
TO: MAYOR J. LEHMAN, AND MEMBERS OF COUNCIL

PREPARED BY AND KEY CONTACT: ONALEE GROVES, BA, MAIS, MANAGER OF CULTURE

SUBMITTED BY: KAREN DUBEAU, DIRECTOR OF CREATIVE ECONOMY

NOTED: ZVI LIFSHIZ, B.SC, MBA, EXECUTIVE DIRECTOR INVEST BARRIE
CARLA LADD, CHIEF ADMINISTRATIVE OFFICER

RE: 2016 CULTURAL GRANT REPORTS AND 2017 CULTURAL GRANT FUNDING

DATE: May 8, 2017

The Culture Branch is pleased to present a report regarding the 2017 Cultural Grants Program, as well as the outcomes of the 2016 grant funding. For 2017 a total of \$325,000 was presented to community arts organizations through the City of Barrie Cultural Grants process as per the approved budget. (Appendix "A").

Return On Investment for Arts and Culture Grants

In 2016, 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.

2016 City of Barrie Investment	\$ 325,000
Public Sector Funding Leveraged in 2016	\$ 578,867
Private Sector Funding Leveraged in 2016	\$ 1,285,075
Total Funding Leveraged in 2016:	<u>\$ 1,863,942</u>

The City of Barrie's financial support provides the credibility and community confidence for enabling them to secure additional funding. These numbers represent a 474% Return on Investment for the City of Barrie's Cultural Grant Funding, which came directly to Arts Organizations within the City. The not-for-profit arts organizations that received grants also generated over \$1,386,564 in earned revenue through memberships and ticket sales on events and performances.

In addition to the quantitative analysis of the Grants Program, the Culture Branch also collects qualitative data that include testimonials from the arts organizations that were funded in 2016. Those comments reflect the degree of importance placed on the City's financial investment in the arts 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 continuing culture grants and training workshops.

Reports on 2016 Funding

Each year grant recipients are asked to complete a report form prior to applying to the cultural grants program for the next year, and submit it to the Culture Branch. The reports request information on how the funds 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 City of

Barrie as they provide valuable information on the ongoing successes and challenges faced by the arts sector, and provide information that assists in improving the grants process.

The 2016 report forms indicate several instances of how City of Barrie cultural grant funding assisted recipients in achieving artistic growth and maintaining organizational strength. Comments from several organizations reflect this:

From Simcoe Contemporary Dancers:

"The ability to invest in creating new works gives us new pieces to perform for our local audiences and also the ability to invest in developing the choreographic voices of local creators. We have been sharing new works as they develop to allow for audience feedback".

From the MacLaren Art Centre:

"We received a grant increase of \$3,000 above 2015. This increase supported the increased costs to meet the 2016 CARFAC minimum artist fee recommendations and to care for our Permanent Collection. Specifically, the \$11,500 in unexpected conservation expenses for the Spirit Catcher in 2016. Our activities are made possible through the ongoing support from the City of Barrie. We reach over 45,000 people annually through our programmes at the gallery, in schools and in the community, including 20,000 young people".

As the leading public art gallery in the region, and the organization that receives the largest amount of funding from the City of Barrie, it is important to point out some of the statistics that demonstrate the level of activity at the MacLaren, for example:

- Number of Exhibitions per year: 36, including 2 touring, 3 virtual and 12 community shows
- Arts Education Activities: 591 activities led by 28 artists, including the VanGO bookings at 52 schools that serves 6,209 students, 18 camp, 28 art classes, 61 tours and 13 artists talks
- Works in the Permanent Collection: 27,439 including 31 new acquisitions
- Social Media – Website visits 53,824 sessions up from 49,299 in 2015 and 3,535 followers on Twitter

From the Skyliners Youth Big Band (SYBB):

"This past winter we had Mike Cado from York University run a clinic. Every year SYBB has a few members who are considering continuing their musical studies and Mike gave invaluable insight into the program at York. As is shown in the financial report, more money was spent on music than was anticipated. This was done in direct response to members asking for more opportunities to apply the jazz theory provided with practical applications. This made the musical director look for specific charts at a certain level that would allow the application of these skills. Anecdotal feedback from some of the high school music teachers shows these skills are being transferred to other students not in the band. A form of mentor-ship is taking root".

From Talk is Free Theatre:

"There was only one big recommendation, which was to alleviate some of the workload of the artistic producer. We hired a Production Manager, so that the Artistic Producer could concentrate on revenue generation and on the artistic plans. As a result, we achieved a \$33,000 surplus while increasing the scope of our work to include a major new initiative making last year one of the most successful in organizational history".

