CORPORATE PLAN
2020-2023



WINNIPEG
ARTS COUNCIL

103 - 110 Princess Street
Winnipeg MB R3B 1K7
204.943.7668
winnipegarts.ca

Winnipeg Arts Council
Corporate Plan Summary 2020

The planning framework for the Winnipeg Arts Council cites – **Creation, Participation, Inspiration** – as the fundamental conditions for the arts in Winnipeg. It is the responsibility of the Winnipeg Arts Council to support and invest in arts programs that enable those conditions to flourish.

Winnipeg's artists and arts institutions create the look and feel and also the sound of the city. At the very heart and soul of urban development, **public art** is the prime means for humanizing civic spaces. The Winnipeg Arts Council proves its effectiveness as **a city-building entity**, guiding municipal investment in Winnipeg's arts organizations and artists that build the city's reputation through the **public value and civic impact** of the arts, through the ways that the arts enhance community and spur civic pride.

The Winnipeg Arts Council's 2020 Corporate Plan will continue the reinvestment in the arts begun by the City in 2015 and 2016, with a request for $5,036,986, an increase of $391,667 over 2019. This does not include Museums funding of $287,300.

Funding in 2020 permits the following:

- Expanded program funding to large or continuously operating arts organizations that have not seen an increase in four years. These organizations depend on the Winnipeg Arts Council for a portion of their core operating funds in order to leverage investments from other levels of government and the private sector.
- Further development of programs, events and public art initiatives such as *Youth* WITH ART or community participation concerts in *Mass Appeal*, and the enormously popular *Nuit Blanche.*

The request from the **City's Capital Budget for the 2020 Public Art Program** is $500,000, an amount that serves neighbourhoods, ongoing community programs, the staffing and administration of the Public Art Policy. At the instruction of the City, this annual request is sent to the Planning, Property and Development Department with presentation to the Planning Executive Advisory Committee. Dedicated project funds that may be available from major public capital projects have not been determined.

This Corporate Plan includes a special attachment that outlines **Why Government Should Support the Arts** and **A Comparison of Municipal Arts Councils** in Canada.
The unique partnership and mandate the City of Winnipeg has with the Winnipeg Arts Council reinforces the high calibre of artistic accomplishment for which the City is celebrated. The City's economy, community relationships, and health and well-being are all reinforced when the arts thrive.

2020 Corporate Plan

All of the Winnipeg Arts Council programs exist within three spheres that describe the fundamental conditions for the arts in Winnipeg, and thereby also inform the planning framework:

CREATION

The determination of Winnipeg's artists and arts organizations to create is fearless and unstoppable. With whatever resources available, this city produces artistic accomplishment of the highest degree.

PARTICIPATION

Winnipeg communities of every nature desire the best that artists and arts organizations can offer, but also know that they too need, contribute to and participate in creative experience.

INSPIRATION

The arts are a source of inspiration and when public art is created in civic spaces, it defines community and gives the city character and livability and easy access for all.

The Winnipeg Arts Council delivers on priorities set by the municipal plan, *OurWinnipeg.* The Arts Council:

Helps Winnipeg maximize the value it derives from the arts for purposes of the economy, tourism, employment and quality of life;

Gives Winnipeg a coherent, civic-wide policy on culture based in efficiency and best practice;

Harnesses Winnipeg's arts, culture and creative industries to generate positive social benefits for all of Winnipeg's diverse communities, bringing Winnipeg in step with progressive cities around the world.

The great distinguishing factor from any other organization listed on the City's "Grants" list is the fact that the Winnipeg Arts Council functions as an investor and administrator on behalf of the City. The Winnipeg arts Council distributes funds to over 200 arts organizations and artists each year *with administration costs which are among the lowest of any public funder in the country.*

► The arts and creative industries account for over $1 billion in economic activity in Winnipeg and employ 6.4% of the city's labour force or approximately 26,000 citizens.

2020 Programs

C R E A T I O N

As stated by the Winnipeg Arts Council, the individual artist is recognized as the primary source of creative activity. It is, however, the expectation that arts organizations implement creativity, ideas, imagination and artistic expression into their programs. Further, everyone in Winnipeg is invited to bring their curiosity and participation to the arts and engage in the endless possibilities on offer.

The following Winnipeg Arts Council programs support **Creation** in the arts community. Included are:

Multi-year Grants to Arts Organizations

The three-year Operating Grants and two-year Program Support Grants are intended to make contributions to the operations of established arts organizations that have a continuing presence in Winnipeg and have a track record of high-quality programming or services. Multi-year grants support a range of activities and art forms, reflecting different cultural traditions and art practices. Organizations receiving support are expected to advance the development of their art forms, to participate in the development of local artists, to maintain public support, and to practice strict management and financial controls.

Project Grants

Project Grants serve new and developing arts organizations, established arts organizations that work on a project basis, and artist collectives undertaking a special, one-time initiative. These grants support a range of activities and art forms, reflecting different cultural traditions and art practices. This program is not open to existing multi-year grant clients.

► A description of "public value" has to be met by arts organizations that demonstrates artistic leadership, public engagement and civic impact.

Grants to Individuals

The Winnipeg Arts Council recognizes the individual artist as the primary source of creative activity, with two programs that advance this work. The Individual Artist Grant Program supports the creation of new work in any art form, or the development, curation, exhibition, or presentation of works of art by Winnipeg artists, and the Professional Development Grant Program provides support to artists and arts administrators for activities that contribute to their professional development and enhance their careers in the arts.

Winnipeg is one of the few cities in Canada to have a support program for individual artists at the municipal level. This program is a valued contributor to the national reputation of Winnipeg as a city of the arts.

The New Creations Fund

Between 2003 and 2011 the New Creations Fund invested over $1.7 million in the development and production of new works by Winnipeg arts organizations that would otherwise be beyond their capacity to create. Before it was suspended for lack of funds, the program was instrumental in the creation of new Winnipeg works of theatre, opera, music, literature, dance, and visual arts. Works made possible by this program included creations addressing First Nations, Métis, and Francophone themes and several have been presented beyond Winnipeg by Canada's regional theatre companies, the National Arts Centre, and the 2010 Vancouver Olympics. The New Creations Fund will continue its hiatus in 2020 with a planned relaunch when funding becomes available.

