

Item No. 7.1
HRM Grants Committee
June 9, 2014

TO: Chair and Members of HRM Grants Committee

Original signed

SUBMITTED BY: _____
Greg Keefe, Director of Finance & ICT/CFO

DATE: May 1, 2014

SUBJECT: **Community Grants Program 2014: Arts & Crafts Sector –
Recommended Awards**

SUPPLEMENTARY REPORT

ORIGIN

The *Community Grants Program* awards annual cash grants to registered non-profit organizations in HRM. The focus of these grants is primarily the provision of modest financial assistance to community-based volunteer initiatives. In 2014, the program received a total of 125 applications with a combined total of \$1,285,640.27 in requests.

May 5, 2014 – Grants Committee approval to review all submissions to the *Community Grants Program* Arts & Crafts sector under the 2014 program criteria and budget, including appeals. The committee also approved the reinstatement of the Halifax Theatre for Young People based on incorrect information provided to the applicant.

LEGISLATIVE AUTHORITY

HRM Charter (2008) s.79 (1)(av) respecting grants and contributions.

RECOMMENDATION

It is recommended that the HRM Grants Committee recommend that Regional Council approve:

1. Ten (10) awards for a combined total of \$50,600 as detailed in Attachment 1 of this report from operating account M311-8004 Community Grants Program.

BACKGROUND

In 2014-15 Regional Council approved a budget allocation of \$300,000 for professional arts funding. An administrative order will have to be developed and approved by Regional Council prior to the implementation of the new funding program (Report to Regional Council, Special Arts and Culture Advisory Committee Recommendations, March 20, 2014, page 7). With respect to the eligibility for funding to professional arts organizations under the 2014-15 *Community Grants Program* the report approved by Regional Council at their meeting of April 29, 2014, states:

“The existing Community Grants Program will continue to allocate funds to professional arts projects until the initiation of the Arts HRM Project Grants Program in 2016/17. While the Interim Professional Arts Organization Grant Program would be aligned to the Community Grant Program it would need to be a separate program due to the variations in funding levels, eligibility and assessment criteria. However, the proposed grant policy would provide the overarching policy direction to both programs, enabling their alignment” (Report to Regional Council, Special Arts and Culture Advisory Committee Recommendations, March 20, 2014, page 8).

Reference to a continuation of funding to professional arts organizations under the *Community Grants Program* until 2017 may have created expectations within the arts sector. Consequently, as an interim measure, the fourteen (14) professional arts organizations deferred under the staff report to the Grants Committee dated May 5, 2014, plus the Halifax Theatre for Young People reinstated by the committee, have been reviewed pursuant to the current *Community Grants Program* guidelines. Recommendations with respect to awards are included in **Attachment 1** of this report.

Also, as stated in the Special Arts and Culture Advisory Committee report of March 20, 2014, funding recommendations with respect to awards proposed under the *Interim Professional Arts Organizations Grant Program* will be directed to Council through the Grants Committee until such time as a peer evaluation process has been established under a new administrative order. Other forms of municipal assistance may be taken into consideration in the evaluation of submissions.

DISCUSSION

Full Funding Requests

The *Community Grants Program* guidebook, page 9, states: “HRM grants are not meant to fund 100% of the project costs – applicants are expected to contribute a share of the cost and to seek other forms of support”. In practice, exceptions have been granted to volunteer groups with no core public funding and/or nominal financial capacity.

Equipment Purchases: Arts & Crafts Sector

A high proportion of applications from professional arts organizations requested funding to purchase equipment; this might be a function of federal and provincial funding programs that

provide operating and project-specific production costs but limited access to capital for small projects that are not facility-based. As noted in the staff report dated May 5, 2014, in relation to the Environmental sector, annual requests for the purchase of technical equipment might be maximized by targeting funding to programs/organizations whose mandate encompasses this service and those with the capacity to inventory, maintain the equipment, and publicize availability for rent or on loan. The program guidebook provides guidance in this respect:

- Specialized equipment with shared access;
- Specialized equipment to assist in travelling exhibitions or performances – preference may be given to tours/outreach within HRM;
- Equipment lending program or low cost rental program of specialized/expensive equipment (Guidebook, Arts & Crafts sector, p.32).

Requests for equipment have been reviewed in relation to these guidelines through an assessment of:

- Scope of use by others;
- Accessibility: cost (rental rate, damage deposit, discounts), restrictions, and publicity regarding the availability of equipment for loan or to rent;
- Frequency of use by an organization, members and non-members, equipment needs common to the arts sector, touring vs non-touring etc;
- Large-scale or specialized equipment that may be cost-prohibitive to purchase without public funding or that cannot be purchased incrementally based on the availability of funds.

