

REPORT TO COUNCIL



Date: February 1, 2012
File: 0710-01
To: City Manager
From: S. Kochan, Cultural Services Manager
Subject: 2012 Arts, Cultural & Heritage Operating & Project Grants

Recommendation:

THAT Council receives, for information, the list of 2012 recipients for Arts, Culture & Heritage Operating Grants and Arts, Culture & Heritage Project Grants as outlined in the report dated February 1, 2012, from the Cultural Services Manager.

Purpose:

The report provides City Council with an update regarding recipients of 2012 Arts, Culture & Heritage Operating and Project Grants, background information about the grant programs and review process, and highlights from final reports provided by 2011 grant recipients.

Background:

The Recreation & Cultural Services Department manages a number of grant programs providing funding to community organizations.

The Cultural Services Branch provides funding to Arts, Culture and Heritage organizations through three separate annual grant programs: Operating Grants, Project Grants and Professional Arts Grants.

The two programs encompassed in this report are:

Operating Grants:

- The purpose of operating grants is to support the day-to-day operations of local non-profit arts, culture and heritage organizations. Eligible organizations have a mandate focused on arts, culture and heritage programs and services for the public and must demonstrate accountability, financial need and an inclusive, diverse and welcoming approach in their operations.
- The 2012 guidelines and application form are posted at kelowna.ca/culture. The application deadline was December 9, 2011.
- The funding available for these grants in 2012 is \$110,000 through the Cultural Services budget.

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Project Grants:

- The purpose of project grants is to support eligible expenses for festivals, events and projects which have an arts, culture and heritage focus. Any non-profit organization may apply for a grant - applicants do not need to have an arts, culture or heritage mandate. Projects may be new or existing, should be unique and viable, and must demonstrate community support through matching funding. A maximum of \$10,000 in matching funding is available for up to three consecutive years.
- The 2012 guidelines and application form are posted at kelowna.ca/culture. The application deadline was December 9, 2011.
- The funding available for these grants in 2012 is \$70,000 through the Cultural Services budget.

Cultural Services, working with the Central Okanagan Foundation, has established an arms-length independent review process to determine grant awards each year. More information about this process is provided in Schedules C and D of this report. Following a workshop with Council on September 19, 2011 about the process, Council directed as follows:

R918/11/09/19 THAT Council directs staff to report to Council, on an annual basis, with a recap of the previous year's successful grant applications and an introduction of the current year's grant application process.

As fulfillment of this directive, this report shares highlights about the benefit and impact of grants provided to community organizations in 2011, and provides background information about the recipients of the 2012 grants.

Supporting attachments include:

- Schedule A - 2012 Operating Grant Recipients
- Schedule B - 2012 Project Grant Recipients
- Schedule C - Role of City staff in program promotion and working with applicants
- Schedule D - Role of the Central Okanagan Foundation
- Schedule E - Highlights from 2011 Final Reports
- Schedule F - 2010-2012 Summary of Grant Activity

A summary of the grant process for 2012 is provided below.

PHASE ONE Oct-Dec 2011 Application Preparation & Intake	PHASE TWO Nov 2011-Jan 2012 Review Committees & Review Process	PHASE THREE Jan-Feb 2012 Grant Awards & Distribution
Publication of guidelines and application forms (Oct)	COF convenes and trains two committees, one per program (Oct-Nov)	Staff contacts all applicants to advise on results and provide feedback from Committee review (late Jan/early Feb)
Two public information workshops (Oct)	Committees receive and complete independent review of all applications (Dec-Jan)	Staff report to Council re: grant awards (early Feb)
Staff support for applicants preparing applications (Oct-Dec)	Each committee meets in roundtable to decide on grant awards (Jan)*	Follow up correspondence from staff to all applicants (Feb)
Application deadline Dec. 9	COF prepares committee minutes and provides to staff (Jan)	All grant awards paid to recipients prior to end of February
Staff screening of applications Dec. 12-16	(*note: staff are present as observers and to provide information support but do not vote)	
Applications to Central Okanagan Foundation (COF) by Dec. 22		

Schedule E provides highlights from the Final Reports received from 2011 grant recipients. Based on the information provided by grant recipients, it is clear that:

