
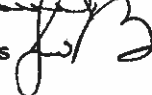


TO: Mayor D. Aspden and Members of Council

FROM: S. R. Armatage, Director, Leisure, Transit & Facilities Department

NOTED: G. Calvert, Interim City Administrator   
J. M. Babulic, Commissioner of Community Services 

RE: 2006 Cultural Grants

DATE: December 18, 2006

On May 2, 2006, Council approved the Building A Creative Future Plan For Culture. As part of the approval, Council authorized staff to undertake an objective professionally based cultural grant process for 2006 to assist local cultural organizations towards building capacity within their respective groups to deliver their cultural services.

Staff commenced work on this initiative immediately following plan approval, and launched the application process in September. Advertising of the grant programme was accomplished through a posting on the City's web site, newspaper ads, and direct mail out notices to known cultural organizations.

To ensure compliance to the goal of a professional objective process, the application forms were based on the Ontario Arts Council format, and an advisory panel, consisting of six highly qualified provincially significant cultural experts, was established to review the applications. Please see the attached summary of the panelists and their credentials. (Appendix A)

The panel members were each provided a copy of all applications (14) received for their independent review. The panel then met collectively in Barrie on October 25th to share their respective insights and formulate a panel consensus to highlight the strengths, areas for possible improvement, and recommended grant amount for each applicant.

The recommended grant amount was based on several factors:

- A review of the applicant's funding request compared to their total budget.
- A recognition that the City funding was not to be the sole source of funding.
- That the applicant met the Plan's goal of cultural capacity building.
- The attained ranking of each organization as determined by the Advisory Panel.
- A realization that none of the groups could receive their requested amount as the total dollars requested far exceeded the amount available.

Each applicant group was invited to attend a meeting with City staff specifically scheduled for that group during either November 27<sup>th</sup> or 28<sup>th</sup>, to review the comments of the Advisory Panel and to advise the applicants of their grant request. During these meetings, the organizations provided favourable comments to City staff on the process in general and in particular, expressed their appreciation for the opportunity to get direct written feedback on the insights of the expert Advisory Panel.

The one area each applicant requested the City to review for the future was the complexity of the application forms. Staff concur with this observation and will modify the forms for future use while still maintaining the statistical and financial information that matches the Ontario Arts Council process.



**Leisure, Transit & Facilities Department**  
**MEMORANDUM TO**  
**GENERAL COMMITTEE**

Previously Council had approved as part of the 2006 Operating Budget direct grants to four organizations – Barrie Concert Band, Gryphon Theatre, Huronia Symphony Orchestra and The MacLaren Art Centre. Under the new cultural grant programme an application was not received from the Barrie Concert Band. The MacLaren Art Centre application was submitted to take advantage of receiving the insights of the expert Advisory Panel only as no additional funding was requested.

Staff are pleased to report the following cultural grants have been awarded for 2006

ORGANIZATION	GRANT REQUEST	GRANT AWARDED
Barrie Concert Band	\$ 7,950	Previously awarded by Council
Barrie Film Festival	\$ 20,000	\$ 7,000
Barrie Folk Society	\$ 17,500	\$ 5,000
Barrie Youth Regional Choir	\$ 19,500	\$ 2,500
Colours of Music	\$ 10,000	\$ 7,000
Gryphon Theatre	\$ 25,000	\$ 2,000 additional grant (\$23,390 previously awarded by Council)
Huronia Symphony Orchestra	\$ 12,000	\$ 1,771 additional grant (\$8,229 previously awarded by Council)
Kempenfelt Community Players	\$ 20,000	\$ 5,000
King Edward Choir	\$ 20,000	\$ 5,000
Lyrca	\$ 10,000	\$ 2,000
Talk Is Free Theatre	\$ 35,000	\$ 30,000
The Campus Gallery	\$ 19,040	\$ 5,000
The MacLaren Art Centre	\$ 59,962	Previously awarded by Council
Theatre By The Bay	\$ 40,000	\$ 10,000

At the conclusion of the meetings with the 2006 applicants, each group was advised that the funding for the cultural grants for 2007 would be subject to Council approval as part of the 2007 Operating Budget discussions. If funding is approved, no recipient of a 2006 grant is guaranteed to receive a 2007 grant. Consistent with the Plan recommendation the application and Advisory Panel process would continue to be utilized to determine future eligibility and recommended grant awards.

Staff have concluded that this process is an extremely valuable tool in learning more about the cultural organizations and to assist the groups in accessing information and resources which will enable them to reach their cultural potential.

