

TO: Mayor J. Lehman, and Members of Council

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

NOTED: Carla Ladd, Chief Administrative Officer 

RE: Cultural Grants Program, 2013

DATE: March 25, 2013

For the information of Council, the Department of Culture is pleased to announce that a total of \$325,000 was presented to 18 community arts organizations and 23 individual artists through the City of Barrie Cultural Grants process for 2013 (Appendix "A").

Return On Investment for Arts and Culture

In 2012, the City of Barrie dispersed \$273,000 in funding in operating grants. This funding enabled these groups to leverage another \$921,241.00 in funding from provincial and federal funding programs and \$1,375,954 in private and corporate sector sponsorships. These not-for-profit arts organizations also generated over \$1,003,464 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 2012.

In addition to the quantitative analysis of the Grants Program, staff also engages in collecting qualitative data and many testimonials were received from Arts Organizations that were funded in 2012. 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 2013 granting process began in September of 2012 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 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 deferred to January 7, 2013 this year as the cultural grants program was reviewed by City Council in the fall. This allowed time for the recommendations made by City Council to be adopted into the program. The most obvious change to the program was the selection of one jury panel member hailing from our community. Jury panel members are outlined in Appendix "C" and you will see that Marlene Hilton Moore, visual artist, is a Hillsdale resident. Marlene brought to the jury panel years of arts experience and expertise.

The panel had about a month and a half to review and evaluate the applications in the comforts of their own homes. The jury panel convened in Barrie on February 17 and 18, 2013 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 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 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.

The panel members consisted of the following five arts consultants Marlene Hilton Moore, Jacoba Knaapen, Alana Wilcox, Neil Spaulding and Natasha Wytnowych. A brief bio of each consultant is attached as Appendix "C" for your perusal.

Another change in this year's program was that the Department of Culture was not required to meet with each and every applicant to provide them with their results in person, rather results were put into the mail. When there was a case where the funding had been cut back or altered significantly from previous years the Department of Culture did set up meetings with the recipients to discuss the jury's feedback in order to trouble shoot any potentially negative situations.

Training Workshops

In 2012 as in the previous years, the Department of Culture organized workshops to enable individuals and organizations to hone their grant writing skills and properly complete the City of Barrie's funding applications. Two workshops were offered in the fall of 2012 and they were 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 Fundamentals for Building Dynamic Boards, Marketing Your Arts Organization and Developing a Strategic Plan for your Board.

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 as was the case in 2011 as well. Barrie provided \$3.42 arts grants per capita in 2011 however the municipal average is \$4.95. 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.



Rudi Quammie Williams
Director of Culture

Appendix "A"

2013 Cultural Grant Funding

<u>Name</u>	<u>Operating Grants</u>	<u>Project Grants</u>
<u>Organizations</u>		
Arts Ce Soir		\$3,000
Back To Basics	\$5,000	
Barrie Concert Band	\$4,000	
Barrie Film Festival	\$20,000	
Barrie Folk Society	\$7,000	
Barrie Latin Club		\$1,000
Bravado Show Choir		\$2,000
Campus Gallery	\$11,000	
Caribbean Culture Institute	\$4,000	
Colours of Music	\$13,000	
Huronian Symphony	\$11,000	
Kempfenfelt Community Players	\$7,000	
King Edward Choir		\$2,000
Lyrical Chamber Choir		\$2,000
MacLaren Art Centre	\$117,000	\$3,500
Simcoe Contemporary Dancers	\$8,000	
Talk Is Free Theatre	\$40,000	\$4,000
Theatre By The Bay	\$22,000	\$3,000
Total Operating Grant Funding	\$269,000	
<u>Individual Artists</u>		
Aaron Solomon		\$1,500
All City Stage Band Project		\$1,000
Amy Rose		\$1,500
Brett Caswell		\$2,500
Cassandra Fox		\$1,000
Damian Lopes		\$1,500
Derek Martin		\$1,000
Final Thought (band)		\$1,500
Halli Villegas		\$1,000
Heather Kirk		\$1,000

Jeanette Luchese		\$1,000
Jill Price		\$1,000
Kyle Thornley		\$1,000
Mark Jacquemain		\$1,000
Marty Beecroft		\$2,500
Neil Crowe		\$1,500
Sarah Melody		\$1,500
Steve Major		\$1,500
Ted Fullerton		\$2,500
The Morals (band)		\$2,000
Tonya Kennedy		\$2,500
Tracey Martin		\$2,000
Vanessa Baylen		\$2,000
Total Project Grant Funding		\$56,000

Appendix "B"

Testimonials from 2012 Recipients

"This funding enabled us to increase our commitment to the local community through the initiation of *artsLocal*, a professional residency program for local professional artists. As a result of the City funding, we were also able to leverage additional support from Simcoe County, Canada Council for the Arts, Ontario Arts Council and other government agencies and corporations".

