

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

**MISSION STATEMENT:**

"Our City is built on relationships – between citizens and their government, businesses and public institutions, city and region – all interconnected, mutually supportive, and focused on the brightest future we can create together."

LiveLink REPORT #: 17633 APR/10206 AFB/11935	Report Date: March 18, 2015
Author's Name: Cathy Masterson	Date to Standing Committee: April 8, 2015
Author's Phone: 519 253-2300 ext. 2724	Classification #:
Author's E-mail: cmasterson@city.windsor.on.ca	

To: Social Development, Health and Culture Standing Committee

Subject: Arts Culture and Heritage Fund Operating Budget Options 2015

P&R 15-32

1. RECOMMENDATION: City Wide: Ward(s): _____

THAT the report from the Manager of Cultural Affairs outlining the proposed funding of the Arts Culture and Heritage Fund (ACHF) Grant to a total of \$87,200 **BE APPROVED**.

EXECUTIVE SUMMARY:

N/A

2. BACKGROUND:

During the January 19, 2015 Budget Deliberations Council Meeting, Council determined

B6-2015

*B6-2015 That the report of the Manager of Cultural Affairs regarding the Pilot Project of the Arts, Cultural and Heritage Fund dated December 20, 2014 **BE RECEIVED**; and further, that Administration **BE DIRECTED** to continue with the establishment of Culture Arms length funding grant program, and that \$55,000 **BE ALLOCATED** towards this.
 Carried.*

(Clerk's Note: Council earlier in the deliberations considered continuing this initiative through dollars already allocate to the Cultural budget, but in the end adopted this motion in which \$55,000 was allocated to this initiative.)

3. DISCUSSION:

Through the 2015 Budget process, Council approved the continued funding of the Arts Culture and Heritage Grant through an additional allotment of \$55,000 to the Cultural Affairs budget.

For additional information:

During the November 2011 Cultural Summit, 12 people expressed their interest in forming a Task Force to provide comment and participate in developing a granting program for Windsorites. This task force met multiple times and established the parameters for the program that has been implemented.

During the Task Force meetings, staff presented the research on the type of grant available, the requirements of the grant and the amount of money other municipalities provided to their funding model. This was a very lively and passionate conversation and at the end of the meeting, the group had agreed on two foundational stones. Firstly, that it is most cost effective to begin a funding model which would allow for the minimum of money to be spent on administering the grant and the maximum amount of money going to the local organizations who will utilize the funds within the community. Secondly, the group agreed that starting the grant program with a realistic amount of money such as the \$0.42/per capita that the Region of Waterloo supported would provide a solid and sustainable base from which to begin the program. They recommended a starting point in the \$0.40 to \$0.45 per capita range.

It should be noted that after each Task Force meeting, the members went back to their cultural communities and sought out input, reactions, considerations and comments. They had a significant amount of homework to do between each meeting.

At the conclusion of the Task Force's work, an invitation was sent to 62 well-known Windsor cultural supporters for further discussion. The proposed grant program was thoroughly discussed by all in attendance. It was a very positive discussion. At the end of the meeting it was clear that the voices in the room were supportive of the initiative moving forward.

Windsor's cultural community has actively participated in the creation of this grant funding process. This program is unique in that the cultural community worked together to support and strengthen this grassroots grant opportunity. Local cultural activists are recognizing that City Council has supported their work—whether it is by temporarily changing by-laws to allow for art installations, hosting new technology festivals or the Our Space program in Windsor's Sculpture Park, Council has illustrated its support and the community is very appreciative.

With this level of grassroots support for this grant initiative, Cultural Affairs would like to continue to provide the amount of funding established during the pilot project which was \$87,200 issued through two rounds of funding valued at \$43,600 each round. Council has provided \$55,000 through the 2015 budget process. It is proposed that the remaining \$32,200 be allocated through existing funding in the Cultural Affairs operating budget. Additional details on how the allocation to this project could be addressed are included in the Financial Matters Section.

Through the Pilot Project a total of 34 projects were funded with the \$87,200 available. A total of 73 applications were received through both funding rounds equalling a total ask of \$332,361.10. Should the ACHF grant fund proposals to a total of \$55,000, there could be a reduction of potentially 10 to 14 projects (dependent on ask value) receiving funding.

