


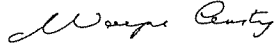
REVISED

**Halifax Regional Council
November 20, 2007**

TO: Mayor Kelly and Members of Halifax Regional Council

SUBMITTED BY: 

Dan English, Chief Administrative Officer



Wayne Anstey, Deputy Chief Administrative Officer - Operations

DATE: November 9, 2007

SUBJECT: **Cultural Capitals of Canada: 2010 Application Submission**

ORIGIN

- March 28th, 2006 Regional Council adopts HRM Cultural Plan which identifies policy direction to seek the Cultural Capital of Canada designation
- February 13th, 2007 Regional Council passes motion to begin the process of developing a proposal and application for the 2010 Cultural Capitals of Canada Award
- November 7th, 2007 HRM Cultural Advisory Committee (CAC) motion to recommend that Regional Council submit an application to Canadian Heritage for the 2010 Cultural Capital of Canada (CCC) designation as per the draft CCC proposal approved by the CAC.

RECOMMENDATION

It is recommended that Regional Council:

1. approve the Cultural Advisory Committee's recommendation to submit a proposal to Canadian Heritage for the 2010 Cultural Capital of Canada designation, as generally described in the attached report;
2. approve the application request for \$1,999,429 dollars; and
3. approve, conditional on Federal Government approval of the application request as per recommendation #2, funding of HRM's share of the program costs in the amount of \$666,476 as per the 75%-25% cost-sharing requirements of the Cultural Capitals of Canada (CCC) Program, as outlined in the Budget Implications section of this report.

BACKGROUND

Since 2001 over 30 municipalities across Canada have been awarded the designation of Cultural Capital of Canada (CCC) through the Federal Department of Canadian Heritage. The award focuses on a municipality's ability to implement an innovative program of activities and initiatives to celebrate and promote arts and culture during the award year. The next award deadline is for the year 2010 and applications must be submitted to Canadian Heritage by December 1st 2007.

Up to five municipalities can receive the CCC award annually. One of these awards is given to larger Municipalities with a population of 125,000 and over. This category, provides 75% of the municipalities funding to implement its Cultural Capital program up to a maximum of \$2,000,000.

In 2004, HRM applied to receive the 2005 CCC designation and financial award but was not successful. A debriefing from the Cultural Capitals evaluation team (made up of cultural industry professionals across the country) noted weaknesses in the application including HRM's level of financial investment in culture as compared to other cities, the lack of a cultural policy and plan (at the time of application), and little demonstration from key arts and culture partners who would assist in the implementation of the proposed program.

Throughout the development of the HRM Cultural Plan discussion took place regarding the opportunity for HRM to receive a future designation as a Cultural Capital. As a result, specific policy direction was included in the Plan. The development of a proposal and application was identified as a short-term priority under the Cultural Plan and Council subsequently allocated funding in the 2006-2007 budget to develop a proposal. In February 2007 Council directed staff to work with the Cultural Advisory Committee to prepare a proposal and application for the year 2010.

DISCUSSION

Rationale for 2010:

HRM's Cultural Advisory Committee identified the CC Application as a priority. The Committee believes 2010 is an opportune time because HRM would have completed year two of the Cultural Plan implementation and would have a better understanding of cultural investment priorities to shape the proposal. Additionally, 2010 marks the Canadian Navy Centennial Celebrations during which many celebrations are planned to honour the anniversary. The 2010 date would also enable HRM to highlight its Cultural Capital designation leading up to the 2011 Canada Winter Games. The synergies presented by all of these factors make 2010 the right year to mark the HRM as a Cultural Capital of Canada.

Benefits of the Cultural Capital Designation:

Significant financial investment by Canadian Heritage and other partners would be leveraged should HRM be successful. This infusion of new financial resources would certainly help to promote and showcase HRM at a regional, national and international level. The designation also provides a legacy from which to continue to build HRM's culture. Specifically, new and enhanced program delivery and cultural events, increased community awareness and participation in culture and a legacy of

broader understanding and promotion of the Region as a cultural destination for visitors and newcomers are expected. The distinction as a Cultural Capital would also solidify and foster existing and new multi-sector partnerships and facilitate on going collaboration and implementation of the Cultural Plan. There are many outcomes that will benefit the community and region directly, many of which reflect Council's Focus Areas, including:

