

Supports Item No. 1
Special CS&B Committee Agenda
June 20, 2011



ADMINISTRATIVE REPORT

Report Date: May 11, 2011
Contact: Cherryl Masters
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RTS No.: 09055
VanRIMS No.: 08-2000-20
Meeting Date: May 31, 2011

TO: Vancouver City Council
FROM: Director, Cultural Services, Grants, Awards and Support Programs
SUBJECT: 2011 Community and Neighbourhood Arts Development Program Pilot -
Grant Allocations

RECOMMENDATION

THAT Council approve a total of \$292,000 in Community and Neighbourhood Arts Development Grants to 39 organizations as listed in **Table 1**. Source of funds to be the 2011 New Cultural Grants Program budget.

GENERAL MANAGER'S COMMENTS

The General Manager of Community Services recommends APPROVAL of the foregoing.

COUNCIL POLICY

Approval of grant recommendations requires eight affirmative votes.

PURPOSE

The purpose of this report is to recommend grants to 39 organizations for a total of \$292,000.

BACKGROUND

Council approved the creation of the Celebration Grants program in October 2002 for cash grants to community-based festivals, celebrations and large scale parades. In July 2003, Council approved the establishment of a new Service grant component of the program, which can provide an offset of up to 50% of the cost of city services (police and engineering) incurred by major parades to a maximum amount of \$10,000.

On June 26, 2008, Council approved the first phase of the Culture Plan implementation (RTS 07236) which included approval of restructuring the Cultural Grants program to respond to the growing needs of the cultural community, to create efficiencies in both the delivery of the programs and access to them, and to align grants programs with the City's Culture Plan and strategic priorities.

Informed by input from the community through stakeholder consultation, the previous Celebration Grants program was revised to broaden eligibility criteria in order to support a broader range of community-driven arts and cultural activities and processes. Previously the Celebration Grants program only supported festivals, celebrations and parades and was only open to non-profit organizations with cultural mandates. The revised program now considers non-profit organizations of all types undertaking community engagement processes which may result in the creation of art, a neighbourhood arts and culture plan, a dialogue around arts and culture, as well as community celebrations, festivals and parades. Both the Cash and Service grants components remain within the revised program.

For the initial launch of the program, Council approved 17 projects (of 34 applicants) in December 2010, for a total of \$75,000.

DISCUSSION

Program Description and Objectives

This program provides assistance to community groups to support projects that celebrate and promote Vancouver's communities¹ and neighbourhoods, through arts and cultural activities ranging from amateur to professional practices. The program objectives are as follows:

- To celebrate the diversity² of communities, neighbourhoods and residents
- To encourage collaboration, engagement and connection between artists, residents, businesses and other organizations in a community or neighbourhood
- To encourage learning and exchange of ideas across creative disciplines and sectors
- To encourage innovation, risk-taking and openness to new ideas and practices
- To support high levels of artistic merit and community benefit
- To support initiatives that identify, and aim to overcome, barriers to participation
- To ensure that residents experience arts and culture in meaningful ways and understand the value arts and culture bring to the city and to their lives
- To foster a sense of pride, identity, inclusiveness and belonging

The program is open to City of Vancouver-based, not-for-profit societies (registered as a society in BC) and operating for at least 6 months prior to application deadline.

¹ Community can be defined as a group of people bound by either common beliefs, values or interests, ethnicity or place of origin, or geography (neighbourhood).

² Diversity can be defined as ethnicity, gender, age, ability, sexual orientation, socio-economic status, religious beliefs and other forms of self-identification.

Assessment Committee

Cultural Services invites independent peer community members to participate in the assessment process to review grant application requests. Committee members are sought through an ongoing public call for nominations. For this intake the following independent peer members were:

- Terry Hunter, Director, Vancouver Moving Theatre
- M. Simon Levin, Artist, Lecturer, UBC and ECUAD
- Kamala Todd, Metis-Cree Filmmaker and Community Planner

Assessment Committee members join staff in reviewing grant requests against very specific evaluation criteria and form a consensus around priorities and recommendations for funding.

