



STAFF REPORT ACTION REQUIRED

2016 Major Cultural Organizations Allocations

Date:	April 22, 2016
To:	Economic Development Committee
From:	General Manager, Economic Development and Culture
Wards:	All
Reference Number:	AFS: 22216

SUMMARY

This report recommends allocations for eleven not-for-profit organizations that have applied for funding through the Major Cultural Organizations (MCO) program administered by Economic Development and Culture. Recipient organizations deliver unique artistic programming that strengthens the richness and diversity of Toronto's cultural sector. These organizations have significant cultural, social, and economic impact: they attract visitors, drive cultural tourism, lead in arts education and community initiatives, and make Toronto an internationally recognized cultural destination.

The total program funds for these allocations is \$8,069,960 as approved by City Council on February 17, 2016, as part of the 2016 Operating Budget. This is the first year for the implementation and changes to the eligibility and assessment criteria of the MCO program. Allocation recommendations presented in this report are based on the review by Economic Development and Culture Division's Arts and Culture Services staff and an external peer advisory panel. All recipients are subject to the City of Toronto's Grants Policy.

RECOMMENDATIONS

The General Manager of Economic Development and Culture recommends that:

1. City Council approve the allocations of Major Cultural Organizations program funding of \$8,069,960 to the following organizations:

Organization	Amount
Art Gallery of Ontario	\$684,000
Canada's National Ballet School	\$200,000
Canadian Opera Company	\$1,600,000
Festival Management Committee (Toronto Caribbean Carnival)	\$625,000
George R. Gardiner Museum of Ceramic Art	\$155,265
National Ballet of Canada	\$1,320,000
Pride Toronto	\$260,000
Toronto Artscape Inc.	\$415,000
Toronto Festival of Arts, Culture and Creativity (Luminato)	\$400,000
Toronto International Film Festival	\$1,140,695
Toronto Symphony Orchestra	\$1,270,000
TOTAL	\$8,069,960

2. City Council approve the balance of the 2016 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 2017.

Financial Impact

This report recommends the allocation of program funding for the Major Cultural Organizations Program to the 11 above-mentioned cultural organizations.

Funding of \$8,069,960.00 for the Major Cultural Organizations program is included in the 2016 Approved Operating Budget for the Economic Development and Culture Division.

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.

<http://www.toronto.ca/legdocs/minutes/council/appa/cc981125/sp24rpt.htm>

On November 3, 2015, City Council adopted revisions to the Major Cultural Organizations program to update eligibility and assessment criteria, increase the clarity and transparency of the program guidelines and ensure continued relevance of the program.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2015.ED7.2>

At its meeting of February 17, 2016, City Council approved the operating budget for Economic Development and Culture for 2016.

<http://app.toronto.ca/tmmis/viewPublishedReport.do?function=getCouncilAgendaReport&meetingId=10870>

ISSUE BACKGROUND

The City of Toronto provides annual financial support to not-for-profit organizations that are recognized as unique and significant cultural institutions for the city. Major cultural organizations deliver unique artistic programming that strengthens the richness and diversity of Toronto's cultural sector. They also demonstrate leadership in encouraging community participation through education and outreach, volunteer opportunities, audience development, and support to other community arts and cultural organizations.

In 2015, revisions were made to the MCO program in order to increase the clarity and transparency of the program guidelines and ensure continued relevance of the program. The program changes established three program streams, renewed the eligibility threshold and assessment criteria, and ensured that the program objectives were clearer and better aligned with intergovernmental funding parties.

COMMENTS

2016 marks the 60th year of municipal cultural grants in Toronto. In 1957, the regional Municipality of Metropolitan Toronto (Metro), gave out its first cultural grants to 10 organizations. Among them were organizations that remain flagship cultural institutions to this day: the Toronto Symphony Orchestra, the National Ballet of Canada, the National Ballet School, the Art Gallery of Ontario and the Canadian Opera Company. These large organizations were understood to serve the whole region rather than the six separate municipal governments that existed prior to amalgamation in 1998. As recipients of Metro funding, they were not eligible to receive funding from any of the six local

governments. After amalgamation, these organizations continued to receive funding from the "new" City of Toronto through the Major Cultural Organizations program.

