



**STAFF REPORT  
ACTION REQUIRED**

**2013 Major Cultural Organizations Allocation**

<b>Date:</b>	May 3, 2013
<b>To:</b>	Economic Development Committee
<b>From:</b>	General Manager, Economic Development and Culture
<b>Wards:</b>	All
<b>Reference Number:</b>	

**SUMMARY**

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This report recommends that City Council approve funding allocations for ten not-for-profit organizations that have applied for municipal support through the Major Cultural Organizations Program operated by Cultural Services, Economic Development and Culture.

The report outlines ten allocations to: the Art Gallery of Ontario; Canada's National Ballet School; Canadian Opera Company; Festival Management Committee (Scotiabank Caribbean Carnival Toronto); George R. Gardiner Museum of Ceramic Art; National Ballet of Canada; Toronto Artscape Inc.; Toronto Festival of Arts, Culture and Creativity (Luminato); Toronto International Film Festival Group; and the Toronto Symphony Orchestra for a total of \$6,755,000.00.

An allocation to Pride Toronto will be recommended directly to Council following the decision of the Executive Committee on item EX31.2 Report on Amendments to City of Toronto Anti-Discrimination Policies.

The total program fund for these allocations is based on the 2013 approved budget, including \$600,000 to be transferred from the Third Party Sign Tax reserve fund in July 2013. It also includes the annual grant allocation for Toronto Artscape Incorporated which has been reviewed with the Major Cultural Organizations since 1998. Artscape meets all the criteria of the program and this report seeks authority to formalize the inclusion of Artscape within the Major Cultural Organizations program.

Major Cultural Organizations deliver unique artistic programming that strengthens the richness and diversity of Toronto's cultural sector. They demonstrate leadership in community education and outreach, volunteer opportunities, audience development, and

they support other community arts and cultural organizations. They have significant economic and cultural impact, and lead Toronto's culture sector in creating jobs and wealth, attracting visitors, contributing to the City's economic prosperity, and making Toronto an internationally recognized cultural destination.

## RECOMMENDATIONS

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**The General Manager of Economic Development and Culture recommends that:**

1. City Council approve the allocation of the cultural investment of \$6,755,000.00 to the following organizations:

Organization	Amount
Art Gallery of Ontario	\$575,000
Canada's National Ballet School	\$149,000
Canadian Opera Company	\$1,410,000
Festival Management Committee (Scotiabank Caribbean Carnival Toronto)	\$525,000
George R. Gardiner Museum of Ceramic Art	\$146,000
National Ballet of Canada	\$1,230,000
Toronto Artscape Inc.	\$315,000
Toronto International Film Festival Group	\$950,000
Toronto Festival of Arts, Culture and Creativity (Luminato)	\$250,000
Toronto Symphony Orchestra	\$1,205,000
TOTAL	\$6,755,000

2. The balance of the 2013 instalment payments to the Art Gallery of Ontario, Canadian Opera Company, Festival Management Committee, National Ballet of Canada, Toronto Artscape Inc., Toronto International Film Festival Group, and Toronto Symphony Orchestra be made as one payment following the adoption of the recommended allocations by City Council, and that monthly instalments to these organizations resume in January 2014.
3. City Council approve the addition of Toronto Artscape Inc. to the Major Cultural Organizations program.

4. City Council approve the transfer of funds from the 2013 allocation for Toronto Artscape Inc. to the Major Cultural Organizations program.

## **Financial Impact**

This report recommends that the 2013 approved Operating Budget of \$6,755,000.00 for the Major Cultural Organizations program within the Economic Development and Culture Division be allocated to the ten above-mentioned major cultural organizations. There is no financial impact beyond the approved budget.

The amount of \$6,755,000 includes: \$5,891,000 for the Major Cultural Organizations program approved by Council at part of EDC's Budget in January 2013, the additional \$600,000 allocation from the Third Party Sign Tax reserve approved by Council in April (2013 Allocation for Arts and Culture [ED20.5]), and the transfer of \$264,000 from Toronto Artscape Incorporated program to the Major Cultural Organization program.

