



2022 ANNUAL REPORT

Brampton Arts Organization



Brampton arts and culture community gathers to celebrate the launch of the BAO rebrand.

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ABOUT THE BRAMPTON ARTS ORGANIZATION

The Brampton Arts Organization (BAO), previously the Arts, Culture & Creative Industry Development Agency (ACCIDA), is a unique organization incubating within the City of Brampton focused on growing, celebrating, advocating for and connecting the sector through the provision of a range of programs, services and resources. We are a key partner in delivering the City's ambitious vision for arts, culture and creative industries as articulated in the City's Brampton 2040 Vision and Culture Master Plan.

Vision:	A thriving, confident, and valued creative scene and cultural ecology is the heart of our prosperous mosaic city.
Mission:	To incubate, advance, connect and advocate for Brampton's arts, culture and creative industries.
Values:	Passion and Ambition, Diversity and Inclusiveness, Service, Community and Collaboration, Excellence and Innovation, Optimism.

We are focused on providing programs and services in collaboration with inter- and cross-sectoral partners in the areas of:

1. Funding, finance and investment.
2. Leadership, advocacy and innovation.
3. Sector development and growth.

BAO STAFF (2023):

- Michael Vickers, Senior Program Lead
- Katy Belshaw, Programming Coordinator
- Gardenia Flores, Audience Development and Marketing Coordinator
- Sumedha Mongia, Finance & Administration Assistant
- Talveen Saini, Research & Events Assistant

BAO ADVISORY PANEL (2023):

- Jael Richardson (Chair)
- Nuvi Sidhu (Past Chair)
- Gurpartap Singh Toor (Brampton City Council Representative)
- Michael Halls (Treasurer)
- Harman Grewal
- Sumit Judge
- Vijai Kumar
- Jaspreet Sandhu

BAO AMBASSADOR PROGRAM

AMBASSADORS

The BAO ambassadors are a dynamic and diverse group of successful artists who are committed to helping Brampton's arts and culture scene flourish while connecting with other engaged and inspired creative thinkers and doers. Ambassadors support BAO's advocacy efforts, advise and comment on our artist resources and programming, and raise awareness of our organization and the artists we serve across the city. With expert knowledge, industry connections and lived experience here at home, they both inspire and mentor up-and-coming talent.



RUPI KAUR

"I grew up in Brampton and it's where my love for poetry and performance began. Our local artists are incredibly talented and I'm thrilled to be an ambassador for the Brampton Arts Organization. We can all be doing more to uplift our local arts and culture so I hope you'll join me in attending events, exploring the programs, and supporting our local artists. BAO is doing amazing work for our community and you can be involved today."



THEODORE WALKER ROBINSON

"It's a privilege to represent the Brampton Arts Organization as an ambassador. My life's practice of creative arts has been influenced by local artists who have created spaces for social change and social connection. When creativity is celebrated and explored by a community we can attune ourselves to what is possible for us as individuals and as a community."



KIRAN RAI (KAY RAY)

"As a young artist growing up in this flourishing city, it always felt like something was missing. There was a complete disconnect between creatives around me and access to the city's resources. Finally, in my 10+ years of being an artist, there's an organization that truly wants to create more spaces that will elevate Brampton's arts and culture and a partnership and alliance that will allow artists to feel supported and celebrated. I am excited to be an ambassador of this wonderful organization and can't wait to shift the narrative!"



RUSSNA KAUR

"I am extremely excited to join the Brampton Arts Organization (BAO) as an Ambassador! Growing up in the City of Brampton has had a significant influence on my painting practice and has played a vital role in shaping some of the ways in which I approach my materials and surfaces. The city is rich with a diverse range of visual information - our homes, shopping malls, restaurants, sports centres, flea markets, movie theatres, bowling alleys, libraries, parks and trails have served as a source of inspiration for my work. Peeling back the layers of our community has helped me to better understand the subtleties and complexities of identity - what we choose to reveal and conceal about ourselves. The City of Brampton is filled with hard working, talented individuals and I am looking forward to playing a part in advocating for the arts in Brampton and providing members of our community with the tools needed to realize their full creative potential!"



