



**artsLinkNB**

*The arts are vital to all New Brunswickers*

**JUL 1 2018 - JUN 30 2019**

**ANNUAL REPORT**





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## ABOUT US

**ArtsLink NB unifies New Brunswick's arts and culture sector and fosters the sector's contributions to a dynamic and prosperous province.**

## OUR MISSION

ArtsLink NB was founded in 2009 to advance the arts in New Brunswick by linking and unifying artists and arts organizations and promoting their value. **We represent artists of all disciplines, from all parts of New Brunswick.**

Our mission is to:

- Explain to the government, the private sector, and the public why greater support for the arts isn't just a good idea, but a smart and necessary investment.
- Give artists the tools and training they need to succeed in New Brunswick – and beyond.
- Create opportunities for artists to meet with each other and with other stakeholders to learn, share, and be inspired together.
- Collaborate with other organizations on important initiatives to the arts sector.

## OUR MANDATE

**Establish** a network that connects individual artists and arts organizations locally, regionally, and provincially;

**Foster** public awareness of arts and culture throughout New Brunswick and promote the value of arts in society;

**Create** a community culture that acknowledges arts professionals and treats them with respect;

**Provide** guidance, resources and assistance for artists and their organizations;

**Promote** arts education;

**Advocate** for issues relating to professional artists and the arts community;

**Facilitate** growth, prosperity, and excellence – socially, economically, artistically, and culturally.

# MESSAGE FROM THE PRESIDENT

Welcome! It's been a year of success and expansion at ArtsLink and we're happy to share that with our membership and the community at large. I have almost daily contact with this vibrant organization and the constituents who make up its membership and stakeholder group. That contact is a source of hope and inspiration in the midst of troubled times.

Some theorize that social media is the great homogenizer: streaming, assimilating, and narrowing our experience by an algorithmic definition based on our "likes," our "views," and the online community that we connect to; that our worldview is, in fact, shrinking by dint of our digital proximity to those who share our outlook and interests.

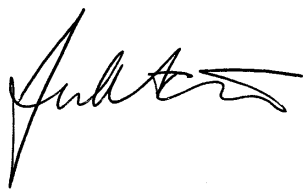
Social media, its influence and potential power, is an undeniable part of our contemporary lives. The evolution of the medium has afforded us an additional definitions of community, another modality by which we share experience and interpret our lives. I am a passionate believer in community, and I believe equally strongly that shared experience builds community. There's nothing quite like listening to live music, together; or being collectively transported by theatre or dance; or communing with a work of art or exchanging views about a written work with a fellow reader. Our experiences won't all be the same. Our interpretations may well be different. But sharing the variety of our experience provides us with rich terrain for discourse. Those conversations and that exchange of ideas and build community.

Convening here in Moncton, in the midst of Festival 506, is a wonderful opportunity to make connections. We're in the "hub of the Maritimes" on land that has supported community for many hundreds of years: from the Wolastoqiyik and Mi'kmaq Peoples who share this unceded territory, through the French and British who came to a "new land," to Acadian and Loyalist settlers, to the new Canadians and "come from aways": this is a place of convergence and connection. What better spot to celebrate the 10th anniversary of ArtsLink NB, founded in 2009?

I'd like to acknowledge two board members who are taking their leave: Mike Wennberg is a founding member of ArtsLink NB. He was instrumental in shaping the foundation that has brought us to this milestone. We can also thank Mike for bringing Kathy Hamer to ArtsLink. Her determination and vitality have brought focus to the evolution of ArtsLink. Mike and Kathy will be greatly missed on our board. We wish them well in their next adventure.

This organization thrives on the generous support of the Province of New Brunswick, the Canada Council, the Sheila Hugh Mackay Foundation, and the many colleagues who partner with us. ArtsLink couldn't achieve what it does without our terrific staff. Thanks to Julie Whitenect who leads the charge, and to Teagan Keith and Kenzie Hancox. Sarah Jones has passed the CATAPULT torch to Jericho Knopp, and Mark Burnett is weaving a dream for a big project in 2020.

We're just getting started! We are so glad you could join us.



Julie Scriver  
**President, ArtsLink NB**

# MESSAGE FROM THE EXECUTIVE DIRECTOR

This has been another remarkable year for ArtsLink NB. ArtsLink has increased its programming, hired a full-time communications manager and brought on a dedicated program coordinator for our Arts Education research and pilot projects. These additions have been essential in delivering our mandate and serving our members and the needs of the arts sector. Continued collaboration with arts organizations has led to the development of strong research, new initiatives, and effective messaging.

ArtsLink's annual programming has increased exponentially. Building on our compelling panel discussions, the Start to Finish Workshop Series, the Short & Sweet Speaker Series, and the CATAPULT Arts Accelerator, we have developed several new programs. We've created an Arts Writing Intensive program led by editorial staff from *Canadian Art Magazine*, and a Cross-Cultural Creation Residency in collaboration with Mawi'art and AAAPNB. We have also ventured into improving arts education in the Anglophone School districts through our report *Creating a Common Vision*, which we followed with a series of pilot programs to increase awareness and access to beneficial art programming for students from Kindergarten to grade 12.

All of our activities and efforts this year have been possible through the immense strength of our small yet determined staff, volunteer hours from our board, and the participation of our membership. I am very grateful to be working with such a caring and capable team, and with the commitment of Teagan Keith, Kenzie Hancox, Jericho Knopp, and Mark Burnett, ArtsLink is poised to see another banner year in 2019-20.

This year marks ArtsLink's 10th anniversary, and without the vision of past board members and executive directors as well as the support from our membership and the arts community, ArtsLink would not be where it is today. ArtsLink will continue its positive momentum and respond to the needs of the arts sector.

I joined the ArtsLink team in the fall of 2014 and was lucky enough to benefit from the mentorship and care of former EDs Kate Wallace and Gillian Dykeman. Working in different roles for ArtsLink NB has been immensely rewarding, and I am dedicated to the enhancement and elevation of New Brunswick's arts ecosystem. I am thrilled to be working as ArtsLink's ED, a role I filled in December 2018. I would like to acknowledge the support of our membership, volunteers, board members, and our key partners at L'AAAPNB, artsnb, Mawi'art, Craft NB, and Music NB. I would also like to recognize the generous support of our funders: the Government of New Brunswick, Department of Tourism, Heritage, and Culture; Department of Post Secondary Education, Training, and Labour; Department of Education and Early Childhood Development; Heritage Canada; Atlantic Canada Opportunities Agency; Regional Development Corporation; Sheila Hugh MacKay Foundation; Canada Summer Jobs, and the Canada Council for the Arts.