It is recognized that Council has to balance funding allocations for competing projects and services. A hybrid approach to the two options Council considered during the budget process is recommended. The first recommendation by Council was to utilize existing funds within the Cultural Affairs budget to fund the entire project. The second and final recommendation was to

allocate new money to the total of \$55,000. Cultural Affairs would like to recommend a combination of the two recommendations in order to maintain the fund at \$87,200.

4. RISK ANALYSIS:

Resource Risks: The ACHF will be funded on a go forward basis as part of the Operating Budget of the Cultural Affairs Department but like all programs will be reviewed as part of the annual budget process. Should Council determine to continue to hold the line on taxes, this program could be reduced to meet the budget requirements.

Community Impact Risks: The cultural community of Windsor was very receptive to the ACHF as a Pilot Project. They view the continuation of the Fund as further evidence of the support that Council is directing towards the grassroots cultural community.

Other Risks: The Municipal Cultural Master Plan (MCMP) originally recommended that an arm's length commission be established that was a decision-making volunteer body independent of Council and that it would consist of city residents who are familiar with cultural disciplines and cultural organizations in the City. To reduce the Fund could be perceived as a reduction of support to the arts and culture community.

5. FINANCIAL MATTERS:

When the Cultural Affairs Department was created, a reasonable budget was established to allow for community work that will provide action and support the recommendations within the MCMP. Following the approval of the MCMP, Council approved an unallocated (or non-specific) amount to support cultural initiatives within the planning document and within the cultural community in general in the amount of \$150,000.

In 2015 approximately \$80,000 has been earmarked from the established funding for projects such as: Tale of a Town oral history project, TWEPI exploring neighbourhoods project, Mayor's Reception at Willistead Manor, the Legion Lunch on Remembrance Day, Doors Open, National Youth Arts Awareness Week, Culture Days and a commitment towards hosting the 2015 Ontario Museum Association conference in Windsor. The balance (\$70,000) is available to support other initiatives as they occur throughout the year. Should Council support the allocation of an additional \$32,000 to the ACHF, \$37,800 will remain available for additional projects.

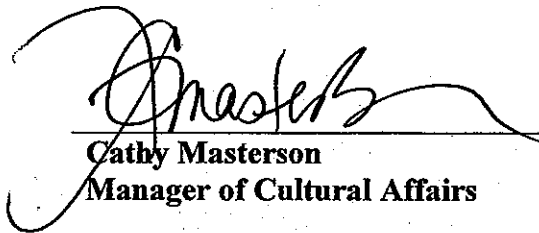
A reallocation of \$32,000 to the ACHF will keep the funding levels in line with the original pilot amount of \$87,200, is in keeping with the Task Force recommendation to fund the initiative in the \$0.40 to \$0.50 range, and still allows room in the budget to consider other committee initiatives.

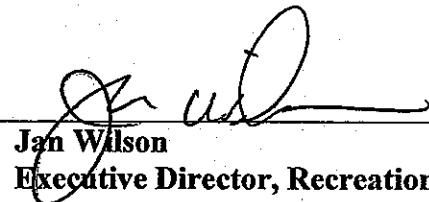
6. CONSULTATIONS:

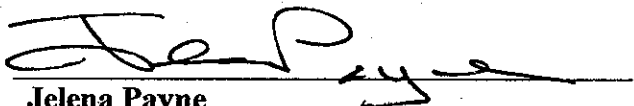
N/A


7. CONCLUSION:

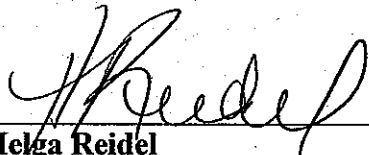
The City of Windsor has made a significant contribution to the cultural fabric of the community. The grant funding will continue to grow this sector by providing small amounts of funding to make culture happen now. The purpose of this fund— *Investing in the soul of our City by providing financial assistance to locally-developed arts, culture and heritage projects that provide exciting, surprising, and meaningful opportunities to strengthen our creative community*—has had an immediate impact on 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


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


Helga Reidel
Chief Administrative Officer

cfm

APPENDICES:

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

NOTIFICATION :

Name	Address	Email Address	Telephone	FAX