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**TO:** Mayor J. Lehman and Members of Council **File: F11-CUL**

**FROM:** Rudi Quammie Williams, MBA, BFA, Director of Culture

**NOTED:** R. Forward, MBA, M.Sc., P.Eng., General Manager of Infrastructure, Development & Culture

Carla Ladd, Chief Administrative Officer

**RE:** Cultural Grants Program, 2012

**DATE:** April 16, 2012

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For the information of Council, the Department of Culture is pleased to announce that a total of \$325,000 was presented to 17 community arts groups and 15 individual artists through the City of Barrie Cultural Grants process for 2012 (Appendix "A").

#### Return On Investment for Arts and Culture

In 2011, the City of Barrie dispersed \$277,000 in funding to 16 different arts organizations in the community. This funding enabled these groups to leverage another \$978,200 in funding from provincial and federal funding programs and \$1,284,665 in private and corporate sector sponsorships. These not-for-profit arts organizations also generated over \$1,195,498 in earned revenue, through ticket sales on events and performances. Since the inception of the workshops and granting programs, we have seen significant growth in return on investment, especially in the area of revenue from other government sources. For example, in 2008 participating organizations leveraged only \$381,396 in total government funding so a significant improvement was clearly demonstrated in 2011.

In addition to the quantitative analysis of the Grants Program, staff also engage in collecting qualitative data and many testimonials were received from Arts Organizations that were funded in 2011. The few examples of those comments, presented in Appendix 'B', reflect the degree of importance placed on the City's financial investment in Barrie Arts and the level of support that local arts organizations were able to leverage from other levels of government, residents and private sponsors as a direct result of the City of Barrie's arts and culture grants and training workshops.

#### Granting Process

The 2012 granting process began in September of 2011 when groups were encouraged to submit their applications to the City for review. The grants program was advertised through the City's website, press releases, direct mail-outs, posters placed in various community facilities and e-mail notices sent to community groups and individuals participating in the arts.

The Department of Culture employed a panel of five highly qualified arts consultants from across the province to review and rate the applications. The application deadline was December 1, 2011 and applications were couriered to the jury panel at the beginning of the following week. The panel had two and one half months to review and evaluate the applications, which included reports on previous grants received and the resulting activity. The jury panel convened in Barrie on February 26 and 27, 2012 to discuss their evaluations and formulate a consensus on the strengths of the applications, the areas for improvement and suggestions that would benefit the applicants. The panel also recommended a level financial support for each application. The grant amount was based on several factors:

- A review of the applications funding request in relation to their total operating budget,
- An expectation that the City of Barrie's funding is not the sole source of funding,

- The applicant's ability to meet the goals of the program by building capacity and developing a sustainable organization that consistently demonstrates excellence in the arts,
- The group achieved a ranking acceptable to the panel,
- The realization that most groups will not receive their requested amounts as the total dollars requested far exceeded the funds available.

The panel members consisted of the following five arts consultants, Jason McBride, Eric Lariviere, David J. King, Melanie Fernandez and Natasha Wytnowych. A brief bio of each consultant is attached as Appendix "C" for your perusal.

In addition to the operating and project grants that the City has been presenting for the past five years, a new category under project grants was developed in 2009 to serve the needs of individual artists. Individual artists may now apply as emerging artists for up to a maximum of \$2,000 and mid-career and senior artists may apply for up to a maximum of \$5,000.

Staff from the Department of Culture met with each and every organization and individual that applied, to discuss their recent applications and reports on previous grants and to provide them with the valuable feedback given by the jury panel. Through this process the Department of Culture learns about the challenges facing arts groups and individuals and they are working towards ways to assist them in reaching their full potential.

#### Training Workshops

In 2011, as in the previous two years, the Department of Culture organized workshops on grant writing to enable individuals and organizations to hone their grant writing skill and properly complete the City of Barrie funding applications. This workshop was presented by Dr. Carolyn Meyer, professor from Ryerson University. The Department of Culture also offered a workshop on key strategies in positioning and marketing your cultural event or organization by Eric LaRiviere, Manager of the Markham Theatre and marketing the arts through social media with Marc Hill, local business owner. In the fall of 2011, the Department of Culture was pleased to offer a workshop that brought presenters from three levels of government to speak to the Barrie Arts community about potential funding opportunities. The Trillium Foundation, Ontario Arts Council, the Canada Council for the Arts and City of Barrie representatives spoke on their respective funding opportunities for individual artists and not-for-profit arts organizations.

#### Performance Indicators

In 2009, the City of Barrie issued arts and culture grants totaling \$297,000. The per capita cost of this service was \$2.12. This was in strong contrast to the levels of support experienced by artists and arts organizations in other communities. The OMBI (Ontario Municipal Benchmarking Initiative) municipal per capita average was \$4.60 for participating Ontario municipalities who delivered this service in 2009. In 2010 the City of Barrie's per capita cost for this service increased to \$2.42 but was still in striking contrast to the municipal average of \$4.76. Through our strategic mix of grants, strategic consulting and training workshops, City of Barrie staff seeks to assist artists and arts organizations in their efforts to increase sustainability by making prudent investment in their growth and disseminating valuable information to support their strategies.

