

Descriptive Summary

Port Saint John partnered with the Saint John Arts Centre in 2019 in support of the regional arts and culture community. This innovative partnership included the Port's naming sponsorship of the premier gallery space at the Saint John Arts Centre, and a partnership between the Port and the Saint John Art Centre for a biennial artist residency, where a professional artist is selected, through an open call, to create original works showcasing the Port City aesthetic over a period of 10 months. The aim of the residency is to support the New Brunswick Arts community by providing opportunities for local artists to create a body of artwork over a 6-year period that reflects on what it means to be a Port City. Every other year, during the residency, the selected artist has exclusive access to the Port and produces a collection of works that are exhibited in the Port Saint John Gallery at the Saint John Arts Centre the September of the residency year.

Following the call for applications for the artist in residency in August 2020, the first residency program launched in September 2021. Sixteen professional artists across New Brunswick applied for the 2021 residency and [Sarah Sackville](#), whose work is currently exhibited at the Spicer Merrifield Gallery, was the unanimous choice made by the selection committee. The successful artist was given funding in the form of a \$4,000 stipend for creating the artworks, in addition to a \$2,000 [CARFAC fee](#) for the exhibit. In addition to administratively handling the call for proposals and the committee selection process, the Saint John Arts Centre provided exhibit support (documentation, exhibit labelling, promotion, etc.) for the artist. At and after the exhibit, the chosen artist also has opportunity to sell their works to collectors.

The Port is looking forward to the next call for the residency program which is scheduled to launch in August 2022 and be exhibited in September 2023.



1. Communication Challenges and Opportunities

Port Saint John is Atlantic Canada's largest port by tonnage and has a diverse cargo base, including dry and liquid bulk, break bulk, containers, and cruise. The Port plays an active role in the Saint John community and surrounding regions and as a result, engages in various community outreach programs that aligns with our vision, connecting to the world through trade and tourism.

In its commitment to support the community, the Port earmarks about \$150,000 in its yearly budget for community investment. In addition to a strong focus on supporting amelioration of the effects of generational poverty in neighborhoods surrounding the Port, the Port also seeks to elevate our Port City culture and heritage by supporting activities and events such as this program. This Port Saint John Artist Residency program, which is held every two years and began in 2020, provides opportunity for both professional and emerging artists by providing the funding they need to create artworks showcasing the Port environment. In doing so, the program also increases the public perception and pride of being a Port City.

Our challenge was that we launched the inaugural residency during the early stage of the pandemic, when we were all determining the best way to keep reaching our traditional audiences in all of our initiatives. However, we remained strongly committed to the importance of this project, particularly in a challenging period for our community and extremely challenging period for the cultural sector. In response to this challenge, we collaborated with Saint John Arts Centre to produce a low-cost video which they launched on social media and we sought promotion through traditional media in addition to our own social media campaign.

2. Complement to the Overall Port Mission

Port Saint John's mission is to be the driver of sustainable economic growth in our region through innovation and collaboration. This mission is broken down into four strategic priorities:

- Creating economic value
- Enabling strategic innovation in our business
- Ensuring safe operations and focus on our environment
- Engaging with our stakeholders and communities

Under our community priority, the Port has established three core goals:

- Connecting and aligning with our stakeholders and community
- Collaborating with educational institutions
- Embracing First Nation's tradition, culture, and history

The Artist in Residence program is an innovative way for the Port to collaborate with the New Brunswick arts and culture community. The artworks developed from the program are displayed in the Saint John Art Gallery and sold to art collectors through the artist. This program provides support to our cultural community both in supporting the sustainability of a local cultural institution and through directly support artists, adding to the economic value we provide. The program also creates an important body of artwork that showcases the Port City culture, increasing awareness and pride of place.

