

**REPORT NO. 299** of the  
**SOCIAL DEVELOPMENT,  
HEALTH & CULTURE STANDING COMMITTEE**  
of its meeting held June 3, 2015

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**Present:**  
**Councillor Ed Sleiman, Chair**  
**Councillor Paul Borrelli**  
**Councillor Rino Bortolin**  
**Councillor John Elliott**  
**Councillor Jo-Anne Gignac**

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

Moved by Councillor Bortolin, seconded by Councillor Borrelli,  
**THAT** the report from the manager of Cultural Affairs regarding the update on the Round 1 of funding of the Arts, Culture and Heritage Fund in 2015 **BE RECEIVED**.  
Carried.  
Councillor Gignac was absent at the time the vote was taken.

Clerk's Note: The administrative report authored by the Manager of Cultural Affairs dated April 30, 2015 entitled "*Update on Round 1 of Arts, Culture and Heritage Funding in 2015*" is ***attached*** as background information.

LiveLink 17735 SR2015

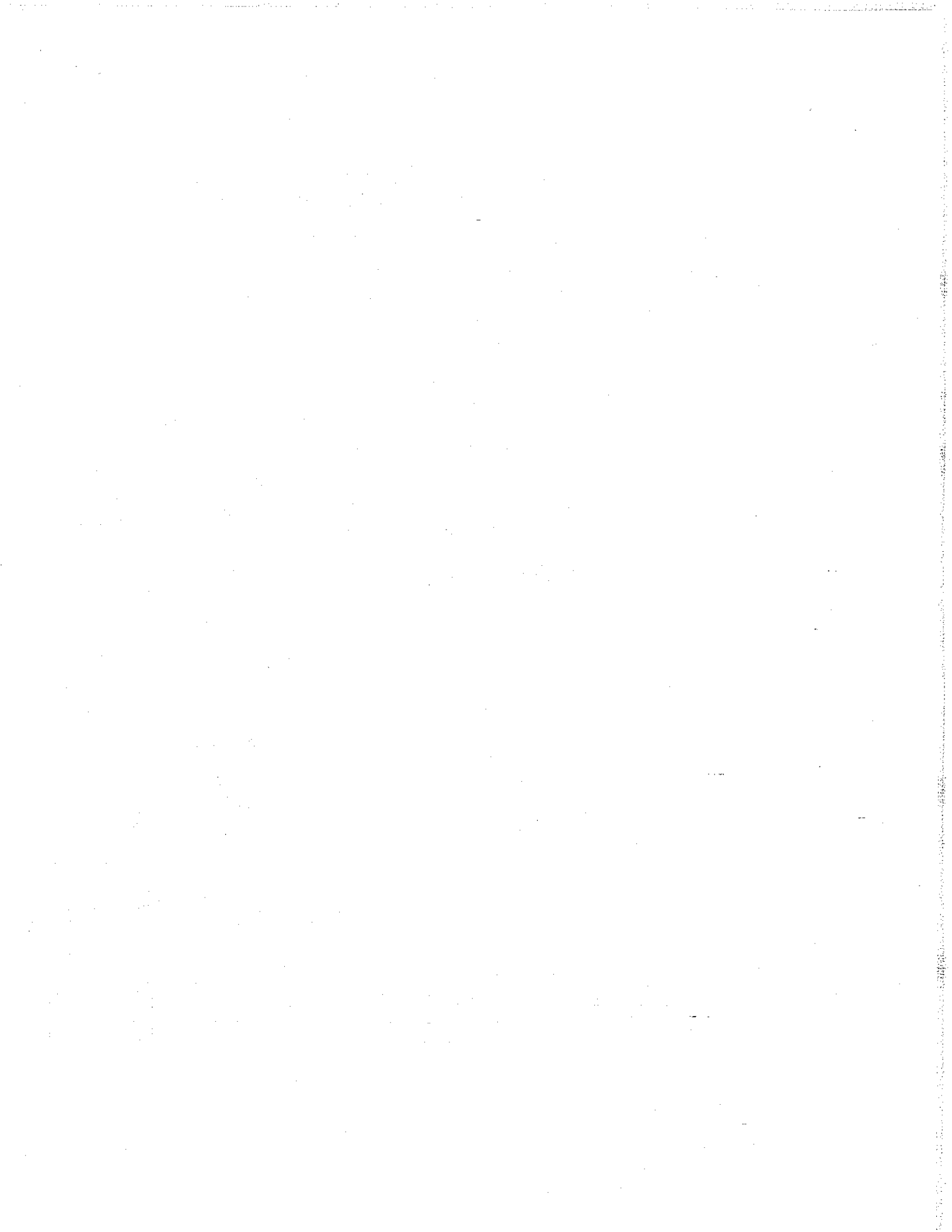


CHAIRPERSON



SUPERVISOR OF COUNCIL SERVICES

NOTIFICATION :				
Name	Address	Email Address	Telephone	FAX



**THE CORPORATION OF THE CITY OF WINDSOR  
Social Development Health and Culture Standing Committee**



**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."*

<b>LiveLink REPORT #: 17735 SR2015</b>	<b>Report Date: April 30, 2015</b>
<b>Author's Name: Cathy Masterson</b>	<b>Date to Council: June 3, 2015</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: Mayor and Members of City Council**

**Subject: Update on Round 1 of Arts Culture and Heritage Funding in 2015**

P&R 15-84

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

THAT the report from the Manager of Cultural Affairs regarding the update on the Round 1 of funding of the Arts, Culture and Heritage Fund in 2015 **BE RECEIVED.**

**EXECUTIVE SUMMARY:**

N/A

**2. BACKGROUND:**

Council approved the ACHF grant as part of the 2015 budget process.

