

CITY OF HAMILTON

COMMUNITY SERVICES DEPARTMENT
Culture Division

TO: Chair and Members Emergency & Community Services Committee	WARD(S) AFFECTED: CITY WIDE
COMMITTEE DATE: February 17, 2011	
SUBJECT/REPORT NO: Arts Advisory Commission 2011 Volunteer Committee Budget Submission (CS11008) (City Wide)	
SUBMITTED BY: Joe-Anne Priel General Manager Community Services Department	PREPARED BY: Jennifer Kaye 905-546-2424 x4807
SIGNATURE:	

RECOMMENDATION

- (a) That the Arts Advisory Commission's 2011 Volunteer Committee's base Budget Submission in the amount of \$9,000, attached as Appendix A to Report CS11008, be approved.
- (b) That, in addition to the base funding, that a one time funding from the Arts Advisory Commission reserve, in the amount of \$5,000, be approved .

EXECUTIVE SUMMARY

The 2011 budget request will enable the Arts Advisory Commission to fulfil its mandate, and is in keeping with previous years' requests. The one time request of \$5,000 for the development of a website was initially approved by Council in 2010. The website is in development, but the funds have not yet been spent, and so this Report requests approval to spend those funds in 2011.

Alternatives for Consideration – Not Applicable.

FINANCIAL / STAFFING / LEGAL IMPLICATIONS

Financial: For 2011, the Arts Advisory Commission has requested a base budget of \$9,000. The 2010 base budget was \$9,000. The one time request of \$5,000 from the Arts Advisory Commission reserve fund can be accommodated, as the balance of the reserve at the end of 2010 was \$12,309.72.

Staffing: There are no staffing implications associated with the recommendation of Report CS11008.

Legal: There are no legal implications associated with the recommendation of Report CS11008.

HISTORICAL BACKGROUND

The mandate of the Arts Advisory Commission is:

- To recommend activities for the stabilization and strengthening of the arts community
- To inform Council of issues and achievements in the Hamilton arts community
- To liaise with and act as a point of contact for members of the arts community regarding issues affecting the arts community
- To monitor and assist with the implementation of the Public Art Program
- To monitor and assist with the implementation of the Arts Awards Program
- To monitor and assist with the implementation of the Community Partnership Program, Culture Stream

In 2009 and 2010, the Arts Advisory Commission undertook significant consultation with the arts community, the results of which were presented to Council in April 2010 and summarized in the Executive Summary of the consultation, which is attached as Appendix B to Report CS11008. At that time, Council authorized the Arts Advisory Commission to spend up to \$5,000 from its reserve fund to develop a website to facilitate communication and collaboration within the arts community, which is currently in development. Because these funds were not spent in 2010, this Report asking Council to again authorize the expenditure from the Arts Advisory Commission's reserve account for 2011.

POLICY IMPLICATIONS

There are no policy implications associated with the recommendation of Report CS11008.

RELEVANT CONSULTATION

In preparation of Report CS11008, Culture Division staff consulted with the Arts Advisory Commission, which approved the appended 2011 budget and workplan at its October 2010 meeting. Staff also consulted with the Finance and Corporate Services Department – Finance and Administration Section, by providing the total amount of the requested 2011 budget.

ANALYSIS / RATIONALE FOR RECOMMENDATION

The 2011 workplan that is attached as Appendix C to Report CS11008 responds to both the ongoing mandate of the Arts Advisory Commission and the feedback received from the arts community during the 2009 and 2010 consultations.

A primary focus for the Arts Advisory Commission in 2011 will be the formulation of recommendations for the development and implementation of a sustainable and appropriate funding model and funding amounts for artists and not for profit arts and culture organizations. These recommendations will be submitted as part of the Council-mandated review of the Community Partnership Program in 2011.

Other objectives include:

- To report regularly to Council
- To monitor and assist in the implementation of a successful arts awards program
- To maintain an informed awareness of arts related issues, research and trends for the education of AAC members and for the information of Council
- To ensure a good flow of information between the AAC, the arts community, and the City of Hamilton
- To ensure transparency and equity in the implementation of the Public Art Program
- To ensure transparency and equity in the use of City Hall for art exhibits
- To ensure transparency and equity in the awarding of grants to applicants to the CPP Program, Culture Stream
- To make recommendations regarding the effectiveness of the CPP program in meeting the needs of the arts community

ALTERNATIVES FOR CONSIDERATION

Not applicable.