Julie Whitenect  
**Executive Director, ArtsLink NB**

## 10 YEARS OF MILESTONES:

**2010**

Published "A Global Strategy for the Integration of Arts and Culture"

**2013**

Published David Campbell's report, "Sustaining New Brunswick's Arts and Cultural Workforce"

**2014**

Forum: The 506: Creative Placemaking In NB (art as a fulcrum for building community)

**2014-present**

CATAPULT Arts Accelerator training program (27 graduates to date)

**2014-present**

Workshops: Start to Finish annual skills workshop series

**2015**

Symposium: The HOMEbody Symposium (youth out-migration)

**2015**

Forum: Breaking Ground (rural arts strategies)

**2016**

Forum: Making It in NB (building careers in New Brunswick)

**2017**

Forum: Going Critical (critical thinking and the arts)

**2018**

Arts Writing Intensive: 2-day course led by editors from *Canadian Art Magazine*

**2019**

Published "Creating a Common Vision: Issues and Recommendations for K-12 Arts Education"

**2019**

Residency: Cross-Cultural Creation Residency, a collaborative project with Mawi'art and AAAPNB



We have been extremely active in the past few years, presenting our members' concerns and perspectives in a number of high-level discussions and working groups that aim to improve the working and living conditions for New Brunswick artists. These include:

**2010**

Maine-NB cultural exchange working group (examining cross-border strategies for artistic exports)

**2010**

New Brunswick Book Policy (roundtable participant)

**2012-14**

Roundtable on Cultural Human Resources

**2013-14**

New Brunswick Cultural Industries Strategy Working Group

**2014-present**

Premier's Task Force on the Status of the Artist

**2014**

Creative Futures: A Renewed Cultural Policy for New Brunswick (policy renewal roundtable)

**2015**

Founding board member of CulturePlus (Cultural Human Resources Council of New Brunswick)

**2016**

artsnb transition committee (advising updates to the act mandating artsnb)

**2016**

Premier's Summit on Arts and Culture (presentation by Kathryn Hamer)

**2016**

Arts Day at the Legislature (a joint presentation with AAAPNB and artsnb to the legislature on the needs of the arts sector)

**2016**

New Brunswick Film, TV, and New Media advisory committee

**2017**

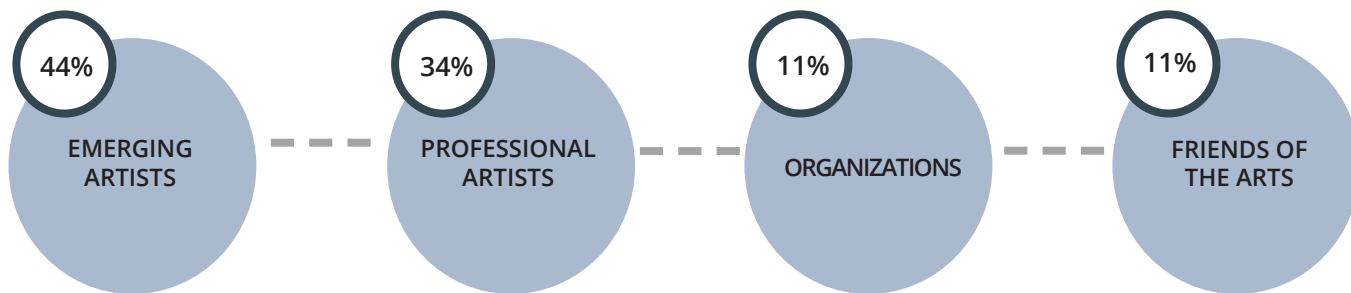
Arts Day at the Legislature (joint presentation with AAAPNB to each political caucus on the needs of the arts sector)

**2019**

PALC alignment planning (Politique d'aménagement linguistique et culturel, and Créons la suite planning for this policy)

# OUR MEMBERS:

335 members in good standing. 127 new members this year.



