



President's Report 2021

- 1 Economic
- 2 Spatial
- 3 Digital
- 4 Operations+



Share well.
Vivez bien.

2014 to 2023



Economic justice
(pandemic response)



Highlights

I LOST 
MYGIG

J'AI PERDU 
MON CONTRAT

Economic justice
(pandemic response)

I Lost My Gig Canada

- National knowledge seeking and mutual aid ecosystem building in response to the pandemic in the artistic, creative, cultural, and tourism industries
- 1,037 validated responses to *COVID19 Impact Survey*
- 7,895 members in mutual aid network all 13 provinces and territories in Canada, plus 41+ other countries (USA, UK, Australia, Germany, Brazil, Mexico, France, Netherlands, Belgium, Austria, New Zealand, India, and others)
- 1.56 million marketing and media impressions (+60%)

Highlights

**ILOST
MYGIG**

**COVID-19
IMPACT
SURVEY**

Aug 15, 2020

PREVIEW

GIGS LOST OR AT-RISK *

1,037
respondents

29,232
total

35
avg / person

INCOME LOST OR AT-RISK *

\$20,733,456
total

\$25,040
avg / person

* Estimated impacts from lost or at-risk gigs, bookings, and jobs in arts, culture, heritage, tourism, or creative industries in 2020 due to COVID-19, including postponements (likely to occur in 2020), cancellations (beyond the end of 2020), and unknown (unclear if it will go ahead in 2020).

GIGS (lost or at-risk by region)

	BC	AB	MB-SK	ON	QC	Atlantic
Total	4,764	3,203	3,117	8,302	2,932	2,265
Average	29	27	56	24	46	32

\$ INCOME (lost or at-risk by region)

	BC	AB	MB-SK	ON	QC	Atlantic
Total	\$4.2m	\$3.4m	\$1.2m	\$7.7m	\$1.4m	\$1.5m
Average	\$25,240	\$28,170	\$21,610	\$22,450	\$22,190	\$21,340
Respondents	166	119	56	342	64	71

Timing of lost or at-risk gigs/income in 2020

	Jan to Jun	Jul to Dec	Mixed
Gigs	30%	22%	48%
Income	40%	20%	40%

GIGS / \$ INCOME
(lost or at-risk, by top 5 cities)

	Gigs total	Income total	Gigs avg	Income avg	\$ / GIG
Toronto, Ontario	2,879	\$3.8m	17	\$22,130	\$1,300
Vancouver, British Columbia	2,872	\$2.6m	34	\$31,300	\$920
Montréal, Québec	2,807	\$1.2m	56	\$23,550	\$420
Edmonton, Alberta	1,651	\$1.1m	41	\$27,330	\$665
Calgary, Alberta	577	\$1.0m	12	\$19,720	\$1,640

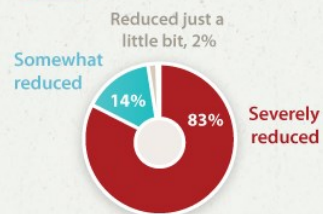
GIGS / \$ INCOME
(lost or at-risk, by selected occupations)

	Gigs avg	Income avg	\$ / GIG
Producers, directors, choreographers, and filmmakers	14	\$24,120	\$1,700
Musicians and singers	57	\$21,365	\$375
Actors and comedians	14	\$21,640	\$1,540
Visual artists (painters, sculptors, and other visual artists)	15	\$17,250	\$1,150
Artisans and craftpersons	73	\$32,030	\$440
Arts or cultural managers (any type)	16	\$21,310	\$1,330
Technical occupations (any type)	37	\$41,770	\$1,130

96% are stressed about impacts on their arts/culture-related income



100% expect arts/culture-related income will be reduced



SOURCE: Early results from I Lost My Gig Canada COVID-19 Impact Survey with 1,037 completed responses from Mar 30 to Aug 15, 2020. I Lost My Gig Canada is an initiative of ArtsPond and partners, with analysis from Hill Strategies Research

artspond
étangd'arts

HILL
STRATEGIES
RESEARCH

Cultural heritage, museums, galleries, 2%
Tourism, 2%
Literary arts, 2%
Sound recording and music publishing, 1%
Creative industries, professional support, other, 5%

PROFILE

69% Self-employed

42% Earned less than \$20,000 from the arts, culture, or related activities in 2019

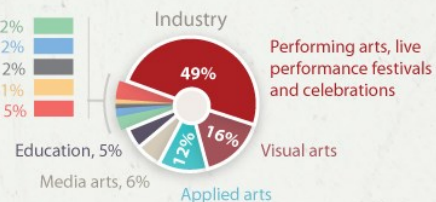
13 Provinces and territories represented

