainable funding structure that can be duplicated in other communities.*

Ontario Arts Council - Organizational Response Initiative \$12k

Shared Digital Platform

*Purchase new computer and online software for our organization to meet the demand and need for remote and online working structures. We will also research & develop a shared digital-content streaming structure made accessible for our local creative sector orgs/ collectives/ groups/ initiatives within North Bay, Nipissing. This funding will allow C.I. to better support our regional creative sector in their ability to pivot and reimagine digital programming.*

Ontario Trillium Fund - Resilient Communities Fund \$21,100

Re-Imagine Delivery of Programs

*Purchase new computers and online software for our organization to meet the demand and need for remote and online working structures. This grant will also allow C.I. to upgrade their website to build the needed infrastructure to ensure our orgs. ability to deliver our mission, meet the demand for services, re-establish revenue generation and support long-term virtual communication, engagement, advocacy and sector growth in our region.*

## Grant Projects Con't

Canada Council for the Arts - Digital Strategies Grant \$50k

ASO Research Project

*The Canadian Collective and Project Arts Database Research Framework will conduct a year-long national consultation project towards developing an online tool for professional development, shared administrative services, and data collection serving small, project bases, collective, and/or unincorporated arts groups underserved and represented through existing services. Working with a team of three outreach/research coordinators across Canada the project will focus on arts groups in remote and rural areas through small-cities, in the visual, media, performing, and interdisciplinary arts sectors.*

Ontario Trillium Fund - Community Building Fund \$43K

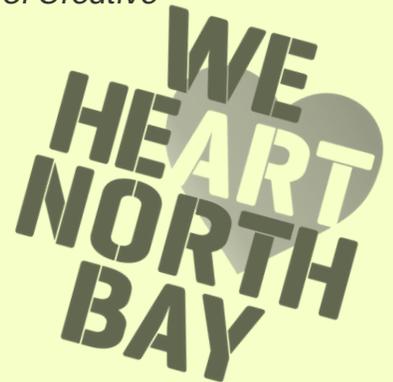
Sustainability Officer

*With this funding, we will hire a full time Sustainability Officer that will assist our organization in building new ways of fundraising, approaching long-term giving and identifying local sector champions/partners/sponsors. Funding will support C.I. in building new approaches to fundraising, long-term giving and identify local sector champions & partners. The development of a more self-sustainable local creative sector is imperative to build healthy, diverse and financially stable creative landscape in our region.*

NOHFC \$33K

Marketing & Communication Intern

*Hire Intern on 12-month contract to help build and sustain all avenues of Creative Industries communication and marketing pathways.*



## **Creatives Industries Inc. Team**

**Jaymie Lathem**

*Executive Director*

## **2021 Operational Support**



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