



CITY OF VANCOUVER

ADMINISTRATIVE REPORT

Report Date: November 7, 2006
Author: Margeret Specht
Phone No.: 604.871.6482
RTS No.: 6390
VanRIMS No.: 01-5200-50
Meeting Date: February 27, 2007

TO: Vancouver City Council

FROM: Assistant Director, Office of Cultural Affairs

SUBJECT: Arts Awards

RECOMMENDATION

- A. THAT Council approve in principle a new arts awards program, the Mayor's Arts Awards, designated as a City Special Event, which will consolidate the various existing civic arts awards programs as outlined in this report;
- B. THAT Council direct staff to seek proposals from qualified professionals to assist in the creation of the Mayor's Award for the Arts as generally outlined in this report at a cost not to exceed \$20,000, source of funds to be from the 2007 Office of Cultural Affairs Operating Budget. Elements to be considered in the creation and development of the Awards will include;
 - i. Input from the Arts Community on awards categories, criteria and financial parameters;
 - ii. Sustainable funding based on the Edmonton model maximizing sponsorship and earned revenues and providing annual financial benefits to the Arts Community;
 - iii. Feasibility of producing an annual Mayor's Awards for the Arts event, held in a civic cultural venue in each 2007, 2008 and 2009; AND
- C. THAT Council direct staff to report back with a proposal for the 2007 Vancouver Arts Awards.

CITY MANAGER'S COMMENTS

City Manager recommends APPROVAL noting the City's ability to recognize the contribution made by our seasoned and emerging artists is critically important. However, the ability to attract funding partners to support an expanded Arts Awards program may be limited in 2007 given the time frame and further, City funding will need to be reviewed in the context of the 2007 Operating Budget.

COUNCIL POLICY

In December 2003 Council approved funding for the first Vancouver Arts Awards, through the Opportunities Grant program.

PURPOSE

This report outlines the various award programs related to arts and cultural recognition and recommends a process to establish a new consolidated program, the Mayor's Arts Awards.

BACKGROUND

Arts Awards are a common way for communities to recognize the contribution that artists make to civic life. It is also a way to acknowledge and celebrate the many people who work in support of the cultural community – as volunteers, patrons and audience members.

In the 1990s the Vancouver Arts Initiative (VAI) identified the value of awards as one tool in honouring community involvement in and recognition of the arts. The VAI recommended several types of awards, many of which were implemented. Today there are a range of awards programs administered by the City and by the community on behalf of the City which celebrate the contributions of artists and arts supporters within our community. These various programs are summarized below:

1. Arts Awards:

1.1 *Vancouver Arts Awards:*

Launched in 2004, the Vancouver Arts Awards celebrate achievements and promise in the arts through honouring senior artists and patrons who in turn commission emerging artists. In addition to awards in the fields of performing, literary, visual, and culinary arts, there is an award for philanthropy which recognizes the support, whether financial or through volunteer contribution to the advancement of the arts.

The 2004 and 2005 Vancouver Arts Awards were produced by the Society to Bridge Arts and Culture, a non-profit society associated with the Alliance for Arts and Culture with funding from the City through the Opportunities Grants program, from the federal Government through the Cultural Capitals of Canada program, private sector and media sponsorships as well as ticket revenues.

1.2 *Vancouver Book Award:*

The City of Vancouver Book Award is presented annually to authors of books that demonstrate excellence and contribute to the appreciation and understanding of Vancouver's history,

unique character or the achievements of its residents. The award is funded through the Book Publishing Reserve which receives royalties donated from a book authored and edited by Social Planning and Office of Cultural Affairs staff in the 1980s.

1.3 Vancouver Artist Residency Award:

The City of Vancouver grants occupancy of two artist live/work studios to Vancouver-based, low-income professional artists. One studio is owned by the City; the other on a long term lease from a private owner for the purpose of the award. The first prize is an award of a studio for a term of three years at no cost. The second prize is awarded for three years at nominal rent. The award is administered every three years by the Office of Cultural Affairs with the support of the Contemporary Art Gallery.

2. Related Awards and Programs:

2.1 Starwalk/BC Entertainment Hall of Fame:

The B.C. Entertainment Hall of Fame, an independent non profit Society honours residents who have made an outstanding contribution to entertainment in Vancouver. The Society works with the Vancouver Civic Theatres through Starwalk at the Orpheum with plaques embedded in the sidewalk along Granville Mall and with photos on the Starwalk gallery inside the theatre. The Vancouver Favourites category honours international entertainment personalities who have captured the hearts of Vancouverites with plaques installed on the exterior of the Orpheum near the Stage Door. The BC Entertainment Hall of Fame also honours promising young talents, upon recommendation of their teachers, through its Stars of Tomorrow scholarship program.

