

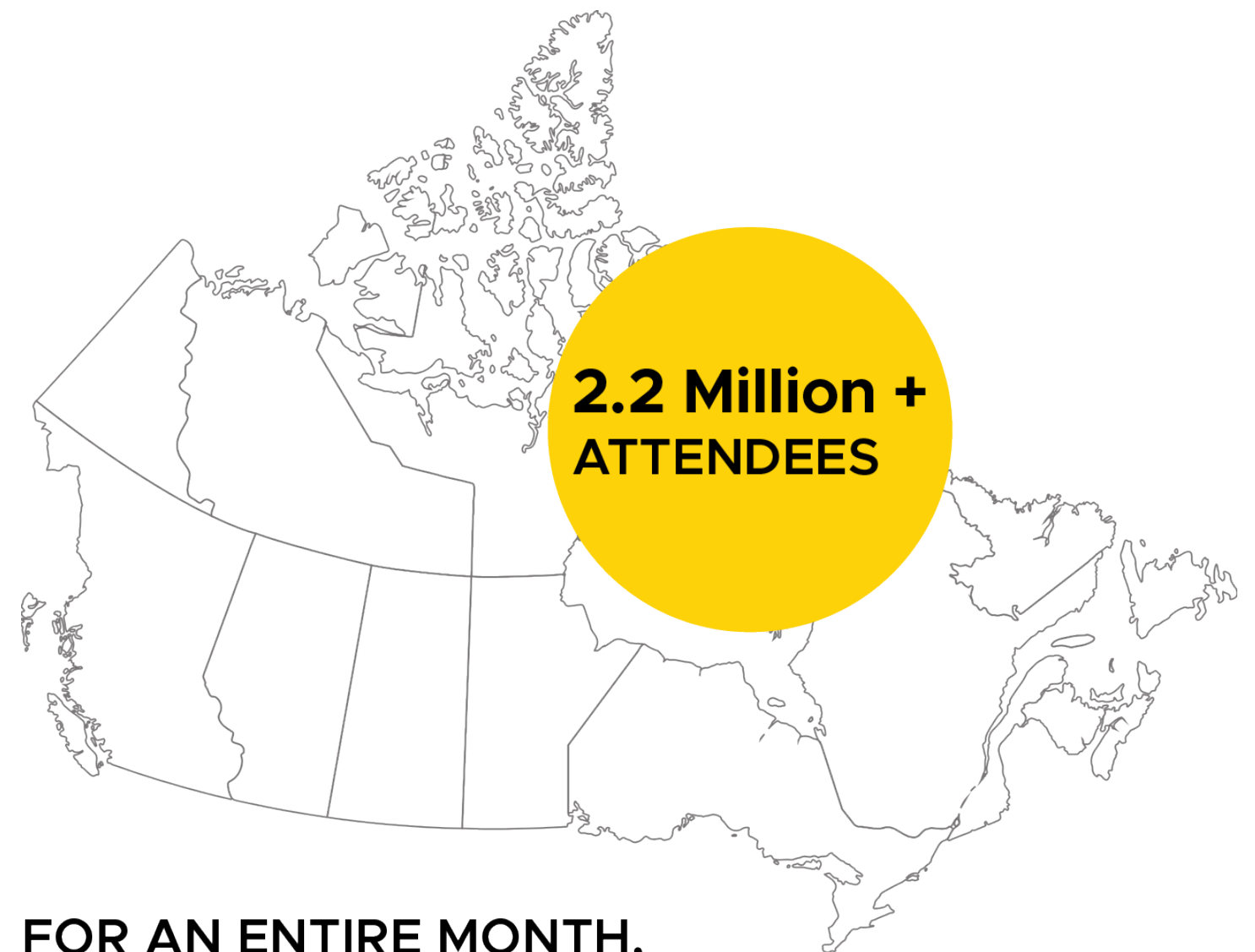
# CULTURE DAYS

**2020 Report**



**INDOORS,  
OUTDOORS,  
AND ONLINE:  
CULTURE DAYS  
KEPT US  
CONNECTED.**

Culture Days organizers exceeded expectations by registering over **2,000** events on the national site. With additional expanded initiatives in Alberta, and mirror celebrations happening in Québec, there were over **5,000** free arts and culture experiences on offer in **500** communities across Canada.



**FOR AN ENTIRE MONTH,  
ARTS & CULTURE WAS  
CELEBRATED ACROSS CANADA.**



# A Different Kind of Celebration

SEPT. 25 - OCT. 25, 2020

Reimagined to engage and delight despite uncertain times, Culture Days 2020 was a year unlike any other. Extending beyond the traditional 3-day celebratory weekend, the events morphed into an interactive and accessible 4-week run taking place indoors, outdoors, and online across Canada. While being safe and respecting regional regulations on social distancing and staying apart, our communities came together to celebrate arts and culture with virtual concerts, live shows, self-guided exhibitions, digital demonstrations, hands-on workshops and more.



