



Greeting from the Executive Director

This is the year of change.

This year we finally we transitioned our name and brand to match our online identity of Creative Manitoba. While we didn't change who we are, the rebranding process allowed us to take a deep long look at what we do and who we serve.

The outcome of those processes have resulted in changes to both our external communications and our internal structure. It has helped us focus our programming to ensure it works to achieve our goals of strengthening, representing and connecting the arts and creative communities of Manitoba.

Recently I was asked to comment on what inspires me in the work that I do. I answered with a pithy comment about the importance of art, creativity and inclusiveness in our world. Not that there is anything pithy about those things, but my comments were too abstract to really mean anything.

I realized after, what does inspire me to keep plugging away in the culture mines is the staff and board of Creative Manitoba—the way they connect us to the brilliant community of creative workers who make amazing art in all manner of disciplines and media.

Thanks to all of you.

Thom Sparling, Executive Director

Photo: Careers in the Arts youth group mentorship: Creative writing with lead mentor Steve Locke

Testimonials

MAWA [Mentoring Artists for Women's Art] has worked with Creative Manitoba for a long time in many different ways. This year we had a new staff member, Adriana, who took a course through Creative Manitoba that was really important to her growing into her role in Manitoba, learning about creative collaborations in the arts, working with diverse communities—and Adriana manages the cross-cultural craft program, so it was a perfect fit. It gave her enhanced skills, it gave her more connections in the community—and she brought those skills back to MAWA, so it was in its own way, a team-building exercise for MAWA itself. It made us all smarter.

Shawna Dempsey, Co-Executive Director, MAWA,
Organizational Member

After taking AMYC [The Art of Managing Your Career], I saw different ways of acquiring income and being able to do art and work at [Studio 393] too. I particularly liked how cool of a person Heather Bishop was. It wasn't just about marketing or business, but also how to talk about virtues and values, and to me those are some of the best things to think about because I find myself at crossroads with them all the time, but if you know them, it's easier to make a decision.

Osani Balkaran, 2017 AMYC participant, Member

Creative Manitoba strengthens, represents and connects Manitoba's arts and creative industries.

Strengthen through educational activity

- In-person training delivered in Winnipeg and **6** communities: Hamiota, Holland, Portage la Prairie, Flin Flon, Russell and Winkler.
- **610** participants in educational programs for: Independent artists and creative entrepreneurs, arts and cultural organizations and teaching artists

Represent through awareness activity

- **606** audience members or participants for a variety of presentations by Creative Manitoba
- **126** Careers in the Arts Youth Mentorship Program participants, including 45 mentors and 81 youth mentees

Connect through engagement activity

- **515** people have engaged with Creative Manitoba through a variety of networking events
- **Total learning hours: 5,682** not including the mentorship program

Partners and estimated industry contributions leveraged as a result of Creative Manitoba's activity

- **24** partners
- **\$3.4M**— leveraged industry activity in the past 11 years as a result of Creative Manitoba's activity

As of March 2017

- **69** organizational members
- **194** individual members
- **2,010** Creative Connections e-news subscribers
- **17,793** monthly average website page views for Creative Manitoba site
- **3,540** Twitter followers @Creative__MB
- **2,041** Facebook likes/**520** Indigenous page likes
- New Instagram account with **275** followers gained in two months @creativemanitoba
- **22** organizations co-worked in hot desks and offices at 245 McDermot in the year.
- **4,500** people attended meetings in our space in the year, not Creative Manitoba-related.

Creative Manitoba strengthens, represents and connects Manitoba's arts and creative industries.

Our entrepreneurship training and mentorship opportunities teach artists how to sustain themselves creatively and financially. Our arts specific management training increases productivity and profitability in arts and cultural organizations.

We promote the value of the arts. In support of this work, we create and publish directories of artists and creative workers, conduct research and share the findings through educational seminars and outreach.

Our creative coworking space supports business growth for independent creative entrepreneurs and creates a focal point for the arts and creative industries in Manitoba.

We unite and engage employers, workers, educators, professional associations and government in a strategic alliance, enabling the arts and cultural sector to thrive.