CORPORATE STRATEGIC PLAN

Focus Areas: 1. Skilled, Innovative and Respectful Organization, 2. Financial Sustainability, 3. Intergovernmental Relationships, 4. Growing Our Economy, 5. Social Development, 6. Environmental Stewardship, 7. Healthy Community

Growing Our Economy

- ◆ A visitor and convention destination

Social Development

- ◆ People participate in all aspects of community life without barriers or stigma

Healthy Community

- ◆ An engaged Citizenry

APPENDICES / SCHEDULES

Appendix "A" to Report CS11008 – 2011 Arts Advisory Commission Budget Submission

Appendix "B" to Report CS11008 – Executive Summary of *The Big Picture Revisited: A Report of the November 2009 Arts Community Consultation*

Appendix "C" to Report CS11008 – Workplan and Performance Targets – Arts Advisory Commission 2011

CITY OF HAMILTON

2011

VOLUNTEER COMMITTEES

BUDGET SUBMISSION

"ARTS ADVISORY COMMISSION"

PART A: General Information

VOLUNTEER COMMITTEE MEMBERS:

Anne Cibola	Josefa Radman
Gary DePodesta	Patti Randazzo-Beckett (Co-Chair)
Brian Lane	Eli Tshibwabwa
Karen Logan	Renee Wetselaar (Co-Chair)
Nancy McKibbon Gray	Jahan Zeb

MANDATE:

- To recommend activities for the stabilization and strengthening of the arts community;
- To inform Council of issues and achievements in the Hamilton arts community;
- To liaise with and act as a point of contact for members of the arts community regarding issues affecting the arts community;
- To monitor and assist with the implementation of the Public Art Program;
- To monitor and assist with the implementation of the Arts Awards Program;
- To monitor and assist with the implementation of the Community Partnership Program, Culture Stream.

PART B: Strategic Planning

STRATEGIC OBJECTIVES:

A primary focus for the Arts Advisory Commission in 2011 will be the formulation of recommendations for the development and implementation of a sustainable and appropriate funding model and funding amounts for artists and not for profit arts and culture organizations. These recommendations will be submitted as part of the Council-mandated review of the Community Partnership Program in 2011.

Other objectives include:

- To report regularly to Council
- To monitor and assist in the implementation of a successful arts awards program
- To maintain an informed awareness of arts related issues, research and trends for the education of AAC members and for the information of Council
- To ensure a good flow of information between the AAC, the arts community, and the City of Hamilton
- To ensure transparency and equity in the implementation of the Public Art Program
- To ensure transparency and equity in the use of City Hall for art exhibits
- To ensure transparency and equity in the awarding of grants to applicants to the CPP Program, Culture Stream
- To make recommendations regarding the effectiveness of the CPP program in meeting the needs of the arts community

ALIGNMENT WITH CORPORATE GOALS:

Please check off which Council approved Strategic Commitments your Volunteer Committee supports			
1) A City of Growth and Opportunity		4) A City Where People Come First	X
2) A Great City in Which to Live	X	5) A City that Spends Wisely and Invests Strategically	X
3) A Healthy, Safe and Green City		6) A City of Choice for High Performance Public Servants	

PART C: Budget Request**INCIDENTAL COSTS:**

Refreshments for Committee Meetings (12 regular AAC meetings)	\$2,250
Off site meetings	\$200
Refreshments for Training Sessions and Sub-Committees	\$500
Binders, office supplies, printing etc.	\$500
Mailing Costs for agendas, minutes etc.	\$550
SUB TOTAL	\$4,000

SPECIAL EVENT/PROJECT COSTS:

Annual arts community consultation	\$2,500
Implementation of Community Engagement Plan	\$2,500
Development of AAC website	\$5,000
SUB TOTAL	\$10,000

TOTAL COSTS	\$14,000
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Funding from Volunteer Committee Reserve (only available to Volunteer Committees with reserve balances) – Approval of the allocation of \$5,000 from the AAC reserve for website development was approved by Council on April 28, 2010.	\$5,000
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TOTAL 2011 BUDGET REQUEST (net of reserve funding)	\$9,000
PREVIOUS YEAR (2010) APPROVED BUDGET (2010 Request \$9000)	\$9,000

CERTIFICATION:

Please note that this document is a request for a Budget from the City of Hamilton Operating budget. The submission of this document does not guarantee the requested budget amount. Please have a representative sign and date the document below.

