
TO: Mayor J. Lehman, and Members of Council

FROM: Rudi Quammie Williams, B.F.A., M.B.A. Director of Department of Culture

NOTED: Zvi Lifshiz, B.Sc, MBA, Executive Director Invest Barrie
Carla Ladd, Chief Administrative Officer

RE: Cultural Grants Program – 2015 Report and 2016 Results

DATE: April 25, 2016

For the information of Council, the Department of Culture (DOC) is pleased to announce that a total of \$325,000 was presented to community arts organizations through the City of Barrie Cultural Grants process for 2016 (Appendix "A").

Return On Investment for Arts and Culture Grants

In 2015, the City of Barrie dispersed \$325,000 in funding in operating grants. This funding enabled these groups to leverage another \$801,871 in funding from provincial and federal funding programs and \$1,399,135 in private and corporate sector sponsorships. These not-for-profit arts organizations also generated over \$1,311,635 in earned revenue, through ticket sales on events and performances. 100% of the recipients completed their obligations and achieved the desired outcomes. 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 \$381,396 in total government funding so since the inception of the grants program this amount has more than doubled. This clearly demonstrates that when the municipality supports the arts sector they are deemed to more sustainable organizations worthy of increased support, especially public sector monies.

In addition to the quantitative analysis of the Grants Program, staff also engages in collecting qualitative data and many testimonials were received from the Arts Organizations that were funded in 2015. Examples of those comments 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 secure from other levels of government, residents and private sponsors. This was a direct result of the City of Barrie's continuing arts and culture grants and training workshops.

Reports on 2015 Funding

Each year the grant recipients are asked to complete a report form by December 1st or prior to applying to the cultural grants program again, and submit it to the DOC. The reports request information on how the monies were utilized, how the grant monies assisted the groups in building capacity in their organization, and how they in turn impacted their community. These reports are beneficial to the DOC as they provide valuable information on the ongoing successes and challenges faced by the Barrie arts sector; as well they provide information to the DOC that assists them in improving the grants process.

In 2015 the report forms provided many fine examples of how the arts organizations have listened to the feedback provided by the jurors and used it to implement positive change in their organizations. Several examples help illustrate this type of positive change:

"This project has helped the Kempenfelt Community Players develop the skill level of up and coming artists in a number of production areas. We felt this had a far greater impact than any single one of our productions, in that it transferred skills from experienced people to the beginners in the area of stage

management, set design, music direction and choreographic development. The jury had previously pointed out this is an important step in creating a sustainable organization”.

Kempenfelt Community Players

The report by the Skyliners noted “The jury panel recommended that we improve the quality of our application, to better enable us to apply to other levels of government and meet with financial success. The group leader then registered for a grant writing workshop provided by the Department of Culture. The jury also recommended that we look for other funding sources, so our organization is currently participating in the Arts Vest program, a program made available by the Department of Culture, that partners us with local business”.

Skyliners Youth Band

Many of the organizations commented on the fact that the funding provided them with an opportunity to partner with other organizations and try something innovative, such as Bravado Show Choir who wrote,

“Bravado's Big Band Christmas was a stark departure from our usual concert format and reinforced stretching the choral performance paradigm. The swinging holiday event was staged as a big band dance hall scene, complete with banquet style tables, a chocolate buffet and a cash bar. The sets were comprised of traditional big band music provided by the Skyliners Big Band and some amusing anecdotes presented by MC George Jonescu”.

BRAVADO Show Choir

The organizations are appreciative of the support as demonstrated in Claudine Benoit's comment,

“The Barrie Film Festival is grateful to operate within a city that recognizes the importance of arts and culture as essential to the city's vibrancy, not only by enriching people's day to day lives but also as an economic driver. The Department of Culture is proactive in providing workshops and sharing opportunities so groups can dialogue and exchange ideas, helping to strengthen the arts sector as a whole”.

The Barrie Film Festival

In demonstrated in these examples, most of the funded arts organizations found that the funding allowed them to produce and create more professional work and deliver improved productions with a result of attracting new producing partners. Several organizations suggested that the City of Barrie consider multi-year funding to the arts sector in order to provide them with the ability to plan for their evolution rather than applying one year at a time.

