



## STAFF REPORT INFORMATION ONLY

### Strategies for Arts and Culture Funding – Additional Information

<b>Date:</b>	August 23, 2010
<b>To:</b>	City Council
<b>From:</b>	City Manager
<b>Wards:</b>	All
<b>Reference Number:</b>	

#### SUMMARY

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At its meeting held on August 16, 2010, the Executive Committee considered the report from the General Manager of Economic Development and Culture entitled "Strategies for Arts and Culture Funding" as EX46.37. The Executive Committee requested the City Manager to submit a report directly to City Council on August 25, 2010 on a methodology and objective outcomes of matching increased funding with the needs in priority neighbourhoods and other such underserved geographical areas in Toronto.

The Community Arts Action Plan, adopted by Council at its meeting held on December 1, 2 and 3, 2008, includes a framework and methodology to address inclusivity and affordable arts programming for the City's priority neighbourhoods and underserved communities. The Plan comprises 14 recommendations to be implemented over the course of five years to strengthen arts in communities across Toronto. Many of the recommendations are intended to support and enhance arts services and programming in priority neighbourhoods and underserved communities. As reported to Economic Development Committee in February 2010, some progress has been made in the implementation of the Plan within existing budgets. Should Council achieve the Culture Plan funding target of \$25 per capita, the Community Arts Action Plan would be fully implemented.

#### Financial Impact

There is no financial impact resulting from the adoption of this report.

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## **DECISION HISTORY**

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## **ISSUE BACKGROUND**

The Community Arts Action Plan, adopted by Council at its meeting held on December 1, 2 and 3, 2008, includes a framework and methodology to address inclusivity and affordable arts programming for the City's priority neighbourhoods and underserved communities. Through the Plan, lead agencies such as the Toronto Arts Council and Local Arts Service Organizations start and/or augment citywide community arts initiatives and networking opportunities to address the gaps in the community arts sector identified by community members and stakeholders.

The development of the Community Arts Action Plan has included the following major milestones. In 2005, Cultural Services held a focus group for community arts stakeholders outside the downtown core to identify services gaps and to develop ideas to build the community arts sector and submitted the results to Council.

<http://www.toronto.ca/legdocs/2006/agendas/committees/edp/edp060116/it003.pdf>

In 2006, Cultural Services proposed to the Economic Development and Parks Committee that a thorough survey of community arts stakeholders be undertaken including community members from the 13 priority neighbourhoods, underserved neighbourhoods and groups, Toronto Arts Council, and youth and youth-led organizations to determine implementation of goals and objectives previously identified and to develop recommendations for strengthening community arts across all areas of the city.

In 2007, citywide community arts stakeholder consultations were conducted as a framework to gather ideas from community arts groups, artists and the broader community. Community findings were reported to the Economic Development Committee and Council in October, 2007.

<http://www.toronto.ca/legdocs/mmis/2007/ed/bgrd/backgroundfile-8014.pdf>

In 2008, Cultural Services staff in consultation with an Advisory Body developed the Toronto Community Arts Action Plan that was adopted by City Council Meeting at its meeting held on December 1, 2, and 3.

<http://www.toronto.ca/legdocs/mmis/2008/ed/bgrd/backgroundfile-17314.pdf>

In 2010, the "Community Arts Action Plan for Toronto Progress Report" was presented to the Economic Development Committee for information including the implementation steps that had been taken since the adoption of the Plan in 2008.

## COMMENTS

The Community Arts Action Plan for Toronto comprises 14 recommendations to be implemented over the course of five years to strengthen arts in communities across Toronto. The 14 Recommendations from the Action Plan are grouped under four action categories: Enhancing Funding for Community Arts, Creating more accessible space for Community Arts across the city, Raising the Profile of the Community Arts Sector, and Sharing Resources. Overall, these Recommendations address the general needs of the community arts sector, the needs of the priority neighbourhoods and underserved populations and the specific needs of the Local Arts Service Organizations (LASOs), anchor community arts organizations in Toronto.