Representative's Name: Renée Wetselaar

Signature: 

Date: Oct 26/10

Telephone # : 905-524-1718



Photograph by Cees van Gemerden

THE **BIG** PICTURE **REVISITED**

Executive Summary prepared by:
Renée Wetselaar, AAC Co-Chair

**A Report of the November 2009
Arts Community Consultation**

The Big Picture Revisited report prepared by:
Jennie Vengris, January 2010

EXECUTIVE SUMMARY

Prepared for:
**The City of Hamilton
The Arts Advisory Commission**



Hamilton

In November 2009 The Arts Advisory Commission (AAC) to the City of Hamilton hosted a day-long event that brought members of the diverse arts community together to learn and plan around the local arts scene. Nearly 80 participants representing a range of art practices engaged in small group discussions that were to shape the future work of the AAC. The following is a summary of the report. A full version of the report can be accessed at www.hamilton.ca/arts.

BACKGROUND ABOUT THE AAC

The AAC is a volunteer committee appointed by Hamilton City Council and is comprised of a diverse range of stakeholders in the Hamilton community. It has been in existence for 15 years and has support from the City's Culture Division staff for its activities.

The group has many functions, including:

- Informing Council of achievements and issues in the local arts community;
- Selecting and recommending winners of the annual Hamilton Arts Awards;
- Monitoring and assisting with the implementation of the Public Art Programme;
- Revising the "Policy for the Arts" annually;
- Recommending educational and promotional activities for the stabilization and strengthening of the arts community.

THE BIG PICTURE REVISITED

Over the past 5 years, a surge of creative activity and emergence of new artists, arts organizations, networks, and forms of artistic expression in the local arts community has taken place. There has been an increase in the focus of the arts as a key economic sector, both through market driven conversations, and the burgeoning quantity and quality of arts produced and the audience it has been attracting to the City. The AAC determined that it needed be kept apprised of current local conversations and to hear from key stakeholders about opportunities and challenges in moving a healthy arts community forward. The resulting forum in November 2009 was captured in a report "The Big Picture Revisited" published in February 2010. Three themes were

highlighted at the forum both through presentations and focus groups:

- Support for Individual Artists
- Engaging City Hall
- Sustainability of Arts Organizations

Following are highlights from the forum, and the analysis and recommendations for moving forward. For the full report, please go to www.hamilton.ca/arts.

PRIORITIES IDENTIFIED BY FORUM PARTICIPANTS

Support for individual artists:

- educate City Hall about the importance of arts and diversity of art making practices (each legitimate and important)
- facilitate open communication between the arts community and the City of Hamilton, the AAC and its work
- develop and communicate opportunities for artists in terms of professional and human resource development, potential funding, and projects
- strategize ways to connect to the growing 'support local' movement by encouraging City Hall to give local arts as gifts, having a presence at Eat Local events, etc.
- advocate for artists to be financially supported and have access to health care, legal aid, and business development support
- inform a funding strategy that is equitable across sectors, including individual grants and support housing for artists
- focus on an education strategy that includes a better understanding of the arts in the local community and making the arts part of school curricula
- provide a collective voice to artists with a strong local presence and focus on artists as voters

- advance the marketing, promotion, and publicity of the local arts scene with a stronger connection to the media, developing an open-concept gallery at the new City Hall and including the arts in major civic activities
- build on the current change in atmosphere and culture (a growing momentum around dialogue and collaboration) and explore and identify possibilities for capacity building
- proactively promote and enable artistic endeavours for artists to sell work, develop promotional spaces, and provide legal spaces for posters
- advocate for transparency and clarity in zoning, tax incentives, and financial incentives for under-used buildings
- promote initiatives that support artists in the community through a cultural enablement plan, mentorship opportunities, and strategic partnerships

Engaging City Hall:

One of the themes of the Big Picture in November 2009 was identifying ways that the community and the City of Hamilton could better work together to find solutions to support artists and arts organizations development. Recommendations included:

- explore models of arms-length arts councils that can provide funding and advocacy for local artists
- advocate for an increase in the municipal arts budget
- keep apprised of opportunities on which to capitalize to ensure the inclusion of the arts and artists at City events
- support the research of best practices to understand how other communities and municipalities support their artists and arts organizations

- develop communication mechanisms to tell the story of the sector and its members
- educate City Hall about the work of artists and the role of the arts in our community
- advocate for an increase in the City grant budget to better support local artists in their work and housing/infrastructure needs
- support the AAC through a review of the selection process, the identification of champions/advocates and resources to develop communication strategies
- work to build support and consensus within the arts community and beyond

Sustainability of Arts Organizations:

- develop a range of funding options and municipal funding commitments, and leverage support from other levels of government
- look for additional resources for operations
- provide spaces and opportunities to share those spaces, and advocate for the City to provide subsidies to arts organizations through shared spaces, rent, and tax relief
- have the resources and networks available to spread the message that the arts community is important and has a significant impact locally
- explore communication mechanisms to inform decision makers and the community about the arts as an important sector for growth and development and to find opportunities to link with different sectors such as business and industry
- support collaboration, community building, and development opportunities by working with the Culture Division of the City and developing an inventory of organizations and artists in the City

- develop an arms-length organization to assist the City in funding arts organizations outside of the political process

ANALYSIS AND RECOMMENDATIONS

While the focus groups were organized around the three different topics listed previously and each group identified a variety of strengths and challenges within the community, five clear themes emerged for moving forward to strengthen the arts scene in Hamilton. These themes are not organized in order of priority.

