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**TO:** Mayor J. Lehman and Members of General Committee **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

Jon M. Babulic, Chief Administrative Officer

**RE:** Cultural Grants Program, 2011

**DATE:** May 16, 2011

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For the information of General Committee, the Department of Culture is pleased to announce that a total of \$325,000 was presented to the community arts groups and individual artists through the City of Barrie Cultural Grants process for 2011 (Appendix 'A').

#### Return On Investment for Arts and Culture

In 2010, 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 \$1,041,081 in funding from provincial and federal funding programs and \$1,349,208 in private and corporate sector sponsorships. These not for profit arts organizations also generated over \$1,200,000 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. This is in striking contrast to over \$1,300,000 of total government support leveraged by the same organizations in 2010.

In addition to the quantitative analysis of the Grants Program, staff also engaged in collecting qualitative data and many testimonials were received from Arts Organizations that were funded in 2010. 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 2011 granting process began in September of 2010 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 30th and applications were couriered to the jury panel at the beginning of the following week. The panel had one month 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 22<sup>nd</sup> and 23<sup>rd</sup>, 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, Alana Wilcox, Iain Baxter, Eric Lariviere, David J. King and Jacoba Knaapen. 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 that included individual artists. Individual artists may now apply as emerging artists for up to a maximum of \$2,000 and mid-career 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 2010 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 skills, properly complete the City of Barrie funding applications and increase their level of funding coming from other government sources. The Department of Culture also offered workshops on creating business plans for arts businesses, marketing arts businesses and marketing the arts through social media. In the fall of 2010, 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 delivering this service was \$2.12. This compares favourably with the OMBI (Ontario Municipal Benchmarking Initiative) municipal per capita average of \$4.60 for participating Ontario municipalities who delivered this service. Through the grants, strategic consulting and training workshops, City of Barrie staff seeks to assist artists in their efforts to increase funding 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"**

<u>Name</u>	<u>Operating Grants</u>	<u>Project Grants</u>
<b>Organizations</b>		
Barrie Concert Band	\$4,000	
Barrie Film Festival	\$20,000	\$4,000
Barrie Folk Society	\$7,000	
Barrie Spring Art Tour		\$1,000
Bravado Show Choir		\$2,000
Campus Gallery	\$11,000	
Caribbean Culture Institute	\$8,000	
Colours of Music	\$16,000	
Huronian Symphony	\$11,000	
Kempfenfelt Community Players	\$10,000	
King Edward Choir		\$4,000
Lyrical Choir		\$2,000
MacLaren Art Centre	\$115,000	\$4,500
Simcoe Contemporary Dancers		\$4,500
Simcoe County Arts N' Crafts Assoc.		\$1,000
Talk Is Free Theatre	\$40,000	
Theatre By The Bay	<u>\$22,000</u>	
<b>Total Operating Grant Funding</b>	<b>\$264,000</b>	
<b>Individual Artists</b>		
Anita Arvast		\$2,500
Brett Creswell		\$3,000
Damian Lopes		\$3,500
Derek Martin		\$2,000
Frances Thomas		\$4,000
Fransi Andersson		\$4,000
Heather Kirk		\$1,500
Jennifer Gibson		\$2,000
Justin Garnet Dyck		\$4,000
Shirley Thompson-Kort		\$1,000
Ted Fullerton		\$4,500
Tonya Kennedy		\$4,000
Tracey Anne Martin		<u>\$2,000</u>
<b>Total Project Grant Funding</b>		<b>\$61,000</b>

**Appendix "B"**

**Grant Program Testimonials**

"Funding from the City of Barrie Cultural Grant, provincial and federal grants, and local corporate sponsorships allows Theatre by the Bay to produce professional live theatre, accessible to both visitors and the citizens of Barrie. It enables us to mentor youth, nurture talent, employ local cast & technical crew and provide engaging volunteer opportunities. These are important objectives of Theatre by the Bay. We can then assist Barrie in enhancing its role as a cultural centre, promote the downtown and support our retail & hospitality sector."

