



**ECONOMIC AND CREATIVE  
DEVELOPMENT  
MEMORANDUM**

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**TO: MAYOR A. NUTTALL AND MEMBERS OF COUNCIL**

**FROM: A. DYKE, CULTURE OFFICER - DEVELOPMENT**

**NOTED: S. SCHLICHTER, DIRECTOR, ECONOMIC AND CREATIVE DEVELOPMENT**  
**B. ARANIYASUNDARAN, P.ENG, PMP, GENERAL MANAGER,**  
**INFRASTRUCTURE AND GROWTH MANAGEMENT**

**RE: 2024 ARTS AND CULTURE INVESTMENT PROGRAM RESULTS AND 2023**  
**PROGRAM IMPACTS**

**DATE: MARCH 13, 2024**

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This memorandum provides members of Council with an update about the City of Barrie's Arts and Culture Investment Program, including funding allocations for the 2024 intake period. The memorandum also includes impacts of the 2023 Arts and Culture Investment funding on the cultural sector and economy.

**Background**

The Arts and Culture Investment Program, formerly known as the Cultural Grants Program, has been in operation since 2005 and delivered under the program guidelines which were updated and approved by Council in 2021.

**The Application and Decision-Making Process**

The program guidelines and application forms were made available online for all interested applicants to review and applications were submitted online via APLI. Coinciding with the program launch, an information session was offered where staff talked through the program guidelines and application best practices. Cultural Development staff shared eligibility and evaluation criteria with participants, explained the application process and addressed any program changes. Staff also took individual questions and met with organizations to discuss their applications, when requested. The December 2023 information session was held at the Sandbox Centre and had 12 organizations in attendance.

The deadline for applications was Monday, January 29<sup>th</sup>. Applications were then reviewed, and funds allocated to successful applicants by a five-member adjudication panel. The panel is selected through a process that includes a call for adjudicators distributed through the Creative City Network, Work in Culture, and Creative Barrie newsletter and selection is based on their arts expertise, education, and adjudication experience. Please see Appendix 'A' for the 2024 adjudicators' biographies. Efforts are made to ensure diversity with regards to arts disciplines and backgrounds of the adjudicators, with all but one of the adjudicators being located outside of Barrie to ensure impartiality.

Following a several week review of all applications and support documents, the adjudication panel were convened to discuss the applications and score each based on the applicant's sustainability, artistic merit, community impact and audience development efforts. Adjudicators came to a consensus score and determined the level of funding investment, should an applicant be successful. The role of the Culture Development Officer is to provide administrative support and document the feedback to be given to each applicant. Staff are restricted from participation in the decision-making process.

Successful recipients must agree and accept the City's conditions for funding that include commitments to spend the funding for the purposes for which it was awarded, standards for acknowledging the City as a funder, and restrictions on the kinds of expenditures the funding is to be utilized for. All applicants are provided constructive feedback from the adjudication panel to improve future applications.



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## City Investment and Recipients

For 2024, the approved Arts and Culture Investment Program budget was \$230,418, and 25 applications were received, requesting \$457,518 in funding. Of those applications, 15 were successful in receiving funding.

The adjudication panel noted the passion and ambition in the applications received and the variety of work being done by many organizations. They noted it was a challenge to allocate the pool of funding in a manner that balances the continued support of longstanding organizations with championing development, innovation, and diversity in the sector.

### 2024 Operating Funding Recipients

Organization	Amount Awarded
Barrie Concert Band	\$ 1,984.00
Barrie Film Festival	\$ 42,000.00
Bravado! Show Choir	\$ 3,650.00
Ontario Musicians Cooperative, Inc.	\$ 27,750.00
Huronian Symphony Orchestra	\$ 8,284.00
Kempfenfelt Community Players	\$ 6,000.00
King Edward Choir	\$ 3,650.00
Simcoe Contemporary Dancers	\$ 14,600.00
Skyliners Youth Big Band	\$ 1,000.00
Talk Is Free Theatre	\$ 72,000.00
Theatre by the Bay	\$ 34,300.00
<b>Total</b>	<b>\$ 215,218.00</b>

### 2024 Project and Capacity Building Funding Recipients

Organization	Amount Awarded
La Cle d'la Baie	\$ 3,200.00
Metis and Me	\$ 4,000.00
Simcoe Contemporary Dancers	\$ 4,000.00
Spare Room	\$ 4,000.00
<b>Total</b>	<b>\$ 15,200.00</b>



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## Return on Investment for 2023 Arts and Culture Funding

In 2023, the City of Barrie invested \$225,900 in the Arts and Culture Investment Program. Several organizations saw 2023 as an opportunity to apply for project or capacity-building funding to bring new initiatives to fruition or strengthen their organizations. Projects that were rewarded for their innovative and creative ideas focused on the development of LGBTQIA2S+ inclusive educational tools, providing ASL interpreters for theatre productions, creating professional development opportunities for equity-deserving groups, and supported the leveling up of professionals in the visual and performing arts in Barrie.

