



North Central Canada Centre of Arts and Environment

www.ncccae.ca

A community development project integrating arts, education, environment, culture, diversity, economic growth, excellence, sustainability, advancement, local recognition, international appeal, opportunity and potential.

"There is no power for change greater than a community discovering what it cares about."

-Margaret J. Wheatley

MISSION:

- To build a North Central Canada Centre of Arts and Environment (NCCCAE) that will support and enrich our communities.

VISION:

- To create a vibrant professional art centre that supports artistic and creative development for north central Canada and beyond. The centre will offer programming to foster artistic development, community-building, and creative expression.
- To become a centre of academic excellence for the arts and environment in north central Canada. This will enrich our communities by drawing dedicated professionals and students, while stimulating economic diversification and investment in our region.
- To design a combined art centre/academic institution which will be sustainable for, and well integrated with, both the natural environment and the communities (inspired by the successful model of The Banff Centre).
- To build an institution that will take a leading role in Canada's northern arts and culture, and engage in sound Aboriginal and non-Aboriginal exploration of arts and culture, while promoting this knowledge on national and international levels.

INTENTION:

- To gain support for this project through awareness, information and sharing of visions for this community. The team is seeking funding and support for a feasibility study. Support will be sought from key stakeholders, government, industry, business, institutions, organizations, specialty groups, philanthropists and foundations including local, provincial, federal, and international sources (as listed in the Terms of Reference). This will bring an opportunity to accomplish the vision and mission of this project.

WHERE WE ARE NOW:

- Created a Volunteer Task Force and Executive Committee (completed Fall-Winter 2013/2014)
- Developed working goals, plans and directives for the NCCCAE Project (completed Winter 2013/2014)
- Selected a consulting firm (Schick Shiner & Associates) and established a funding goal for Feasibility Study (May 2014)
- Feasibility Study
- Relationship-Building and Community Conversations (ongoing)

NEXT STEPS:

Support Consulting Team (Schick Shiner and Associates and Evolve Consulting) in Feasibility Study to determine next steps.





Why Invest in the NCCCAE? Six Key Reasons

1. Foster Economic Development and Diversification

- This project's aim is to bring large-scale opportunity to this region. The rich arts community and unique environmental and geological features of the area present untapped opportunities that could add to the region's viability and economic health.
- It is widely acknowledged that diversification of the local economy in the Flin Flon/Creighton area would contribute to greater security for residents of the region.
- By attracting professionals and students to the area, and providing enhanced quality of life for the residents of the area, the NCCCAE would stimulate new growth, and contribute to the local economy.

2. Enhance the Sustainability of our Communities

- Sustainability is central to the vision of this project; the NCCCAE will only be realized if the feasibility study and related research shows that the NCCCAE will be able to sustain itself, and grow into the future.
- Many projects are conceived to the building and opening stage, but this project will be designed with consideration to long-term goals and growth opportunities. The intent is for this organization to drive, not drain, local development.
- The NCCCAE will be designed using a business model, incorporating extensive consultation from experts, in order to ensure that the NCCCAE will be a viable, and sustainable entity in the region.
- This project was conceived locally by community members and has been evolving for several years with guidance from external advisors. With a collective of local people motivated to improve their community, and a team of experts supporting its development, this project has sufficient local interest and manpower to realize the project.

3. Build on, and Enhance, our Strengths

Arts

- The reputation of this community as a dynamic arts centre for northern Manitoba has been proven through consistent top ratings in Culture Days festivals, sold-out musicals and theatre performances, collaborations with national and international artists and organizations, the development of a flourishing art studio and collective, and numerous successful projects and arts organizations including a writer's guild, a pottery club, a quilt guild and multiple chamber choirs and local bands.
- The strong arts & culture scene in the community is a major draw for young people and families, and a significant asset for the region. Thus far, this resource has been largely untapped in terms of economic development.

Environment

- Students from southern universities already visit Flin Flon to study its geology; local geologists and environmental experts agree that the area holds great potential as an environmental research centre, with unique geological formations to be studied
- As a purposefully-built community, Flin Flon & area is an ideal site for studying the built environment, a relatively new field of study that builds on the knowledge of urban planning, sociology, public health and other faculties in order to improve human-made surroundings
- Many practitioners already recognize the match between the study of art and the environment, and the importance of developing relationships between these two faculties. The NCCCAE would offer an ideal location to do so.