68% Women

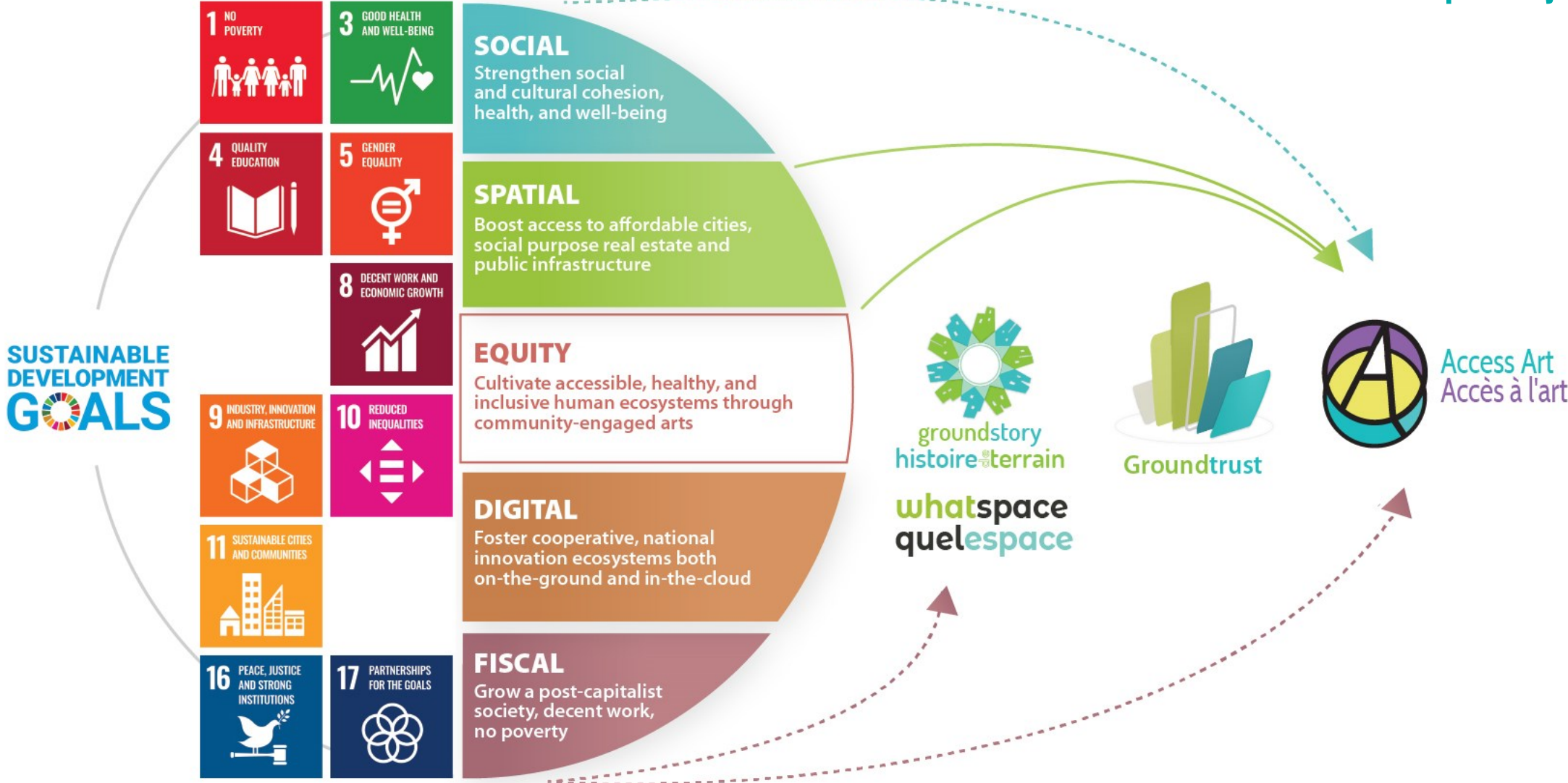
\$30,597 Average arts-related income in 2019

25% Racialized groups, new Canadians, persons who are Deaf or with a disability

41% Involved in community-engaged arts



**Economic justice
(pandemic response)**



The logo for 'whatspace quelespace' is displayed. 'whatspace' is in a bold, dark grey font, with 'what' in green and 'space' in dark grey. 'quelespace' is in a bold, teal font, with 'quele' in dark grey and 'space' in teal. The logo is positioned on a light grey background with a diagonal split: the top-left triangle is teal and the bottom-right triangle is green.

whatspace
quelespace

Groundstory knowledge stewarding

- 785 resource views of *Groundstory* culminating knowledge seeking resource, *What Space: Spatial precarity, gentrification, and the arts*
- Produced *This Space: Lessons from the Landscape*, an online webinar on spatial justice with guest speakers from Canada, USA, and Europe, including Creative Land Trust, Community Arts Stabilization Trust, Faith and the Common Good, Build a Better Bloor-Dufferin, ArtsBuild Ontario, Long Winter, Reflex Urbanism, Black Urbanism TO, Parkdale Neighbourhood land trust, Ryerson University, and others)
- Secured funding to launch feasibility study for proposed *Groundtrust* cultural land trust in Winter 2022



Access Art
Accès à l'art

Access Art knowledge seeking

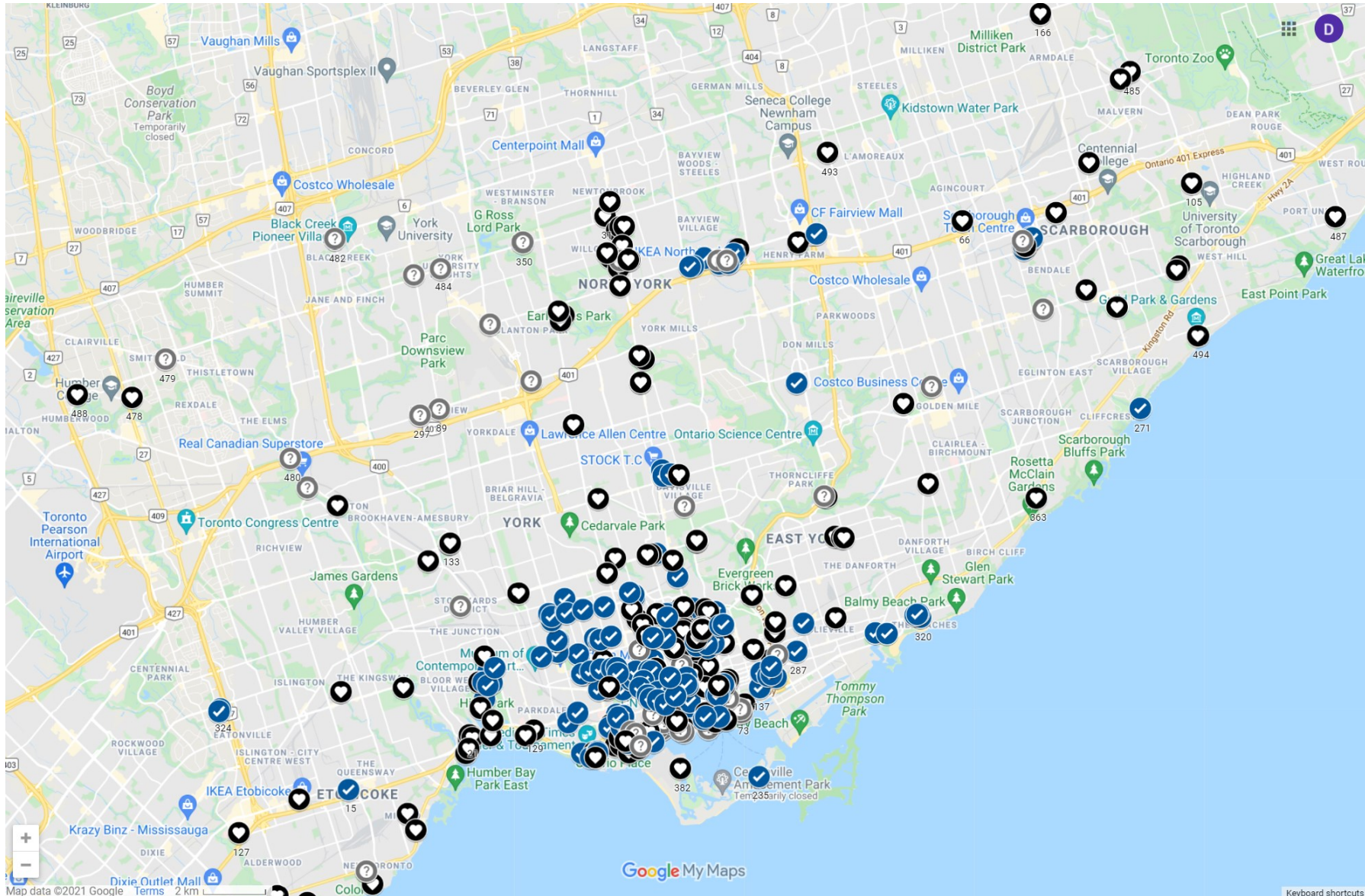
- Collaborative design thinking workshops with disability arts workers in the GTA to expand understanding of who shapes and enjoys the benefits of creative public spaces
- Explore ways to evaluate the accessibility of public art from physical and sensorial perspectives
- Disability arts workers visit public art spaces in GTA, record 360 images, detailed metadata on their accessibility including visual descriptions
- Partnership with producer Devon Ostrom, with funding from Canada Council for the Arts' Digital Strategy Fund and City of Toronto's ArtworkTO: Toronto's Year of Public Art 2021-22