Outcomes

In addition to the organizational improvements that were enabled by the grants process, the reports that grant recipients are asked to complete also allow the Department of Culture to capture information about specific outcomes that are linked to the grants. Examples of these outcomes include:

“The grant was used to launch “Adopt a Production”, our new youth engagement program. Offered free of charge, it provides a hands-on learning experience for high school Drama classes. As part of the program students witness and participate in the development of a production from its inception to opening night. Our inaugural pairing was the production of “*Stop the World – I Want to get Off!*”

Talk is Free Theatre

“The project grant funds were used to develop a new Barrie Dance Festival that fills the gap between studying in the studio/classroom and competing in the spring competition circuit. Funds were used for administrative set up of the new program. With the City's funding the BMFA recently partnered with

Rhubarb Media to develop an updated website. This website allows us to communicate more effectively with our audience and participants, and has created a strong partnership with a local business. In 2015 the BMFA was also able to expand their sponsorship program by creating relationships with local businesses, including Plato's Closet, Wall-Armstrong/Green Law, Moving Art and Classical 102."

Barrie Music Festival Association

"Our previous funding allowed us to work with a consultant to evolve a strategic plan with goals, measures and outcomes. Most years our funding allows us to cover operational costs and provide an annual schedule of quality music concerts".

Barrie Folk Society

2016 Granting Process

The 2016 granting process began in September of 2015, when groups were encouraged to submit their applications to the City. The grants program was advertised through the City's website, Facebook, This Week in Barrie, press releases and e-mail notices sent to community groups and individuals participating in the arts.

The DOC employed a panel of five highly qualified arts consultants from across the province to review and rate the applications. These panel members were selected from a database of individuals that have been recommended by the community. Each panel member must possess an extensive background in the arts, including an arts education, experience working in the arts, as well as experience in reading and evaluating grant applications. The committee is eclectic in that the panel members represent a variety of genres of the arts; e.g. visual art, performing arts, literature, film etc.

The applications were submitted prior to December 4, 2015 and the applications were then couriered to the panel members who had a month and a half to review them in the comforts of their own homes. The jury panel then convened in Barrie on January 24 and 25, 2016 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 of financial support for each application. The panel members consisted of the following five arts consultants; Jane Marsland, Maja Ardal, Patrick Mahon, Natasha Wytnowych and Krista Storey, a brief bio of each consultant is attached as Appendix "B" for your perusal.

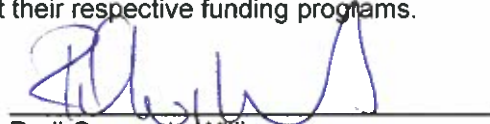
The grant amount allocated was based on several factors:

- 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 achieving 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.

Training Workshops

In 2015 as in the previous years, the DOC organized workshops to enable individuals and organizations to hone their grant writing skills and properly complete the City of Barrie's funding applications. These workshops were designed to increase their ability to apply to other levels of funding such as provincial and federal. A workshop was held in the fall of 2015 facilitated by the Executive Director of the MacLaren Art Centre, Carolyn Bell Farrell, as Carolyn has a long history of writing successful grant applications.

Other workshops offered throughout the year intended to support the arts sector were on Board Governance, such as Creating a Board Manual, creating a Vision, Mission and Values, Succession Planning and Strategic Planning. Another successful workshop provided was on Funding Opportunities, where several funding bodies e.g. the Ontario Arts Council, the Canada Council and Trillium, were invited to send representatives to speak to our arts sector about their respective funding programs.



Rudi Quammie Williams
Director of Culture

Appendix "A"
2016 Grants to Arts Organizations

Operating Grants

<u>Organization</u>	<u>Amount Awarded</u>
Barrie Concert Band	\$4,000
Barrie Film Festival	\$32,000
Barrie Music Festival	\$5,500
Campus Gallery	\$10,000
Huronian Symphony	\$20,000
Kempenfelt Community Players	\$6,000
MacLaren Art Centre	\$133,000
Simcoe Contemporary Dancers	\$13,000
Talk is Free Theatre	\$60,000
Theatre by the Bay	<u>\$24,000</u>
Total	\$307,500

Project Grants

<u>Organization</u>	<u>Amount Awarded</u>
Bravado Show Choir	\$4,000
Caring Kids (Errol Lee)	\$4,000
E.A.R.N. (Valerie Hathaway)	\$1,500
King Edward Choir	\$4,000
Skyliners Youth Big Band	\$2,000
Yours In Theatre	<u>\$2,000</u>
Total	\$17,500

Appendix "B"

Jury Panel Bios for 2016 Funds

Natasha Wytnowych

Natasha Mytnowych 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 was previously 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.