***In the above-listed grant programs**, the Winnipeg Arts Council offers support to Winnipeg-based artists and not-for-profit organizations that have **as their core activity** creation, production, presentation or training in the visual, performing, literary, and media arts. Applications for assistance are considered through **a peer assessment process** that advises the Winnipeg Arts Council on awards*

to be made within a pre-determined budget, against program criteria and guidelines.

Indigenous Arts Leaders Fellowship
The Winnipeg Arts Council began implementation of the Indigenous Arts Leaders Fellowship in 2018 to provide opportunities for First Nations, Métis, and Inuit arts professionals to become immersed in the community of contemporary arts creation and presentation in Winnipeg. The first two Fellows completed their terms in June 2019 and immediately found employment within Winnipeg arts organizations; another Fellow will be appointed for 2019-20. 2020 plans for the program include an evaluation of the program to date as well continuing to work with Fellows who have completed the program to provide ongoing mentorship as they pursue careers in the arts.

► Ongoing monitoring of our program delivery allows us to ensure that operations continue to meet the needs of Winnipeg's arts organizations and the mandate of the Winnipeg Arts Council.

Public Art Opportunities
The Public Art Program provides opportunities for artists to reflect on Winnipeg's stories and places while creating local icons. Public art created by Indigenous artists builds on efforts to create awareness of the rich cultures, people and heritage that are at the roots of our Territory, city and province. It can share significant voice and meaning that is defined by Indigenous people themselves.

PARTICIPATION

Creative pursuit contributes to the quality of life in Winnipeg and to the health and wellbeing of its citizens. Just as important is the value of art itself, the creative ingenuity of people applied for its own purpose. Experiencing the arts provides the capacity to perceive, feel and interpret the world. The multiple aspects of "engagement," whether through community, audience, civic or youth-oriented arts experiences are a programmatic priority for the Winnipeg Arts Council through our Arts Development and Public Art programs. Associated activities include:

Community Engagement with the Arts
WITH ART and *Youth* WITH ART programs encourage communities to collaborate with professional artists in the exploration of creative experience, a process of artmaking that can be a catalyst for beneficial change. These programs are designed to be flexible, experimental and truly a model for community development.

Public Art Programming and Interpretation
Winnipeggers come together in our city when invited to participate in public art programming. In the dark of winter, hundreds of families attend the skating party under the rainbow lights of *Bokeh* in Kildonan Park. Indigenous artists continue to perform and share teachings in Air Canada Park to continue dialogue about *THIS PLACE on Treaty 1 Territory and the Homeland of the Metis Nation.* ArtWalk and ArtRide walking and biking tours attracted a diverse audience to explore our City together. Outreach and interpretive programming will continue to be expanded throughout the coming year, with a focus on engaging youth.

► WITH ART and *Youth* WITH ART programs encourage communities to collaborate with professional artists in the exploration of creative experience, a process of artmaking that can be a catalyst for beneficial change.

Mass Appeal
Mass Appeal is a series of free concerts that bring people together to celebrate in public space, as both artist and audience. It began in 2016 and has occurred annually since. Participation in Mass Appeal is open to anyone regardless of skill level, amateur or professional. Each event features one specific instrument or type of instrument to be

played by every participant with a predetermined repertoire. Music and instructions are made available online for participants to rehearse and then performed at a specific time by as many musicians as show up, to whatever audience chooses to take part.

The Urban Idea Centre & City Builders
Managed by the Winnipeg Arts Council, The Urban Idea Centre is mandated to promote the importance of the arts in city building. This is achieved through events, publications, and programs including "The Year of Urban Ideas" which in 2014 generated conversation about the arts in the public realm in Winnipeg through symposia, art installations, public events, and more.

Museums - *PARTNERSHIP*
In September 2018, City Council directed the Winnipeg Arts Council to take over funding for five Winnipeg museums which had previously been funded directly by the City, and to begin the process of developing a peer-assessed program to fund museums in Winnipeg. Research will continue in 2020, along with dialogue with the City of Winnipeg and the five museums, to ensure that this directive can be met and an appropriate program be put in place by City Council's deadline of the beginning of the 2022.

Culture Days - *PARTNERSHIP*
This open doors event invites the public to become acquainted with all the arts in Winnipeg and has become a major vehicle for those with a bit of interest to find out more. The Winnipeg Arts Council partners with Culture Days in order to promote the arts and to assist access for everyone in Winnipeg.

► By creating entry points for people who might not otherwise seek out artistic experiences, the Winnipeg Arts Council can provide introduction to the arts and encourage a desire for more and deeper experiences.

Nuit Blanche Winnipeg - *PARTNERSHIP*
Nuit Blanche is a free all-night exploration and celebration of contemporary art, focused on public participation and engagement with a wide array of artists. It creates a climate where emerging and established professional artists, as well as the public, take active roles. Works exhibited are a combination of curated projects and open calls, and programming adheres to a high degree of artistic standard. The Winnipeg Arts Council will continue to develop its relationship with Nuit Blanche Winnipeg which consists of both financial support and a contribution to the event's family-friendly programming.

INSPIRATION

Building a City of Character! The **Public Art Program** managed by the Winnipeg Arts Council has become a model for the rest of the country and is often called upon by other municipalities for guidance. Projects in Winnipeg have transformed public space adding character and often creative utility. Whether the impressive light and mist fountain in Millennium Library Park, now an iconic marker in the centre of the city, artworks that enliven neighbourhoods, or artists' designs integrated into infrastructure, the Winnipeg Arts Council provides the initiative and administrative integrity needed for all aspects of public art throughout the entire city.

Formally, the annual Public Art Program Plan is submitted under separate cover to the Director of the Department of Planning, Property and Development for approval by the Planning Executive Advisory Committee.

► A percent-for-art strategy will allow the Public Art Program to build at a rate that corresponds with municipal growth.

A percent-for-art strategy which allocates 1% of the City's Capital Budget to public art, along with the annual base allocation of $500,000, would

deliver the Public Art Program Winnipeg needs and allow it to build at a rate that corresponds with municipal growth.