An allocation to Pride Toronto will be recommended directly to Council following the decision of the Executive Committee on item EX31.2 Report on Amendments to City of Toronto Anti-Discrimination Policies. Executive Committee is scheduled to decide on this matter on May 28, 2013.

Funding for the additional \$600,000 will be drawn from the actual revenues from the Third Party Sign Tax in excess of budgeted revenue generated from 2009-2012 and will be available in July 2013 after the 2012 City of Toronto Audited Financial Statements are complete.

The Deputy City Manager and Chief Financial Officer has reviewed this report and agrees with the financial impact information.

## **DECISION HISTORY**

Through Clause No. 3, Report No. 24 of the Strategic Policies and Priorities Committee, adopted by City Council at its meeting held on November 25, 26 and 27, 1998, the City established the role of Toronto's Cultural Services in the delivery of funding in the Arts and Culture category for Major Cultural Organizations.

At its meeting of January 15, 2013, City Council approved a transfer of \$6 million from the Third Party Sign Tax revenues (Item 186) to Economic Development and Culture for 2013. <http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2013.EX27.1>

At its meeting of April 4, 2013, City Council approved the allocation of \$0.600 million to Major Cultural Organizations from as part of the 2013 Allocation for Arts and Culture (ED20.5)

<http://app.toronto.ca/tmmis/viewPublishedReport.do?function=getCouncilMinutesReport&meetingId=6808>

## **ISSUE BACKGROUND**

As approved by City Council at its meeting of May 18, 2011 through the endorsement of the report, *Creative Capital Gains: An Action Plan for Toronto*, the City provides financial support to enhance major cultural organizations that are recognized as essential cultural ambassadors and infrastructure for the City, and for cultural attractions that have a significant impact for the benefit of Torontonians and toward cultural tourism enhancement. These organizations play a major role in enhancing local cultural ecology, and in developing Toronto as a worldwide cultural destination. Funding is provided for not-for-profit cultural organizations that have demonstrated a consistent level of professional standards, artistic excellence, international achievement, a sound financial management system, diverse funding base and board accountability.

Toronto Artscape Inc. (Artscape) has received funding for its annual operations since 1998. The organization has made annual applications that have been peer reviewed as part of the Major Cultural Organizations program for 14 years, although their grant was funded through a separate line item. Given Artscape's size, scope and the unique nature of its operations, it is recommended that they be included within the Major Cultural Organizations program. This will make formal what has been the administrative practice for over a decade.

## **COMMENTS**

### **Review Process:**

Economic Development and Culture staff reviewed the applications received at the March 4, 2013 deadline and requested additional information and/or clarification where necessary. The applications were reviewed and assessed through a peer review process. The role of the Advisory Panel was to advise staff on the merits of the applications, rank the organizations in terms of funding priorities, provide advice on the cultural programming, and offer professional assessment of the programs. As well, the Advisory Panel was asked to identify long-term issues and trends. The administration of the review was carried out in accordance with the City of Toronto Grants Policy as adopted by City Council on December 16 and 17, 1998.

Advisors were selected to represent a broad base of experience and expertise and a general knowledge of the cultural sector. The 2013 Advisory Panel for the Major Cultural Organizations was comprised of Tricia Baldwin, Managing Director, Tafelmusik Baroque Orchestra; Janet Carding, Director and CEO, Royal Ontario Museum; David Abel, Executive Director, Art of Time Ensemble; and Gaëtane Verna, Director, Power Plant Contemporary Art Gallery.

