



**Creative  
Manitoba**

# **Manitoba Digital Portal for the Arts**

**Public Presentation**

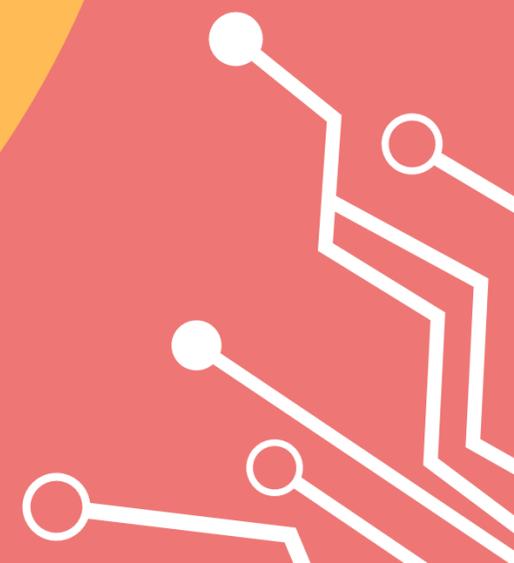
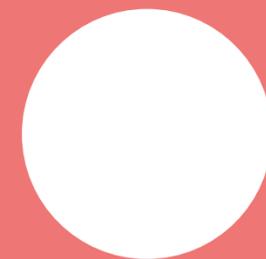




---

Creative Manitoba acknowledges that rich, artistic expressions have been part of our land long before European settlers set foot on the territory known today as Canada. As we embark on a journey to establish a digital arts portal that is accessible and inclusive to all Manitobans, we hope to create digital territories that do not replicate colonial or proprietary structures, but that are rather meant to be shared and open to all forms of artistic expressions and worldviews, including the past and contemporary expressions of the First Nations, Inuit and Métis peoples of Turtle Island.

---



# Why do we need a digital portal?

- No centralized communications for all disciplines, locations and demographics in Manitoba
- It is hard to build a sense of community and to have a "voice"
- It is easy to miss out on opportunities
- Need one place to find employers/employees, collaborators, mentor/mentee and resources and services
- It is a challenge to compete or to stay current



# Project Outline

Creative Manitoba has secured multi-year funding from the Canada Council – Digital Strategy Fund to envision, develop and deploy the portal to provide support to Manitoba artists – and their associated industry associations and service organizations through a collaborative undertaking.

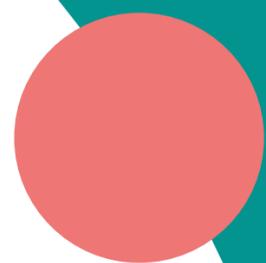
This new tool will increase communication, networking and discoverability between Manitoba artists, organizations and the community as a whole. This is not a replacement for existing content and opportunities but, instead, a better way to work together in the digital realm.

We acknowledge the support of the Canada Council for the Arts



Canada Council  
for the Arts

Conseil des arts  
du Canada

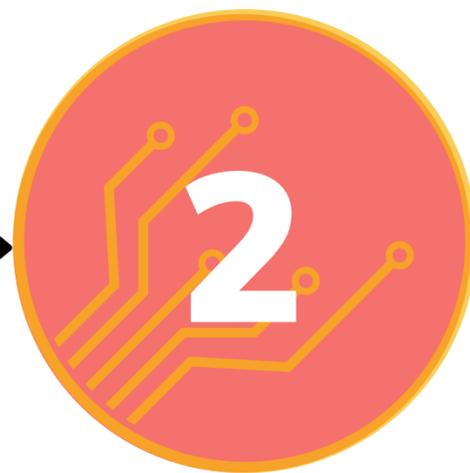


# Project Phases



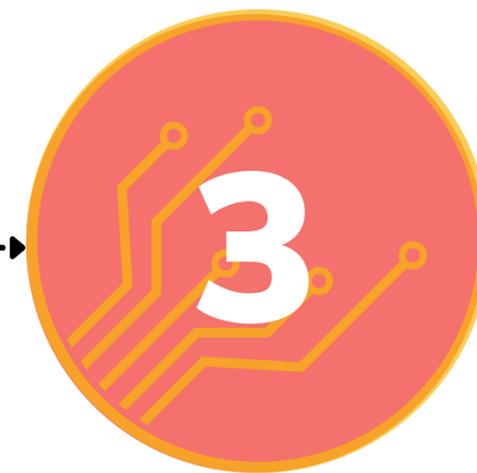
## Consultation

April 2021 - April 2022



## Development

Oct 2022 - Sept 2023



## Implementation

Oct 2023 - Oct 2024



# What we've done so far

## Phase 1: Consultation

The first phase was about talking, listening, exploring and asking the all-important questions

What real-world problems can we solve?

How can we solve challenges and obstacles that prevent you from thriving as an artist or arts organization in Manitoba?