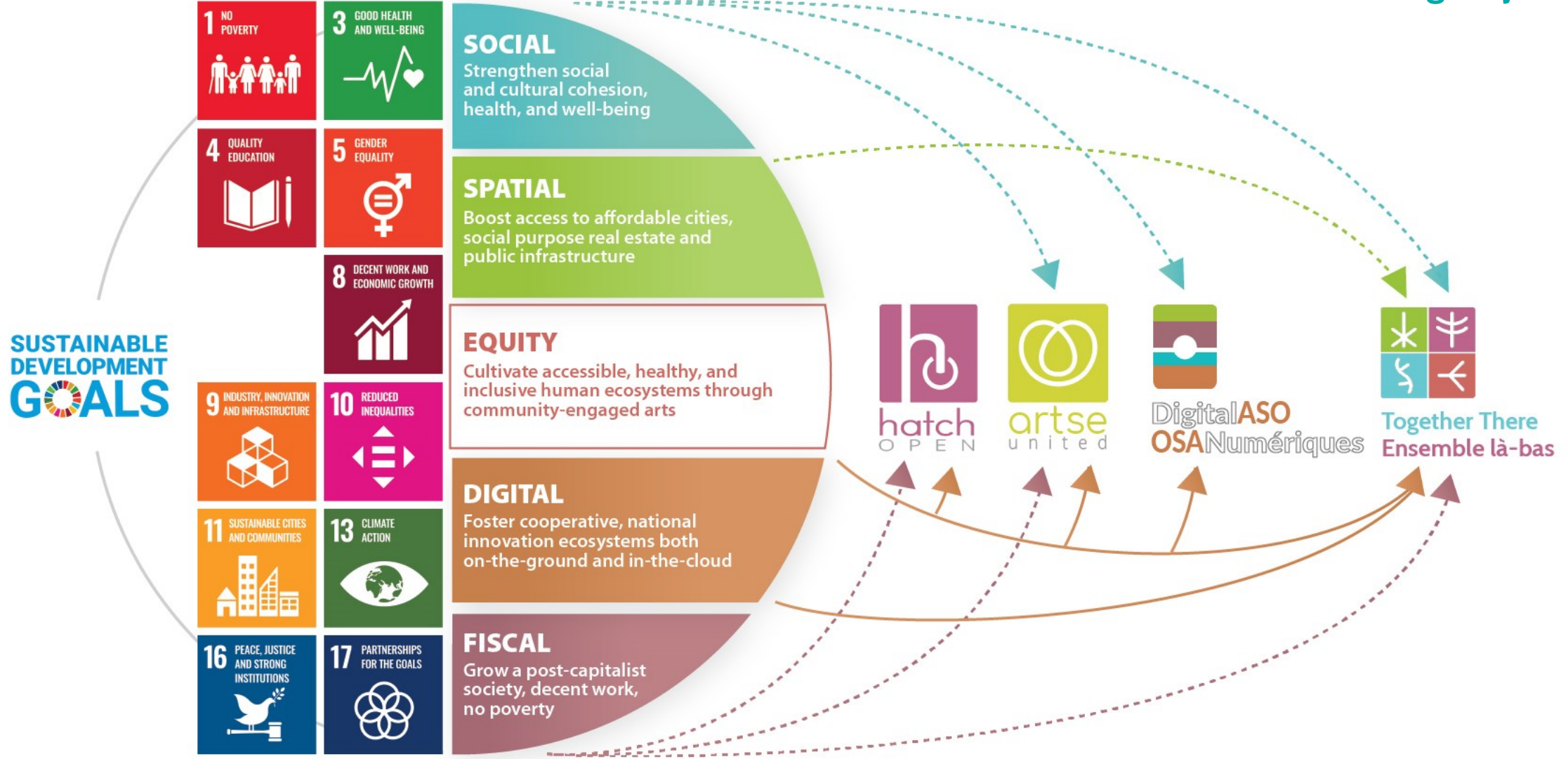
Highlights



Access Art
Accès à l'art

Spatial justice







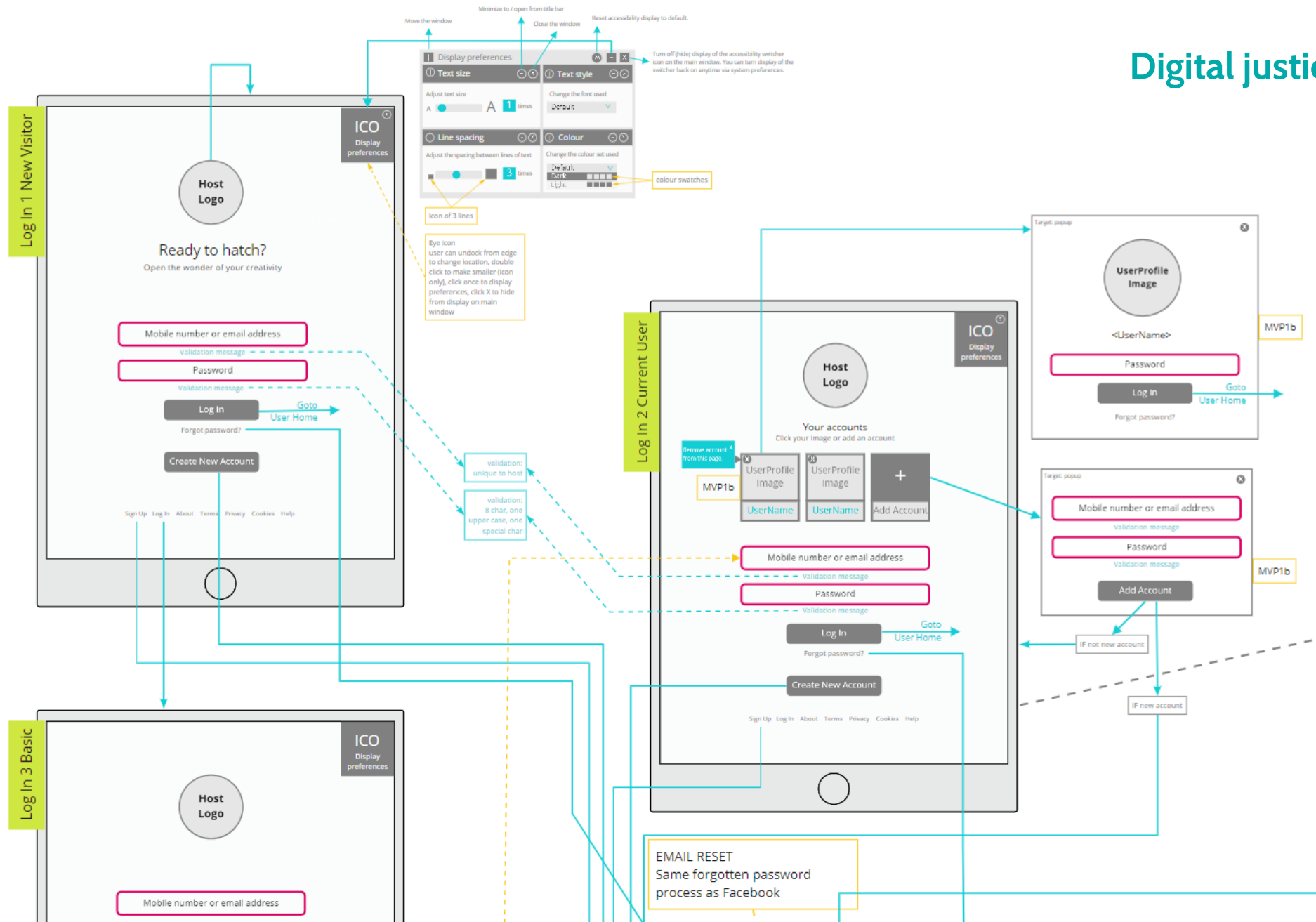
Hatch Open tech development

- Wireframing in-progress for major modules including user account and profile creation, accessibility, financial management (budgeting/goal setting, invoicing, payment processing)
- Design of financial chart of accounts nearly complete
 - 4,875+ accounts for all disciplines in the artistic, creative, cultural industries
 - Includes groupings for individuals, families, and organizations (nonprofits, charities, cooperatives, partnerships, collectives, SMEs, sole proprietorships, and other for-profits)
 - Account mapping available to GIFI General Index of Financial Information(Canada Revenue Agency) and CADAC Canadian Arts Data, mapping in progress to T1 General, T2 Corporate, T3010 Charities

Highlights



Digital justice



Highlights



Hatch Open

Financial chart of accounts and routing

Chart detail				GIFI Routing			CADAC Routing		Profiles			
Account	Parent	Medium account name	Account description	Account	Parent	Account name	Account	Account name	Basic-1	Simple-2	Moderate-3	Advanced-4
- 100100		Assets	Total business current and long-term assets, including cash and cash equivalents, accounts receivable, taxes receivable, other current assets, long-term investments, capital and fixed assets, intangible assets, inventory, creative works and productions assets, funds and reserves, and other long-term assets	2599	*	Total assets			1	2	3	4
- 100200	100100	Current assets	Total business current assets that can or are expected to be converted to cash within 12 months or less, including cash and cash equivalents, accounts receivable, taxes receivable, and other current assets	1599	2599	Total current assets	6260	Current assets				4