<p>Abigail Paige Smith Abigail Reinhart Adriana Kuiper Aj Bishop Alanna Baird Aldair Ramirez Alex Good Alicia Potter Alicia Robichaud Alison Gayton Alison Hughes Alma Campbell Amanda Connors Amanda Fauteux Amy Ash Anastasia Beer Andrea Dimock Andrea Watling Andrew &amp; Laura McCain Gallery Andrew Kierstead Andrew Milne Andy Gill Anfilova Ekaterina Angus Fletcher Anja Sucura Ann Fillmore Ann Manuel Ann Quigley Anne Babin Anne Manuel Anne Murphy Savoie Anne Stillwell-Leblanc Arabella Design Publications Arcassa Hone Arielle Hanley Arts 4 Life Inc. AAAPNB Atlantic Ballet Barbara Safran de Nierville Bathurst Film Society Beaverbrook Art Gallery Beverly Madigan Blair Borgerson Bob Edwards Bob Morouny Brian Dykeman Brittany Schuler Bruce Gray Candice Ostroski Carlee Calver Carol Anne Wiebe Carol Collicutt Carole Lulham Cat LeBlac Catherine Constable</p>	<p>Cathy Healy CARFAC Maritimes Celeigh Barber-Russell Celine Gorham Chantelle White Chris Cameron Chrissy Myers Christina Thompson Christopher Doiron Clair Shiplett Clare McCain Claudia Munro Kerr Clinton Charlton Connection Dance Works Cordula Quint Corey Hachey Craig Dow Creek Village Cynthia Spules Dale Cook Dale Peters Dan Culberson Daniel Eastman Danielle Hogan Danielle Sauliner Danika Vautour Darlene Baker Darren Emenau David Reeves Dawn Mockler Dawn Steeves Debby Donnelly Debroah Payne Denise Cormier Mahoney Denise Violette Michaud Diane Davis Doris Daigle Drew Kennickell Elsa Valinas Padilla Emilie Grace Lavoie Emily Kennedy Emily McCumber Emily Saab Erik Edson Erin Goodine Fabiola Martinez Festival Inspire Fog Forest Gallery Fog Lit Festival Francine Francis Gallery 78 Gillian Dykeman Glenn Shaver Goose Lane Editions Gordon Robert Shiplett Gretchen Kelbaugh Gustave Savoie</p>	<p>Gwyneth Wilbur Hannah Blizzard Hardman Group Heather Penny Helen McKinnon Hemmings House Hideo Luc Goyer Holly DeWolf Hope Seeds Hyacinthe Raimbault Ignite Fredericton Ingrid Mueller Galley Isabelle Levesque Jalianne Li Jamie Lynn Gardner Jane Higgins Janine Daigle Jared Betts Jared Carney Jared Peters Jason Nugent Jean Rooney Jean-Benoit Vanier Jenn Irving Jennifer McKelvey Jennifer Pазienza Jessie Babin Jim Middleton Joanna Richardson Jocelyn T. Bichard Joe &amp; Gudi Pach Joel Belliveau Jewellery Joel Belliveau Jewellery John Leroux John Murchie John Mutch Jon Pedersen Joshua Hambrook Jud Crandall Judith Mackin Julie Ashford-Smith Julie Caissie Julie Forgues Julie Scriver Julie Whitenect Justin Sappier Kaeli Cook Kara Au Karen Leblanc Karina Kierstead Kasie Wilcox Kate Braydon Kate Wallace Katharyn Gildart Kathleen A. Clark Kathy Hamer Katrina Slade</p>	<p>Kelly Baker Kelly Hill Kelly Pleau Kelsey Hines Keri Locheed Kerry Underhill Kevin Goggan Kim Stubbs Kris LeBlanc Krista Hasson Kurtis Eugene Kyla Chung Lara Turnbull Laura Dulse Ve Laura Duncanson Laura Keating Laura Lamey Laura Vautour Laura Wergin Comeau Laurel Green Lee Breen Leo LaFleur Leslie Sullivan Linda Dornan Lindsey Colquhoun Lindsey MacKay Lisa Pearson Lise Dumas Richard Lucie Quintal Lynda Burke Lynn Saintonge Lynn Wigginton MacKenzie College Madeline McDaniel Maegan Black Maggie Higgins Main &amp; Station Nonesuch Marcia Dysart Marcia Poirier Marie Helene Morrell Mark Blagrove Mark Burnett Marla Lesage Martha Vowles Mary Beth Piper Mary Christina Park Mary Collier Fleet Mary Fleet Mathieu Hebert Matt Watkins Matthieu Francoeur Melindria Tavoularis Melissa Thorne Melissa Booker Melissa LeGresley Michael Wennberg Michaela Vickers</p>	<p>Mike Erb Mike Meshau Monique Brown Mount Allison University Muddy Boots Muhammad Al-Digeil Music NB Mustard Seed Art Studio Nancy Whyte Natalie Légère Nathan Cann NB Chorale Federation NB Craft Council NB Film Co-Op Olena Ivanova Olena Tykhonovska Patrick Allaby Patrick Murray Paul Dixon Paul MacNeil Pauline Young Pegasus Snake Charmer Peter Pacey Peter Powning Peter Rowan Philip Savage Phyllis Grant Pierre Luc Asenault Rachel Brunch Rachel MacGillivray Rachel Thornton Ralph Simpson Rayanne Brennan Rebekah Mersereau Renate Roske-Shelton Renée Mae Cyr Renee Mireille Albert Richard Hornsby Roch Bourque Rosanna Armstrong Sadie Gagner Saint John Community Arts Board Saint John Sting Quartet Saint John Theatre Company Samantha Noseworthy Samuel Arnold Sarah Hebert Sarah Jones Sarah Rankin Sarah Sarty Sarah Thomas Scotia McLeod Scott McAllister Sean Dunbar Sebastien Leclerc</p>	<p>Serge V. Richard Shantelle Boyce Shauna Gass Sheedy Petit Jean Sheila Howell Sheila Blagrove Sheila Hugh MacKay Foundation Sheila Watters Sheryl Crowley Shoshanna Wingate Thomas Soda &amp; Lime Glassworks Sofia Cristanti Solo Chicken Productions Sophia Petrovich Sophia Toft Moulton St. Andrews Art Council Stephanie Wells Stephen Hutchings Stephen Tobias Steve Jones Sue Hooper Sunbury Shores Susan Galbraith Susan Wall Suzanne Hill SymposiumBDC Tania McIntyre Thaddeus Holownia Thandi Hooper Clarke Thandiwe McCarthy The Butcher's Daughter The Fiddlehead Theresa MacKnight Tidewater Books Tiffany Howe Timothy 'Bjorn' Jones Toby Graser Town of Florenceville Bristol Town of Sackville Trish Tingley UNB Fredericton Vanessa Chiasson Vicky Lentz Victor Idungafa Victoria Hutt Victoria Moon Joyce Virgil Hammock Virginia Lori Wangled Teb Productions Wei Li Writers' Federation of New Brunswick</p>
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## MEMBERSHIP

ArtsLink NB continued to attract new members over the last year. The majority of our members are individual artists, but the number of arts organizations, arts-based businesses, and supporters has increased yearly. Membership numbers jumped by 61% this year.

We have increased our online toolkits and publications, communications with the membership, and added to our lending library which provides free equipment loans to members.

One of ArtsLink's main priorities is to increase our value and services to our members. We are active listeners and do what we can to enhance their socio-economic status in New Brunswick.

**ArtsLink NB reached 335 active members this year. Its membership is made up of artists of all disciplines and all regions of the province.**

## SHORT & SWEET SPEAKER SERIES

ArtsLink's Short & Sweet Speaker Series takes place every summer and offers an opportunity for artists of all disciplines to present themselves and their work through a Short & Sweet presentation: 20 slides, 20 seconds - no tech slip ups, no pressure.

This series is an informal twist on a stiff business event and the goal is to bring folks together to find out what their peers are up to, and bust everyone out of their studios to share stories and meet new fans.

This year's events took place in St. Andrews, Fredericton, and Bathurst and featured Tyler Nagle, Jared Peters, Kelly Hill, Ysabelle Vautour, Cat LeBlanc, Candice Ostroski, Janine Daigle, Samuel Daigle, Mahmoud Abdelkader, Daniel Eastman, Debra Usher, and Lynn Bowland.

