

TO: Councillor B. Young, Chair and Members of the Administration and Finance Committee

FROM: C. Kelley, Director of Economic Development

SUBJECT: Art-Start On Manitoba Program Implementation Plan

RECOMMENDATION

1. That staff be authorized to implement, in conjunction with the Muskoka Small Business Centre and Muskoka Arts and Crafts Inc., an “Art-Start on Manitoba” program in accordance with the details contained in Staff Report ED005-08.
2. That \$5,000 be allocated from the 2008 Festival and Events Strategy budget to support the administration and promotion of the program.
3. That the Muskoka Small Business Centre and Muskoka Arts and Crafts be officially recognized as the Town’s partners in the program.

ORIGIN

4. In December 2007, Committee approved an Interim Festival and Events Strategy with goals outlined by the Administration and Finance Committee’s vision session held earlier in 2007.
 - 4.1. Building a stronger downtown.
 - 4.2. Creating a vibrant and diverse arts community.
 - 4.3. Creating partnerships within the community.
 - 4.4. Increasing spending in the community.
 - 4.5. Expanding our season (both high and low season events).
 - 4.6. Encouraging return visits to the community.
 - 4.7. Encouraging development of volunteers/staff (i.e. event planning courses).
 - 4.8. To develop resources to assist those planning events in the community (permit process reviews, handbook, insurance issues).
 - 4.9. To keep municipal and other facilities “fully utilized”.
5. Currently, Town staff are assisting in encouraging new events and supporting existing events through:
 - 5.1. Facilitating permit approvals (delegation to staff was suggested).
 - 5.2. Hosting/managing/coordinating a Festival or Event.
 - 5.3. Support the events through provision of “in-kind” services (website promotion, banner hanging on bridge, etc).

- 5.4. Providing financial support for events.
- 5.5. Examining opportunities to make things easier for event organizers, e.g. securing insurance, event permits, etc.
- 5.6. Undertake activities in the community designed to build capacity for hosting events (e.g. volunteer training).
6. An element of the Festivals and Events Strategy that has been discussed in the past and during the planning session for the strategy was to capitalize on the numerous successful artists that have chosen to make Bracebridge and Muskoka home.
7. There are a number of successful venues and activities that promote local artists in Muskoka including:
 - 7.1. Rene M. Caisse Memorial Theatre, Algonquin Theatre (Huntsville), Gravenhurst Opera House, Theatre at Red Leaves. All of these facilities provide a venue to showcase local performing artists.
 - 7.2. Numerous galleries local talent including the Silverbridge Gallery, Chapel Gallery (and the one downtown).
 - 7.3. Various festivals throughout the region offer venues to showcase and celebrate performing artists including the Huntsville Festival of the Arts, the Festival of the Sound and the Muskoka Lakes Music Festival (and Kaleidoscope Children's Festival).
 - 7.4. There are a number of juried art shows that showcase arts but are not limited to Muskoka works including Muskoka Arts and Crafts.
 - 7.5. In addition, we have numerous successful artists showcasing their works in home studios and two studies tours that are promoted annually (including the Muskoka Autumn Studio Tour and the Big Art Thing).
8. Councillor Giaschi-Pacini discussed the concept of an arts market in downtown Bracebridge with the Town's Economic Development Advisory Committee in July 2007. Due to limited staff and financial resources further development of the concept was not feasible until 2008.
9. In 2008, District Council officially designated Muskoka as a Designated Arts Community to formalize recognize the contribution of the arts to Muskoka's cultural heritage and economy.
10. Over the past couple of month Councillor Giaschi Pacini and staff have met with representatives of Muskoka Arts and Crafts to explore the potential of an arts market in Bracebridge.
11. Further discussions have recently included the Muskoka Small Business Centre that has an interest in assisting artists in developing the business aspect of their skills
12. The concept of an arts market would include the following:
 - 12.1. The development of a program that is targeting to the development of artists from Muskoka, particularly those that are "new and emerging". This is defined as those artists who have not shown their work commercially or professionally before.