Funding of public art has remained unchanged at $500,000 since the City policy was established fifteen years ago, adjusted partially in 2016 and 2017 with multi-year public art projects derived from major capital projects. In 2020, major capital projects will be completed with no indication as yet that new projects are on the horizon. The base funding of $500,000 allows for commissions and community programming throughout the neighbourhoods of Winnipeg.

► An impressive diversity of sculptural, interactive and community-engaged public artworks give citizens and visitors a way of reflecting upon the unique qualities of Winnipeg.

Winnipeg's Poet Laureate
Winnipeg's second Poet Laureate will be appointed for a two-year term, 2020-21. The Winnipeg Arts Council will manage the process of the appointment and work with the new Poet Laureate throughout their term, with a focus on expanding the reach and profile of the position and the artform in Winnipeg. Research and program design will begin for the establishment of a Youth Poet Laureate to work alongside the Poet Laureate, beginning in 2022 when the third Poet Laureate is named. A collaboration between the Public Art Program and the Poet Laureate will see the integration of poetry and prose by local writers into public spaces in neighbourhoods across Winnipeg in 2020.

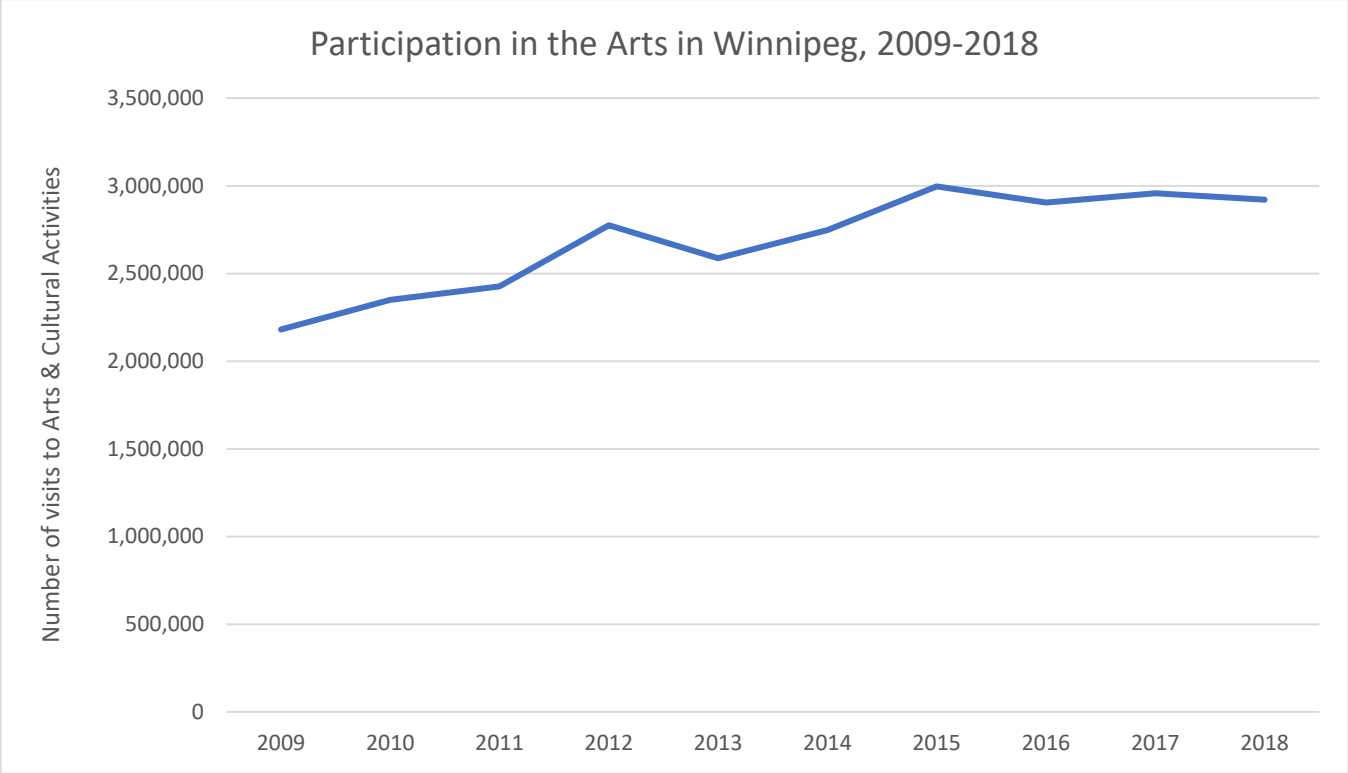
► The Mayor's Luncheon for the Arts, which includes the presentation of the annual Winnipeg Arts Council Awards, draws attention to arts achievement, boosts awareness of the arts in Winnipeg, and inspires the entire city to be involved in the arts.

Promotional and Celebratory Events
The Mayor's Luncheon for the Arts, which includes the presentation of the annual Winnipeg Arts Council Awards, draws attention to arts achievement and boosts awareness of the arts in Winnipeg.

The Carol Shields Winnipeg Book Award honours books that evoke the special character, and contribute to the appreciation and understanding of Winnipeg; a tribute to Carol Shields, whose writing often captured the essence of Winnipeg.

Official openings and launches for Public Art projects along with educational programs that connect people with public spaces.

► As a city-building organization, the Winnipeg Arts Council focuses on the quality of life in the city and how arts and culture determines Winnipeg's reputation as a City of the Arts, both nationally and internationally.


