

Adopted by Council at its meeting held November 4, 2013 [M402-2013]  
SG

Windsor, Ontario, November 4, 2013

**REPORT NO. 185** of the  
**SOCIAL DEVELOPMENT,  
HEALTH & CULTURE STANDING COMMITTEE**  
of its meeting held October 9, 2013

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**Present:**  
**Councillor Ed Sleiman, Chair**  
**Councillor Jo-Anne Gignac**  
**Councillor Alan Halberstadt**  
**Councillor Fulvio Valentinis**

That the following recommendation of the Social Development, Health and Culture Standing Committee **BE APPROVED** as follows:

Moved by Councillor Gignac, seconded by Councillor Valentinis,  
**THAT** the administrative report from the Manager of Cultural Affairs entitled Establishment of Mayor's Arts Awards as per Recommendation #12 of the Municipal Cultural Master Plan **BE RECEIVED**, and further;

**THAT** the report **BE REFINED** to include only three awards to be presented during an awards ceremony; and further

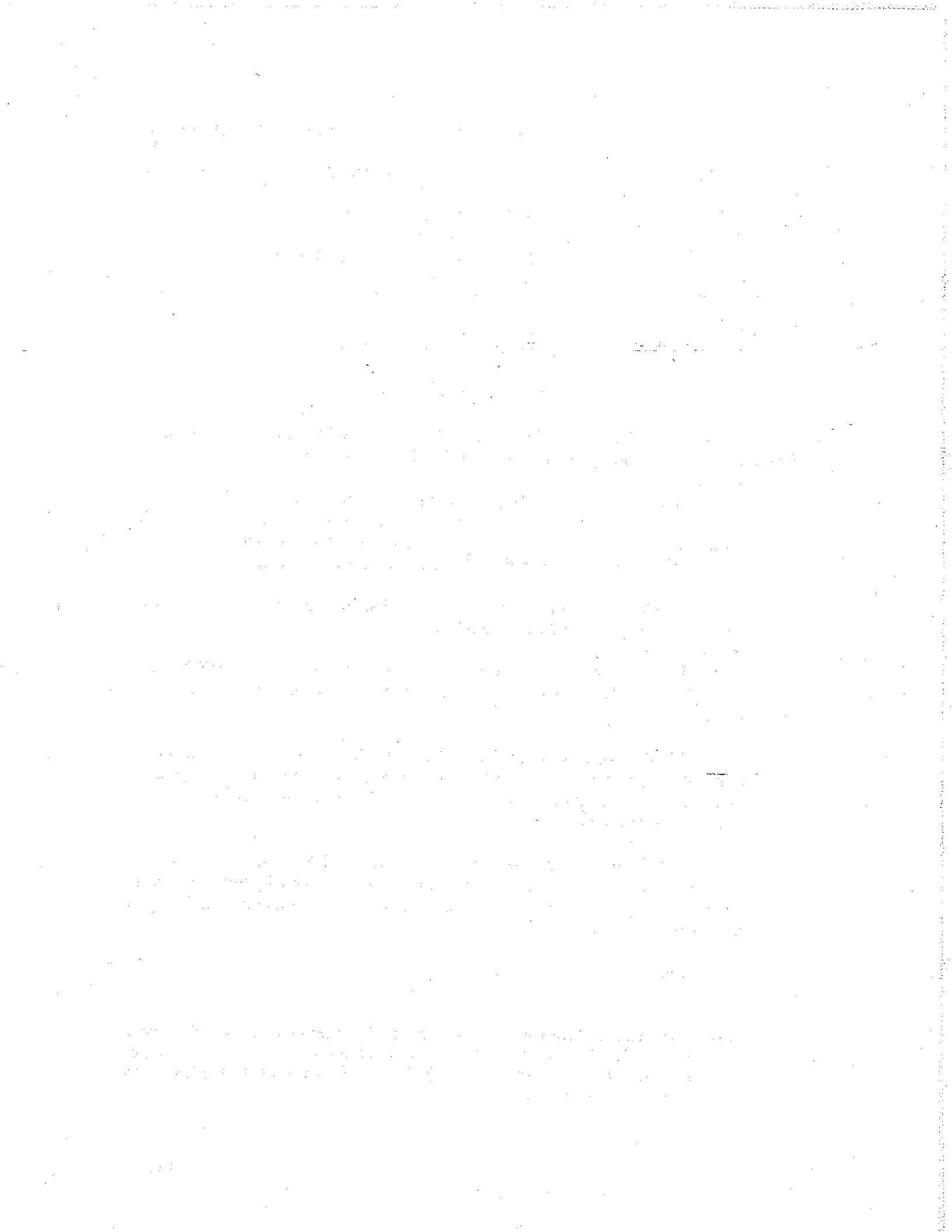
**THAT** the proposed Mayor's Arts Award program **BE FUNDED** as part of the Culture Division's annual operating budget in the amount of \$5,000, and further;

