



 **MANITOBANS**
FOR THE ARTS

The Next Three Years

Engage. Innovate. Advocate.

a quick introduction

—

Manitoba's arts and culture sector has always been a strength of our province. It is essential to our well-being and to our economy, and is our province's calling card.

The arts sector is fuelled by creativity and problem-solving. This unique time offers an opportunity to reimagine and reinvent Manitoba's arts sector to fully harness its inherent capacity to stimulate the economic and social well-being of all Manitobans.

Manitobans for the Arts is well positioned as a convener at this critical time. Through consultation, we have identified priorities within the sector and are working alongside arts organizations, private- and public-sector partners to address them. We understand the sector is always evolving and are committed to ongoing consultation with the whole community.

Coordinated action that brings together the collective knowledge and expertise of arts and culture leaders, the private sector and government will ensure that we will come out of the pandemic with a thriving, relevant sector that will propel Manitoba forward, socially, economically and culturally.

Woven through Manitobans for the Arts's goals and priorities are commitments to engage in the work of Reconciliation, as well as to ensure equity, inclusivity and representation so that arts are truly accessible and relevant to all Manitobans.

Goal area: **INNOVATE**

Ensure the arts community is strong, agile, resilient, equitable, and relevant.

OBJECTIVES

1. Arts organizations, artists, and the arts community have access to platforms and tools for innovation and collaboration.
2. The best local and international ideas are alive in Manitoba's arts scene and shared within the sector.
3. Organizations and artists activate the power of networks and collaboration to share opportunities, challenges, learnings, and successes.

STRATEGIES

- A. Develop appropriate networks within the sector to ask questions, share answers, and explore ideas locally and beyond.
- B. Foster a culture of learning and sharing through a speakers series, conferences and other gatherings.
- C. Access and enhance sector innovation funding to support the incubation, development and testing of new models and frameworks.

ACTIVITIES

- II. Launch quarterly Manitoban for the Arts member meetings to share updates, ideas, innovations and best practices from Canada and around the globe. (Year 1)
- II. Launch annual Arts Ideas Summit to encourage collaboration and showcase thought leadership in the sector internationally. (Year 1)
- III. Coordinate and encourage delegations and participation in national and international networks, workshops, and conferences. (Year 2/3)
- IV. Build a funding strategy to foster innovation. (Year 3)

Goal area: **ENGAGE**

Ignite Manitobans to connect meaningfully with art forms and arts experiences.

OBJECTIVES

1. Engagement strategies are informed by the motivations of Manitoban citizens.
2. Sector collaboration and promotions increase public engagement with the arts, as demonstrated through audiences, participants, donors and volunteers.
3. The creativity of the arts sector is harnessed to address broader societal issues and truly reflect the diversity and strengths of our community.

STRATEGIES

- A. Work in partnership with arts organizations, artists, and the broader community to increase education, inclusion, and engagement through research and knowledge sharing.
- B. Promote engagement with the arts through public messaging and advertising.
- C. Bring an arts perspective to civic issues and dialogue including healthcare, activity transportation, community safety and the climate crisis.

ACTIVITIES

- I. Conduct consultations within the sector to identify priorities for audience development and engagement. (Ongoing)
- II. Continue pre-COVID audience engagement research to create tools to identify and develop new and returning audiences. (Year 1)
- III. Actively create opportunities to insert the arts into ongoing public conversations about the betterment of our communities. (Year 1)
- IV. Create a province-wide promotion campaign to 're-open' the arts. (Year 1/2/3)

Goal area: **ADVOCATE**

Encourage increased investment in the arts sector.

OBJECTIVES

1. The economic, cultural, and social value of the arts is obvious to public- and private-sector decision makers.
2. Meaningful and constructive partnerships exist for dialogue and understanding between public and private funders and policy makers, and the arts sector.
3. Sustained and committed resources contribute to a dynamic arts sector that inspires community vibrancy.

STRATEGIES

- A. Guide ongoing and targeted research into arts and culture impacts in our community.
- B. Inject arts community concerns into election campaigns, budgets and spending plans, cultural plans, and other relevant political consultation.
- C. Work with other sectors and stakeholders to underscore the case for arts support embedded in advocacy for economic and social wellbeing.

ACTIVITIES

- I. Conduct ongoing consultation within the sector to identify emerging issues, priorities and direction. (Ongoing)
- II. Research party platforms and policy, engage with candidates, analyze budgets, provide input to planning processes, and generate public messaging. (Ongoing)
- III. Develop sustained working groups of arts and business sector representatives to identify and advance common goals. (Year 1)
- IV. Advocate and work with the Province of Manitoba, City of Winnipeg, and municipalities across the province to create dynamic funding models that speak to today's opportunities and maximize economic and social impact. (Year 1)
- V. Commission research to identify the full economic impact of the arts sector in Manitoba. (Year 1/2)
- VI. Create Cases for Support for private and public funders to engage with the arts. (Year 2/3)

in closing

—

Manitoba's arts and culture sector has always been a strength of the province and a calling card. By working together to take advantage of the unique opportunities this time presents, we feel we will be able to reimagine and reinvent the sector to have an even greater impact, economically, socially and culturally.

Manitobans for the Arts looks forward to working with the community and stakeholders across sectors to ensure that can happen.

To reach the Manitobans for the Arts board, please email info@manitobansforthearts.ca