Participation in the Arts in Winnipeg, 2009-2018
Number of visits to Arts & Cultural Activities
3,500,000
3,000,000
2,500,000
2,000,000
1,500,000
1,000,000
500,000
0
2009
2010
2011
2012
2013
2014
2015
2016
2017
2018

Framing Themes and Touchstones
Winnipeg Arts Council Goals 2020-2021

Framing Theme:

The people of Winnipeg deepen their engagement with, and value for, the arts

Touchstones	Impacts	Programs/Goals/ Objectives for 2020	Programs/Goals/ Objectives for 2021-2023/ Beyond
By actively pursuing: ● A leadership role in celebrating and boosting the visibility of the arts across all sectors ● A renewed strategy that tells the story of Winnipeg Arts Council programs, projects and services to the widest possible audience ● Strategic and integrated communication for promotion, advocacy and interaction with stakeholders	● The image of Winnipeg as a City of the Arts is reinforced ● The Winnipeg Arts Council is an effective information hub for the arts in Winnipeg ● There is an increase of participants, in number and diversity, in Winnipeg arts events ● Stakeholders understand the Winnipeg Arts Council's contribution to the arts	● Develop more outreach and interpretive programming for public art (with youth focus) ● Continue communications strategy for rolling out public art projects, the expansion of WAC's e-billboard readership and calendar ● Attract interest in Public Artworks by communicating about works in progress and inviting the public to observe the process of creation of these works ● A social media strategy that encourages more engagement, for example - tweet/IG post a day, fun fact about specific public art works, re-posting contests ● Review existing Arts Development programs throughout the city to facilitate interaction between professional artists and the general public ● Increase profile and programs of Winnipeg's Poet Laureate ● Maintain the collection to a quality standard for continued engagement and pride in the artworks	● Review relevance of website content/functionality ● Working more with universities and high schools to inform students and engage them in the arts ● Continue to create and implement Arts Development programs throughout the city to facilitate interaction between professional artists and the general public Appoint 2022-23 Poet Laureate and establish Youth Poet Laureate position

Framing Theme:

The Winnipeg Arts Council is intentionally serving diverse communities and artistic disciplines

Touchstones	Impacts	Programs/Goals/ Objectives for 2020	Programs/Goals/ Objectives for 2021-2023/ Beyond
By actively engaging: ● The varied needs of artists through dynamic programs ● Diverse communities including all ages, income and abilities ● Indigenous, multicultural and newcomer populations ● BIPOC artists ● Board membership that reflects the diversity of the community the Winnipeg Arts Council serves ● Wide-ranging audience participation ● With contemporary artistic expression	● Increased participation in the arts ● Increased and diversified audiences ● Communities that feel engaged and supported by the Winnipeg Arts Council ● Increased Board diversity	● Create professional development opportunities for artists in grant writing and peer assessment targeting diverse groups ● Engage communities in public art tours and partnerships ● Board development assessing board membership and community representation ● Evaluate online/electronic grants process ● Build on success of Indigenous Arts Leaders Fellowship; ongoing program review & evaluation ● Maintain programs which are adaptable and responsive to new & emerging forms of artistic practice ● Monitor participation & success rates for applicants from diverse communities ● Create museum grants program ● Mapping as a tool to assess public art access by neighbourhood	● Increase number and budget for With Art ● Reintroduce New Creations Grant Program ● Board development assessing board membership and community representation ● Expand online/electronic grants process ● Build on success of Indigenous Arts Leaders Fellowship; ongoing program review & evaluation ● Maintain programs which are adaptable and responsive to new & emerging forms of artistic practice ● Monitor participation & success rates for applicants from diverse communities ● Implement museum grants program ● Mentorship to develop public artists whose communities are not represented publicly

Framing Theme:

Facilitating a culture where art is understood as essential to city building

Touchstones	Impacts	Programs/Goals/ Objectives for 2020	Programs/Goals/ Objectives for 2021-2023/ Beyond
By building upon: ● The positive relationship with the City of Winnipeg ● The Winnipeg Arts Council contribution to placemaking and city building ● The inclusion of the arts in city planning and development	● The benefits of the arts are acknowledged by City officials ● Increased support for public art and the 1% of City Capital Budget designated for public art ● The cultural lens is utilized for City of Winnipeg policy and planning (in addition to social, economic and environmental lenses) ● The City of Winnipeg includes the Winnipeg Arts Council in city processes and decision-making	● Encourage councillors to go on tours/attend openings/other WAC events ● Revisit "My City's Still Breathing" type conference, events ● Strengthen the Board's relationship with the City of Winnipeg through its councillor and City Admin representatives ● Continue to ensure proper recognition for WAC / City of Winnipeg made at public events & presentations by funded artists/organizations to demonstrate the value of the City's investment in the arts ● Continue to work with City administration to implement % for art in capital projects initiative ● Continue to find ways to work with City early in planning processes to include public art ● Enhance partnerships with Mayor and councillors and their media and social media about WAC events, and all arts events	● Add detail to Public Art website pages ● Strengthen the Board's relationship with the City of Winnipeg through its councillor and City Admin representatives ● Continue to ensure proper recognition for WAC / City of Winnipeg made at public events & presentations by funded artists/organizations to demonstrate the value of the City's investment in the arts ● Expand artist in residence program to allow more direct exchange between artists and City staff

Framing Theme:

Increased funding for the Winnipeg Arts Council in order to expand support to artists and arts organizations, and to increase the public's opportunity to interact with art

Touchstones	Impacts	Programs/Goals/ Objectives for 2020	Programs/Goals/ Objectives for 2021-2023/ Beyond
By strengthening: ● The relationship with the City of Winnipeg ● A fund development strategy	● Significant increases to the Winnipeg Arts Council from the City of Winnipeg with a goal of $12 per person by 2025 ● The Winnipeg Arts Council continues to source project funds as opportunities arise	● Continue to build relationship with Mayor and Councillors and work to convince them of the arts imperative ● Significant increases to the Winnipeg Arts Council from the City of Winnipeg with a goal of $12 per person by 2025 ● Increased focus on the acquisition of private sector sponsorships ● Continue to negotiate WAC By-Law renewal with the City	● Continue to build relationship with Mayor and Councillors and work to convince them of the arts imperative ● Significant increases to the Winnipeg Arts Council from the City of Winnipeg with a goal of $12 per person by 2025