**THAT AUTHORIZATION BE GIVEN** to the City Solicitor or designate to develop a Memorandum of Understanding between the Corporation of the City of Windsor and Windsor Essex Endowment for the Arts (WEA) to reflect the agreed upon Arts Awards, and further;

**THAT** the CAO and City Clerk **BE AUTHORIZED** to sign the Memorandum of Understanding, satisfactory in form to the City Solicitor, and in content to the Executive Director of Recreation and Culture and financial content to the City Treasurer.

Carried.

Clerk's Note: The administrative report authored by the Manager of Cultural Affairs dated August 21, 2013 entitled "*Establishment of Mayor's Arts Awards as per Recommendation #12 of the Municipal Cultural Master Plan*" is **attached** as background information.



LIVELINK 16261, APR/10206

*Ed. Gleima*

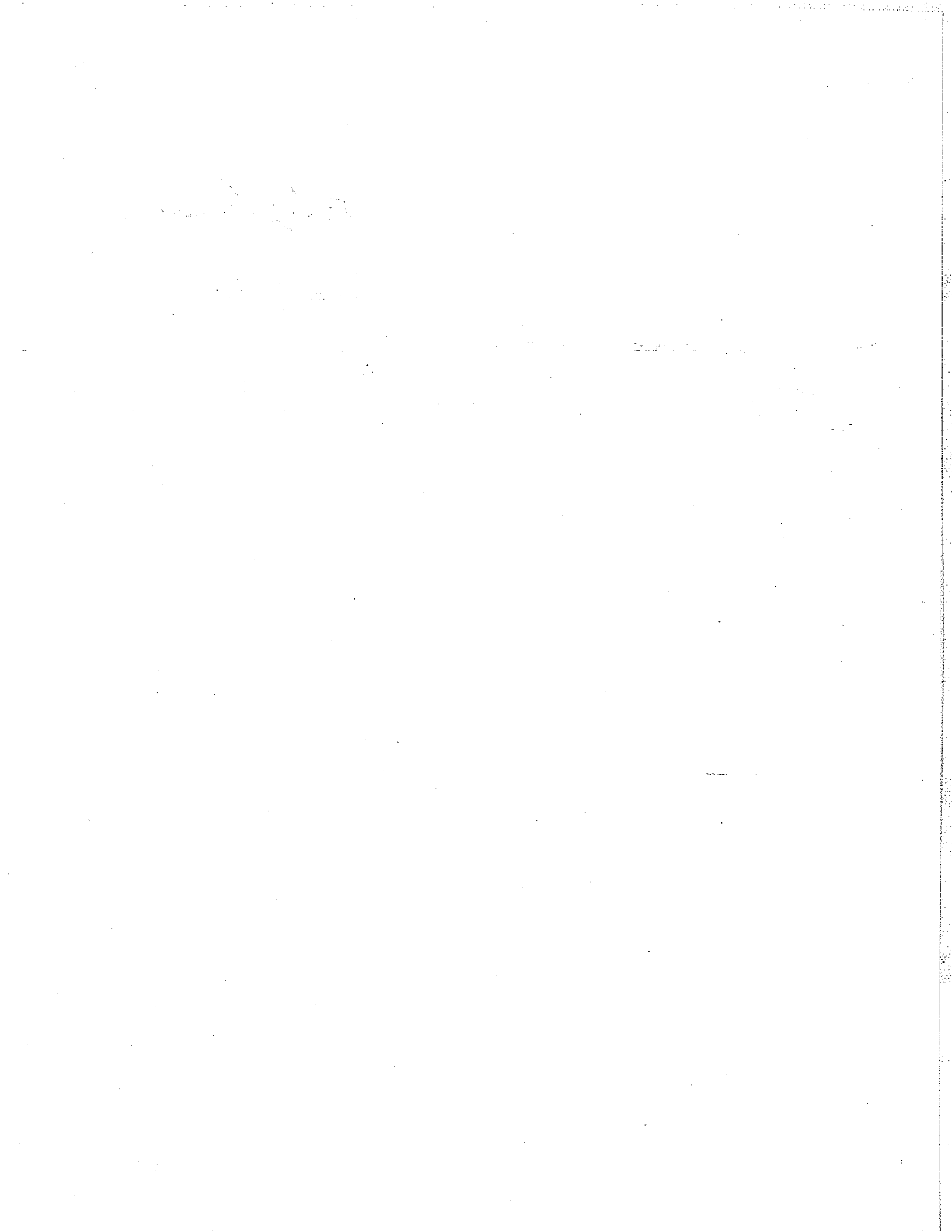
CHAIRPERSON

*Sandra Gleima*

COUNCIL SECRETARIAT

**NOTIFICATION :**

Name	Address	Email Address	Telephone	FAX
Carolyn Rourke		rourkecj@cogeco.ca		



**THE CORPORATION OF THE CITY OF WINDSOR**  
**Social Development, Health and Culture Standing Committee-**  
**Administrative Report**

**MISSION STATEMENT:**

*"The City of Windsor, with the involvement of its citizens, will deliver effective and responsive municipal services, and will mobilize innovative community partnerships"*

<b>LiveLink REPORT #: 16261 APR/10206</b>	<b>Report Date: August 21, 2013</b>
<b>Author's Name: Cathy Masterson</b>	<b>Date to Standing Committee: October 9, 2013</b>
<b>Author's Phone: 519 253-2300 ext. 2724</b>	<b>Classification #:</b>
<b>Author's E-mail: cmasterson@city.windsor.on.ca</b>	

**To: Social Development, Health and Culture Standing Committee**

**Subject: Establishment of Mayor's Arts Awards as per Recommendation # 12 of the Municipal Cultural Master Plan**

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P&R 13-152

**1. RECOMMENDATION: City Wide:  Ward(s): \_\_\_\_\_**

**THAT** the administrative report outlining the proposed City of Windsor's Mayor's Arts Awards **BE RECEIVED**, and further;

**THAT** the proposed Mayor's Arts Award program **BE FUNDED** as part of the Culture Division's annual operating budget in the amount of \$5,000, and further;

**THAT AUTHORIZATION BE GIVEN** to the City Solicitor or designate to develop a Memorandum of Understanding between the Corporation of the City of Windsor and Windsor Essex Endowment for the Arts (WEA) to reflect the agreed upon Arts Awards, and further;

**THAT** the CAO and City Clerk **BE AUTHORIZED** to sign the Memorandum of Understanding, satisfactory in form to the City Solicitor, and in content to the Executive Director of Recreation and Culture and financial content to the City Treasurer.

**EXECUTIVE SUMMARY:**

N/A