  
 G. R. Armatage, Director  
 Leisure, Transit & Facilities Department

**JURY PANEL BIOS**

**Ken Doherty B.A.** is currently the Director of the Community Services Department in the City of Peterborough, a portfolio that encompasses fire services, recreation, arenas, the Memorial Centre and the Marina. Ken is responsible for a staff of 225 full time equivalencies and an operating budget of \$21,828,746. Ken has an extensive history in managing the Arts, Culture and Heritage division of the City of Peterborough for the past eighteen years where he was responsible for the Peterborough Public Library, Peterborough Museum and Archives, the Art Gallery of Peterborough, and the Market Hall. Ken teaches at Sir Sandford Fleming College in their Museum Management and Curatorship Programme, as well as in the Arts Administration Programme. Prior to working for the municipality of Peterborough Ken worked as the C.E.O. of the Peterborough Public Library and prior to that as director/curator at the Peterborough Centennial Museum and the director of the Museum in Timmins, Ontario. Ken has been awarded on many occasions for his contributions to the community, his volunteerism and his involvement in preserving historical sites. Ken is currently an active member of the M.C.C.P., the Municipal Cultural Planning Forum Project, an initiative geared to assisting municipalities within Ontario to moving towards a cultural vision.

**Melanie Fernandez B.Sc. M.A. M.Sc.**

Melanie is currently the Director of Community and Educational Programmes at the Harbourfront Centre, where she is responsible for community development strategies and initiatives, fundraising, revenue generation, budget management, marketing and publicity. She has previously been employed by the Art Gallery of Ontario, the Ontario Arts Council, the Royal Ontario Museum and the Museum of American History at the Smithsonian Institute. Melanie teaches community arts courses in the Fine Arts Department of the Ontario College of Art and Design, as well as freelancing at Six Nations Reserve and the Arts Gallery in Hamilton. Melanie has co-ordinated a host of programs, for example, the first large scale Latin American Festival at the Royal Ontario Museum and a multi-disciplinary festival exploring contemporary aboriginal arts and culture. She has served on the Board of Directors for A Space Gallery, the Toronto Arts Council, the Advisory Committee for the Toronto Cultural Affairs Division, the Ontario Museum Association, the Ontario Association of Art Galleries, the University of Toronto Arts Administration Program, the Advisory Committee for the Childrens Own Museum, the Toronto Community Foundation for Arts and Heritage, the Laidlaw Foundation, the UNESCO Canadian Commission, the City of Toronto Culture Department, the Canada Council for the Arts Race Equity Committee and Community Arts Ontario. Melanie has been published in a variety of arts publications and been recognized by the arts community when presented with educational awards.

**Mallory Gilbert B.A.** Until recently Mallory has been employed as the General Manager of the Tarragon Theatre in Toronto since 1975. Mallory has also been active in the Professional Association of Canadian Theatres, serving on their board for over twenty years and as Vice President and President. Mallory served over the years in many volunteer positions, for example, the Professional Association of Canadian Theatres, the Toronto Theatre Alliance, the University of Toronto Arts Administration Program Advisory Council, the George Brown Theatre Arts Program Advisory Council and the York University Department of Fine Arts Advisory Council. Mallory also served as a board member on The Group of Seven Theatres board, the Creative Trust for Arts and Culture, for which she was a founding member, and the Mayor's Roundtable for Arts and Culture. Mallory has received a tremendous amount of recognition for her volunteer work, including awards from the Canada Council, the National Theatre School, from the Canadian Conference of the Arts for her cultural leadership, a national award for Arts Administration and a Silver Ticket Award for Outstanding Contribution to the Theatre from the Toronto Theatre Alliance.

**Valerie McElravy B.A.** Valerie has been a President and Chairperson of the Lindsay Concert Foundation, a not-for-profit charitable arts organization. Under her leadership this organization has grown into an annual series of classical music, an artist series of master classes and a children's concert series. Valerie chairs an adjudicated music scholarship competition for deserving young musicians residing within the City of Kawartha Lakes. Valerie is known for her expertise in incorporating private and not-for-profit organizations, as well as boasting over twenty years experience in community cultural development in the fields of music presentation, public art, legal incorporation practices and arts education. She has fostered interactive programming within the arts community involving music teachers and school boards.

**Susan Serran**

Susan has been involved with the professional arts community for 30 years as a manager, producer, arts advocate and activist. She joined Artscape in 1999 and since then has worked in a number of different capacities with the organization and is currently the Director of Community Development. In addition to developing the vision and operational structure for the Gibraltar Point Centre for the Arts, she designed and facilitates an International Artist Residency Program which welcomes artists from around the world to Toronto. Susan is also the programmer for Creative Places + Spaces, a bi-annual conference series hosted by Artscape. She was a founding co-chair of ArtsVote, a coalition that mobilized thousands of artists and cultural workers to vote in municipal elections.

**Jane Marsland**

Jane has been an articulate advocate for the arts for many years and has served on a wide range of boards, advisory groups and committees. Jane has recently been the recipient of two arts community awards: a "Harold" in 2001 and the Sandra Tulloch Award for Innovation in the Arts in 2002. Ms. Marsland has managed arts organizations since 1974 and was General Manager of the Danny Grossman Dance Company from 1982 to 1999. Since October 1999, Jane has been a free-lance arts consultant, working with more than 40 arts organizations. Jane was integral to Toronto's Arts 4 Change program that created a lasting legacy of benefits and positive relationships among participating companies.