



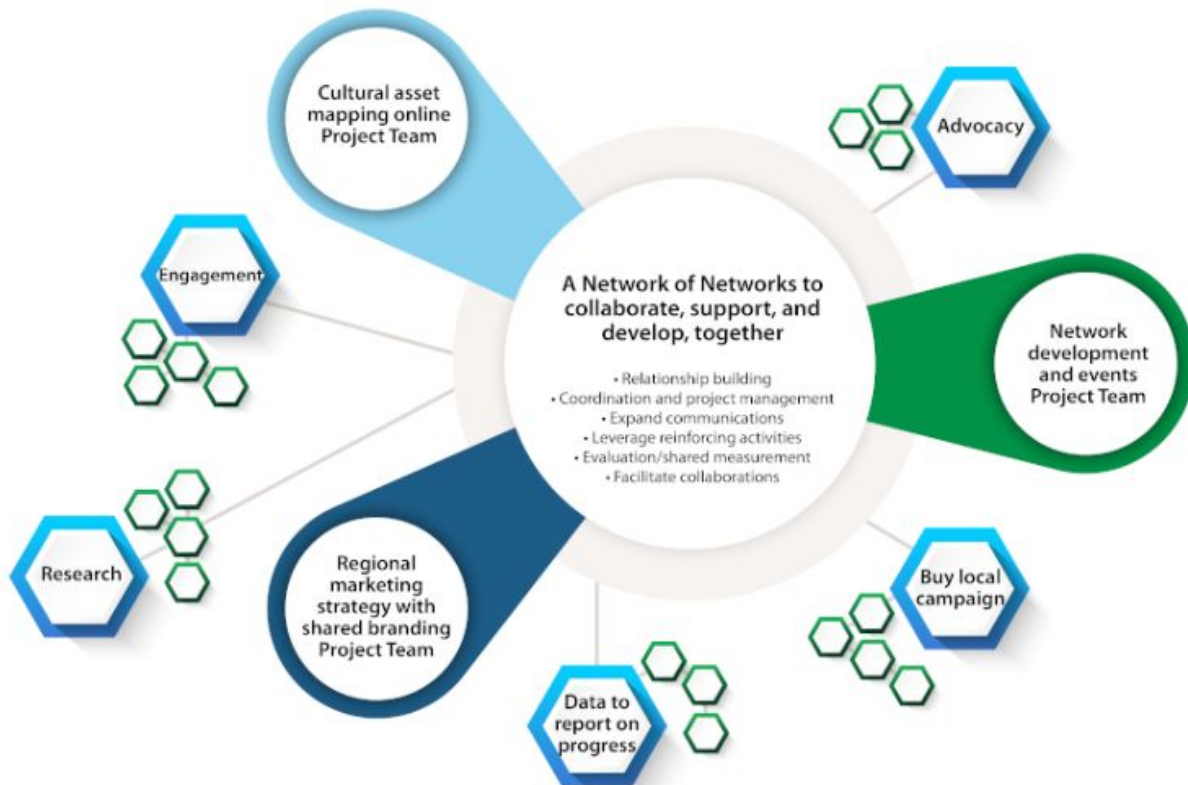
SOUTH GEORGIAN BAY  
ARTS NETWORK

# Power of Arts and Culture Strategy

## Regional Arts Action Network

**MISSION:** To network creatives in Southern Georgian Bay to collaborate, support, and empower the arts and culture community to thrive.

*With thanks to S. Butler, First 2000 Days Network*



- Developed by the Institute of South Georgian Bay and the Design Team. Launched in September 2021.
- Informed by multi-sector community discussions that took place in 2019 and 2022.
- Key focuses: Developing an arts network, creating of a regional marketing campaign and mapping cultural assets.



Photo: SGB Launch Party, October 2, 2022, Collingwood Brewery  
Photo Taken by: Nathan Bedard

# SGB Arts Network

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- NAME SURVEY – APRIL/ MAY
- DESIGN AND LAUNCH OF WEBSITE IN PARTNERSHIP WITH SGB TOURISM AND NEWSLETTER
- SECURED FUNDING FOR NETWORK LAUNCH EVENT
- CREATION OF PARTNERSHIP WITH ON CULTURE DAYS
- CREATION OF CONNECT WITH CULTURE VIDEO IN PARTNERSHIP WITH SGB TOURISM
- NETWORK LAUNCH EVENT