Seven of the recommendations are designed to address needs in the priority neighbourhoods and underserved populations.

### Enhancing Funding for Community Arts:

Cultural Services will work with the City's Community Partnership Investment Program to review funding models that will assist with equitable access to all City funding for underserved communities, including the City's 13 priority neighbourhoods, seniors and youth.

### Creating more accessible space for Community Arts across the city:

Parks, Forestry and Recreation and Cultural Services will review the existing permit process to explore means to streamline the process and make it more user-friendly to youth-led arts organizations and community arts organizations that will deliver programs for residents in priority neighbourhoods and newcomers.

The City will consider use of unconventional physical space for use by arts organizations and artists (i.e. benches, walls, portable-equipment arts lab) as well as other use of unconventional arts spaces (i.e. TTC, schools, vacant buildings, etc)

### Raising the Profile of the Community Arts Sector:

The community arts sector will consider mechanisms for effective resource-sharing (i.e. buying consortiums; collective media sponsorships; development a collective advertising program for on-going updates of events and programs, etc)

## Sharing Resources:

Cultural Services will support and collaborate with the Toronto Arts Council, the Toronto Arts Council Foundation and community partners to develop and implement strategies (i.e. neighbourhood arts hubs) that build the infrastructure of Toronto's community arts sector and facilitate effective communication and resource sharing, particularly in underserved areas across the city

Cultural Services will work with youth-led and emerging community arts organizations and artists to ensure they are aware of resources and artists to ensure they are aware of resources available for developing entrepreneurial skills and other business related training.

## Progress to Date:

As reported to Economic Development Committee in February 2010, there have been some key accomplishments in 2009 that addressed needs in priority neighbourhoods and underserved populations. For example, Cultural Services in collaboration with community partners delivered 18 new and/sustained programs to address gaps identified in the Toronto Community Arts Action: space, funding, raising the profile of the sector and resource-sharing among the community arts sector. Sixteen of these programs directly address the needs of the priority neighbourhoods and underserved communities.

The Toronto Arts Foundation, in partnership Toronto Arts Council and ArtStarts, and in cooperation with Arts Etobicoke, Lakeshore Arts, Scarborough Arts Council, UrbanArts Community Arts Council has brought into fruition the Neighbourhood Arts Network. This network aims at fostering greater understanding of the impact of the arts on the lives of Toronto residents, raising the profile of community arts and linking with other networks and advocacy groups to achieve a broad inclusion strategy. The official launch of the Neighbourhood Arts Network was in January 2010. Toronto Arts Council contributed \$25,000 to the research phase of the Neighbourhoods Arts Network. Over \$300,000 in provincial and private sector funding has been raised for the Neighbourhood Arts Network to date.

Cultural Services also collaborated with citywide community arts groups to raise the profile of youth and their employability in the cultural sector and creative industries. For example, the *Small Business Arts Forum*, partnership between Cultural Services, Enterprise Toronto and Cultural Careers Council of Ontario, provided one full-day training on how to create and build a business in the arts and cultural industries.

In addition, UrbanArts' new *Micro Loan Program* facilitates access and creates improved expertise among youth in Toronto. In 2009, 16 youth were hired from priority neighbourhoods in arts projects, 4 youth artists were hired, 52 youth facilitators/mentors were engaged in diverse projects from various art fields and artforms.

Should Council achieve the Culture Plan funding target of \$25 per capita, the City would be able to move more aggressively to address needs in the priority neighbourhoods and underserved populations through the implementation of the Community Arts Action Plan.

## **CONTACT**

Rita Davies  
Executive Director, Cultural Services  
Tel: (416) 397-5323 Fax: (416) 392-5600  
Email: [rdavies@toronto.ca](mailto:rdavies@toronto.ca)

## **SIGNATURE**

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Joseph P. Pennachetti  
City Manager