- a) Even a small amount of municipal support can go a long way, both in terms of stimulating new programs and activities, but also in leveraging more support from sponsors, senior governments and other funding agencies. The return on investment is positive;
- b) Obtaining public sector funding is challenging and competitive. Those organizations which are successful in obtaining it have demonstrated their ability to deliver programs and services to the community in an accountable way. This is an indication of increasing maturity and capacity in the sector which bodes well for the future;
- c) As revealed in the City of Kelowna's new Cultural Plan, government's role is to support, rather than create culture. Grant funding is one of several important support mechanisms which enable the community to act on its cultural aspirations;
- d) Also as discussed in the Cultural Plan, community cultural development at the grass roots level is closely linked to broader objectives, including community identity and pride, connectedness, personal wellness and overall quality of life. The City of Kelowna has a proud record of nurturing arts, culture and heritage, and the rewards will continue to enhance Kelowna's attractiveness as a place to live, work and play.

Internal Circulation: General Manager, Community Services; Director, Recreation & Cultural Services

Existing Policy:

Council Cultural Policy 274 provides in part:

- o 'The City of Kelowna Cultural Services Branch funds annual operating grants for local Arts, Culture and Heritage organizations. These grants are evaluated and recommended for approval by Council in an arms' length process administered by an external organization.'
- and
- o 'The City of Kelowna Cultural Services Branch funds annual project grants for community festivals, and other events and projects that have a focus on arts, culture and heritage. These grants are evaluated and recommended for approval by Council in an arms' length process administered by an external organization.'

Considerations not applicable to this report:

Legal/Statutory Authority
Legal/Statutory Procedural Requirements
Financial/Budgetary Considerations
Personnel Implications
External Agency/Public Comments
Communications Comments
Alternate Recommendation

Submitted by:



S. Kochan, Cultural Services Manager



Approved for inclusion: J. Gabriel, Director, Recreation & Cultural Services

Attachments:

- Schedule A - 2012 Operating Grant Recipients
- Schedule B - 2012 Project Grant Recipients
- Schedule C - Role of City staff in program promotion and working with applicants
- Schedule D - Role of the Central Okanagan Foundation
- Schedule E - Highlights from 2011 Final Reports
- Schedule F - 2010-2012 Summary of Grant Activity

cc: General Manager, Community Services
Director, Recreation & Cultural Services
Grants Manager, Central Okanagan Foundation

Schedule A - 2012 Operating Grant Recipients
Report from Cultural Services Manager, February 1, 2012

	ORGANIZATION	OPERATING GRANT 2012	DESCRIPTION
1	BC Old Time Fiddlers Association Branch 7	\$3,000	The organization performs more than 200 times/yr at events, schools, and care homes. A program encourages young fiddlers aged 6+. They host an annual fiddle contest.
2	Bumbershoot Childrens' Theatre	\$10,000	Introduces youth and children to theatre with their very first performance opportunities. Provides community classes and workshops, assistance to schools and educational theatre for youth grades K-8.
3	Central Okanagan Heritage Society	\$12,000	Owns, operates and cares for a number of prominent heritage buildings in the community and delivers heritage based event, programs and services throughout the year.
4	Centre Culturel Francophone de L'Okanagan*	\$6,000	Owns and operates the French Cultural Centre and provides programs which share and celebrate French culture in Canada including summer camps, French language classes and events, art exhibits and more.
5	Chamber Music Kelowna	\$9,000	Programs an annual performance series which brings acclaimed classical performers to Kelowna stages. Outreach to youth through classes, workshops and special performances in schools.
6	Cool Arts Society	\$6,000	Provides art experiences for developmentally disabled adults and teens through regular workshops and programs. Partners extensively with other organizations.
7	Dolyna Ukrainian Cultural Society	\$1,000	Provides programs which celebrate Ukrainian culture in Canada, including dance, language, food, traditions and special events. Building a cultural dance group through professional instruction.
8	Kelowna City Concert Band	\$6,000	50 musicians of all ages, both amateur and professional, perform at a variety of annual local events such as Canada Day and for official events such as City Council inauguration ceremonies.
9	Kelowna Community Music School	\$6,000	Over 600 students benefit from private lessons and group classes offering a high level of music instruction and a strong sense of community through musical collaboration and performance.
10	Kiwanis Music Festival Society	\$7,500	A month long event, open to participants of all ages in piano, strings, woodwinds, brass, vocal, speech arts, choral and bands. There were nearly 3,000 participants in 2011.