# Key Partners



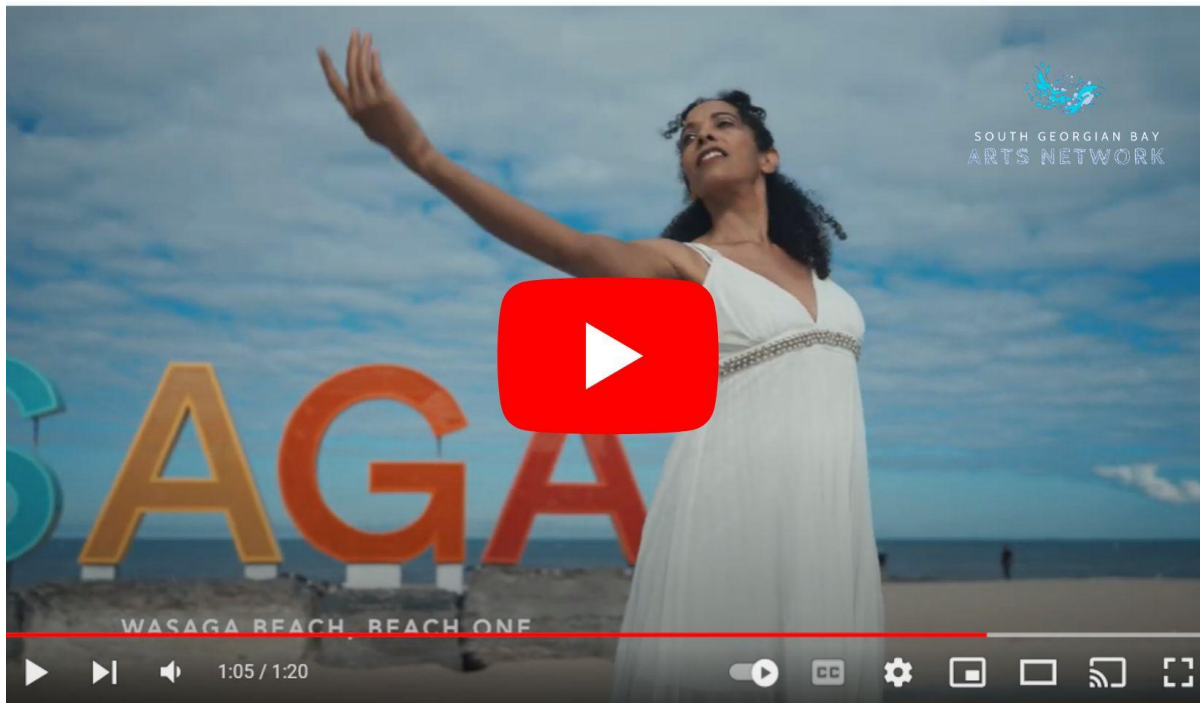


# SGB Arts Network Membership

SGB Arts Network Membership - Disciplines	
Arts Service Organizations	2
Arts Businesses	8
Performing Arts Venues	1
Community Organizations	6
Festivals	2
Film	2
Hertiage/ Cultural Organziation	2
Communicational Media	4
Municipalities/ Townships	4
Dance Organization	1
Music Organization	5
Theatre Organization	3
Visual Arts Organization	6
Independant Artist - Visual	11
Independant Artist - Literary	2
Independant Artist - Dance	1
<b>Total</b>	<b>60</b>

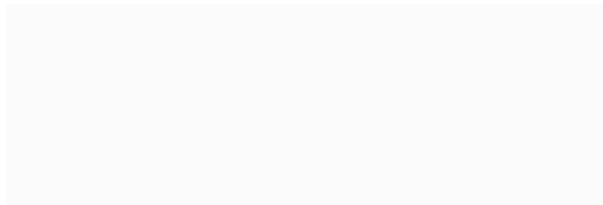
SGB Arts Network Membership - Regional Representation	
The Town of Collingwood	17
The Town of Wasaga Beach	4
Clearview Township	10
The Town of Blue Mountain	8
Municipality of Meaford	6
Municipality of Grey Highlands	7
Outside of SGB Region	8
<b>Total</b>	<b>60</b>

# Regional Marketing Campaign





# THE ROLE OF THE ARTS: STRENGTHENING ECONOMIES AND CREATIVITY



# Statistics to Consider

- According to the Federation of Canadian Municipalities, “arts, culture and heritage improve the ability of municipal governments to influence local economic development by attracting and retaining a skilled and talented workforce.”
- Arts and culture tourists spend more and stay longer: the average Ontario arts/culture tourist spends twice as much per trip as a typical tourist and stays more than one night longer, generating \$3.7 billion in GDP province-wide
- Arts and culture in Ontario directly contribute \$25.7 billion annually to the provincial economy, representing 3.5% of Ontario’s GDP



# Culture for SDGs

- Culture for SDGs Toolkit: A practical guide to the United Nations Sustainable Development Goals for cultural and heritage organizations in Canada Canadian Commission for UNESCO, October 2022
- SGB #8: ***Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.***
- The cultural and creative sectors can be areas for inclusive, sustainable and fair employment.
- Cultural initiatives support the development of sustainable tourism, which can stimulate a wide range of benefits to the culture sector, local and international communities, and the environment.

*No development can be sustainable without taking culture into account.*



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