



# CREATIVE INDUSTRIES

## 2022 ANNUAL FOCUS

This document lays out our four pillars: Communication, Advocacy, Growth, and Capacity, and identifies C.I.'s main objectives and goals for 2022 from our 2018-2023 Action Plan. The below scorecard has more details of our goals for the year + shows you if we are on track, behind, or hit some road blocks.

The scorecard uses the GREEN, YELLOW, RED rating system, allowing for quick overview to see if we are on track. This year, C.I. has many major initiatives on the go & our goal is to be fully transparent with the progress of our organization with the community.

- **ON TARGET:** status given to a goal that is running within budget, timeline, or expectation.
- **NEEDS ATTENTION:** status given when some aspect is at risk or deserves special attention.
- **AT RISK:** status given when some aspect has fallen dramatically behind, has encountered a major setback, is over budget, or is outside expected parameters.

The scorecard will be updated quarterly on our website and be included in our annual report at the end of each year.

### PILLARS

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

**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.

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

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



# CREATIVE INDUSTRIES

## 2022 ANNUAL FOCUS

2022 goals based on 2018-2023 Strategic Plan.

● On Target      ● Needs Attention      ● At Risk

2022 Notable Actions: Engaging with all local municipal candidates;  
 Launching micro-grant; Developing new Strat Plan for 2023