Please see **Appendix A** for program information and evaluation criteria.

Summary of Recommendations

For this deadline, 49 applications were received for a total request of \$456,397 and an available budget of \$292,000. The recommendations in this report reflect a thorough review of each application in the context of merit, community impact and capacity. Not all organizations meet the criteria at the same level as their peers and therefore, in a competitive process with finite resources, not all requests are being recommended for support. As such, the Assessment Committee is recommending support for 39 organizations.

TABLE 1: GRANT RECOMMENDATIONS

Organization	Request	Recomm
Aboriginal Life in Vancouver Enhancement Soc.	10,000	10,000
Artists in Our Midst	4,000	4,000
Burrard Inlet Fireworks Soc. (cash)	11,500	0
Burrard Inlet Fireworks Soc. (service)	10,000	6,500
Cambie Village Business Assn.	8,000	0
Car Free Vancouver Soc.	10,000	10,000
Carnegie Community Centre Assn.	2,500	2,500
Celtic Fest Vancouver Soc. (cash)	10,000	10,000
Celtic Fest Vancouver Soc. (service)	10,000	8,000
Chinatown Soc. Heritage Buildings Assn.	10,000	0
Chinese Benevolent Assn. of Van. (cash)	10,000	10,000
Chinese Benevolent Assn. of Van. (service)	7,000	7,000
Chinese Cdn. Pacific Intercultural Training	6,000	0
Collingwood Neighbourhood House	6,000	6,000
Commercial Drive Business Soc.	10,000	0
Community Laboratory Soc.	3,000	0

Crab - Water for Life Soc.	2,000	2,000
Diwali Celebration Soc.	10,000	10,000
Dr. Sun Yat-Sen Garden Soc. of Van.	4,664	0
Dunbar Resident's Assn.	1,000	1,000
Eastside Culture Crawl Soc.	10,000	10,000
FarmFolk/CityFolk Soc.	7,500	7,500
Frog Hollow Neighbourhood House	6,500	2,500
Gastown Business Improvement Soc.	10,000	0
Gordon House	2,000	2,000
Happiness Community Assn.	5,000	1,500
Hellenic Cdn. Congress of B.C.	10,000	10,000
Khalsa Diwan Soc. (service)	10,000	10,000
Kitsilano Neighbourhood House (Assn. of Ngbd. Houses of Gr. Van.)	6,000	3,000
Little Mountain Neighbourhood House	7,550	5,000
Marpole Oakridge Family Place Soc.	10,000	7,500
Media Un-defined Collective Soc.	10,000	10,000
Mount Pleasant Nghd. House (Assn. of Nghd. Houses of Gr. Van.)	10,000	7,500
North American Assn. of Asian Professionals	3,000	0
Neighbourhood Care Int'l Assn.	9,900	0
PAL Van. Studio Theatre	5,500	4,000
Palme's Performing Soc.	6,000	4,000
Pandora's Collective Outreach Soc.	4,500	4,500
Portland Hotel Soc. Community Services	15,000	10,000
Secret Lantern Soc.	43,105	20,000
South Asian Family Assn.	10,000	8,000
Stanley Park Ecology Soc.	10,000	8,000
Still Moon Arts Soc.	10,000	10,000
Strathcona Business Improvement Assn.	15,000	10,000
Strathcona Community Centre Assn.	6,678	3,000
Van. Cantonese Opera	8,500	6,000
Van. Hack Space (VHS)	10,000	8,000
Van. Israel Folk Dance Soc.	10,000	4,000
Van. Pride Soc. (cash)	10,000	10,000
Van. Pride Soc. (service)	10,000	10,000
Van. Urban Project Soc. to Support Opportunities for Youth	9,200	0
Van. Wooden Boat Soc.	6,000	6,000
West End Senior's Network Soc.	3,800	3,000
Total	456,397	292,000