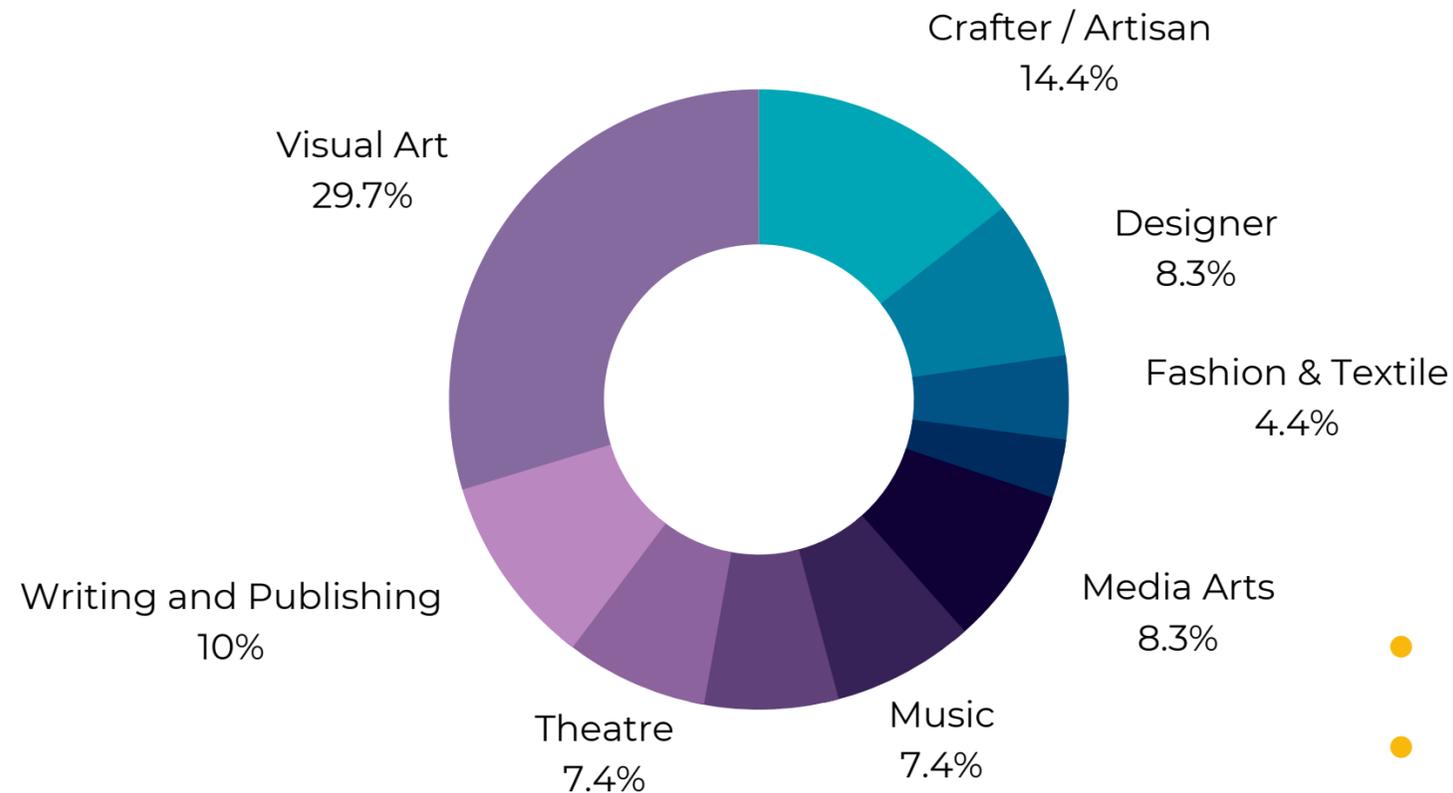
What do you need the portal to do?

We talked to arts organizations. We talked to artists. We talked to funders. We formed committees. We started creating a buzz about all the potential for the project and focused the scope based on what we heard.