3. Planning and Programming Components

Goals

- Provide funding and create awareness for both emerging and professional artists

Objectives

- Support the arts and culture community in New Brunswick

Target Audiences

Primary Audience

- The arts and culture community
- Our port stakeholder community
- Residents and visitors of the Saint John community

Secondary Audience

- Members of the news media

4. Actions/ Outputs

Strategy

The Artist in Residence program happens every two years. In the first year, communication was disseminated using social media, websites, and media outlets to create awareness for the program and to ask interested artists in New Brunswick to apply for the residency. The same marketing campaign was carried out via our partners at Saint John Arts Centre. The communication states what the program is about, the timeline, eligibility, and selection process to allow qualified artists to submit their application before the deadline. At the end of the deadline, a committee sits to review the submitted application and chooses one artist for the residency. The artist has 10 months to create the art works that will be displayed in the Saint John Arts Centre as well as sold to both the Port and other interested buyers. Upon completion of the residency, the Port encourages its stakeholders and community partners to attend a reception which is held to launch the exhibit.

Timeline

Here is a breakdown of the actions taken for the first year of this program:

- August 6, 2020: The Port's announcement of the program via a [press release](#).
- August 6 2020: Call for application for the 2021 Artist in Residency program was opened and posted on the Port's [website](#), the Saint John Art Gallery's [website](#), across our social media accounts and on [YouTube](#).
- September 30, 2020: Application submission deadline. Sixteen artists submitted applications and the selection committee made up of representatives from the Port and the Saint John Art Centre reviewed the applications.

- October 15, 2020: Sarah Sackville was announced as the selected artist via different channels including a press [release](#) by the Port, announcement on the Port's [website](#), the Saint John Art Gallery website and all our social media accounts.
- October 2020: The start of the residency. Sarah had 10 months to create original works which showcased different views of the Port over several seasons and from many vantage points.
- September 10, 2021: Sarah's works were displayed in the Saint John Arts Gallery for public viewing for a 6-week period which was launched during a public reception at which our naming sponsorship for the gallery was also unveiled. Many works from this collection have already been purchased by collectors.



Budget

In addition to the free social media posts, press releases and announcements on the Port's website, the Port spent \$45 on a Facebook ad and \$329.33 for Mailchimp subscription for August 2020 and September 2021. In these two months, we sent out newsletters to Port stakeholders related to the initiative. However, we also used this MailChimp subscription for other communication campaigns. We did not assign a large budget to the campaign as we believed we could achieve the desired results through the free social media posts, the Port Saint John blog, press releases and our strategic partnership with the Saint John Arts Centre

Staffing

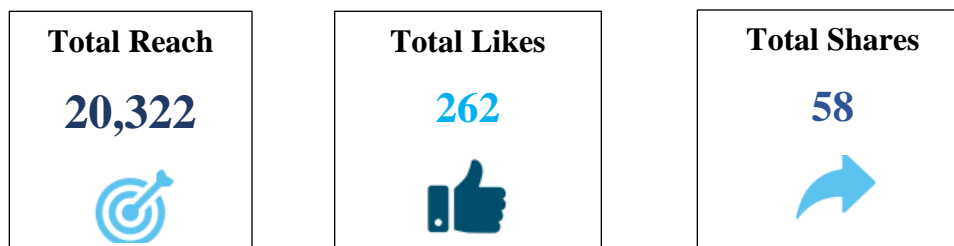
The marketing communication for the program was done inhouse by the Port's marketing and communications team, now known as the Engagement and Sustainability team. The team which was made up of two employees at the start of the residency in 2020, grew to three team members in 2021 and there was no need to outsource the marketing activities. The team has now grown to a team of five full-time people, plus other contract and seasonal support positions as of May 2022

5. Communication Outcomes and Evaluation

The 2021 Artist in Residency program was remarkably successful. Although this was the first residency, the Port received sixteen applications for the program which was promoted via social media, on the websites, earned media and press releases.

Social Media

Social media was used as the primary means of promoting this campaign. In total, there were three posts for this initiative across each of our social media accounts. The following metrics show the performance of the social media marketing campaigns which helped in the number of applications received for the program:





Port Saint John in support of Saint John Arts Centre.