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Rudi Quammie Williams  
Director of Culture

**Appendix "A"**

**2012 Cultural Grant Funding**

<b><u>Name</u></b>	<b><u>Operating Grants</u></b>	<b><u>Project Grants</u></b>
<b>Organizations</b>		
Arts ce Soir		\$3,000
Back To Basics	\$9,000	
Barrie Concert Band	\$4,000	
Barrie Film Festival	\$20,000	
Barrie Folk Society	\$7,000	
Barrie Spring Art Tour		\$1,000
Bravado Show Choir		\$1,000
Campus Gallery	\$11,000	
Caribbean Culture Institute	\$8,000	
Colours of Music	\$16,000	\$2,500
Huronian Symphony	\$11,000	
Kempfenfelt Community Players	\$10,000	
King Edward Choir		\$4,000
Lyrica Choir		\$2,000
MacLaren Art Centre	\$115,000	\$4,000
Simcoe Contemporary Dancers		\$4,500
Talk Is Free Theatre	\$40,000	
Theatre By The Bay	<u>\$22,000</u>	\$2,500
<b>Total Operating Grant Funding</b>	<b>\$273,000</b>	
<b>Individual Artists</b>		
Carleigh Aikins		\$1,000
Brett Caswell		\$2,500
Damian Lopes		\$2,500
Derek Martin		\$2,000
Final Thought (band)		\$1,000
Glenn Coulson		\$2,500
Heather Kirk		\$1,500
Jill Price		\$2,000
Kyle Thornley		\$2,000
Mark Jacquemain		\$1,000

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Neil Crowe		\$2,000
Shane Dennis (L.S.)		\$2,500
Steve Major		\$1,000
The Morals (band)		\$1,000
Tonya Kennedy		\$2,000
Trudee Romanek		<u>\$1,000</u>
<b>Total Project Grant Funding</b>		<b>\$52,000</b>

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**Appendix "B"**

**Grant Program Testimonials**

"The funds granted to us by the City of Barrie enabled us to carry out our season successfully and in addition we were able to introduce a new youth program. Last spring we ran a test session where we brought students from a local studio and a youth music group into a rehearsal workshop with our Artistic Director and Conductor, Oliver Balaburski. This was followed by a session with the full forces of the Huronia Symphony – that was when we watched the real magic take place."

"The City of Barrie grant monies assisted in maintaining our stability in a season of interesting challenges. One of the most direct benefits of our 2011 funding was to connect us with the Department of Culture and participate in all that it offers. We were able to attend workshops, seminars and events that connected us to the other cultural organizations in the city. This resulted in artistic collaborations and productions, the sharing of knowledge and resources, and the strengthening of all performing arts groups in the city".

Valerie Selander Voisey  
The Huronia Symphony

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"In the last few years this City's drastically pronounced commitment to culture has been the envy of many arts organizations, even in major cities such as Toronto. Before that time it was very difficult for our company to prove its validity to major sponsors and outside funders when the support of our own city was unclear and unarticulated. The support of the City of Barrie, financial and otherwise, has, hands down, solved the missing and the essential puzzle in our company's stability and evolution".

Arkady Spivak, Artistic Director  
Talk is Free Theatre

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"The support and commitment from the City of Barrie helped us to secure our Ontario Arts Council grant for \$13,000.00. It also played a vital role in helping us to attain \$78,000.00 in corporate sponsorships and \$50,000.00 in inkind donations".

"City of Barrie funds allowed us to hire the very best of Canadian talent and produce a high standard of theatrical productions. Our production of *The Tempest* featured actor Robert Joy of CSI New York fame. We were also able to hire a Toronto publicist and as a result we doubled the seat sales for our main show".

Erica Angus, Associate Producer  
Theatre by the Bay

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"The City of Barrie grant has allowed us to purchase music that is not easily accessed from choral libraries. This music fits with our mission of presenting "rich, elaborate and sophisticated programming".

Steve Winfield  
Lyrica Choir

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“The City of Barrie grant has allowed us to increase our youth outreach program and attract new participants. The grant has helped us the teach the next generation of our City’s dance community, the necessary skills to create their own work thus helping to foster the next generation of Barrie dance artists”.

Sarah Lochhead  
Simcoe Contemporary Dancers

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**Appendix "C"**

**Jury Panel Bios for 2012**

**David J. King** is an accomplished conductor, teacher, producer, manager and singer who has performed in and directed numerous choirs, musicals and operas. Upon graduating the University of Western Ontario he taught for the Wellington Board of Education, conducted the UWO Choir, directed and performed in the Guelph Chamber Choir. He then moved to Toronto to sing professionally with the Elmer Isler Singers and was the Choral Music Manager for various Toronto music stores, such as the well known Long & McQuades. David is Founder and Artistic Director of "All the Kings Men" a mixed-voice semi-professional choir that have performed at Roy Thomson Hall, Glenn Gould Studio, Toronto Centre for the Arts, on the CBC, City TV and JAZZFM. David has also served on the board for Choirs Ontario.