If approved by Regional Council, the ten (10) awards recommended for funding would increase the total number of grants for the Arts & Crafts sector to 18 at a combined total cost of \$84,950, excluding any appeals. See: **Attachment 3**.

FINANCIAL IMPLICATIONS

2014-2015 Program Budget	\$500,000
Less Combined Total of Recommended Awards (53)	(\$382,625)
Less Combined Total of Recommended Awards: Arts (10)	(\$50,600)
Balance Pending Appeals	\$66,775

Subject to the approval of the Grants Committee and Regional Council, a balance of \$66,775 includes an initial 5% contingency (\$25,000) designated annually for appeals plus a balance of \$41,775 not assigned to awards. This balance could increase if an applicant is unable to meet the proposed conditions of funding or their project is unable to proceed. The balance remaining allows the Grants Committee and/or Regional Council to amend a recommendation. However, a minimum of \$25,000 should be retained so as to ensure implementation of the program's current appeal process.

Attachment 1

Recommended Awards

Tier 1

1.Luna Sea Theatre – Halifax – Performing Arts/Theatre/Marketing and Equipment

Founded in 2006, Luna Sea focuses on women's stories and perspectives with an emphasis on peer mentorship for emerging artists and local talent. Operations are sustained by project-specific grants and ticket revenues supplemented by an annual *Carols in the Cathedral* fundraising event: no core government funding. A grant of \$3,800 requested to fully fund (1) upgrades to the society's web site with improved security and tutorials for self-management of the site (\$3,200) and (2) the purchase of a computer printer and office supplies (\$900). *A grant of \$3,200 recommended towards web site upgrades. Excludes office equipment and supplies.*

Tier 2

2.Halifax Theatre for Young People – Dartmouth – Performing Arts/Theatre/Facility Rental

Founded in 2007, the society is a professional non-touring facility-based theatre (Alderney Landing) whose mandate is the production and presentation of affordable and accessible theatre for children, youth and families. In June, 2014, the company will participate in the *Next Stage Theatre Festival for Families/Magnetic North Theatre Festival* and in October, 2014, will stage *David for Queen* by Nova Scotia playwright Kristin Slaney that explores homophobia experienced by youth. The play's subject matter reflects the *Community Grants Program* funding priorities with respect to Diversity (Guidebook, p.28) and Arts & Crafts in terms of audience development and the creation of original works (Guidebook, p. 31). The review of this application also took into consideration that a focus on children, youth and families might reduce ticket revenues so as to foster accessibility and the society's stated educational goals. A grant of \$4,600 requested towards the rental and support crews of Alderney Landing Theatre at an estimated cost of \$6,440 (total estimated productions costs ~\$38,195). The facility rental is \$2,400 for 12 days: due to the nature of the group's relationship with the venue they receive a preferential rental rate of \$200/day as compared to the non-profit rate of \$350/day: a discount of \$1,800¹. The balance of \$4,040 pays the theatre's technical crew and front of house staff. *A grant of \$2,400 recommended towards the production David for Queen.*

3.Mocean Dance – Halifax – Performing Arts/Theatre/Equipment

Incorporated in 2001, the Society is a professional contemporary dance company and a registered Canadian charity. Revenues are primarily government grants, ticket sales, corporate and foundation funding. The company tours primarily within HRM, the Atlantic region and Ontario. A grant of \$3,000 requested to fully fund the purchase of a digital projector and accessories to reduce equipment rental costs. The applicant states that the equipment is required for touring to

¹ Regular rental rates are \$550/day.

smaller towns that do not have performance venues or equipment suppliers. *A grant of \$2,000 recommended towards the purchase of projection equipment.*

4.Opera Nova Scotia – Halifax – Performing Arts/Music/Marketing

The Opera is a registered Canadian charity whose mandate is the presentation of operatic works including the school system. Operations are sustained by performance revenues, donations, fundraising supplemented by project-specific grants. To date, the group does not receive core federal or provincial operating funding. A grant of \$1,000 requested to design, print and distribute 1,000 brochures to promote this year's performance program. The brochure will be distributed at screenings in local cinemas, schools, and inserted in partner organizations' performance programs. The aim is to increase awareness, memberships and attendance that will generate sufficient revenue to self-finance advertising in future years. As a probable recurring annual expense, one-time funded is recommended. The applicant's share of costs is for distribution, an expense over which they can exert control or explore alternatives. *A one-time grant of \$700 recommended for the production of a self-promotional brochure. Excludes mailing supplies and postage.*