- 100250	100200	Cash, deposits, and cash-like equivalents	Total business current cash, cash equivalents, and cash-like instruments that can or are expected to be converted to cash within 12 months or less, including bank accounts, petty cash, clearing accounts, cash suspense, and other cash accounts	1000	1599	Cash and deposits			1	2	3	4
- 100300	100250	Cash on hand	Total business current assets from cash on hand that can or are expected to be converted to cash within 12 months or less, including petty cash, cash floats, and other cash on hand	1001	1000	Cash			1	2	3	4
100310	100300	Cash: Petty	Business current assets from cash on hand petty cash accounts that can or are expected to be converted to cash within 12 months or less	1001	1000	Cash				2	3	4
100320	100300	Cash: Floats	Business current assets from cash on hand cash floats accounts that can or are expected to be converted to cash within 12 months or less	1001	1000	Cash				2	3	4
100999	100300	Cash: Other cash on hand	Business other current cash on hand accounts that can or are expected to be converted to cash within 12 months or less	1001	1000	Cash				2	3	4
- 101000	100250	Deposits in banks (home country)	Total business current assets from cash deposits in banks and financial institutions located in user's home country that can or are expected to be converted to cash within 12 months or less, including chequing (checking), savings, and money market accounts, certificates of deposit, managed and self-directed investing accounts, tax-free savings, bingo, lottery, in-trust, and credit union accounts, central deposits (credit unions only), foreign currency accounts, and other related deposits	1000	1599	Cash and deposits			1	2	3	4
101010	101000	Bank: Chequing accounts	Business current assets from deposits and other cash transactions to chequing demand deposit accounts and other equivalent accounts in banks and other institutions located in the user's home country that can or are expected to be converted to cash within 12 months or less	1002	1000	Deposits in Canadian banks and institutions – Canadian currency				2	3	4