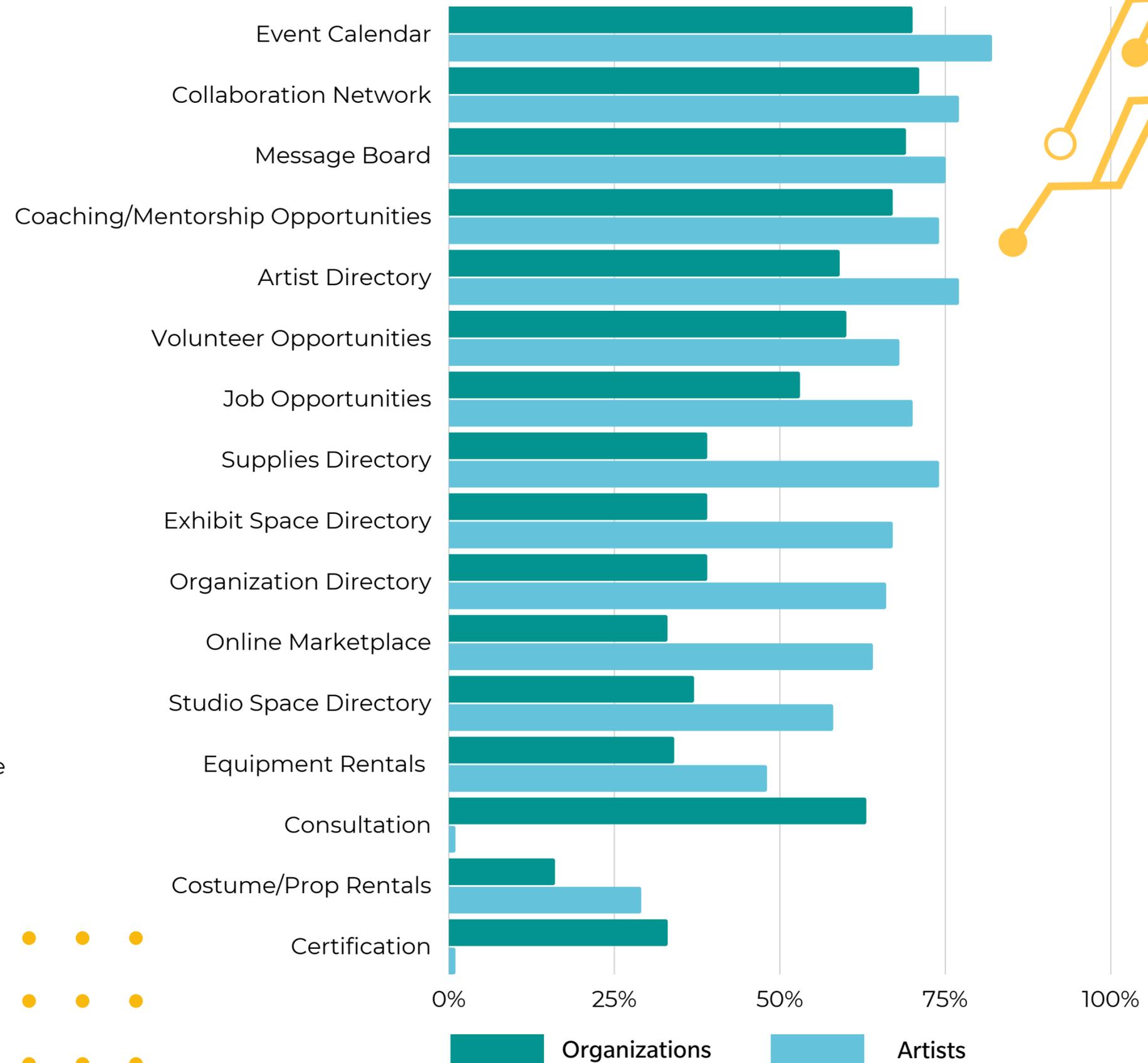
# Survey

Distributed to artists and organizations throughout the province to determine the needs of the community.

## Artistic Discipline



## Features most likely to be used



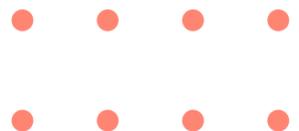
Organizations Artists



Sharing knowledge between and across artistic practices is a need.

Artists want to use the portal as a tool for connection and discovery, especially those not as well connected or visible in the community.

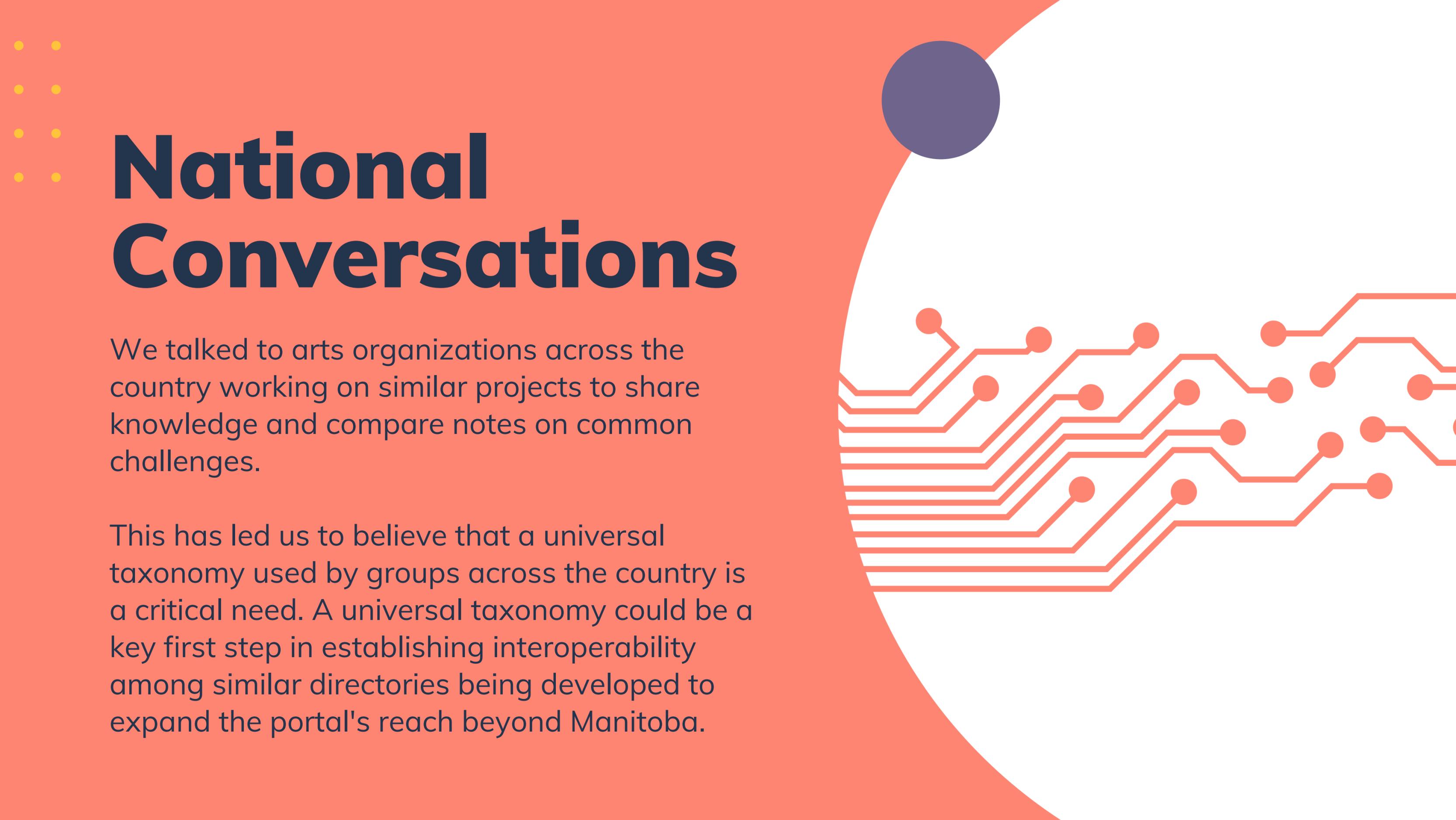
Many indicated the portal could act as a bridge; bringing together artists with new audiences, collaborators and customers.