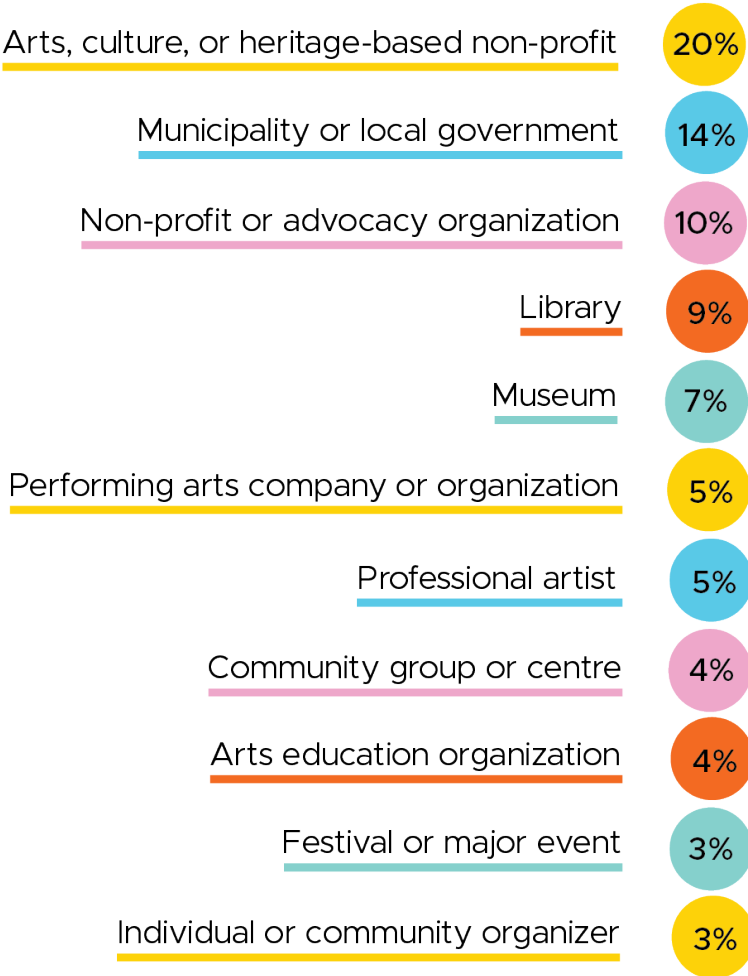
## 2020 Theme: Unexpected Intersections

In 2020, Culture Days invited event organizers and the public alike to view arts and culture programming and participation through the thematic lens of Unexpected Intersections—encouraging creative and outside-the-box thinking to reveal new avenues of discovery, learning, and expression. As we were all forced to face the unexpected, this theme inspired new ways of collaboration, interaction, and communication through arts and culture.



# 2020 Culture Days Organizers

## ORGANIZER TYPES

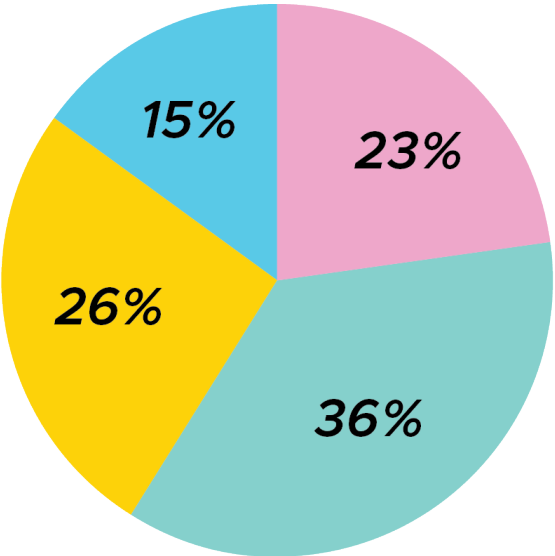


## LANGUAGES

English	French
Spanish	Polish
Hindi	Mandarin
Punjabi	Nepali
Korean	Cantonese
Italian	Russian
Persian	Urdu
Arabic	German
Romanian	Amharic
Cree	ASL
Turkish	Algonquin
Estonian	Anishinaabemowin
Taiwanese	Greek
Chinese	Portuguese
Tagalog	Bengali
Farsi	Dutch
Kannada	Telugu
Tamil	Bangla
Hawaiian	

# Types of Events

In response to the COVID-19 pandemic and the various regulations put in place across the country, the definition of what constitutes a Culture Days Event was expanded in 2020. Organizers had the option to develop traditional In-person events (if it was allowed in their municipality), move online with Livestreams and Digital Recordings, or create Self-guided activities for the public to participate in at their own pace.