- the hiring of professional, emerging and amateur artists, and arts and culture organizations to create and deliver the proposed activities and initiatives
- stronger working partnerships between the HRM and arts and culture sector
- the direct involvement of young people and communities in activities and projects that will be created specifically for 2010 and delivered in that year
- focussed marketing and promotion that will highlight the HRM as a cultural capital destination
- planning projects that will be used to help deliver HRM's Regional Plan and Council priorities
- increased awareness and celebration of diverse cultures in our community and a reinforcement of how culture shapes the identity of our Region

Approach to Application:

HRM's success will depend on how well the application demonstrates to the national evaluation committee that HRM satisfies the following two primary criteria:

- Ongoing commitment to supporting culture and cultural development through financial investment, policy development and strategic initiative.
This is worth **35% of the total score.**
- The quality, scope and artistic merit of the proposed project for which funding is sought and the Municipality's capacity to carry it out
This is worth **65% of the total score.**

Furthermore, the proposal must include at least three types of special cultural activities to be carried out during the designated year. The projects must consist of a combination of celebratory and legacy-building projects that support the arts and culture sector and integrate arts and culture into community planning.

Understanding these expectations, the CCC proposal was developed with a focus on building partnership. Specifically, the Cultural Advisory Committee (and its Cultural Capital Working Group) championed the process by working closely with staff, a consultant to develop the proposal. Consultations with major arts and culture organizations were conducted to determine key partners who will take a lead role in delivering the proposed Cultural Capitals program, which was an identified weakness of the 2004 application. Further, the results of the consultation and engagement process that took place during the development of the recent Cultural Plan provided a foundation for shaping the application's program. Finally, consultations with previous and current Cultural Capital Cities across the country were conducted to determine best practices and lessons learned in developing their proposals.

The Proposed Application Program:

The 2010 Program is built around the theme of: *Living Our Culture - Creative Gateway Celebrations* which will consist of a celebratory program focussed on our port city, celebrating our Canadian Navy, building a gateway to the arts by celebrating and developing artistic excellence and creative expression. This theme celebrates HRM as a “Creative City and Community”.

A range of new and expanded cultural activities will take place beginning January 1st 2010 and will continue throughout the year. The objective is to build excitement and momentum through a sustained program of activities that draws residents and visitors from across the region and beyond to participate in HRM’s celebration as a Cultural Capital of Canada.

Program Highlights (Cost Estimate of \$3,355,905 as per Macdonnell Consultants)

International Visual Arts Exhibition	The AGNS, University Galleries, NSCAD, and galleries across the region will deliver an international calibre exhibition using local and international artists, and young and emerging artists to showcase artistic excellence. This will put HRM on the world stage and leave an economic and cultural development legacy that will carry on well beyond 2010
Performing Arts Celebration along the Halifax Harbour and Waterways of the Region	This event will bring together symphony NS, Neptune Theatre, Pier 21, Dartmouth Players, Eastern Front Theatre and countless other performers to animate our waterways and transform our public spaces into a grand stage
Canadian Navy Citadel Concert Under the Stars	This is one of several initiatives of the Navy Centennial celebrations and will consist of a musical mix of artists performing on Citadel hill and the fortress including military bands, and youth bands who will create original pieces through the mentoring of professional musicians within the community
Multi-Cultural Food and Culinary Arts Festival	A month-long series of culinary art and traditions will be held in public spaces throughout HRM and the farmers markets across the region. A Cultural Capitals Passport will be launched during this event.
Celebration of Literary Arts	Promotional material will be created to help coordinate and highlight the array of annual writing and literary arts events in HRM. A new program called “Reading Champions” will be launched in 2010 to bring high-profile individuals and citizens out to read their favourite authors on a public stage

African Heritage Film Festival	A mini film festival will be created and launched as part of African Heritage Month events to showcase artistic talent and cultural identity within our African cultural community. A financial award will be launched in 2010 to build the legacy for future film works.
First Nations Treaty Days Celebration	This will be a significant expansion of Treaty Days and Mi'kmaq Heritage Month celebrations through the creation of new attractions and events that will bring together non-aboriginals and residents from 13 bands across NS
Public Art Commissions and Master-Plan	Two public art commissions will be created and unveiled in 2010 (one of which will be located to launch a new HRM sculpture garden). A region-wide public art master plan will also be developed in 2010 to be used as a blueprint to guide future development of public art and help determine investment priorities.
Cultural Asset Mapping Project	Communities across the HRM will conduct an exercise to gather and document information regarding a range of cultural assets in their communities which will be used to inform community visioning, planning and policy community development. This project will include oral history and story-telling to document the lives and cultural traditions of people and communities
Nurturing Creative Expression Program Partnership	This will be a new program that will provide opportunities for children and youth to participate in the arts through creative learning, recreational arts and self-expression through artist mentors in the school and HRM's community centres and arts organizations

Next Steps

The delivery of the proposed program in 2010, and the planning leading up to that year, will involve a much broader range of community and arts and cultural sector stakeholders. Following the federal Government's announcement in 2008 the Cultural Advisory Committee and staff will develop a detailed implementation strategy including a steering committee to continue engaging partners and community in the detailed delivery of the Program. A Cultural Capital Project office will also be set up to coordinate the initiative. Human and financial resources to administer this initiative are included in the overall Cultural Capitals of Canada proposal and budget and will not negatively impact HRM's ongoing Cultural program delivery.