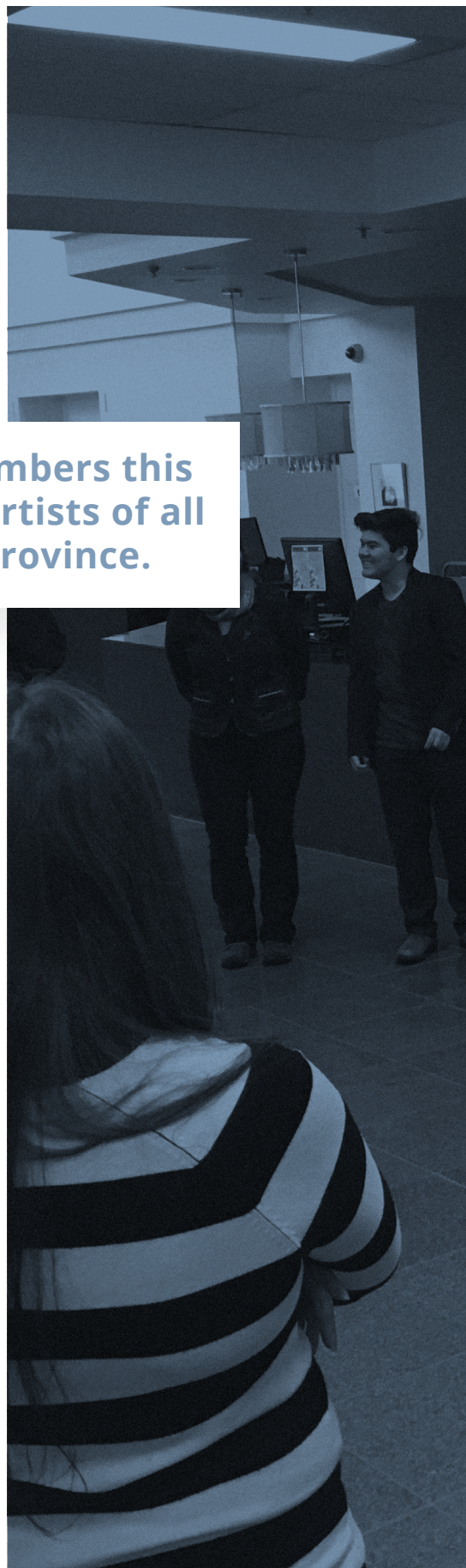
## MEMBER SPOTLIGHTS

During the summer, ArtsLink interns highlighted nine ArtsLink members through a series of interviews. These can be found on our website.

Thank you to Sheila Howell, Melissa May, Sarah Rankin, HULA/Sean Yoro, and Alanna Baird for sharing your stories.

## LENDING LIBRARY

ArtsLink maintains a lending library to enhance our workshop series and to help our members document their work. Members can borrow equipment including cameras, microphones, lights, and stands, for up to a two-week period for free. They also have access to our documentation handbook which helps enhance their ability to successfully produce high quality documentation of their own work.







## HUMAN RESOURCES

ArtsLink NB just keeps growing. To fulfill our mandate, it is essential to increase our capacity by developing a dynamic team to deliver our programs and serve our membership. This year, ArtsLink has created new positions and brought on some bright and energetic new team members.

In 2018-19, thanks to Canada Summer Jobs and the Future Ready NB program, we were able to hire two very capable students to manage our summer programming as well as a dedicated intern from UNB Fredericton to assist with our Arts Education projects. These workforce programs are essential to ArtsLink's growth and stability.

Patrick Phinney is studying communications at the University of New Brunswick Saint John and was back for his second summer with ArtsLink. As our summer events coordinator, he organized our Short & Sweet Speaker Series which took place in Bathurst, Fredericton and St. Andrews. His position involved organizing every detail of the event, from the venues and artists, all the way down to the marketing and development of promotional material.

Serenna Chapman studies arts and education at the University of New Brunswick. She has a background in music and currently plays with local band The Backstays. She also teaches music lessons at Long & McQuade. This summer, she was ArtsLink's marketing assistant, interviewing artists for our summer spotlight series, developing our weekly newsletters, as well as helping with social media promotions and other communications. She had the pleasure of speaking with some of our members to learn about art being created around the province.

Jody McCleary approached ArtsLink NB through the Future Ready NB program to develop a summer semester project that aligned with our arts education program. Combining art history with information on living, working New Brunswick artists, she has built a system that will be a tool for educators. Educators are given background and history about the artist, and are then taken through a step-by-step hands-on lesson with that artist as inspiration. Jody is entering the third year of her Bachelor of Applied Arts at NBCCD in the fall, following two years at UNB. Her goal is to return to UNB to complete a Master's in education.

ArtsLink developed the position of Communications Manager this year and hired Teagan Keith in October 2018. Teagan is a graduate from Humber College's Theatre Production program, and she has become very vital to the Saint John theatre community. This year, Teagan was the Stage Manager for SJTC's production of Little Shop of Horrors at the Imperial Theatre, as well as numerous Fundy Fringe shows.

Kenzie Hancox, our Arts Education Project Coordinator, has deftly delivered our education projects over the last year. Through the One-Job Pledge Program, we brought our three-time summer student back to finalize and publish our research as well as manage projects resulting from its recommendations. Kenzie has now transitioned into the position of program coordinator, managing all of our professional development programs. Kenzie is a Mount Allison graduate in Modern Languages and a fierce supporter of the arts.

We were very excited this year to welcome Mark Burnett to the team to plan the Arts Atlantic Symposium, a multi-day conference to be held in Oct. 2020. Mark is a professional marketer and event producer. ArtsLink is happy to support his enthusiasm and vision as he crafts Atlantic Canada's largest art symposium to date.



ArtsLink NB would like to recognize the amazing work of our dynamic accelerator coordinator, Sarah Jones, who has devoted the past few years to establishing ArtsLink's flagship program, the CATAPULT Arts Accelerator.

Now that CATAPULT has matured and is recognized as an essential and prominent program in the arts ecosystem, Sarah is re-dedicating herself to her professional art practice — the amazing new iteration of the Jones Gallery and its innovative and burgeoning services. Sarah's fierce entrepreneurial spirit will be missed around the office but she will continue to sit on ArtsLink's events committee which oversees the planning of our 2020 Arts Atlantic Symposium.

Jericho Knopp has taken up the reins of CATAPULT. Jeri is a journalist turned program coordinator based out of Saint John. She's worked in business, fundraising and teaching, and her work has appeared in the CBC, *Huffington Post*, the *Telegraph Journal*, and *Visual Arts News*. We are delighted that she will share her writing and communications experience with the ArtsLink team.

**Since 2014, ArtsLink NB has gone from 1 full-time staff position to 3 full-time salaried positions, 2 full-time contract positions, 2-3 regular seasonal interns.**

## PROGRAMS

One of ArtsLink NB's key activities is the development and facilitation of a variety of professional development and research projects. In order to address elements of its mandate, ArtsLink organizes themed conferences and skills training, and engages in extensive member consultation. We also participate in educational activities presented by other organizations that help advance the public's understanding of and appreciation for the arts. All of these activities help New Brunswick artists develop their careers, build audiences, and create access to new markets for their work.

This year's programming included a panel discussion on Atlantic Vernacular at our 2018 AGM, the Start to Finish Workshop Series, the Short & Sweet Speaker Series, and the CATAPULT Arts Accelerator. In addition to our regular programs, we developed several new programs, including an Arts Writing Intensive led by editorial staff from *Canadian Art Magazine*, and a Cross-Cultural Creation Residency, in collaboration with Mawi'art and AAAPNB. We also continued our new work in Arts Education in the Anglophone school districts by publishing our research report, *Creating a Common Vision*, followed by a series of pilot programs to increase awareness and access to beneficial art programming for students.

