



REGIONAL MUNICIPALITY OF WATERLOO ECONOMIC DEVELOPMENT AND PROMOTION COMMITTEE AGENDA

Wednesday, February 8, 2012
5:30 P.M.
Council Chambers
150 Frederick Street, Kitchener, ON

- 1. DECLARATIONS OF PECUNIARY INTEREST UNDER THE MUNICIPAL CONFLICT OF INTEREST ACT**
- 2. REPORTS - Finance**
 - a) [F-12-011](#), Funding for Marketing Initiatives for Art Galleries 1
- 3. OTHER BUSINESS**
- 4. NEXT MEETING**
- 5. ADJOURN**



REGION OF WATERLOO
FINANCE DEPARTMENT
Treasury Services Division

Report: F-12-011

TO: Chair T. Galloway and Members of the Economic Development and Promotion Committee

DATE: February 8, 2012 **FILE CODE:** F25-20

SUBJECT: FUNDING FOR MARKETING INITIATIVES FOR ART GALLERIES

RECOMMENDATION:

For Discussion

SUMMARY:

This report addresses the request for \$30,000 of funding for marketing initiatives for the coalition of the K-W Art Gallery, the Canadian Clay and Glass Gallery and the Cambridge Galleries referred from the December 14th Regional Council meeting.

REPORT:

At its meeting on December 6th 2011, Administration and Finance Committee addressed a recommendation related to Regional Funding for Arts and Culture Organizations for 2012. The recommendation which did not include funding for art galleries was approved by Committee and forwarded to Regional Council for consideration on December 14th, 2011. At the December 14th Budget Committee Public Input Meeting, held prior to the Council meeting, a delegation of representatives from the Kitchener-Waterloo Art Gallery, the Canadian Clay and Glass Gallery and the Cambridge Galleries addressed Committee on a proposal to jointly administer a marketing program for the three galleries. In their written presentation, the delegation requested “that the Region fund a joint marketing programme for our three institutions to allow us to reach out beyond our borders and attract out of town visitors to our institutions. We are proposing annual funding of \$30,000/year, to build and expand a marketing programme, create joint infrastructure which would sustain the program....” As part of the discussions at the Public Input Meeting it was noted that an evaluation of the effectiveness of the funding could be conducted after one year with funding potentially annualized for a period of up to three years.

At the December 14th Regional Council meeting, there was discussion about the request and the matter was referred to the Economic Development and Promotion (EDP) Committee. As part of final budget deliberations in January 2012, Budget Committee also discussed the funding request and subsequently approved an increase of \$30,000 to the 2012 budget for Economic Development and Promotion to be funded from the Capital Levy Reserve Fund. The request for \$30,000 in funding for marketing activities for the coalition of art galleries is now before EDP Committee for consideration.

It is staff’s understanding that Greg Hayton, Chief Executive Officer of Cambridge Libraries and Galleries, is coordinating the funding request and has indicated that Cambridge Galleries will receive and administer the funds on behalf of the three galleries and the funds will be held in a separate account and tracked to ensure transparency of use.

Should the EDP Committee recommend approval of this request, staff suggest that the funding be subject to the group agreeing to coordinate their marketing efforts with the Waterloo Region Tourism Marketing Corporation (WRTMC) and the Creative Enterprise Enabling Organization (CEEO). Both of these organizations are engaged in collaborative marketing efforts related to promoting arts and culture organizations in Waterloo Region. The Region's representative on the WRTMC Board Lucille Bish, Director of Community Services, could assist with this coordination.

CORPORATE STRATEGIC PLAN:

Economic Development and Promotion grants support the Growth Management Focus Area of the Strategic Plan and the objective of fostering a diverse, innovative and globally competitive economy.

FINANCIAL IMPLICATIONS:

The approved 2012 operating budget includes \$154,000 for Economic Development and Promotion grants and activities funded from the property tax levy and an additional \$30,000 of one time funds for 2012 funded from the Capital Levy Reserve Fund.