**Eric Lariviere** has recently taken over the leadership of the Markham Theatre (Ontario, Canada). Between 2002 and 2008, Eric Lariviere was President and artistic director of Daytona Beach International Festival, the Official American Festival Residency of the London Symphony Orchestra. Under its leadership, the event blossomed into the largest international and orchestra Festival in Florida ([www.dbif.com](http://www.dbif.com)). He was pivotal in launching a comprehensive strategic planning process and organizational transition that led to repositioning the Festival into a major cultural destination attraction. In terms of audience development, his marketing initiatives to increase visitorship were frequently acclaimed by Visit Florida, the state's recognized authority in tourism promotion.

Prior to his arrival in the United States, Eric was General Manager of Societe du Centre Pierre-Peladeau, in Montreal, Canada. During his nine-year tenure, he positioned the Centre as one of the prime performing arts venues in Downtown Montreal. Lariviere is also responsible for bringing the 25th Edition of the International Performing arts for Youth Conference to the Centre. Lariviere's management experience also includes work with the Montreal Symphony Orchestra as well as various cultural projects. A recognized leader, he was successively President of the Canadian Arts Presenting Association, President of the Volusia County Cultural Alliance, he has recently begun serving on the Board of Directors and Executive Committee of the Association of Performing Arts Presenters ([www.artspresenters.org](http://www.artspresenters.org)).

A native of Canada, Eric studied cello at McGill University and earned a Bachelor of Business Administration degree from the Universite du Quebec a Montreal.

**Jason McBride** is a Toronto-based freelance writer and editor. A graduate of the University of Toronto, he is the former managing editor of *Cinema Scope* magazine and Coach House Books, where he edited books by filmmaker Guy Maddin and artist Steve Reinke and co-edited the first volume in the press's popular *uTopia* series. He worked as the online editor for *Toronto Life* magazine for two years before devoting himself full-time to freelance writing. He is now a regular contributor to *Toronto Life*, *Maclean's*, the *Globe and Mail*, *The Believer*, and many other publications. He is currently working on his first novel.

**Melanie Fernandez** holds Masters degrees in both Education and Anthropology. She has a vast and varied employment background in the arts as she has worked for the Ontario Arts Council in the capacity of Community Arts Officer, as well as for the Art Gallery of Ontario as head of Education and Public Programmes. She has also been employed by the Royal Ontario Museum as the Co-ordinator of the Discover Gallery. She is currently the Director of Community and Educational Programmes at the Harbourfront Centre where she has worked since 2002. Melanie brings with her vast experience in researching and writing and has many publications to her credit with the Ontario Museum Association, Ontario Association of Art Galleries, MUSE and The Toronto Star, to name but a few. Melanie has served on numerous boards and advisory committees, including: Cultural Pluralism in the Arts (University of

Toronto), Community Arts Ontario, A Space Gallery, Arts Starts Neighbourhood Cultural Centre, the Canadian Commission of UNESCO and the Canada Council for the Arts Racial Equity Committee etc.

**Natasha Wytnowych**

Natasha is an award-winning director, producer, playwright and designer. Natasha received the Toronto Arts Council Foundation's inaugural Mayor's Arts Award for an Emerging Artist, and the Premier's Award for Excellence in the Arts (Emerging Artist) in recognition of her outstanding accomplishments and potential as a director and arts leader, as well as was nominated for the Ontario Arts Council's John Hirsch Award for Emerging Directors and the Canada Council for the Arts' John Hirsch Award for Emerging Directors. She is the Artistic Director for Company Theatre Crisis, an award-winning company dedicated to developing and producing contemporary works, and Artistic Director for Theatre Revolve, which empowers young women from diverse communities through artistic training and international arts programs. She is currently the Associate Director of Programming for Canadian Stage. Other credits include: Artistic Producer of the Paprika Festival (a training program and festival of new works by artists under 21 at the Tarragon Theatre); Associate Producer for the AfriCanadian Playwrights Festival; Producer of the 26th Annual Dora Mavor Moore Awards; Artistic Associate for Nightwood Theatre; Associate Festival Director for Nightwood's Groundswell Festival; and Under-21 Associate Director for the Rhubarb! Festival at Buddies in Bad Times Theatre. She initiated and facilitated Nightwood's Emerging Actor Program and was the Assistant Festival Director for the inaugural and second Hysteria: A Festival of Women for Nightwood Theatre/Buddies in Bad Times Theatre. Recent directing projects include: The Russian Play at Factory Theatre and the Magnetic North Theatre Festival, In Full Light and I Think of You, Erendira in the Toronto SummerWorks Festival, and Post-Democracy at the Rhubarb! Festival and the Banff Playwrights Colony. Natasha has sat on numerous advisories, grants and awards juries, and currently sits on the Board of Directors for Buddies in Bad Times Theatre, The AMY Project, and is a member of the Toronto City Summit Alliance's Emerging Leaders Network.