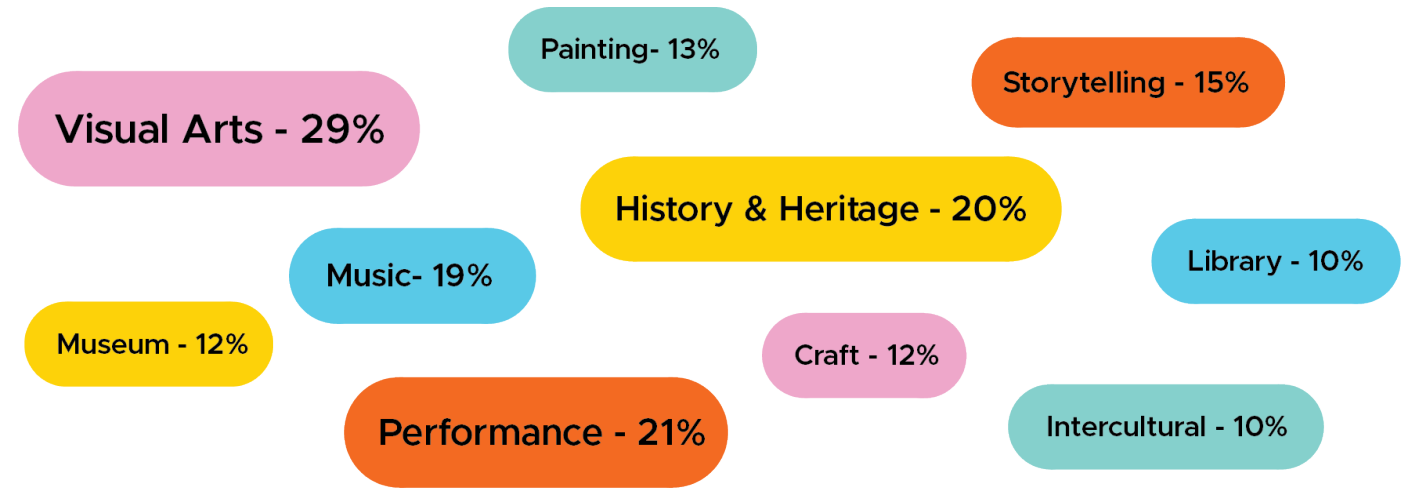
Digital Recordings (655)

Livestreams (482)

In-person Events (422)

Self-guided Activities (275)

Whether online or in-person, Culture Days once again saw an amazing array of events and disciplines presented in all types of spaces.

