

Minutes – Meeting #4

Thursday, November 05, 2015

Burgoyne Woods Room, City Hall at 5 p.m.

Members in Attendance: John Crawley, Councillor Mark Elliott (by phone), Vickie Fagan, Councillor Bill Phillips, Jennifer Wallace, Peter Wing

Regrets: Jeff Burch, Councillor Carlos Garcia, Councillor David Haywood

Staff Liaison:

Rebecca Cann, Ashley Judd-Rifkin

1. Call meeting to order (B. Phillips)

5:07 p.m.

2. Additions / Deletions to the Agenda

None

3. Motion to Approve the Agenda for November 5, 2015

Moved by: J. Wallace Carried

4. Motion to Approve the Minutes of October 28, 2015

Moved by: V. Fagan Carried

5. Business Arising from the Minutes

None

6. Business

6.1. Municipal Comparison of Cultural Funding

R. Cann described how there are 10 City comparators for the City of St. Catharines, as per OCuncil directive. They include:

- Single Tier: Barrie, Guelph, Kingston, Thunder Bay and Windsor
- Lower Tier: Cambridge, Kitchener, Niagara Falls, Oshawa and Waterloo

Based on the comparison data collected to date, St. Catharines ranks second-lowest in terms of per-capita investment in culture at \$2.09 per capita, which includes the St. Catharines Cultural Investment Program, the Festival & Event Program and funding to both the Niagara Folk Arts Festival and the Niagara Wine Festival. Average investment in cultural funding across City comparators is \$3.70 per capita (not including Thunder Bay, since their investment is so far above the other cities).

Per capita cultural funding by City comparators is as follows:

- Thunder Bay \$15.63
- Kingston \$5.98
- Kitchener \$5.93
- Waterloo \$5.39
- Barrie \$2.39
- St. Catharines \$2.09
- Windsor \$0.41

Windsor amount does not include in-kind support of Windsor Symphony Orchestra, the Art Gallery of Windsor, the Arts Council of Windsor Region and Artcity. These groups reside rent-free in city-owned buildings, with the City paying all maintenance and utility costs. Additionally, the organizations are able to generate rental revenue by renting their facilities to other groups.

6.2. Two Tiers of Municipal Funding

6.2.1. Waterloo Study excerpts – St. Catharines, Waterloo and Guelph

R. Cann presented a slide showing per capita municipal cultural expenditures from 2007 – 2010 (including arts centre, cultural services, heritage and museums) of Waterloo, Guelph and St. Catharines.

She noted the differences between the cities, including:

- Waterloo, with a range of \$9.94 to \$14.83 per capita, is a city in a Region (Waterloo) that invests in culture;
- Guelph, with a range of \$39 to \$40.33 per capita, is a single tier city; and
- St. Catharines, with a range of \$13.44 to \$16.25 per capita, is a city in a Region (Niagara) that doesn't invest in culture.

Staff presented cultural funding in Kitchener-Waterloo, based on a recent report that the Region of Waterloo commissioned. (*REVIEW of Per Capita / Arts Sustainability Funding and Municipal Funding Models for Key Cultural Institutions: City of Kitchener, City of Waterloo, Region of Waterloo FULL REPORT*, Angela Birdsell Inc., September 2015)

The report clearly indicated the importance of ongoing Operating/Sustainability funding for core organizations in the region (including the KW Symphony, the KW Art Gallery, THEMUSEUM, the Grand Philharmonic Choir, the Canadian Clay and Glass Gallery and the Creative Enterprise Initiative) as well as the importance of maintaining funding for small, mid-sized and emerging

organizations. The Cities of Kitchener and Waterloo, plus the Region of Waterloo all provide cultural funding.

Some important numbers:

- Total operating/sustainability funding for Core Organizations: \$1.72 million
- Total cultural funding in Waterloo region: \$2.99 million
- Total per capita cultural funding in Waterloo region: \$6.26 (per capita)

6.2.2. Niagara Investment in Culture

Niagara Investment in Culture (NIC) is a new program set up by the Niagara Region to support cultural programming. Some quick facts about NIC:

- The first investment was made through the 2015 budget
- Organizations can only apply for project grants and the projects can only be new initiatives
- \$300,000 was invested across Niagara – this represents an investment of \$0.76 per capita
- St. Catharines based organizations received a total of \$131,680 (this includes Niagara Jazz Festival and NIFF, festivals which traverse the region, but who are, or want to be, supported through our funding programs, as well as the City's own FOPAC and Museum)

The St. Catharines Cultural Services office, as an applicant in 2015, was competing for dollars against organizations it was trying to serve.

