



CREATIVE ECONOMY DEPARTMENT MEMORANDUM

TO: MAYOR J. LEHMAN, AND MEMBERS OF COUNCIL

PREPARED BY AND KEY CONTACT: A. DYKE, B.SC, CULTURE OFFICER - DEVELOPMENT

SUBMITTED BY: K. DUBEAU, DIRECTOR OF CREATIVE ECONOMY

NOTED: S. SCHLICHTER, ACTING EXECUTIVE DIRECTOR INVEST BARRIE
MICHAEL PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: 2017 CULTURAL GRANT REPORTS AND 2018 CULTURAL GRANT FUNDING

DATE: APRIL 23, 2018

The purpose of this Memorandum is to advise members of Council that the Creative Economy Department is pleased to present a report regarding the 2018 Cultural Grants Program, as well as the outcomes of the 2017 grant funding.

For 2018, twenty-one organizations submitted applications, requesting a total of \$478,000 in funding. Sixteen applications were successful and \$324,500 was presented to community arts organizations through the City of Barrie Cultural Grants process as per the approved budget. The list of awarded grants is below:

2018 Operating Grants

Organization	Amount Awarded
Barrie Concert Band	\$ 4,000
Barrie Film Festival	\$ 34,000
Barrie Music Festival	\$ 4,500
Huronian Symphony	\$ 20,000
Kempfenfelt Community Players	\$ 5,000
MacLaren Art Centre	\$137,000
Simcoe Contemporary Dancers	\$ 13,000
Talk Is Free Theatre	\$ 62,000
Theatre By The Bay	\$ 24,000
Total	\$303,500

2018 Project Grants

Organization	Amount Awarded
Barrie Concert Band	\$ 3,000
Bravado Show Choir	\$ 3,500
King Edward Choir	\$ 4,000
La Cle de la Baie	\$ 2,000
Ontario Musicians Co-op	\$ 4,000
Skyliners Youth Big Band	\$ 1,500
Theatre by the Bay	\$ 3,000
Total	\$21,000



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Return on Investment for Arts and Culture Grants

In 2017, the City of Barrie dispersed \$325,000 in funding via cultural grants. The investment by the City enabled recipient groups to leverage significant additional funding from provincial and federal programs, as well as private and corporate sector sponsorships. Since the inception of the workshops and granting programs, we have seen compelling growth in return on investment for the City of Barrie, particularly in the area of revenue from other government sources.

2017	City of Barrie Investment	\$ 325,000
	Public Sector Funding Leveraged in 2017	\$ 444,490
	Private Sector Funding Leveraged in 2017	\$ 1,276,817
	Total Funding Leveraged in 2017:	<u>\$ 1,721,307</u>

The City of Barrie's financial support provides an essential degree of credibility to these organizations, enabling them to secure additional funding from other public sector agencies and levels of government. In many cases, these other sources of funding would not be available without the demonstrated municipal commitment. **The total leveraged funding represents a 530% return on investment for the City of Barrie's cultural grant funding.**

The funds raised by the organizations are primarily spent locally, generating further spin-off value for local businesses and generating local employment opportunities. The not-for-profit arts organizations that received grants also generated over \$1,498,896 in earned revenue through memberships and ticket sales on events and performances, adding to the total economic community benefit.

In addition to the quantitative analysis of the Grants Program, the Creative Economy Department also collects qualitative data that include testimonials from the arts organizations that were funded in 2017. Those comments reflect the degree of importance placed on the City's financial investment in the cultural sector and the level of support that local arts organizations were able to secure from other levels of government, residents and private sponsors. The ongoing positive feedback and reports of increased support from other sources are a result of the City of Barrie's investment in culture grants and training workshops.

Reports on 2017 Funding

Each year grant recipients are asked to complete a report which includes information on how the funds were utilized, how the grant monies assisted in building capacity in their organization, and the community benefits provided as a result of the funding. The reports are beneficial to the City of Barrie as they provide valuable information on the opportunities and challenges faced by cultural sector organizations, and provide information that assists in improving the grants process.