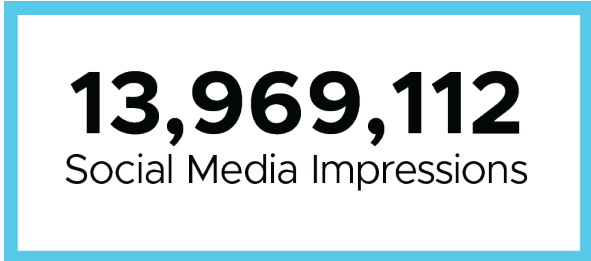




# Media and Marketing Campaign

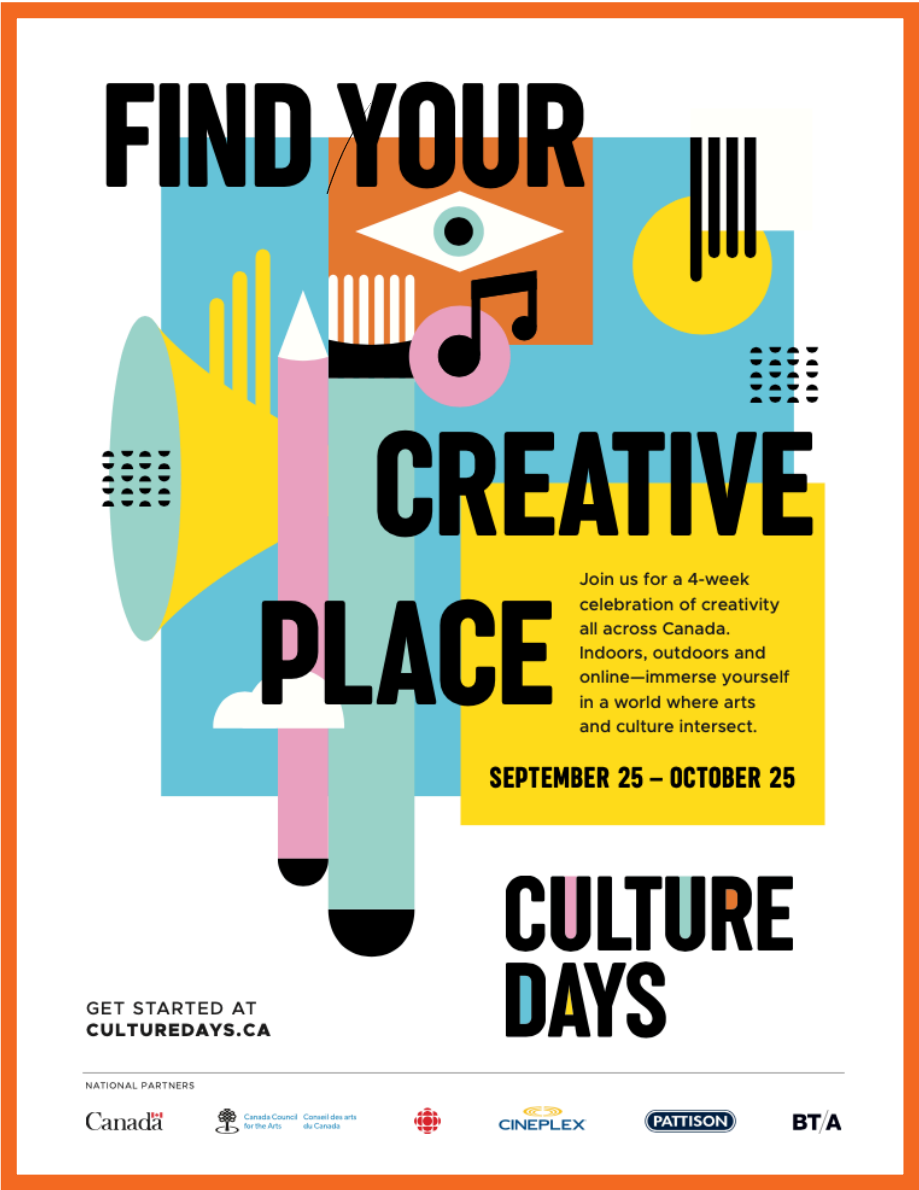
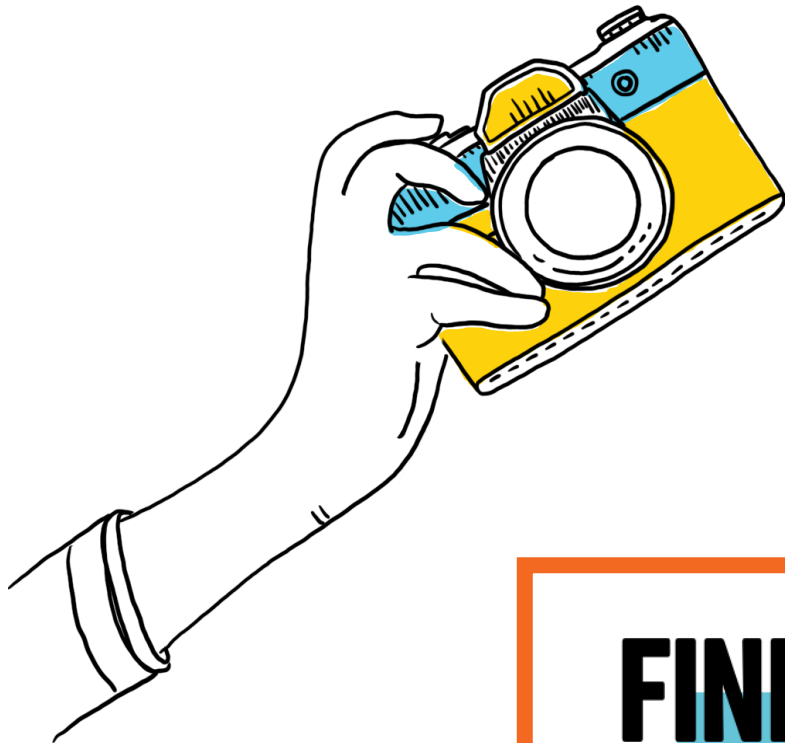
The Culture Days national campaign is supported by media partners Pattison, Cineplex, and CBC, along with creative partner BT/A and Mercedes Findlay PR Consulting. All partners amplified the message that participating in arts and culture was not only still possible, but more accessible than ever! The Culture Days multi-tiered marketing campaign delivered nearly **450 million impressions, 3,000 media hits**, and was valued at over **\$4 million**.

As always, these efforts are complimented by local initiatives spearheaded by Culture Days organizers who make use of customizable marketing templates that include posters, t-shirts, tote bags, digital graphics and more.



Culture Days has over **90,000** followers and subscribers across its networks.

Maintaining a sense of community online was crucial to our well-being more than ever last year. Throughout the festival, millions of people across a national digital network participated, created, and engaged together!





# COVID-19, CULTURE DAYS, AND THE ARTS.

## How do people in Canada feel?

COVID-19 has affected the arts and culture sector across the country and had a huge impact on how we celebrated Culture Days in 2020. In order to understand this impact in greater depth, we used our annual survey campaign as an opportunity to ask Culture Days attendees, as well as the Canadian general population, how much and in what ways the pandemic has affected their participation in arts and culture.

### During the pandemic:

#### Arts & culture...

*Provide entertainment - 75%*

*Cheer me up - 62%*

*Relieve stress - 58%*

*Connect me with others - 48%*

*Help me not feel so lonely - 40%*

*Improve my outlook - 38%*

*Help me feel less hopeless - 31%*



Respondents believe that arts & culture can be beneficial in many different ways:



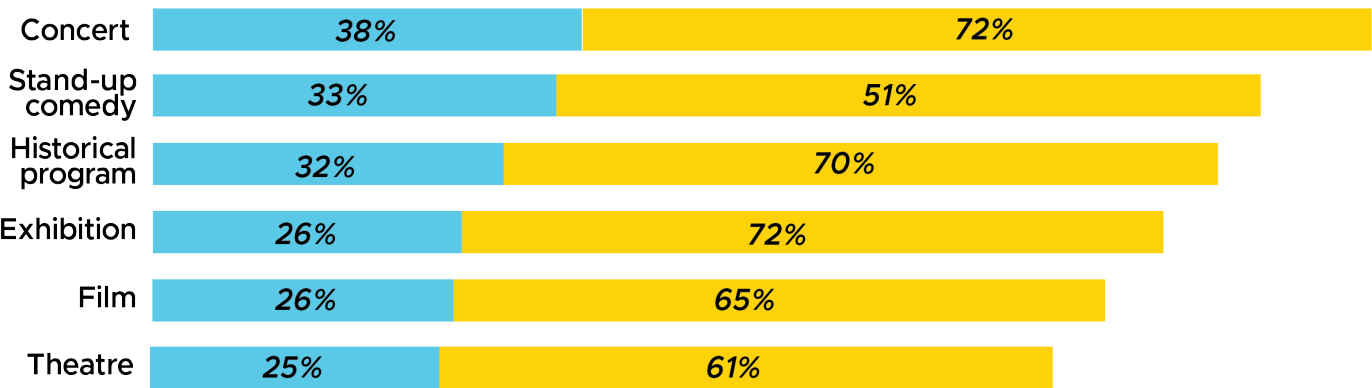


# Arts & Culture Online

While people in Canada are doing their part to reduce their physical contact with others, online initiatives have become increasingly important and have helped us access arts and culture in new and creative ways. Digital programming played a pivotal part in the 2020 Culture Days celebrations, giving organizers new avenues for engaging their existing audience while allowing them to reach new ones.

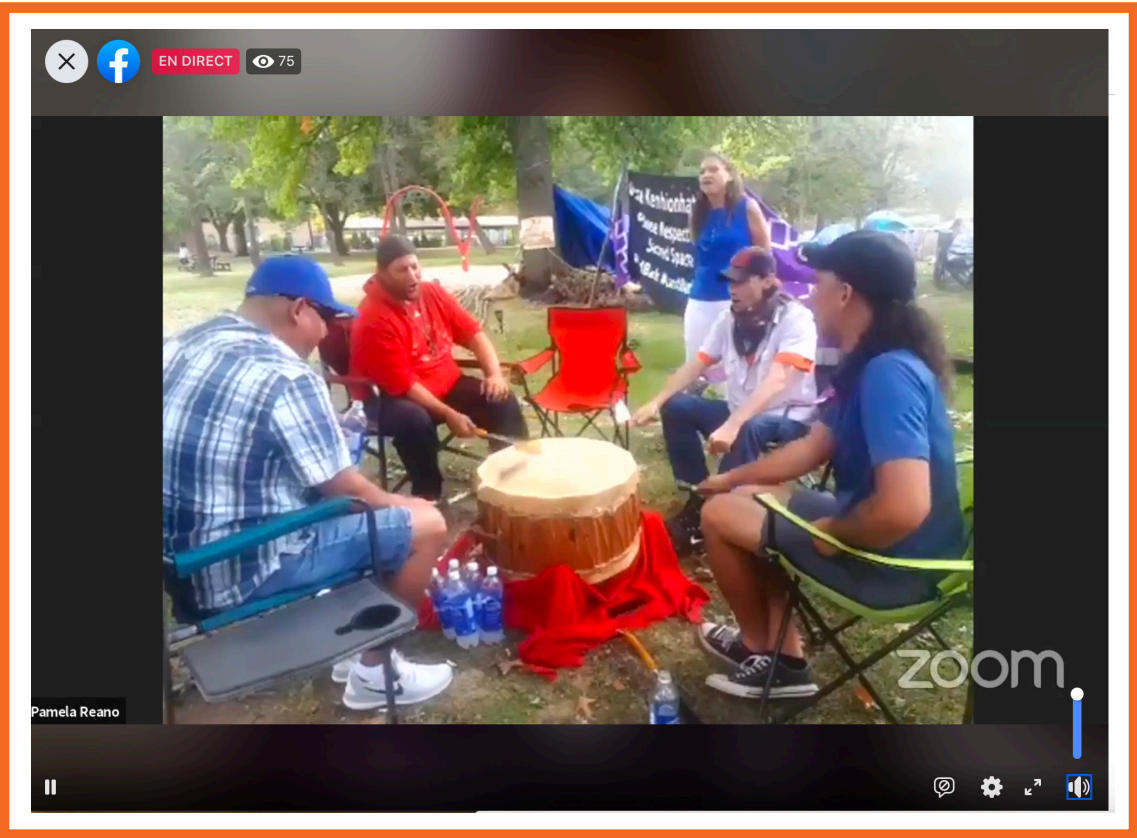


Culture Days attendees are much more likely to engage with arts and culture online than the general population