2.2 Writer in Residence and Poet Laureate:

To celebrate the Central Vancouver Public Library's 10th anniversary at its present location, the Library created a Writer-in-Residence Program. The VPL Writer-in-Residence Program is funded through the Canada Council for the Arts, the Friends of the Vancouver Public Library, and Dr. Yosef Wosk. In October 2006 Council accepted a further gift from Dr. Wosk for the creation of a three-year poet laureate program to be awarded in 2007.

DISCUSSION

To maximize the benefits of these civic awards, explore funding options for those without an ongoing source of funds, and to streamline administration and improve public awareness, the City commissioned an independent review of the existing civic arts awards programs. The consultant's terms of reference included a review of best practises in other municipalities, a review of the City's existing arts awards programs against a consistent set of criteria, and recommendations on how best to restructure programs to better raise their collective profile with the general public and at the same time best support the creative community. The consultant also reviewed the programs in the context of other civic awards programs such as the Heritage Awards and Cultural Harmony Awards. The consultant's report is available from City Clerks.

1. Best Practices:

A review of best practises in other municipalities included a survey of programs in Toronto, Calgary, Edmonton and Seattle. The survey indicated a total of 33 different awards programs – from recognition of volunteers, patrons and businesses in support of the arts to cash awards to artists. The most prevalent awards were for volunteerism in the arts.

A detailed review of the various awards programs in Toronto, Edmonton, Calgary and Seattle are contained in the consultant's review. The follow table summarises the major arts awards programs (excluding heritage and related awards programs):

City	Program	Award	Produced by	Budget
Toronto	Mayor's Arts Awards Lunch	Five awards ranging from \$0 (for philanthropy) to \$10,000	Toronto Arts Council	\$100,000 Private sponsorships; No City funds
Calgary	The Calgary Awards	Five categories; 4 without cash award; and a \$2,000 book award	City of Calgary City Clerks	\$44,000 \$35,000 City of Calgary; balance in sponsorships
	The Mayor's Luncheon for Business and the Arts	Two patron awards (\$0) and 3 artists awards of \$5,000 each	Calgary Professional Arts Alliance	\$35,000 costs; \$25,000 profit to CPAA. Revenues from ticket sales & sponsorships. No City funding
Edmonton	Salute to Excellence Awards	One lifetime achievement (Hall of Fame) and 1 annual award in arts, community and sport. No cash awards	Volunteer Committee	\$103,000 75% Hall of Fame costs. City of Edmonton
	Mayor's Evening for the Arts	Six awards of \$10,000 each to artists and 4 awards (\$0) for business support of the arts	Professional Arts Council of Edmonton	\$82,000 costs; \$35,000 profit - 50% to PACE - revenues from sponsorship, ticket sales & \$5,000 City grant
Seattle	Mayor's Awards for the Arts	A series of commissioned plaques; no cash awards	City of Seattle & Seattle Arts Commission	\$20,000 City of Seattle

The review of these City's arts awards programs identified numerous best practises including:

Toronto:

- The Mayor's Arts Awards corporate sponsorship of event tickets provides enhanced access for artists, while protecting the Arts Council's revenue stream;
- The approach of matching corporate individuals with artists and politicians is a good way of showing support for the arts and building stronger relationships between all three sectors; and
- Endowing awards creates long-term sustainability and predictability without ongoing City funding.

Calgary:

- The Calgary Awards are a high profile event bringing together awards in the arts, heritage, sport and recognising community service, accessibility, volunteerism, and lifetime achievement;
- The profile for the City is strong;
- The Mayor's Arts Award Lunch has developed a strong relationship between the arts and business community and the corporate sector takes pride in its support of the arts;
- The event is self-sustainable without City funding with an annual profit of approximately \$25,000 which helps to sustain the Calgary Professional Arts Alliance.

Edmonton:

- The Salute to Excellence Awards are an effective tool to recognise citizens' and organizations' contributions in culture, sports and community service.
- The Mayor's Evening for the Arts are the best attended of all of the recognition events surveyed with attendance of 1,300.
- The profile for the City is strong; and
- The event is self-sustaining with minimal City funding (\$5,000) and with an annual profit of approximately \$15,000 - \$20,000 helping to sustain the Professional Arts Council of Edmonton.