The Guidelines for the Arts, Culture and Heritage Fund outlined the process for selecting the jurors as follows *"All applications will be assessed by a jury, working with the Cultural Affairs staff. The jury will be comprised of a diverse selection of five (5) people that are arts, culture or heritage professionals. Some have direct experience working with arts, culture and heritage organizations or as individual creators. Others have municipal backgrounds with arts, culture and heritage experience. The ACHF will select jurors who:*

- *Have a broad spectrum of knowledge and experience of the creative community;*
- *Have knowledge of the arts, culture and heritage needs of the City of Windsor;*
- *Will provide fair and objective opinions;*
- *Can articulate their opinions and work in a group decision-making environment."*

These jurors diligently completed the evaluation process on all 34 applications received.

### 3. DISCUSSION:

The Application forms for the Arts Culture and Heritage Fund were posted on the Cultural Affairs webpage with the grant opening on March 30, 2015 and closing on April 17, 2015. There were two public information sessions held discussing eligibility and the application process.

At the close of the application process 34 applications were received requesting funding of \$147,980. If the opportunity to fund all 34 requests were available, the total value of all of the projects would exceed \$430,000, demonstrating how grant funding leverages additional spending on culture within the community. There is \$43,600 available to be distributed in the first round of the Arts, Culture and Heritage Fund.

The jury convened on April 29, 2015 to discuss the application process and the key objectives and priorities of the fund. Each juror had received a complete package of all 34 applications along with the adjudication matrix prior to the meeting. The matrix is attached as Appendix A.

There was a long and involved conversation amongst the jurors to determine the final outcome. The end result was that they awarded a total of 17 individuals and/or organizations funding totalling the available \$43,600.

Below is the list of successful applicants along with a description of the project they submitted for funding. Upon completion of their projects, each applicant is required to submit to the Cultural Affairs office a final report outlining the impact, both financially and within the cultural community of Windsor. Additionally, as identified in earlier reports to Council, all of the projects selected are required to identify the City of Windsor as a funder to the project through the display of the City logo on all project materials.

**Essex County Chinese Canadian Association** \$1000 These funds will be used to produce a live cultural dance and music performance in Windsor.

**Jamie Reaume** \$2000 Production of a 6-song solo album.

**James Oltean** \$2000 Musician James O-L will develop an album of new original music.

**Matt Lalonde** \$2000 The funds will be used to complete the recording of original music performed by a collective of musicians know as The Rustbelt Revelators.

**Nicholas de Cosson** \$4000 A prototype light portal will be developed which, once perfected will lead to temporary art installations throughout the city.

**Alana Bartol** \$2000 Spatial Justice Sandwich Town: A Community Art Project.

**Murad Erzinclioglu** \$3500 The funds will be used to enhance FAMfest.

**Greg Thomas Maxwell** \$2500 Development of Bloom (a stop-motion animated film).

**Erin Armstrong** \$2500 An abridged opera, Mozart's *Così fan tutte* will be produced with local opera singers.

**Arturo Herrera** \$5000 The funds will be used to provide artist fees in the second issue of *ARTWINDSOR* magazine.

**Vanessa Shields** \$2500 *Mouth Piece* will be a storytelling series that will showcase Windsor's storytellers in a year long series of performances.

**Greg Stasiak** \$600 ATM—Art Transfer Machine—Video Poetry Kiosk. Greg will develop a combination of ordinary street furniture and video monitors to present poetry.

**Media City** \$5000 The funds will be used to enhance the "Regional Artists Program" of the film festival.

**Michelle Soulliere** \$3000 DIY Screen-printed t-shirts, a unique program will educate local musicians how to design and deliver t-shirts, posters and marketing materials for better impact.

**The Bloomfield House** \$1500 The funds will be used to purchase additional drums to be used by residents in drum circles and other community events.

**Windsor Dance eXperience** \$1500 Performance fees will be funded in order to introduce dance to youth in their new neighbourhood once they have re-located.

**Literary Arts Windsor** \$3000 Paying homage to the Ontario 400 Francophone, Metis, and First Nations will occur during this year's Bookfest.

Overall, the jury was excited with the variety of applications received. They had many conversations about the partnership opportunities and the artist growth potential through the projects submitted. The jury believes the applications showcase interesting and exciting project ideas, across genres, with many partnership opportunities that definitely accomplish the objectives and priorities of the fund.

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

The Municipal Cultural Master Plan 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.

