



## STAFF REPORT ACTION REQUIRED

### 2014 Major Cultural Organizations Allocations

<b>Date:</b>	May 21, 2014
<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 eleven not-for-profit organizations that have applied for municipal support through the Major Cultural Organizations Program operated by Cultural Services, Economic Development and Culture. Major Cultural Organizations deliver unique artistic programming that strengthens the richness and diversity of Toronto's cultural sector. They contribute to Toronto's reputation as a leading cultural capital, drive cultural tourism, demonstrate leadership in community education and outreach, create volunteer opportunities, and they support other community arts and cultural organizations. These organizations have significant cultural, social, and economic impact; help Toronto's culture sector create jobs and wealth; attract visitors; and make Toronto an internationally recognized cultural destination.

The report recommends 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; Pride Toronto, 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 \$7,394,960.00. The total program fund for these allocations is based on the 2014 City Operating Budget approved on January 29, 2014.

## 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 \$7,394,960.00 to the following organizations:

Organization	Amount
Art Gallery of Ontario	\$626,750
Canada's National Ballet School	\$161,000
Canadian Opera Company	\$1,522,800
Festival Management Committee (Scotiabank Caribbean Carnival Toronto)	\$560,000
George R. Gardiner Museum of Ceramic Art	\$152,220
National Ballet of Canada	\$1,250,000
Pride Toronto	\$160,500
Toronto Artscape Inc.	\$346,690
Toronto Festival of Arts, Culture and Creativity (Luminato)	\$345,000
Toronto International Film Festival Group	\$1,050,000
Toronto Symphony Orchestra	\$1,220,000
TOTAL	\$7,394,960

2. The balance of the 2014 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 2015.

### Financial Impact

This report recommends that the 2014 approved Operating Budget of \$7,394,960.00 for the Major Cultural Organizations program within the Economic Development and Culture Division be allocated to the eleven above-mentioned major cultural organizations. There is no financial impact beyond the approved budget.

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>

At its meeting of January 29, 2014, City Council approved the operating budget for Economic Development and Culture for 2014.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2014.EX37.1>

## ISSUE BACKGROUND

In 1957, the regional government, the Municipality of Metropolitan Toronto (Metro), gave out its first cultural grants to 10 organizations. Among them were some 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, prior to amalgamation in 1998, which made up Metro Toronto. 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.

Between 2000 and 2014, the Festival Management Committee (formerly Caribana); Pride Toronto; the Gardiner Museum, the Toronto International Film Festival, Luminato, and Toronto Artscape Incorporated were added to the list of recipients. Council approved the addition of each recipient and used the following criteria to determine which cultural organizations could be considered for program funding: a) eligible organizations are recognized as essential cultural ambassadors for the City and their programs have a significant impact on the regional economy by playing a major role in tourism attraction through the development of Toronto as a world wide cultural destination; b) they must be Toronto-based with operating budgets in excess of \$2,500,000 annually and/or audiences of 250,000; c) they are a non-profit organization with a unique cultural mandate and have demonstrated: a consistent level of professional standards; artistic excellence; international achievement; a sound financial management system; a diverse funding base; board accountability; and are not fully self-supporting through private donations and self-generating income.

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*.

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. The plan ensures the city has affordable, sustainable and diverse cultural spaces and supports all citizens to have access to and the opportunity for cultural participation." As large public institutions and major public festivals, funding to the major cultural organizations meets this policy objective.

## **COMMENTS**

### **Review Process:**

Economic Development and Culture staff reviewed the applications received at the March 3, 2014 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 and revised in April 2013.

Advisors were selected to represent a broad base of experience and expertise and a general knowledge of the cultural sector. The 2014 Advisory Panel for the Major Cultural Organizations was comprised of David Abel, Executive Director, Art of Time Ensemble; John Ryerson, the former Director of Culture for the City of Markham and former Director of the Varley Museum; Karen Thorne-Stone, President and CEO of the Ontario Media Development Corporation; and Nancy Webster, General Manager of Young People's Theatre.

In 2014 there was an additional allocation of \$0.500 million to Major Cultural Organizations program. While some of this funding went to cover cost of living increases, it also provided an opportunity to redress historical inequities and reward excellence without penalizing organizations. Specifically, Artscape, Luminato, and the Toronto International Film Festival and Pride Toronto are more recent additions to the program. The Advisory Panel was asked to rank each of the organizations based on the quality of their programming, community service, the impact of organization, financial management and governance. The rankings and advice of the advisory panel were taken into consideration in determining the recommended allocations.

## 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 2013, the AGO achieved major success with its exhibitions of *David Bowie* and *Ai Weiwei: According to What?* In 2014, AGO will present *Francis Bacon and Henry Moore: Terror and Beauty*, an exhibition of over 60 works by the seminal 20<sup>th</sup> Century British artists, a major exhibition of the Canadian icon Alex Colville, and a rare opportunity to see drawings by Michelangelo. There will also be exhibitions of photography, Anishnaabe works, and more contemporary artists including Toronto artist Suzy Lake.

An operating allocation of \$626,750 will be issued to the AGO, which represents 1% of its 2014 operating budget.

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.

An operating allocation of \$161,000 will be issued to the NBS, which represents 1% of its 2014 operating budget.

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 2014/2015 activities and programs which includes six productions. The COC was ranked highly by the panel for additional investment to support its operations.

