

PRESENTATION 1: STEPHANIE PAHL & BOB DAVIS

The complex issue that Stephanie and Bob identified was: **How do we create and share art locally, regionally, and nationally that is connected back to Calgary?**

While the Old Trouts tour internationally, use national contractors and actors, yet have a home base in Calgary with a small amount of programming occurring in Calgary; the NMC has national partnerships and hopes to be a nationally recognized and credible institution with its programming and audience base largely in Calgary.

While their organizations approach the complex challenge from different ends of the spectrum, Stephanie and Bob both try to promote Calgary and Calgary institutions on the national stage, while maintaining a local audience and spurring hometown pride. Here are their 5 BOLD IDEAS:

1. **ENGAGE NETWORKS:** We can share our contacts and experiences locally, nationally, and internationally with Calgarians and vice-versa. For example, we can be vocal and supportive about the Calgary arts community by attending and speaking at industry conferences and events locally and nationally.
2. **INSPIRE AND MENTOR:** We can inspire artists and creators to mentor emerging Calgarian artists and administrators to work nationally and internationally through offering unique opportunities to develop key skills. Opportunities could include touring experience (how to organize a showcase, budget, apply for grants, manage shipping, and handle logistics). Or building positive relationships with industry professionals who can come to Calgary to inspire and connect with local talent.
3. **CREATE GOOD NEWS STORIES:** We can highlight our good news stories to a broad audience to inspire innovation and ambition in our art, extending past our local borders, elevating Calgary on a national stage and increasing hometown pride. We can share these stories in our newsletters, with local and social media, at network events, and when we travel nationally and internationally. Let's not be afraid to brag about our accomplishments.
4. **DEMONSTRATE IMPACT:** We can demonstrate impact to traditional funders who may not understand untraditional organizations. Being innovative can create both intrigue but also reluctance. We can demonstrate impact by seeking testimonials from those who have had a personal experience with our product, distribute an annual report, do economic and other statistical studies, keep KPIs, report frequently, and learn how to communicate our impact to different audiences.
5. **GO DIGITAL:** In light of the recent COVID-19 pandemic, we have noticed that theatres, museums, live music venues, and other arts and cultural institutions have been forced to close their doors and say goodbye to their physical audience. While this has become a challenge for many organizations, there is an opportunity here as well. For some organizations it makes sense for us to pivot and take our programs online or promote already captured content. For others, it makes sense to use this time to physically rather than digitally create and instead capture that process.

If you wish to learn more, please contact Stephanie Pahl at stephanie.pahl@nmc.ca and Bob Davis at bob@theoldtrouts.org