The 2013 additional allocation of \$0.600 million to Major Cultural Organizations was determined by the Advisory Panel ranking each of the organizations according to highest importance based on the quality of their programming, community service, the impact of organization, financial management and governance. Staff also looked at addressing historical inequities based on imbalances resulting from the time organizations were accepted into the MCO program. Specifically, Artscape, Luminato, and the Toronto International Film Festival are recent additions to the program and are able to demonstrate the greatest need for increased funding.

### **Major Cultural Organizations:**

1. The Art Gallery of Ontario:

The Art Gallery of Ontario (AGO) was established as the Art Gallery of Toronto in 1900 and has operated as a Provincial agency since 1966. The mission of the Art Gallery of Ontario is to bring art and people together and boldly declare “Art Matters”. The gallery is a flagship institution bringing Canadian and international art to Toronto and serving the community with outreach and educational activities. In 2012, the AGO achieved major success with exhibitions of *Picasso: Masterpieces from the Museum National Picasso, Paris* and *Frida & Diego: Passion, Politics and Painting*. In 2013, the AGO will present the works of *Ai Weiwei: According to What?* Ai is known to be one of the most powerful figures in contemporary art in the world.

An operating allocation of \$575,000 will be issued to the AGO, which represents 1% of its revenues.

2. Canada's National Ballet School:

Canada's National Ballet School (NBS), incorporated in 1959, is an internationally recognized professional training institution. The company has expanded its mandate with community programs that demystify ballet. The organization provides access to their facility for professional and community dance organizations and partners from many other arts organizations in the city. In January 2012, Executive Director, Grant Troop, announced his departure and was replaced by Interim Executive Director Cathryn Gregor.

An operating allocation of \$149,000 will be issued to the NBS, which represents 1% of its revenues.

3. The Canadian Opera Company:

The Canadian Opera Company (COC), founded in 1950, has a mission to produce opera of the highest international standard while attracting growing public support and participation in opera through increased accessibility and education. Under the direction of Alexander Neef, the company continues to maintain a high profile in the international community through touring and co-productions. The COC's free lunchtime programming at the Four Seasons Centre for the Performing has proven to be enormously popular, attracting frequent line-ups and crowds. The organization requested funding for its 2013/2014 activities and programs which includes seven productions.

An operating allocation of \$1,410,000 will be issued to the COC, which represents 4% of its revenues.

4. Festival Management Committee (Scotiabank Caribbean Carnival Toronto):

The Festival Management Committee (FMC) is an organization that provides governance and financial oversight to the Scotiabank Caribbean Carnival Toronto (formerly Caribana). The festival is one of the premier cultural events in Toronto each summer and a major tourist draw. The festival has had some struggles with financial issues and continues to work with City staff to resolve them. The organization has requested funding for its 2013 festival.

An operating allocation of \$525,000 will be issued to the FMC which represents 25% of its revenues.

5. The George R. Gardiner Museum of Ceramic Art:

The George Gardiner Museum of Ceramic Arts opened in 1984 and is the only specialized ceramics museum in North America. The vision of the Gardiner Museum is to engage a diverse public by telling the rich and dynamic story of clay, its connection to society in the past and the vitality of ceramic art in the present. February 2013 saw the departure of the Executive Director, Alexandra Montgomery and who was replaced by interim Executive Director, Rachel Gotlieb. The 2013 season will feature major exhibitions such as *Kathy Venter – LIFE* and *All Creatures Great and Small*.

An operating allocation of \$146,000 will be issued to the Gardiner Museum, which represents 5% of its revenues.

6. The National Ballet of Canada:

The National Ballet of Canada (NBC), founded in 1951, is Canada's largest dance company and has an international reputation as a leading edge classical ballet company. Kevin Garland, Executive Director for over 10 years, is retiring in June 2013 and the search for her successor is in place. The 2012/2013 season was a celebrated success including the North American premiere of *Nijinsky*, invitation to perform in Los Angeles, Washington, and London.

An operating allocation of \$1,230,000 will be issued to the NBC, which represents 4% of its revenues.