Digital justice

Highlights

Digital justice



hatch
OPEN



GIFI General Index of Financial Information

Routing to Hatch Open Financial Chart of Accounts

GIFI chart detail					Hatch Open Routing	GIFI report detail		
Account	Parent	Account name	GIFI Include	Exclude	Account	Statement	Account	Section
2599	*	Total assets	1599, 2008, 2009, 2178, 2179, 2589, 2590		10000	Balance sheet	Assets	
1599	2599	Total current assets	1000, 1060, 1061, 1120, 1180, 1240, 1300, 1310, 1360, 1380, 1400, 1460, 1480		10010	Balance sheet	Assets	Current assets
1000	1599	Cash and deposits	1001, 1002, 1003, 1004, 1005, 1006, 1007		10025, 10150, 10300, 10450, 13220, 13280, 13290	Balance sheet	Assets	Current assets
1001	1000	Cash			10050, 10460, 10470, 10480, 10510, 10600	Balance sheet	Assets	Current assets
1002	1000	Deposits in Canadian banks and institutions – Canadian currency			10160, 10170, 10180, 10190, 10200, 10210, 10220, 10230, 10240, 10250, 10299	Balance sheet	Assets	Current assets
1006	1000	Credit union central deposits (credit unions only)			10260	Balance sheet	Assets	Current assets
1003	1000	Deposits in Canadian banks and institutions – Foreign currency			10270	Balance sheet	Assets	Current assets
1004	1000	Deposits in foreign banks – Canadian currency			10310	Balance sheet	Assets	Current assets
1005	1000	Deposits in foreign banks – Foreign currency			10320, 10449	Balance sheet	Assets	Current assets
1007	1000	Other cash-like instruments			10490, 10500, 10599	Balance sheet	Assets	Current assets
1060	1599	Accounts receivable	1062, 1064, 1066, 1067, 1068, 1069, 1071, 1073		10800	Balance sheet	Assets	Current assets
1062	1060	Trade accounts receivable			10810, 10820, 10830, 10840, 10850, 10860, 10870, 10999	Balance sheet	Assets	Current assets
1064	1060	Trade accounts receivable from related parties			10920, 10950	Balance sheet	Assets	Current assets
1066	1060	Taxes receivable			11200	Balance sheet	Assets	Current assets
1067	1060	Interest receivable			10880	Balance sheet	Assets	Current assets
1068	1060	Holdbacks receivable			10890	Balance sheet	Assets	Current assets
1069	1060	Leases receivable			10900	Balance sheet	Assets	Current assets
1071	1060	Accounts receivable from employees			10910	Balance sheet	Assets	Current assets
1073	1060	Amounts receivable from members of NPOs			10930, 10940	Balance sheet	Assets	Current assets
1061	1599	Allowance for doubtful accounts	1063, 1065, 1070, 1072		11000	Balance sheet	Assets	Current assets
1063	1061	Allowance for doubtful trade accounts receivable			11010, 11199	Balance sheet	Assets	Current assets
1065	1061	Allowance for doubtful trade accounts receivable from related parties			11020	Balance sheet	Assets	Current assets
1070	1061	Allowance for doubtful amounts contained in leases receivable			11030	Balance sheet	Assets	Current assets
1072	1061	Allowance for doubtful accounts receivable from employees			11040	Balance sheet	Assets	Current assets
1120	1599	Inventories	1121, 1122, 1123, 1124, 1125, 1126, 1127		11550	Balance sheet	Assets	Current assets
1121	1120	Inventory of goods for sale			11570, 11630, 11670, 11680, 11790, 11799, 11810, 11870, 11910, 11920, 11930, 12049	Balance sheet	Assets	Current assets
1122	1120	Inventory parts and supplies			11580, 11640, 11650, 11660, 11820, 11880, 11890, 11900	Balance sheet	Assets	Current assets
1123	1120	Inventory properties			11590, 11830	Balance sheet	Assets	Current assets
1124	1120	Inventory of aggregates				Balance sheet	Assets	Current assets
1125	1120	Work in progress			11600, 11840	Balance sheet	Assets	Current assets



Artse United coop development

- Phase 1 financial management and impact investing platform coop powered by *Hatch Open*
- Preliminary thought residency with equity-seeking artists from visual, performing, and disability artists, in collaboration with WorkInCulture, Ontario Co-operative Association, Inclusive Design Research Centre @ OCADU
- Further community consultations are needed in 2022+
- Major structural components currently include:
 - **Workers** (creators, producers)
 - **Consumers** (clients, audiences, donors, funders)
 - **Directors** (founders, staff, governors/board)

Highlights

Digital justice



Knowledge Framework

- Summary of themes, insights, wisdom, and other gifts shared during online knowledge seeking consultations with arts workers in Western, Northern Canada, and Ontario in 2020 and 2021
- Additional roundtables to come in 2022 in Central, Atlantic Canada, Maritimes, and Quebec





So Far

- Final knowledge report to be published in Spring 2022
 - Manifesto outlining a vision for a positive digital future based on *DigitalASO Knowledge Framework*
 - Detailed introduction to Knowledge Framework with quotes and examples from *DigitalASO* roundtables
 - Case studies of local, national, and international ecosystems and alliances to advise visioning of proposed *Digital Arts Services Alliance*
 - Full versions in English and French
 - Selected summaries available in Indigenous languages
 - Youth interns included Humber, York, and U of Toronto