Tier 3

5.2b Theatre Association – Halifax – Performing Arts/Theatre/Equipment

Incorporated in 2000 as the Bunnies in the Headlights Theatre Association the company changed its name to 2b Theatre in 2004. The Association is noted as a regional, national, and international touring company and recognized for award-winning productions that incorporate innovative lighting, sound and projection². Revenues are federal and provincial grants, ticket sales, and fundraising. A grant of \$5,000 requested to purchase (1) laptop computers, (2) a projector, and (3) assorted software at a total cost of \$6,080. Cost-share confirmed. *A grant of \$4,000 recommended for the purchase of projection equipment and software.*

6.Shakespeare by the Sea Theatre Society – Halifax – Performing Arts/Theatre/Equipment

Founded in 1994, the Society is a registered Canadian charity whose mandate is the production of professional classical theatre, including original or adapted works for children and youth, primarily performed outdoors in Point Pleasant Park. The theatre receives core provincial operating funding but most revenues are self-generated through ticket sales, donations and fundraising. In 2013, 80% of revenues were self-generated. A capital grant of \$19,483.37 requested to fully fund the purchase of assorted equipment: (1) outdoor chairs, (2) blankets, (3) indoor theatre chairs, (4) a moveable shed for on-site seasonal chair storage, and (5) a replacement storage trailer. Because the project can be phased the applicant was asked to prioritize the individual items. The Society's first priority is the replacement of a donated trailer that serves as a dressing room and storage amenity (\$9,634.70). *A grant of \$7,000 recommended towards the purchase of a new mobile trailer.*

² See: Production history at www.2btheatre.com.

7.Society for Art Presentation – Halifax – Visual Arts/Film & Video/Equipment

Founded in 1979, the Society is a registered Canadian charity that operates under the name of the Centre for Art Tapes (CFAT). The organization's mandate is to provide media arts programming to its membership and the public. The artist-run centre includes production studios, screening room, an artist-in-residence suite, and offers equipment rentals. The Society is sustained by Canada Council funding and provincial operating funding. A grant of \$20,475 requested to purchase assorted portable and easy to use equipment suitable for community outreach programming (for example, St. George's Youthnet and the Nova Scotia Rehabilitation Centre) and introductory instructional workshops: (1) laptop computers, (2) cameras, (3) mobile audio recording equipment, and (4) accessories totalling \$22,475. CFAT's web site promotes equipment rentals and includes a detailed inventory of "mobile" equipment with a sliding fee scale for members, non-members, organizations and commercial rentals³. Because the project can be phased the applicant was asked to prioritize the individual items. ***A grant of \$6,000 recommended towards the purchase of portable equipment for community outreach programming and introductory workshops.***

8.Onelight Theatre Society – Dartmouth – Performing Arts/Theatre/Marketing

Founded in 2002, Onelight Theatre produces and presents original works with a focus on cultural diversity. Operations are funded primarily through federal and provincial grants. In 2013, the Society entered into a market value lease agreement with the Alderney Landing Association as a "resident" theatre company. To publicize their occupancy at the Alderney Landing Theatre a grant of \$10,000 requested to fund assorted signage projects: (1) interior and exterior signage, (2) hanging banners, (3) window decals, and (4) an elevator wall mural costing a combined total of \$12,500. The applicant has confirmed a cost-share of \$2,500 including a contribution from the Downtown Dartmouth Business Association. The goal is to create a vibrant ambience within and in association with Alderney Landing and to take advantage of the high volume of pedestrian traffic from the ferry terminal and vehicular traffic along Alderney Drive. Because the project can be phased, the applicant was asked to prioritize the individual items. HRM's funding is directed towards exterior signage that can be updated for performances and events and banners. ***A grant of \$5,300 recommended towards the fabrication and installation of signage and banners.***

Tier 3

9.Neptune Theatre Foundation – Halifax – Performing Arts/Theatre/Building Maintenance