SASHA LEIGH HENRY

"Having grown up in the city of Brampton and as an alumni of our accredited regional arts programming I'm honoured to be an ambassador for the Brampton Arts Organization. Brampton is home to many of the country's biggest musicians, actors, and performers and I'm proud to share a history with them by way of hometown. From artist commissions to workshops and showcases, the BAO is a great hub and resource for artists of all practices to meet each other, grow, and ultimately thrive as artists. I'm excited to be a part of this arts community and look forward to connecting with other Brampton artists in the city."



DAVID J. PHILLIPS

"Growing up in the richly diverse Brampton culture helped me find my passion for entertainment: from Speech Contests at the local Legion to performing in high school/ community plays at the Heritage & Lester B. Pearson Theatres. The support from a few mentors led me to pursue arts and be cast at the Stratford Festival, host a show on YTV, and act in movies before turning to producing - where I've been fortunate to have made feature films with some of Hollywood's biggest and brightest stars. I continue to be proud of my Brampton roots and there's a bunch of us in California. Brampton has always been a city filled with potential and I hope with new programs young artists can get even more support than I did. I'm grateful to be an ambassador for BAO and help the exciting work they're doing to continue to grow the artistic community, shape lives, and inspire the entertainment leaders of tomorrow."



JULIEN CHRISTIAN LUTZ (DIRECTOR X)

"I am happy to see Brampton focus on art and culture with BAO. The arts are an important part of all our lives but the artists themselves are often neglected. Supporting, connecting and empowering the artistic community is incredibly meaningful to the artists- the people that experience the work and make better art. I know the team is committed to bringing about transformative, meaningful change".



SPITTY

"I'm excited to work with the Brampton Arts Organization who have been doing great things in the city from networking events and shows to perform at, or panels with industry leaders to help share their knowledge. It's a blessing, and other cities are noticing. I grew up in Brampton and I love that we are growing as a hip hop community and there's more to come".



HAVIAH MIGHTY

"As a Brampton artist, I'm excited to be a Brampton Arts Organization ambassador!"

2022 HIGHLIGHTS

- More than 3,240 local artists participated in one of BAO's 87 events, programs, information sessions and workshops.
- 605% increase in attendance to BAO events and programs compared to the previous year.
- Provided 132 local Brampton artists with a platform to exhibit and showcase their work with 10 different open calls for submissions and paid artist opportunities.
- Sponsored 36 artist and artisan booths during Brampton Farmers' Market and multiple live art activations.
- Our hugely successful BAO rebrand and launch resulted in 22 media stories about the organization and the artists we serve, reaching a total audience of 17 million (17,406,800) people!
- Took over the NXNE Music Festival with a special NEXT UP Brampton Showcase at The Rivoli.
- Launched the Creative Space Catalogue: a public space inventory of more than 200 Brampton sites where arts and culture activities can take place.
- Enhanced public art across Brampton with digital exhibitions in Garden Square including 'Black Artists Live Here' and 'Summer of Love'.
- Supported and showcased local 2SLGBTQ+ artists through multiple artist residencies.
- Ensured events and resources are free and accessible for all to attend and provided employment opportunities for local artists and arts workers.
- Launched the BAO Ambassador Program with Brampton representatives including: Director X, Rupi Kaur, Haviah Mighty, Sasha Leigh Henry and others across creative disciplines.
- Established office space for BAO at 8 Nelson with public access in 2023, as part of a pilot program activating unused space.



