



### **Greetings from the Board Chair**

I have watched Creative Manitoba change and flourish over the years since I registered for my first course 12 years ago. Creative Manitoba has had such an impact on my own journey, and being a graduate of the Manitoba Arts and Cultural Management Program was key to gaining my current leadership position in the arts. I think of Thom and the staff and how proud they must feel to see the changes in cultural workers who complete their programs.

Creative Manitoba continues to evolve and develop new ways of delivering training. The board and staff participated in a strategic planning session this year which led to the rebranding of the organization. We have been known for many years as Arts and Cultural Industries Association yet our website address had always shown our true identity as Creative Manitoba. We are grateful to have a dedicated staff that delivered on this amazing rebranding project.

This past year Creative Manitoba embraced leading digital technology to connect and train more arts organizations across the province, and leveraged key partnerships to ensure their growth and stability for the future. Last year Creative Manitoba launched the Coach Access Program which illustrates how they are continually innovating the ways they foster the development of Manitoba's arts and cultural sector.

Rose-Anne Harder  
Board Chair

*KC Adams mentored Storm Angeconeb in the 2016–17 Careers in the Arts individual mentorship program.*

### **Greeting from the Executive Director**

This past year marks my 10<sup>th</sup> as Executive Director and to celebrate, we embarked on a change of name and brand. From Arts and Cultural Industries Association of Manitoba to simply Creative Manitoba. While the name change didn't happen in the 2016/17 year, much of the ground work for the re-brand was undertaken during that time.

I want to thank the Board and Staff for their hard work and patience as we reviewed our internal structures and priorities in excruciating detail in an effort to refresh not only our name but our communications strategies—both internal and external. It seems to me that we are closer now to a common understanding of what we do, who we do it for and what success looks like.

Our mission captures the essence of our work but we wouldn't be able to play our part if it were not for the dedicated, resilient, and remarkably talented arts and creative community that we are proud to support.

Thom Sparling  
Executive Director

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

### **Strengthen through educational activity**

**610** participants in educational programs for:

- Independent artists and creative entrepreneurs
- Arts and cultural organizations
- Teaching artists

### **Represent through awareness activity**

- **442** audience members or participants for a variety of presentations by Creative Manitoba
- **147** Careers in the Arts Youth Mentorship Program participants, including 25 lead mentors, 24 guest mentors and 98 youth mentees

### **Connect through engagement activity**

- **7,054** people have engaged with Creative Manitoba through a variety of networking events and facility usage (co-working and space rentals)

**Total learning hours: 3,342** not including the mentorship program

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

- **45** partners
- **\$256,078**—overall leveraged industry contributions

### **Social media reach monthly averages**

- **25,499** website page views for Creative Manitoba site
- **4,532** website page views for 245 McDermot site
- **1,663** Facebook likes/**392** Creative Manitoba Indigenous
- **3,189** Twitter followers/**515** Creative Manitoba Indigenous

### **As of March 2017**

- **1,740** Creative Connections weekly e-news subscribers
- **125** organizational members
- **281** individual members

**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.**