



## PARTNERSHIPS

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### Active:

Transition Society – Planning next phase of 16 Days

City of Courtenay – Family Day Art Kits went out to 250 families

### FFSA:

Cultural Scorecard – initial phase

Public Art & 6<sup>th</sup> Street bridge presentation – initial stage, further discussion to be had

Updated PHO

Host Culture Core group – monthly

Roundtables – Genres hosted monthly. Working on better data collection systems as per contract

OCP – Feedback on last draft

4th Street Parklet – programming discussion.

Marketing – joint marketing opportunities discussed, timeline & calendar in discovery

Arts Guide – discussing opportunities and small website renovation

## PROMOTION

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### Websites:

Website updates & upgrades are ongoing. Kera is currently working on addressing accessibility standards and implementing changes to be in [compliance with WCAG](#) (although we are not legally required to do so, it is a highly recommended practice, and in alignment with our JEDI goals). We are also working on realigning content with the Strategic Plan focus areas, improving SEO and page load time, and ensuring mobile usability is smooth and simple.

### Paid advertising:

TVI – TVI is purchasing a 2page spread for BC Guide to Arts & Culture, which will be more editorial in nature. This will tie in with our full page for the city stakeholder group, as well as other local arts groups and individual artists. Publisher of BC Guide is doing that outreach as Kera did not have capacity. Members are offered 10% discount on display ads or \$25 off online listing subscriptions.

TVI – CV Visitor Guide 2022 – this is continuing to undergo revision as TVI takes on a more leadership role in tourism. We are contributing new and revised copy for the editorial, as well as purchasing a full page to promote the Arts Guide, and potentially another full page for the city stakeholder group.

CITY – We have ongoing awareness/branding ads in City of Courtenay recreation guides, for both general information and volunteer recruitment.

INTERNAL: We have ongoing advertising both in print and online for the spring workshops – Currently Cumberland, Denman/Hornby Grapevine, Island Arts Magazine, Fanny Bay Flyer. This gives us good coverage for our demographic. Additionally, all workshops etc are boosted on facebook & Instagram.

### **Social Media:**

Our social channels continue to grow slowly. Facebook rolled out a significant change in the past 6 weeks as to how pages are managed and provisioned. “Likes” are no longer counted independently, so our “likes” and “follows” have been rolled together resulting in 4300 followers. From a local perspective, this is a significant audience. (Eg. CVAG has 2400 followers). Instagram is similar and growing, too with 2143 followers

### **Membership:**

CURRENT PAID MEMBERS: 92 Individual, 8 Organization

We are nearly ready to roll out Arts Guide renewals which will likely result in a good increase in membership.

## **IMPACT**

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### **Programming:**

**Family Day Creativity Kits** – This was another successful year of offering Family Creativity Kits in partnership with the City of Courtenay. 250 kits were distributed to families, including directly through Wachiay Friendship Centre and CV Transition Society. You can see some of the results here:

[https://www.facebook.com/events/1844829002375614/?active\\_tab=discussion](https://www.facebook.com/events/1844829002375614/?active_tab=discussion)

**BIZsense & Professional Workshops** – 7 workshops currently available for registration.

Working on an org level series around culturally safe/respectful workplaces – as requested by a few of our member orgs in the past 12-18 months. This will come through <https://respectfulartsworkplaces.ca/> as there is an opportunity to access at least one for no cost. The initial session will be March 30, 1-5pm via zoom and will be available for all our cultural orgs (and non-cultural if desired) to participate in at no cost.

Additional workshop planning is underway for Fall 2023.

**Arts Guide** - Website has been updated, and existing listings are connected with users so they can self-edit. A renewal offer rollout plan is being written. There have been numerous queries lately about a Studio Tour.

**Summer Street Markets** – Conversations are underway with Farmers Market, contemplating logistical issues re covid and person-power required.

**Poet Laureate** – Nomination forms have been updated. Kera is meeting with Writers Society who are interested to collaborate on the process.

**Practice** – 3 new videos have been added, there are 12 videos currently in process and hopefully will be rolled out over March.

**#CV14DaysofLove** – This was low-key but worthwhile from a Nurture programming perspective. It was an excellent first project with some engagement, and required little administrative time.

**Exhibitions** – Member show planning ongoing.

**Digital Resources & the Toolkit** – Digital toolkit has received some updates, Kera is involved with Creative Coast (next iteration of DIG project) and they are devising an equity framework with ArtsBC for curating resources with that lens. We will apply that to our toolkit once that is more developed.

## CAPACITY

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### Funding:

BC Arts Council - Submitted Jan 20

New Horizons for Seniors – application submitted Dec 2021

City of Courtenay –invoice for next payment due April 2022

All reports on completed grants have been submitted

Donation receipts for 2021 have gone out

### Organizational:

Repairing Quickbooks structurally with accountant

Creating Operations plan & plan to work with Vantage Point  
Implementing Office 365  
Increased volunteer engagement  
Investing in HR processes & advisement from our cohorts in industry

## EQUITY

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### **JEDI:**

KFN – connected to our appointed liaison Pamela Mitchell, Culture & Language Coordinator  
Programming – several contractors investing in our programming & outcomes  
Revising Respectful workplace policy draft for the BOD  
Engaging with LGBTQ+ youth in programming or partner opportunities  
Investigating development of committee – roles & terms of reference need to be addressed