



Photo: Jen Doerksen being filmed for Coaching Video

To say it has been a strange and different year would be an understatement. While it was different and difficult, it was also a prolific year for Creative Manitoba. We learned to work in a virtual world with the staff working almost entirely from home. All of our programs went online in a hurry, and we took on the challenge of creating meaningful interaction through the lens of a computer screen. We had been working with Zoom in a limited capacity for a few years, but along with the rest of the world we became suddenly immersed. It took a few tries to figure out how to deliver programs like the Art of Managing Your Career and Creative Entrepreneurship, but it happened - and our members jumped in with both feet.

The number of programs we delivered and the participation rates both grew over the year – in fact, we had record numbers of folks from outside of Winnipeg join in. One challenge moving forward will be to ensure we keep delivering quality online programming while eventually getting back to in person events.

Before the year started, we had launched Merging Mindsets - a series of events that brought the concepts of digital technology to the arts and creative industries. While a number of artists are comfortable working with digital tech, we encountered resistance from quite a few others. Over the course of the past year, much of that resistance faded, and our Digital Portal project has become a development with much greater interest and stated need than had been expressed before.

With Truth and Reconciliation and Black Lives Matter as a backdrop, we felt it was time to revisit our Values and our Safer Spaces Policies in an effort to be proactive rather than reactive. Our new policies are on our website, but we

are also working hard to ensure these words have an active place in our day to day lives. We have presented some training to our members and also done several internal training sessions in order to learn and grow. It is humbling to learn about oppression and equity and difficult to change how we operate – however, we are sincere in our efforts to do so.

The coming months and years will continue to be challenging – with the uncertainty around live events, touring and even collaborating in person. Creative Manitoba will continue to adapt, grow, and deliver impactful programs as we work together to ensure our communities have opportunities to create, share, and enjoy art – while doing our best to ensure that artists are paid for their work.

Thanks to the staff for their dedication and ability to adapt and change on the fly. Thanks to the Board for their guidance and support. Thanks to our funders who provided flexibility and patience as the world shifted around us. Thanks to our members for sticking with us and providing ongoing feedback that has allowed us to pivot and grow.

Stay safe and take care.

Lyn Stienstra
Board Chair

Thom Sparling
Executive Director

Creative Entrepreneurship 2021: Embracing Change

With the help of Collective Broadcast, Creative Entrepreneurship became a 2-day virtual event using Zoom, OBS, and a camera set-up. The conference included 4

presentations and multiple break out rooms on the topics of goal setting, grants, taxes, marketing, social media,



personal branding, and art for social change. Over 60 emerging artists learned from 23 professional creatives! Natalie Bell taught us how to own our online presence, Heidi Hunter introduced us to the bullet journal, and we discussed how to move forward post-pandemic with Ashley Au, Chukwudubem Busayo Ukaigwe, Carol-Ann Bohrn and Roger Boyer. The conference ended with an inspiring conversation about equity in the arts with Alan Greyeyes and Brenden Gali [pictured].

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

Strengthen through educational activity

- **1489** participants in educational programs for independent artists and arts and cultural organizations
- Online training delivered to artists in over **40** rural communities throughout Manitoba and **22** out of province

Represent through awareness activity

- **460** audience members at 2 digital outreach presentations by Creative Manitoba
- **126** Careers in the Arts Youth Mentorship Program participants, including **47** mentors and **79** youth mentees

As of March 2021

- **197** individual and **93** organizational members
- **2260** Creative Connections e-news subscribers
- **3992** Twitter followers @Creative__MB
- **3372** Facebook/**761** Indigenous page followers
- **2461** Instagram followers @creativemanitoba

**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.**