Published by Paula Copeland · August 11, 2020



We are proud to support Saint John Arts Centre and our arts and culture community with naming of the premiere gallery and a biennial artist residency focused on our working waterfront. Call for proposals from artists is open now, visit <https://bit.ly/3fNXIPe> for details.

<https://youtu.be/oPqGdsZktiU>



Port Saint John Gallery & Artist Residency

Port Saint John and the Saint John Arts Centre are delighted to ann...

Send message

4,451

People reached

264

Engagements

Boost again



Tweet Analytics



Port Saint John @PortSaintJohn · Oct 27, 2020



Exciting news: Sussex artist Sarah Sackville has been selected for the first ever Port Saint John Artist Residency! You can learn more about the program and Sarah's unique style in our latest blog post: bit.ly/3mps7Y3



8



2



0

Impressions ⓘ

1,582

Engagements ⓘ

60

Detail expands ⓘ

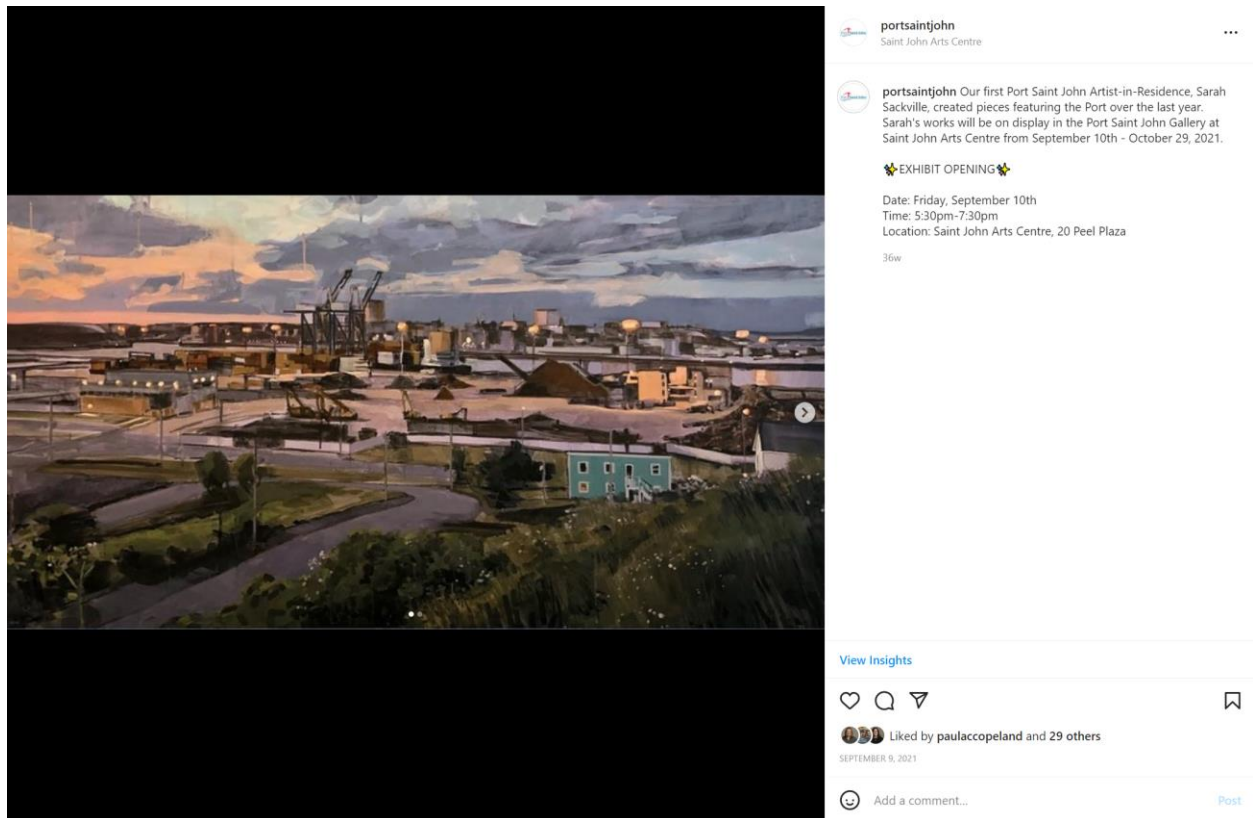
4

New followers ⓘ

0

Profile visits ⓘ

7



Earned Media

This initiative also generated earned media for the Port. Below are the earned media for the Artist in Residency program. Note that this does not include all the mentions received on social media and other channels.

