



STAFF REPORT ACTION REQUIRED

Transfer of funds from Construction Hoarding Sign Fee Reserve Fund (XR1219) and allocation to the Toronto Arts Council for "Arts in the Parks"

Date:	August 26, 2016
To:	Budget Committee and Executive Committee
From:	General Manager, Economic Development and Culture
Wards:	All
Reference Number:	AFS 23499

SUMMARY

The purpose of this report is to seek City Council approval to transfer funds in the amount of \$0.200M from the Construction Hoarding Sign Fee Reserve Fund (XR1219) to the 2016 Economic Development and Culture operating budget in order to allocate it to the Toronto Arts Council (TAC) for the costs of administering the Arts in the Parks program.

The allocation of funding will be directed in the amount of \$0.100 million towards the 2016 TAC operating program to pay for park permit fees; and \$0.100 million towards the TAC grants program to support artists selected to perform in Toronto's City parks.

RECOMMENDATIONS

The General Manager of Economic Development and Culture recommends that:

1. City Council approve an one-time increase to the 2016 Approved Operating Budget of the Economic Development and Culture Division in the amount of \$0.200 million gross, and \$0 net, fully funded by a transfer from the Construction Hoarding Sign Fee Reserve Fund (XR1219); and be allocated as follows:
 - a. \$0.100 million to 2016 Toronto Arts Council operating program; and
 - b. \$0.100 million to 2016 Toronto Arts Council grant program;

2. City Council direct the General Manager of Economic Development and Culture to report back to Council in 2017 on the community impact of the Arts in the Parks program delivered by the Toronto Arts Council and its partners.

Financial Impact

If approved, funds in the amount of \$0.200 million from the Construction Hoarding Sign Fee Reserve Fund (XR1219) will be transferred to the 2016 Economic Development and Culture operating budget, for a net \$0 impact. Of that amount, \$0.100 million will be allocated to the 2016 TAC Operating program; and the other \$0.100 million will be allocated to the TAC grant program.

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

DECISION HISTORY

At its meeting on March 31 and April 1, 2016 City Council adopted MM 17.16, which authorized the General Manager, Parks, Forestry and Recreation to enter into a license agreement with the Toronto Arts Council for the use of parks by various artists to be selected by Toronto Arts Council for the Arts in the Parks pilot program from May 1, 2016 until September 30, 2016. <http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2016.MM17.16>

At its meeting of August 25, 26, 27 and 28, 2014, City Council adopted EX44.24, which established the Construction Hoarding Sign Fee Reserve Fund's administration policy and stated that General Manager of the Economic Development and Culture shall have primary responsibility for the Reserve Fund (Appendix 2). <http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2014.EX44.24>

At its meeting on July 8, 9, 10 and 11, 2014, City Council adopted PG34.6, which approved the collection of Construction Hoarding Sign Fees commencing January 1, 2015. The report further directed that the revenues from the monthly fee to be directed to a reserve fund, that will be drawn upon by Arts and Culture Services, Economic Development and Culture Division in the year following collection of the fees, to be directed to a program developed by General Manager, Economic Development and Culture, in consultation with the Toronto Arts Council. <http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2014.PG34.6>

At its meeting of May 17, 18, and 19, 2011, City Council adopted ED3.3 which endorsed the key recommendations of the Creative Capital Gains report. The second key recommendation was that the City ensure access and opportunity for cultural participation to all citizens regardless of age, ethnicity, ability, sexual orientation, geography, or socioeconomic status. <http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2011.ED3.3>

ISSUE BACKGROUND

In 2014, the Construction Hoarding Sign Fee was established by City Council with the purpose of making the arts more accessible in public places, particularly in areas underserved by the arts community. The collection of the fees began January 1, 2015.

Over 18 months of planning went into designing a program, Arts in the Parks. Launched in the spring of 2016, the pilot program is a collaborative initiative of the Toronto Arts Foundation (TAF) and TAC, in partnerships with the City of Toronto and Park People. The TAF is covering all the costs of marketing and promoting the events. The TAC covers the costs of the grants program from its grants budget and additional permit fees and implementation costs from its operations budget. In 2016, total Arts in the Parks program costs are estimated at \$850,000 including:

- Animating Toronto Parks grants program: \$343,729 (TAC grants)
- Additional permit costs for downtown parks: \$106,379 (TAC operations)
- .5 FTE to run grants program (TAC operations)
- Marketing & promotion campaign, including volunteer program: \$400,000 (Toronto Arts Foundation sponsorship revenues)

The 2016 program funded 26 professional artists, organizations and collectives through the grants program supporting events in parks outside the downtown core. An additional 59 professional artists, organizations and collectives received permit support for work happening in parks located throughout the city.

The transfer of \$0.100 million from the Construction Hoarding Sign Fee Reserve fund to EDC, and then allocated to TAC's operating budget will pay for Parks, Forestry and Recreation permit fees that were required to implement the pilot project and the 0.5 FTE staff time required to administer the project. The further allocation of \$0.100 million will go to the TAC grants program to pay artists.

COMMENTS

Following the establishment of the Construction Hoarding Sign Fee by City Council, TAC was brought on board as the City's partner to establish a program that could bring animation and cultural activation to Toronto's public realm. Toronto, known by the world as a "City within a Park" has more than 1,500 parks with numerous open spaces and 600 km of trails. The parks system covers 8,000 hectares, or roughly 13% of the city's land area. It was recognized that the arts could transform these public spaces into a meeting places for communities, improve neighbourhood engagement in parks and allow for Toronto's diverse artists to perform in places they have not been seen.

The program offers free outdoor programming that brings arts events to parks across Toronto, with underserved areas being a priority. It targets neighbourhoods with few arts programs, which are mostly in the suburban areas of the city. Arts in the Parks encourages community building,

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the enjoyment of local parks, and arts experiences for all ages. The 2016 program provided funding to professional artists, organizations and collectives to support free arts programming in 23 parks in 22 wards, located outside the downtown core. Events included performances, dance, music, theatre, film, community-engaged work, and temporary installations by arts groups.

The program meets the criteria established for the use of the reserve fund and contributes significantly to ensuring "access and opportunity for cultural participation to all citizens regardless of age, ethnicity, ability, sexual orientation, geography, or socioeconomic status." That policy objective, recommended in Creative Capital Gains, continues to drive new program initiatives supported by the Economic Development and Culture Division.

EDC will receive a report on the results of the pilot project next year, and will be able to report to Council on its community impact in 2017.

CONTACT

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SIGNATURE

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