# Focus Groups

Informed by gaps in the survey results focus groups composed of diverse individuals to further understand the communities needs for the portal.

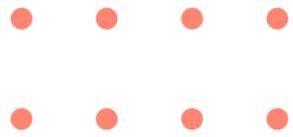
- Northern Artists
- Interactive Digital Media Artists
- Rural Artists
- 2SLGBTQ+ Artists
- BIPOC Artists
- Indigenous Artists



# National Conversations

We talked to arts organizations across the country working on similar projects to share knowledge and compare notes on common challenges.

This has led us to believe that a universal taxonomy used by groups across the country is a critical need. A universal taxonomy could be a key first step in establishing interoperability among similar directories being developed to expand the portal's reach beyond Manitoba.



# Project Guidance

We knew we needed help, input and feedback on a regular basis and throughout the process.

## Steering Committee

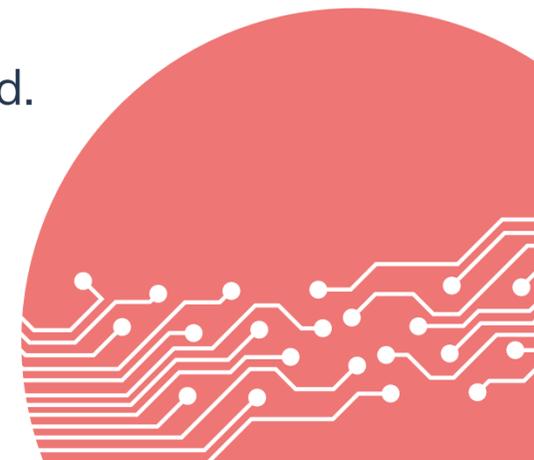
Overseeing the general governance of the project the Steering Committee was pivotal in the process and decision-making and is comprised of representatives from a variety of arts organizations, guilds, and artist-run centres from across the province.