[CALL: Artist Residency with the Port of Saint John and the Saint John Arts Centre – ArtsLink NB](#)

[Sussex Artist Selected For Port Saint John Residency | The Wave](#)

[Sussex Artist Selected For Port Saint John Residency | Country 94](#)

Visitation to the Gallery

During the 6 weeks period the exhibit was installed at the Port Saint John Gallery, there were approximately 950 patrons who visited (a 38% increase over the prior 2-month period) the Port Saint John Gallery at the Saint John Art Center. These visitors included:

- 150 people who attended the Port Saint John exhibition opening.
- A total of 40 people who attended during two concerts.
- 50 people who were attending a wedding.
- Anyone taking a workshop.
- New Brunswick College of Craft & Design students
- The rest were visitors specifically here to view the exhibitions.

Newsletter

Newsletters were sent to the port stakeholders via MailChimp announcing the partnership and introducing the opening of the Residency application.

- The call for application newsletter was sent to 150 subscribers and had 34% open rate
- Announcement of opening of exhibit for public viewing was sent to 132 subscribers and had 25.2% open rate.

First Port Saint John Artist in Residence



Our first Port Saint John Artist-in-Residence, Sarah Sackville, will be exhibiting works featuring the Port that were created over the last year. Sarah's works will be on display in the Port Saint John Gallery at Saint John Arts Centre from September 10th - October 29, 2021.



Saint John *Arts* Centre

✦ **EXHIBIT OPENING** ✦

Date: Friday, September 10th

Time: 5:30pm-7:30pm

Location: Saint John Arts Centre, 20 Peel Plaza

All are welcome to the opening event Friday, September 10th.



Port Saint John Is New Major Sponsor of Art Gallery at Saint John Arts Centre

Port Saint John and the Saint John Arts Centre are delighted to announce a landmark sponsorship of a signature gallery space at the Saint John Arts Centre.

The largest main floor gallery space, named the Frazee Gallery in the era of the building's history as the Aitken Bicentennial Exhibition Centre, has been re-christened as the Port Saint John Gallery for a six-year sponsorship term.

Paula Copeland, Director, Port Saint John's Communications and Corporate Social Responsibility is very pleased to share this exciting new step for Port Saint

"We have also entered into a partnership for a biennial artist residency, where a professional artist will be selected to create original works over a period of 10 months. The residency will include an exhibition in the Port Saint John gallery in September of 2021, 2023, and 2025. The themes of these exhibition will be the Port, and will elevate our branding initiative further, and also coincides nicely with the height of our cruise season each year."

"Arts, culture, and community outreach play an important role in the development and vibrancy of our city, and we're proud to be doing our part to support them."

Press Releases

[N.B. Artist Sarah Sackville selected for first ever Port Saint John Residency at Saint John Arts Centre | Port Saint John \(sjport.com\)](#)

[Port Saint John Is New Major Sponsor of Art Gallery at Saint John Arts Centre | Port Saint John \(sjport.com\)](#)

Port Saint John Gallery Naming

There was an in-person ceremony where the Port got the opportunity to name the Port Saint John Gallery in the Saint John Art Centre. The works of the selected artist is displayed in this space until the completion of the next residency. At this gallery naming, the then interim CEO for Port Saint John, Chris Hall, talked about the Artist in Residence program and introduced the selected artist, Sarah Sackville.

Conclusion

The 2021 Artist in Residency program was remarkably successful. The Port received more applications than were anticipated and already have artists inquiring about the next residency opportunity. We look forward to the next call for application which will happen in August 2022. We are happy to continue to support the art and culture community in New Brunswick and look forward to all the amazing artworks that this program will stimulate in the future.