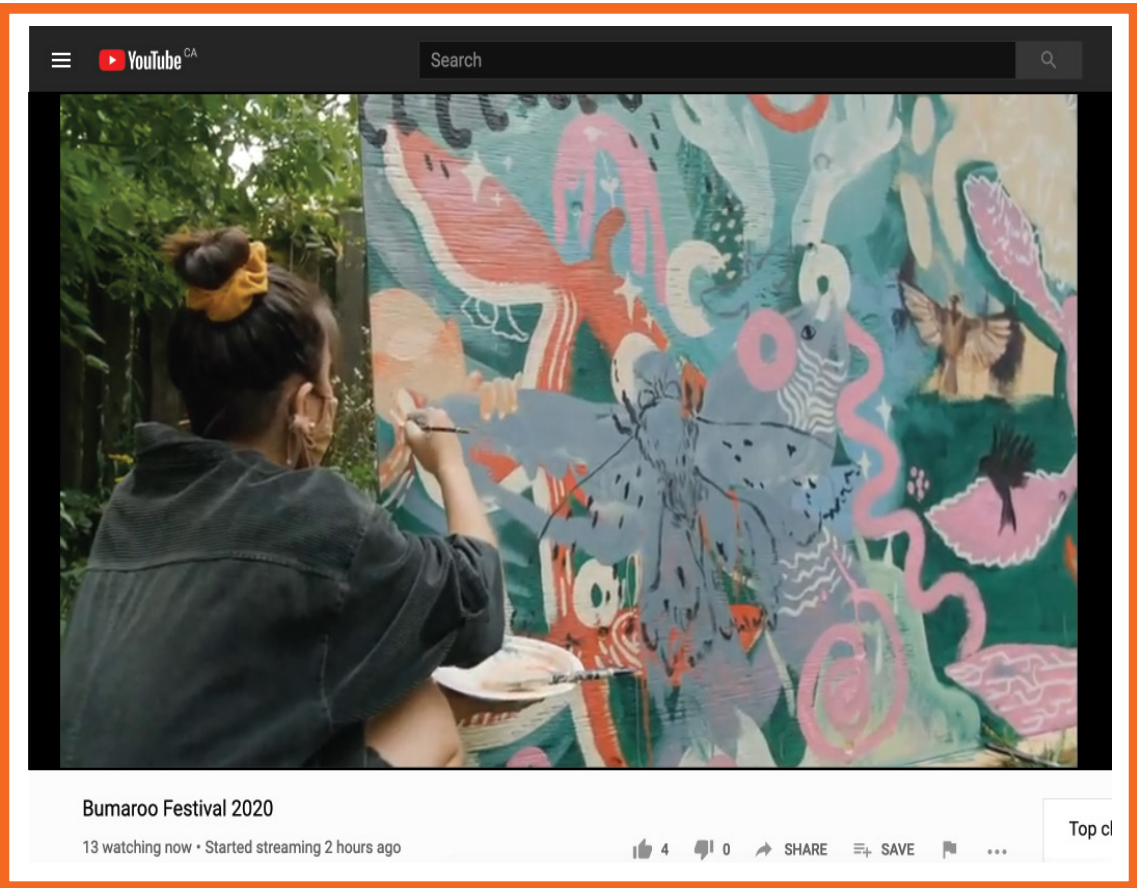


**96%** OF ATTENDEES SAY REMOTE/VIRTUAL ACTIVITIES ARE A GOOD ADDITION TO CULTURE DAYS OFFERINGS

**77%** OF ATTENDEES WOULD PARTICIPATE IN REMOTE/VIRTUAL ACTIVITIES EVEN IF IN-PERSON ONES WERE AVAILABLE



Shatitsiróthá Waterloo Indigenous Student Centre 17th Annual Powwow



Bumaroo Festival 2020 Livestream in Guelph, ON



# CULTURE DAYS BEYOND THE ANNUAL CELEBRATIONS.

## Blog Series

Throughout the year, the Culture Days blog allows for an exploration of different facets of arts and culture in Canada by bringing together different perspectives from across the country. In 2020 Culture Days produced a special blog series featuring an array of writers and creatives with stories that both highlight and celebrate the 2020 theme of Unexpected Intersections.



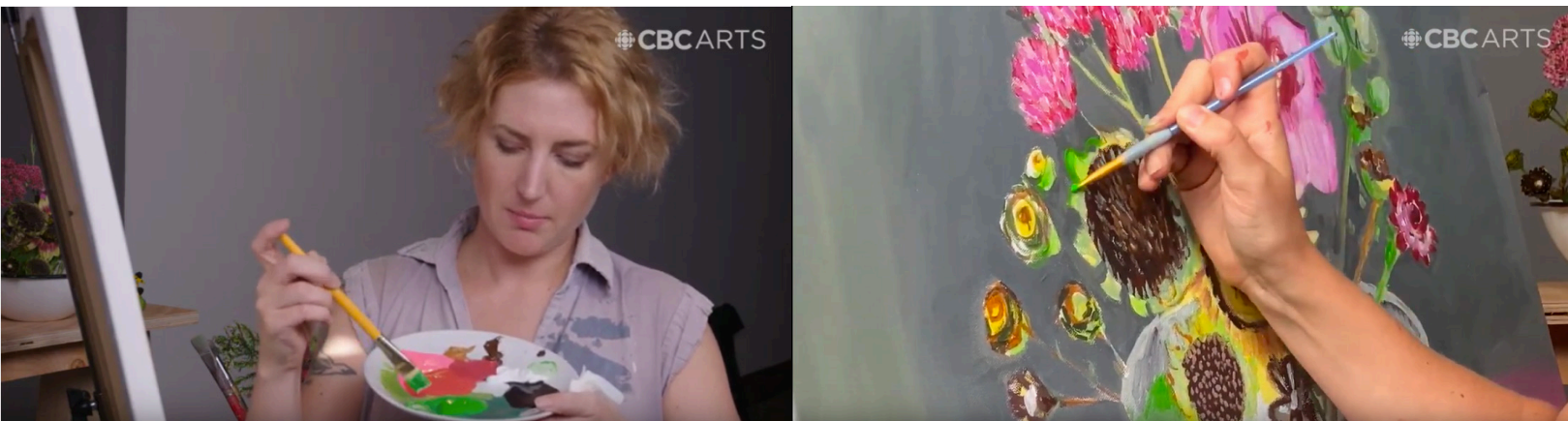
- Theatre x Sport: **Until the Lights Go Out** by Taylor Basso
- Indigenous Storytelling x Digital Media: **“People are Finally Listening”– Indigenous Animation Rises Up** by Chris Robinson
- Academia x Creativity: **Building 21: Make zines, not research papers** by Greta Rainbow
- Poetry x (Natural) Environment: **Listen to the River: An Ode to the Columbia River** by Saba Dar
- Teahouse x Activism: **Chinatown’s Living Room: The gathering place for a budding activist community** by Anto Chan
- Traditional Craftsmanship x Youth Outreach: **At the Maritime Museum of the Atlantic, They Build More Than Boats** by Aleen Leigh Stanton
- Visual Arts x Science: **What happens when you mix an artist, a scientist and a very bright light?** by Vivian Orr
- Book Clubs x Digital Landscapes: **Strangers and Fiction** by Anne Logan