6.3. Other Public Funders

A list of other public funding sources was reviewed, and it was noted that the majority of SCCIP Sustaining Program clients receive some funding from either the Ontario Arts Council and/or the Canada Council, which are the only sources for operating support publicly. Heritage and Folk Arts often access funds from different programs than the arts, although all are eligible for some Dept of Canadian Heritage funding from the federal government. Both OAC and CC fund professional arts activity and artists only. The City of St. Catharines is the only available source for community, amateur and ethnocultural organizations seeking project funding.

R. Cann noted that public sector partners are contributing almost one million dollars *just* to St. Catharines' sustaining organizations. Similarly, the private sector is not far behind, contributing nearly three-quarters of a million dollars to core St. Catharines Organizations. SCCIP clientele provide, overall, a \$16 to \$1 return on investment. Sustaining clients, specifically, are the heart of SCCIP clients' economic activity/impact of the arts on the community, providing 90 – 95% of artist contracts, part-time and full-time jobs and the revenues and expenditures.

Per the Region of Waterloo report, arts organizations typically receive between 16% - 50% of revenues from public (government) sources and municipal investment is usually between 7% and 24%. Cultural Funding from the City of St. Catharines, not only falls far short of the average – 15.5% - but is also below *the low-end of the*

range, comprising between 5.4% and 6.7% (depending on the year) of total revenues.

6.4 The Ecosystems of Arts, Heritage and Ethnoculture

R. Cann briefly described the nature of ethnocultural organizations in St. Catharines, which range in size and asset base. Some own community halls, while others are directly affiliated with religious organizations. The Niagara Folk Arts Multicultural Centre and Niagara Regional Native Centre are the two service organizations that provide diverse services to this sector. There are different issues within the ethnocultural sector, including:

- where's the line between religion and culture? This question is especially important when the guidelines of SCCIP clearly state that the program won't fund religious groups
- arts are often not separate from other activities – it is an integral *part* of many cultures.
- return on investment is not economic – but social – they often function as community centres, with multiple activities throughout the year.
- many clubs only (or primarily) serve their members. SCCIP looks to fund organizations that serve the broader community.

Heritage – the City is deeply embedded in heritage management through its ownership and management of collections, museums, parks and trails. Outside of the City there are significant numbers of built heritage property in the private sector, and a very small not-for-profit sector. Mayholme Foundation is the largest nfp heritage asset in St. Catharines. The for-profit sector also gets involved with heritage, primarily as developers (ie the Keg) but also through commercial museums, although none exist in St. Catharines. There are very few heritage organizations that would be eligible to apply to SCCIP, but the city invests heavily in built and natural heritage.

The Arts – If economic benefits are the most important rationale to invest in culture, then the City should invest in the arts, and primarily in larger, professional arts organizations. The economic return on investment is considerably higher.

R. Cann reviewed the many commercial applications of the arts and noted the arts intersect and interact with other sectors constantly, for example, arts + technology has given us gaming software. The arts can imbue greater value in almost anything humans generate.

R. Cann then reviewed the cycle of art creation, noting there is a significant time investment required to reach a professional level of arts publication, exhibit, performance or creation.

1.5 Purpose of Future Cultural Funding in St. Catharines

Discussion took place on what the priority rationale for funding increases should be, how to shape an ask for increase, and whether increase support could come

in the form of dollars, or facilities. Coun. B. Phillips noted that the Budget Committee is really focused on minimizing tax increases to residents so it will be tough, although the need is evident. Really clarifying that need is the key. The Task Force can consider a lump sum request, or a slow and steady increase.

The public consultation next week will include 10-minute presentations from anyone interested. CFTF members can ask questions of each group.

Some discussion took place about using schools as arts space. Schools are not good spaces for performing arts since rehearsal and performance space is not readily available during class hours. However, old school buildings that are no longer actually schools can often provide very interesting arts space.

The general consensus is that the approach to Council should be about the economic benefits of investment in arts. The arts community really needs to get behind this – to speak to the need. The CFTF needs to come up with a viable way to reach the funding goal, in a responsible way.

Case studies will help with assessing the need and conversations with the arts community will help with assessing the need. Idea was voiced that someone from the business community should speak to the economic impact of the arts in peripheral businesses (cafés, bars, etc.) – the ripple effect. One person mentions how there are many examples of businesses that have re-located downtown because of the creative clustering that's happening in the core.

There needs to be a differentiation between the need for investment in the local arts community – artists and arts organizations – AND the FOPAC.

Going forward, the CFTF needs to gather information from the arts community first, then sit down with the business community the week of Dec.1. The CFTF wants the arts community, the business community and Brock University to be part of the discussion of the need for cultural funding.

7. Date of next meeting

Wednesday, November 11, 2015

Burgoyne Woods Room, 3rd floor, City Hall

4:30 – 6:00 p.m.

8. Motion to Adjourn

B. Phillips

Materials distributed prior to or at the meeting:

1. Boston University Address