Many of our activities focus on giving artists the tools and training they need to succeed in New Brunswick and beyond, as well as creating opportunities for artists to meet with each other and other stakeholders.

Another crucial role is championing greater support for the arts with government and the private sector. Our message: the arts aren't just a nice idea, but a vital and fruitful investment in the prosperity of our province.





## START TO FINISH WORKSHOPS

ArtsLinkNB's 2018-19 Start to Finish workshop series focused on taking artists through all of the steps needed to access professional opportunities and succeed in their careers. The aim was to increase the number of artists pursuing grants and residency opportunities, as well as heighten their ability to succeed in their applications.

The year's workshops were intended to build upon each other, preparing participants who attended all three to pursue new artistic opportunities.

Topics included Crafting Your CV, Residencies and Opportunities, and Marketing and Audience Development. Workshops took place in Sackville, Saint John, Fredericton, Florenceville-Bristol, Moncton, and Bathurst.

In addition to these workshops, ArtsLink developed a handbook for members with tips and tricks on the topics discussed. Members can find this handbook online, in our office, and at their local arts centre. 2019-20 will see a continuation of these professional development sessions starting in the fall.

**"The instructors did an excellent job of breaking down how the arts publishing industry works."**

## ARTS WRITING INTENSIVE

On October 12 and 13, 2018, ArtsLink NB offered a two-day Arts Writing Intensive in Saint John, led by *Canadian Art Magazine* editorial staff, Merray Gerges and Yaniya Lee. 13 emerging arts writers from throughout New Brunswick attended this inaugural session.

By cultivating expertise, exposure, and experience in a professional workshop, ArtsLink has helped increased the number of contributors writing about the arts in New Brunswick.

Participants now have essential skills to access a wider writing market, and we have fostered their confidence and knowledge of local, national, and international publications and web platforms where they can then pitch their writing. The long term objective is to see a large uptake in arts publications covering New Brunswick art, and paid work for NB arts writers, elevating the national profile of New Brunswick art and the work of New Brunswick-based arts publications and the level of arts writing circulating in New Brunswick.

The facilitators encouraged each participant to send their pitches to publications, including their own, and they offered additional editing assistance after the workshop was finished.

ArtsLink is thrilled with the outcome of this session. The Arts Writing Intensive workshop will be integrated into our regular programming.



# CROSS-CULTURAL CREATION RESIDENCY

The Cross-Cultural Creation Residency, held in 2019, provided the opportunity for creative pollination between artists of diverse cultural backgrounds. During this residency, an Anglophone artist, an Indigenous artist, and an Acadian artist spent three weeks working on creation projects in three different communities in New Brunswick. The program provided a dynamic collaborative studio setting with a strong focus on community engagement. In recognition of current dialogue and debate surrounding cultural and language tensions in New Brunswick, this initiative focuses on growth by combining diverse strengths rather than advocating for division.

The residency was attended by artists Indigo Poirier (Fredericton), Tara Francis (Elsipogtog), and Nicole Haché (Caraquet) from 15 March to 15 April, and featured artist talks and open studio days. The residency involved one week in each of the following communities: Metepenagiag First Nation, Caraquet, and Saint John.

Indigo Poirier is a Fredericton-based artist specializing in the medium of electronic music. Her solo work under the name Wangled Teb combines intricate drum programming and sound design with a strong sense of melodic progression and passion for experimentation with structure.

Tara Francis is a Mi'kmaq Artist from Elsipogtog First Nation. She attended the New Brunswick College of Craft and Design and has been working in her field since 2003. She specializes in porcupine quillwork, silk painting, and acrylic painting. She considers her work her spiritual journey and incorporates her teachings into each piece.

Nicole Haché grew up on Lamèque Island before moving to Caraquet. She uses her medical laboratory training to conceptualize her creations that address social habits and focus on human relationships and the planet. Her work offers a vibrant and delicate universe in counterpoint to the fury of modernity.

Through this residency, the artists had the opportunity to create new work while immersing themselves in the artistic processes of fellow artists. The experience of being in another community and creating with people of different artistic backgrounds allowed them to go beyond language barriers and discover different cultural environments.

This is also the inaugural collaboration between the three provincial artists service organizations: l'Association Acadienne des Artistes Professionnel.le.s du Nouveau-Brunswick, ArtsLink NB, and Mawi'art: The Wabanaki Artist Collective.

In the fall of 2019, we will launch a touring exhibition of work by the artists who participated in the residency. The exhibition will travel to Saint John, Metepenagiag, Moncton, and Caraquet and is curated by Emma Hassencahl-Perley, Erin Goodine, and Emilie Grace Lavoie.







## CATAPULT ARTS ACCELERATOR

ArtsLink received a total of 30 applications to CATAPULT in response to our call for applications for the Fredericton program (Cohort 1: September to November 2018) and the Saint John program (Cohort 2: March to May 2019). The calibre of applications was strikingly high; we had enough high-potential and well-argued proposals for the Saint John session that we could have easily formed a third cohort. Many of our participants had exceptionally strong artist CVs and have had numerous professional successes.

Many of our participants work part-time or full-time in arts administration and expressed a desire to transition into a more financially sustainable art practice/business.

We anticipated having six artists for each cohort. We selected seven artists for Cohort 1 and seven artists for Cohort 2. In each eight-week session, participants received one and a half days of training per week and took part in a final reception/pitch day.

Guest speakers for the 2018-19 CATAPULT programming were drawn from the New Brunswick entrepreneurial and business education communities. We structured the programming so that participants would receive hands-on training and strong theoretical knowledge of business concepts such as business planning, marketing, and bookkeeping. We also included professional artists in our guest speaker programming; artists who are currently working full-time in their practice who could give practical advice on day-to-day art business operations and also speak to the special needs of arts entrepreneurs.

The CATAPULT programming included two pitch day events. Cohort 1's pitch day was held in November 2018 at the Beaverbrook Art Gallery in Fredericton. There were 50 people in attendance. Cohort 2's pitch day was held in May 2019 at the New Brunswick Museum, in Saint John, with an attendance of 40. CATAPULT participants briefly presented their art and business practices to government representatives, business leaders, and members of the arts community. We envisioned and executed an inclusive business and arts event where members of each community could network and build relationships.