An operating allocation of \$1,522,800 will be issued to the COC, which represents 5% of its 2014-15 operating budget.

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 organization has requested funding for its 2014 festival.

An operating allocation of \$560,000 will be issued to the FMC which represents 25% of its 2014 operating budget.

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

This year marks the 30<sup>th</sup> Anniversary of the George Gardiner Museum of Ceramic Arts, 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. In 2013, Kelvin Browne was appointed Executive Director. The 2014 season will feature major exhibitions such as *Camp Fires: The Queer Baroque of Léopold L. Foulem, Paul Mathieu and Richard Milette* (May 29 to September 1, 2014).

An operating allocation of \$152,220 will be issued to the Gardiner Museum, which represents 4% of its 2014-15 operating budget.

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. Following an extensive search, Barry Hughson, formerly of the Boston Ballet Company, was named Executive Director and took up his post this season. The 2014/2015 season will present Sir Kenneth Macmillan's *Manon* (November 8 to 16) and John Neumeier's extraordinary signature work *Nijinski* (November 22 to 30, 2014).

An operating allocation of \$1,250,000 will be issued to the NBC, which represents 4% of its 2014-15 operating budget.

7. Pride Toronto:

Pride Toronto was incorporated in 1995 but has been in existence as the organizer of Pride Week in Toronto since 1971. The festival is the pre-eminent venue for the cultural and artistic expression of Toronto's lesbian, gay, bisexual, transgender, transsexual, intersex, queer, questioning and two-spirited

community. Cultural programming includes comedy, theatre, cabaret, literary readings, visual art, etc. The organization requested funding for its 2014 activities.

Pride Toronto will bring the world to Toronto as host of WorldPride 2014. It will be the first time WorldPride is held in North America and will feature an opening ceremony, an international human rights conference, an exhibition commemorating the 45<sup>th</sup> anniversary of the Stonewall Riots. This grant is specifically to support the nine-day arts and cultural festival. Pride Toronto has worked extensively with community partners and complementary programming will be provided by the Art Gallery of Ontario, the Toronto International Film Festival, Ryerson University and the University of Toronto.

An operating allocation of \$160,500 will be issued to Pride Toronto which represents 5 % of its 2014 operating budget.

8. 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 October 2013, Artscape celebrated the opening of Artscape Youngplace, a major renovation to a historic school into a cultural hub, and in March 2014, Executive Director Tim Jones, was named Social Entrepreneur of the year by the Schwab Foundation.

An operating allocation of \$346,690 will be issued to Artscape, which represents 5% of its 2014 operating budget.

9. 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 2014, Luminato will present the Canadian premier of *Kontakthof* by the late Pina Bausch and the North American premiere of *Stones In Her Mouth* choreographed by New Zealand's Lemi Ponifasio.

An operating allocation of \$346,690 will be issued to the Toronto Festival of Arts, Culture and Creativity, which represents 3% of its 2014 operating budget.

10. 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. In 2014, Noah Cowan, artistic director of the TIFF Bell Lightbox, left the organization to become the Executive Director of the San Francisco Film Society. 2014 marked the organization's fifth 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.

An operating allocation of \$1,050,000 will be issued to the Toronto International Film Festival Group, which represents 2% of its 2014 operating budget.

11. The Toronto Symphony Orchestra:

The Toronto Symphony Orchestra (TSO), formed in 1921, celebrated its 92<sup>st</sup> season in 2013/2014. 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. In 2013, Andrew Shaw, TSO's President and CEO for the past 12 years, retired from the organization and Jeff Melanson has been named his replacement. Mr. Melanson will take up his duties in November 2014. Also in the fall of 2014, the TSO will be touring European music festivals.

Despite solid programming, the TSO posted a consecutive operating loss for the 2012-2013 season. The panel expressed concerns regarding the organization's accumulated deficit. The TSO has some security in the assets of their Foundation. The City of Toronto is also a guarantor of up to \$3 Million to the TSO's operating line of credit until October 2015.

An operating allocation of \$1,220,000 will be issued to the Toronto Symphony Orchestra, which represents 5% of its 2014-15 operating budget.



## Summary of Recommendations

Organization	2014 Request	2014 Recommendation	City Funding as a % of the organization's 2014 operating budget
Art Gallery of Ontario	\$ 633,000	\$ 626,750	1%
Canada's National Ballet School	\$ 165,000	\$ 161,000	1%
Canadian Opera Company	\$ 1,623,000	\$ 1,522,800	5%
Festival Management Committee (Scotiabank Caribbean Carnival Toronto)	\$ 575,000	\$ 560,000	25%
George R. Gardiner Museum of Ceramic Art	\$ 156,220	\$ 152,220	4%
National Ballet of Canada	\$ 1,250,000	\$ 1,250,000	4%
Pride Toronto	\$ 160,644	\$ 160,500	5%
Toronto Artscape Inc.	\$ 365,000	\$ 346,690	5%
Toronto Festival of Arts, Culture and Creativity (Luminato)	\$ 400,000	\$ 345,000	3%
Toronto International Film Festival Group	\$ 1,200,000	\$ 1,050,000	2%
Toronto Symphony Orchestra	\$ 1,235,000	\$ 1,220,000	5%
<b>TOTAL</b>	<b>\$ 7,762,864</b>	<b>\$ 7,394,960</b>	

## **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. 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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