



# ACC

**ACCIDA 2021  
END OF YEAR  
REPORT**

# IDA





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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.**

<b>Vision:</b>	A thriving, confident, and valued creative scene and cultural ecology is the heart of our prosperous mosaic city.
<b>Mission:</b>	To incubate, advance, connect and advocate for Brampton’s arts, culture and creative industries.
<b>Values:</b>	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



# ACCIDA

A woman in a colorful sari is seated on a stage, playing two tabla drums. She is smiling and looking towards the left. The background is dark with some stage lights. The large white text 'ACCIDA' is overlaid on the image.

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.

# ACC

## 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



- 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 Tamaro
- Aug 5 ■ ■ Discover Improv & Acting with Laal Button & The Hive Performing Arts
- Aug 10 ■ ■ Brampton Independent Artist Community of Learning Grant Writing Series launched
- Aug 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.

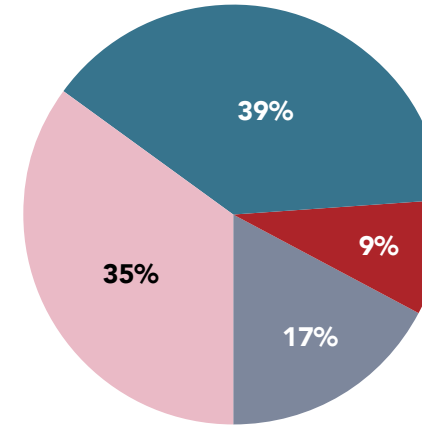
While this is a small data set that cannot represent all attendees, it is still useful in obtaining a snapshot of participant sentiment. In 2022, ACCIDA will focus on developing standardized frameworks for evaluation to ensure that sufficient information is collected, and that it is cross tabulated across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



Abiola Idowu

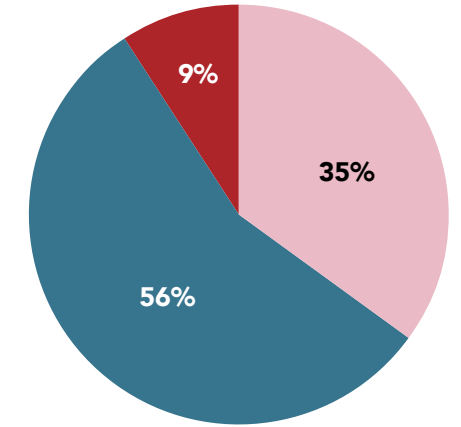
## PARTICIPANT SATISFACTION RATES

**This Session Met my Expectations**



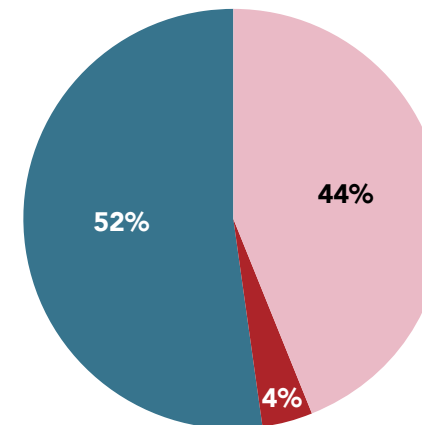
74% of respondents either agreed or strongly agreed that the ACCIDA session they attended met their expectations.

**The Length of the Session was Satisfactory**



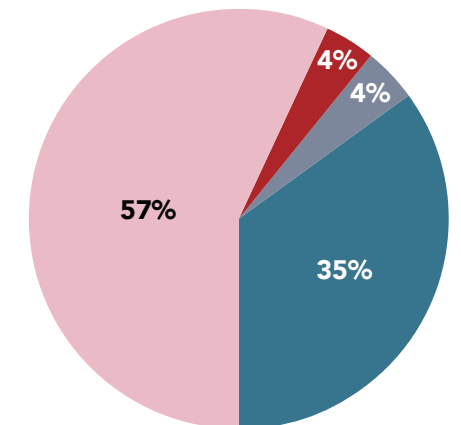
For 91% of respondents, the length of the sessions they attended were satisfactory.

**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.







## 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

Lady Pista



# 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

"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

"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

"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

"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

Amber Kierstead





## 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

Gaurav Saini

### CONNECT WITH US

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ACC  
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ARTS CULTURE & CREATIVE INDUSTRY  
DEVELOPMENT AGENCY

 **BRAMPTON**