1. Building Understanding and Appreciation of Arts:

- AAC must promote the value and importance of the arts community
- art-making must be respected as a legitimate profession
- the local cultural community should become better known and valued

2. Funding:

- more funding is needed, and most groups identified the development of a funding body, arms-length to the City of Hamilton as a key change needed to ensure that individual artists receive grants to support their work
- creative and new solutions are needed to increase financial support to arts
- reform in the way support is delivered is required
- moving the arts conversation into the economic sphere was noted by many groups as a way to best articulate the economic development possibilities of a vibrant cultural community
- local artists need to be paid for their work through a commitment from the City

3. Support Beyond Money:

- find solutions for lack of space including subsidized and more affordable studio/living spaces, tax relief, zoning clarity, and offering financial incentives for utilizing under-used buildings
- increase promotional opportunities for artists in the form of increased access to media (for example the City purchasing advertising space in the Hamilton Spectator for local emerging artists)
- support for showing artists' work in public places and providing spaces to legally post posters
- provide professional development opportunities, health care and counseling, business skills development, and mentorship

4. Arts Community Collaboration:

- the local arts community needs to come together to better understand each other and develop collective messages to promote collaboration individually, organizationally, and across sectors
- the story of the arts community is a critical one and sharing this story is an important opportunity for moving forward
- develop co-operative or collaborative models to share space, resources, and mentorship

5. Capitalizing on Opportunities:

- the arts community needs to position itself to respond to local opportunities as they emerge
- have artists involved in the re-opening of City Hall and understand how local artists can play a role at this and other City events
- encourage the City to purchase local artists' work to enhance the new space
- ensure that the Pan Am games represent a momentum in the

- community that has a place for arts
- encourage local networks and build cross-sector and cross-community synergies

AAC RESPONSE TO THE BIG PICTURE REVISITED

The Arts Advisory Commission has developed a workplan for 2010-11 that is informed by the feedback received through The Big Picture Revisited, and that takes best advantage of the AAC's status as an advisory committee to City Council. Specific workplan items include:

- holding a follow up to the Big Picture Revisited to share outcomes and engage the arts community in developing solutions
- developing an improved electronic presence for the AAC as a means to facilitate communication with the arts community
- explore a percentage funding model (like the 1% solution) that fits with Hamilton's City budget structure and locally identified needs, in order to increase financial support for the arts community
- through research and consultation with other municipalities, identify

the best model and local capacity for arts-length funding delivery for the Hamilton arts community

- find the resources and model for a dedicated community engagement position to increase communication and collaboration within the arts community and with the City of Hamilton

The complete AAC workplan can be found at www.hamilton.ca/arts.

ACKNOWLEDGMENTS:

The conversations at The Big Picture Revisited Arts and Artists Forum were instructive and important. Participants challenged the AAC to move forward on their recommendations and continue communicating with the arts sector.

The AAC would like to thank the arts community for its willingness to engage with the AAC and each other in producing this report. In particular, we would like to acknowledge artist Bryce Kanbara. Without his vision of ensuring that we stay focused on the big picture and remain committed to dialogue and engagement, we would not have the focus and capacity to come

to this point. We would also like to thank the staff of the Culture Division and City Council for supporting us while we move the work of the AAC to the next level.

MEMBERS OF THE ARTS ADVISORY COMMISSION (2006-2010):

Patti Randazzo-Beckett, Co-Chair
Renée Wetselaar, Co-Chair

Anne Cibola
Gary DePodesta
Sky Gilbert (retired 2010)
Nancy McKibbin Gray
Brian Lane
Karen Logan
Ingrid Mayrhofer (retired 2009)
Brian McHattie (Council liaison, 2010)
Anne McLean
Josefa Radman
Eli Tshibwabwa
Jahan Zeb

Funding for this report, the forum, and the AAC is provided by the City of Hamilton.