The Foundation is a registered Canadian charity that own and operate the Neptune Theatre complex, Halifax. Core funding is provided by the Canada Council of the Arts, Nova Scotia Department of Communities, Culture and Heritage, subscriptions and ticket sales, interest on investments, donations and fundraising. A grant of \$21,000 requested to fully fund preventive maintenance to a 7,000 sf portion of roof above the Mainstage Theatre to avert structural damage. The total cost of the project is \$21,000 plus HST. The Foundation's long-term capital plan (2005) does not account for regular maintenance. Therefore, repairs are funded from general

³ Example: Sony camera rental: member \$70, non-member \$90, organization \$135, commercial \$280.

operating. Although the plan anticipated that an operating reserve would be developed, such funds were to be directed towards the replacement of the facility's lighting systems in 2019. ***A grant of \$10,000 recommended towards preventive maintenance to facility roof.***

10. Symphony Nova Scotia Society – Halifax – Performing Arts/Music/Equipment

Symphony Nova Scotia is a registered Canadian charity with a separate Symphony Nova Scotia Foundation⁴. Programming includes orchestral and collaborative productions, and support to an array of educational and instructional programs. Core funding is provided by the Canada Council of the Arts, Nova Scotia Department of Communities, Culture and Heritage, subscriptions and ticket sales, interest on investments, donations and fundraising. A grant of \$25,000 requested towards the purchase of assorted equipment: (1) specialty chairs designed to support the performer's posture and reduce fatigue, (2) trolleys to store and move chairs, and (3) acoustical shields and a carrying case at a combined total cost of \$34,371. The portable acoustical shields diffuse sound waves from other instruments in close proximity and are used for performances in small spaces or community venues with poor acoustics. Because the project can be phased, partial funding recommended towards replacement chairs. The chairs are owned by the Symphony and will not be sold to recover any portion of costs: some will be discarded as unsafe and the balance donated to the Rebecca Cohen and community groups affiliated with the Symphony. An ability to proceed with partial funding confirmed. ***A grant of \$10,000 recommended towards the purchase of replacement furniture. Final reporting to identify the non-profit groups in receipt of donated furniture.***

⁴ The SNS Foundation was not established for capital funding and some of the equity is restricted in accordance with the terms of matching federal endowment agreements.

Attachment 2

Community Grants Program: Previous Awards 2009 to 2013						
Name	2009	2010	2011	2012	2013	Other
2b Theatre	\$4,970	*	\$2,100			
Halifax Theatre for Young People					\$2,800	
Luna Sea Theatre	\$5,000	\$2,300				
Kinetic Studio Society	\$5,000	*				
Onelight Theatre Society	\$5,000	\$3,250 *	\$4,000		\$2,600	
Opera NS						
Neptune Theatre Foundation	\$20,000	\$20,000 *	\$20,000	\$20,000	\$20,000	100% Tax Exempt.
Shakespeare by the Sea Theatre Society		\$5,000		\$4,000	\$2,155	Not Assessed. Rent Subsidy.
Society for Art Presentation	\$2,500	\$5,000	\$5,000	\$12,500	\$13,240	
Symphony NS Society	\$20,000	\$20,000	\$20,000	\$20,000		

*In 2010 a grant of \$10,000 was awarded to the Legacy Centre for Performing Arts that comprised the following “resident” companies: Mocean Dance, Live Art Productions, Kinetic Dance, Marie Osende Dance, 2b Theatre Company, Zuppa Theatre, Onelight Theatre, and Neptune Theatre Foundation.

Attachment 3

Proposed Total Awards (Excluding Appeals)						
Sector	Sector Allocation	Total Number of Applications	Total Value of Requests	Number of Proposed Awards	Combined Value of Proposed Awards	Variance
Environment	\$50,000	15	\$163,876.76	5	\$38,678	\$11,322
Recreation & Leisure	\$75,000	43	\$475,699.58	15	\$110,432	(\$35,432)
Housing	\$50,000	9	\$112,645.10	5	\$37,500	\$12,500
Emergency Assistance	\$50,000	6	\$29,935.11	5	\$24,635	\$25,365
Neighbourhood Safety	\$50,000	2	\$30,000	0	\$0	\$50,000
Community History	\$75,000	16	\$216,896	11	\$106,700	(\$31,700)
Community Diversity	\$50,000	7	\$54,459.90	4	\$30,330	\$19,670
Arts & Crafts	\$75,000	27	\$202,127.82	18	\$84,950	(\$9,950)
TOTAL	\$475,000	125	\$1,285,640.27	63	\$433,225	\$41,775
Appeals	\$25,000			0	\$0	\$25,000
TOTAL	\$500,000	125	\$1,285,640.27	TBD	TBD	\$66,775