ACCIDA

ACCIDA 2021 END OF YEAR REPORT

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Christopher Elizabeth

ABOUT ACCIDA

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

ACCIDA Inaugural Advisory Panel:

- Nuvi Sidhu (Chair)
- Councillor Rowena Santos (Council Representative)
- Jael Richardson (Vice Chair)
- Michael Halls (Treasurer)
- Harman Grewal
- Sumit Judge
- Vijai Kumar
- Jaspreet Sandhu

2021 REPLAY

- Nearly 500 artists participated in online events, programs, information sessions and workshops in 2021 with 96% of attendees gaining new insight and perspective from the events
- $100k was awarded to 75 local artists, musicians and performers through the COVID-19 Recovery Fund for Artists
- Actively participated in the Brampton Farmers' Market including 38 artist and artisan booths and three major chalk-art installations
- Instagram reach increased by 85.6%, Instagram profile visits up by 100.2%, Facebook page reach increased by 55.4%.
- Engaged with nearly 200 artists and arts organizations through the Big Artist Space Survey to assess and begin to address the status of creative space across the city
- Enhanced public art in the community through a range of mediums including digital exhibits in Garden Square and a 3D virtual art gallery
- 13 Artists participated in 2 different versions of the 2SLGBTQ+ Digital Artist Residency
- Collaborated with STEPS to offer Public Art 101 sessions for local artists and businesses
- In partnership with Work in Culture, launched the Growing Creative Careers in Brampton professional development training program
- Have ensured events and resources are free and accessible for all to attend and provide employment opportunities for local artists and arts workers

Ramona Sylvan

STRATEGIC PRIORITIES AND INCUBATION

STRATEGIC PRIORITIES

ACCIDA's first year of development has been directly aligned with the implementation of the Culture Master Plan in addition to the term of council priorities.

2040 Vision:

- ✓ Arts & Culture
- ✓ Jobs & Living Centres

Culture Master Plan:

- ✓ Space
- ✓ Talent Development
- ✓ Production & Presentation

Term of Council Priorities

- ✓ Brampton is a Mosaic
- ✓ Brampton is a City of Opportunities
- ✓ Brampton is a Well-Run City

INCUBATION ACHIEVEMENTS

- ✓ Hired the ACCIDA team including the Senior Program Lead, Programming Coordinator and Audience Development and Marketing Coordinator
- ✓ Established reporting structure and feedback mechanisms for Project Advisor
- ✓ Established financial processes
- ✓ Combined 2020 and 2021 incubation goals, developed incubation work plan and project charter
- ✓ New programs, partnerships and strategic alliances developed and piloted
- ✓ Involved in the development of a new creative arts hub at the Brampton Civic Centre
- ✓ Inaugural Chair and Advisory Panel appointed and work has begun to develop a strategic plan and vision for the future
- ✓ An increased annual budget of $576k

PUBLIC PROGRAMMING & EVENTS

2021 Calls for Artist Participation and Submission:

- Your Artist Story
- Farmers' Market Artist Booths
- PIXEL Digital Art Exhibition
- BIACL Grant Writing Workshop Series
- 2SLGBTQ+ Digital Artist Residency
- 2SLGBTQ+ Digital Residency for Musicians and Performers.

FULL 2022 EVENT LIST

78 workshops, events or artist meetings in 35 weeks
Over 2 events per week on average since launching programming.

Attendance: **459 participants**

Culture Master Plan Themes:

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

Ramona Sylvan

Mar 29		Agency Welcome & Q + A IG Live
Mar 31		Agency Welcome & Q+A / Info Session
Apr 7		Agency Welcome & Q+A IG Live #2
Apr 28		Artist as Entrepreneur Connector Event with the Brampton Entrepreneur Centre
Apr 29		Artist Community Roundtable
May 5		Farmers' Market Call for Vendors (38 artist booths total)
May 26		Artist Community Roundtable: Mental Health & Wellbeing with Broadening Horizons
Jun 1		Your Artist Story Postcard Project Artist Call Launched (20 artist selected)
Jun 24		Newcomer Success Stories Panel Discussion with the Brampton Library
Jun 30		Artist Community Roundtable: Share Your Work
Jul 1		2SLGBTQ+ Digital Artist Residency Call Launched with MOYO (five artists selected)
Jul 6		South Asian Artist Connect Panel Talk with Young Creative Indian Space
Jul 15		FACTOR Music Grants Info Session
Jul 22		'Speak Up Now for the Arts' Brampton Plan Info Session
July 29		Artist Community Roundtable: Land Acknowledgements with Elder Catherine Tammaro
Aug 5		Discover Improv & Acting with Laal Button & The Hive Performing Arts
Aug 10		Brampton Independent Artist Community of Learning Grant Writing Series launched
Augt 12		Art as a Sustainable Practice- Creating Sustainable Artist Livelihoods
Aug 26		Artist Community Roundtable: Space for Artists
Aug 31		ACCIDA Open Studio & Drop in Office Hours
Sep 7		ACCIDA Open Studio & Drop in Office Hours
Sep 14		ACCIDA Open Studio & Drop in Office Hours
Sep 21		ACCIDA Open Studio & Drop in Office Hours
Sep 29		Artist Community Roundtable: Arts Advocacy and Activism with Culture Days
Oct 7		2SLGBTQ+ Digital Artist Residency Public Showcase with Peel Art Gallery, Museum & Archives
Oct 14		Work In Culture: Marketing Matters: Defining Your Value Proposition
Oct 20		Artist Community Roundtable: PLAY!
Oct 21		Work in Culture: Marketing Matters: Defining your Brand & Online Presence
Oct 22		COVID 19- Recovery Fund for Artists Info Session
Oct 28		Work in Culture: Money Matters: Setting up a Financial Plan
Nov 4		Work in Culture: Money Matters: Setting up Fees/ Pricing Strategies
Nov 9		Meet the ACCIDA Advisory Panel Q & A
Nov 14		Indigenous Nature Walk/Workshop at Loafers' Lake
Nov 11		Work in Culture: Networking Matters: Building Relationships & Partnerships
Nov 12		Public Art 101 Workshop for Artists with STEPS
Nov 14		Public Art 101 Workshop for Businesses with STEPS & Downtown Brampton BIA
Nov 15		Public Art for Businesses with STEPS & Downtown Brampton BIA
Nov 18		Work in Culture: Marketing Matters: How to Build and Monetize your Audience
Nov 21		Artist Talk with Meegan Lim & STEPS
Nov 24		Artist Community Roundtable: Feeling Well- Rest & Reducing Stress
Nov 25		Work in Culture: Money Matters: Practical Tips on Preparing Grant Applications
Dec 2		Work in Culture: Administrative Matters: Copyright & Contracts
Dec 9		Work in Culture: Administrative Matters: Finding Space
Dec 16		Work in Culture: Takeaways + Your Pitch to Partners

20 FARMERS' MARKET EVENTS

+ FIVE GRANT WRITING WORKSHOP MEETINGS

+ EIGHT 2SLGBTQ+ DIGITAL ARTIST RESIDENCY MEETINGS

EVENTS & PROGRAMS REVIEW

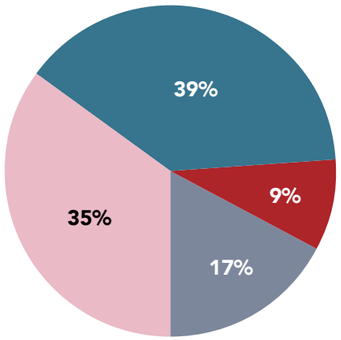
In 2021, ACCIDA sent out six evaluation surveys to over 200 event participants for feedback. Twenty-two responses were returned.

While this is a small data set that cannot represent all attendees, it is still useful in obtaining a snapshot of participant sentiment. In 2022, ACCIDA will focus on developing standardized frameworks for evaluation to ensure that sufficient information is collected, and that it is cross tabulated across all events and programs.

Abiola Idowu

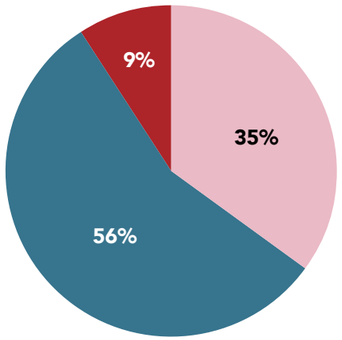
PARTICIPANT SATISFACTION RATES

This Session Met my Expectations



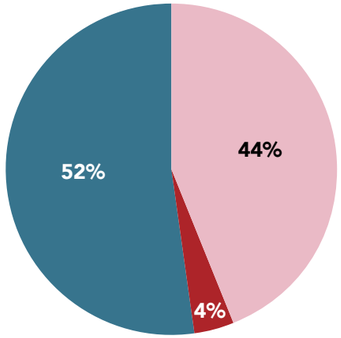
74% of respondents either agreed or strongly agreed that the ACCIDA session they attended met their expectations.