## 2. BACKGROUND:

The Arts Council of Windsor and Region (ACWR) has produced an annual event in the past and presented the Mayor's Arts Awards on behalf of the Mayor and City Council. During that time the City of Windsor provided the funding for the event presentation. The ACWR accepted the nominations for the award from the community, juried the award and provided the award to the successful artist during the annual event presentation with the support of the Mayor. The awards were titled the Mayor's Arts Awards to provide appropriate importance and significance to them. Although firm documentation regarding the timing no longer exists, it appears that the ACWR presented the Arts Awards as an annual event commencing about 1996 and ending in about 1999. Although the Arts Council of Windsor and Region provided this event in the past, they no longer do so. The ACWR preferred to take the event in a different direction, and after review, both sides decided to discontinue the event at that time.

The City of Windsor's Municipal Cultural Master Plan (MCMP) was approved by City Council in May 2010. The report mapped out 16 recommendations intended to serve as a goal-centred approach to facilitating the growth of culture in our community.

Recommendation #12 Establish Civic Cultural Awards Program is a program to honour volunteers active in the creative cultural community. *"Volunteers are the lifeblood of most cultural organizations generally and to Windsor's cultural sector in particular. An awards program would act as a strong public signal about the importance of volunteers to the cultural fabric of the community. One aim of this program would be to counteract the relative paucity of younger volunteers rising through the ranks, and the increasing drop-off rates of older volunteers. We recommend that Windsor develop a program to recognize contributions to cultural involvement in the city."*

## 3. DISCUSSION:

Mayor Francis recently described his goal to contribute to the recognition of the Arts in Windsor and, accordingly, met with members of the cultural community to develop and inspire an Arts Awards program.