**CATAPULT facilitated 9 of our business tips for artists workshops around the province in 2018-19, free for members.**

This year's graduates:

Laura-Beth Bird, theatre artist, Fredericton; Christopher Doiron, ceramics artist, Miramichi; Andrii Gaidash and Natalia Haidash (Dodoleather), textile artists, Moncton; Natalie Legere, visual artist, Woodstock First Nations; Emily Kennedy, cellist, Fredericton; Indigo Poirier, electronic musician, Fredericton; Katrina Slade- visual artist, Fredericton; Steve Jones, wood artist, Saint John; Shauna Gass, visual artist, Saint John; Sebastian Fleet, musician, Saint John; Laura Lamey, visual artist, Grand-Barachois; Kara Au, arts writer, Saint John; Hyacinthe Raimbault (Collectif HAT), multimedia and video artist, Moncton; Christiana Myers, curator, Saint John.



## AGM 2018: ST. ANDREWS

ArtsLink NB hosted its annual general meeting on October 14, 2018, at the Huntsman Marine Science Centre in St. Andrews. The AGM was followed by a panel discussion asking, "What is the Atlantic Vernacular? What are the materials and motifs defining artists of this region?"

ArtsLink NB is embarking on a multi-day symposium in the fall of 2020 based on the initial discussions around regional identity in the arts generated by our members at the 2018 AGM.

Multidisciplinary panelists included Connection Dance Works' artistic director Sarah Johnson Power, visual artist and storyteller Jerry Ropson, educator and visual artist Charlie Gaffney, and poet and fiction writer, Shoshanna Wingate.

## ARTS EDUCATION

ArtsLink NB began a multi-phase arts education initiative in 2017. We assembled a steering committee of sector stakeholders, hosted two series of public consultations called "Speaking Up on Arts Education", commissioned a research report, trained artists in classroom management, and funded a pilot project of field trips to performing arts facilities. ArtLink now has an ongoing public relations campaign promoting access to arts education through a holistic and integrative approach to learning and literacy.

Following the success of the town hall sessions held across the province that identified the current issues in arts education in the Anglophone sector, the Arts Education Project launched into its second phase this year with the publication of *Creating a Common Vision: Issues and recommendations for K-12 Arts Education in New Brunswick*. This report outlines the improvements necessary for New Brunswick's arts-based learning to address the needs of its students and educators. It is a resource for the entire sector. Organizations and schools alike will be able to use this resource to create new programming, promote the arts, and assist learning. It will also link the production of local arts to pride of place and population retention. Structured by its twelve recommendations, this report was the base for the third phase of the arts education project, implementing initiatives such as a standing committee, classroom enhancement, career opportunity field trips, and learning through the arts toolkits that improve arts-based curricula.

With support from the Department of Tourism, Heritage, and Culture, and in collaboration with Education and Early Childhood Development, these initiatives are now underway. Notably, the conceptualized toolkits for arts educators, designed and created by Jody McLeary through the Future Ready NB program, are now in use. These toolkits are comprehensive guides for teaching foundations in fine arts as well as art history in a modern context for students today.

A media campaign is in production to share the relevance of the work done for the project and feature local arts educators who have first-hand experience with the benefits of arts education. This campaign will stream across ArtsLink NB's social media in the fall of 2019.





A man with a beard and mustache is looking down at a stack of photographs. He is wearing a dark t-shirt with white lettering. The background is dark and out of focus.

## ADVOCACY

Advocacy is of critical importance to ArtsLink and its members. We work hard to ensure policy-makers understand the economic and social contribution of artists, as well as the challenges they face living and working in New Brunswick.

We worked with l'Association acadienne des artistes professionnels du Nouveau Brunswick (AAAPNB) this year to seek funding that would ensure the province could carry out the ambitions of the cultural policy - Creative Futures - put forward in 2014. The aims of the policy are ambitious and integral to the success of our sector, and we hope to see an increase in funding to artsnb (which is the best body to directly support artists' ability to execute their work), and more support for community arts organizations and institutions. Part of this effort involved meeting with each political caucus to discuss the needs of the New Brunswick arts sector on ArtsDay 2017.

In the fall of 2018, we launched our "I Vote NB Arts" campaign to inform our members of the major parties arts platforms, how to hold their own candidates forum on arts and culture and how to help develop discussion points surrounding issues and aspects of New Brunswick's cultural ecosystem. ArtsLink recognizes the importance of keeping the arts in the conversation leading up to elections and will continue to develop and disseminate information prior to every election.

## GOVERNMENT WORKING GROUPS

ArtsLink NB promotes the growth and development of the New Brunswick arts sector through information, education, and member services, and by representing the membership in provincial, regional and national government, business and cultural forums and initiatives. ArtsLink NB has been extremely active in the past few years in a number of high-level discussions and working groups that aim to improve the working and living conditions of New Brunswick artists.

These include:

- The Premier's Task Force on the Status of the Artist: ArtsLink's Executive Director and President were appointed to the Premier's Task Force on the Status of the Artist.
- Media Advisory Committee: ArtsLink NB represents the interests of filmmakers (from emerging to established).
- Maine/N.B. MOU Task Force: ArtsLink's Executive Director is a member of this important trans-border initiative.
- Cultural Policy: ArtsLink NB sits on the cultural policy implementation committee. This body oversees the progress of the 2014-2019 Cultural Policy, Creative Futures.
- PALC and Créons la suite policy alignment committee (language and cultural development policy for the francophone educational sector).
- Arts Working Group: artsnb has initiated a new working group of arts organizations consisting of artsnb, AAAPNB, and ArtsLink NB. The three organizations work together to ensure we are serving our shared constituents (professional artists), and to discuss programming and shared priorities.



## NEW INITIATIVES

ArtsLink NB is developing a number of new initiatives for the 2019-20 operational year. Here is a brief overview of what is on the horizon.

### ARTS ATLANTIC SYMPOSIUM

In the fall of 2020, ArtsLink NB will present a multi-day symposium celebrating and examining the tenacity and creativity of Atlantic artists, and the unique challenges of making a life in the arts in the Atlantic Region.

This event aims to dispel myths and present programming that investigates the past, present, and future of art developed in the Atlantic provinces. This symposium will feature initiatives that build connections among artists of all disciplines, develop new audiences, and will revel in the perspective of the Atlantic region's artistic point of view.

Join us October 14-18, 2020 in Saint John, New Brunswick!

### ARTS AND CULTURE LABOUR FORCE

This year, ArtsLink NB has commissioned David Campbell to update our 2013 report: *Sustaining New Brunswick's Arts And Culture Workforce*. We recognize the changing landscape of New Brunswick and with more recent census data and other new research available, this is an excellent time to survey the cultural workforce and examine changes, new challenges, and other areas of potential growth.

