

# HAMILTON ARTS AWARDS MMXXI

## 2021 Program Evaluation

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**For:**

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Placemaking Public Art and Projects Section

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# 1.0 Introduction

Cobalt Connects is pleased to have served as the administrative partner for the 2021 City of Hamilton Arts Awards. Working in close collaboration with City of Hamilton Tourism and Culture Division staff, the team is happy to report a successful 2021 program that was delivered on budget and received positive feedback from nominees and program stakeholders.

The 2021 Arts Awards was marked by both challenges and opportunities for growth and innovation. As with most programs and events worldwide, the Arts Awards was faced with adapting to the challenges presented by the ongoing COVID-19 pandemic. 2021 also marked the pilot of a new program format based on the stakeholder consultation that took place in the prior year. This resulted in a program that looked quite different from previous years yet still maintained the core mission of recognizing and promoting Hamilton's incredible creative community.

This report will outline core changes to the 2021 program as well as recommendations and considerations for the 2022 program.

## 2.0 Program Changes

In recognition of Hamilton's evolving arts community, the Arts Awards program was reviewed in 2020. Based on program evaluations and stakeholder consultation, a new program format was piloted in 2021. The intention of these changes was to make nominations easier for the public, allow for more flexibility in award categories and provide opportunities for the awards to be more inclusive and responsive in celebrating the evolving arts community each year.

### **Major program changes include:**

#### **Streamlined Nomination Process:**

- Nominations were solicited from the general public through a simplified online process.
- Rather than submitting a full nomination package (i.e., CV, artist statement, artwork samples, etc.), the nominator now only submits a brief statement outlining the nominee's accomplishments.
- The public nominations were then reviewed and augmented by a large multi-disciplinary panel of artists and arts professionals (Sector Review Panel) to create a short-list of approximately 45 nominations.
- Short-listed nominees were contacted directly to confirm their participation and to provide a complete nomination package.
- Short-listed nominees were then evaluated by a Final Jury comprised of artists and arts professionals representing multiple disciplines to select the award recipients.

#### **New Award Categories:**

In addition to the streamlined nomination process, the award categories were simplified. Rather than presenting awards in 11 different discipline-specific categories, there are now 3 broad award categories. The purpose of this change was to:

- allow multi-disciplinary artists to better represent their full body of work;
- address recurrent concerns about certain disciplines being assigned to certain categories;
- recognize the work of arts sector volunteers;
- allow the Final Jury a more curatorial role in award selection

## The new categories are:

- **Lifetime Achievement Award (1 Award, \$2,500)**  
The Lifetime Achievement Award recognizes living artists and arts community leaders who have contributed substantially to the artistic vitality of the city over the course of a career, and have inspired others through their leadership, creativity and artistic excellence. These individuals' experience and impact may be local, national or international in scope.
- **Creator Awards (8-10 Awards, \$2500 per award)**  
The Creator Awards recognize living artists or artistic collectives working in any artistic discipline and at any career level. A minimum of eight Creator Awards will be given each year to recognize artistic excellence and/or innovation that contributes to artistic growth in the city, progresses the artform and expresses the cultural vitality and diversity of Hamilton's art scene.
- **Arts Champion Awards (up to 4 Awards, non-monetary award)**  
The Arts Champion Awards recognizes living individuals who are outstanding supporters of the arts in Hamilton as volunteers, advocates, or board members. This is a non-monetary award and recipients will be given a special gift of recognition. This award is open to adults and youth over 14 years old.

## **Elimination of Separate Emerging Artist Award**

In the previous Arts Awards format, the winner of the Established Artist Award selected an emerging artist in their field to receive the Emerging Artist Award. The intention of this was to foster connections and mentorship within the community. This approach was met with mixed feedback, with some participants enjoying the connection between award winners and others finding the process difficult to understand and advocating for emerging artists to be adjudicated on their own merit. In the new program format, emerging artists can be nominated for a Creator Award. The Final Jury was instructed to consider representing different career levels in their selection of award winners.

## **Inclusion of Bands, Duos and Collectives**

In past years the public have expressed a desire to nominate bands and artistic collectives, however the previous Arts Awards format only allowed for the nomination of individual artists and arts managers. In most cases potential nominators have chosen not to proceed as they felt that nominating a single member of a group was not a true representation of the groups' contributions. In the new format, Bands and Collectives can be nominated in each of the three categories and their career and contributions are considered as a single entity.

### **Shirley Elford Emerging Artist Commission Prize**

The Arts Awards has partnered with the Shirley Elford Fund through the Hamilton Community Foundation since 2018 to present cash prizes to emerging artists in a variety of disciplines. For the 2021 program, the prize was reformatted into a commission. Two emerging artists were selected by a community jury to receive a \$2000 artist fee to create and present an artwork that speaks to contemporary themes related to Hamilton that will be showcased at the 2022 Arts Awards event. Additionally, the recipients of the Commission Prize will receive professional support and funding that will assist in the production and presentation of the artwork.

## 3.0 Budget

The City of Hamilton Arts Awards is largely funded through a Council approved operating budget allocation. In 2021 the operating budget was approved at \$83,050. It is the expectation of Council that the Arts Awards budget not run a deficit. An additional \$12,000 in cash sponsorship was secured, which supported producing a high-quality online event presentation that complied with all COVID-19 restrictions. The Arts Awards is grateful to its community sponsors for their continued support during challenging times. This support is testament to the importance of the Arts Awards and more broadly, the arts community in Hamilton.

