

NO: R147

COUNCIL DATE: **July 13, 2015**

REGULAR COUNCIL

TO: **Mayor and Council**

DATE: **June 24, 2015**

FROM: **General Manager, Parks, Recreation and Culture**
General Manager, Finance and Technology

FILE: **1850-01**

SUBJECT: **2015 Cultural Grants Program – 2015 Supplemental**

RECOMMENDATION

The Parks, Recreation and Culture Department and the Finance and Technology Department recommend that Council approve under the City's Cultural Grants Program a grant of \$5,000 to "C Agency" as generally described in this report.

INTENT

The purpose of this report is to obtain approval for the issuance of a grant under the Cultural Grants Program for 2015.

BACKGROUND

At its Regular meeting on January 12, 2015 Council adopted the recommendations of Corporate Report No. CR006:2015 titled "Surrey Cultural Grants Program - 2015 Grants" that provided approval of cultural grants to forty – eight (48) different organizations totalling \$193,275.00.

Since that time the Program has received a late grant submission from a newly formed arts organization with a unique proposal for a time sensitive project proposed for the Newton Town Centre. This report addresses that application.

DISCUSSION

Description of the Application:

The proposal entitled "Site 1" involves the display of original art work by ten (10) local artists who are members of "C Agency". "C Agency" is a collective of curators who have a focus on developing strong curatorial voices, creating opportunities for artists to focus solely on the creative process, to enrich the community through the experience and discourse around contemporary art. Their initial exhibition will include sculptures made from locally found objects, also paintings, photographs and video.

The concept of up-cycling and using found materials fits very well into the recently announced EcoNewton Business Development strategy. This exhibition would be on display for a minimum of three months and subsequent exhibitions will be planned in collaboration with local artists and the Fine Arts Department at Kwantlen Polytechnic University.

This artist group is interested in cultivating a model for organic artistic activity in Surrey and drawing attention to the talent of artists who work here. The group is ready to start up their operations this summer and see great potential in hosting openings and events that will animate this street, bring increased foot traffic and positive promotion to the area. These individuals are professional artists, many of whom have exhibited their work at the Surrey Art Gallery and beyond. They are empathetic to the recent challenges in this community and want to offer their services to generate positive interest in the area.

This proposed project helps to fulfill many goals in the Surrey Cultural Plan including ones relating to “Enhancing Town Centres” by decentralizing arts activities and “Enhancing the Economy” by supporting local artists. These projects will also help the City to achieve Council’s vision of a “cultural corridor” along King George Boulevard and enhance other cultural assets such as the Newton Cultural Centre and local public art installations.

Evaluation:

Staff has evaluated the application against the Program Guidelines (see **Appendix I**) and has determined that a grant under the Cultural Grants Program of \$5,000 to “C Agency” is supportable.

Status of Program Funding:

Appendix II attached to this report provides a summary of the grants that have been issued under the Program to date; up to \$200,000 was allocated in the 2015 operating budget for the Cultural Grant Program, therefore sufficient funds are available to support this request.

Distributing the Cultural Grants

In accordance with the Program Guidelines and subject to approval of the grant by Council the applicant will receive eighty percent (80%) of the approved grant funding up front with the remaining balance to be forwarded to the applicant upon the receipt and acceptance by the City of a final report submitted by the applicant that demonstrates that the work or activity for which the grant was awarded has been duly completed.

SUSTAINABILITY CONSIDERATIONS

Surrey’s Sustainability Charter states: *“Surrey has a network of widely accessible community health and social services, parks, recreation, library and cultural opportunities that promote wellness and active living. The City embraces its cultural diversity and promotes tolerance, social connections and a sense of belonging.”*

The Charter further states: *“Cultural activities are recognized as an important way for individuals to contribute to their communities. Culture is an essential tool in understanding the values, shared meanings and goals of residents in a community. Wide, inclusive participation in cultural activities contributes to community vitality and supports sustainability.”*

The Program assists in achieving the socio-cultural objectives in the City’s Sustainability Charter through:

- the introduction of celebratory programs, exhibitions and events related to multicultural, heritage and traditional arts (Scope Action SC4: Cultural Awareness in the Community);
- the encouragement of citizen engagement with City planning activities to build community capacity (SC5: Plan for the Social Well Being of Surrey Residents);
- the provision of a range of accessible and affordable cultural services (Goal SC6: Accessible and Appropriately located Services within the City);
- support for local service organizations, in the non-profit sector for actions that are within the City's mandated responsibilities (Goal SC6: Accessible and Appropriately located Services within the City);
- promotion of arts and heritage in Surrey (SC4: Cultural Awareness in the Community and SC8: Municipal Outreach, Public Education and Awareness); and
- education and awareness building initiatives that encourage all sectors of the city to assist in building sustainable cultural components in Surrey (SC8: Municipal Outreach, Public Education and Awareness).

The Charter recognizes that cultural groups engage local artists and cultural workers who create the art and heritage exhibitions, festivals and programs that generate the energy and ambiance that are the hallmark of a vibrant city.

CONCLUSION

The Parks, Recreation and Culture Department and the Finance and Technology Department recommend that Council approve under the City's Cultural Grants Program a grant of \$5,000 to "C Agency" as generally described in this report.

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Appendix I: Surrey Cultural Grants Program Guidelines

Appendix II: Status of Cultural Grants Program Funding for 2015

Surrey Cultural Grants Program Guidelines

Surrey Cultural Grants Program - Guidelines

SURREY CULTURAL GRANTS PROGRAM

GUIDELINES

1. The vision of the Cultural Grants Program (the "Program") is to support and enhance arts and heritage in Surrey through:
 - building organizational capability and sustainability in each of existing and new local cultural organizations;
 - investing in community-based cultural activities that promote awareness, access, participation and appreciation of arts and heritage; and
 - encouraging collaborative opportunities and partnerships.
2. General guidelines for the Program include:
 - Organizations may submit one application per grant cycle;
 - Grants will be awarded based on number of eligible applicants and available funding in each year;
 - Up to 20% of available grant funding for the Program may be retained as a contingency for extemporaneous grants and as a contingency; and
 - City enhancement goals and cultural investment strategies as contained in City plans, including Surrey's Cultural Plan, may be considered in the awarding grants.
3. The following will not be eligible in relation to grants under the Program:
 - educational institutions;
 - religious, political, and business groups;
 - fundraisers;
 - travel (more than 200 kilometres outside the Lower Mainland);
 - deficit reduction; and
 - capital projects.
4. Grants will be awarded in each of the following three noted categories:
 - Capacity Building Grants: Under this category grants up to \$2500 will be provided to qualified groups to support the organizations' development needs, including but not restricted to any of the following:
 - training;
 - workshops and conferences;
 - applying for registered not-for-profit status;
 - Board development activities;

- marketing; and
 - strategic planning.
- Project Grants: Under this category grants will be provided to encourage partnerships and collaborations that result in new cultural programs and initiatives. The grant award would contribute up to fifty percent (50%) of the program budget on a matching basis, which could include in-kind contributions. The maximum grant under this category is \$5,000.
 - Start-up Grants: Under this category grants will be provided to assist with start-up costs for an organization that is being established to provide cultural-based programming in the City. Such a grant would be a "one time" grant. The applicant would need to provide a business plan as part of its application that demonstrates economic viability and includes demonstration of secured funding for at least 80% of the first year's budget for the organization. The grant would be limited to the lesser of \$5,000 or twenty percent (20%) of the organization's annual budget and could recognize the value of in-kind contributions by the organization.
5. The following documents the eligibility criteria under each of the above-referenced categories:

Capacity Building Grants

To be eligible under this category, the applicant must be:

- a not-for-profit organization (registered or non-registered);
- principally based in Surrey; and
- requesting a grant to address the organizations' development needs, including but not restricted to:
 - attendance at training, workshops and conferences;
 - registering for not-for-profit status;
 - Board development; and/or
 - strategic planning.

Project Grants

To be eligible under this category, the applicant must be:

- a not-for-profit organization (registered or non-registered) or individuals partnering with a not-for-profit organization (registered or non-registered);
- principally based in Surrey;
- proposing a project that has a duration of no more than 16 months; and
- having matching funds and/or in-kind contributions equivalent to the amount of the grant that is being requested.

Cultural Sustainability

To be eligible under this category, the applicant must:

- be a not-for-profit organization (registered);
- be principally based in Surrey;
- have developed a sustainable business plan for the on-going operation of the organization with diverse revenue sources; and
- limit the application to the lesser of \$5,000 or 20% of the annual budget of the organization with the remainder of the budget being reasonably secured.

Application Processing Procedures

6. The following is a description of the procedure for interested parties to make application under the Program:

- Interested parties are required to submit a one page expression of interest to the City that describes the reason that an application is being made and a demonstration that the related eligibility criteria are met.
- Staff will review the submissions and short-list those that appear to be fully eligible to make application.
- Eligible applicants will be invited to an information session where application forms will be distributed, information will be provided about how to fill out the application form, and questions will be answered.
- The deadline for applications in the first year will be January 31st. All applications received by that date will be evaluated with the results of the evaluation and the related grants announced in March, 2012. The objective would be for grants to be distributed in April, 2012. In future years the grant cycle will start in the summer months with the awarding of funds taking place in January of each year.
- Each application will be reviewed by City staff to ensure that it is complete and meets the Program criteria. Each complete and eligible application will then be evaluated by a staff Grant Evaluation Committee comprised of representatives from: Arts, Heritage, Library, Economic Development and Finance. The Committee will recommend the grant amount for each eligible applicant that will then be forwarded to Council for approval.
- City staff will notify all applicants of Council's decision, and will advise them of the Appeal Procedure.

- Appeal Procedure:

Appeals will be considered from organizations that have been denied funding and where significant new information is presented that was not available during the original review process.

Appellants must notify City staff in writing of their intention to appeal within ten business days of the date that they receive notification of the City's decision regarding their application. The appellant must clearly identify the additional information that they view as being important to their appeal of the decision. The Evaluation Committee will review such appeals and where a change in the original recommendation is considered warranted will forward an appropriate recommendation to Council. If the appeal is denied, the applicant will be informed.

- Where a grant is awarded, 80% of the grant amount will be forwarded to the applicant once Council has approved the grant. The remaining 20% will be forwarded to the applicant upon receipt by the City of a final report from the applicant that demonstrates that the initiative for which the grant was awarded has been fully and properly completed.
 - The preparation and submission of a final report related to each grant is a prerequisite for the applicant to be eligible for any future grants under the Program.
 - Every organization that receives a grant under the Program is expected to acknowledge the City's support using the City's guidelines for City logo use.
 - Organizations may be required to give progress reports and/or offer site visits upon request to demonstrate that the grant is being used for the purpose for which it was awarded.
7. The Program is intended to be flexible in order to meet needs demonstrated by local arts and heritage organizations. A review of the Program will be undertaken after the first two years of its operation and a report will be submitted to Council complete with recommendations.



2015 Cultural Grants

Description	Amount	Allocation to date
Carried Forward from Prior Year	<u>200,000</u>	
2015 Approved Budget		
African Stages Association of BC		2,025
ArtsCan Surrey		2,500
Cedar Hills Caledonian Pipe Band Society		2,500
Contemporary Art Matters		2,500
Kvitka Ukrainian School of Dance		2,500
Soundscape A Cappella Chorus		2,500
South of the Fraser Inter-Arts Collective		2,500
Surrey Choral Arts Project Society		2,500
Surrey International Film Festival		2,500
Surrey Photography Club		1,600
Surrey Rockhound Club		1,000
The Mother Language Lovers of the World Society		2,500
Westcoast Harmony Chorus		2,500
A.C.M.E. Arts Society		5,000
Arts Council of Surrey		4,500
Arts Umbrella/Children's Arts Umbrella Association		5,000
Day of Drawing Collective		5,000
Diwali Fest/Diwali Celebration Society		5,000
EJS School of Fine Arts		5,000
Fraser Region Aboriginal Friendship Centre		4,800
Fraser Valley Chinese Culture Association		5,000
Fraser Valley Gilbert and Sullivan Society		5,000
Latinos in Action		2,500
Mha Puja BC Cultural Group		2,800
Naad Foundation		5,000
North American Hanyang Arts and Culture Center Association		5,000

Description	Amount	Allocation to date
Pacific Community Resources Society		3,500
Peninsula Productions		5,000
Rangmanch Punjabi Theatre		5,000
Semiahmoo Arts		5,000
South Asian Arts Society		5,000
Streerich Hip Hop Society		5,000
Surrey Art Gallery Association		5,000
Surrey Festival of Dance		5,000
Surrey International Writers' Conference Society		5,000
Surrey Latin Integration Society		5,000
Surrey Sings Choral Festival		5,000
Surrey Symphony Society		5,000
Teatr Polski / Polish Theatre, Canadian-Polish Arts Society		5,000
The Beach House Theatre Society		5,000
The Handel Society of Music		5,000
The Royal Canadian Theatre Company		5,000
Tourism Surrey		5,000
Vancouver International Bhangra Celebration Society		5,000
Vancouver Opera Association		5,000
Vancouver Tagore Society		3,350
Young Peoples Opera Society of BC		5,000
Youth Arts Council of Surrey		2,200
C Agency (Proposed)		5,000
Allocations for 2015		198,275