



2018 Grants to Specialized Collections Museums Allocations

Date: April 23, 2018

To: Economic Development Committee

From: General Manager, Economic Development and Culture

Wards: 18, 27, and 28

SUMMARY

This report recommends allocations for three not-for-profit organizations that have applied for funding through the Grants to Specialized Collections Museums (GSCM) program administered by Economic Development and Culture (EDC).

2018 marks the inaugural year of the GSCM program following Council's approval of the program November 7, 8 and 9, 2017. The total program funds for these allocations is \$682,847.55 as approved by City Council on February 12, 2018 as part of the 2018 Operating Budget. Allocation recommendations in this report are based on the review by EDC's Arts and Culture Services staff and advice from an external peer advisory panel. All recipients are subject to the City of Toronto's Grants Policy.

RECOMMENDATIONS

The General Manager, Economic Development and Culture, recommends that:

1. City Council approve the allocations of Grants to Specialized Collections Museums program funding of \$682,848 to the following organizations:

Organization	Amount
Design Exchange (DX)	\$200,000
Gardiner Museum	\$158,370
Museum of Contemporary Art Toronto (MOCA Toronto)	\$324,478
TOTAL	\$682,848

FINANCIAL IMPACT

This report recommends the allocation of program funding for the Grants to Specialized Collections Museums to the three above-mentioned cultural organizations.

Funding of \$682,848 for the GSCM program is included in the 2018 Approved Operating Budget for the Economic Development and Culture Division.

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

DECISION HISTORY

At its meeting of November 7, 8 and 9, 2017 City Council approved the establishment of the Grants to Specialized Collections Museums program.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2017.ED24.7>

At its meeting of February 12, 2018, City Council approved the operating budget for Economic Development and Culture for 2018.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2018.EX31.2>

COMMENTS

Background

The Design Exchange and the Gardiner Museum have long been recipients of municipal funding. The Museum of Contemporary Art Toronto was a program of the City until its independence in 2012. While all three organizations were recipients of annual operating grants, City staff believed the process to fund these organizations should be more rigorous and transparent and therefore instituted a grant program for these mid-sized museums. In 2017, funding criteria were established for a formal grant program and Council authorised the establishment of the program in November of that year.

In anticipation of a more formal grant program, last year the DX, Gardiner Museum, and MOCA Toronto were required to apply for funding and were assessed according to the Major Cultural Organizations (MCOs) producer and curators' stream. The museums were assessed according to program criteria approved by Council during its meeting of November 7, 8 and 9, 2017.

Design Exchange (DX)

DX is Canada's only museum dedicated to preserving design heritage, presenting the best in design excellence throughout the arts, architecture, industrial design, graphics, and fashion. Established in 1994, DX is currently located at the former Toronto Stock Exchange (TSE) in Ward 28. With education and outreach activities, the DX empowers young people to engage in the creative sector and the design industry.

In 2017, DX took on its most ambitious initiative ever, partnering with the United Nations Development Program (UNDP) to host Expo for Design Innovation and Technology (EDIT), an 11-day "festival" featuring 125 local and international speakers, 50 exhibits and 40 workshops. Staged in the massive, decommissioned Unilever soap factory at the base of the Don River, EDIT attracted 35,000 attendees, including 5,500 students and teachers. City Council funded the EDIT festival with a one-time grant of \$350,000 from the Major Special Events Reserve Fund, in addition to operating funding of \$200,000 provided to DX in that year.

DX mounted three free exhibitions in its primary space during 2017: Evolution (winter) invited visitors to explore how biomimicry is affecting Canadian design practices; Northern Touch celebrated Canada's 150th birthday with a spring/summer show drawn from the museum's permanent collection; and Body, Object, Enclosure, an exhibition and two-day symposium presented in fall 2017, focused on the impact of technological tools on interior design, fashion, product design and image arts.

DX Satellite saw the institution partner with the Centre for Social Innovation to celebrate a farewell to nearby Honest Ed's emporium. Similarly, DX partnered with Union Station to deliver a summer of kids' programming called Union Summer.

