

Creative Enterprise Initiative

Background Timeline:

- In 2003 the Prosperity Council of Waterloo Region established the "Good to Great Agenda" adopted by participants at the first Prosperity Forum. Agenda seeks to raise the ambition of the community and resulted in the collective commitment to five key directions that include:
 1. Build a collaborative vision based on the Prosperity model (strategy, tactics and measures) for the region
 2. Brand and market this region as one successful area for business, arts and lifestyle
 3. Enhance regional health institutions with state-of-the-art facilities to attract and keep physicians and build expertise
 4. Strengthen local post secondary institutions in size, quality, and impact to attract and keep highly talented people
 5. Create and fund a regional arts and culture development and promotion body
- The Task Force on Creative Enterprise was formed to address the 5th direction, and determined that while the one objective is to strengthen arts and culture, the ultimate goal of the agenda is to generate private-sector employment opportunities and strategies that include: Improving our community's quality of life; attracting and retaining the best and brightest artistic and technical minds; cultivating the not-for-profit, and for-profit creative economy; fostering entrepreneurship and bold, new ideas
- June 11, 2007, at the King Street Theatre Centre, (now the Conrad Centre for the Performing Arts) the Council hosted Creative Intersections, a community forum which established a framework for the role of arts and culture in the growth of prosperity within the Region of Waterloo.
- April 2008, third party consultants completed "The Report on Model Communities Research" – a document outlining groundbreaking creative initiatives in other communities around the world.
- August 28, 2008, at Kitchener City Hall Rotunda, the Task Force on Creative Enterprise hosted a consultation session with members of the arts community - feedback from this session was used to help further the agenda.
- The Creative Dimensions in Prosperity Forum held September 24, 2008 at Whistle Bear Golf Club, engaged business, community and arts leaders, and resulted in the creation of Task Forces to address Vision, Structure and Resources.
- June 9, 2009, at St. George Banquet Hall, the draft work of the three Task Forces was presented at a consultation session with various community representatives who had participated in the Creative Dimensions in Prosperity Forum the previous year. Feedback from this session led to further research and work by the three Task Forces.
- A new audience of young community leaders was introduced to the Creative Enterprise Agenda at a briefing session and reception held September 9th, 2009, at the Conrad Centre for the Performing Arts.
- During the summer of 2009 briefing sessions were held with key influencers to test the findings of the Task Forces.
- September 24, 2009, at the Waterloo Inn and Conference Centre, the final work of the Vision, Structure and Resources Task Forces was presented to a broad representation of community stakeholders. Significant findings and key recommendations were offered to move the Creative Enterprise Agenda to the next stage.
- December 2009 the inaugural Barnraisers Council is appointed with the assistance of UW President David Johnston

- December 2009, a presentation is made to the Councils of the Region of Waterloo, the City of Cambridge, the City of Waterloo and the City of Kitchener at the December 3rd All Council Meeting, calling on councillors to: increase their funding currently allocated to arts and culture by \$1 per capita; and financially support the establishment of the Creative Enterprise Enabling Organization
- December 2009 - call for applications to the Creative Enterprise Enabling Organization Board of Directors
- March 2010 the inaugural Board of the Creative Enterprise Enabling Organization (CEEO) are selected and announced
- By March 2010 Councils commit to increased sustainability funding for arts and culture, and operational funding of the CEEO
- July 2010 Trillium announces funding to the CEEO of \$225,000 over a three-year period
- July 2010 – present - the Board of the CEEO embark upon important foundational work including: undertaking operational tasks to begin the new organization including the establishment of protocols; strategic planning sessions to build on the work of the Prosperity Council and incorporate information that was gathered since the board was established; the search of a CEO for the Creative Enterprise Enabling Organization.