Ecosystems Map

- Early conceptual design thinking workshops for ecosystems mapping software with students from University of Toronto's iSchool
- Hired 3 youth for more detailed design of user journeys, accessibility protocols, and wireframing of geographic and semantic mapping of assets for digital champions and people in need (projects, stories, perspectives, knowledge resources, artworks)
- *Ecosystems Map* + *Access Art* semantic and geographic mapping visualizations to become modules of *Hatch Open*





Together There Ensemble là-bas

Together There pre-planning

- \$495,000 multi-phase funding received from Canada Council for the Arts' Digital Strategy Fund for 2-year creative thought residency on digital justice with racialized (Indigenous, Black, other people of colour), outside the core (suburban, rural, remote), and disability arts workers
- Project launch deferred from Summer 2021 to Winter 2022 due to family challenges for staff
- Seeking additional funding to expand focus from digital justice only to include economic, ecological, spatial justice and other issues

3.1M **+14%**

Total marketing and media impressions

13K **+5%**

Total subscribers, members, fans, and followers

20K **+101%**

Total educational resource views and downloads

1.3K **+5%**

Total posts, articles, and videos

763 **+11%**

Total event participants and attendees

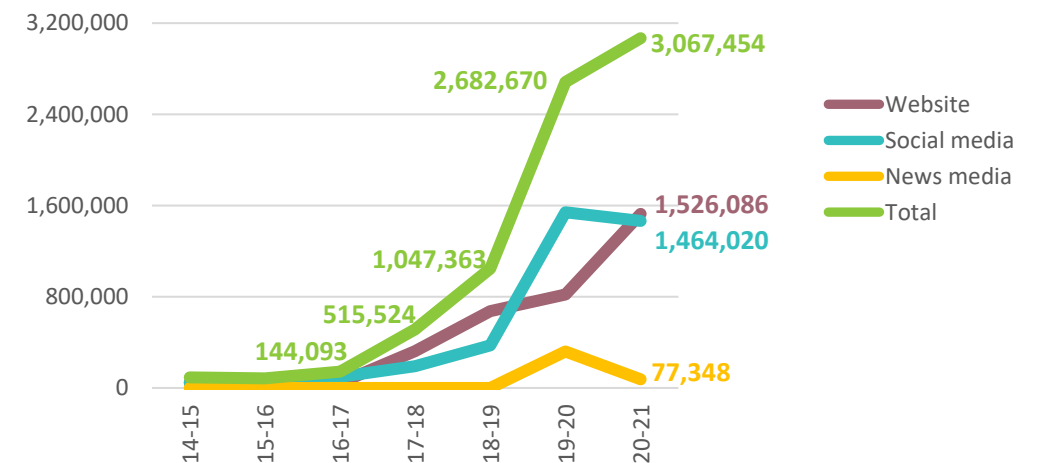
173 **+18%**

Total countries reached
(79% Americas, 11% Europe, 5% Asia, 5% Other/unknown)

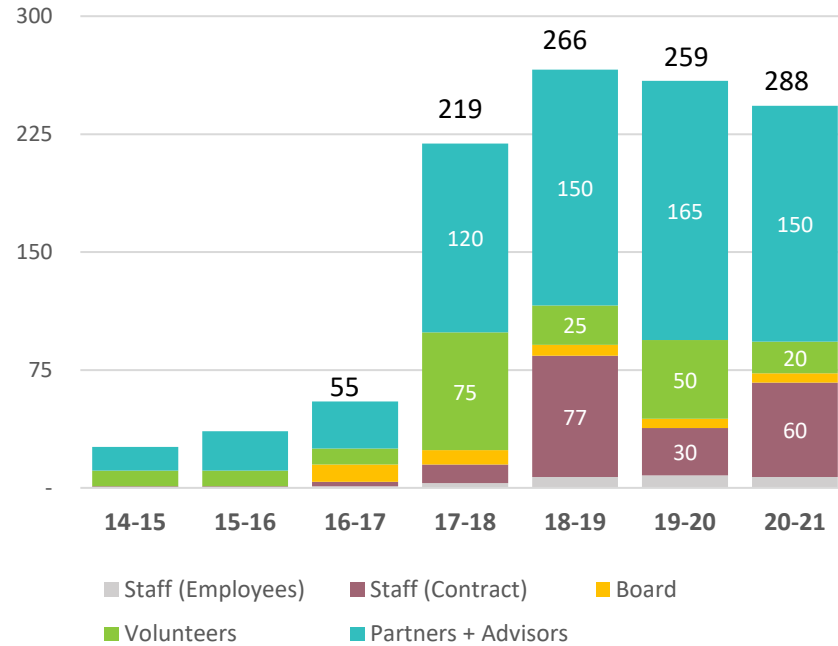
13

Total Canadian provinces and territories engaged

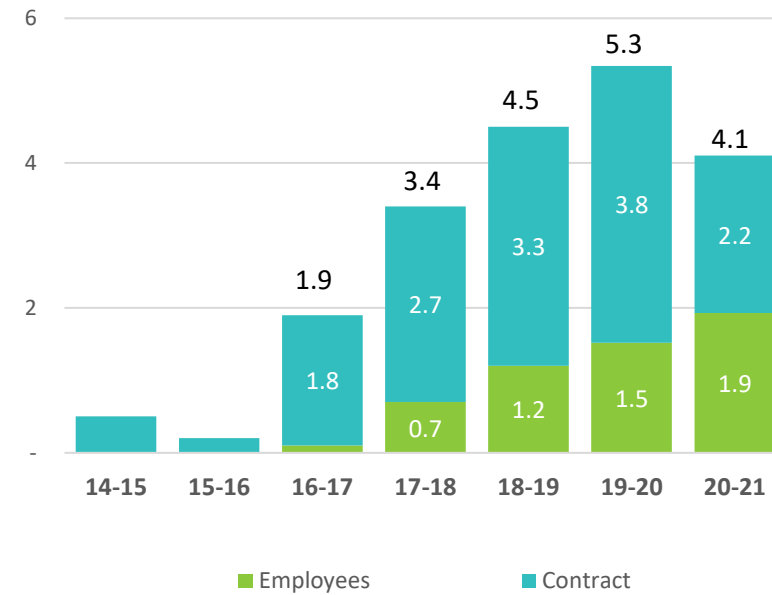
Impressions (2014 to 2021)