7. Toronto Artscape Inc.

Founded in 1986, Artscape develops multi-tenant spaces for the arts and culture sector. The organization has successfully transformed a portfolio of under-utilized buildings across Toronto into dynamic community assets. Its facilities provide production, rehearsal, exhibition and living space for creative practitioners, entrepreneurs and cultural organizations. In 2012, the organization celebrated the opening of the Daniels Spectrum, Regent Park's new cultural hub; the completion of a five-year strategic plan; and the development of a comprehensive tenant census.

An operating allocation of \$315,000 will be issued to Artscape, which represents 7% of its revenues.

8. Toronto Festival of Arts, Culture and Creativity (o/a Luminato):

Founded in 2005 and operating under the name "Luminato", the Festival presents an annual multi-disciplinary arts festival in Toronto for 10 days each June. Luminato presents both ticketed and free events in the areas of theatre, classical and contemporary music, dance, literature, and visual arts by both Canadian and internationally acclaimed artists. Lectures, workshops and panels that enhance the audience's experience and understanding of the artistic program, as well as in-school and community based programs for students are an integral part of the programming. In January 2012, Luminato welcomed its new Artistic Director, Jorn Weisbrodt. In 2013, Luminato will present *The Life and Death of Marina Abramovic*, the Canadian premiere of *L'Allegro* along with other major performing arts works.

An operating allocation of \$250,000 will be issued to the Toronto Festival of Arts, Culture and Creativity, which represents 2% of its revenues.

9. Toronto International Film Festival Group:

The Toronto International Film Festival Group (TIFF) is a not-for-profit, charitable, cultural organization whose mission is to transform the way people see the world. Their vision is to lead the world in creative and cultural discovery through the moving image. TIFF is comprised of several programming components including: the Toronto International Film Festival; TIFFKids; the Film Reference Library; Cinematheque Ontario; and Film Circuit. 2013 marked the organization's fourth year of programming in the Bell Lightbox which houses theatres and exhibition space, and space for public programs and education. TIFF continues to be a major catalyst for downtown economic activity along the John Street Corridor

The 2013 Advisory Panel ranked this organization at the top of funding priorities. The recommended funding increase reflects both the fact that TIFF was a later addition to the Majors funding program, and therefore funded at a lower level, and its expanded programming and facilities. Increased funding will have a very significant impact to the organization and Toronto's cultural scene.

An operating allocation of \$950,000 will be issued to the Toronto International Film Festival Group, which represents 2% of its revenues.

10. The Toronto Symphony Orchestra:

The Toronto Symphony Orchestra (TSO), formed in 1921, celebrated its 91<sup>st</sup> season in 2012/2013. Music Director Peter Oundjian maintains an excellent relationship with the orchestra and has attracted top international musicians and conductors to play with the TSO. The TSO has been successful in drawing audiences to its concerts through a variety of initiatives including different start times, discounts for concertgoers aged 15 – 35 under the TSOundcheck program, and audience education programs such as pre-concert chats. With the generous support of the Royal Bank Foundation, the TSO has been able to add the positions of resident conductor and affiliate composer to its strong leadership.

The TSO posted a loss for the 2011-2012 season, which contributed to their accumulated deficit. An endowment campaign is underway to increase assets of the Toronto Symphony Foundation, with a goal of doubling the assets within the next several seasons.

An operating allocation of \$1,205,000 will be issued to the Toronto Symphony Orchestra, which represents 5% of its revenues.



## **Conclusion**

Major Cultural Organizations provide significant economic and cultural impact, and play a vital role in developing Toronto's reputation as a creative capital. Each of the organizations offer unique, public programming that help define Toronto's identity, foster and develop artists and audiences, and anchor the cultural sector. They are organizations that serve Toronto's citizens and visitors and lead Toronto's culture sector in creating jobs and wealth, attracting tourism, and contributing to the city's prosperity.

## **CONTACT**

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## **SIGNATURE**

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