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.



Providing Innovation & Citizen Driven Services

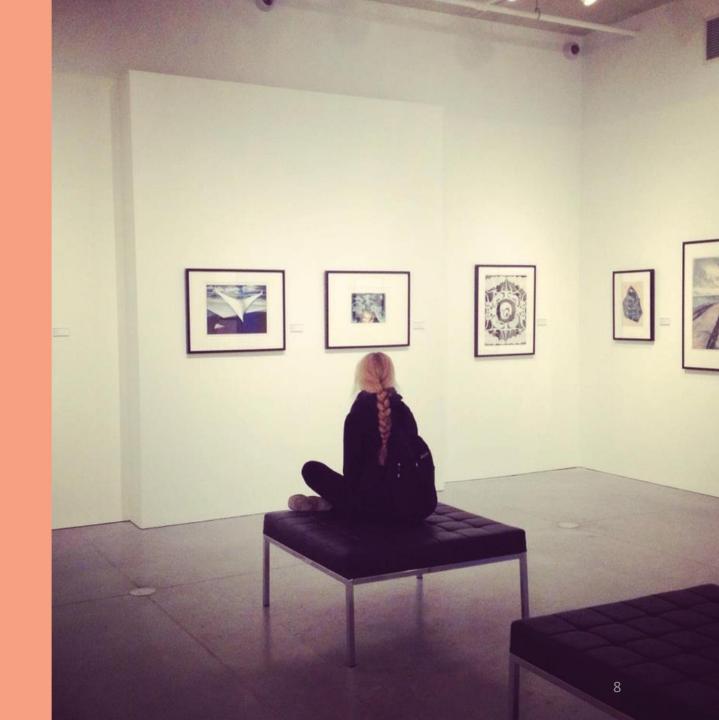
- Regional & Emerging Artists
- Strategic Partnerships
- Permanent Collection
- Core programs
- Access & Inclusion



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.

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.

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.



FRI @ THE MACLAREN DAY 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.



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.

UNESCO

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