Looking ahead to 2018 the museum plans to mount three free exhibitions in its primary space exploring the themes, Gender Equality, Good Health and Wellbeing, and Sustainable Cities and Communities. Upcoming DX Satellite initiatives include partnerships with Montreal's Mode & Design for Urbani-T at Nathan Phillips Square in May, and for Indigenous Fashion Week in June.

The 2018 recommended allocation to the DX is \$200,000, which is no change from the amount allocated in 2017.

The Gardiner Museum

The George R. Gardiner Museum, in Ward 28 and established in 1984, celebrates the art of ceramics, presenting human history through clay. In addition to its collections, the Gardiner has a community arts space which hosts a number of activities from clay workshops, life drawing sessions, silkscreen printing, fort building, and artist-in-resident studio.

Prior to 2015, the Gardiner Museum received City funding under the Major Cultural Organizations (MCO) program. While the Gardiner continues to be an important feature of Toronto's cultural fabric, the museum was removed from the MCO program in 2015 when Council approved updated program eligibility criteria as the Gardiner Museum's operating budget did not meet the \$20M threshold for eligibility. In 2017, the Gardiner Museum received \$155,265 from the City to support its operations. The peer advisory panel noted the professionalism and leadership of the Gardiner museum in the sector, and the museum's willingness to collaborate with other organizations.

In 2018, The Gardiner focuses on Japan with a variety of partnerships, including with the Japan Foundation and Japan Canada 90 Years. Yoko Ono: The Riverbed has proved to be something of a blockbuster for the museum spurring attendance and

media attention. In October, the museum launches *Obsession: Sir William Van Horne's Japanese Ceramics* in partnership with the Art Gallery of Ontario, Montreal's Museum of Fine Arts, and the Royal Ontario Museum.

In 2018, the Gardiner continues ongoing partnerships with Scotiabank CONTACT Photography Festival, Victoria College at University of Toronto, Sheridan College's ceramics program, the RBC Emerging Artist Project, Craft Ontario, The 519 and Akin Collective.

The 2018 allocation recommended to the Gardiner museum is \$158,370, a slight increase from the previous year.

MOCA Toronto

MOCA Toronto (formerly known as the Museum of Contemporary Canadian Art [MOCCA]) is due to open its new 55,000 square foot home on Sterling Road in Toronto's Junction Triangle neighbourhood (Ward 18) in 2018. After five years of planning and fundraising, MOCA Toronto Canada is ready to take its place at the forefront of contemporary art in Toronto.

Established in 1999, MOCCA originally began as the Art Gallery of North York before moving to the West Queen West Art + Design District in 2005. Following its move, MOCCA became a program of EDC, until August 27, 2012, when the museum became an independent cultural institution, operating as a non-profit charitable organization.

As of 2018, City funding to MOCA Toronto will be covered by an operating grant under the Grants to Specialized Collections Museums program. In 2017, MOCA Toronto received \$254,793 from the City during its transition stage to the new location for its operations, during which time its programming was significantly reduced.

The new MOCA launches in spring 2018; opening festivities will see the museum open to the public for free, thereafter MOCA Toronto will become a ticketed venue with some free programming.

MOCA will be partnering with Toronto's Akin Collective to provide affordable studio space in the museum's new home to 20+ visual artists and cultural practitioners. Selected artists will be invited to move their studio into the museum for a term of one year and will share their work and practice with the museum's visitors through programs such as open studio events.

The 2018 recommended allocation to MOCA Toronto is \$324,478. This is an increase of \$69,685, although less than MOCA received in 2016. MOCA received less funding in 2017 as they were undertaking the capital project and therefore there were no exhibitions for the public.

Review Process:

Economic Development and Culture staff reviewed applications and requested additional information and/or clarification where necessary. The applications were reviewed by both EDC staff and a group of peer reviewers. This 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 2018 Advisory Panel for the GSCM program was comprised of Gaëtane Verna, Director, The Power Plant Contemporary Art Gallery, Niamh O’Laoghaire, Director, Varley Art Gallery of Markham, and Gail Lord, President, Lord Cultural Resources.

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SIGNATURE

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