Best practices of arts awards programs researched in other Canadian municipalities to determine the concept of arts awards. Several communities roll arts awards into a broader awards ceremony that recognizes community supporters and volunteers in other areas of the community. All but two of the municipalities researched entitled the awards the Mayor's Arts Awards. All of the communities present the awards annually through an event such as a presentation, luncheon or gala and they partner with an arts organization within their community to deliver the awards.

According to the 2006 Stats Canada figures, 690 people identified themselves as professional artists earning their living in Windsor. There are hundreds of other people who are part time artists participating in cultural institutions such as local musical groups, theatre, literary societies, dance troupes and more.

Windsor Endowment for the Arts (WEA) is a registered charitable organization founded to provide Windsor-Essex artists and arts organizations with financial support. It has been designed to build a legacy in perpetuity to support the education, awareness, appreciation and development of the arts in Windsor and region. Supporting excellence in new and established arts, WEA provides an Awards and grants program including—four honorary awards: in

community arts, literary arts, performing arts, and visual arts, as well as two grants in each category – one grant for an emerging artist and one for a community organization in each area of specialization. The focus is to recognize and encourage significant artistic and cultural contributions in the arts by individuals, practicing emerging artists, organizations, and successful arts projects in Windsor-Essex. The awards are provided on a biennial base during even years. WEA is the only local organization that provides awards to professional artists strictly for artists within Windsor and Essex County.

The cultural community is paying close attention to the rollout of the recommendations and initiatives that were defined in the Municipal Cultural Master Plan, as endorsed by Council in May of 2010. As part of the Community Strategic Plan under the Our Society: Diverse and Caring pillar recognizes the objective to Value Art by promoting the arts, supporting local artists and ensuring that our citizens have many opportunities to experience a wide variety of expression and performance. For all of these reasons, it is recommended that partnering with Windsor Essex Endowment for the Arts (WEA) to add a layer of non-monetary awards to the already series of established grants provided by WEA is an appropriate course to follow.

There is past precedent for the City of Windsor to work with an outside arts agency to host the event on the City's behalf. In the proposed partnership, WEA would organize a biennial awards evening to present both The WEAs and the Mayor's Arts Awards. WEA would provide a critical path and program plan to the Executive Director of Recreation and Culture or a designate through the design and implementation stages to ensure open communication channels.

WEA would be responsible for all promotional designs, materials and program activities, and they would negotiate all sponsorship agreements. WEA will continue to host either a pre- or post fundraising ticketed event with funds to go to the Endowment. Complimentary tickets will be provided to WEA award recipients and the Mayor's Arts Awards recipients.

The City of Windsor through the Cultural Affairs budget would provide up to \$5000 bi-annually to assist with the costs of the awards program, hosting the event, advertising, administration of the presentation by WEA, and other expenses associated directly with the event.

Additionally it is proposed that the City of Windsor would provide a city-owned venue, rent free for the event which would include the appropriate set-up and take-down and an event rehearsal. WEA would be required to follow all municipal agreements and policies in regards to catering and the serving of alcohol.

Media releases for the event would be distributed on joint letterhead of the City of Windsor and Windsor Endowment for the Arts and the City of Windsor Activity Guide would include information. Additionally, E-blasts, Facebook, Twitter, YouTube videos and other social media opportunities will be jointly pursued.

It is proposed that the Mayor's Arts Awards that would celebrate the individuals and businesses by recognizing those who support locally developed arts, culture and heritage projects that provide exciting, surprising, and meaningful opportunities to strengthen our creative community. Up to five awards would be presented during an awards ceremony as follows:

- *Living Our Culture*—a volunteer dedicating an extraordinary commitment of time and energy over a long period of time (3-5 years)
- *Walking the Walk*—a corporation, organization or individual patron who has contributed to the growth and development of culture by providing services, dedicating staff to assist

or encouraging employees to be active volunteers, or any other extraordinary effort that goes beyond the traditional donation of funds

- ***Not Without You***—an artist or cultural administrator who has contributed to the growth and development of culture in the community in any discipline
- ***Part of It All***—a cultural organization that has contributed to the growth and development of culture in the community in any discipline
- ***Creating the Soul of our City***—a youth artist or cultural activist who has contributed to the growth and development of culture in the community in any discipline

The awards categories will be reviewed as needed to reflect the cultural trends of the broader community as required.

It is recommended the process for the Arts Awards to be a public nomination process. The award will be in the form of a **recognition piece and will not be a monetary award**. The applications for nominations in each of the five categories would be posted on the City of Windsor's Cultural Affairs webpage and also on the WEA website. An example of an application has been attached as Appendix A.