Cobalt Connects managed the Event Delivery budget line items and Tourism and Culture Division staff managed the remainder of the budget line items, including the responsibility to realize all sponsorship earned revenues.

### Program Budget

<b>CATEGORY</b>	
Awards to Artists	\$33,700
Marketing & Outreach	\$13,050
Third Party Contract fees	\$18,300
Event Delivery	\$22,500
Meeting costs, postage and supplies	\$2500
HST	\$902
Contingency @ 5% (excl. awards and third-party salaries)	\$1948
<b>TOTAL EXPENSES</b>	<b>\$92,900</b>
2021 Annual City operating budget	\$83,050
Sponsorship	\$12,000
Hamilton Community Foundation - Shirley Elford Prize and Administration Fee	\$4,600
Purchase of bronze award medallions	\$6,750
<b>TOTAL REVENUE</b>	<b>\$99,650</b>

## Sponsorship Revenue

SPONSOR	SPONSORSHIP	CASH/ IN-KIND	VALUE
The Hamilton Spectator	Media	In-Kind	2 half page ads (value unknown)
The Incite Foundation for the Arts	Arts Champion Award	Cash	\$5000
Investment Planning Council – Next Steps Planning	Lifetime Achievement Award	Cash	\$2500
BLR, Chartered Accountants, LLP	Creator Award	Cash	\$1,500
Marz Homes	Creator Award	Cash	\$1,500
dpai architecture inc.	Creator Award	Cash	\$1,500

## 4.0 Nominations & Adjudication

Due to the ongoing COVID-19 pandemic, promotion of the nomination period primarily took place online and through direct contact (i.e., phone / email/ social media messaging) with members of the arts community. Although this limited some opportunities to promote the new program format, the simplified process was well received and resulted in a strong number of nominations.

### Long List Nominations

In total, 176 individual nominations were received from the general public and Arts Sector Review Panel. Some nominees received multiple nominations from different nominators. As such, total number of unique nominees was 112.

The breakdown of nominations is as follows:

CATEGORY	TOTAL NOMINATIONS	INDIVIDUAL NOMINEES
Arts Champion	17	17
Creator Awards	137	83
Lifetime Achievement	22	12
<b>TOTAL NOMINATIONS</b>	<b>176</b>	<b>112</b>

### Arts Sector Review Panel

Once the Long List nominations were verified by staff, the Long List was sent to the Arts Sector Review Panel for review. At this stage, Panel members were invited, based on their specific arts sector knowledge and expertise, to add names to the Long List for consideration. From this process, 17 new names were added to the list (3 of these were later removed due to conflict of interest / eligibility issues). With the full Long List now assembled, nominations were ranked by members of the Panel using a weighted ranking system. The totals were tabulated and averaged to create the Short List. An initial Short List of 45 nominees was developed out of this process. Overall, this process received positive feedback from the Arts Sector Review Panel participants. Two panel members chose not to rank the nominations as they felt that they did not have enough information to make an informed decision given the multidisciplinary nature of the categories. However, the vast majority of the Panel was able to rank the submissions by focusing on their areas of knowledge / expertise. As the Panel represented a wide range of disciplines, this resulted in a well-balanced Short List.

## **Short List**

Staff then reached out to the Short List to confirm their participation and discuss next steps. Through this process, 7 nominees choose not to proceed with their nomination. These nominees all stated that they were honoured to have been nominated but had personal reasons not to proceed, the majority stating either a lack of time or desire to see other nominees receive attention.

Staff provided the final short-listed nominees with an information package outlining submission requirements for the nomination package and provided assistance where required.

## **Final Jury**

The Final Jury was provided with the full nomination packages of all short-listed nominees and a scoring matrix to aid the decision-making process. Two adjudication sessions were held. The first session focussed on the Lifetime Achievement and Arts Champion awards and the second session on the Creator Awards. Both sessions were monitored by a member of the Arts Advisory Commission to ensure that the session was conducted in a fair and transparent manner.

Both jury sessions were productive and resulted in consensus decisions on the award winners. A jury report capturing discussions and decisions in each session were drafted by staff and approved by the Jury; overarching statements describing the Jury's rationale were featured in the online presentation videos and digital magazine. The Jury contributed feedback and suggestions for online presentation programming.

Jury members reported a high level of satisfaction with the process and offered suggestions for future improvements (please refer to Feedback & Recommendations section of this report).

## 5.0 Marketing and Outreach

As previously noted, the COVID-19 crisis greatly influenced the communications approach for the 2021 program as all communications shifted online. Although online promotion is always a core element of the communications strategy, the Arts Awards also typically relies on face-to-face interactions to spread the word about the program. To compensate for this loss, staff made efforts to do one-on-one outreach to arts community members through phone, email and social media contacts.

Additionally, the following steps were taken to promote the Arts Awards program:

### Promotion of Nomination Phase

- City of Hamilton webpages for nominations and Shirley Elford Emerging Artist Commission Prize.
- Distribution of Arts Awards nomination posters at select cultural hubs that were open during the pandemic.
- Social media (Facebook, Twitter, Instagram) promotion via Arts Awards and Cobalt Connects channels. Including “Hot Tips” campaign to encourage nominations.
- Direct messages, emails and Facebook page posts sharing nomination activity with local arts groups and organizations.
- An Akimbo listing (at launch) and an Instagram & Facebook ad in late Dec/January promoting nominations deadline reminder targeted to a local, arts involved audience (\$932; reach: 86,808; link clicks: 1,414).
- Nomination listing on the Hamilton Rising app and website.
- Hamilton Spectator in-kind sponsorship congratulating 2020 Arts Awards recipients and promoting the 2021 nomination deadline in two half page ads.
- Email campaigns to City of Hamilton and Cobalt Connects’ contact lists.
- Promotion through Hamilton Arts Council’s email list.
- Media Release announcing the launch of the nomination phase directing readers to the website and online nomination form.
- Outreach to City of Hamilton partners including Hamilton Immigration Partnership Council, Hamilton Youth Strategy and the Urban Indigenous Strategy.