# Partnership with CBC

In collaboration with our long-time media partners at the CBC, Culture Days presented special programming leading up to the 2020 celebrations.

Artist Laura Dawe encouraged audiences to put down their phones and pick up their paintbrushes in a [step-by-step painting Masterclass](#), presented in partnership with CBC Arts.



It was also important to further explore the impact of COVID-19 and a changing social climate on the arts. In September, Culture Days and CBC Toronto hosted “[State of the Arts: Impacts of 2020](#)”—a panel discussion examining how the Canadian arts sector has been upended by COVID-19, confronted by calls for greater inclusion and equity, and presented with opportunities in recovery as the industry faces new futures. The panel was hosted by Ismaila Alfa and featured industry leaders John G. Hampton, Michèle Pearson Clarke, Barry Hughson, and Ian Williams.



## Webinar Series

Culture Days webinars provide skill development and knowledge sharing opportunities for those contributing to the arts and culture sector. Featuring guest speakers and highlighting inventive new ideas, the 2020 series shifted to address the challenges of the moment:

### [Breaking Attendance Barriers: Why People With Interest Do Not Visit](#)

*with Colleen Dilenschneider and Jim Hekkers*

Featuring new data on how audiences in Canada were feeling about arts engagement just as the pandemic was emerging.

### [#GetCreativeAtHome: Get Creative Festival 2020](#)

*with Stephen James-Yeoman and Damien McGlynn*

### [Pro-tips from Our Peers on Going Digital](#)

*with Neil Adams and Nadine Villasin Feldman—hosted by Meaghan Froh Metcalf from Ontario Culture Days*





## Creative Challenges

Inspired by Culture Days activities happening in different communities across Canada, Culture Days introduced the Creative Challenges to encourage at-home participation and celebration. The challenges ran weekly under the hashtag #CultureDaysAtHome, and invited nation-wide audiences to participate in a variety do-it-yourself activities created in collaboration with organizers from each province.

- **“Repurpose single-use plastic and make some art”**, in collaboration with community-based group, ArtsJunktion from Winnipeg, MB.
- **“Share a photo of your creative space”** challenge with Arts Milton, ON.
- **“Share those words, pictures, notes of support, etc. that have made you feel good throughout this challenging year”** inspired by the City of Richmond’s Art Tour Challenge for BC Culture Days.
- **“Pick an artistic medium and tell us what culture means to you”** inspired by Prince Albert’s Community Chalk Canvas, Prince Albert, SK.

As the festival wrapped up, audiences across Canada had the chance to stay connected and engaged online through more interactive activities such as **Trivia Tuesday**, **Mood Boards**, and **Did You Know**. These continued to spotlight the incredible work the Culture Days network produces year-round.







### Culture Days Board of Directors

Our dedicated Board of Directors contribute a range of expertise in the arts and culture sector, working with government agencies, and managing businesses and non-profits.

**Sarah Iley, Chair**  
Founding Member

**Lucille Pacey, Past-Chair**  
Founding Member

**David Pensato, Vice-Chair**  
Chair, Culture Days Manitoba  
Executive Director, Exchange District BIZ

**Brenda Leadlay, Secretary-Treasurer**  
Executive Director, BC Alliance for Arts + Culture

**Rose Gilks**  
Founding Member

**Lisa Baroldi**  
Founder & CEO, Progress Unlimited  
President & CEO, BOMA Edmonton

**Rick Walters**  
Manager, Cultural Initiatives  
Government of Alberta

**Mervon Mehta**  
Executive Director, Performing Arts  
The Royal Conservatory of Music

**Barry Avrich**  
Founding Member  
Partner, BT/A Advertising

**John Rider**  
Chair, Ontario Culture Days  
Senior VP, Retail & Commercial  
Chicago Title Insurance Canada

### National Organizing Committee

**Nazanin Shoja** (BC Culture Days), **Lois Nickerson** and **Rick Walters** (Alberta Culture Days), **Shelley Fayant** (SaskCulture), **Jennifer Cheslock** (Culture Days Manitoba), **Ruth Burns** and **Meaghan Froh-Metcalf** (Ontario Culture Days).