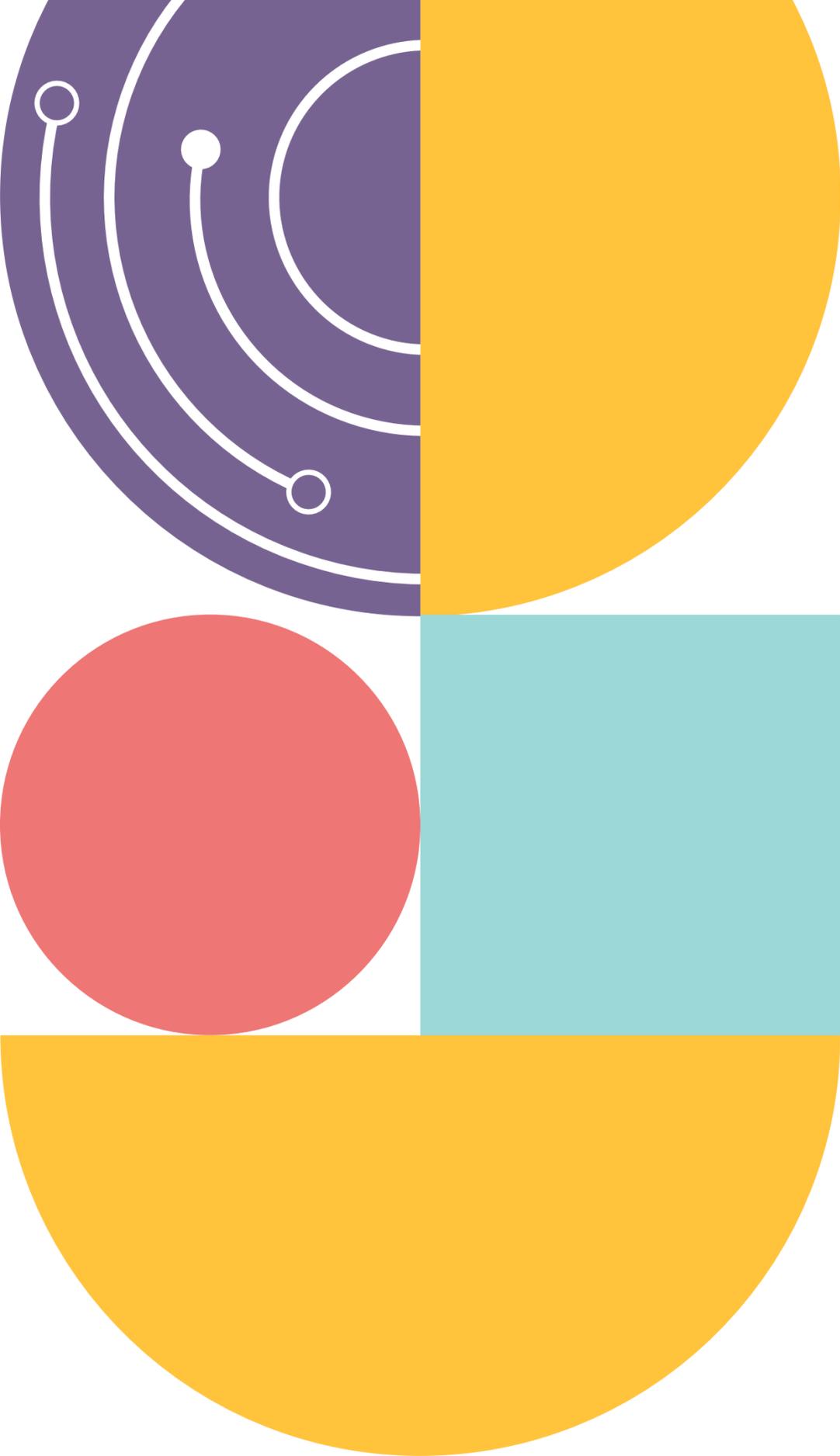
## Artist Advisory Committee

Encompassing artists from a variety of disciplines and demographics throughout the province, the Artist Advisory was crucial in developing the vision for the project and reviewing the wireframes to ensure the portal would meet artists' needs.

## Technical Committee

The Technical Committee and the Technical Advisor helped shaped all the principles, visions, and goals of the project into a wireframe that made sense to the average stakeholder and is the blueprint for moving forward.

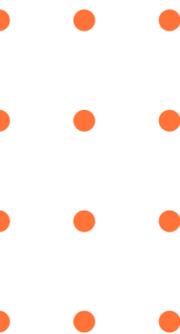




# Guiding Principles

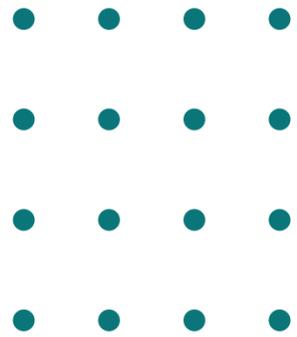
## Solve real world problems:

- Encompass all artistic disciplines and levels of experience
- Inclusive of the entire province of Manitoba
- Safe, respectful, friendly and accessible
- Centralized source for opportunities and events
- Increased connections, visibility, and discoverability
- Cross-sector and like-minded engagement
- Linkable and shareable
- Easy to use, find and interact with
- A valuable, reliable and useful resource





# What We Plan to Build



## Directory

Registry of artists and arts organizations throughout Manitoba to enhance discovery and connectivity.

## Forums/Groups

Where like-minded people can meet and discuss topics that relate to them and ask questions of the community.

## Opportunity Boards

Jobs, volunteer opportunities, calls for collaborators and calls for submissions from the arts sector.

## Resources

Centralized information for grants, equipment rentals, studio spaces, supplies and services.

## Events

Centralized listing of arts and cultural events from all disciplines across Manitoba.

## Newsletter

Arts and culture news from across Manitoba and a bi-weekly e-newsletter customized to the user's preferences.