## Promotion of Online Award Presentation

- Online presentation page on City of Hamilton website – with each episode linked to YouTube watch page. Short List webpage with biographies.
- City of Hamilton YouTube playlist.
- Information Update to Council and Senior Leadership; emails to program stakeholders (Nominees, Nominators, Jurors), sponsors, and to the Arts Awards mailing list.
- Two media releases distributed through City of Hamilton media distribution lists: one announcing Short List and referencing basic event details and one outlining event details and sponsors.
- Short List announcement and Facebook album including bios and urls.
- Social media announcements (Facebook, Instagram, Twitter) promoting podcast emcee, spoken word artists and online podcast presentation.
- Facebook & Instagram boosts purchased to promote the online presentation (\$500; reach: 40,424; link clicks: 554). Each individual podcast episode was boosted on Facebook (\$138; reach: 15,362; link clicks: 149). Note: several podcast boosts were paused or rejected due to “social issue” content. Additional boosts were purchased for sponsor and digital magazine posts.

ARTS AWARDS SOCIAL MEDIA STATS	2021 Program (Oct 31, 2020 to July 1, 2021)	
Twitter followers	2,603	(2019: 2,520)
Twitter impressions	140,000	(2019: 217, 258)
Twitter Engagement	1,204	(2019: 4,502)
Facebook followers	2,079	(2019: 1,843)
Facebook Impressions	197,674	(182, 481)
Facebook Engagement	7,099	(2019: 17,031)
Instagram followers	629	(account revived in 2021)
Website Page Views Nov 2020 – June 2021	12,514	(2019: 10,162)
Website <i>Page Views Nov 2020 – June 2021</i>	12,514	(2019: 10,162)

Note: A number of factors may have contributed to more limited reach on social media as compared to 2019 including – no nominee portraits, fewer event elements, a smaller Short List (vs. full list of nominees).

## 6.0 Awards Presentation

For the second year in a row, COVID-19 restrictions required the Arts Awards to be presented entirely online. The initial plan was to film interviews and performances of the award winners however, restrictions were introduced that prohibited in-person film production. As such, the online event plan had to be reworked to fit within public health guidelines. Although this presented challenges with regards to a limited amount of time for production, it also presented an opportunity to approach the award presentation with a creative and fresh approach.

The online presentation can be accessed following this link:

<https://www.hamilton.ca/city-awards/arts-awards/arts-awards-recipients>

### **The online presentation contained the following elements:**

#### **Podcast Series**

The Arts Awards engaged local comedian Gavin Stephens to host a podcast series featuring interviews with the 14 award recipients. A series of 11 podcast episodes were presented in conjunction with Hamilton Arts Week (June 3-12, 2021). In addition to the interviews, the podcasts also featured spoken word by poet Janet Rogers, adjudication statements from the Final Jury and messages of congratulations from program sponsors and members of Council.

#### **Explainer Video**

As a compliment to the podcast series, a short explainer video was produced to introduce the audience to the new program format and outline the online award presentation format. The video featured Gavin Stephens, LTtheMonk (a member of the Final Jury) and voiceover work done by Sara Dickinson (a former member of the Arts Awards Steering Committee).

#### **Award Recipient Illustrations**

To compliment the podcasts, Hamilton-based illustrators were commissioned to create portraits of all the award winners. The illustrators also created 'comic strips' for the winners of the Creator and Lifetime Achievement Awards. The illustrations were used as a visual accompaniment to the podcasts, online and in print format. The illustrators engaged were: David Collier, Gord Pullar, Joan Krygsman, Maya McKeag, Meredith Park, Michael Byers, Mikaela Rubak-Mazur and Robyn Lightwalker.

### **Digital Magazine**

The information about the Arts Awards program and short-listed nominees and award recipients was compiled into a digital magazine. The magazine also featured: profiles of the award recipients, the illustrations, sponsor recognition and links to the podcasts. Links to the recipients, illustrators and presentation artists' websites and social media accounts were included throughout the magazine content.

### **Social Media Recognition**

The award recipients were announced via the Arts Awards social media channels throughout Hamilton Arts Week and included the recipient portraits and links to the podcasts.

### **The Hamilton Spectator Fly Sheet**

The award recipient portraits and comic strips were formatted into a special insert for The Hamilton Spectator on June 19, 2021. The layout of the insert was created by Hamilton comic artist Joe Ollmann.

### **Audience Development**

Gathering metrics on audience development in an online format is on one hand very simple, and on the other somewhat imprecise.

By distributing the podcasts online through Facebook, the City of Hamilton website and via the Digital Publication we gain a surface count of viewership on each platform that can be compared from year to year. What we can't get is a sense of how many of these viewers are unique from one platform to another. Despite this scenario, we can see that by comparing the same data from 2020 and 2021, both online events, we see significant growth in 2021.

