



REPORT FOR ACTION

Major Cultural Organizations - 2019 Grant Allocations

Date: May 7, 2019

To: Economic and Community Development Committee

From: General Manager, Economic Development and Culture

Wards: All

SUMMARY

This report recommends allocations to eleven not-for-profit organizations that have applied for funding through the Major Cultural Organizations (MCO) program administered by the Economic Development and Culture Division (EDC) for 2019. Recipient organizations deliver unique cultural programming that strengthens Toronto's economy, liveability, and international profile. These organizations have significant social and economic impact: they attract visitors, lead community initiatives and are critical elements of Toronto's position as an international cultural tourism destination.

The total program funding available for these allocations is \$9,230,235 as approved by City Council as part of the 2019 Operating Budget, which is unchanged from 2018. Recommended allocations have also been maintained at 2018 funding levels based on a review by City staff and the expert advice of an external peer advisory panel.

RECOMMENDATIONS

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

1. City Council approve grant allocations totalling \$9,230,235 through the Major Cultural Organizations program to the following organizations:

Organization	Amount
Art Gallery of Ontario	\$ 684,000
Canada's National Ballet School	\$ 225,000
Canadian Opera Company	\$ 1,500,000

Organization	Amount
Festival Management Committee (Toronto Caribbean Carnival)	\$ 625,000
Harbourfront Centre	\$ 1,315,500
National Ballet of Canada	\$ 1,390,000
Pride Toronto	\$ 260,000
Toronto Artscape Inc.	\$ 415,000
Toronto Festival of Arts, Culture and Creativity (Luminato)	\$ 400,000
Toronto International Film Festival Inc.	\$ 1,195,735
Toronto Symphony Orchestra	\$ 1,220,000
TOTAL	\$ 9,230,235

FINANCIAL IMPACT

Funding of \$9,230,235 for the Major Cultural Organizations program is included in the 2019 Approved Operating Budget for the Economic Development and Culture Division.

The Chief Financial Officer and Treasurer 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>

The Toronto Grants Policy was adopted by City Council in 1998. Amendments to the policy were made in 2008 and in 2013, when the policy was renamed the City of Toronto Community Grants Policy.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2008.CD16.6>

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2013.EX32.1>

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 and ensure continued relevance of the program. <http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2015.ED7.2>

In May 2017, City Council directed that details of in-kind or billed services by City Divisions and Agencies be included in future reports to Council concerning the approval of grants to Major Cultural Organizations. <http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2017.ED21.5>

COMMENTS

The Major Cultural Organizations program supports organizations that deliver unique artistic programming that strengthens the richness and diversity of Toronto's cultural sector. The Majors demonstrate leadership in encouraging community participation through education and outreach, volunteer opportunities, audience development, and support to other community arts and cultural organizations. Operating funding is provided to not-for-profit cultural organizations that have demonstrated a consistent level of professional standards, artistic excellence, international achievement, a sound financial management system, a diverse funding base and board accountability. All recipients are required to comply with the City of Toronto's Community Grants Policy.

Economic Development and Culture staff reviewed the applications received by the March 4, 2019 deadline for completeness, and requested additional information where clarifications were required. In keeping with best practices for arts funding, an external peer advisory panel was asked to assess each of the applications based on set criteria related to cultural merit, community impact, and financial management and governance. The peer advisory panel was also asked to prioritize the organizations for funding and to identify long-term issues and trends. These rankings and the advice of the peer 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 2019 external advisory panel for the MCO program was comprised of: Michael Mori (General Manager, Tapestry Opera), Kerry Swanson (Associate Director at Indigenous Screen Office), Andria Wilson (Executive Director, Inside Out), and Joyce Zemans (Co-Director, MBA Program in Arts, Media and Entertainment, Schulich School of Business, York University).

Based on the advice of the peer advisory panel, the recommended grant allocations have been maintained at the same level as 2018. No new funds have been allocated to program budget in 2019 and the panel did not recommend any re-allocations.

Since January 2019, monthly instalments have been paid to each recipient based on the 2018 approved funding. Upon approval of this report, the remaining balances at that time will be paid to each recipient as lump sums. In order to meet operational demands

of the cultural organizations included in this funding program, pro rata monthly instalments will continue to be processed beginning in January 2020.

In-Kind Services to Major Cultural Organizations

The City of Toronto also provides in-kind support for festivals and events produced by the Major Cultural Organizations in recognition of their substantial economic, tourism and cultural impact. This in-kind support includes the waiving of fees for event permits and other municipal services required to produce a safe and successful event. The level and nature of in-kind support varies depending on the size and requirements of each event.

Services received in-kind by the Major Cultural Organizations in 2018 are detailed in the table below. In-kind services were only received by MCOs that produce festivals and events. Other organizations with different programming did not report receiving any services in-kind from the City of Toronto.

Organization	In-Kind services provided by City of Toronto
Festival Management Committee (Toronto Caribbean Carnival)	Festival Management Committee reports the following services were received in-kind in 2018: garbage and waste management, City staff assistance with road closures and creating an emergency plan, waived fees for venue space, and assistance in planning and reducing fees for transportation, including the TTC.
Pride Toronto	Pride Toronto reports the following services were received in-kind in 2018: parade route barricades, solid waste management services, policing, Emergency Medical Services and Fire Services.
Toronto Festival of Arts, Culture and Creativity (Luminato)	Luminato reports that City of Toronto staff provide assistance with permits for event and street closures, on site coordination and planning assistance for outdoor activities, and Luminato pays all applicable fees. Similar to other community groups, Luminato does not pay for the use of public parks such as David Pecaut Square. Luminato pays for all costs associated with security, electrical, grounds keeping and custodial.

Organization	In-Kind services provided by City of Toronto
Toronto International Film Festival Inc.	TIFF reports receiving in-kind services for street and vehicle permitting during the Toronto International Film Festival and for Festival Street; waived charges for parking meters in permit areas; provision of additional garbage cans and service during festival; and use of David Pecaut Square for Festival and red carpet.

Equity and Inclusion

One of EDC's key objectives over the next five years is to make all of the Division's activities more inclusive and equitable. EDC completed an equity audit in December 2018, providing an inventory of all of the available data concerning location and users for all of the Division's facilities, programs, and services. The Division is also currently competing an equity plan based on the findings of the audit and with advice from an advisory panel of cultural and community leaders. It will be completed in spring 2019, and provide strategic actions for more equitable data collection, advisory boards, workforce diversity, programming, communication and outreach strategies. Its findings will be used to inform future amendments to grant program criteria and program design.

CONTACT

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SIGNATURE

Mike Williams
 General Manager, Economic Development and Culture

ATTACHMENTS

Attachment No. 1: Summary of 2019 MCO Recipient Organizations