Human Resources (#)

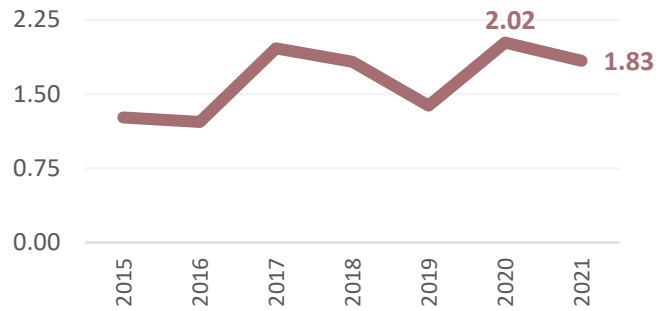


Human Resources (FTE)



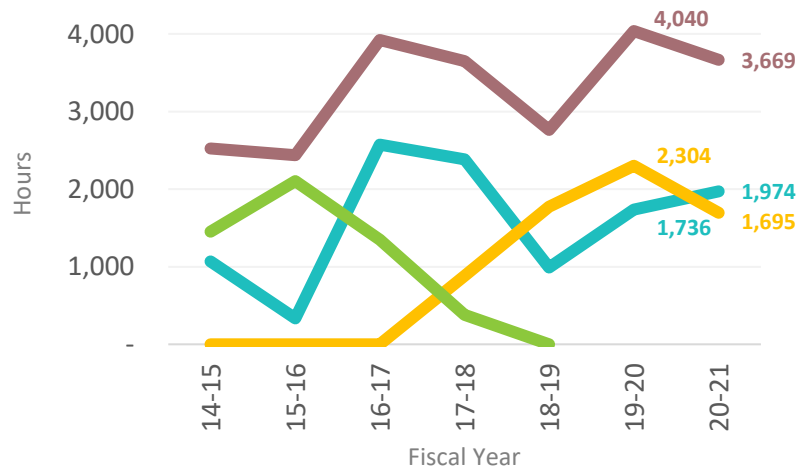
Founder Sweat Equity Ratio

Hours Worked / Regular FT Hours (2,000 hrs/yr)



Founder Hours Worked

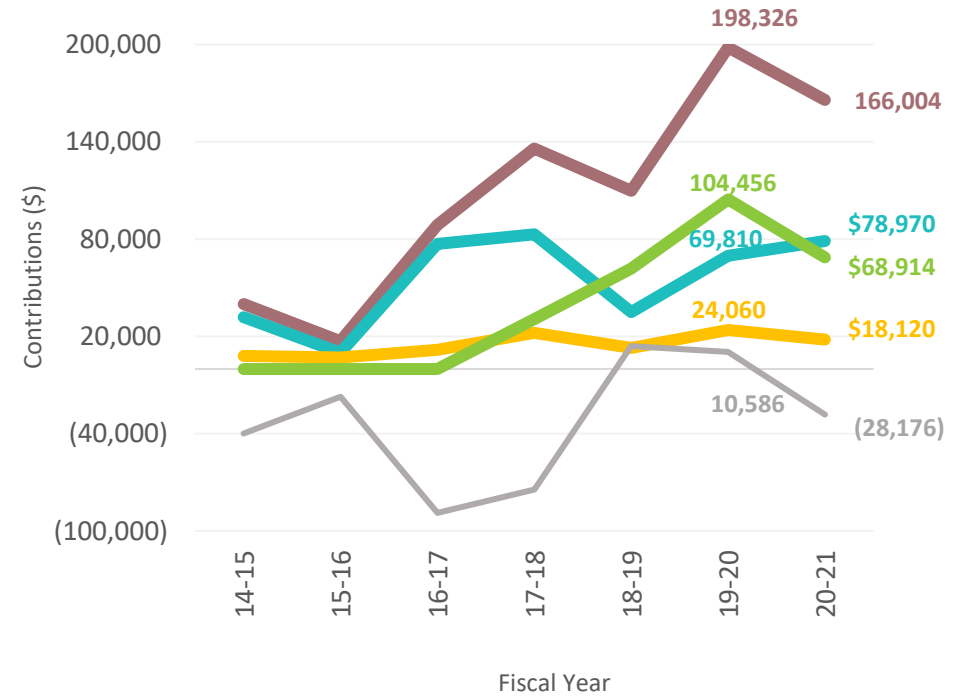
[2015 to 2021 actual]



- Total hours worked
- Contributed hours (in-kind), ArtsPond
- Compensated hours (cash), ArtsPond
- Other employment hours, non-ArtsPond

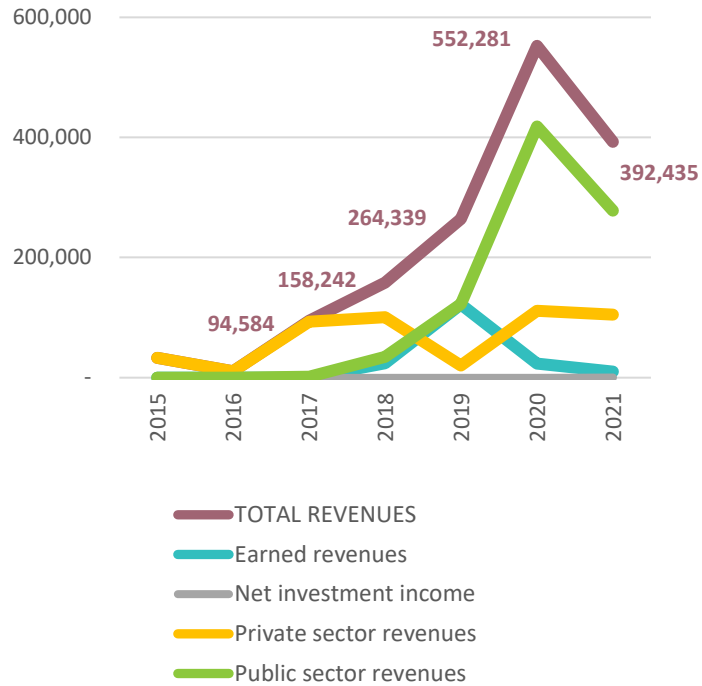
Founder Contributions + Compensation (\$)