Video	2021		2020	
	Facebook	YouTube	Facebook	YouTube
Explainer Video	429	132	n/a	n/a
E1	236	280	1100	232
E2	558	166	1300	115
E3	875	112	604	83
E4	164	89	509	183
E5	1845	96	275	68
E6	72	139	*	*
E7	1058	83	*	*
E8	69	81	*	*
E9	169	64	*	*
E10	59	78	*	*
E11	1100	132	*	*
<b>TOTAL</b>	<b>6634</b>	<b>1452</b>	<b>3788</b>	<b>681</b>
<b>COMBINED TOTALS</b>		<b>8086</b>		<b>4469</b>
<b>Growth By Platform</b>	<b>75%</b>	<b>113%</b>		

\* only 5 episodes were produced in 2020.

In addition to the website and social media data, we also saw over 500 views of the digital magazine and the Hamilton Spectator assigns 50,000 impressions to its print edition – exposure that the program has never seen before.

Aside from viewership, in this format we also seek to gauge the audience’s level of engagement. Over the course of the 11 episodes, the Arts Awards Presentations drew over **200 comments, 96 shares, and more than 1900 ‘likes’**.

These figures show not only a growing audience, but an audience engaged enough in the content to actively assist in amplifying the message. This sense of engagement drives the ‘organic reach’ of a social media campaign, making it more affordable to promote future projects because your own audience is playing a role.

## 8.0 Feedback & Recommendations

2021 was a difficult year to pilot a new program. In the face of stay-at-home orders and other COVID-19 restrictions, many aspects of the program had to be modified. This was especially true in the nomination outreach and event phases of the program as these areas required substantial modifications to comply with public health orders. As such, it is difficult to fully assess the success of the pilot year of the program. Cobalt Connects recommends that the program format be piloted again in 2022 so that it may be fully tested in a (hopefully) more 'normal' year. This will allow program staff to collect more and better data that can be used to compare against the previous (and pre-COVID) program format.

### **Post Program Survey**

Following the close of the program, an online survey was sent directly to program stakeholders that included: nominees, nominators, award recipients, sponsors, Arts Sector Review Panel and the Final Jury. Further, a link to a general audience survey was posted on the Arts Awards social media channels and distributed via Constant Contact. Unfortunately, the survey did not yield a significant number of responses with 29 responses for the stakeholder survey and 32 for the public survey. Further evaluation of the responses showed some overlap between the two (i.e., likely the same individuals filling out both surveys) and a number of incomplete responses. As such, the survey data is not statistically significant but can be evaluated on an anecdotal level.

There are a number of reasons why the survey responses may have been low, with COVID-19 being the biggest factor. The in-person awards event and feedback relating to the event usually drives the biggest number of survey responses. With this element lost, there was less of a unifying moment to connect with our audience. The short-listing process of the new program format also reduces the number of nominee/ nominators engaged from beginning to end of the program. Finally, members of the Sector Review Panel and Final Jury were provided with multiple opportunities to provide feedback throughout the adjudication process so there may have been less urgency / need in providing additional feedback. Overall, the survey feedback about the program was positive and is included as an appendix for reference.

## **Recommendations**

Although we do not recommend significant changes to the program in 2022, there were still many highlights and lessons learned that can be explored. The section below outlines small changes, items to clarify or consider before the 2022 program.

### **Award Categories & Criteria**

- Consider changing the name of the Creator Award or provide more clarity on eligibility requirements for this category. There was some confusion amongst both the Sector Review Panel and Final Jury regarding the eligibility of arts managers / administrators in this category. Although the category description clearly states that managers / administrators are eligible, this detail was overlooked by some adjudicators. It was felt that the word 'Creator' excluded those who are administrators.
- Explore if emerging artists should be separated or have a designated number of awards within the Creator Award category. The Final Jury noted it was difficult to score emerging artists using the same criteria as more established artists. Suggest providing more instruction up front about having the latitude to make these decisions as well as evaluating nominees "where they are at" in their career rather comparing careers as a whole.

### **Nomination & Outreach / Communication**

- Some nominees received multiple nominations from community members. Discuss how / if multiple nominations should be evaluated by the Sector Review Team & Final Jury and clearly communicate this in the nomination package.
- There was a wide range in the content and quality of the nomination statements submitted by the public. Some were very detailed and included specific career highlights about the nominee whereas others were more vague, offering general support of the nominee. Explore ways to standardize the nomination statement / information submitted by the nominator.
- Each phase of the nomination process (i.e., public nominations, short-listing, assembling short list nomination packages) would have benefitted from more time. In particular, a number of short-listed nominees felt that the timeline to submit their packages was too tight. Consider making the public nomination deadline earlier so that more time can be built into the process.
- Continue with direct outreach to underrepresented artistic mediums including theatre, dance, writing and music.
- Actively promote that bands and artist collectives are now eligible to be nominated. There were low numbers of bands / collectives in the long and short lists.

Make additional efforts to ensure all nominators and shortlisted nominees are informed about program developments, particularly if presentation is online for another year. Feedback indicated that some felt unengaged in the process as a result of some program changes.

## Event

- Provide more opportunities to acknowledge and showcase the full short-list
- If the 2022 program returns to an in-person event, consider retaining some elements of the digital production such as the digital magazine or audio/videos that can be shared online. This helps reach audience members who may not attend an in-person event and creates a legacy piece that may be shared in the future. However, this will be largely dependent on budget allocations.