- 12.2. The program would be multifaceted and would include the following for the artists:
 - 12.2.1. The Town of Bracebridge would issue a call for artists to show (and sell) their work in predetermined locations in downtown Bracebridge;
 - 12.2.2. Muskoka Arts and Crafts has agreed to provide professional advice to the Town in development of the program and will assemble and manage a jury that will review the applications of artists as well as make final decisions on the artists to be approved into the program.
 - 12.2.3. Muskoka Small Business Centre has agreed to provide staff support for 2007 as well as will assist the program in ensuring that the artists are formally set up as a small business. Additionally, the Muskoka Small Business Centre may offer some learning opportunities for the artists in honing their sales skills.
- 12.3. The Town of Bracebridge will designate the areas appropriate for artists to set up. The proposal is that participants in Arts-Start on Manitoba would be set up in/along existing public “vacant” spaces in Bracebridge including:
 - 12.3.1. Bird Mill Mews (upper area)
 - 12.3.2. Apple Tree Park
 - 12.3.3. Anderson Lane
 - 12.3.4. Chancery Lane
 - 12.3.5. As the program becomes successful additional locations will be identified to accommodate growth. Discussions include moving further “uptown” to and beyond Memorial Park.
- 12.4. Artists would be each have a 10’ X 10’ location to set up their exhibit/booth or a space in a variation thereof. The artists would be provided with the space only – no furniture, canopy, etc. The cost for the weekends for 2008 trial period would be \$30 plus GST.
- 12.5. Artists would be charged a fee to exhibit and sell their artwork and be required to adhere to numerous program policies and rules. In addition, staff will ensure that the program and the artists are not operating in contravention of other municipal by-laws.
13. It is proposed that, for 2008, the Arts-Start on Manitoba would operate for two weeks only on a trial basis.
 - 13.1. Saturday – August 16th & August 23rd – 9:30 a.m. to 6:00 p.m.
 - 13.2. Sunday - August 17th& August 24th – 10 a.m. – 4:00 p.m.
14. It is proposed that, for 2009, the program would operate on weekends from July 1 (long weekend) until Labour Day (long weekend).
15. Staff along with the partners Muskoka Arts and Crafts and Muskoka Small Business Centre will review the program in the fall 2008 and make adjustments to ensure success for 2009.



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16. Staff will explore opportunities for funding opportunities to enhance the program in 2009 which may include:
 - 16.1. FEDNOR;
 - 16.2. Province of Ontario's Cultural Attractions Fund;
 - 16.3. Muskoka Futures Community Initiatives Fund;
 - 16.4. Ontario Tourism Marketing Program and;
 - 16.5. Ontario Ministry of Tourism.

ANALYSIS

17. For the past number of years there has been a growing realization of the importance of arts and culture to communities. In Canada there have been a number of champions of the development of the arts including former City of Winnipeg Mayor Glen Murray, world-renowned author and now U of T professor Richard Florida. Even Canada's "eyes of the street" community planning guru Jane Jacobs fostered the development of creative spaces and creative places in communities.
18. The Creative City Network of Canada ¹ outlines seven ways in which culture can help build communities through:
 - 18.1. **Urban Revitalization and Renewal:** The arts can revitalize neighborhoods, including a downtown core).
 - 18.2. **Cultural Tourism:** People will want to visit places that offer exciting things to do as well as interesting ways to express themselves.
 - 18.3. **Enhancing Quality of Place and Quality of Life:** Arts, culture and heritage are cornerstone in developing vibrant, attractive, resilient, competitive and creative communities.
 - 18.4. **Culture as an Economic Engine:** Cities will not attract new business or investment, or see job growth, if "creativity: is not a component of their economic and strategic plans. Creativity is the engine of the new economy.
 - 18.5. **Building Community Identity and Pride:** Local arts and heritage give your community vitality and sense of identify. Cultural Activities create and strengthen social connections, drawing diverse citizens together.
 - 18.6. **Addressing Specific Challenges Facing Your Community:** Integrating culture with the delivery of social services can address specific social challenges facing communities in innovative and lasting ways.
 - 18.7. **Personal and Social Development of Youth:** Communities can and must growth their own creative and innovative citizens.

¹ Creative City News, Creative City Network, 2004



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19. Theorists in community development, such as Richard Florida have linked the development of creative places, i.e. places that encourage creativity and allow expression “creative communities” with innovation and technology. Thus successful communities in the “new economy” are much more successful if they support creativity.²
20. The Canadian Tourism Commission indicates that cultural tourism means experiencing a cultural activity while outside of your home community.
21. The Creative City Network has indicated that “Investing in culture will strengthen your economic and tax base, improve quality of life for residents and visitors, and enhance community identify and reputation.”³
22. The Canadian Tourism Commission has undertaken a Special Analysis of the TAMS Survey (Travel Activities and Motivation Survey) for Canadian Travellers based on 2000 data with projections to 2026. Their findings support the development of this type of attraction in Bracebridge:
 - 22.1. Of the 23.3 million Canadian adults that traveled in 2000 about 2.1 million are Visual Arts Tourism Enthusiasts. Of these 8 in 10 claim to have taken a leisure trip during the past year or so.
 - 22.2. The typical profile of a Canadian Visual Arts Tourist/Enthusiast is:
 - 22.2.1. likely to be women (63%);
 - 22.2.2. majority will be middle-aged and slightly older (45 to 64 years of age);
 - 22.2.3. majority live in adult-only households;
 - 22.2.4. will have an income level appreciably higher than the typical domestic traveler in Canada (average household income of \$63,100 compared to \$54,900 for a typical traveler in Canada using 1998 dollars); and,
 - 22.2.5. more than likely will have a university degree or some post-secondary education.
 - 22.3. With the aging population in Canada, these age groups of Visual Arts Enthusiasts will grow from 2.1 million to 3.1 in 2026.
 - 22.4. These indicators support the development of a new arts/culture attraction in Bracebridge as the market potential for these visitors are expected to grow. In addition, locating this attraction downtown Bracebridge would support numerous retailers that attract the same type of shopper (i.e. female, middle-aged, higher incomes, etc).