PROGRAMS/GOALS/OBJECTIVES FOR 2019	▲◆▼	OUTCOMES
The people of Winnipeg deepen their engagement with, and value for, the arts		
Communications strategy for rolling out public art projects, the expansion of billboard readership and calendar	◆	* In development
More strategic distribution of Public Art guidebooks	▲	*5,000 updated guidebooks were distributed throughout Winnipeg at libraries, museums, galleries, community centres, parks and tourism centres. People post about it on social media.
Attract interest in Public Art works by communicating about works in progress	▲	* Created webpage summarizing projects in various stages of process. * Started using social media to reveal progress details and inviting media to report on installation process
A social media strategy that encourages more engagement, for example - tweet/IG post a day, fun fact about specific public art works, re-posting contests	▲	* Created a **WAC_PublicArt** Instagram account and began strategically using tagging and hashtags #WACpublicart; ran a photo contest for Bokeh opening; continuing development
Continue to create and implement Arts Development programs throughout the city to facilitate interaction between professional artists and the general public	▲	* Continued partnerships with Winnipeg Architecture Foundation, Culture Days * Expanded production partnership in Nuit Blanche, presenting additional major project. * new Mass Appeal events & locations
The Winnipeg Arts Council is intentionally serving diverse communities and artistic disciplines		
Create professional development opportunities for artists in grant writing and peer assessment targeting diverse groups	▲	* Developed more detailed tracking system for applications and award statistics from self-identified Indigenous and culturally-diverse artists. * Presentations to artist groups and university classes re grant system.
Undertake a recruitment drive for new peer assessors	▲	* Two “how to be on a WAC jury” workshops held Fall 2019
Engage communities in public art tours and partnerships	▲	* Created partnerships for tours including Doors Open, First Fridays, and Winnipeg Public Library while continuing partnership with Bike Winnipeg of all cycling tours.
Board development assessing board membership and community representation	◆	* Ongoing attention to diversity in Fall 2019 Board recruitment
Introduce process to develop online/electronic grants	▲	* Continue accepting public art submissions via email. * Researched online platforms for both grants and public art. *Launched online application process for Individual Artist and Professional Development grant programs
Complete inaugural Indigenous Arts Leaders Fellowship; program review & evaluation	▲	* Two Fellows completed terms in 2019 and found employment; new partnership developed with Manitoba Museum
Maintain programs which are adaptable and responsive to new & emerging forms of artistic practice	▲	* Developing Studio to Site PA program for adapting existing artists' works to sites around the city. * Merged two groups of program Support grants to eliminate confusion surrounding application & reporting requirements

PROGRAMS/GOALS/OBJECTIVES FOR 2019	▲◆▼	OUTCOMES

Facilitating a culture where art is understood as essential to city building		
Encourage councillors to go on tours/attend openings/other WAC events	▲	* Personalized invitations sent to all councillors; increased attendance by civic officials at events.
Revisit "My City's Still Breathing" type conference, events	▼	NO activity at this time
Strengthen the Board's relationship with the City of Winnipeg through its Councillor and City Admin representatives	▲	* Strong City representatives on Board
Ensure proper recognition for WAC / City of Winnipeg made at public events & presentations by funded artists/organizations to demonstrate the value of the City's investment in the arts	▲	* More prominent instructions to grant recipients including follow up * Interim report for multi-year grants now requires organizations to detail recognition of WAC / City of Winnipeg contribution
Continue to work with City administration to implement % for art in capital projects initiative	▲	* Continued percentage of capital funding for public artwork at Waverley Underpass. * Continued P3 partnership for Rapid Transit project. *Updated research on % for art programs in other cities
Continue to find ways to work with City early in planning processes to include public art	◆	* Ongoing communications with City Administration and project teams
Enhance partnerships with Mayor and Councillors and their media and social media about WAC events, and all arts events.	▲	*Continued to invite Mayor, Councillors to speak at events where they used their social media to talk about the project, tagged them in posts

Increase funding for the Winnipeg Arts Council in order to expand support to artists and arts organizations, and to increase the public's opportunity to interact with art		
Continue to build relationship with Mayor and Councillors and work to convince them of the arts imperative	◆	* Continued quarterly meetings with Mayor / ED / Board chair
Significant increases to the Winnipeg Arts Council from the City of Winnipeg with a goal of $12 per person by 2022	◆	* No increase in 2019; advocacy continues.
Continue to negotiate WAC By-Law renewal with the City	▼	* Stalled in the City process.

PERSONNEL PLAN

STAFF

Executive Director	Carol A. Phillips
Senior Public Art Project Manager	tamara rae biebrich
Office Manager and Financial Administrator	Tanya Christensen
Program Administrative Assistant	Genevieve Collins
Sponsorship Coordinator	Trish Cooper
Public Art Project Manager	Alexis Kinloch
Program and Arts Development Manager	Dominic Lloyd

BOARD OF DIRECTORS

Jason Granger, Chair
Andrew McLaren, Vice Chair and Chair of Governance Committee
Cheryl Miki, Secretary-Treasurer and Chair of Finance Committee
Jim August, Past Chair and Chair of Nominations Committee

Vonnie Von Helmolt, Chair Emerita

Diane Berger, Council Director
Kerry Dangerfield, Arts Community Director
Melanie Deane, Arts Community Director
Louise Duguay, Council Director and Chair of Public Art Committee
Ingrid Misner, Arts Community Director
Darrel Nadeau, Council Director
Andrea Ratuski, Arts Community Director
Cherissa Richards, Arts Community Director

Councillor Sherri Rollins
John Kiernan, Director, Planning Property & Development (non-voting)

History

The Winnipeg Arts Council was incorporated on April 24, 2002. Prior to this the organization was known as the Winnipeg Arts Advisory Council. This council provided advice on cultural policy development to Winnipeg City Council between 1984 and 2002. In 1996 the City authorized the advisory council to assist in reviewing City of Winnipeg Cultural Policies and in April 1997, the City of Winnipeg Cultural Policy Review Panel recommended that the advisory council be restructured to become a non-profit, autonomous body at arm's length to the City of Winnipeg, and that the name be changed to the Winnipeg Arts Council Inc.

Governance and Management

The Winnipeg Arts Council is governed by a minimum of 11 and a maximum of 15 board directors. The Directors are nominated from groups including citizens at large through the City appointments process, the arts community and City representatives. Each director must serve the purposes of the Winnipeg Arts Council and not their nominating group. Directors' terms are two years and a total of three terms may be served. The Winnipeg Arts Council engages an Executive Director to manage the business of the Council and the Executive Director is currently supported by a staff of six.