# Appendix

A - Public Survey Results

B - Stakeholder Survey Results

**Appendix A**  
**2021 City of Hamilton Arts Awards**  
**Public Survey Results**

**Q1. How did you participate in the 2021 City of Hamilton Arts Awards program? Check all that apply.**

Answer Choices	Responses		
I watched the Arts Awards Online Presentation (Podcast Episodes)	34.38%	11	
I was a nominated artist	12.50%	4	
I nominated an artist	9.38%	3	
I was on the Arts Awards Short List	6.25%	2	
I am an Arts Award Recipient	12.50%	4	
I wrote a letter of reference for a nominated artist	9.38%	3	
I sat on the Arts Sector Review Panel	3.13%	1	
I sat on the Final Jury	6.25%	2	
I was a jury member	6.25%	2	
I was a jury monitor	3.13%	1	
I was a sponsor	0.00%	0	
I did not participate in the 2021 program	31.25%	10	
Other	0.00%	0	
Other (please specify)	6.25%	2	
	<b>Answered</b>	<b>32</b>	
	<b>Skipped</b>	<b>0</b>	
Respondents	Response Date	Other (please specify)	Tags
	1 Jun 30 2021 05	I'm an artist.	
	2 Jun 30 2021 03	I was in an Art Collective that was nominated and shortlisted	

**Q2. Do you have any suggestions or comments about the new Arts Awards nomination and selection process piloted in 2021?**

Answered 12  
 Skipped 20

Respondents	Response Date	Responses
	1 Jul 06 2021 08:	Initially, it seemed a genuinely daunting process with so many artistic disciplines placed together but the strength, commitment and collegial approach of the jury brought the project to a successful conclusion. I do feel that music was marginalized and needs to be brought forward in some way. We have a vibrant music scene in Hamilton and I felt it was under represented.
	2 Jul 05 2021 09:	seemed to work all around
	3 Jun 30 2021 07	I think the changes are really good.
	4 Jun 30 2021 05	Make it easier
	5 Jun 30 2021 03	It's a bit easy to slip nominations in after the nomination due date. For jurors to be asked to suggest extra nominations defeats the purpose of an earlier due date and unfair for nominated people who complete and
	6 Jun 30 2021 02	No. It was fair.
	7 Jun 15 2021 12	The nominated shouldn't need to provide CV's and letters of recommendation; this isn't a job application. The awarding body and jury should be doing this research on their own with the help of the person nominating the artist.
	8 Jun 14 2021 10	I think it was great! I loved the episodes.
	9 Jun 14 2021 09	I thought it was very good.

10	Jun 14 2021 05	Award categories could be divided into Emerging and established artists streams
11	Jun 14 2021 05	The presentations were conveniently short and super lovely, but challenging to keep up with since they were spread out over a period of time.
12	Jun 14 2021 05	It was an excellent event and I really loved the new format. I was inspired by the multidisciplinary aspect of it all. Please! More!

**Q3. If you watched the Arts Awards Online Presentation (podcast series), please rate the following components:**

	Poor	Somewhat lacking	Acceptable	Good	Fantastic	Total					
Quality of production	0.00%	0	6.25%	1	0.00%	0	50.00%	8	43.75%	7	16
Format of production (podcast style with visual accompaniment)	0.00%	0	6.25%	1	0.00%	0	50.00%	8	43.75%	7	16
Length of episodes	0.00%	0	0.00%	0	6.25%	1	56.25%	9	37.50%	6	16
Podcast Host	0.00%	0	12.50%	2	0.00%	0	43.75%	7	43.75%	7	16
Spoken word element	0.00%	0	7.14%	1	14.29%	2	42.86%	6	35.71%	5	14
Illustration component	0.00%	0	6.67%	1	0.00%	0	40.00%	6	53.33%	8	15
Local music inclusion	0.00%	0	7.69%	1	7.69%	1	30.77%	4	53.85%	7	13
Digital Magazine ( <a href="https://www.hamilton.ca/city-awards/arts-awards/about">https://www.hamilton.ca/city-awards/arts-awards/about</a> )	0.00%	0	0.00%	0	0.00%	0	64.29%	9	35.71%	5	14
Additional Comments											5
											16
											16

Respondents	Response Date	Additional Comments
1	Jul 06 2021 08:	I'm sorry. I was at a cabin in the hinterlands and not able to watch.
2	Jun 15 2021 09	Well done!
3	Jun 15 2021 12	Categories were integral to these awards, and the removal of these was sad to see. We already have the Hamilton Music Awards and the Hamilton Literary Awards. The Art Awards should be looking to highlight and honour all the other artists thriving here. Visual artists of many mediums, photographers, dancers, playwrights, fashion designers, etc. There needs to be more effort put into this program in order to maintain the award's prestige and cultural significance.
4	Jun 14 2021 09	It was a great way to get to know the each one , the struggles that they faced, the challenges/obstacles that they overcame to become the Artist that they are today.
5	Jun 14 2021 05	I would also add: Format of Production - episodic style/# of episodes - somewhat lacking due to COVID circumstances - hard to keep up with over a period of time.

**Q4. Thinking about the 2021 Arts Awards Nominations and/or Online Presentation Promotions: How did you find out about the Arts Awards? Check all that apply**

Answer Choices	Responses
City of Hamilton website at <a href="http://www.hamilton.ca/artsawards">www.hamilton.ca/artsawards</a>	24.00%
Facebook	40.00%
Twitter	4.00%
Instagram	24.00%
Email from City of Hamilton's Tourism and Culture Division	32.00%
E-newsletter (AKIMBO, Hamilton Arts Council e-newsletters) PLEASE SP	16.00%
Media Release	8.00%
Hamilton Spectator or other print publication PLEASE SPECIFY BELOW	8.00%
Posters in local coffee shops	0.00%
Connection to an Arts Awards program participant (nominee, juror, etc.)	44.00%
Word of Mouth	36.00%

Other (please specify)	8.00%	2	
	<b>Answered</b>	<b>25</b>	
	<b>Skipped</b>	<b>7</b>	
Respondents	Response Date	Other (please specify)	Tags
	1 Jul 06 2021 08:	Previous participation in jurying Hamilton Literary Awards and other civic projects...	
	2 Jun 14 2021 05:	I am a local artist.	