**KEEP TALKING.
WE'RE LISTENING.**

Contact us:
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Manager, Arts and Events
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www.hamilton.ca/arts

**WORKPLAN & PERFORMANCE TARGETS – ARTS ADVISORY COMMISSION
2011**

Name: City of Hamilton Arts Advisory Commission

Period Covered by Review: 2011 – First year of four year term

STRATEGIC GOAL - A GREAT CITY IN WHICH TO LIVE – Arts & Culture – Council is committed to promoting the development of arts, culture and heritage throughout the city.

The Arts Advisory Commission is an appointed body of City Council. Its mandate is:

- To recommend activities for the stabilization and strengthening of the arts community;
- To inform Council of issues and achievements in the Hamilton arts community;
- To liaise with and act as a point of contact for members of the arts community regarding issues affecting the arts community;
- To monitor and assist with the implementation of the Public Art Program;
- To monitor and assist with the implementation of the Arts Awards Program;
- To monitor and assist with the implementation of the Community Partnership Program, Culture Stream.

Strategic Commitment Area	Objectives	Action Plan	Responsibility	Timeline	Budget	Status
Recommend activities for the stabilization and strengthening of the arts community	The development and implementation of a sustainable and appropriate funding model and funding amounts for artists and not for profit arts and culture organizations	<p>Explore a percentage model (like the 1% solution) that fits with Hamilton’s City budget structure and locally identified needs, in order to increase financial support for the arts community.</p> <p>Through research and consultation with other municipalities, identify the best model and local capacity for arms-length funding delivery for the Hamilton arts community.</p>	AAC Funding Task Force (includes City of Hamilton Arts Hamilton Arts Community)	Q1,2		

Strategic Commitment Area	Objectives	Action Plan	Responsibility	Timeline	Budget	Status
		Make recommendations to staff and Council as part of the mandated review of the Community Partnership Program.				
Inform Council of issues and achievements in the Hamilton arts community	Regularly report to Council	Make a presentation to the Emergency & Community Services Committee to affirm the role of the AAC and its effectiveness as a resource to Council	Community Engagement Sub-committee	Q3		
		Meet with the Mayor to affirm the role of the AAC and its effectiveness as a resource to Council	Chair / Vice-chair	Arrange Q1 Meeting Q2		
	Monitor and assist in the implementation of a successful arts awards program	Appoint a sub-committee to work with staff and third-party provider to deliver the refreshed arts awards program	AAC	Q1-Q2	Budget for Arts Awards Program is held by the Culture Division	
Liaise with and act as a point of contact for members of the arts community regarding issues affecting the arts community	Maintain an informed awareness of arts related issues, research and trends for the education of AAC members and for the information of Council	Meet and report on arts related matters concerning all of Hamilton's communities as they arise.	AAC	Monthly	\$4000 (meetings, training, printed material, mailing costs)	
		Participate in City arts policy development and reviews as	AAC	As needed		

Strategic Commitment Area	Objectives	Action Plan	Responsibility	Timeline	Budget	Status
		appropriate				
	Ensure a good flow of information between the AAC, the arts community, and the City of Hamilton, with a special focus on outreach to diverse communities to ensure representation at all levels of the AAC	Appoint a Community Engagement Sub-Committee to : <ul style="list-style-type: none"> ➤ Research and respond to arts related challenges ➤ Educate the AAC through presentations by arts groups and organizations at AAC meetings ➤ Plan for offsite meetings at arts organizations around city ➤ Organize opportunities for formal consultation with the arts community ➤ Communicate information to Council and community at large through development of a website and email address, and an annual report at the beginning of each year 	Community Engagement Sub-Committee	Monthly	\$5,000 for consultation with the arts community and to implement the Community Engagement Plan \$5,000 for website development	
Monitor and assist with the implementation of the Public Art Program	To ensure transparency and equity in the implementation of the Public Art Program	Assign one member to sit on each jury for public art competitions Receive and review regular updates on the program's status	AAC	On-going		
	To ensure transparency and equity in the use of City Hall for art exhibits	Adjudicate City Hall art exhibit proposals (pending approval of a new protocol for exhibits in City Hall)	AAC	Q3		
Monitor and assist with the	To ensure transparency and equity in the	Participate in the adjudication of arts applications to the CPP program	AAC	Q4, Q1		

Strategic Commitment Area	Objectives	Action Plan	Responsibility	Timeline	Budget	Status
implementation of the Community Partnership Program, Culture Stream	awarding of grants to applicants to the CPP Program, Culture Stream					
	To make recommendations regarding the effectiveness of the CPP program in meeting the needs of the arts community	Periodically review the CPP program for its effectiveness in serving the arts community.	AAC	As needed		