OTHER DEPARTMENT CONSULTATIONS/CONCURRENCE: Nil

ATTACHMENTS:

Appendix 1 - December 14th, 2011 Presentation "The Case for Revising The Waterloo Region's Cultural Funding Program"

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APPROVED BY: *M. Murray*, Chief Administrative Officer

Presentation to Waterloo Regional Council

**THE CASE FOR REVISING
THE WATERLOO REGION'S CULTURAL FUNDING PROGRAM**

Cambridge Galleries
The Canadian Clay and Glass Gallery
The Kitchener Waterloo Art Gallery

December 14th, 2011

THE CASE FOR REVISING THE WATERLOO REGION'S
CULTURAL FUNDING PROGRAM

It is clear from decisions made by Regional Council over the past two annual budgets that the regional government funding policy for cultural institutions is in flux. Historically the Region has limited its cultural funding to direct financial support for the KW Symphony and the Grand Philharmonic Choir. It has also supported local artists and not-for-profit arts organizations indirectly through the Regional Arts Fund. However, in 2010, the Canadian Clay and Glass Gallery received one-time funding directly from the Region and for the past two years THEMUSEUM (formally the KW Children's Museum) has received substantial financial support for its programmes through requests brought directly to Regional Council. Also in 2011, the newly established Creative Enterprise Enabling Organization, received start-up funding from the regional government.

The Kitchener Waterloo Art Gallery, The Canadian Clay and Glass Gallery and Cambridge Galleries are the major public art galleries in our region and we have come together to discuss with Regional Council its approach to funding cultural institutions in our region. As key players in the cultural life of our region, we are encouraged by the increased interest in funding cultural endeavors at the regional government level and suggest that this is an appropriate time to review the overall policy approach and scope of support for cultural endeavors at the second tier government level.

We are here collectively to put forward some suggestions for changes to regional policy in this area and to specifically make the case for providing regional funding for our institutions, either collectively or individually in the 2012 budget. At this time, all three of our galleries receive funding from the municipal, provincial and federal governments. We suggest there is also a regional role for arts funding in some quite specific areas and based on specific criteria.

Funding for arts institutions in the Region of Waterloo should be directed to cultural institutions:

- whose appeal and programmes transcends the interests of the residents in the local municipality in which the institution is located
- whose collections have provincial and national scope, and whose exhibitions, while not excluding local artists are not limited to, artists from within the municipality in which the institutions are located
- which contribute significantly to the vitality, energy and attraction of the Region as a whole
- whose programmes attract the attention of audiences from outside the Region, bringing both recognition and visitors to the Waterloo Region from beyond our borders

- whose collections and programmes meet provincial and national museum and art gallery standards of excellence

We would like to expand on these points.

- 1) The three institutions represented in this brief deliver annual exhibition programmes which are recognized by professional art museum associations as well as federal and provincial granting agencies based on the sustained quality of the work presented. They are also recognized for the quality of their facilities and the ability of institutional professional staff to provide the necessary curatorial and administrative structure required to maintain this quality offering in an ongoing manner.
- 2) Our institutions work together to provide complementary exhibitions, not just for the audiences within each of our respective municipalities, but to appeal to the broader regional audience. Culture is not constrained by municipal boundaries. Our institutions have an important role in binding our communities and the whole region together. We are a force for unity within the region as well as a source of pride for everyone living in the greater Kitchener, Cambridge, Waterloo and township areas. We believe there should be recognition for this important function and support at the regional level of government as there is at the municipal, provincial and federal levels.
- 3) Each of our institutions has growing collections of national stature, which are, in fact, unique within the Canadian cultural context.

The Canadian Clay and Glass Gallery is the only museum/gallery in Canada that is solely devoted to exhibiting contemporary clay and glass works. The Gallery's permanent collection reflects the history of Canadian art glass and ceramics from the mid-20th century to 2011 and includes Canadian and international clay, glass, and enamel works deemed national treasures by the Government of Canada. Working with regional, national, and international artists, these exhibitions challenge conventional preconceptions of what clay and glass art is, or can be. The Gallery is recognized internationally and has received numerous Best Exhibition awards and the Jean Johnson/Melanie Egan Award for Curatorial Excellence from the Ontario Crafts Council.

Cambridge Galleries permanent collection is contemporary specifically focused on Canadian fibre art, and is the only public art gallery in the country with this exclusive collection mandate. Furthermore, Cambridge Galleries operates Design at Riverside, the only public gallery in Ontario solely focused on presenting exhibitions of architecture and design. In both these areas of specialization, Cambridge Galleries has received national recognition. As many members of Regional Council will know, Cambridge Galleries was the organizing gallery for the Canadian Pavilion at the world famous Venice Biennale of Architecture in 2008.

Possessing a permanent collection of 4,150 artworks, KW|AG is the oldest and largest collecting public art gallery in the Waterloo region, based in and supported jointly by the cities of Kitchener and Waterloo. The artwork in the Collection is held in trust by the Gallery for the citizens of the Region of Waterloo, the Province of Ontario and Canada. The KW|AG was established through the efforts of the Kitchener-Waterloo Society of Artists (KWSA) in 1956 and its collection reflects this history with the majority of its works by artists from the region, and by extension Southern Western Ontario. The collection consists of paintings, prints, drawings, sculpture, photography, textiles, installation and video. The KWAG was the recent recipient of the Ontario Association of Art Galleries Best Exhibition Award 2011 for the exhibition by Ernest Daetwyler who is one of the region's major artists.

These collections, and the related ongoing exhibition programmes, bring attention to the Region and reinforce its image as a major centre of culture and creativity in our country. We are known as high tech innovators, but innovation is not limited to the work environment, we are cultural innovators as well and as a region, we should be proud to promote our cultural prowess. The well being of the Region and its ability to attract new residents depends on a holistic approach to marketing our area as dynamic, vibrant, and culturally exciting, as well as a source of high value jobs.

4) The region is made up of a number of communities with different attributes and strengths which ensures that when it comes to promoting ourselves, we can truthfully say the whole is greater than its parts. The region's motivating strategy is built around the variety of unique features and different strengths our many communities bring to the table. This makes our region as a whole much more attractive than each community could possibly be on its own. The same can be said for our three cultural institutions, the major art galleries in our region. Individually we are good, together we are great. We believe the regional funding policy should acknowledge this and support the cooperative nature of our activities to assist us to work together more efficiently and to promote ourselves collectively to project a regional image of cultural variety and vitality. We believe the diversity of our offering is a strength not only of our institutions but the region as a whole.

5) Tourism and the Broader Audience

Each of our institutions has a following which extends well beyond the confines of the regional borders. For example, Design at Riverside exhibitions regularly attract an audience from further afield which comes not only to see each new architecture and design exhibition, but also to discover what else Cambridge and the Waterloo Region have to offer. To accommodate this audience Cambridge Galleries now regularly schedules a shuttle bus from Toronto for major openings. The Kitchener-Waterloo Art Gallery has had similar experiences. For example, over 100 delegates attending a recent art conference from other parts of the province and country were

able to enjoy what all these institutions had to offer during their networking session. KWAG has witnessed a surge in the number of group bus tours from Canada and the United States specifically tied to the exhibition program.

How exciting it would be to package the collective offerings from the three institutions so that we could give our out of town visitors a full day of art experiences, with extra time to eat and shop in the region. We have recently recognized that tourism at the regional level is the way we need to market our communities and have established the Waterloo Region Tourism Marketing Corporation to jointly promote tourism to the Region. This is an excellent model for us to follow in promoting our cultural institutions.

What We Are Proposing

- That our institutions work with regional staff to develop a new regional cultural support policy which recognizes all the key institutional players in the region.
- That the region fund a joint marketing programme for our three institutions to allow us to reach out beyond our borders and attract out of town visitors to our institutions. We are proposing annual funding of \$30,000/year, to build and expand a marketing programme, create joint infrastructure which would sustain the program and work with local transportation options to provide practical support for moving people from one venue to another. At the end of the three year's we will evaluate the program to assess the impact.

Community building is not just roads and bridges – we need to connect our communities through our cultural endeavors and attractions as well. With regional help, the Canadian Clay and Glass Gallery, the Kitchener Waterloo Art Gallery and Cambridge Galleries are ideally placed to do just that. Thank you

Cambridge Galleries
The Canadian Clay and Glass Gallery
The Kitchener Waterloo Art Gallery

December 14th, 2011