Maja Ardal

Maja has been working in theatre for 46 years as an actor, director, playwright, theatre trainer and producer. She is the 2002 recipient of the George Luscombe Award for mentorship in the Theatre, during the 1990s she was Artistic Director of Young Peoples Theatre Toronto. She wrote and performed her two solo shows, *You Fancy Yourself* (Dora Award and published by Playwrights Canada press) Canada tour, Edinburgh Fringe, and *The Cure for Everything* (Dora Nomination, published by Playwrights Canada Press) Toured to P.E.I. and Los Angeles 2011.

Maja is the artistic director of Contrary Company, which workshops and produces plays by women. Her play for HER2 (published by Playwrights Canada Press) was produced in January 2015 by Nightwood Theatre. She wrote the book and music for *The Hero of Hunter Street* to be produced by 4th Line Theatre in 2016. She is the originator of *One Thing Leads to Another*, Theatre for Babies at Young People's Theatre in 2016. Maja has produced other plays in Toronto; including the *Midnight Sun*, produced by Tarragon Theatre and the National Arts Centre, published by Playwrights Canada Press; *Joy*, a Musical about Depression, produced by Workman Arts; *Prisoner of Tehran*, adapted from the memoir by Marina Nemat, produced by Contrary Company and Theatre Passe Muraille.

Maja is 2015/16 Artist in Residence at Gravenhurst High School. She will be Artist in Residence at Gravenhurst Women's Centre Spring 2016, teaching play creation to local women. Maja spent 7 seasons with CBC/Disney's *The Road to Avonlea* playing Mrs Potts.

Krista Storey

Krista Storey was employed by the Town of Gravenhurst as the Manager of Arts and Culture in May of 2014 and since that time, she has hit the ground running. Prior to coming back to Muskoka after a 20 year absence, Krista was with the City of Orillia, first as Manager of Cultural Development and then as the General Manager of the Orillia Opera House.

Krista has been involved in various aspects of arts and culture most of her life either through the entertainment industry or as an integral part of many festivals and events. She is very happy to be able to be devoting her time and energy in a field that she loves.

Patrick Mahon

Patrick Mahon is an artist, writer, and a Professor of Visual Arts at Western, in London, ON. Mahon's artwork has been exhibited widely in Canada at: Museum London, The Hamilton Art Gallery, the Southern Alberta Art Gallery and Kamloops Art Gallery; The Museum of Contemporary Canadian Art; in recent exhibitions in China and France; and at numerous print biennales. Recent Canadian exhibitions include McMaster Museum of Art (2013); Wilfred Laurier University (2013); Gallery 1C03, University of Winnipeg (2014); and Rodman Hall, Brock University (2014). Patrick is represented by Katzman Contemporary, Toronto.

Jane Marsland

Jane Marsland has managed arts organizations since 1974. She was a General Manager of the Danny Grossman Dance Company from 1983-1999. In 1995, Jane was awarded the first M. Joan Chalmers Award for Arts Administration for outstanding contribution to leadership in the arts. She has been an articulate advocate for the arts over many years. She was Co-Founder of For Dance and Opera, a strategic collaboration to book and tour four companies, as well as Co-Founder and Director of ARTS4CHANGE, a program designed to create positive change for and by arts professionals in Toronto.

Appendix "C"
2015 Grants to Arts Organizations

Operating Grants

Barrie Concert Band	\$6,000
Barrie Film Festival	\$30,000
Barrie Folk Society	\$6,000
Barrie Music Festival	\$0
Huronion Symphony	\$20,000
MacLaren Art Centre	\$130,000
Simcoe Contemporary Dancers	\$13,000
Talk is Free Theatre	\$53,000
The Campus Gallery	\$13,000
Theatre by the Bay	<u>\$27,000</u>
Total	\$293,000

Project Grants

Barrie Huronia Soundwaves	\$2,000.00
Barrie Music Festival Association	\$5,000.00
Barrie Skyliners Youth Big Band	\$2,000.00
Bravado! Show Choir	\$4,500.00
Canadian Collective Ensemble	\$0.00
Caring Kids (Errol Lee)	\$2,000.00
Community Wholeness Centre	\$0.00
Huronion Symphony	\$0.00
Kempfenfelt Community Players	\$2,000.00
Barrie Latin Club	\$2,500
Lyrical Choir	\$2,000
MacLaren	\$5,000
Simcoe Contemporary Dancers	\$0
Talk is Free Theatre	\$5,000
Theatre by the Bay	<u>\$0</u>
Total	\$32,000