KEY PANEL ACHIEVEMENTS

- ✓ Created new employment opportunities with an expanded staff team and intern/co-op placements.
- ✓ Developed and confirmed Mission, Vision and Values statements.
- ✓ Guided the renaming and full rebranding from ACCIDA to BAO, with a community celebration in October.
- ✓ Drafted multi-year strategic goals (2023-2025) in collaboration with staff, the local arts community and working groups.
- ✓ Progressed through incubation goals and met or exceeded targets
- ✓ New programs, partnerships and strategic alliances developed while expanding the resources and offerings of 2021.
- ✓ Updated Council on organizational progress and the needs of the creative sector.
- ✓ Launched the BAO Ambassador Program.
- ✓ Began developing the frameworks and plans for an organizational transition to an independent not-for-profit.
- ✓ BAO became a founding member of the newly formed Association of Arts Councils of Ontario.



PUBLIC PROGRAMMING AND EVENTS

In 2022, BAO held 87 events, workshops and calls for participation, averaging 1.5 activities each week and resulting in a 605% increase in participation compared to 2021. With a mix of online and virtual offerings, 39 events were in person and 37 were virtual.

In addition to our events and workshops, we doubled the number of paid opportunities for Brampton artists (10) compared to the previous year, supporting and highlighting more than 130 artists. We are thrilled to see a 48% increase in applications and 39% more artists selected than the previous year.

The Creative Space Catalogue, an inventory of public spaces with information on more than 200 Brampton sites for arts and cultural activities, was launched. The sites range from recording studios and dance centres to public parks and libraries.

Lastly, we continued to offer free opportunities to local artists and art workers to promote and showcase their work – providing 36 free vendor opportunities at the Brampton Farmers' Market for local artists and arts organizations and highlighting the work of 2SLGBTQ+ artists with multiple community residencies.

CULTURE MASTER PLAN THEMES AND GOALS

- Supporting Success ■ **Resources**
- Developing a Community of Practice ■ **Funding, Space, Talent Development**
- Building Brampton's Identity ■ **Production & Presentation, Promotion**

WORKSHOPS

- ■ Jan 27 How to Develop a Career in Public Art with Steph Boutari
- ■ Mar 08 Power Hour: Artist Taxes
- Mar 15 Brampton Filmmaker Focus Group
- ■ Mar 22 Power Hour: Artist Statements and Bios
- Mar 29 Brampton Filmmaker Focus Group
- Apr 05 Ontario Arts Council Grant Information Session
- ■ Apr 14 Power Hour: How to Document Your Art
- ■ Apr 26 Power Hour: Presenting Your Artwork
- ■ May 10 Power Hour: Taxes for Artists Part 2
- ■ May 11 Artist Community Roundtable with Living Hyphen: Discovering Delight in the Diaspora
- ■ May 12 Ontario Creates Information Session
- ■ May 17 Power Hour: Navigating The Spicy Waters Around NFTs
- ■ May 31 Power Hour: Hosting Accessible Events
- Jun 21 Power Hour: Financial Planning for Artists and Creatives
- Jun 25 Paint Your Produce at Brampton Farmers' Market with Meegan Lim
- Jul 01 Mentor in Residence for Newcomer Artists with Neighbourhood Arts Network
- ■ Jul 12 Power Hour: Setting up a Creative Space
- ■ Sep 13 Supporting South Asians Pursuing the Arts w/ Soch
- ■ Sep 14 Professional Practices for Artists
- Sep 15 Disability Arts Think Tank
- ■ Sep 20 Curating Live Music with Canadian Music Incubator
- ■ Oct 04 Applying for Artist Markets
- Oct 06 Lantern Making Workshop: South West Branch
- Oct 09 Spotify for Artists: Virtual Masterclass
- Oct 12 Lantern Making Workshop: Springdale
- Oct 13 Advance Brampton Fund for Arts Orgs
- Oct 16 Lantern Making Workshop: PAMA
- ■ Oct 25 Power Hour: Developing a Career in the Arts w/ Russna Kaur
- ■ Nov 08 Power Hour: Artist Statements & Bios with Alica Puig
- ■ Nov 09 Reclaiming the Arts in the Age of "Log Kya Kahenge" w/ Soch Session 1
- ■ Nov 14 Grant Writing Clinic Session 1
- ■ Nov 21 Grant Writing Clinic Session 2
- ■ Nov 23 Reclaiming the Arts in the Age of "Log Kya Kahenge" w/ Soch Session 2
- ■ Nov 24 Power Hour: Arts Value Chain with Noora Rizvi
- ■ Nov 28 Grant Writing Clinic Session 3
- ■ Dec 05 Grant Writing Clinic Session 4
- ■ Dec 07 Reclaiming the Arts in the Age of "Log Kya Kahenge" w/ Soch Session 3