Program Evaluation

At each meeting Assessment Committee members are asked to provide input on the program. For this round members observed a wide range of proposals from grass roots, neighbourhood-focused events to in-depth artists and community engagement processes. They encouraged staff to consider ways to provide resources for organizations (particularly non-arts organizations) to better understand community arts practice and community engagement by sharing successful project examples, having clear definitions in the program material and through workshops. They also suggested better outreach to the community to raise awareness of the program and build capacity. This information is valuable and will inform future program changes as it moves out of the 'pilot' phase.

FINANCIAL IMPLICATIONS

Council is requested to approve a total of \$292,000 in Community and Neighbourhood Arts Development Grants to 39 organizations. Approval of the recommendation will leave no unallocated balance in the 2011 New Cultural Grants Program budget.

CONCLUSION

The expansion of the program criteria has resulted in several new groups applying to the program. The Assessment Committee's expertise, insight, and carefully balanced evaluation has informed the recommendations in this report which propose to support a wide range of innovative projects that highlight Vancouver's community arts and cultural sector and benefit several Vancouver neighbourhoods and communities.

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Cultural Services

Community and Neighbourhood
Arts Development Program - Pilot
Deadline: March 4th, 2011

Program Description

In recognition of the numerous community-driven and neighbourhood-focused arts and cultural activities which take place in Vancouver and to honour their contribution to a vibrant and creative city, Cultural Services has developed a new component of the Cultural Grants program to support the well-established field of community arts practice in Vancouver. This program provides grants to community groups to support projects that celebrate and promote Vancouver's communities² and neighbourhoods, through arts and cultural activities ranging from amateur to professional practices.

Program Objectives

- To celebrate the diversity² of communities, neighbourhoods and residents
- To encourage collaboration, engagement and connection between artists, residents, businesses and other organizations in a community or neighbourhood
- To encourage learning and exchange of ideas across creative disciplines and sectors
- To encourage innovation, risk-taking and openness to new ideas and practices
- To support high levels of artistic merit and community benefit
- To support initiatives that identify, and aim to overcome, barriers to participation
- To ensure that residents experience arts and culture in meaningful ways and understand the value arts and culture bring to the city and to their lives
- To foster a sense of pride, identity, inclusiveness and belonging

Eligible Applicants

- City of Vancouver-based, not-for-profit societies, registered in BC and operating for at least 6 months prior to application deadline.

If an organization is receiving funds through other civic programs (outside of the Cultural Grants programs), the proposed project must be outside of core programs and activity that is already funded by the City of Vancouver.

² Community can be defined as a group of people bound by either common beliefs, values or interests, ethnicity or place of origin, or geography (neighbourhood).

² Diversity can be defined as ethnicity, gender, age, ability, sexual orientation, socio-economic status, religious beliefs and other forms of self-identification.

Eligible projects and activities

- **Festivals, Celebrations and Major Parades***: events organized around a specific theme, animated through arts and cultural activities, and open to the general public for broad access and participation.

**For this program, major parades are defined as one-day events with the ability to attract an audience of over 10,000, have a budget of over \$15,000, and have at least 20 organizations registered.*

- **Community arts projects**: projects that demonstrate a comprehensive artist and community collaborative and engagement process, with clear benefits to participants, communities and neighbourhoods involved, and which result in some form of public presentation or documentation to share knowledge and create awareness.

Projects can be artist or community-initiated, but should demonstrate strong partnerships with artists and/or arts and cultural organizations.

Only one project grant award per applicant per year. Repeat applications for projects (or phases thereof) can be considered only if previously funded projects or phases are complete and a final report is submitted satisfying the conditions of support.