4. Position our Region as a Desirable Destination

- The Flin Flon area has the potential to be a popular destination for tourists, and an attractive place to “put down roots”. With extensive access to nature, short commutes, a friendly and warm community culture, local sports & recreation opportunities, and a lively arts & culture scene, this is a great place to live.
- The relative isolation of the area has been significantly reduced over the past fifty years through expansion of air transportation, improvements to roads, and greater connectivity online. The community has become more accessible to other Manitobans, Canadians and global residents.
- As a unique and compelling institution and centre, The NCCCAE would draw visitors and residents (both temporary and permanent) to the region, while encouraging northern residents to stay in the North.
- The benefits of the arts go far beyond entertainment: the arts open doors to creative and critical thought, while offering essential outlets for self-expression and self-knowledge. With diverse programming available for people of all ages, the NCCCAE would contribute to the quality of life for residents.

5. Create Opportunities for Youth

- While UCN, Northlands College and the Northern Manitoba Mining Academy offer some options for local youth who want to pursue post-secondary education, more options are needed. The NCCCAE would help fill these gaps, giving more local youth the opportunity to stay in the region while receiving a high-quality education.
- This institution would offer value to youth far beyond the borders of our community: the intention is to offer excellent educational opportunities for students from across the North, Canada, and beyond.
- As an arts centre, the NCCCAE will offer programming and experiences to help youth and children develop skills, knowledge and confidence. By giving youth the opportunity to “learn from the best”, the NCCCAE will encourage local youth to aim for excellence in all areas of their lives.
- The state of the environment is one of the biggest issues of our time, and the young people of today will need to face these issues head-on. The NCCCAE would support local youth in developing respect for, and knowledge of, both natural and man-made environments.

6. Build a Legacy and Strengthen the North

- North Central Canada is ready for a high-quality institute for the study of the fine arts and the environment, and the local region needs to diversify the economy in order to create a more sustainable future for our children. The NCCCAE would fulfill these needs while bringing a unique and exciting prospect to the North.
- This project will appeal to those who have a vested interest in the North, as this facility would strengthen the longevity of existing businesses and organizations while fostering new growth and a brighter future for the region.
- Our region needs innovative leadership to fulfill its potential. As a partner with NCCCAE, your organization will be creating a legacy in the North.





Frequently Asked Questions (FAQ)

1. How much will this cost?

The Feasibility Study will cost \$90,000. Funding for this project has been made possible by The Province of Manitoba – Neighbourhoods Alive, Manitoba Local Government, HudBay, Flin Flon Arts Council, City of Flin Flon, Town of Creighton, Village of Denare Beach, University College of the North, Flin Flon School Division, Creighton School Division, LUD of Cranberry Portage, City of Flin Flon (loan to FFAC), and fundraising.

2. Why invest in this project when the town is unsure of its future?

This will be a sustainable economic engine for north central Canada with a dynamic group of citizens who are dedicated to realizing the vision of this project. This project will attempt to support the future of the area.

3. Who is working on this and how can others get involved?

There are currently 68 people involved in the project task force & partnerships, with seven sitting as executive. The members of the task force will communicate with the general public and invite participation from the same funneled through the Flin Flon Arts Council. See Terms of Reference, Appendix D.

4. Why the focus on the environment along with the arts?

This focus broadens the scope of the project to increase its feasibility. Advisors have recommended the concept and guided the creation of the terms of reference. Through this advice, environment was shown to be a natural fit and a connection to the global focus. The feasibility study will provide direction and research on this component.

5. Are you working with existing groups and organizations?

Yes. Existing collaborations are listed. The plan is to foster new connections as the project advances. See Terms of Reference, Appendix D.

6. I'm not an artist or interested in the arts. Why should I care?

The NCCCAE will enrich our communities by drawing dedicated professionals and students while stimulating economic diversification and investment in our region.

7. How much will this cost the community? How will it be sustained?

The vision for this project is to develop an academic and cultural facility that is sustainable. More detailed answers to these questions will be answered in the feasibility study.

8. Is it available to all people equally? Yes, that is the intention.

9. Who will run this centre?

The feasibility study will dictate and direct the needs of the centre as the project moves forward.