BUDGET IMPLICATIONS

To be eligible to receive the Cultural Capital of Canada (CCC) Award for 2010, HRM must fund at least three types of special cultural activities to be carried out during the designated year. Macdonnell Consultants were engaged to prepare the application including program estimates and reliance is

placed on the Consultant's estimates as described in this section.

The amount of the total program cost is estimated at \$3,355,905. It is estimated that \$2,665,905 of this amount will jointly come from the federal government and HRM, as well as \$690,000 from projected revenue (ticket sales, etc.) and potential media and business sponsors (to be confirmed). Program highlights can be found on pages 4 to 5 of the report.

If HRM is the successful recipient, HRM will commit to the 75% - 25% cost sharing requirements of the CCC Program. Based on this formula, of the \$2,665,905, \$1,999,429 (75%) would be funded through the Cultural Capital of Canada award and \$666,476 +HST (25%) from a withdrawal from HRM's Strategic Growth Reserve. HRM's share of the program outlined in the application, complies with the business case of the Strategic Growth Reserve, specifically, "*...the cost of the municipal share of strategic ventures to be cost shared with other levels of government...*".

Bridge financing may be required to finance the Federal Government Cultural Capital of Canada award, sponsorship and revenue sources in advance of these funds being available. If bridge financing is required, financing costs will be in addition to the costs identified in Consultant's program estimate.

If HRM is the successful recipient of the Culture of Canada Award staff will return to Council with a detailed time-line and a budget that includes bridge financing implications and a source of funds assessment.

FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, Capital and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Capital and Operating reserves, as well as any relevant legislation.

ALTERNATIVES

- 1) Council could choose to seek the Cultural Capital of Canada designation for a future year. This is not recommended.
- 2) Council could choose not to seek the Cultural Capital of Canada designation. This is not recommended


ATTACHMENTS

Attachment 1: Budget Summary: 2010 Cultural Capitals Program (prepared by Macdonnell Consultants)

A copy of this report can be obtained online at _____ then choose the appropriate meeting date, or by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

Report Prepared by: Holly Richardson, Regional Coordinator Culture & Heritage 490-6889

Report Approved by: _____
Andrew Whitmore, A/Manager of Community Relations and Cultural Affairs

Financial Approval by: 
Dale MacLennan, Director of Finance 490-6308

Report Approved by: _____
Paul Dunphy, Director Community Development 490-4933

SUMMARY BUDGET 2010 CULTURAL CAPITALS PROGRAM				
REVENUES		TOTAL	%	NOTES
1	Municipal Sources			
	In-kind	\$0		
	Cash contributions	\$666,476		
	TOTAL	\$666,476	20%	HRM required funding for program delivery
2	Cultural Capitals of Canada	\$1,999,429	60%	\$2M is max funding program can receive
3	Other Federal Sources			
	Name of program and the Department			
	Name of program and the Department			
	TOTAL	\$0	0%	
4	Private Sector			
	Sponsorship	\$55,000		Private sponsorships
	In-kind	\$150,000		Media VIK to be confirmed
	Donations	\$0		
	TOTAL	\$205,000	6%	
5	Provincial/Territorial Government	\$0	0%	
6	Other Sources	\$0	0%	
7	Earned Revenues	\$485,000	14%	Ticket sales and conference registration
	Total Revenues	\$3,355,905	100%	
EXPENDITURES		TOTAL	%	NOTES
8	In-Kind	\$0	0%	
9	Other salaries	\$1,685,500	50%	\$1.5 Million goes directly to artists
10	Consultant Fees	\$290,000	9%	Fees for studies directed by HRM
11	Travel	\$71,655	2%	Artist and program participant expenses
12	Marketing and Promotion	\$372,000	11%	Marketing costs for entire 2010 program
13	Other	\$836,750	25%	Operation and event specific costs
14	Installation of CCC commemorative sign & banners	\$100,000		CCC only funds \$35,000 of this amount
	Total Expenditures	\$3,355,905	100%	