Ineligible projects and expenses

- Projects where artistic or cultural activities are not central
- Sporting events
- Demonstrations, marches, and rallies
- Core training or in-class educational or curriculum-based activity
- Marketing, promotional or commercially-oriented events
- Fundraising events
- Retroactive activity
- Deficit reduction
- Capital projects
- Organizations and activities eligible for, or funded through, the City of Vancouver Operating or Project Cultural grants
- Ongoing or core activity already funded through the City of Vancouver through other civic programs and resources

Use of Grant funds

Programming: fees* for artists and key creative or community contributors, production staff fees, exhibition costs, venue and equipment rental, design, display and decoration, documentation.

Administration: planning, co-ordination, event or project management, fundraising, and office expenses.

Publicity and marketing: development and implementation of publicity and marketing strategies, advertising and promotional expenses.

**The payment of artist fees is encouraged. Refer to these groups for guidelines:*

- American Federation of Musicians: www.afm.org
- Canadian Actors Equity Association: www.caea.com
- Canadian League of Composers: www.clc-lcc.ca
- Canadian Alliance of Dance Artists: www.cadadance.org
- Professional Writers Association of Canada: www.pwac.ca
- Canadian Artists Representation/CARFAC: www.carfac.ca

Grant Fund Amounts

Under normal circumstances, the maximum level of grant will be \$10,000. The level of grant will depend on the proposed budget and scope of the project and how well it supports the program objectives and meets the evaluation criteria. For initiatives that engage multiple neighbourhoods or communities and meet all the evaluation criteria at a high level, a larger award may be considered.

Generally grant amounts will not exceed 50% of the proposed budget.

Evaluation

Members nominated from the community with relevant expertise and experience in community arts practice, festivals and celebrations, participate on the Assessment Committee along with staff. The Assessment Committee makes their recommendations based on how well the proposal meets and supports the program objectives, using the specific evaluation criteria outlined below. The proposals that meet most or all of the program objectives will rank the highest and will be the top priorities for funding. All recommendations are considered, and given final approval, by City Council.

Evaluation Criteria

Merit

- Strength and clarity of the intent or vision of the proposal
- Experience of the artists involved and quality of their work as demonstrated through past projects, training or experience
- Strength and rationale of the partnerships proposed
- Quality of the creative and community engagement processes
- Potential for innovation, risk-taking and openness to new ideas and practices

Impact

- Degree to which the proposal addresses real opportunities or needs demonstrated by the representatives in the neighbourhood or community
- Degree to which the proposal expresses the diversity of the communities or neighbourhoods involved
- Opportunities for learning and exchange of ideas

- Degree to which the proposal encourages inclusion and eliminates barriers to participation
- Potential for connecting people in communities; engaging artists, residents, businesses, and other organizations
- Opportunities for sharing unique, rich, cultural expression with a broad public

Capacity

- Key participants have the skills and expertise to implement the project as demonstrated through previous projects, training or experience
- Commitment of all partners/key participants to the project (dedication to a practice, experience of key participants, partnerships in place)
- Evidence of encouraging participation (outreach initiatives, childcare provision, meals, transportation, providing safe and accessible venues)
- Evidence of competent administration, a functional board and appropriate governance structure with the applicant organization
- Evidence of financial accountability; proposed budget is achievable, diversified and balanced, and there is a demonstrated need for public sector assistance (unallocated accumulated surpluses of over 50% of last actual budget call into question the need for public sector assistance)
- Sufficient planning is in place to support project objectives in the form of realistic schedules, timelines, programming, research, and evaluation

In addition to the above criteria, geographic distribution of the proposals may come into consideration when assessing the requests.

Contact Information

Contact us to discuss your project ideas and to obtain an application form.

Cultural Services
City of Vancouver
Woodward's Heritage Building
Suite 501 - 111 West Hastings St.
Vancouver, BC V6B 1H4

604.829.2007
culture@vancouver.ca
www.vancouver.ca/culture

Key Dates

Application Deadline: March 4th, 2011, 4:30 pm (in office, not post marked)

Information Sessions: <http://vancouver.ca/commsvcs/cultural>

Please see next page

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