The applications would be juried by a panel of three (3) judges consisting of the Community Development and Health Commissioner and Corporate Leader Social Development, Health, Recreation and Culture, a member from the Arts Community such as the Executive Director of the Arts Council of Windsor and Region or designate, someone from the University of Windsor and/or St. Clair College with administrative support from the Manager of Cultural Affairs. The recommendations made by the panel would be delivered to the Mayor for endorsement prior to the awards ceremony. A matrix would be used to ensure the applications in each category were evaluated in a consistent and equitable manner. A sample matrix is attached as Appendix B.

All individuals and organizations who were nominated for one of the Mayor's Arts Awards would be invited to attend the awards ceremony. The Mayor or a designate would present the Awards at the joint celebration.

#### **4. RISK ANALYSIS:**

There are no identifiable risks associated with the introduction of this program. Funding is available and the proposed program will only augment WEA's current recognition program. The Memorandum of Understanding is intended to be non-binding in the event the program concludes in the future.

#### **5. FINANCIAL MATTERS:**

The proposed amount of up to \$5,000 per event funding for this program will come from the current annual budget in the Cultural Affairs Division. It should be noted that this amount is expected to remain as part of the annual budget to be approved by Council for the Municipal Cultural Master Plan recommendations. This amount would be used to assist with funding the awards, advertising, administration of the presentation by WEA, and other expenses associated directly with the event.

In addition, The City of Windsor would provide the venue to host the event and assist in promotion of the event as part of the ongoing commitment to the success of the Arts Awards program. These in-kind costs would vary dependent upon the venue hosting the event.

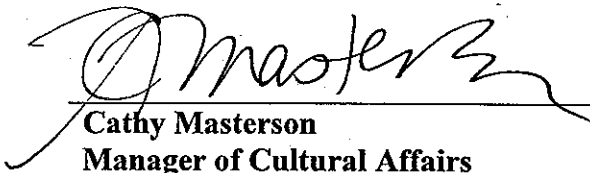


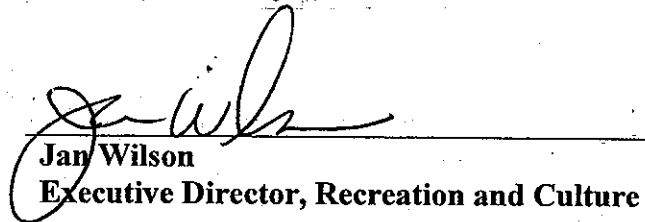
**6. CONSULTATIONS:**

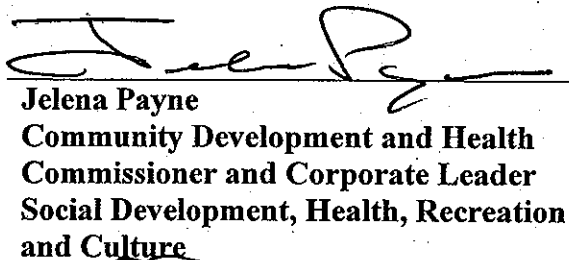
Chief of Staff, Mayor's Office, City of Windsor  
Executive Director, Recreation and Culture  
Windsor Endowment for the Arts, President

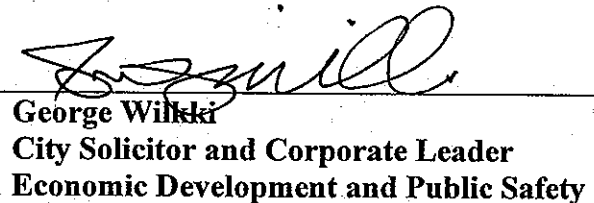
**7. CONCLUSION:**


The City of Windsor has made a significant contribution to the cultural fabric of the community. The Mayor's Arts Awards will continue to support the creative community. Honouring local individuals and organizations for their dedication and commitment illustrates the corporation's commitment to the cultural community.