*Erica Angus, Producer  
Theatre by the Bay*

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"The Cultural Grant I received from the City of Barrie was the only way I ever would have been able to afford to take the time I needed to write the script for my feature film Vacillate. Because my city believed in the merit of my work, it gave my film more credibility and is one of the main reasons I went on to receive an Ontario Arts Council Grant funding the production of the film. Because of the Cultural Grant I was able to focus all my time on writing a quality script worthy of being produced."

*Heather Tobin  
To Each Her Own Films*

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"The MacLaren Art Centre is an award winning public art gallery serving Barrie, the County of Simcoe and area; it is also a museum housing a collection of 26,000 artworks valued at \$23 million; a dynamic cultural centre adding to the social, intellectual and creative fabric of this community; an architectural landmark in Barrie; a "must see" travel destination in Ontario; and an economic driver for downtown revitalization. The MacLaren is committed to fostering a creative community by presenting a year-round programme of world class exhibitions, public art projects and innovative public programmes that capture the imagination of visitors. In 2010, we reached 50,800 people through our programmes at the gallery, in the schools and in the community, including 16,000 children and youth. These activities would not be possible without the annual culture grant we receive from the City of Barrie.

Grants from the City of Barrie, the Ontario Arts Council, the Canada Council for the Arts and other government agencies represent a combined total of 25% of our annual revenues. The quality of the programming we can develop through these grants enables us to build capacity, to generate earned income and to attract donations and sponsorships to meet our operating needs. We are indebted to the City of Barrie for this support."

*Carolyn Bell Farrell, Executive Director  
MacLaren Art Centre*

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**Appendix "C"**

**Jury Panel Bios for 2011**

**Alana Wilcox** is the senior editor of Coach House Books, where she has worked for the past ten years. She is the founding editor of the uTOpia series, which includes uTOpia: Towards a New Toronto, The State of the Arts: Living with Culture in Toronto, GreenTOpia: Towards a Sustainable Toronto, and a forthcoming volume on civic engagement. She is the past chair of the Literary Press Group of Canada and sits on the Literary Committee of the Toronto Arts Council and is a co-chair of the Industry Advisory Committee at the Ontario Media Development Corporation. She holds an MA in English Literature from the University of Toronto and is the author of a novel, A Grammar of Endings (The Mercury Press).

**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.

**Iain Baxter&** (the artist recently added the ampersand to his name) is recognized as Canada's pioneering conceptual artist. For over forty years, Baxter& has continually produced works that question the role of art as commodity and as a medium for cultural commentary. Among his innovations, Baxter& was the first artist to adopt a corporate persona: in 1966, he formed the N.E. Thing Company. NETCO's output ranged from conceptual, satirical, vacuum-formed still lifes to post-modern appropriations of famous artworks. His recent work includes neon signs, 'animal preserves', a grocer cart of 'GMO's' (genetically modified organisms) and installations using obsolete technology. The Art Gallery of Windsor recently curated the exhibition *Passing Through* of Baxter&'s photographs taken between 1959 and 1983. He has received numerous awards including the Governor General's Award in Visual and Media Arts in 2004 and was named an officer of the Order of Canada in 2003.

**Jacoba Knaapen** is the Executive Director of the Toronto Alliance for the Performing Arts (TAPA), an arts service organization that represents 175 professional theatre, dance and opera companies in the City of Toronto. Jacoba is also the producer of the Dora Mavor Moore Awards which she has been producing for a decade. She is the past producer of Elinor & Lou Siminovitch Prize, and worked as the Company Manager at Theatre Passe Muraille for eleven years and also past producer for Topological Theatre. Jacoba is the recipient of the Harold Award for her contribution and mentorship in the Toronto theatre community, and has been recognized with a Vital People Award by the Toronto Community Foundation for her work in improving Toronto's arts sector 'vital signs'. Jacoba is an active member on committees for ArtsBuild Ontario, Toronto Arts Council Foundation, Committee for the Theatre Performance Program at Humber Institute and Advanced Learning, the Sandra Tulloch Award Committee and Artsvote Toronto 2010.