After experiencing an increase in other public sector funding from 2020 to 2022 to support recovery of the arts sector during the pandemic, that revenue stream has seen a decline in 2023. Since 2020, sponsorship revenues have been lower than in pre-pandemic years, and feedback from the sector suggests that full pre-pandemic recovery is a three to five-year process. The following outcomes were realized from the funding that was dispersed via the 2023 Cultural Grants Program:

2023 City of Barrie Investment	\$225,900
Other Public Sector Funding in 2023	\$3,224,456
Earned Revenue in 2023	\$592,835
Sponsorship Revenue in 2023	\$82,639
Total Revenue in 2023	\$4,466,785

The Arts and Culture Investment funding recipients have been able to leverage City of Barrie grant monies to access other levels of government funding, earn ticket and other revenue and attract sponsorship dollars allowing for continued, successful operations.

Applicants to the Arts and Culture Investment Program complete statistical forms to provide valuable data about the sector, including audience numbers and participants in professional development or educational programming. Reports from 2023 indicate that over 59,000 people were engaged in local programs and events supported by Arts and Culture Investment funding.

## Next Steps

As part of the City of Barrie Culture Plan Update being developed in 2024, consultants engaged through Agence MASSIVart are creating a 10-year vision of arts and culture development in the City and may provide recommendations for updates to policies, program elements, funding models, and priorities of the Art and Culture Investment Fund Program, expanding upon the work completed in 2021. Further, the update to the plan is expected to provide additional measurement tools to assess the impact of the sector on the economy.

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**Appendix 'A' Adjudicator Biographies**

*Nicole Brabant*

Nicole Brabant is a Cree-Métis arts and culture worker originally from Treaty 4 territory, currently based in Tkaronto. Since completing an MFA at UBC, she has worked in curatorial and programming departments at galleries in Regina and Vancouver, where she has also taught post-secondary courses in Art, Art History, Cultural Studies, and English.

*Charity Chan*

Charity Chan is an arts leader who, over the course of more than two decades, has worn various hats in the non-profit arts and culture sector, as a curator, producer, educator, musicologist, composer, arts manager, and performer. Beginning her career as a performer and composer in the 90s, Charity's professional practice currently focuses on creative production and direction, curation, and arts management. Her areas of specialization include interdisciplinary performance, improvisation, new media, sound and installation art, global and cross-cultural music practices, cultural economics, and social aesthetics.

*Catherine Kenwell*

Catherine Kenwell is an internationally published author and poet from Barrie, Ontario. She has 30 years of administrative adjudication experience in the arts, community, and professional regulatory bodies. She also volunteers with mental health, restorative justice, and accessibility groups, and has chaired awards and honors committees in the corporate and civic realms.

*Noor Khan*

Noor Khan is a community-engaged multidisciplinary artist originally from Saudi Arabia. Due to constant migration and nomadic ethnic lineage, they were subject to socio-economic and political consequences, such as isolation and surveillance. As a result, their work is an inquiry of human-made designs; encompassing architecture, infrastructure, objects, materials, policy, and law that facilitate cultural, political, and socio-economic activity. Noor uses art and design as a collaborative process to cultivate community, reconnect with people, land, and global Indigenous value system(s). They have seven years of experience as an artistic producer and four years of teaching in the field of art administration. They live in Toronto, Canada, and work internationally.

*Colin Wylie*

Colin Wylie is known for his work with Blinker the Star, a Canadian indie band that signed with A&M (USA) and then DreamWorks barely out of their teens. Colins compositions have been placed in programming for Muchmusic (CAN), NBC (USA), CTV (CAN), MTV (US & UK), Fox (USA), CBC (CAN), The CW Network (USA) and PBS (USA) and are broadcasted around the world daily. Colin is the owner operator of Old Church Recording.