EVENTS

- Feb 15 Brampton Filmmaker Focus Group
- ■ Feb 16 PIXEL: Black Artists Live Here Exhibition
- ■ Feb 23 Artist Community Roundtable: Speed Networking
- Feb 24 QT Artist Cabaret: 2SLGBTQ+ Digital Residency Showcase
- Apr 12 Artist Community Roundtable: Speed Networking
- Apr 20 Brampton Film Screening and Networking Night
- Apr 28 Community Town Hall
- May 01 FOLD Festival Virtual Booth
- Jun 10 Luminato Festival: Art in Transit, Brampton GO
- ■ Jun 11 BAO Artist Booths at the Brampton Farmers' Market (Every Saturday through Oct 8)
- Jun 11 Chalk Art Activation at Brampton Farmers' Market with Abiola Idowu
- Jun 11 Luminato Festival: All in Good Time, Loafer's Lake Recreation Centre and Park
- ■ Jun 17 NXNE Next Up Brampton Showcase Concert at The Rivoli
- Jun 22 Big Drum, Born in the North Artist Talk - Art Activation for National Indigenous Peoples' Day
- Jun 30 Artist Community Roundtable: Speed Networking #3
- Jul 01 PIXEL Summer of Love Exhibition
- Jul 07 Brampton Film and Video Networking Event
- Jul 14 Community Town Hall
- ■ ■ Jul 16 Summer Artist Market
- Jul 19 Weaving Collectively Workshop
- Jul 20 Weaving Collectively Workshop
- ■ Jul 21 Loud & Proud: 2SLGBTQ+ Showcase & Open Mic Night
- Aug 18 PIXEL: Summer of Love Exhibition Launch Party
- Aug 25 Brampton Newcomer Day
- Sep 17 Artist Talk with Russna Kaur @ PAMA
- Oct 01 Nature Walk
- Oct 08 Beyond the Plate Exhibition Walking Tour
- Oct 15 Indigenous Curatorial Collective: Speed Beed Networking
- ■ Oct 21 BAO Launch Event
- Oct 27 Art Toronto Booth (Oct 27-30)
- Oct 28 Art Toronto Tour
- ■ Oct 28 BAO x MOCA Performance with Kween Mallika
- Nov 10 BAO Field Trip: AGO
- Nov 17 BAO Field Trip: SIRT
- ■ Nov 18 BAO x MOCA Performance with Kwasi Obeng
- ■ ■ Nov 19 BAO Winter Artist Market
- Nov 30 Town Hall & Holiday Social
- Dec 01 BAO Field Trip: Rose Theatre
- ■ Dec 16 BAO x MOCA Installation with Sabbie Narwhal

CALLS

- Feb 16 PIXEL: Black Artists Live Here Exhibition
- Mar 01 Call for Assessors
- ■ Jun 11 BAO Artist Booths at the Brampton Farmers' Market (Every Saturday through Oct 8)
- ■ Jun 17 NXNE Next Up Brampton Showcase Concert at The Rivoli
- Jul 01 PIXEL Summer of Love Exhibition
- ■ Jul 21 Loud & Proud: 2SLGBTQ+ Showcase & Open Mic Night



2022 PROGRAMMING PARTNERS

Several program partners at the local, provincial and national levels supported BAO's work in 2022. These partners helped BAO strengthen its existing work, broaden its audience, and deepen its impact. Some of these partners include:



2022 BAO CALLS FOR SUBMISSION: PAID OPPORTUNITIES FOR BRAMPTON ARTIST

DATE	CALL	DISCIPLINE	CMP ALIGNMENT
March	Call for Artists: PIXEL: Black Artists Live here	Visual Arts	■ ■ ■
March Ongoing	Call for Assessors	Multi	■ ■ ■
March	Call for Vendors: BAO Artist Booths at Brampton Farmers' Market	Multi	■ ■ ■
March	Call for Vendors: Artist Market at the Rose Theatre	Multi	■ ■ ■
April	Call for Concert Curator: NXNE Brampton Showcase	Musicians	■ ■ ■
July- Sept	Call for Artists: PIXEL: Summer of Love	Visual Arts	■ ■ ■
June	Call for Performers: Loud & Proud: 2SLGBTQ+ Showcase	Musicians & Performers	■ ■ ■
August	Call for Vendors: Winter Market at Alderlea	Multi	■ ■ ■
October	Call for Artists: 2SLGBTQ+ Digital Residency for Writers	Literary Artists	■ ■ ■
November	Call for Artists: PIXEL Brampton Reverb	Musicians	■ ■ ■
TOTAL	3240 participants		■ ■ ■

Supporting Success ■ Resources

Developing a Community of Practice ■ Funding, Space, Talent Development

Building Brampton's Identity ■ Production & Presentation, Promotion

BAO NET PROMOTER SCORE: NEAR EXCELLENT

A net promoter score (NPS) measures participant experience and can help predict organizational growth while measuring customer loyalty and satisfaction.

In 2022, BAO received an NPS of 46, ranking it near-excellent: an improvement on our 2021 score of 27, marking significant improvements in brand growth and customer experience as momentum grows.



MARKETING, COMMUNICATIONS AND AUDIENCE DEVELOPMENT

2022 marked an exciting leap forward as BAO worked to highlight local talent and arts organizations locally and beyond and increase awareness of our programs, resources and services for the local community.

ALL EYES ON BRAMPTON FOR THE BAO LAUNCH

BAO's successful rebrand and launch in October resulted in 22 media stories about the organization and the artists we serve, reaching an audience of more than 17 million (17,406,800)! Features included segments on CBC Our Toronto, Global News Hour, BT Canada Breakfast Television, CTV Your Morning and CBC News Toronto and stories in the Toronto Star and Toronto Life.



KEY MARKETING IMPACTS/HIGHLIGHTS

BAO Newsletter

The newsletter saw an open rate increase of more than 400%, with an above-industry standard open rate of 36-50% and triple the increase in click rate from 2021.

Event Registration

20,458 total Eventbrite page views in 2022 compared to 3,537 in 2021 (a year-over-year increase of 478%), resulting in 3,376 total tickets/registrations compared to 443 in 2021 (a year-over-year increase of 662%).

Instagram

- 55.6% increase in follower growth rate – jumping from 2701 to 4205 followers by the end of 2022.
- Profile visits increased by 95.2%, reaching 479,537 individuals in 2022.
- More of you are commenting and engaging! Comments were up 83.5% in 2022.

Facebook

- 64.9% increase in followers in 2022, with page and profile impressions reaching 1,752,765 – an increase of 738%.
- Total page reach of 1,334,502 in 2022, compared to 196,728 in 2021 – an increase of 578%.
- Post impressions of 59,522 in 2022 compared to 15,552 in 2021 – an increase of 283%.

Twitter

- 43.6% increase in followers in 2022.
- Post impressions of 126,836 in 2022, compared to 31,625 in 2021 – an increase of 301%.

2022 ANNUAL SURVEY RESULTS

In December 2022, Good Roots Consulting supported BAO in conducting an annual community survey for arts organizations, artists and creatives across Brampton – learning more about their artistic practice, current needs, experience with BAO programming and welcomed suggestions for improvement.