11	Okanagan Chinese Canadian Association*	\$5,000	The organization builds public appreciation of Chinese culture through seminars and events, provides services to new arrivals, and delivers educational programs for youth about Chinese traditions and heritage.
12	Okanagan Choral Society	\$800	Presents professional caliber choral music by national and international choirs and also provides an annual workshop for local singers with professional clinicians. Three to six events are provided each year.
13	Okanagan Festival Singers	\$5,000	Produces and performs large orchestral-choral works such as Handel's Messiah. Young singers and other choirs and ensembles from the community are often part of the larger group for performances.
14	Okanagan Historical Society	\$10,000	Operates and maintains the Father Pandosy Mission site and delivers programs and services which share the story of the historic site with residents and visitors.
15	Ponderosa Spinners & Weavers	\$1,000	Fosters fibre arts through public demonstrations, classes, lessons and a hands-on educational program as part of the SD 23 Grade 3 curriculum. Public classes and drop ins are available.
16	Society of Friends of the Early Music Studio*	\$2,000	Produces public performances and recordings of early classical music by professional musicians on rare period or reproduction instruments.
17	Theatre Kelowna Society	\$10,000	An award-winning volunteer theatre company with over 60 years of theatrical production in Kelowna. Productions have a wide audience, and participation from all ages is welcome through open community auditions.
18	Viva Music Society	\$9,700	Specializes in musical theatre and will produce a summer repertory program of two alternating theatre and musical shows at an outdoor venue in the Cultural District during the summer of 2012.
TOTAL GRANTS RECOMMENDED		\$110,000	
*first time recipient			

Schedule B - 2012 Project Grant Recipients
Report from Cultural Services Manager, February 1, 2012

	ORGANIZATION	PROJECT	PROJECT GRANT 2012	DESCRIPTION
1	Arts Council of the Central Okanagan*	Random Art Festival	\$5,000	A collaboration with UBCO, CATO and KSS's Music Department in Feb. 2012, with anticipated attendance of 3,700 and the participation of several hundred young local artists.
2	Central Okanagan Heritage Society*	120 th Anniv Benvoulin Church	\$2,000	Sept. 8-9, 2012 to celebrate the 120 th anniversary of Benvoulin Church. Activities include public tours, exhibits, readings, a fashion show, food and entertainment.
3	Centre Culturel Francophone de L'Okanagan*	Maple Fest 2012	\$3,500	March 3-4, 2012 with projected attendance of 800. Incl World Francophone Music, children's activities, a traditional sugar shack breakfast and other seasonal maple syrup treats.
4	Cool Arts Society	Eco-Art Installation	\$1,012	Cool Arts artists will build sculptures out of grapevine prunings. The sculptures will be installed outdoors and unveiled during a public event. Artists will also make a film about their work.
5	Intercultural Society of the Central Okanagan	Global Music Fest	\$9,000	Part of Global Citizen Week in February. The target audience is young adults aged 20-40. Local and headliner performers and a new songwriting component for 2012.
6	Kelowna Art Gallery*	From Vault to Virtual	\$9,000	Photography and digitizing the Gallery's permanent collection, allowing for ongoing public access to the collection through various online applications.
7	Kelowna Ballet Society	Dancer Apprentice Program Pilot Project	\$2,638	2 additional dancers to be contracted as apprentices in a pilot project. Also supported by a Central Okanagan Foundation grant of \$10,000.
8	Kelowna Community Music School	Canada Music Week Concert	\$1,000	For commissioning a new composition from a prominent Okanagan composer to be premiered in a performance during Canada Music Week.
9	Kelowna Kasugai Sister City Association*	Asian Heritage Month 2012	\$2,000	For hosting a group of visiting musicians from Kasugai, Japan, and to produce public events and workshops. Projected audience of 8,000 to 12,000.
10	Kelowna Museums Society*	Mary's Wedding	\$8,750	Funding will support 15 performances of a professional theatre production that