# Stakeholders



## Artists

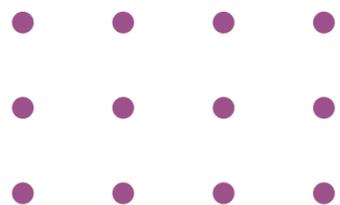
Province-wide  
All Disciplines  
All Experience Levels  
Technicians

## Orgs

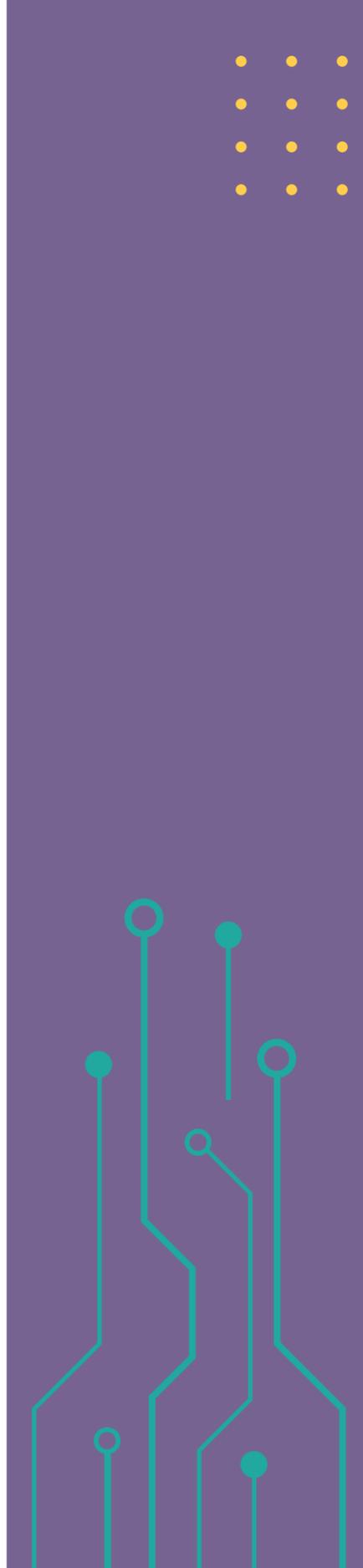
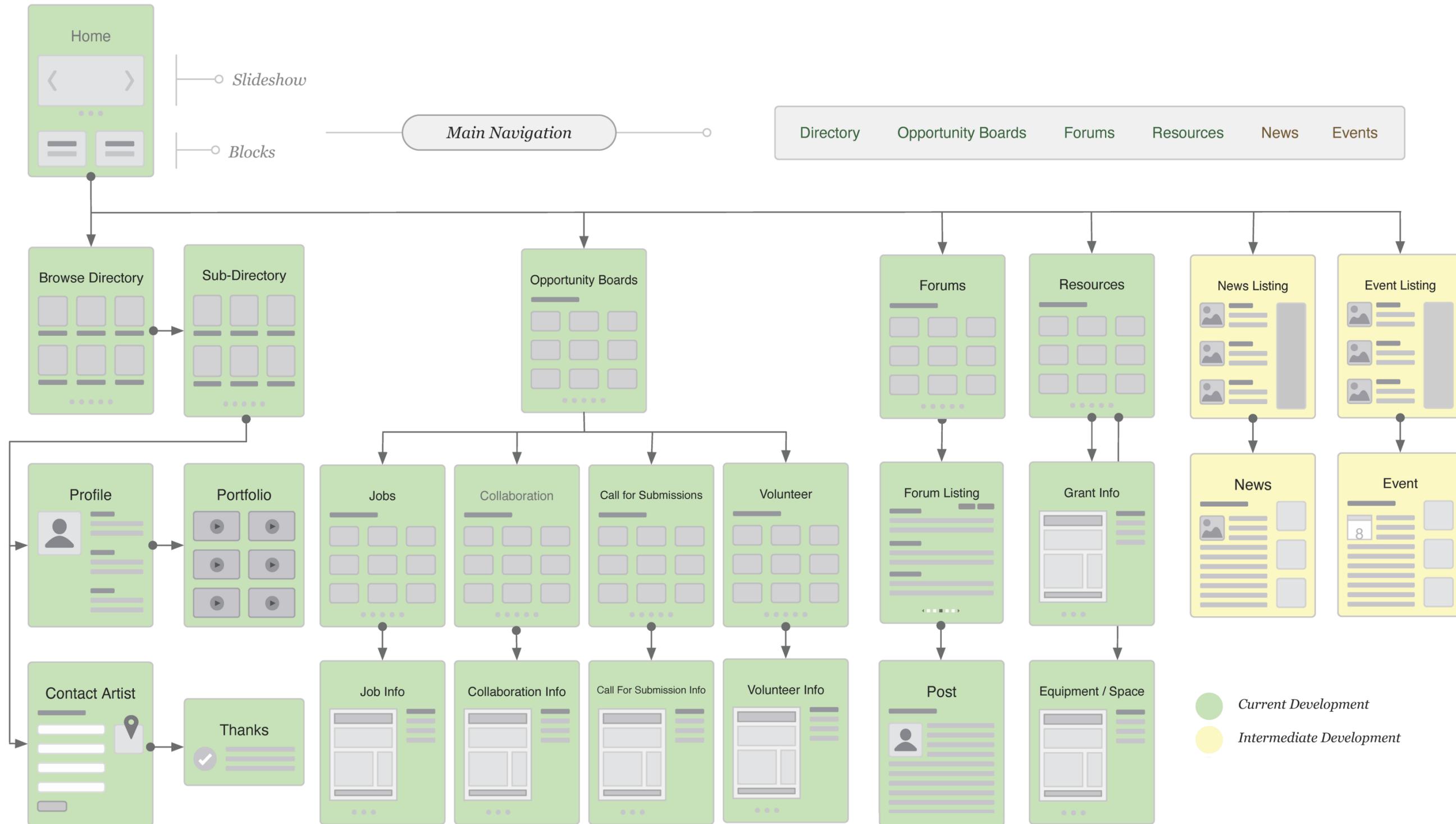
Art Organizations  
Guilds  
Art Councils  
Art Associations