Below is a summary of the key findings from the community survey and post-event feedback forms:

- **More than 90%** said BAO facilitators were knowledgeable and helpful; that they gained new insights or perspectives from the session.
- **More than 80%** said that while participating in BAO events, they saw themselves represented, felt included and excited, learned new things and felt motivated to deepen or strengthen their practice.
- **70% agreed or strongly agreed** that BAO has a positive impact on the arts, culture and creative industries in Brampton.
- **96% agreed or strongly agreed** that a strong arts and culture sector is important to quality of life.
- **93% agreed or strongly agreed** that the local arts and culture sector should be well funded and supported financially.

The top five common responses, when asked what was most valuable about participating in BAO events, were:

- building community and connection among artists
- exposure for artists and arts organizations
- learning new information and skills
- networking opportunities, seeing and celebrating diverse artists
- prioritizing inclusion and accessibility

TESTIMONIALS

"It's so exciting to see Brampton come to life with opportunities for creatives, and to do such a great job! Such a great diversity of topics and themes explored in workshops and it's apparent their team cares about the artist community they serve."

"I am so grateful for BAO and all that you are doing for the artist community in Brampton. I have never felt more proud of being a Brampton artist than how I feel now! Seriously, please keep going!"

"I feel reassured that there is an Arts Organization in Brampton whose mandate is to support and advocate for the arts community."

"Honestly, just finally having opportunities in my own city that didn't cost money to apply to has been the greatest part for me so far. It can be pricey, and you've given artists the same opportunities regardless of financial status."

"Instead of finding events and sources outside the city, I can look forward to participating in events and arts in Brampton."

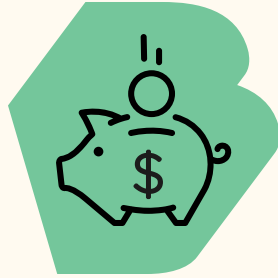
"I felt much more motivated and inspired to continue my dream of pursuing art."

"Honestly just seeing how the value of the arts in Brampton is being spotlighted. In Toronto, you would think there would be a similar progressive and connectedness in the arts scene but this is not so. I feel like Brampton is light-years ahead in terms of vision and growth. I feel proud."

LOOKING AHEAD: 2023 AND BEYOND

Building on a year of significant growth and deepened impacts, and through extensive and ongoing community engagement (Quarterly Town Halls, Artist Focus Groups and Surveying), 2023 will be a milestone year for the organization as BAO transitions to independence.

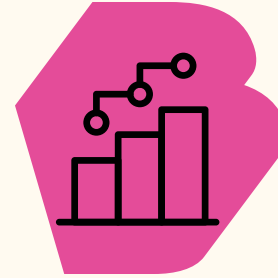
Following community consultations and interviews with City staff across departments, BAO has established key strategic goals for 2023, 2024 and 2025, while continuing to provide programs and services in collaboration with inter and cross-sectoral partners in the areas of:



**FUNDING, FINANCE,
AND INVESTMENT**



**LEADERSHIP, ADVOCACY,
AND INNOVATION**



**SECTOR DEVELOPMENT
AND GROWTH**

BAO'S 2023-2025 KEY STRATEGIC GOALS



1 Increase, leverage and diversify public investment.



4 Set standards for a progressive, inclusive working environment in Brampton.



2 Present programs and resources that empower, celebrate and connect the creative community.



5 Be an accountable, transparent, and financially sustainable organization.



3 Be the trusted voice and impactful advocate for arts, culture and creative industries.

BAO is excited to build on the significant growth and expanded impacts of 2022. We are proud of the positive community feedback received and are certain that 2023 will be another milestone year. BAO's development continues to align with the implementation of the City of Brampton 10-year Culture Master Plan and 2040 Vision and we are pleased that the 2023 City Budget represents a municipal per

capita spend of \$25.08 for arts and culture – a 33% increase from 2018 when the Culture Master Plan was approved. BAO's 2021 Big Brampton Artist Space Survey and 2022 Creative Space Catalogue have helped advocate for the local community's creative space needs and will help shape the planning of a new arts and culture centre in 2023.



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@baobrampton

@baobrampton

@baobrampton

bao@brampton.ca

www.bramptonartsorg.ca

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