

EXHIBIT B

Artist in Residence Business Plan – Leila Sidi and Kim Smith

The role of artist in residence is to engage, connect and foster community through art production and creation. In the context of cycling and sustainability, we aim to engage marginalized communities in cycling culture and the practices of sustainable living. As artists in residence, we will help facilitate the production of collective knowledge through skill-sharing while enhancing the cycling and recycling communities in Edmonton.

TIMELINE

June

- Develop outreach materials for both workshop participants as well as organizational collaborators
- Secure dates for workshops this summer
- Begin distributing outreach materials
- Begin to flesh out a theme and artistic components of final event
- Secure location for final event
- Begin twice monthly workshops
- Begin art production for final event and sale

July

- Continue outreach to various and diverse communities beyond those that EBC already serves
- Continue twice monthly workshops
- Maintain presence at local festivals, relying heavily upon volunteers
- Continue art production for final event and sale
- Begin focusing workshops on developing artistic and thematic aspects of final event

August

- Continue to hold workshops and maintain a presence at local festivals
- Begin logistical work for final event
- Continue twice monthly workshops
- Continue art production for final event and sale

September

- Finalize logistics and execute final event
- Participate in Kaleido Festival
- Continue art production for final event and sale
- Complete position evaluation and reflection

MARKETING AND STRATEGIC PARTNERSHIPS

This project will rely upon networks in various arts, cycling, accessibility, and other Edmonton communities. This will include forming and maintaining relationships with the following -- among many

other -- communities, engaging them as people to lend skills and artistic expertise, people to participate in the workshops as artists, organizations to collaborate on workshops, locations to sell our art, as well as locations to promote the workshops in the forms of either outreach materials or a volunteer-staffed table. This list is not comprehensive, and includes networks that EBC already finds itself in that will be useful for this initiative.

These organizations will include, among others: the Society of Northern Alberta Print Artists (SNAP), Film and Video Arts Society of Alberta (FAVA), the Nina Haggerty Centre for the Arts, Boyle Street Community Services Artist in Residence program, the Learning Centre Literacy Association, Earth's General Store, Avenue Theatre, The Carrot Coffee House, CJSR, the Alberta Public Interest Research Group, the Playhouse, the Weekly Collective, NextFest, Bikeology, Edmonton Folk Music Festival, North Country Fair, the Works, Heritage Days, CariWest Caribbean Festival, SOS Fest, and Edmonton Pride.

At events where EBC already has an established presence (ex. Bikeology, Fringe, Heritage Days), we will have volunteers sell small art pieces as well as distribute outreach materials.

We will create an Artist-in-Residence blog, use EBC's website, create a Facebook group, as well as maintain a Flickr site to engage in outreach and document the projects throughout the summer. As well, we will send press releases to CJSR, Vue Weekly, the CBC, and other larger media organizations, in addition to smaller community league organizations and publications.

WORKSHOPS

We will hold a total of 7 workshops throughout our tenure – 3 screen printing, 2 clothes-line making, 2 lamp making workshops. Each workshop will be 2-3 hours in length and registration will range between 6 and 15 participants depending on the workshop.

One aim of the workshop is to foster a supportive space where people can engage in a culture of bicycles, sustainability and creativity.

FINAL EVENT

The event will be an art event which engages all of the senses. Throughout the summer, we will create art works which will set the ambience of a funhouse with a bicycle-related theme. Held at a central and accessible location in Edmonton, there will also be a dance party and silent auction to sell pieces of art, in addition to a table of selected merchandise and art available for direct purchase.

SALES AND LEGACY

Below are the expected sources of material revenue associated with this position:

- Final event silent auction and direct sales, admission, and liquor sales
- Workshop admissions
- Continuous sale at Earth's General Store, the Carrot, BikeWorks, festivals and EBC outreach events, and on the EBC Website

In addition to monetary gain, it is important to acknowledge the lasting value of skill-sharing, knowledge transfer and enthusiasm for sustainability. These aspects of the project will have a significant impact on the city of Edmonton as well as EBC as a society.

EVALUATION/FOLLOW-UP

We will prepare an artist in residence final report at the end of the season to reflect upon the viability of the program, evaluate the programming, and suggest any changes to the programming for next summer.