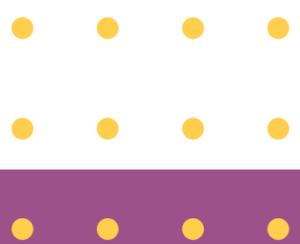
## Public

Funders  
Employers  
Consumers  
Tourists



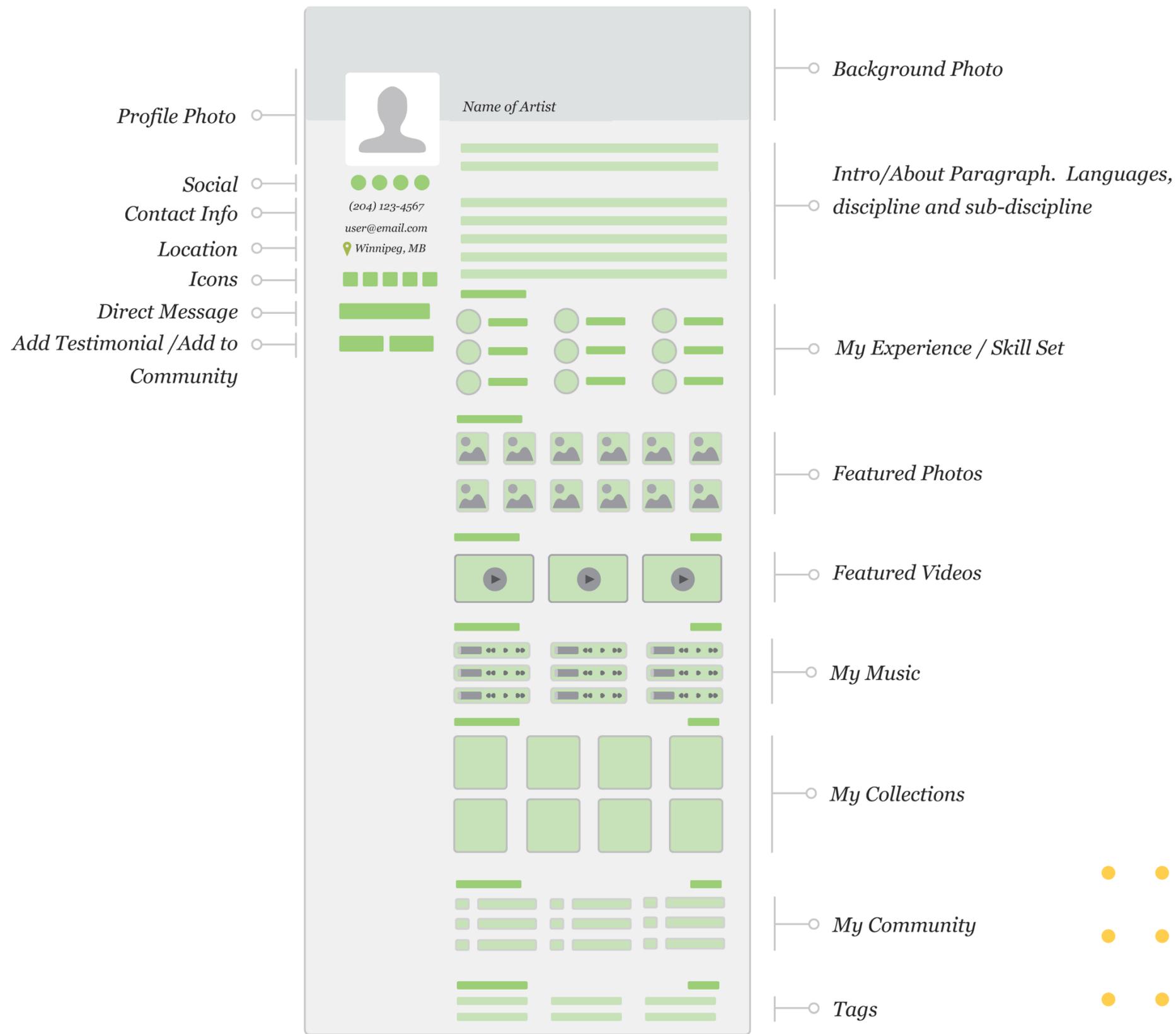
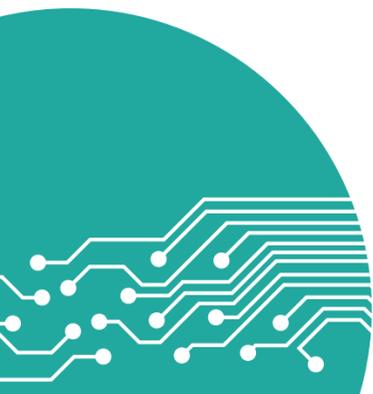
# Proposed Portal Design





# Artist Profile

There will be numerous ways for the artist to customize their profile to emphasize their uniqueness while still allowing for commonalities to increase their discoverability.