The Task Force that convened to guide this project to fruition expect there to be a transparent application process in order to have the applications adjudicated without prejudice and therefore supported a jury process that consisted of members of the community nominated for the knowledge and experience that they share with the community.

**5. FINANCIAL MATTERS:**

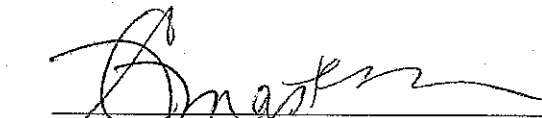
Council approved the use of a total of \$87,200 which will be distributed through two rounds of funding of \$43,600. Funding is available through the Cultural Affairs operating budget. Individual grants to be awarded through this project are for a maximum of \$5,000 per grant.


**6. CONSULTATIONS:**


Stephen Cipkar—Executive Initiatives Coordinator, Finance  
Greg Atkinson—Senior Planner III, Planning

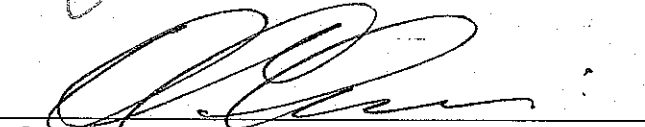
**7. CONCLUSION:**


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*—will have 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  
Chief Financial officer/City Treasurer and  
Corporate Leader Finance and Technology

  
for Helga Reidel  
Chief Administrative Officer

cfm

**APPENDICES:****Appendix A - Adjudication Matrix****DEPARTMENTS/OTHERS CONSULTED:****Name:****Phone #: 519            ext.****NOTIFICATION :**

Name	Address	Email Address	Telephone	FAX

# JURY ASSESSMENT FORM – May 2015 ROUND

1 Please complete all sections of this form for each application and bring a copy with you to the Jury Adjudication Meeting.

ACHF PROGRAM OBJECTIVES	ACHF KEY PRIORITIES
Promote innovation and support new, dynamic efforts in the creative community	Increase Windsor's attractiveness, affordability, and quality of life
Develop unique cultural resources to enhance the health and vitality of our communities and the quality of life for our people	Support the development of new audiences
Encourage participants in the creative community to stay and continue to create and work in Windsor	Increase the supply of skilled cultural workers
Make arts, culture and heritage central to the lives of all our people	Nurture creativity and imagination through arts, culture and heritage projects
Increase public awareness and access to the arts, culture and heritage sectors	Encourage the inclusion of diverse cultural groups
Celebrate diversity by recognizing our rich creative community and value creativity by promoting and supporting arts, culture and heritage	Increase public access to the creative community

Name of Juror: \_\_\_\_\_

Name of Applicant (Organization OR Individual): \_\_\_\_\_

Name of Project: \_\_\_\_\_ Application #: \_\_\_\_\_

Amount Requested: \_\_\_\_\_ Amount Recommended: \_\_\_\_\_  
(Max Amount = \$5,000)

Any Conflict of Interest with this application? (if yes, please explain briefly): \_\_\_\_\_

## Assessment Criteria for the ACHF Project Grant Program are based on:

- Relevance of the project
- Contribution and impact of the project
- Results and measurements
- Financial feasibility of the project
- Organizational capacity

For each assessment area, please assign a ranking using a five (5) point scale of:

- Poor
- Fair
- Excellent
- Very good
- Good

An application MUST reach a standard of 'good' in all assessment categories to receive ACHF funding.





**CRITERIA # 1: Relevance of the Project** The project strongly supports the vision of the City of Windsor, and is closely aligned with at least one of the ACHF program's key priorities. Also, there is a demonstrated need for the project in the community.

Excellent     Very Good     Good     Fair     Poor

**CRITERIA # 2: Contribution and Impact of the Project**

Applicants should present a commitment to the advancement of their discipline and to increasing public appreciation and education of the creative community of the City of Windsor. The organization/individual should have programming/activities that encourage public appreciation and participation; programming that promotes the opportunity for cultural tourism; a role in the broader community in terms of public awareness and community connections.

Excellent     Very Good     Good     Fair     Poor

**CRITERIA # 3: Results and Measurements**

Project timelines are realistic, and the activities are relevant to the project as a whole. The evaluation strategy is realistic, well-developed and addresses all outcomes, outputs and measures; the projects value for investment is clearly demonstrated.

Excellent     Very Good     Good     Fair     Poor

**CRITERIA # 4: Financial Feasibility of the Project**

The project is well within the financial resources of the applicant, and the project budget is appropriate and cost-efficient. Appropriate human resources are allocated to support the project. The applicant demonstrates financial stability.

Excellent     Very Good     Good     Fair     Poor

**CRITERIA # 5: Organizational Capacity**

The organization or individual demonstrates sufficient resources to carry out the project. There is evidence of clearly defined governance structures, knowledge of audiences, strong marketing plans that build and sustain audiences that reflect Windsor's demographics, and balanced sources of earned, private and government revenues with plans that generate earned, private, and government revenues.

Excellent     Very Good     Good     Fair     Poor

Additional Notes (Comments, Concerns, Strong/Weak Points): \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Overall Assessment: \_\_\_\_\_