### GLOBAL STRATEGY RENEWED

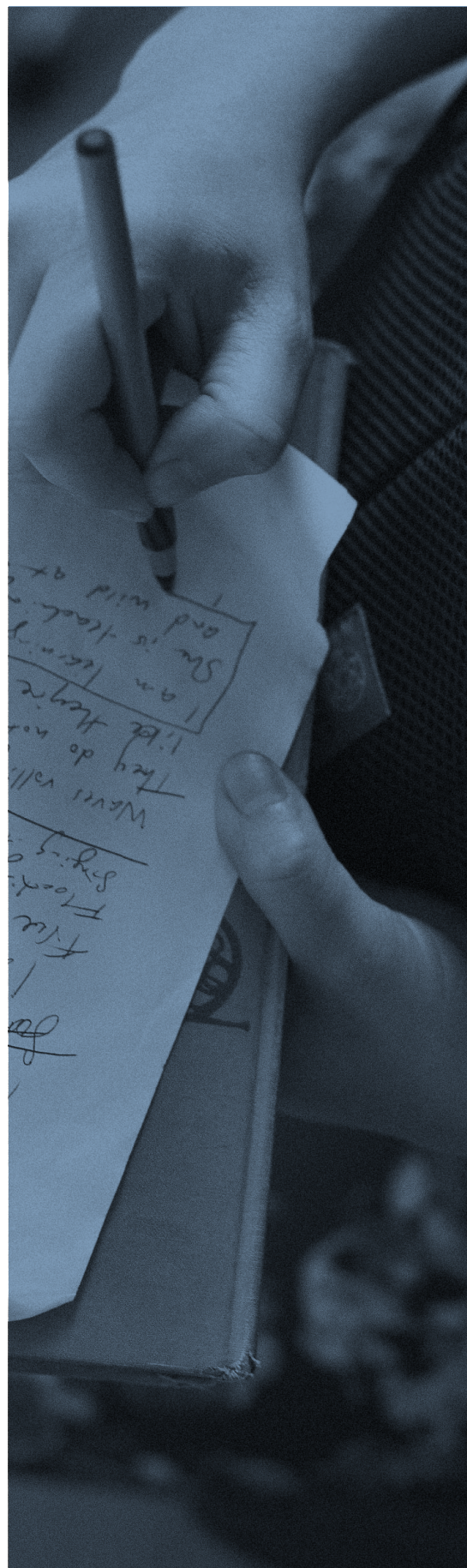
We will revisit ArtsLink NB's first major project, the translation of the *Global Strategy* developed by the AAAPNB. ArtsLink has happily undertaken the delivery of the English version of their renewal document *Trajectoire 18-23*. This project will enable Francophone and Anglophone artists to discuss New Brunswick's arts and culture issues on a level playing field. As well, the English document, will provide important background information to a broad spectrum of stakeholders, including elected officials.

### ONLINE SKILLS WORKSHOPS

In partnership with Craft NB, ArtsLink NB is developing an online learning management platform to house and disseminate webinars, modules, and resources to help build successful arts careers. This project recognizes the isolation artists in NB feel when trying to access professional learning opportunities, and we aim to open this platform up to a variety of initiatives and partners in the cultural sector.

### INTER: FUSE, LACE, RELATE

Thanks to support from the Sheila Hugh MacKay Foundation, ArtsLink has been able to hire the 3E collective (Emma Hassenchal, Erin Goodine, and Emilie Grace Lavoie) to curate a touring exhibition of the 2019 Cross-Cultural Creation Residency artists (Indigo Poirier, Tara Francis, and Nicole Hache). This exhibition begins Sept. 6, 2019 in Saint John, and will tour to several venues across the province.



# EXECUTIVE SUMMARY 2018-19

The summarized financial information is extracted from financial statements reviewed by Belyea Colwell Daley, Chartered Accountants. A copy of the complete financial statements is available from Executive Director, Julie Whitenect at [julie@artslinknb.com](mailto:julie@artslinknb.com).

## REVENUE

	2019	2018
Project grants	\$231,875	\$148,275
Operating grants	\$97,571	\$87,203
Membership fees	\$8,129	\$3,767
Other	\$48,692	\$5,279
Amortization of deferred contributions	\$897	\$1,923
<b>TOTAL</b>	<b><u>\$387,164</u></b>	<b><u>\$245,047</u></b>

## EXPENSES

Projects		
Arts Education Program	\$46,746	\$19,704
Arts Writing Intensive Program	\$12,429	-
ArtsLink Forum	-	\$16,681
Catapult Program	\$122,272	\$86,280
Cross-Cultural Creation Residency	\$16,047	-
Status of the Artist	\$1,852	-
Arts Atlantic Symposium	\$6,156	-
Start to Finish Workshop Series	\$26,374	\$14,009

### Subtotal projects

\$231,876      \$136,674

Advertising	\$1,877	\$609
Amortization	\$1,093	\$2,190
Annual General Meeting	\$2,422	-
Bank charges	\$1,597	\$971
Insurance	\$3,089	\$2,893
Meals	\$1,641	\$650
Office	\$7,416	\$3,161
Professional development	-	\$894
Professional fees	\$9,164	\$6,725
Rent	\$8,413	\$8,413
Short & Sweet Speaker Series	\$358	\$274
Salaries and benefits	\$94,741	\$81,566
Telephone	\$1,575	\$16,92
Travel and meetings	\$9,671	\$7,151
Website	\$2,135	\$1,975

**TOTAL**      **\$377,068**      **\$255,838**

EXCESS (DEFICIENCY) OF REVENUE OVER EXPENDITURES	\$10,096	(\$10,791)
UNRESTRICTED NET ASSETS (LIABILITIES) AT BEGINNING OF YEAR	\$13,688	\$24,479
UNRESTRICTED NET ASSETS (LIABILITIES) AT END OF YEAR	\$23,784	\$13,688



# THE ARTSLINK NB BOARD:



**Julie Scriver**  
President (Fredericton)  
2016-2021

Creative director at Goose Lane Editions, Julie has a background in dance, English and French literary studies, and a smattering of life behind the scenes in theatre. She's brought her expertise to bear on all manner of art publications, exhibitions, and interpretive sites for clients, organizations, and independent writers, and artists.



**John Edward Cushnie**  
Vice-President (Sussex)  
2014-2023

John is a professional artist working in Sussex, and has worked as a visual arts instructor at several universities in Canada. He has served as the executive director of Connexion ARC; as the Atlantic representative for the Artist-run Centres and Collective Conference of Canada; and is currently represented by Buckland-Merrifield Gallery.