				incorporates history and the upcoming Museum exhibition about the history and culture of wedding celebrations.
11	Kelowna South-Central Association of Neighbourhoods*	Heritage Walking Tour brochure	\$1,700	Funding supports production of a new self-guided walking tour brochure that highlights many of the heritage properties along Bernard and Lawrence Avenue.
12	Ki-Low-Na Friendship Society	National Aboriginal Day	\$5,000	National Aboriginal Day is on June 21. Funding supports performer fees and hard costs for venue set up. Anticipated attendance: 1500
13	Society of Independent Filmmaking	Horrorfest 2012	\$900	The festival on Oct. 20 invites local independent filmmakers to create and submit new films in the horror genre. Funding supports venue costs and artist fees.
14	Okanagan Symphony Orchestra	Your Story at the Symphony	\$3,000	The project introduces symphonic music to families with children aged 3-12. Through a story writing contest in schools, winning stories will be selected and matched to musical scores.
15	Orchard Valley Quilters' Guild*	Quilt & Fibre Art Show	\$4,500	The Show is on Sept. 21-23 at the Rotary Centre for the Arts and the Laurel Packinghouse. Funding will support venue costs, equipment rentals, and show logistics.
16	UBC-O Creative Studies*	Eco-Art Workshop	\$9,000	12-15 local artists will have a workshop with a world-renowned eco art curator. During the workshop, they will create site-specific eco-art installations which will be accessible for viewing by the public. Funding will support curatorial, artist and venue costs. Matching funding is through UBCO.
17	Uptown Rutland Association	Art in the Heart	\$2,000	Local artists will display, demonstrate and sell their work in an outdoor gallery setting in Uptown Rutland through the summer. Funds are used to support hard venue costs and performer fees for events during the season.
		TOTAL GRANTS RECOMMENDED	\$70,000	
	*first time recipient			

Schedule C - Role of City staff in program promotion and working with applicants
Report from Cultural Services Manager, February 1, 2012

Program promotion and information:

Cultural Services staff ensures that program guidelines and application forms are posted on the City website. Packages with printed guidelines and forms are also available. (The majority of applicants access the materials on line.) Staff also circulate email bulletins, news releases and occasional paid advertising to promote the programs and publicize the deadlines.

Public workshops:

Staff provide public information workshops each year, usually in October. Both new and returning applicants are encouraged to attend. Attendees are introduced to the program guidelines, application forms and evaluation process, and work through sample applications and evaluations to aid their understanding of what makes an application successful.

Working with applicants:

Cultural Services staff work closely with applicants at all stages of the annual grant cycle.

Before the application deadline:

Anyone considering making an application is invited to contact the Cultural Services office in person or by phone. Staff will answer questions, review draft applications and provide advice and support. Past experience indicates that those applicants who made the effort to work with staff in preparing or reviewing their application in advance of the deadline have been more successful.

After the application deadline and prior to evaluation:

Cultural Services staff will contact applicants if there are minor omissions which can be easily remedied, or areas where information can be clarified prior to review by the evaluation committee.

After the evaluation process:

Cultural Services staff offers all applicants the opportunity to meet to discuss any comments provided by the review committees. Applicants who take advantage of this opportunity are usually able to improve the quality of their future grant applications.

Feedback from grant applicants about the programs and services provided by staff has been very positive. The majority of applicants indicate that information provided by staff was helpful and clear, and that the process is well managed.

Accountability and performance measures:

All grant recipients are required to acknowledge City of Kelowna funding, primarily through use of the City logo in an approved manner, on promotional materials. Cultural Services staff monitors this recognition on an ongoing basis and follows up with recipients as needed.

Recipients are also required to file a final report within a prescribed timeline describing their use of City of Kelowna funding and the benefits and impact achieved. The report is quite simple and is not an onerous obligation. Failure to provide a report will disqualify an organization from making an application to any program in the future.

Information provided in the reports is helpful to Cultural Services in a variety of ways, including documenting successes, community participation and benefit and ideas for further cultural programming.

Schedule D - Role of the Central Okanagan Foundation
Report from Cultural Services Manager, February 1, 2012

The Central Okanagan Foundation has worked with Cultural Services in 2010, 2011 and 2012 to administer an arms-length, independent evaluation process for both Operating and Project grants. This relationship is governed by a Memorandum of Agreement which is reviewed each year.