The Length of the Session was Satisfactory



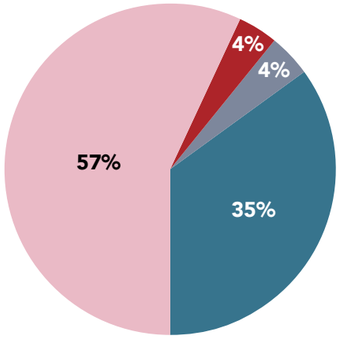
For 91% of respondents, the length of the sessions they attended were satisfactory.

I Gained New Insights or Perspectives from the Session



96% of respondents gained new insights or perspectives from attending one or more of ACCIDA's events.

I was Satisfied with the Registration Process



92% of respondents were satisfied with the registration process.

- Agree
- Disagree
- Neutral
- Strongly Agree

Lady Pista

BIG BRAMPTON ARTIST SPACE SURVEY

In September 2021, ACCIDA launched the Big Brampton Artist Space Survey to assess the space needs of the local arts community. In total, 30 local artist organizations and 160 individual artists and creatives provided their feedback. The quantitative and qualitative feedback received will go on to help shape a Creative Space Strategy and Action Plan in collaboration with Cultural Services in 2022. The survey highlights the explicit need for more creative spaces in Brampton for the creative sector.

Key Findings:

- BIPOC artists in Brampton are most in need of support regarding the creative space crisis
- None of the organizations that responded were satisfied with the current availability and suitability of artist space in Brampton
- The majority of organizations (62%) and individuals (50%) are either very dissatisfied or somewhat dissatisfied with current space availability
- Performance, art creation and exhibition are the highest listed activities that require physical space
- Performance spaces, artistic studios, and community spaces are desirable for both Organizations and Individuals
- Very few BIPOC and equity—seeking individuals belong to an arts organization, despite 90% of organizations prioritizing equity-seeking groups

TESTIMONIALS

"ACCIDA and its staff have shown a deep desire to celebrate diverse culture and art, bolstering community engagement in Brampton and across Canada. We're excited to continue collaborating on important socio-cultural resources fostering South Asian and broader BIPOC cultural inclusivity."

- The Young Creative Indian Space

"As a Brampton artist I was very thrilled to see what ACCIDA will bring to Brampton and the experience so far has been wonderful. From chatting with Michael in person to joining the monthly artist roundtable events I am very impressed to see all the programs that ACCIDA is already starting to undertake in such a short time. Creation of ACCIDA is a much-needed step in the right direction for growing a diverse arts scene in Brampton and I am very pleased to see that the leadership understands the needs of the artists in the city and is very quick in taking necessary action. I am full of hope for the next few years and excited to be involved as more work of ACCIDA unfolds."

- Sunny Chahal

"ACCIDA is making huge strides in re-integrating and re-connecting the arts community in Brampton. It's good to have a collective arts voice back in Brampton again!"

- Brampton Folk Club

"Brampton has proven in many areas of the arts that we're a city bursting with talent and to finally see a dedicated group acknowledge and support these talents is a dream come true. ACCIDA has their finger on the pulse of the arts community of Brampton and I'm so excited to see them make my hometown the number one city in the country for arts and entertainment".

- Tremayne Stayoutlate

"Before this agency there was a huge gap in supporting artists in Brampton. ACCIDA is listening and responding to the needs of artists to create change that will build a vibrant arts and culture community in Brampton."

- Ashley Beerdat, Artist

Amber Kierstead

Gaurav Saini

2022 NEXT STEPS

- To create a fulsome Communications Strategy for 2022 including specific updates to the newsletter and ACCIDA website
- Incorporate targeted brand campaigns and messaging to educate people on what ACCIDA is to continue to build awareness in the arts community
- Work collaboratively with artists and program partners to increase reach and online engagement
- Create custom social media audiences to target those interested in the arts and the agency
- Continue to work in collaboration with the City of Brampton's Strategic Communications team to further promote ACCIDA resources and programming
- Continue to review and update the public artist call process to ensure it is as equitable, transparent and accessible as possible
- Development of dedicated working groups and committees for the Advisory Panel

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ARTS CULTURE & CREATIVE INDUSTRY
DEVELOPMENT AGENCY

BRAMPTON