

NO: F006

COUNCIL DATE: March 14, 2011

FINANCE COMMITTEE

TO: **Mayor & Council** DATE: **March 02, 2011**

FROM: **General Manager, Parks, Recreation and Culture** FILE: **1850-01**

SUBJECT: **Request from Arts Umbrella for Support for a New Surrey Program**

RECOMMENDATION

The Parks, Recreation and Culture Department recommends that the Finance Committee recommend to Council, subject to the Arts Umbrella organization establishing and maintaining a base of operations in Surrey from which programs and services are provided to children and youth in Surrey and reporting annually to the City the results of their operations in Surrey for the immediately preceding year and their work plan for the following year, that Council:

1. approve funding to Arts Umbrella Surrey of \$25,000 from the Council Initiatives Fund to support this organization in the delivery of programs and services to Surrey children and youth in 2011 and approve the City providing to Arts Umbrella as a gift in kind for one year promotions assistance in the Parks, Recreation and Culture Leisure Guide and on the City's web site as generally described in this report; and
2. instruct staff to include in the 2012-2016 Five Year Financial Plan for the years 2012 and 2013, \$25,000 of funding per year for Arts Umbrella Surrey.

INTENT

The purpose of this report is to, firstly, provide information about **Arts Umbrella Surrey** and its plans to establish arts education services in the City of Surrey and, secondly, to recommend that Council instruct staff to include funding in the City's 2012-2016 Five Year Financial Plan in response to the request for funding that has been received by the City from **Arts Umbrella Surrey**.

BACKGROUND

Arts Umbrella is a not for profit Society that focuses on providing arts education for children and youth ages 2 to 19 years; their mission is "to inspire kids for life through the arts!" This organization is committed to delivering the highest quality visual and performing arts education to young people, regardless of their socio-economic circumstances. Arts Umbrella was established over 30 years ago and currently offer more than 650 classes each week in B.C. to over 30,000 participants annually including 13,000 young people who face geographic, cultural or financial barriers in relation to accessing arts education.

Based at Granville Island in the City of Vancouver, Arts Umbrella offers a variety of outreach programs within the Metro Vancouver Region and across the Province. For example, it's Rio Tinto Alcan "Van Go" and "Stage Coach" offer free theatre and visual arts classes to elementary school students throughout Metro Vancouver and its Industrial Alliance Pacific School offer guest appearances of the Arts Umbrella Dance Company and the Junior and Senior Musical Troupes to thousands of school students. The Sarah McLachlan Music Outreach program is an Arts Umbrella project offering all aspects of music education to students at no cost in the Downtown Eastside of Vancouver. Arts Umbrella programs are delivered by nearly 200 professional instructors. The classes combine rigor and discipline with fun and creative expression.

Arts Umbrella's proposal for Surrey, named *Arts Umbrella Surrey*, is the result of several years of research, survey work and discussions by the Arts Umbrella Board and staff. Guided by a commitment to serving vulnerable children in the early stages of life, Arts Umbrella enlisted Dr. Clyde Hertzman and his team from the Human Early Learning Partnership at UBC to determine where their services would be most effective. Their studies indicated that within Metro Vancouver, the Surrey School District was reported as having the highest proportion and highest number of vulnerable children, with 30.3% of children vulnerable in at least one aspect of their development. Arts Umbrella determined that Surrey was an ideal area to establish another base of operations.

Over this past year, the Arts Umbrella Board has formed a Surrey Task Force involving seven of its Board members. A Surrey Community Leadership Advisory Committee was also formed including Joanne Curry, Nicoletta Baumeister, Bill King, Steve Lee, Sandi Lee, James Stewart, Jane Manning, Gary Hollick, Sheila McKinnon and Councillor Barbara Steele. The Arts Umbrella has completed market research, needs assessments, reviewed potential sites for operations and built supportive relationships with the business community and various local organizations including the Arts Council of Surrey.

The letter from Arts Umbrella attached as Appendix 1 to this report includes a request for funding and other support from the City of Surrey to allow that organization to establish a base of operations in Surrey focused on delivering services to Surrey children and youth.

DISCUSSION

In November, 2010 the City adopted a Child and Youth Friendly City Strategy. The vision of the Strategy is "a City where all children and youth are able to access enriching and engaging programs and services that promote their healthy development regardless of their family's income or background." The Strategy outlines ten goals including four that strongly relate to the *Arts Umbrella Surrey* proposal as documented below:

Goal 6 – Provide services and programs that promote the developmental needs of early year's children, middle year's children and youth.

Goal 7 – Make programs and services inclusive and accessible to the diversity of children and youth in Surrey.

Goal 9 – Promote social cohesion by animating community spaces through events, arts and culture.

Goal 10 – Work with other government agencies and community agencies to ensure that children and youth have access to the range of opportunities, services and programs that they need.

Research by a UBC/United Way of the Lower Mainland study examining the after-school lives of middle years children, which was used in developing the above-referenced Strategy, advises that “the vast majority of children said that during the after-school hours they wanted to be engaged in activities that build their competence, physical health and connectedness”. The youth that were surveyed stated that they “would like a greater variety or range of activities, especially artistic and creative activities”.

The Arts Umbrella organization believes that children and youth who develop arts literacy (knowledge, skills and abilities) will:

- Learn to appreciate the arts as participants and spectators;
- Learn technical skills related to the arts;
- Develop self confidence and self worth;
- Explore and develop creativity and innovation;
- Learn how to work with others;
- Develop discipline; and
- Improve their odds of success in all areas of their lives.

These outcomes are consistent with the goals of Surrey’s Child and Youth Friendly City Strategy. The *Arts Umbrella Surrey* proposal is also consistent with Surrey’s Cultural Strategic Plan (1999 – 2003) and the objectives of the Parks, Recreation and Culture Strategic Plan (2008). One such objective is that the City should play a facilitation role and collaborate to develop a comprehensive, decentralized arts delivery system throughout the City.

Arts Umbrella is proposing to establish a solid foundation for assisting the City in achieving many of its objectives in relation to supporting children and youth. Arts Umbrella has now confirmed that it has achieved funding of \$9,000/year for three years from Deloitte and \$50,000/year for three years from BMO along with one time funding of \$15,500 from the Steve Nash Foundation. Arts Umbrella is currently in discussions with various building owners across the City to establish locations from which their services will be delivered. They hope to open at least one location in the fall of 2011 in City Centre and phase in future locations in the South Surrey and Cloverdale areas.

Arts Umbrella is proposing to offer classes that will be a combination of visual arts, theatre art, early learning and music. The following are examples of class descriptions that are being considered for the Surrey program:

Dress-Up Drama (ages 3-4)

The sharing of stories and myths from around the world sets the scene for the children’s journeys through the landscape of imagination. Through inspirational theatre games, children create their own stage and pretend to be fantastical creatures, using costumes from Arts Umbrella’s ‘tickle trunk’.

Drawing, Painting & Printmaking (ages 6-8)

Children experiment with techniques and materials, from oil pastel and tempera paints to printing inks and collage. They create unique works of art with drawing, painting and carving, and develop their own artistic expression as they learn about artists and historical influences.

Mixed Media & Sculpture (ages 9-12)

Students enter the world of three-dimensional art forms, and develop skills and techniques using materials and methods of sculptural design. They create their own pieces with traditional techniques and experimental methods, using wood paint, papier mâché and found objects.

Arts Umbrella plan to expand on the free outreach programs they are currently delivering including after-school programs at Lena Shaw Elementary and Spring Break camp at Mary Jane Shannon Elementary. In addition they plan to run a free after school program (likely visual and theatre arts based) and early learning classes (e.g. Musical Expressions, Dress Up Drama, Art Start) at a location in central or North Surrey. In the first year of operation in Surrey they anticipate reaching between 1500 and 2000 children and youth.

Gift-in-Kind Support:

In response to the Arts Umbrella request for a gift-in-kind related to promotions support, staff recommend providing a half page of advertising space in each of four consecutive quarterly issues of the PRC Leisure Guide, starting with the Fall 2011 issue. Also, over the same one year period, Arts Services staff will incorporate Arts Umbrella programming announcements on the City's web site.

The Manager of Arts Services as a member of the Arts Umbrella Steering Committee will monitor the participation levels in Arts Umbrella classes and its program development. A year-end report will be provided to Council on the progress of the Arts Umbrella initiatives.

SUSTAINABILITY CONSIDERATIONS

The Arts Umbrella proposal if implemented will support the socio-cultural objectives in the City's Sustainability Charter by:

- providing a range of accessible and affordable cultural services (Goal SC₁);
- establishing major arts and cultural facilities in central locations throughout the City (Goal SC₁₂);
- promoting and raising awareness of arts and culture in Surrey (Scope Action SC₄₋₆); and
- promoting education and awareness by encouraging institutions to take responsibility to achieve a sustainability city (Scope Action SC₈₋₁).

The Charter recognizes that there is a need for investment in social infrastructure south of the Fraser River and recommends that the City work with senior governments to ensure investments match the needs of a rapidly growing population in Surrey.

CONCLUSION

Based on the above discussion it is recommended that the Finance Committee recommend to Council, subject to Arts Umbrella establishing and maintaining a base of operations in Surrey from which programs and services are provided to children and youth in Surrey and reporting annually to the City the results of their operations in Surrey for the immediately preceding year and their plans for the following year, that Council:

- approve funding to Arts Umbrella Surrey of \$25,000 from the Council Initiatives Fund to support this organization in the delivery of programs and services to Surrey children and youth in 2011 and approve the City providing to Arts Umbrella as a gift in kind for one year promotions assistance in the Parks, Recreation and Culture Leisure Guide and on the City's web site as generally described in this report; and
- instruct staff to include for the years 2012 and 2013 in the 2012-2016 Five Year Financial Plan, \$25,000 funding per year for Arts Umbrella Surrey.

Laurie Cavan
General Manager
Parks, Recreation and Culture

Appendix 1 – Letter, dated October 28, 2010, from Arts Umbrella

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October 28, 2010

Councillor Barbara Steele
City of Surrey
14245 - 56th Avenue
Surrey, BC V3X 3A2

Dear Councillor Steele:

Further to your request, please find attached a detailed request for support to the City of Surrey for Arts Umbrella's Surrey initiative.

We are respectfully asking the City consider supporting Arts Umbrella Surrey in the amount of \$25,000 a year for three years (2010/11, 2011/12 & 2012/13) as well as a gift-in-kind provision of marketing services.

We greatly appreciate the support we have received from the Mayor, City Council and many city staffers to date. Your commitment and dedication to helping us make this project a reality has been integral getting us where we are today.

We have analyzed the risk and determined that in order to achieve our goal of a soft launch in spring 2011 we must have 50% of our start-up and operating funds in place and have a location secured by the end of the year.

Like the city, Arts Umbrella is committed to helping children and youth develop into happy, healthy and contributing members of society. Working together through a long-term investment we can make Surrey a place where children are given the opportunities and experiences they need to become successful, engaged citizens of the future.

Please do not hesitate to contact me should you have any questions. I can be reached at 604-681-5268 x 229 or lpacey@artsumbrella.com.

I look forward to discussing this opportunity with you further.

Regards,

Lucille Pacey
President & CEO



Arts Umbrella Request for Support

1. Introduction

As one of Canada's foremost providers of children's arts education, Arts Umbrella is looking to expand its operations to establish a presence in the City of Surrey. Arts Umbrella Surrey would offer unique and meaningful arts programming for all children, to educate children in the arts, and to build a lifelong audience for the arts. We plan to offer dynamic tuition-based and funded arts programs in a variety of disciplines.

Arts Umbrella Surrey will serve as an important contributor to helping the city achieve its goal to create a child and youth friendly city. Arts Umbrella recognizes that exposure to the arts resonates beyond the development of well-rounded children, and that it plays an integral role building strong, healthy, and dynamic communities. Through the delivery of our programs in Surrey we hope to bring skills development and personal growth to the city's children and youth, while at the same time contribute to creating a cohesive, economically vibrant community.

2. Start-up Costs

The following is a breakdown of start-up costs for Arts Umbrella Surrey:

TOTAL – \$216,125

Facility - \$108,000

Program Supplies & Equipment - \$66,200

- Priority 1 – basic supplies = \$38,700
- Priority 2 – portable Mac digital arts lab = \$20,000
- Priority 3 – black box theatre lighting = \$7,500

Administrative Supplies & Equipment - \$11,925

Contingency - \$10,000

HST - \$20,000

In addition to the above-listed costs, we must raise \$195,560 in operating costs (including lease) for the first eight months of operation (January – August 2011).

3. Financial Commitments to Date

Deloitte (confirmed) - \$9,000/yr for 3 yrs

BMO (pending) - \$50,000/yr for 3 yrs

Steve Nash Foundation (pending) - \$25,000

4. Request to City of Surrey

Cash - \$25,000/yr for 3 years

GLK – marketing support through City of Surrey websites and Leisure Guides

5. Summary

This year Arts Umbrella will invest over \$50,000 in program delivery for the children and youth of Surrey through the delivery of fully funded outreach programs at three different high-needs schools.

As we look to the future, we are excited by the opportunity to continue contributing to making Surrey a child and youth friendly city. Our vision is to create a high-impact, positive artistic organization that will nurture the development of creative, confident, tolerant children in a safe environment. We will achieve this, by building on our past success and customizing to meet the needs of Surrey's community.