Many of the organizations commented on the fact that funding provided them with an opportunity to partner with other organizations and prove their credibility to financial partners, including **the Barrie Film Festival, who noted:**

“Having the City of Barrie as a funder of the Barrie Film Festival shows potential supporters and patrons that we are a credible organization. This backing is a positive influencer on sponsors and likely was a factor in us signing on 12 new sponsors in 2016”.

As in previous years, organizations suggested that the City of Barrie consider multi-year funding to the arts sector in order to allow them to plan for their evolution rather than applying and planning one year at a time.

2017 Granting Process

The 2017 granting process began in September of 2016, when groups were encouraged to submit their applications to the City. The Culture Branch 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, and experience in writing, reading, or 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, etc.

The jury panel convened in Barrie in January 2017 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 professionals: Jane Marsland, Patrick Mahon, Melanie Fernandez, Nathalie Bonjour and Scott Hurst. A brief professional biography of each consultant is attached as Appendix “B” for your perusal.

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,
- 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

The City of Barrie Culture staff meet with every organization to hand deliver their cheques (when applicable) or to discuss the reason they are not funded. They also discuss the jurors’ feedback with their respective groups. The staff believes that the most important component of the grants program is the feedback given to the applicants from the jury panel. Recipients also noted that recommendations provided by jurors were considered and often resulted in positive outcomes for their organizations.

Training Workshops

In 2016 as in the previous years, the Culture Branch organized a workshop to enable individuals and organizations to hone their grant writing skills and properly complete the City of Barrie’s funding applications. This workshop was designed to increase their ability to apply to funding programs offered through various arts councils, agencies provincial and federal governments. A workshop was held in the fall of 2016 in partnership with Invest Barrie’s Artrepreneur program. Representatives from the Culture Branch, the Ontario Arts Council and Futurpreneur, a granting body that supports the work of young entrepreneurs, were on hand to lend their expertise to members of the Artrepreneur program and the general public.

Appendix “A”
2017 Grants to Arts Organizations

Operating Grants

Organization	Amount Awarded
Barrie Concert Band	\$3,000
Barrie Film Festival	\$32,000
Barrie Music Festival	\$5,000
Huronian Symphony	\$20,000
Kempfenfelt Community Players	\$5,500
MacLaren Art Centre	\$135,000
Simcoe Contemporary Dancers	\$13,000
Talk Is Free Theatre	\$61,000
Theatre By The Bay	\$24,000
Total	\$298,500

Project Grants

Organization	Amount Awarded
Barrie Huronia Soundwaves	\$2,000
Barrie Native Friendship Centre	\$5,000
Bravado Show Choir	\$4,000
Caring Kids	\$3,500
King Edward Choir	\$4,000
Simcoe Contemporary Dancers	\$4,000
Skyliners Youth Big Band	\$2,000
South Asian Association of Simcoe County	\$2,000
Total	\$26,500

Appendix "B"
2017 Grants Juror Biographies

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, Jan 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.

Melanie Fernandez

Melanie Fernandez holds a Master's degree in both Education and Anthropology. Her current role is a Faculty Member, Arts Management at Centennial College. She has a vast and varied employment background in the arts as she has worked for the Ontario Arts Council in the capacity of Community Arts Officer, as well as for the Art Gallery of Ontario as head of Education and Public Programmes. She has also been employed by the Royal Ontario Museum as the coordinator of the Discover Gallery. She is currently the Director of Community and Educational Programmes at the Harbourfront Centre where she has worked since 2002. Melanie brings with her vast experience in researching and writing and has many publications to her credit with the Ontario Museum Association, Ontario Association of Art Galleries, MUSE and The Toronto Star, to name but a few. Melanie has served on numerous boards and advisory committees, including: Cultural Pluralism in the Arts (University of Toronto), Community Arts Ontario, A Space Gallery, Arts Starts Neighbourhood Cultural Centre, the Canadian Commission of UNESCO and the Canada Council for the Arts Racial Equity Committee etc.

Nathalie Bonjour

Nathalie is a senior performing arts consultant, independent producer and coach with 25 years' experience in leadership positions in Canada. Her extensive experience has brought her from independent companies creating new work to larger, more complex organizations. She has produced numerous new Canadian theatre and opera works, several of which have toured nationally and internationally. A project development expert, she has a track record of developing networks of non-profit, government and corporate stakeholders to successfully bring a project to completion. She is an active member of the community, having sat on many committees and boards, and routinely acting as a mentor for emerging artists and producers.

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.