From Kempenfelt Community Players (KCP):

"The grant has helped to provide precious stability to the organization, allowing it to initiate a much-needed self-review and re-structuring. In effect the grant has helped to strengthen the foundation on which KCP is built. A strong foundation is the first ingredient in a successful future".

From Simcoe Contemporary Dancers:

"The project grant was used towards presenting the inaugural edition of Dusk Dances Barrie from August 17-20, 2017 at Lampman Lane Park. The festival performances included four professional works from Dusk Dances and one local piece of choreography. This project assisted in building capacity in our community by bringing programming to a park that does not usually have arts events



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and helped build capacity in our organizations by connecting us to local young artists who came out to be part of the local piece”.

From Theatre by the Bay:

“Because of the support from the Barrie Cultural Operating grant, Theatre by the Bay was able to step firmly into its new role as Barrie’s theatre company. By embracing this mantle, Theatre by the Bay saw some of its biggest successes:

- *WE MUST HAVE MORE MEN!* was presented in Barrie, Base Borden, and Collingwood. This was TBTB’s first touring production and first show outside of the standard summer season.
- Theatre by the Bay became a finalist for ‘Not-for-Profit organization of the year’ by the Barrie Business Awards, and was the winner of ‘Best Live Theatre’ by readers of the Barrie Advance and Barrie Examiner. Our Executive Director was a finalist for Young Professional of the Year for his work on fundraising and company management.
- Our Artistic Director won for “Excellence in the Arts” at the Barrie Arts Awards and Theatre by the Bay was a recipient of the John Graves Simcoe Medal of Excellence for its contribution to the community.
- We were also able to hire two summer students to support us in the administrative, marketing, and production components of our summer season.

This was all made possible because of the support of the Barrie Cultural Operating Grant”.

From the Barrie Concert Band:

“To help in reaching a younger demographic, as recommended, the band is recruiting younger members to fill vacant positions. We collaborated with the Tri-Service Cadet band for our Veteran’s Tribute concert. Also we played on a float in the 2017 Barrie Santa Claus Parade and received an enthusiastic response from young and old!”

From the MacLaren Art Centre:

“The MacLaren Art Centre anticipates raising \$1,955,566 in 2017, with \$413,031 from government sources, \$738,028 earned income and \$804,506 from the private sector, only possible with City of Barrie support. The MacLaren is also dependent on the City of Barrie to be the lead financial supporter of the Gallery; provincial and federal government agencies only award culture grants to organizations that are first and foremost supported by their municipalities”.

Overview of 2018 Granting Process

The 2018 granting process began in September of 2017, when groups were invited to submit their applications to the City. A panel of five highly qualified arts consultants from across the province were retained to review and rate the applications. Each panel member possessed an extensive background in the arts, including an arts education, experience working in the arts, and experience in writing, reading, or evaluating grant applications. The committee represented a variety of genres, including visual art, performing arts, literature, music, etc. A brief biography of each panelist is attached as Appendix “A”. The jury panel convened in Barrie in February 2018 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 grant allocation was based on several factors:

- A review of the application’s 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,



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- 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 organization 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.

Juror Recommendations

Creative Economy staff meet with every organization to discuss the outcome of their funding request and to review the feedback from the jurors. This process is an important component of the grants program in providing professional recommendations to the applicants from the jury panel.

Grant Writing Training Workshops

In 2017 as in the previous years, the Creative Economy Department organized a workshop to enable individuals and organizations to hone their grant writing skills and to properly complete the City of Barrie's funding applications. The workshop was designed to increase their ability to apply to funding programs offered through various arts councils, agencies, provincial and federal governments. Representatives from the Creative Economy Department, the Ontario Arts Council, and Tourism Simcoe County, as well as a grant-writing professional were on hand to lend their expertise to members of the general public.

The annual grant writing workshop will take place in the fall of 2018 in conjunction with the intake for 2019 Cultural Grant applications. Successful and unsuccessful applicants from 2018 will be encouraged to attend. In 2018, Creative Economy staff will also explore moving to an online grant application process to increase efficiency and reduce paper waste in 2019 and beyond.