Mandate (from the City of Winnipeg)

- Advance the arts, and education in respect of the arts, throughout the City of Winnipeg
- Manage the conditional grant and carry out the City's arts and cultural funding programs, exercising final arm's length authority to approve and issue arts and cultural grants
- Advise the City on arts and cultural policy
- Foster development of the arts
- Explore partnerships and initiatives with other funding bodies, foundations and other groups
- Manage and administer the City's Public Art Policy and Program
- Present for approval to the Standing Policy Committee on Protection, Community Services and Parks, a three-year Arts and Culture Business Plan to be adopted on an annual basis

Mission

The Winnipeg Arts Council funds, supports and champions development of the arts on behalf of the people of Winnipeg.

Vision

Winnipeg is a creative city where art is integrated into all people's lives.
All people have access to the arts, are able to participate in the arts, value and are enriched by the arts.

Values

ART

Creative human expression in all its manifestations results in art. It may be stating the obvious, but the importance of art is the basic reason for the existence of the Winnipeg Arts Council. Art making, art producing, art interpreting, art educating – are all about making meaning through art.

COURAGE

It takes courage to arrive at great things. We have courage in what we initiate and in how we respond. We take informed risks and encourage artists to do the same. We are responsive and adaptive to others. The Winnipeg Arts Council leads with ideas.

INTEGRITY

Integrity is how we build credibility. We are centered and clear in our intentions and honest and respectful in our practices. All programs and transactions are acquitted with transparency and accountability.

EQUITY

Access, inclusion, diversity – all are encompassed beneath the banner of equity. We want to intentionally create space and opportunity for the diverse people of Winnipeg to be engaged in or have access to art. We want to ensure we are supporting diverse art forms, ideas and communities.

CELEBRATION

Bringing focus and attention to the arts allows for connection, communication and celebration of the arts in our city. We actively promote all forms of art and opportunities to engage with art.

2020-2023 FINANCIAL PLAN

► The great distinguishing factor from any other organization listed on the City's "Grants" list is the fact that the Winnipeg Arts Council functions as an investor and administrator on behalf of the City and these funds are thereby distributed to over 200 arts organizations and artists each year at a lower administration cost than any other public funder in the country.

► Because of its unique relationship and mandate, the Winnipeg Arts Council's primary partnership is with the City of Winnipeg.

► The Winnipeg Arts Council provides, the initiative, ideas and administrative integrity needed for all aspects of public art throughout the entire city.

Notes to Budget

1) 2020: The request for $5,036,986 includes capacity to expand funding to large or continuously operating arts organizations that have not seen a change in four years and a modest amount for operations to minimize cost of living increases.

2) Under separate cover, the request to the City's Capital Budget for the 2020 Public Art Program is $500,000.

3) At the Direction of City Council (November 23, 2018) the Winnipeg Arts Council began to oversee Museums Grants in 2019. Museums Grants funding of $287,300 is in addition to the funding requested in Note 1 above.

4) Beginning in 2020 the plan to increase arts funding to $12 per person projected over the next six years is outlined as follows. Please note this per capita funding does not include funds awarded to the Public Art Program from the City Capital Budget or to the Museums Grant Program.

Year	Population	Per capita Amount	Budget
2020	777,700	$6.48	$5,036,986
2021	789,700	$7.58	$5,985,926
2022	801,900	$8.68	$6,960,492
2023	814,400	$8.89	$7,242,342
2024	825,000	$10.90	$8,992,500
2025	837,000	$12.00	$10,044,000

Population figures taken from City of Winnipeg projections

WINNIPEG ARTS COUNCIL
4 Year Draft Budget

	2020	2021	2022	2023
OPERATING EXPENSES				
Committee Expense/Hospitality	$3,000	$5,000	$5,000	$5,000
Courier/Trsp./Parking	$4,800	$4,800	$4,800	$5,200
Audit	$7,000	$8,000	$8,000	$8,000
Legal Fees	$2,500	$3,000	$3,000	$3,000
Equipment/Furniture	$7,000	$10,000	$15,000	$15,000
Board Expense	$7,000	$8,000	$8,000	$8,000
Insurance/Bank Charges	$6,550	$7,050	$7,050	$7,500
Seminars/Conferences/Prof. Dev.	$8,000	$10,000	$12,000	$12,000
Communications/Advertising	$4,000	$6,000	$11,000	$11,000
Phone/Fax/Computer	$6,500	$7,000	$7,000	$7,500
Postage	$2,000	$2,500	$2,500	$2,500
Office Supplies	$9,000	$11,000	$12,000	$12,000
Print Costs	$10,000	$12,000	$13,000	$15,000
Rent	$49,000	$51,000	$52,000	$52,000
Utilities	$7,000	$8,000	$8,000	$8,500
Memberships/Subscriptions/Library	$3,000	$4,000	$4,000	$4,000
Office sub-total	**$136,350**	**$157,350**	**$172,350**	**$176,200**
Staff	$353,940	$452,000	$532,000	$532,000
Casual & Consultants	$20,000	$20,000	$25,000	$25,000
Benefits	$49,306	$51,000	$56,000	$56,000
Staff sub-total	**$423,246**	**$523,000**	**$613,000**	**$613,000**
Operations sub-total	**$559,596**	**$680,350**	**$785,350**	**$789,200**
PROGRAM EXPENSES				
Multi Year Grants Program	$3,755,640	$4,155,826	$4,838,392	$5,038,392
Project Grants	$165,000	$250,000	$275,000	$300,000
Individual Artist Grants	$230,000	$260,000	$310,000	$325,000
New Creations		$200,000	$250,000	$250,000
Carol Shields Wpg. Book Award	$6,750	$6,750	$6,750	$6,750
Poet Laureate	$10,000	$20,000	$20,000	$25,000
Professional Development Grants	$50,000	$70,000	$80,000	$80,000
Youth WITH ART	$60,000	$80,000	$100,000	$100,000
Arts Development	$160,000	$200,000	$225,000	$250,000
Translation Services	$10,000	$15,000	$15,000	$18,000
Jury Fees	$15,000	$20,000	$20,000	$25,000
Jury Expenses	$5,000	$8,000	$10,000	$10,000
Emergency Fund	$10,000	$20,000	$25,000	$25,000
Program sub-total	**$4,477,390**	**$5,305,576**	**$6,175,142**	**$6,453,142**
Grand Total	**$5,036,986**	**$5,985,926**	**$6,960,492**	**$7,242,342**
Operations as % of total	11.11%	11.37%	11.28%	10.90%

Museums Budget				
	2020	2021	2022	2023
OPERATING EXPENSES				
Museum Grants Administration	$21,300	$21,300	$24,000	$24,000
PROGRAM EXPENSES				
Museum Grants	$266,000	$266,000	$500,000	$500,000
Total	**$287,300**	**$287,300**	**$524,000**	**$524,000**
*Minute No.560 Reports-Standing Policy Committee on Protection, Community Services & Parks - Sept.11/18 Item No.4 Museums-Special Operating Agency (rec'd by WAC, November 23, 2018)				

WHY SHOULD GOVERNMENT SUPPORT THE ARTS?