Highlights from the agreement:

- o The Foundation recruits and trains the Review Committees, provides applications to the committee members, and convenes and facilitates the committee meetings where grant recommendations are formulated;
- o The Foundation prepares the grant awards for the City;
- o Cultural Services is responsible for the grant program guidelines, forms, information workshops, working with applicants and distribution of funds upon approval by Council.
- o Currently, the annual fee paid to the Foundation is \$13,000. For 2012, this is paid from the Cultural Services administration budget.

The principle of arms length review and the role of independent review committees:

External, independent, arms length review of grant applications (often called 'peer review' meaning that applications are reviewed by knowledgeable peers of applicant organizations) is a principle enshrined in most arts grants programs. Examples of agencies employing peer review processes include the Canada Council, the BC Arts Council, City of Vancouver Cultural Services, and the Vancouver Foundation. The Canada Council's peer review processes are admired and emulated around the world.

The underlying principles of peer assessment are fairness, transparency and independence.

Fairness:

- ✓ Review by people who understand the cultural sector or the particular discipline
- ✓ Review based solely on the merits of the application within the program guidelines and criteria
- ✓ Equal opportunity to all applicants - all applicants are treated the same way

Transparency:

- ✓ Program guidelines and criteria are clear and publicly accessible
- ✓ Applicants are provided with information and assistance before, during and after the application process
- ✓ The public is assured that funding is distributed in a fair, equitable and accountable manner which is supported by a declared process and documentation

Independence:

- ✓ Applicants know that their applications are evaluated based on known criteria free from other pressures and influences

Composition of the grant review committee:

The Central Okanagan Foundation, in consultation with Cultural Services, determines the composition of grant review committees. Six committee members (with alternates) are selected for each program. They are selected based on their experience, merit and familiarity with grant processes and the local arts, culture and heritage community. To the extent possible, the committee will also reflect the diversity of the community at large and the range of disciplines and activities reflected in the list of applicants.

The work of committee members is governed by Terms of Reference prepared by the Central Okanagan Foundation. The Terms of Reference include clear procedural direction in the event of a real or perceived conflict of interest. Committee meetings are chaired by the Foundation's Grants Manager. City staff are present at Committee meetings as observers and to provide information support, but they do not participate in discussions or decision making. Grant awards are developed by consensus of the committees.

Selection of committee members is often quite challenging. Committee composition should change on a regular basis so that volunteers are not called on year after year. Members should have, on the one hand, knowledge of the arts, culture and heritage sector, but cannot, on the other hand, be closely aligned with applicants as that would place them in a conflict of interest. With over 40 applications annually, conflicts of interest arise on a regular basis. Members also need to be able to dedicate approximately 20-30 hours of their time attending orientation, reviewing applications and participating in review committee meetings of the whole. Given that the City of Kelowna is not the only granting agency locally, the pool of potential committee members for arts, culture and heritage always needs to be refreshed.

In 2011 for the first time, an experienced cultural non-profit manager from Vancouver was invited to participate as a reviewer for both Operating and Project grants, and this was also done for the 2012 process.

The benefits of an external committee member are:

- ✓ Depth of experience in adjudication of arts and culture grants - experienced reviewers can spot the merits and flaws in applications quickly and offer good analysis
- ✓ No risk of conflict of interest or personal bias - it is easier for external reviewers to remain objective about the merits of an application when they are not tied to, or familiar with the work of particular organizations
- ✓ Other committee members observe and learn at a higher level - experienced reviewers can assist others in objectively reviewing the merits of an application against the program criteria and guidelines and help resist the temptation to rely on personal experience and preferences
- ✓ External member gains unique knowledge about Kelowna's cultural community - this builds awareness of the diversity and quality of local offerings, something that may not be widely known outside our community
- ✓ New knowledge and perspective - external reviewers bring with them knowledge about new arts practices, projects, and events which may be only at the emergence stage locally - their perspective assists in determining whether unique, new ideas being proposed are feasible and realistic.