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Appendix "A" 2018 Grants Juror Biographies

Melanie Fernandez

Melanie has worked as Director Cultural Engagement and Activation Department at Harbourfront Centre and Artistic Director of the summer festival season for 14 years. During her tenure many new programme initiatives such as the city-wide Planet IndigenUs (an international exploration of contemporary Indigenous arts), Culture Shock: Voices of an Emerging Generation Youth Arts Festival, and many other programmes have been launched. For six years she worked as Community Arts Officer (as well as Acting Visual Arts Officer and Acting First Nations Arts Officer) at the Ontario Arts Council. During this time, Melanie led a comprehensive policy review of community arts in the province that resulted in new definitions, directions and programs. Following this position Melanie was Head of Education and Programmes at the Art Gallery of Ontario. In addition, she taught a course in community arts at the Ontario College of Art and Design for five years and has written extensively in the areas of cultural diversity and cultural production, education, Indigenous cultural production and community arts/engagement.

Scott Hurst

Scott Hurst is a professional actor and director living in Barrie since 1995. His body of acting work includes five seasons at the Stratford Festival Acting Company and his one-man performance piece, Laughton Common; his directing portfolio includes productions with Talk is Free Theatre, The Sunshine Festival, South Simcoe Theatre, Kempenfelt Community Players, and Waterloo Stage. Scott was the interim Artistic Director of Theatre by the Bay during the 2012 season. A recipient of an Excellence in the Arts Award from Barrie's 2009 Arts Awards, he is also involved with various Arts Councils, and volunteer organizations providing mentorship, newsletter creation and production expertise.

Natasha Mytnowych

Natasha Mytnowych is currently the Managing Director for the Globe and Mail Centre. Prior, she was responsible for the programming, facility and administrative management for Artscape Youngplace, a cultural community hub in the West Queen West area and Artscape Sandbox, a creative event space in the entertainment district. An award-winning arts leader and theatre director, she was acknowledged with an Ontario Premier's Award for Excellence as an emerging artist, and the Toronto Arts Foundation's inaugural Mayor's Arts Award for an Emerging Artist. Natasha was at Canadian Stage for over seven years, most recently as Associate Artistic Producer. She has sat on advisories and boards including Buddies in Bad Times Theatre, The Artists Mentoring Youth Project, the Laidlaw Foundation's Arts Advisory Committee and was an inaugural member of Toronto's DiverseCity Fellows Program and the Toronto Arts Council's Cultural Leaders Lab.

Ron Shuebrook

Ron Shuebrook is a senior Canadian artist, educator, administrator, curator, writer, and cultural advocate who is Professor Emeritus at OCAD University in Toronto where he served as President from 2000 to 2005 and as Vice-President, Academic from 1998 to 2002. In 2008, he was awarded a Doctor of Fine Art, Honoris Causa, for his contributions to art and education in Canada. In June 2005, the *Ron Shuebrook Award* in painting and drawing was endowed by faculty, staff, and friends of OCAD University. Shuebrook holds a B.Sc. in Art Education, a M.Ed. in Art Education from Kutztown University, PA, and an MFA in visual art from Kent State University, OH. He has taught and been an administrator at seven Canadian universities and art schools including the University of Guelph, where he founded the MFA Program in Studio Art and led the renovation of the department's facilities. Over the last half century, Shuebrook has had more than a hundred solo exhibitions and has participated in more than two hundred group exhibitions on a regional, national, and international basis in both commercial and public galleries.

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Alana Wilcox

Alana Wilcox is the Editorial Director of Coach House Books, an independent literary publisher located in Toronto. Coach House's mandate is to publish innovative literary fiction, poetry, and nonfiction. She has served on the boards of the Literary Press Group, the Association of Canadian Publishers, the Ontario Book Publishers Organization, and the theatre company Mammalian Diving Reflex. She also published a now-out-of-print novel.