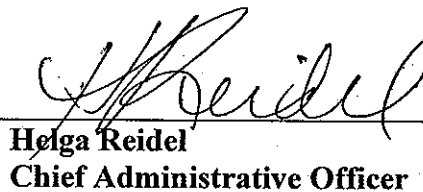
  
Cathy Masterson  
Manager of Cultural Affairs

  
Jan Wilson  
Executive Director, Recreation and Culture

  
Jelena Payne  
Community Development and Health  
Commissioner and Corporate Leader  
Social Development, Health, Recreation  
and Culture

  
George Wilski  
City Solicitor and Corporate Leader  
Economic Development and Public Safety

*For.*   
Onorio Colucci  
Chief Financial officer/City Treasurer and  
Corporate Leader Finance and  
Technology

  
Helga Reidel  
Chief Administrative Officer

CM

**APPENDICES:**  
Appendix A, example of Application Form  
Appendix B, example of Matrix for Jury

**DEPARTMENTS/OTHERS CONSULTED:**  
Name:  
Phone #: 519 ext.

NOTIFICATION :				
Name	Address	Email Address	Telephone	FAX
Carolynne Rourke		rourkecj@cogeco.ca	(519) 977-5898	



**THE CORPORATION OF THE CITY OF WINDSOR**

**The City of Windsor Mayor's Arts Awards  
2013 Nomination Form**

The Mayor's Arts Awards will celebrate the individuals and businesses who develop and promote the soul of our City by recognizing those who support locally developed arts, culture and heritage projects that provide exciting, surprising, and meaningful opportunities to strengthen our creative community.

**AWARD CATEGORY PLEASE CHECK ONE:**

- Living Our Culture*—a volunteer dedicating an extraordinary commitment of time and energy over a long period of time (3-5 years)
- Not Without You*—an artist or cultural administrator who has contributed to the growth and development of culture in the community in any discipline
- Creating the Soul of our City*—a youth artist or cultural activist who has contributed to the growth and development of culture in the community in any discipline
- Walking the Walk*—a corporation, organization or individual patron who has contributed to the growth and development of culture by providing services, dedicating staff to assist or encouraging employees to be active volunteers, or any other extraordinary effort that goes beyond the traditional donation of funds
- Part of it All*—a cultural organization that has contributed to the growth and development of culture in the community in any discipline

**Nominee:**

Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Address: \_\_\_\_\_

Postal Code: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

**Nominated by:**

Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Address: \_\_\_\_\_

Postal Code: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Please read the attached nomination information to ensure you meet the nomination criteria  
Deadline for Nominations: TBD Arts Awards Ceremony: TBD

City of Windsor • 350 City Hall Square West • Windsor, ON • N9A 6S1  
[www.citywindsor.ca](http://www.citywindsor.ca)

**Definitions:**

**Artist:** An individual from a broad spectrum of activities to do with creating art, practicing or demonstrating art and may include performers, directors or producers along with visual, performing or literary arts.

**Cultural Administrator:** An individual who is responsible for the behind the scenes operations of the organization and assists it in fulfilling its mission. Duties may include: marketing, staff management, budget management, fundraising, program development and evaluation, and board relations in any discipline.

**Patron:** An individual who consistently and significantly supports, and encourages cultural activities.

**Cultural Activist:** An individual who strives to make positive changes for the betterment of their community in any discipline.

**Youth:** An individual who is under the age of 25.

Nominees must work, live, attend school, display or perform within the City of Windsor.  
A nominee may be nominated for only one award per year.  
City of Windsor Recreation and Culture staff are not eligible for an award.

**Nomination Information must include:**

Please provide one 5 X 7 digital photograph of the nominee. Please note the image may be used in marketing materials to promote the Mayor's Arts Awards.

Please provide 3 copies each of the following:

- Signed Nomination Form
- Support Documents

Support documents could include the following:

- A list of accomplishments, awards or recognition relevant to the nomination
- A list of published works and/or performance appearances
- A sample of the nominee's commitment of time and energy to an organization
- A sample of the nominee's work (photocopied, please do not send originals)
- Other relevant materials that would support the success of the application

Contribution to the growth and development of culture in the community should also include:

- A brief description (maximum 250 words) highlighting the contribution you believe the candidate has made to the community

Please note that support documents should not be more than a maximum of 5 pages in total.

Forward the completed nomination form with supporting documentation to:

**The Corporation of the City of Windsor**  
c/o Recreation & Culture, Cultural Affairs Section  
2450 McDougall St  
Windsor, ON N8W 3N6

# Mayor's Arts Awards Nominations 2013

## Scoring Sheet / Rating Sheet

circle appropriate category of award

Living Our Culture    Not Without You    Creating the Soul of our City    Walking the Walk    Part of It All

Candidate has demonstrated:	Name	Name	Name	Name	Name	Name	Name	Name	Name	Name	Name	Name
Depth of experience in arts												
Example of growth and development of culture in community												
Example of time and commitment to culture in community												
Nurtured creativity and imagination in own community actions												
Sample of work												
<b>Total of panel out of 100:</b>	0	0	0	0	0	0	0	0	0	0	0	0

Sample