Arkady Spivak
Artistic Director
Talk is Free Theatre

"With operating support from the City for our annual artistic programs, the MacLaren Art Centre offers residents and visitors to Barrie a year-round cultural destination in the heart of downtown featuring world-class exhibitions, events and educational activities for people of all ages, interests and abilities. With the support of government grants, sponsorships and donations, we reached 50,026 people through activities last year, including 20,067 children and youth. We presented 30 exhibitions and delivered 642 arts education activities led by 45 artists".

Carolyn Bell Farrell
Executive Director
MacLaren Art Centre

"Last year's City of Barrie grant provided me with funding to do research for my book on Polish solidarity and non-violent resistance entitled 'Be Not Afraid'. I am proud to report that *Be Not Afraid: The Polish (R)evolution. "Solidarity."* has been included on the recommended reading list of the Polish Embassy in Washington, DC. It is listed in the category "History—Solidarity/Cold War Era."
http://washington.mfa.gov.pl/en/bilateral_cooperation/cultural_cooperation/books/book_recommendations

The current grant will help me look closely at the 19th-century Quaker settlements in York County, Upper Canada that contributed greatly to the development of peaceful, democratic government in our country. It also will help me gain a better understanding of world-wide Quakerism from its beginnings to the present. This research is essential for the book I am writing about Quakers and their remarkable 360-year history of non-violent resistance. The work is time consuming and expensive, involving reading many difficult-to-obtain books, examining documents in Quaker archives, consulting with experts, checking Internet resources, etc."

Heather Kirk
Author

"I believe it is important to acknowledge that although the cultural grants are of great assistance for regional artists to realize their work, it should be seen and appreciated mainly as an acknowledgement of artistic excellence in support of the City of Barrie's cultural initiative. And this initiative extends its relevance also as a provincial and Canadian investment. The artists within the city of Barrie and region have essentially invested themselves from a grass roots ingenuity pulling from their resourcefulness into creating the majority of the cultural institutions that this city now boasts of. Their annual "giving" of time, personal means and creative accomplishments for the running and funding of these particular institutions is significant and I would say most of these organizations would not be able to continue without the substantial contribution from the regional artists".

“The City of Barrie arts grants are seen not only as a cultural investment and nurturing of City and regional artists by myself and others but an acknowledgement of the contribution from the City to the creative fabric of this community. Essentially, this cultural plan of investment in the creative energy and talents within the City and region is good speculation and a pro-active asset for not only the City but also a helpful incentive and recognition to its creative culture. The City cultural grants are a way of “giving back” and supporting what is and has been an investment from the creative community to this region and city”.

Ted Fullerton
Individual Artist
School of Design and Visual Art, Georgian College

“Funding from the City of Barrie Cultural Grants program helped to create Simcoe Contemporary Dancers, our regions first professional contemporary dance ensemble - creating jobs for dancers and choreographers right here in our own backyard. This funding also gave us the operational support to pursue incorporation which has opened up the availability of funding opportunities such as our recent project grant from the Ontario Arts Council. With the support of the City of Barrie Cultural Grants program, work by local choreographers has been showcased as part of events such as Dance in Dundas Square and the Guelph Contemporary Dance Festival - representing the cultural exports of our local community”.

Sarah Lochhead
Simcoe Contemporary Dancers

Appendix "C"

Jury Panel Bios for 2013

Natasha Wytnowych 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 advisory boards, 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.

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).

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.

Neil Spalding has had a long and varied career as professional French Horn player, performing with many orchestras across Canada including the Victoria Symphony, the Winnipeg Symphony, and Symphony Nova Scotia. He has appeared with Continuum Contemporary Music, Array Music, the Esprit Orchestra, Rob McConnell and the Boss Brass and has made frequent appearances at the Festival of the Sound as a member of the Festival Winds. He has also played in the backing orchestras for a variety of

artists, including Brian Wilson, Ray Charles, Diana Krall, and the rock band "YES". Currently, he holds the position of Second Horn with the Hamilton Philharmonic Orchestra.

In addition to his performing activities, Neil served for nine years on the Board of Directors of the Toronto Musicians' Association and was a founding member of the Toronto Theatre Musicians' Association. He has lectured at The University of Victoria, The University of Toronto and The National Youth Orchestra of Canada and, since 1997, has taught at Queens University. Neil currently serves as Personnel Manager and Education Coordinator of the Hamilton Philharmonic Orchestra. He is also Co-Chair of the Hamilton Arts Council's Education Committee.

Marlene Hilton Moore is a self-educated visual artist who exhibits her work in solo and group exhibitions throughout Canada. She has been a recipient of numerous Public Art Commissions over the last fifteen years. Her most recent Commission for the McMurtry Gardens of Justice, Toronto was installed in 2012. A recent body of sculptural work, *Listen to Hear*, is on exhibition at the Alton Mill Sculpture Garden for 2012/13. Hilton Moore's audiovisual installations have toured public art galleries in Ontario, Quebec and the east coast from 2003 - 2012. Her work is in the collection of the Canada Council Art Bank, Sir Wilfred Laurier University, Agnes Etherington Art Gallery, University of Winnipeg, and other public and private collections. Hilton Moore resides in Hillsdale and in 2010 retired from teaching at Georgian College's School of Design and Visual Arts in Barrie.