[2015 to 2021 actual]

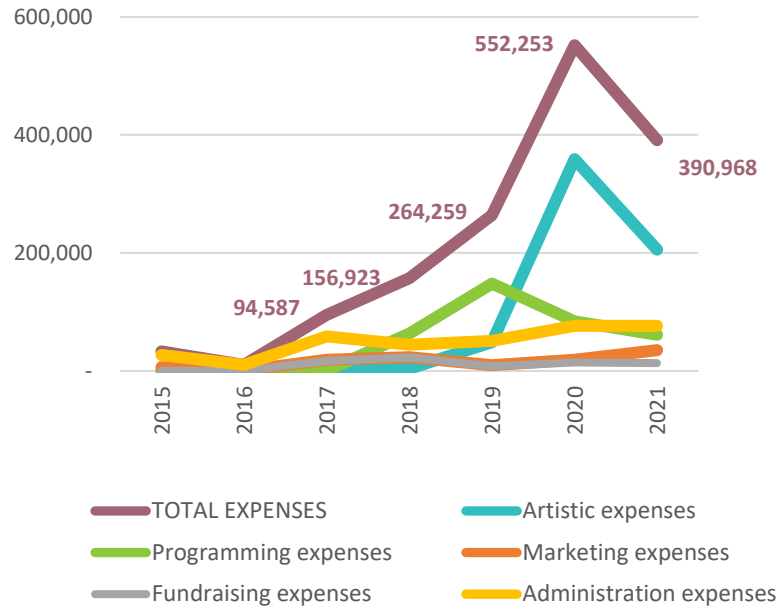


- Compensated (cash) plus contributed (in-kind) fees and expenses
- Contributed fees (in-kind)
- Contributed expenses (in-kind)
- Compensated fees (cash)
- Compensated (cash) less contributed (in-kind) fees and expenses

Total Revenues

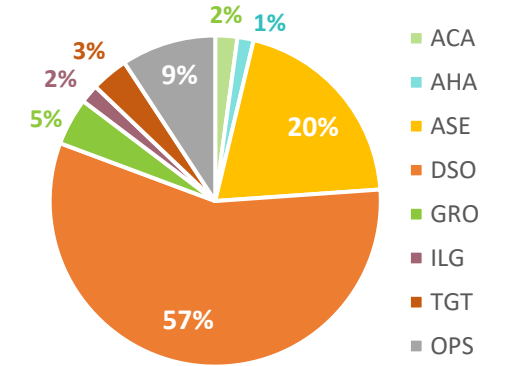


Total Expenses

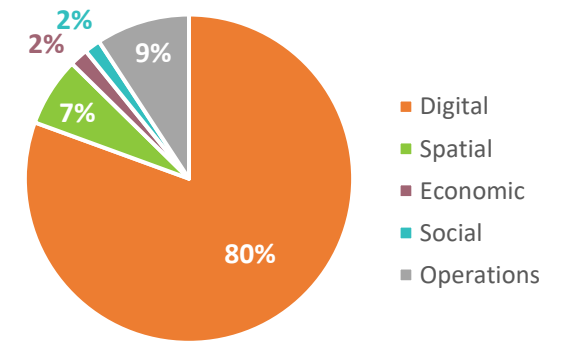


Operations+

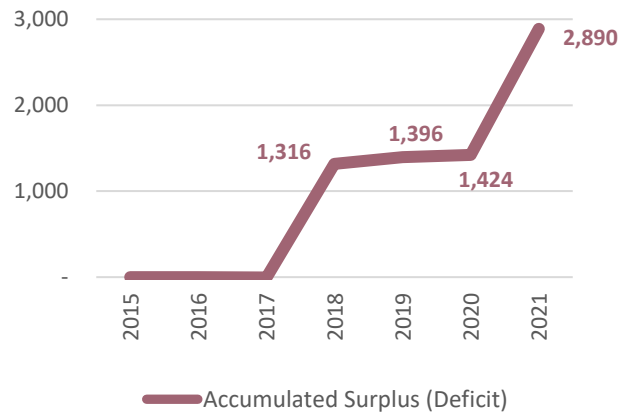
Revenues by Project (2021)



Revenues by Justice (2021)







Accumulated Surplus



Elements of Caring Enterprise (Draft in progress)

Rebranding prior to second decade strategic plan (2024-2033)

Operations+

			Individual (personal)	Collective (community)	System (planet)
	Create	Centering values of artistic wisdom that foster social cohesion and well-being for the public good	Readiness to explore and listen	Readiness to support and empower	Readiness to change and lead
	Engage	Amplifying attitudes that nurture the vitality of diverse cultural economies	Courage Action	Humility Ecology	Honesty, Respect Equity, Culture
	Share	Deepening beliefs in cooperative systems that bolster access for equity-seeking groups	Wisdom Process	Love Justice	Truth Impact
	Care	Realizing behaviours that sustain ecosystems of care in human, digital, and natural life	IRL (real human life)	URL (virtual life)	NRL (natural life)
	Change (Justice)		Social Economic	Accessibility Digital	Spatial Ecological
	Journey		TBA Cultivate courage to process and nurture personal wisdom beyond the surface of life by exploring and tuning into human acts of creative self-expression.	TBA Foster humility to love others and strengthen collective human justice beyond established norms by supporting and empowering access to and for diverse human ecologies, virtual and real.	TBA Deepening honesty to respect and care for complex truths and cultures necessary to change and lead more equitable impacts on human, digital + natural life.
	Support		TBA What support do the other streams (collective, system) need or provide to care for the journey of the individual?	TBA What support do the other streams (individual, system) need or provide to care for the journey of the collective?	TBA What support do the other streams (individual, collective) need or provide to care for the journey of the system?
	Initiatives		aHal , Hatch Open, Groundstory	AccessArt, Artse United, DigitalASO, I Lost My Gig Canada	Together There, Groundtrust

Elements of Caring Enterprise (Draft)

ArtsPond / Western
(Social Innovation)
Teachings

Operations+



Elements of Caring Enterprise (Draft)

ArtsPond / Western
(Social Innovation)
Teachings

Applied to two spatial
justice projects:
Groundstory and
Groundtrust

Operations+