### National Staff

**Shannon Bowler**  
Executive Director

**Fernanda Sierra**  
Marketing and Communications  
Assistant

**Alyssa Trudeau**  
Communications and Programs  
Manager

**Samuel Bernier-Cormier**  
Research and Content  
Coordinator



Photo Credits

**Cover:** *Painting Workshop with Leah Dorion and Danielle Castle* at the Mann Art Gallery, Prince Albert, SK. Courtesy of All My Relations Photography.

**Pg 3:** *Painting Workshop with Leah Dorion and Danielle Castle* at the Mann Art Gallery, Prince Albert, SK. Courtesy of All My Relations Photography.

**Pg 4:** Culture Days at the Kwanlin Dün Centre, Whitehorse, YK. Courtesy of Mike Thomas.

**Pg 5:** *Midnight Sun Moppets Children's Festival*, Whitehorse, YK. Courtesy of Mike Thomas.

**Pg 16:** 2020 VIDANSE Nahualli Folklore Society. Vancouver, BC. Canada. Picture by Adrian O Photography.

**Pg 18 (clockwise from top to left):** *Centre Stage at the JET: Tina Newlove, Painter*, Halton Hills, ON, Courtesy of Martyna Cofini ; *Centre Stage at the JET: Jean Assamoa, Akwaba Cultural Exchange*, Halton Hills, ON, Courtesy of Martyna Cofini ; *Park Street Project Community Mural* organized by Wild Heart Collective, Edmonton, AB, Courtesey of Wild Heart Collective and Lance Cardinal ; *Portraits and More: Demo*, Halton Hills, ON, Courtesy of Martyna Cofini ; *Midnight Sun Moppets Children's Festival*, Whitehorse, YK. Courtesy of Mike Thomas.

**Pg 19 (clockwise from top to left):** *Painting Workshop with Leah Dorion and Danielle Castle* at the Mann Art Gallery, Prince Albert, SK. Courtesy of All My Relations Photography ; *Creative Outlets* at the Helson Gallery, Halton Hills, ON, Courtesy of Martyna Cofini ; Bharatanatyam dancer, Yana Goswami, performing during Culture Days 2020. Scarborough, ON. Photos courtesy of Kanan Bhatt, Nritya Kala Mandir School of Indian Classical Dance ; *Riverside Chat with Moose Hide Margaret* at the Kwanlin Dün Centre, Whitehorse, YK, Courtesy of Mike Thomas ; *Midnight Sun Moppets Children's Festival*, Whitehorse, YK. Courtesy of Mike Thomas ; *After Nature Relief: Print Demo with Ingrid Mayrhofer*, Halton Hills, ON, Courtesy of Martyna Cofini.

**Pg 22:** *Riverside Chat with Moose Hide Margaret* at the Kwanlin Dün Centre, Whitehorse, YK, Courtesy of Mike Thomas.

**Back cover:** *Pinch Pots and Fridge Magnets Ceramics Workshop* at the Kwanlin Dün Centre, Whitehorse, YK, Courtesy of Mike Thomas.



**culturedays.ca**  
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**416-964-7555**  
**@CultureDays**



# A truly National Initiative

## National Supporters

Our sincerest thanks to all of our funders and partners for their generous support in making this cross-country initiative possible.



Federal Government Support



Canada Council  
for the Arts  
Conseil des arts  
du Canada



National Out-of-Home Media Partner



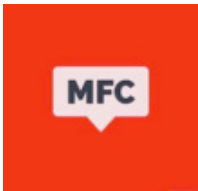
National Media Partner



National Broadcast Partner



National Creative Partner



National Public Relations Partner



National Research Partner

## Provincial Partners and Supporters

Culture Days is a collaborative partnership between many provinces and the national office. Provinces receive support from a variety of public and private sector funding bodies, including:



Producing Partner



Provincial Funder



BRITISH COLUMBIA  
ARTS COUNCIL  
An agency of the Province of British Columbia

Provincial Funder



Provincial Funder and Producer



Provincial Funder and Producer



WINNIPEG  
ARTS COUNCIL

Provincial Funder



CONSEIL DES  
ARTS DU  
MANITOBA  
ARTS COUNCIL

Provincial Funder



Provincial Funder



ONTARIO CULTURAL ATTRACTIONS FUND  
LE FONDS POUR LES MANIFESTATIONS  
CULTURELLES DE L'ONTARIO

Provincial Funder



ONTARIO ARTS COUNCIL  
CONSEIL DES ARTS DE L'ONTARIO  
an Ontario government agency  
un organisme du gouvernement de l'Ontario

Provincial Funder

# CULTURE DAYS