² Richard Florida, Rise of the Creative Class, 2004.

23. The Premier-ranked Tourism Project/Muskoka Assessment Project completed by Muskoka Tourism and their regional partners defined the core attractors in Muskoka as:
 - 23.1.1. Water-based Features and Activities
 - 23.1.2. Outdoor Recreation
 - 23.1.3. Resorting Experience
 - 23.1.4. Small Town/Village Experience
 - 23.1.5. Cultural Experiences
- 23.2. The Cultural Experiences outlined in the Muskoka Assessment Project include visual arts and galleries, exhibits and shows.
24. Over the past couple of years, the Province of Ontario has financially supported the Muskoka Small Business Centre's "Business of the Arts" workshop that focused on assisting artists in developing formal business skills and the provision of a forum to "best practices".
25. Other communities have created similar attractions including in Rue de Tresor in Quebec City and Art in the Park located alongside the river in Stratford Ontario.
26. Create a new "static" attraction in downtown Bracebridge known as "Arts Start: Manitoba Street Bracebridge" will be created as a "static attraction", one that will have consistent house and consistent days of the week. It is hoped that it will become "top of mind" to cottagers, the local tourism industry and residents of Bracebridge, when they are looking for something to do on a Saturday or Sunday.
27. To support the development of the arts using a business development approach will result in more successful small business owners who are artists and add to the exposure of Muskoka as a designated Arts Community.
28. It proposed that we undertake a Trial program in August 2008. This will take place over two weeks and provide staff and program partners the opportunity to review all aspects of the program in order to fine tune and present for an entire summer in 2008.
29. If successful, the program could result grow to more locations in Bracebridge (surrounding Manitoba Street) and increase the variety of the arts to include performing and theatrical artists. Examples of increased program activities would be similar to those in San Jose, CA with activities such as Art Vox (a performing arts luncheon program); Phantom Galleries where artists team up with local retailer and exhibit work in storefronts; or, Outdoor Cinemas.

Comments From Other Departments

30. The By-law Department has not identified any concerns with the proposed program.
31. The Development Services Department has requested the opportunity to review the various locations and exhibit layouts to ensure that pedestrian traffic or other users are not impacted negatively.
32. The BIA Board of Management has endorsed the concept through resolution at their Board meeting of May 27th, 2008.
33. Support has been received from some local downtown businesses including local gift stores and one gallery owner in recent consultations.

ALTERNATIVE(S)

34. The following alternatives are available for Committee consideration:

Alternative #1

The Committee could recommend that only a part of the recommended Strategy be adopted.

This alternative is not recommended as the discussions with the Town's partners in this project indicate that implementation of the proposal in part will not be successful enough to create a sustained and flourishing program.

Alternative #2

The Committee could recommend that the proposed Arts Start program not be implemented.

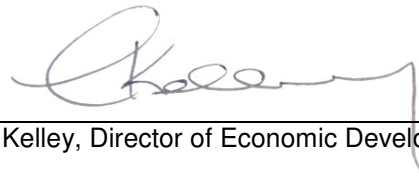
This is not recommended as this program is consistent with the goals of the Special Events and Festivals and has been endorsed by the Downtown BIA Board of Management and will foster further economic development in the arts and culture sector.

EXISTING POLICY

35. As noted above the Town adopted the Festival and Event Strategy in late 2007. Although this program is not being proposed as an Event or a Festival because it is proposed to take place continually over the 2009 summer with a trial period over two weeks in 2008, the program shares a number of the goals outlined by the proposed Arts Start Program.
36. The Town is financially supporting Muskoka Summerfest through an Events Tourism Grant over the next two years.
37. Although this program is not being proposed as an Event or Festival the program does meet similar goals as outlined in the Town's Festival and Event Strategy.

FINANCIAL IMPLICATIONS

38. It is proposed that \$5,000 be allocated from the current 2008 Festival and Events Strategy budget line. The funds will be used to support the administration and marketing of the Arts Start Program in 2008
39. The majority of the funds will be used to promote the program to visitors.
40. It should be noted that the Muskoka Small Business Centre has agreed to provide staff support to assist in the administration and set up of the program and that Muskoka Arts and Crafts will provide professional guidance to staff to set up this program as well as provision of jury services for the program.
41. It should be noted that staff from the Economic Development Department would be managing this project.
42. It is anticipated that the program cost for 2009 would grow to \$10,000. Staff will be seeking additional funding from other sources to support further development for 2009.



C. Kelley, Director of Economic Development