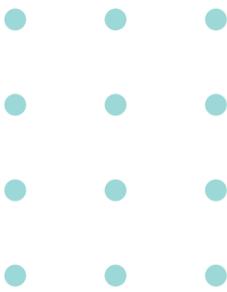


# Tangible Benefits

For Artists and Organizations



# Next Steps

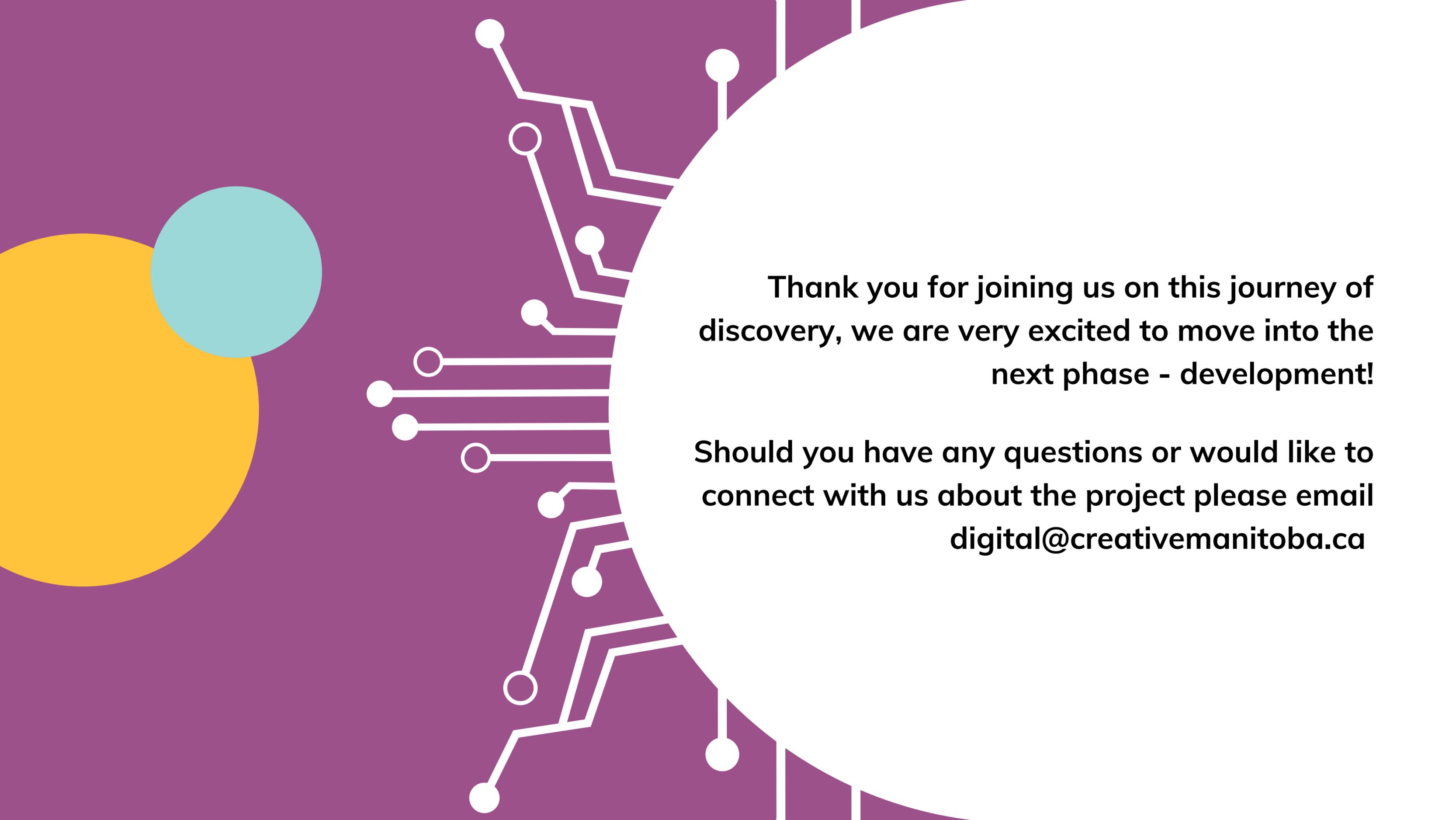


## Phase 2: Development



Additional funding will be pursued to complete the full list of desired features and ensure long-term sustainability





**Thank you for joining us on this journey of discovery, we are very excited to move into the next phase - development!**

**Should you have any questions or would like to connect with us about the project please email [digital@creativemanitoba.ca](mailto:digital@creativemanitoba.ca)**