OurWinnipeg, the City's [new] municipal development plan…positions Winnipeg for sustainable growth, which is key to our future competitiveness. It sets a vision for the next 25 years and provides direction in three areas of focus – each essential to Winnipeg's future: A City that Works/A Sustainable City/Quality of Life…Beyond providing a "City that Works" and planning for sustainability, our city needs to offer a high quality of life in order to be competitive. Three important aspects of quality of life are access to opportunity, maintenance of vital, healthy neighbourhoods, and being a creative city with vibrant arts and culture. All of these areas include social aspects that are critical to the overall well-being of our city.

OurWinnipeg, Introduction pp. 2-3

The policies, programs and projects of the Winnipeg Arts Council are built upon the directives in *OurWinnipeg* and are in full compliance. However, in order to best serve citizens, all areas of spending – including the arts – do come under scrutiny, and every public dollar is competitive. Decision-makers may ask whether municipal government has a legitimate role to play in the arts or whether the arts should receive funds when so many critical needs are pressing.

The answer to both questions is a resounding, evidence-based **YES.** The following is summary information that can help answer common questions about government arts funding.

1. Why are the arts a good public-sector investment?

- **Economic Drivers:** The arts create jobs and produce tax revenue. A strong arts sector is an economic asset that stimulates business activity, attracts tourism and expands a city's work force and tax base.
- **Educational Assets:** The arts cultivate young imaginations and facilitate success in school. They provide the critical-thinking, communications and innovations skills essential to a productive 21st-century work force. The arts drive the Creative Industries.
- **Health and Wellness:** The arts foster physical, mental and emotional health, aiding recovery processes and contributing to well-being.
- **Civic Catalysts:** The arts create a welcoming sense of place and a desirable quality of life.
- **Cultural Legacies:** The Arts preserve culture and heritage, passing along a city's unique character and traditions to future generations of citizens.

2. Does every city fund the arts?

YES. Municipal governments have maintained a commitment to the arts by allocating funding to municipal arts councils and their programs. (Please see attached chart for comparison of five arts councils in Canada).

3. Why can't the private sector do the job by itself?

It takes a mixture of both public and private funds to support the arts. Philanthropic giving is disproportional among the large and small arts organizations. Public funding for the arts has a proven track record of reaching underserved communities.

4. Shouldn't the arts just be supported by those who attend?
The arts are a public good – not merely a consumer product – because everyone benefits from the arts, not just those who choose to attend. A thriving creative sector creates a positive ripple effect throughout a community. We all benefit when neighbourhoods are more livable, when kids do better in school, when our economy is more productive and when diverse populations come together – all of which result from inclusive access to arts activities and experiences.

5. Aren't the arts a pastime of the elite?
NO. The arts are a common human experience across cultures, and have been throughout history. The arts are inclusive: people with diverse backgrounds, education levels and economic status engage in cultural activities of all sorts, thanks to public funding of the arts.

6. Why support the arts in hard times?
Because the arts help cities bounce back from adversity. The creative sector can mitigate economic problems by creating jobs and enhancing property values. The arts also are central to community resiliency. Whether cities are facing economic distress, natural disasters or other adversity, the arts are a powerful force for recovery and healing, a benefit that few other industries offer.

7. Will cutting the arts help balance government budgets?
NO. Cutting funding does not achieve any significant savings – but it would drastically harm communities. Winnipeg allocates less than one percent of its annual budget to the arts. The Winnipeg Arts Council operates with sound management practices, modest resources, a lean staff and as little red tape as possible.

What does city government get from the municipal arts agency?

The municipal arts funder offers a variety of services, including grants distribution, arts development programs and the city's public art program. Combined, these services:

- **Make the economic, educational and civic benefits of the arts available to all communities by broadening public access to the arts and reducing barriers to cultural participation**
- **Support academic success by tapping the arts as a teaching and learning asset**
- **Foster sound management practices by requiring grantees to adopt rigorous planning, evaluation and financial management systems**
- **Hone a city's competitive edge by fostering a creative work force, reinforcing a creative brand identity, and offering a climate appealing to businesses, investors, residents and travelers**
- **Support small business development by providing catalytic funding and essential skills to creative entrepreneurs; spending public art funds with local trades and service providers**
- **Preserve cultural heritage as a legacy for future generations**
- **Build bridges across cultures, generations and geographies, supporting civic engagement and involving citizens in community and civic life**
- **Leveraging additional dollars from other levels of government and the private sector by being the first to invest in and validate the city's arts activities**
- **Demonstrate accountability and good government by adhering to the highest management and accountability standards**

(Summary information from the National Assembly of State Arts Agencies, 2017, with copyright permission CC BY-NC, licensed under a Creative Commons Attribution)

Investment in Municipal Arts Councils in Canada, 2013-2022

2013

	City Allocation	Total Revenues	%	Increase from previous year
Toronto	$15,686,000	$15,863,263	99%	$4,200,000
Montreal	$12,450,000	$13,480,012	92%	$500,000
Edmonton	$11,545,000	$11,930,262	97%	$1,372,114
Calgary	$5,440,715	$6,652,036	82%	($68,500)
Winnipeg	$4,082,552	$4,177,197	98%	$0

2014

	City Allocation	Total Revenues	%	Increase from previous year
Toronto	$17,675,940	$18,029,652	98%	$1,989,940
Montreal	$12,950,000	$13,936,190	93%	$500,000
Edmonton	$11,771,000	$12,253,076	96%	$226,000
Calgary	$5,441,292	$6,337,650	86%	$577
Winnipeg	$4,082,552	$4,151,882	98%	$0