**Q5. If we are able to celebrate in person again next year, what suggestions do you have for the 2022 City of Hamilton Arts Awards event?**

Answered

13

Skipped

19

Respondents	Response Date	Responses
1	Jul 06 2021 08:	Music and dancing in the streets!
2	Jul 03 2021 10:	a really cool venue
3	Jun 30 2021 07:	Keep all those who nominate artists, and those artists themselves, informed. It was frustrating trying to get information until everything was over. One nominee told me she only knew she didn't win, because she had heard nothing from anyone.
4	Jun 30 2021 05:	The awards, like the GG, should be based on work that is unpaid. Working for pay is a reward in itself.
5	Jun 30 2021 04:	More categories to cover genres, instruments, and local businesses and organizations that support the arts.
6	Jun 30 2021 04:	The last 2 years have presented huge barriers for celebrating both the people and the event. I've been to the event in previous years and enjoyed very much. Move forward with the same passion and the event and the participants will be embraced by the community.
7	Jun 30 2021 03:	I think the nomination categories are important to distinguish different types of art. It's tough to compare theatre artists to arts educators to musicians to painters in the same creator category. I missed the categories from previous years :)
8	Jun 30 2021 02:	Instead of a typical award show, how about a party after the awards are revealed?
9	Jun 15 2021 09:	I really enjoyed the local illustrations component - would suggest keeping that!
10	Jun 15 2021 12:	Keep the podcast as part of the winner's package. Bring back categories that actually explore, commemorate and honour the arts in Hamilton.
11	Jun 14 2021 10:	I liked learning about the artists and having time to hear them speak.
12	Jun 14 2021 05:	Tough to say. Challenging times = challenging circumstances. In person productions are always better of course.
13	Jun 14 2021 05:	I think it's time to bring Dave Brennan back! Or someone equally amusing to have things rolling along!

**Q6. Anything else you want to tell us?**

Answered

10

Skipped

22

Respondents	Response Date	Responses
1	Jul 06 2021 08:	Sorry this is so late. I'm still in the bush!
2	Jul 03 2021 10:	could the awards be engraved? recipient's name/ year?
3	Jun 30 2021 07:	I think it's fantastic that you do what you do. Thank you.
4	Jun 30 2021 05:	Good job. The arts are essential part of any city's character and growth ... acknowledging that indicates that a city has a future.
5	Jun 30 2021 04:	No thank you.
6	Jun 30 2021 03:	Try to do better recognizing the Art and the Contribution rather than going for the popularity vote. I'm losing interest. Thanks.
7	Jun 30 2021 03:	I love the hamilton arts awards and the in person events!
8	Jun 15 2021 12:	Medals should be engraved with the recipient's name, honour and date.
9	Jun 14 2021 05:	N/A
10	Jun 14 2021 05:	Fantastic! Inspiring and so many thanks!

**Appendix B**  
**2021 City of Hamilton Arts Awards**  
**Stakeholder Survey Results**

**Q1. How did you participate in the 2021 City of Hamilton Arts Awards program? Check the option that best describes your involvement.**

Answer Choices	Responses	
I watched the Arts Awards Online Presentation (Podcast Episodes)	0.00%	0
I was a nominated artist	17.24%	5
I nominated an artist	34.48%	10
I was on the Arts Awards Short List	0.00%	0
I am an Arts Award Recipient	10.34%	3
I participated in consultation discussions for the pilot program	6.90%	2
I sat on the Arts Sector Review Panel	31.03%	9
I sat on the Final Jury	10.34%	3
I was a jury member	0.00%	0
I was a jury monitor	3.45%	1
I was a sponsor	6.90%	2
I did not participate in the 2021 program	0.00%	0
Other	0.00%	0
Other (please specify)	3.45%	1
	<b>Answered</b>	<b>29</b>
	<b>Skipped</b>	<b>0</b>

Respondents	Response Date	Other (please specify)	Tags
1	Jun 30 2021 01	I was part of the jury who viewed and selected applicants for nomination	

**Q2. What worked well:**

Answered 16  
 Skipped 13

Respondents	Response Date	Responses
1	Jul 06 2021 08:	In a word, everything! Despite having to meet virtually, the jury was so engaged, well-informed and collegial that what seemed like a near impossible job was completed with considerable elan. Kudos to all the organizers!
2	Jul 05 2021 07:	I appreciated the jurying process ( multiple juries at different points of assessment, opportunity to nominate additional artists).
3	Jul 04 2021 10:	The online application was well managed and easy to navigate
4	Jul 01 2021 09:	Emails sent out to nominee people was clear and concise
5	Jun 30 2021 10:	Really easy to fill out.
6	Jun 30 2021 08:	The application process for artists was more streamlined. As a past juror, I also loved how the arts weren't divided by discipline. When I did the theatre jury two years ago, we only had 3 theatre applications (which were all - in my scoring, rather weak). Not having to award applications out of necessity for discipline was great.
7	Jun 30 2021 04:	The nomination form was simple and direct.
8	Jun 30 2021 02:	Making my 2 nominations was straightforward.
9	Jun 30 2021 02:	Easy to fill out digital information page was great.
10	Jun 30 2021 02:	I really like the whole process once I understood everything.
11	Jun 30 2021 01:	List of nominees provided was well organized and easy to follow.
12	Jun 30 2021 01:	I liked how simple it was to nominate someone.
13	Jun 30 2021 12:	The submission form was efficient.
14	Jun 30 2021 12:	nomination was easy to make
15	Jun 30 2021 12:	I appreciated how much simpler the nomination process was.