Schedule E - Highlights from 2011 Final Reports
Report from Cultural Services Manager, February 1, 2012

Note: not all recipients are included below - sampling only
Highlights from Final Reports re: 2011 Operating Grants

Organization	Amt rec'd	Summary
Bumbershoot Childrens' Theatre	\$10,000.00	Delivered four main shows and brought together 60 youth to mount two summer youth productions. Moved into a new space which enhances programs.
Chamber Music Kelowna	\$8,000.00	Six concerts to an audience of 1,635 people. Two outreach activities provided musical experiences to 610 local youth & children. Updated website.
Dolyna Ukranian Cultural Society	\$1,000.00	30% increase in membership. Language program has evolved into culture program. Choreographer brought in to teach 6 new traditional dances.
Okanagan Festival Singers	\$5,000.00	Had two well attended concerts with over 1,100 in attendance. Two year planning process in place for 25 th Anniversary Season in 2011/12 offering grand choral-orchestral concert.
Okanagan Historical Society	\$10,000.00	Summer student hired to create inventory of all historical items on the site. Designed Activity Sheets to engage visiting school groups. 25 smaller site projects were completed.
Theatre Kelowna Society	\$10,000.00	Production of Peter Pan was the most successful in Theatre's 60 year history. The Fabulous Fifties revue was sold out for its entire run. Together had over 4,500 attendees. Continues to mentor young talent by bringing them through their organization.

Highlights from Final Reports re: 2011 Project Grants

Cool Arts Society Beebox Project	\$2,900.00	Cool Arts artists learned about bees and built and installed beehives (bee houses) in local orchards. By making a video about their project, they also learned about filming and editing using digital equipment. The video and information about the project are now part of a permanent exhibit at the Orchard Industry Museum.
Intercultural Society of Central Okanagan Global Music Fest	\$10,000.00 over 2 years	Event involved 10 non-governmental organizations, 5 performing groups, 300 attendees reaching a broad age demographic from middle school to retiree. Venue was filled to capacity.
Kelowna Sculptors Network Society Art Rocks in the City	\$10,000.00	10 sculptors worked over the summer to produce 12 large-scale marble stone sculptures on the Plaza of the RCA. Public were able to watch work in progress and interact with the artists directly.
Okanagan Rainbow Coalition Okanagan Pride Festival	\$7,000.00	Moved to north field in City Park this year which made for a more visible event providing entertainment, and children's activity area. Approx. 750 people in attendance.
Okanagan Symphony Orchestra How the Gimquat Found Her Song	\$10,000.00	Family matinee performance with goal of reaching out to young families. New demographic for the OSO which will continue offering programming to families.

Schedule F - 2010-2012 Summary of Grant Activity
Report from Cultural Services Manager, February 1, 2012

YEAR	PROGRAM		COMMENTS
	OPERATING	PROJECT	
2010			
Funding available	\$80,000	\$70,000	\$150,000 total. Project program new for 2010.
Number of applications	15	28	43 total
Value of applications	\$133,200	\$292,274	\$425,474 total value
# of organizations receiving grants	12	15	27 total
Total grants awarded	\$77,500	\$67,500	\$145,000 total. Remaining \$5,000 for grant administration contract (partial).
2010 SUMMARY: \$145,000 to 27 organizations			
2011			
Funding available	\$110,000	\$70,000	\$180,000 total
Number of applications	21	22	43 total
Number of new applicants	6	6	12 total
Value of applications	\$177,700	\$134,825	\$312,525 total value
# of organizations receiving grants	16	12	28 total
Total grants awarded	\$95,200	\$70,000	\$165,200 total. \$14,657,81 for grant administration contract (full).
2011 SUMMARY: \$165,200 to 28 organizations			
2012			
Funding available	\$110,000	\$70,000	\$180,000 total
Number of applications	20	24	44 total
Number of new applicants	3	9	12 total
Value of applications	\$186,370	\$141,488	\$327,858 total value
# of organizations receiving grants	18	17	35 total
Total grants awarded	\$110,000	\$70,000	\$180,000 total. Grant admin contract paid from Cultural Services budget.
2012 SUMMARY: \$180,000 to 35 organizations			

Comments and observations:

- In 2011 and 2012 we continue to see new applicants in each program, which reflects the intention for funding recommendations to be based on the quality and impact of programs and services provided rather than a historical record of funding support;
- For each of the last 3 years the number of organizations benefiting from funding, and the amount of funding provided to the community has increased;
- Grant program funding is now distributed in its entirety to the community and any associated administrative costs are covered by other budget sources;
- 2012 is the third year that Project Grants have been offered - any projects which have received 3 successive years of funding through this program will not be eligible for 2013. Recipients have been reminded of this eligibility criteria and encouraged to plan for the ongoing sustainability of their projects without municipal support.