2015

	City Allocation	Total Revenues	%	Increase from previous year
Toronto	$17,675,970	$18,004,333	98%	$30
Montreal	$13,450,000	$14,510,878	93%	$500,000
Edmonton	$11,948,000	$12,436,737	96%	$177,000
Calgary	$5,650,000	$6,381,293	89%	$208,708
Winnipeg	$4,332,552	$4,392,144	99%	$250,000

2016

	City Allocation	Total Revenues	%	Increase from previous year
Toronto	$19,989,721	$20,370,179	98%	$2,313,751
Montreal	$13,950,000	$15,236,937	92%	$500,000
Edmonton	$12,274,000	$13,011,622	94%	$326,000
Calgary	$6,932,500	$7,681,488	90%	$1,282,500
Winnipeg	$4,645,319	$4,712,457	99%	$312,767

2017

	City Allocation	Total Revenues	%	Increase from previous year
Toronto	$20,013,600	$20,375,053	98%	$23,879
Montreal	$14,450,000	$15,407,601	94%	$500,000
Edmonton	$12,641,000	$13,729,880	92%	$367,000
Calgary	$9,182,500	$9,977,819	92%	$2,250,000
Winnipeg	$4,645,319	$4,690,104	99%	$0

2018

	City Allocation	Total Revenues	%	Increase from previous year
Toronto	$20,223,600	$20,591,781	98%	$210,000
Montreal	$16,950,000	$17,949,202	94%	$2,500,000
Edmonton	$13,005,000	$14,211,002	92%	$364,000
Calgary	$6,400,000	$6,896,563	93%	($2,782,500)
Winnipeg	$4,645,319	$4,730,467	98%	$0

Increases approved in future municipal budgets:

	2019 Increase	2019 Total	2019 per capita	2020 Increase	2020 Total	2021 Increase	2021 Total	2022 Increase	2022 Total	
Toronto*	$421,000	$20,644,600	$6.98							Toronto
Montreal	$1,500,000	$18,450,000	$10.82	$1,500,000	$19,950,000					Montreal
Edmonton	$500,000	$13,505,000	$13.89	$1,500,000	$15,005,000	1,500,000	16,505,000	1,500,000	18,005,000	Edmonton
Calgary	$6,050,000	$12,450,000	$9.68	$1,100,000	$13,550,000	1,150,000	14,700,000	1,200,000	15,900,000	Calgary
Winnipeg	$0	$4,645,319	$6.07							Winnipeg

*When Toronto's direct funding to major cultural organizations is included ($11.6M) the numbers are as follows:

Toronto	2,956,024	$32,244,600	$10.91

Municipal Arts Councils Comparison

The model of a municipal arts council which acts as a funder, programmer and city builder exists in five Canadian cities: Montreal, Toronto, Edmonton, Calgary and Winnipeg. The models vary from city to city but in all five of them, **the municipal arts council is the primary connection between the City and its artists & arts organizations**.

* * *

Municipal arts councils are funded almost exclusively by the municipality.
All municipal arts councils report that between **98-100%** of their budgets come from the municipality. This is both direct funding for programs & operations, as well as project or other special allocations.

All cities except Winnipeg provide regular increases to their arts councils.
Between 2013 and 2019, municipalities other than Winnipeg have provided *annual* increases to their respective arts councils. Further, future increases are already approved *annually* in Calgary & Edmonton through 2022, and in Montreal through 2020.

Other cities operate and maintain cultural assets, theatres and event spaces
This is done both through their arts councils and directly by the City. Examples of arts council facilities include TIX on the Square in Edmonton, which sells tickets for large and small arts groups, and La Maison du Conseil des Arts in Montreal which offers meeting, rehearsal and studio space. Municipally owned facilities are also leased to arts organizations.

Other cities provide capital support for the construction and maintenance of cultural assets
Pumphouse Theatre in Calgary is an example of an arts organization which occupies a provincially & municipally owned, historically designated building. Montreal owns and operates 12 Maisons de la culture, which provide free arts programing all over the city. It has been estimated that the City of Toronto owns 30% of all cultural facilities in the city.

Cities invest in Public Art with guaranteed funding
Toronto, Edmonton, Calgary, and Montreal all support their public art programs through a percent for art program.

Other cities create long-term cultural action plans.
City Councils have adopted cultural plans that outline the Cities' objectives and support for the arts in Edmonton (2019), Montreal (2017), Calgary (2016) and Toronto (2011).

Other notes.

Calgary Arts Development (CADA) received an additional $3M over 2016 & 2017 as a one-time injection to help arts organizations manage economic downturn ($1M Arts Emergency Resiliency Fund and the $2M Cornerstone Bridge Fund). As a percentage of total revenue, CADA's municipal allocation is markedly lower than others in these charts, however this number does not provide a complete picture. The "other income" reported on CADA's financial statements is almost exclusively from public sources including cultural capital projects (2012/13), flood relief (2013/14), and the Alberta Foundation for the Arts (2016/17). A significant portion of other revenue comes from the Destination Marketing Fund (Hotel Tax): 2018 - $209K; 2017 - $274K; 2016 - $426K; 2015 - $421K.

Edmonton Arts Council (EAC) receives an additional $60K/year to operate the TIX on the Square ticket agent and retail store (TIX also receives a transfer from EAC's general fund to cover its operating costs each year). Select programs at EAC are supported by funds that were endowed with the Edmonton Community Foundation for specific purposes including community arts projects and professional development for arts administrators.

Montreal Arts Council (CAM) operates La Maison du Conseil which provides studio, rehearsal, reception and conference space in the restored Gaston-Miron Building. CAM's earned revenues include rental and service fees brought in by La Maison but overall, CAM makes a contribution to its operations. A sponsorship program also contributes to the total revenue figures but this is an example of the CAM acting as a flow-through for arts organizations, revenue-in-revenue-out. The City of Montreal also operates 12 Maisons de la Culture which bring free arts programming all over the Island of Montreal which are outside of the CAM envelope.

Toronto Arts Council (TAC) is not involved in the funding of 11 major arts organizations and festivals, 6 arts service organizations, and 3 museums which receive direct funding from the City of Toronto. These organizations receive more than $12M annually directly from the City, which increases the City's arts and cultural investment beyond that contained in the TAC envelope.