In 2000, there were five recipients of MCO program funding; in 2016 there are eleven recipients. These organizations have demonstrated a consistent level of professional standards, artistic excellence, international achievement, a diverse funding base and board accountability. These organizations have a significant economic and cultural impact; they play a major role in enhancing the local cultural ecology, and in developing Toronto as a worldwide cultural destination. In 2013, these organizations had a combined attendance of more than 6.3 million, including residents and visitors to the city.

Continued funding to major cultural organizations was a policy objective 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*. A key recommendation is that the City promote its cultural institutions, festivals, and other assets to enhance its position as a Creative City regionally, nationally, and internationally. Another is to ensure access and opportunity for cultural participation. As large public institutions and major public festivals, funding to the major cultural organizations meets these policy objectives.

On October 8, 2013, City Council adopted a report outlining the City of Toronto's Strategic Actions for 2013 to 2018. Strategic Action #2 is to "Invest in Culture". The report states, "This Strategic Action involves the continued implementation of Council's culture plan, Creative Capital Gains, approved by Council in 2011."

Review Process:

Economic Development and Culture staff reviewed the applications received at the March 1, 2016 deadline and requested additional information and/or clarification where necessary. The applications were reviewed by staff and a peer review process. The Advisory Panel was asked to assess each of the applications based on the quality of their programming, community service, cultural and economic impact, financial management and governance. They were also asked to rank the organizations in terms of funding priorities and to identify long-term issues and trends. These rankings and the advice of the advisory panel were taken into consideration in determining the recommended allocations.

Advisors were selected to represent a broad base of experience and expertise and a general knowledge of the cultural sector. The 2016 Advisory Panel for the MCO program was comprised of Barbara Fischer, Executive Director & Chief Curator, Art Museum University of Toronto; Chris Lorway, Director, Programming and Marketing at Roy Thomson/Massey Hall; Robert Sirman, Past Director, Canada Council for the Arts and Karen Tisch, Past President of Toronto Arts Council.

In 2016 there was an additional allocation of \$0.675 million to MCO program from the Approved Operating Budget for the Economic Development and Culture Division. While some of this funding went to cost of living increases, it also provided an opportunity to

redress historical inequities and reward excellence without penalizing other organizations.

The Gardiner Museum is the only current MCO client who no longer meets the eligibility criteria of the Majors program. This is the final year that the Gardiner's operating support through this program, but the City will continue to assess annual requests for funding provide operating support for its activities.

Summary of Recommendations

Organization	2015 Allocation	2016 Request	2016 Recommended Increase	2016 Recommended Allocation
Art Gallery of Ontario	\$ 626,750	\$ 684,000	\$ 57,250	\$ 684,000
Canada's National Ballet School	\$ 161,000	\$ 200,000	\$ 39,000	\$ 200,000
Canadian Opera Company	\$ 1,522,800	\$ 1,750,000	\$ 77,200	\$ 1,600,000
Festival Management Committee (Toronto Caribbean Carnival)	\$ 560,000	\$ 850,000	\$ 65,000	\$ 625,000
George R. Gardiner Museum of Ceramic Art	\$ 152,220	\$ 155,265	\$ 3,045	\$ 155,265
National Ballet of Canada	\$ 1,250,000	\$ 1,320,000	\$ 70,000	\$ 1,320,000
Pride Toronto	\$ 160,500	\$ 345,000	\$ 99,500	\$ 260,000
Toronto Artscape Inc.	\$ 346,690	\$ 433,363	\$ 68,310	\$ 415,000
Toronto Festival of Arts, Culture and Creativity (Luminato)	\$ 345,000	\$ 450,000	\$ 55,000	\$ 400,000
Toronto International Film Festival	\$ 1,050,000	\$ 1,300,000	\$ 90,695	\$ 1,140,695
Toronto Symphony Orchestra	\$ 1,220,000	\$ 1,342,000	\$ 50,000	\$ 1,270,000
TOTAL	\$ 7,394,960	\$ 8,829,628	\$ 675,000	\$ 8,069,960

CONCLUSION

Major Cultural Organizations provide significant economic and cultural impact, and play a vital role in securing Toronto's reputation as a top tier creative city. 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. These organizations

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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ATTACHMENT

Attachment No. 1: Summary of 2016 MCO Recipient Organizations