**Candice Otroski**  
Secretary (Bathurst)  
2018-2021\*

Candice is a watercolour artist located in Bathurst NB, and finds inspiration in the landscape and people that surround her in the Chaleur Bay region. For the last few years, she has been very busy helping to manage and promote arts in Northern New Brunswick. Candice is the secretary and marketing director of the Bathurst Art Society.



**Zamantha Zarate**  
Treasurer, (Saint John)  
2019-2023\*

Zamantha lived and studied in Mexico where she received a Business degree majoring in International Business. In 2012, Zamantha came to Canada to pursue a Master in Business Administration degree. Completing her CPA designation in 2018. Zamantha is looking forward to both deepening her understanding of the Arts Sector, and giving back to the NB community.



**Sonia Lanteigne,**  
(Moncton)  
2019-2022

Practicing law, both in the private and public sectors, most recently, joining WorkSafeNB in 2014 as Legal Counsel and Privacy Officer and has been General Counsel since 2018. Sonia is passionate about the arts in New Brunswick as a means to push communities to engage thoughtfully and make steps toward social progress.



**Theresa Macknight**  
(St. Andrews)  
2018-2022

Theresa Macknight is a visual artist and art teacher living in St. Andrews. She is an alumni of Mount Allison University, Nova Scotia College of Craft and Design and the University of New Brunswick. She has been teaching high school visual art for 27 years and has worked on curriculum development committees for visual art at the department of education.



**Christie Goodwin**  
(Dieppe)  
2018-2022

Christie Goodwin is currently acting principal oboist and has been a core member of Symphony New Brunswick since 2011. She held the position of principal oboist of the Niagara Symphony until 2012 and has previously held principal and section-leader positions with the Kitchener-Waterloo Chamber Orchestra and Korean Canadian Symphony Orchestra.



**Mariah Sockabasin,**  
(Tobique First Nation)  
2019-2022\*

Mariah Sockabasin is a Wabanaki Fashion Artist from Neqotkuk. In 2015, Mariah graduated with a Diploma in Fashion Design from the New Brunswick College of Craft & Design. Mariah is currently exploring with dyeing techniques on moose & deer leather. She creates everyday wearable art that embodies strength and pride in oneself.



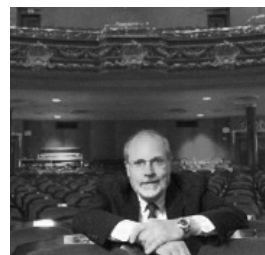
**David Adams**  
(Saint John)  
2009-2020

A violinist who has gained critical acclaim as a soloist, conductor, chamber and orchestral musician, David is artist-in-residence at the University of New Brunswick Saint John, plays principal violin with the Saint John String Quartet and concert master for Symphony New Brunswick and Atlantic Sinfonia.



**Kathryn Hamer,**  
Past-President (Sackville)  
2010-2019

Former vice-president of the University of New Brunswick Saint John and dean of arts at Mount Allison University, Kathy Hamer is a master administrator with a passion for the arts. As well as her role with ArtsLink, Kathy serves on the boards of the New Brunswick Museum and the New Brunswick Youth Orchestra.



**Michael Wennberg**  
(Rothesay)  
2009-2019

A retired lawyer, and former chair of the Saint John Community Arts Board, Mike oversaw the adoption of a municipal cultural policy that included a One Percent For Public Art Policy. Mike was instrumental Saint John's Cultural Capital designations and is on board of directors of Sculpture Saint John.

\*To be confirmed by the membership Oct.27, 2019



# "THE ARTS ARE VITAL TO ALL NEW BRUNSWICKERS"



arts**Link**NB

**JUL 1 2018 - JUN 30 2019**

## **ANNUAL REPORT**

ArtsLink NB is a member-based arts service organization, founded in 2009 to advance the arts in New Brunswick by linking and unifying artists and arts organizations and promoting their value. We represent artists of all disciplines, from all parts of New Brunswick.

**[www.artslinknb.com](http://www.artslinknb.com)**

300 - 89 Canterbury Street  
Saint John NB  
Canada E2L 2C7



# artsLinkNB 2019/20 PROGRAMMING

**ArtsLink NB unifies New Brunswick's arts and culture sector and fosters the sector's contributions to a dynamic and prosperous province.**

**THE ARTS ARE VITAL  
TO ALL NEW BRUNSWICKERS.**

**Like and follow us @artslinknb  
to keep up to date on ArtsLink's  
programs and events!**

**We have a very busy year planned,  
including workshops, research,  
advocacy work and much more!**

**Sign up for our newsletter at:  
[www.artslinknb.com](http://www.artslinknb.com)**

## **SHORT+SWEET SPEAKER SERIES**

Summer 2019: St. Andrews, Fredericton and Bathurst! Every summer ArtsLink hits the road with for a fun night of art, conversations, and snacks! Artists are given the opportunity to present their practices in a casual setting.

## **ANNUAL GENERAL MEETING**

Oct. 27, 2019: This year we will be hosting our AGM in partnership with MusicNB's Festival (506) in Moncton. There will be an exciting panel discussion surrounding ideas of place and identity in the NB music scene, and updates on work being done in the cultural sector. Come and chat about our past year and future plans.

## **CROSS-CULTURAL CREATION EXHIBITION**

Fall-Spring: Starting this Fall is the launch of a touring exhibition of work by the artists who participated in the Cross-Cultural Creation Residency 2019. The exhibition will travel to Saint John, Metepenagiag, Moncton, and Caraquet.

## **START TO FINISH SKILLS WORKSHOPS**

Fall/Spring: As always, we will be providing valuable career development programs. Locations TBA. All sessions will focus on building skills for a strong arts career. This initiative is also supplemented with an annual workbook.

## **CATAPULT ARTS ACCELERATOR 2019**

Fall/Spring: Our Arts Accelerator is unique amid the field of business accelerators as it is specialized for the needs of artists. This program helps artists of all disciplines learn essential business skills to build their career. Application required.

## **CRITICAL WRITING IN THE ARTS**

Nov. 9-10: This 2-day intensive is intended for eager arts writers to learn from some amazing facilitators. Participants will learn how to describe and evaluate arts for various audiences and publications. Participants will also learn how to pitch their work and will benefit from one follow up editing session from the course instructors. Application required.

## **CROSS-CULTURAL CREATION RESIDENCY**

Date TBD: This is a unique program that offered a 3-week paid residency to an Anglophone, Indigenous and Acadian artist to work on collaborative and community-based creation projects. Each week the artists have travelled to a new community to immerse themselves in a new community and their work.

SPECIAL EVENTS:

CONTINUING EDUCATION PROGRAMS: