

DATE OF MEETING | DECEMBER 15, 2021 |

AUTHORED BY JULIE BEVAN, MANAGER, CULTURE & EVENTS

**SUBJECT CULTURE & EVENT GRANTS 2022 – FUNDING
RECOMMENDATIONS**

OVERVIEW

Purpose of Report

To recommend Council approval of the 2022 Culture & Event grant funds (Operating, Project and Downtown Event) to support the activities of non-profit culture and heritage organizations, and contribute to the success of events and initiatives planned for downtown. |

Recommendation

That the Finance & Audit Committee recommend that Council:

- a) approve 2022 Cultural Grant Funding (Operating, Project and Downtown Event) recommendations of \$510,211 as follows;

2022 Culture & Heritage Operating & Project Grants

- **Applicant Name:** Crimson Coast Dance Society
 - **Recommended:** Operating \$28,002
- **Applicant Name:** L'Association des francophones de Nanaimo
 - **Recommended:** Operating \$24,000
- **Applicant Name:** Mid Island Metis Nation Association
 - **Recommended:** Operating \$15,000
- **Applicant Name:** Nanaimo Arts Council
 - **Recommended:** Operating \$16,004
- **Applicant Name:** Nanaimo Concert Band
 - **Recommended:** Operating \$8,000
- **Applicant Name:** Nanaimo Conservatory of Music
 - **Recommended:** Operating \$19,143
- **Applicant Name:** Pacific Coast Stage Company
 - **Recommended:** Operating \$18,000
- **Applicant Name:** Nanaimo Festival Heritage Theatre Society (TheatreOne)
 - **Recommended:** Operating \$52,500
- **Applicant Name:** Nanaimo Chapter of the SPEBSQSA (Tidesmen Chorus)
 - **Recommended:** Operating \$4,900
- **Applicant Name:** Vancouver Island Symphony
 - **Recommended:** Operating \$93,000
- **Applicant Name:** Western Edge Theatre Society
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- **Applicant Name:** A Cappella Plus Choral Society
 - **Project Name:** Season of choral programs
 - **Recommended:** Project \$5,000
- **Applicant Name:** Festival of Banners Association
 - **Project Name:** 2022 Banner Festival
 - **Recommended:** Project \$5,012
- **Applicant Name:** Friends of Nanaimo Jazz Society
 - **Project Name:** Season of jazz programs
 - **Recommended:** Project \$10,000
- **Applicant Name:** Island Bel Canto Singers Society
 - **Project Name:** Season of choral programs
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- **Applicant Name:** Island Consort Society
 - **Project Name:** Season of musical programs
 - **Recommended:** Project \$2,000
- **Applicant Name:** Malaspina Choral Society
 - **Project Name:** Season of choral programs
 - **Recommended:** Project \$3,000
- **Applicant Name:** Nanaimo African Heritage Society
 - **Project Name:** Promoting Black History & Diversity in 2022
 - **Recommended:** Project \$5,000
- **Applicant Name:** Nanaimo Ballroom Dance Society
 - **Project Name:** Island Fantasy Ball Dance Showcase and Competition
 - **Recommended:** Project \$8,000
- **Applicant Name:** Nanaimo Chamber Orchestra
 - **Project Name:** Season of concert programs
 - **Recommended:** Project \$2,000
- **Applicant Name:** Nanaimo Sings! Choral Festival Society
 - **Project Name:** Made in Nanaimo: Songs for Sharing
 - **Recommended:** Project \$6,500
- **Applicant Name:** Nanaimo Ukulele Festival Society
 - **Project Name:** Nanaimo Ukulele Festival 2022
 - **Recommended:** Project \$1,000
- **Applicant Name:** Vancouver Island Short Film Festival
 - **Project Name:** Vancouver Island Short Film Festival 2022
 - **Recommended:** Project \$5,250
- **Applicant Name:** Wordstorm Society of the Arts
 - **Project Name:** Season of programs
 - **Recommended:** Project \$4,800
- **Applicant Name:** Wordstorm Society of the Arts
 - **Project Name:** Brand Development & Logo Redesign
 - **Recommended:** Project \$3,600

2022 Downtown Event Revitalization Grants

- **Applicant Name:** Downtown Nanaimo Business Association
 - **Event Name:** Corner Concerts
 - **Recommended:** \$5,000
- **Applicant Name:** Downtown Nanaimo Business Association
 - **Event Name:** WinterFest
 - **Recommended:** \$18,000
- **Applicant Name:** Graham G. C. Villette
 - **Event Name:** Jazz Above Ground - Nanaimo
 - **Recommended:** \$950
- **Applicant Name:** Greater Nanaimo Chamber of Commerce
 - **Event Name:** Thursday Night Street Market
 - **Recommended:** \$30,000
- **Applicant Name:** Humanity in Community Foundation
 - **Event Name:** Hub City Walls
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- **Applicant Name:** Nanaimo Arts Council
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- **Applicant Name:** Nanaimo Dragon Boat Festival Society
 - **Event Name:** Save-On-Foods Dragon Boat Festival
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- **Applicant Name:** Nanaimo International Jazz Festival Association
 - **Event Name:** Nanaimo International Jazz Festival
 - **Recommended:** \$25,000
- **Applicant Name:** Old City Quarter Association
 - **Event Name:** Hallowe'en in the OCQ
 - **Recommended:** \$500
- **Applicant Name:** Old City Quarter Association
 - **Event Name:** Sounds of Summer in the OCQ
 - **Recommended:** \$5,000
- **Applicant Name:** Old City Quarter Association
 - **Event Name:** Christmas in the OCQ
 - **Recommended:** \$2,000
- **Applicant Name:** Pacific Coast Stage Company
 - **Event Name:** Outdoor Fringe Presentations & Drive-In Theatre
 - **Recommended:** \$3,000

BACKGROUND

Three City of Nanaimo grant streams are administered through the Culture & Events section for a combined total budget of \$510,211 in 2022.

Culture & Heritage Operating and Project grants are essential to support the activities of the professional and community-based arts, culture, and heritage organizations who contribute significantly to the cultural, social and economic vitality of Nanaimo. Groups are invited to apply for up to 25% of their overall project or operating budget. The total available budget for allocation of these two grant streams in 2022 is \$360,211.

In 2017, Council established a Downtown Event and Revitalization Funding Program to support events that attract residents and visitors to downtown, enhance the vibrancy of downtown and stimulate business activity. Groups are invited to apply for up to 35% of their overall event budget. The total available budget for allocation in 2022 is \$150,000.

DISCUSSION

At the deadline of 2021-OCT-19 the following were received:

- 25 eligible Culture & Heritage Operating and Project applications (Attachment A);
- 15 eligible Downtown Event Grant applications (Attachment B).

Staff undertook a rigorous review of all applications based on grant program eligibility and assessment criteria (Attachments C, D, and E) and have recommended allocations of \$510,211 to support a range of activities in Nanaimo in 2022.

Of note this year is that seven organizations who applied for Operating Grants did not meet the existing eligibility criteria. The Operating stream of the Culture & Heritage Funding Program requires an in-depth application that provides a detailed and holistic picture of an organization's overall trajectory and health, with supporting documents including externally prepared financial statements such as a Review Engagement Report or an Audit. The Project stream of the Culture & Heritage Funding Program is designed to fund ongoing or one-time programs or initiatives by non-profit organizations with modest operating budgets. Taking into account the needs of smaller arts and culture organizations that are powered by community volunteers, the requirements for budget projections and financial statements are specific to the project or program proposed and do not require details about operational expenses.

To reduce barriers, and ensure that organizations are receiving the support they need to realize their work, in 2022 staff are moving seven applicants who applied to the Operating stream into the Project stream where their activities are eligible. Staff will communicate with these groups about this shift and support them for future applications appropriate to their capacity.

Also of note this year, Three-Year-Operating funding has not been recommended. As the result of feedback from the five professional arts organizations who had received Three-Year funding in 2019-2021, Staff are assessing this aspect of the program. Three-Year funding will become available again from 2023-2026.

The programs, services, and events offered by Nanaimo's arts and culture sector continue to be significantly impacted by the ongoing challenges of the COVID-19 Pandemic.

While many organizations could pivot to offer programs and services in a changing context, others had to suspend activity and cancel programs. Lost revenue, reductions in business, and uncertainty with the changing Public Health Orders has put further strain on a sector that was already challenged by scarce resources pre-pandemic. Because of a combination of factors, including impacts of the pandemic, as well as organization lifecycles, some groups have paused operations and have not returned to the City for funding support. Fewer applications were received by Culture & Events in both 2021 and 2022.

At the same time, many arts and culture organizations have been able to pivot, innovate and evolve by creating new avenues for programming and finding new audiences and collaborators. It is anticipated that 2022 will be a year of rebuilding, and the City of Nanaimo's investment in arts, culture, heritage and events through these grants will position organizations to deliver programs and contribute to community recovery. Staff will continue to liaise regularly with funded organizations to provide support throughout the year.

FINANCIAL CONSIDERATIONS

Funds for the three grant streams addressed in this report have been earmarked in the 2022 financial plan.

OPTIONS

1. That the Finance & Audit Committee recommend that Council:
 - a) approve 2022 Cultural Grant funding (Operating, Project and Downtown Event) recommendations of \$510,211 as follows;

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- The advantages of this option: Aligns with the goals of *The Cultural Plan for a Creative Nanaimo* and with City strategic priorities related to the economy, downtown vibrancy and livability.
- The disadvantages of this option: All of the Culture & Events 2022 grant funds will be fully committed.

- Financial Implications: There is \$510,211 allocated for the three grant streams in the 2022 Financial Plan.
2. That the Finance & Audit Committee recommend that Council provide alternate funding recommendations.
- The advantages of this option: None.
 - The disadvantages of this option: Would result in a delay in process and impact organizations' operations, projects and events in 2022 and their ability to serve the community.
 - Financial Implications: Would have financial impact on individual organizations and the services they provide to the community. |

SUMMARY POINTS

- Each year through Culture & Events, the City of Nanaimo invests in arts, culture, heritage and downtown events by providing funding to eligible organizations.
- By the 19-OCT-2021 deadline the City received 25 eligible Operating and Project applications, and 15 eligible Downtown Event Grant applications.
- In 2022, a combined total of \$510,211 is recommended to support a range of activities in Nanaimo which will have broad community impact.

ATTACHMENTS:

ATTACHMENT A: 2022 Culture & Heritage Grant Applications Received

ATTACHMENT B: 2022 Downtown Event Grant Applications Received

ATTACHMENT C: 2022 Operating Grant Guidelines, Criteria & Assessment Matrix

ATTACHMENT D: 2022 Project Grant Guidelines, Criteria & Assessment Matrix

ATTACHMENT E: 2022 Downtown Event Revitalization Grand Fund Guidelines, Criteria & Assessment Matrix

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