Answered  
Skipped

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Respondents	Response Date	Responses			
	1 Jul 05 2021 07:	I loved having artists draw the nominees/ awardees! Showcasing more artists through this awards process was a gesture that gave the awards a sense of collectivity and community.			
	2 Jul 01 2021 09:	I do believe that this change was due to Covid restrictions and hope the process will be refined as things shift to pre-Covid tendencies.			
	3 Jun 30 2021 10:	Nothing to add.			
	4 Jun 30 2021 04:	You need to do better research at the quality of your candidates and the selection process.			
	5 Jun 30 2021 01:	Self nomination should also be available so artist like myself can apply.			
	6 Jun 30 2021 12:	I'm not sure why writers and musicians are eligible when we have the Hamilton Literary Awards and Hamilton Music Awards respectively. The categories are vague and don't reflect the Art community of the city. Bring back specific categories that recognize the visual and dramatic arts in their many formats. The result of widening the categories the way they were this year really decreased the intrinsic value of the award.			

**Q5. What worked well:**

Answered  
Skipped

8  
21

	1 Jul 05 2021 07:	Previously answered			
	2 Jul 01 2021 09:	The nominees were presented in an orderly, easily sorted manner, making the selection process more a matter of time needed for proper review than anything else.			
	3 Jun 30 2021 10:	As a nominator I would have liked notice of the progress through the process.			
	4 Jun 30 2021 05:	Interesting array of submissions			
	5 Jun 30 2021 04:	NA			
	6 Jun 30 2021 03:	Fairly reasonable time constraints			
	7 Jun 30 2021 02:	I liked the way the process worked - it seemed fair and was very interesting to get such a broad range of nominees - nominating someone was also much easier			
	8 Jun 30 2021 01:	I don't know how the selection process was done			

**Q6. What could be improved:**

Answered  
Skipped

8  
21

Respondents	Response Date	Responses	Tags		
	1 Jul 01 2021 09:	I was unsure of how the final jury process would be administered or who would be doing it. I was also unsure of how many awards were available, ie in the Arts Champion category.			
	2 Jun 30 2021 10:	All good.			
	3 Jun 30 2021 05:	Get experts on different fields to assess individuals in their field.			
	4 Jun 30 2021 04:	NA			
	5 Jun 30 2021 03:	There was a lot to take in Are spreadsheets and scoring unavoidable? Maybe, but this is art. We didn't get to see the support letters, and often those kinds of narratives tell the story.			

	6	Jun 30 2021 02	Maybe separate the bullet points from the text for the main nomination form. It's hard to add a personal touch and 1st hand experiences when simply writing out a list...
	7	Jun 30 2021 02	nominators need to be provided with more direction - I felt some of the people were nominated for the wrong category based on the descriptions that were provided
	8	Jun 30 2021 01	Transparency or perhaps public voting too

**Q7. Other comments:**

Answered 2  
Skipped 27

Respondents	Response Date	Responses	Tags
	1	Jun 30 2021 10	Nothing to add.
	2	Jun 30 2021 04	NA

**Q8. What worked well:**

Answered 4  
Skipped 25

Respondents	Response Date	Responses	Tags
	1	Jul 06 2021 08:	As stated before, I felt everything worked amazingly well, given the pandemic.
	2	Jul 01 2021 09:	I felt it was unclear who would be on the final juries or how they were to be
	3	Jun 30 2021 10	Was not part of this process.
	4	Jun 30 2021 04	NA

**Q9. What could be improved:**

Answered 4  
Skipped 25

Respondents	Response Date	Responses	Tags
	1	Jul 06 2021 08:	As discussed in the meetings themselves perhaps more nominations in the area of music and literature. I know these areas are covered by other awards initiatives but it would give the overall Hamilton Arts Awards a little more balance.
	2	Jul 01 2021 09:	I'd like a more clarified process as to who does what. I understand the need for changes due to Covid, but the new process was confusing to understand.
	3	Jun 30 2021 10	N/A
	4	Jun 30 2021 04	Na

**Q10. Other comments:**

Answered 3  
Skipped 26

Respondents	Response Date	Responses	Tags
	1	Jul 06 2021 08:	Kudos to all!
	2	Jun 30 2021 10	N/A
	3	Jun 30 2021 04	NA

**Q11. What worked well:**

Answered 8  
Skipped 21

Respondents	Response Date	Responses	Tags
	1	Jul 06 2021 08:	I was not able to watch as I was at our cabin in the hinterlands.

		The release of all the awardees over 12 episodes was great. It felt like you had an opportunity to get to know each of the artists. The format of the podcasts were good and having Gavin as the host and Janet Rogers featured gave the award series continuity .
2	Jul 05 2021 08:	
3	Jul 01 2021 09:	N/A, see below:
4	Jun 30 2021 10:	The artwork/illustrations. Love that you incorporated more art into the awards
5	Jun 30 2021 04:	NA
6	Jun 30 2021 02:	this was a great idea under the circumstances - very accessible if you had access to a computer so people could view them any time.
7	Jun 30 2021 12:	Podcasts should definitely be an ongoing feature for recipients, even if there is a return to a stage production. There really isn't enough spotlight on the artists and what they do, where they're active, etc. Having the podcasts this year really improved that.
8	Jun 30 2021 12:	General organisation and communication

Q12. What could be improved:

