

CEEEO News Update – Heather Sinclair, CEO of Creative Enterprise Enabling Organization(CEEEO) Announces Director, Audience Development



October 31, 2011

Heather Sinclair, CEO of The Creative Enterprise Enabling Organization, is thrilled to announce the appointment of Robin Rhodes as the organization's first Director of Audience Development.

"I am very excited that Robin has been able to take on this one year contract," says Sinclair. "When I recently heard that Robin had moved back to Stratford almost 5 years ago and was working in the area, I immediately thought he would be a great fit for CEEEO and the community. I had been impressed with Robin's work but always from afar as we worked in two separate divisions at TIFF (comprising over 800 full & part-time staff) so I am delighted to be able to work directly with him – day in and day out- for the first time in our careers. Robin's experience and skill at building audiences, fostering relationships and strategic alliances that enable growth will be invaluable to delivering on the CEEEO mandate."

Rhodes comes to CEEEO from Loreena McKennitt's Quinlan Road record label where he handled communications for the award-winning Canadian composer and musician who has sold over 15 million records world-wide. His experience also encompasses almost two decades with the Toronto International Film Festival (TIFF) where he ran TIFF's touring and outreach programme, Film Circuit. A recipient of the Peter F. Drucker Award for Canadian Nonprofit Innovation, Film Circuit generates in excess of \$2 million in annual box office receipts for Canadian distribution and exhibition companies through screening programmes in over 180 communities across Canada. While at TIFF he was also instrumental in developing Film Circuit's international component which supplied screening programmes to foreign markets, and resulted in numerous distribution sales for Canadian films abroad. Along with his experience in Canada's music and film businesses, he has also worked as a stage manager for many live theatre productions. His credits include David Rubinoff's award-winning STUCK at Theatre Passe Muraille, MOTHER OF PEARL at Solar Stage and SATURN RETURNS at Tarragon Theatre.

As CEEEO's Director of Audience Development, Rhodes will foster audience growth for existing and new creative offerings around the region and work closely with organizations, as appropriate, in the areas of audience attraction and retention, marketing and communications. Robin will immediately lead the development of the next phase of the Region's arts portal (currently situated on explorewaterloo.ca) with the intent to meet the stated community demand for a go-to place for all that is happening in the

Region, in addition to providing an full service suite of online resources and services for the creative sector including everything from peer2peer networking, resource documents, training tools etc.

About CEEO

The Creative Enterprise Enabling Organization is a business strategy driven out of the Prosperity Council to deliver against the economic imperative and objective of retaining the best and the brightest talent in Waterloo Region by driving sustainable creative economies. The Creative Enterprise will enliven the physical and cultural fabric of Waterloo Region by building upon our existing assets and creating new ones, by fostering creative endeavour in traditionally defined arts and culture while also exploring the powerful intersections of art, science and technology and by promoting the search for bold, undiscovered ideas as our regional brand. Its return on investment will be the retention and capture of top talent to fuel our economic development presently and to provide meaningful, if not world changing work for generations to come.

For further information please visit creativeenterprise.ca.

Please direct any inquiries to:

Heather Sinclair

CEO, Creative Enterprise Enabling Organization

heather@creativeenterprise.ca

226-929-5622