Seattle:

- Mayor's Awards for the Arts utilize events already in existence;
- Access to the public is high as the event is free; and
- The cost of delivery is relatively low.

2. Review of current City of Vancouver Arts Awards Programs:

The consultant reviewed the current arts awards programs against a consistent set of evaluated criteria to evaluate how each program:

- Meets the City's Mission, Vision and Objectives;
- Clearly articulates appropriate award criteria with a mix of activities (e.g. volunteerism, arts management) recognized;
- Provides a high level of acknowledgement for the artist/recipient and their contribution to the arts and culture sector in Vancouver;
- Advances community and corporate support for the arts and culture in Vancouver;
- Effectively promotes the awards with high profile promotional activities;
- Provides an appropriate profile for the City's role in advancing arts and culture;
- Offers an award appropriate in scale and content;
- Delivers cost effective programs, in relation to the amount of the award; and
- Is sustainable over time.

The evaluation matrix is attached to this report as Appendix A. Generally the review found that the City's arts awards programs were most effective in:

- Meeting the City's cultural objectives;
- With clear and appropriate award criteria; and
- Appropriate acknowledgment of the artists' contribution.

However, the review also indicated areas for improvement including:

- Advancing corporate support of the arts;
- Acknowledging the City's role in arts and culture; and
- Overall effectiveness in communications.

3. Consultant's Recommendations:

While the consultant's report makes a host of very detailed recommendations for each of the civic arts awards programs, the overall recommendations include:

- Establishing an overarching policy for all civic arts awards
- Restructuring of the many programs into one single program entitle the Mayor's Arts Awards to encompass:
 - The Vancouver Arts Awards
 - The City of Vancouver Book Award
 - The City of Vancouver Artist Studio Program Award
- Providing, within the context of an award event the opportunity to acknowledge the winners of related civic awards including:
 - The newly created Poet Laureate Award
 - BC Hall of Fame winners
- The consultant noted that many of the current relationships and selection processes should remain. The purpose of the restructuring is not to diminish these relationships but to address fragmentation and to increase efficiency, effectiveness and sustainability of program delivery, to maximize and improve marketing and communication effectiveness and build greater audiences

Staff are therefore recommending that Council approve in principle the restructuring of the existing awards programs as outlined above and direct staff to seek proposals from qualified professionals for the production of an annual Mayor's Arts Awards event in each of 2007, 2008 and 2009. Criteria for selection of qualified professionals will follow best practices outlined in this report. Successful proponents will have demonstrated event production experience, familiarity with the arts cultural community of Vancouver and ability to successfully secure sponsorship essential to the fulfillment of this project. Further, staff will seek input from the Arts Community on award categories, criteria and funding parameters. Staff will report back with a sustainable business model, identifying community and corporate partners.

FINANCIAL IMPLICATIONS

The costs of qualified professionals to assist in the creation and development of the Mayor's Award for the Arts which would be produced in each of 2007, 2008 and 2009 are estimated to be \$20,000. The source of funds will be allocated from within the 2007 Office of Cultural Affairs Annual Operating Budget.

CONCLUSION

Recognition of the contribution that artists make to the quality of our civic life is vital to our social health. The grouping of the City's existing arts awards programs under one umbrella program, Mayor's Arts Awards, will result in a more effective and efficient method of management. Being guided by the best practices outlined in this report, staff will create a business model which will identify community and corporate partners and ensure the sustainability and longevity of the Mayor's Arts Awards. * * * * *

Evaluation of current City of Vancouver Awards

	Meets City & Cultural Objectives	Clear/appropriate award criteria	Effective/ sustainable delivery	Acknowledges artists	Advances corporate support of the arts	Effective communications/ marketing	High profile for the City	Value of the award is appropriate
Vcr.Book Award	High	High	Medium	High	Low	Low	Low	Low
Vcr. Arts Awards	Medium	Medium *	Low	Medium	Low	Low	Low	Medium **
Artist Studio Awards	High	High	High	High	Medium to High	Low	Low	High
BC Entertainment Hall of Fame	High	Medium	Medium ***	High	Low	Low	Low	High

* Some gaps in categories such as community arts.

** Appropriate for Emerging Artists but no cash awards for Established Artists.

*** The operation has demonstrated financial sustainability but the passing of key individuals has resulted in questions regarding succession planning.