Answered  
Skipped

7  
22

Respondents	Response Date	Responses			
1	Jul 05 2021 08:	Perhaps including some of the awardees' images of their work in the podcast would help people place work with the artist.			
2	Jul 01 2021 09:	I didn't watch any of the arts awards this year. I found the way the scheduling was done to be confusing and spreading it over several nights made it feel like a chore rather than an anticipated event.			
3	Jun 30 2021 10:	Interviews were too long and kinda boring.I admit I scrolled to find out who won.			
4	Jun 30 2021 04:	NA			
5	Jun 30 2021 03:	Janet Rogers - difficult to find. What digital magazine? Where? Podcast - no genuine exposure to the work of the artists. Maybe that was in the magazine.....			
6	Jun 30 2021 12:	A review of the artwork would've been nice. Most of my feature did not reflect me or my practice, and even featured a former employer responsible for great harm in my career. As much as I loved the two illustrations where I was represented physically, I felt that there could've been reasonable changed and suggestions.			
7	Jun 30 2021 12:	I thought things went well given the circumstances.			

Q13. Should we retain a digital aspect of the event?

Answer Choices	Responses	
Yes	80.00%	8
No	20.00%	2
	<b>Answered</b>	<b>10</b>
	<b>Skipped</b>	<b>19</b>

Q14. Other comments:

Answered  
Skipped

9  
20

Respondents	Response Date	Responses	Tags		
1	Jul 05 2021 08:	Having a digital aspect would make the awards accessible to people living with disabilities, older adults, people who cannot attend in person etc. I think it is helpful to artists to have a digital presence with other artists in the community.			

	2	Jul 01 2021 09:	I understand the need for Covid changes, but the multi-night format took away from the excitement and impact of the arts awards.
	3	Jun 30 2021 10:	I say yes to the above but in-person events are always more of a celebration.
	4	Jun 30 2021 04:	NA
	5	Jun 30 2021 03:	13. above - yes there should be a digital aspect; this is a digital age. But needs to be great.
	6	Jun 30 2021 02:	not sure if the digital aspect should be retained - it would be great for anyone not able to attend a physical event but I wouldn't want it to overshadow a public event when we can have one
	7	Jun 30 2021 02:	Don't believe I received any correspondence regarding the online event and missed the entire thing.
	8	Jun 30 2021 12:	It would've also been nice to have the physical award engraved with our achievements and the year...
	9	Jun 30 2021 12:	Was there a good number of people who participated digitally?

**Q15. We are all missing live events where we can connect with our community. Provided it is safe to gather again, what should be our priorities for an in-person 2022 Arts Awards event? What do you miss? What new elements would you like to see?**

Answered  
Skipped

9  
20

Respondents	Response Date	Responses	Tags			
	1	Jul 06 2021 08:	Music and dancing in the streets!			
	2	Jul 05 2021 08:	Yes- miss the live performances. I think out reach to under represented communities such as seniors should be prioritized. Covid was devastating for older adults in long term care. Even though we may be back in person for 2022, many people may not be able to access in person activities. It would be good if the digital programming this year continues. Are there ways to integrate all members of our community in the awards/celebration?			
	3	Jul 01 2021 09:	I'd like to see the work of the winners presented in a video format. If it's a musician, a clip of a song, if it's visual arts like a filmmaker, a clip of a film or documentary, etc. Something that highlights their work and makes them more than a name and picture in a program.			
	4	Jun 30 2021 10:	I miss toasting the winner and applauding the nominees. Keep the illustrations for next year.			
	5	Jun 30 2021 04:	Representation and respect for all nominees and shortlisted candidates and winners.			
	6	Jun 30 2021 03:	Connecting to community is terrific. Going to an event to find out you didn't win (succeed / get recognized) is difficult/sad/disheartening; is that the only way to attract audience? The Academy Awards model is a harsh one. YES, recognizing Hamilton artists should be recognized, but let us rethink the nature of "prize culture" as we celebrate the arts. Ensure rigorous selection while supporting community.			
	7	Jun 30 2021 02:	not sure - i have to think about this.			
	8	Jun 30 2021 12:	Bigger venue. I do not want to be at Aquarius with that many people!!			

		To have the event in a big space where we can have some distancing. In past years the foyer at the Theatre Aquarius was packed with people and the music so loud you could not have a conversation with anyone.
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**Q16. How successful were we in meeting the following priorities:**

		Not at all	Not very	Neutral	Somewhat	Very	Total
Simplify the public nomination process to reduce barriers to nominating.	0.00%	0	0.00%	0	13.33%	2	15
Adjust eligibility and categories in order to celebrate the full breadth of the s	0.00%	0	18.75%	3	18.75%	3	16
Commitment to Inclusion and Representation throughout the program re: r	0.00%	0	0.00%	0	26.67%	4	15
Additional Comments							3
							Answered 16
							Skipped 13

Respondents	Response Date	Additional Comments	Tags
1	Jul 06 2021 08:	What I learned as a jury member is that representation and inclusion are so much	
2	Jul 01 2021 01:	The inclusion of a message by a known white supremacist City Council Member nullifies any purported "commitment".	
3	Jun 30 2021 01:	As an adjudicator, I felt some categories were too vast and thus difficult to assess (especially in that the applicants covered artistic fields with which I was both very acquainted and completely unacquainted). Beyond a short description, I felt each applicant should include a work sample. Otherwise, the risk is we adjudicate the bio, rather than the work - which to me should be the most important part.  For applicants that get nominated, I feel the second part of the application process is still too cumbersome (too many letters of reference, for example).	