

Shaping the Future

Presentation to City of Barrie Council

May 16, 2022

MACLAREN**ART**CENTRE



Presentation Overview

- Celebrating a Milestone
- Positioning for the Future
- Stabilizing Financial Base
- Social & Economic Benefits
- Aligning & Leveraging Resources

The MacLaren is a unique asset providing service to the community in a city facility and is not necessarily comparable to other arts organizations.

City of Barrie, Cultural Grant Review, June, 2021

Twenty Years Building Community

The impulse that saw the establishment of a public art gallery in Barrie was one of insight, inspiration, and a sense of community pride.



Reflect & Refocus

- Program excellence
- Operational effectiveness
- Dynamic community engagement
- Innovative partnerships
- Stable financial base

Building Strong Communities

Cities have one crucial resource – their people...the creativity of those who live in and run cities will determine future success.

City of Barrie, Plan for Culture, 2006



Providing Innovation & Citizen Driven Services

- Regional & Emerging Artists
- Strategic Partnerships
- Permanent Collection
- Core programs
- Access & Inclusion



Fostering a Healthy City Through Art

Loneliness, depression and stress have a real impact on the health and well-being of Canadians, so much so that doctors are now prescribing visits to galleries and museums to help.

Culture Track Study / culturetrack.com



Strengthening Ties with People Service Agencies

- City of Barrie Inclusion Services
- Simcoe Muskoka Specialized Geriatric Services
- DeafAccess Simcoe Muskoka
- Autism Ontario
- Shak's World Community Centre
- Barrie Native Friendship Centre
- Local Immigration Partnership



Stabilizing our Financial Base

- Reduced budget by 25%
- Reduced FTE's by 4
- Expanding facility & event booking opportunities
- Viable alternatives to the Café & gift shop



Stabilizing our Financial Base

- Three levels of government
- Self-generated revenue
- Fundraising & sponsorship

Funding culture is neither an imposition of taste nor an act of charity – it is an investment in the health of the community, in the same way that building roads and hospitals is an investment in the health of the community.

City of Barrie, Plan for Culture, 2006

Comparative Scan

Gallery	Total Budget	Municipal Operating	% of Budget
Art Gallery of Peterborough	1,100,000	600,000	54.5%
Robert McLaughlin Art Gallery	1,700,000	500,000	29.5%
Kitchener-Waterloo Art Gallery	1,123,400	297,471	26.5 %
Art Gallery of Guelph **	1,154,439	191,685	17%
MacLaren Art Centre	1,825,000	137,000	7.5%

• All comparatives are based on 2019 actuals.

• Municipal operating grants, are after facility lease agreements and other soft services are removed.

• Average municipal operating grant = 25.3% of operating budget

** taken from a comparative report generated by the City of St. Catharines.

Economic Impact of an Exhibition

\$750,000 to \$1,585,240

(Depending on TREIM or IMPLAN methodology)

Included in calculations

- \$280,563 impacting 85 local businesses & artists
- \$125,000 in sponsorships & donations
- \$87,000 in self-generated revenue
- \$53,134 financial value (2,387 volunteer hours)
- 35% of overall attendance from outside the region (tourism)

The arts inspire us, soothe us, provoke us, involve us and connect us... but they also create jobs and contribute to the economy.

City of Barrie, Plan for Culture, 2006

Supporting a Vibrant & Safe Downtown

Downtowns play a major role in defining the character of a city and provide a real opportunity to create a sense of place... The economic impact of the non-profit arts also create jobs and contribute to the economy.

City of Barrie, Plan for Culture, 2006



FIRST FRI DAY

@ THE
MACLAREN

DOWNTOWN
BARRIE



Leveraging City Cultural Initiatives

Participation in the arts contributes to the development of civic values, leadership, and active citizenship



Leveraging City Cultural Initiatives

Culture is reflected in the city itself – its streetscapes, street plan, public spaces, views historic sites' and building.

City of Barrie, Plan for Culture, 2006



Shaping the Future Through Art

- Reflect on the past 20 years
- Expand our community partnerships
- Align & leverage our strengths with the City of Barrie



Shaping the Future Through Art

Sustainable development will only be achieved by ensuring that the economic, social, cultural and environmental dimensions of development be addressed in an integrated and balanced manner.

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