



City of
Peterborough

TO: Members of the Arts, Culture & Heritage Advisory Committee (ACHAC)

FROM: Becky Rogers, Manager of Arts, Culture & Heritage

MEETING DATE: April 12, 2012

SUBJECT: Report ACHAC12-007
Artsweek

PURPOSE

A report to recommend that the Committee receive information on Artsweek 2011, and approve the creation of, and appointment of members for, an Interim Artsweek Advisory Committee for 2012.

RECOMMENDATIONS

That the Arts, Culture & Heritage Advisory Committee approve the recommendations outlined in Report ACHAC12-007 dated April 12, 2012 of the Manager of Arts, Culture & Heritage as follows:

- a) That a report on Artsweek 2011 by the Chair of the Interim Committee be received for discussion;
- b) That ACHAC approve the recommendations contained within the Artsweek 2011 report in Appendix A;
- c) That ACHAC confirm the appointment of one of its members as Chair to work with City staff to develop a 2012 Committee of no more than seven members, including the Chair, to be drawn from the community at large and members of ACHAC; and

- d) That the 2012 Committee be authorized to implement the recommendations from the 2011 Committee Chair.

BUDGET AND FINANCIAL IMPLICATIONS

All expenses related to the Artsweek can be accommodated within the approved 2012 budget of the Arts, Culture & Heritage Administration budget.

BACKGROUND

In 2011 Artsweek took place during the week of September 10 – 17. Prior to the event ACHAC recommended the creation of an interim committee to facilitate the organization and operation of the annual festival. The primary role of the interim committee was to develop the terms of reference for the Artsweek Planning Committee and generic project juries. A secondary role was the creation of a formal reporting mechanism to the Arts, Culture & Advisory Committee. To ensure accountability to ACHAC, one of its own members Chaired the Interim Committee as a sub-committee of ACHAC.

The appointment of the members to the Interim Artsweek Advisory Committee as a sub-committee of ACHAC will provide a governance context for the festival over the next several years. The Committee will encourage the vision for, and sustainability of, this community festival and will ensure a focus on the diversity of the community, its values, history, culture, and traditions.

Submitted by,

Becky Rogers
Manager of Arts, Culture & Heritage

Contact Name:
Becky Rogers
Phone: 705-742-7777 Ext. 2380
Fax: 705-745-8958
E-mail: brogers@peterborough.ca

Attachment: Appendix A – Artsweek Report

Appendix A

Artsweek Report

Despite a rocky start in 2011, with a restructuring and the departure of the Coordinator, I'm cautiously calling Artsweek 2011 a success. I've outlined our Achievements, Challenges, and some Thoughts for the Future below. In a short period of time, we've accomplished a great thing, which is to streamline what had become a sprawling, unwieldy, and difficult-to-coordinate event into something manageable and easy for audiences and artists to understand. A new Submissions process, increased funds for disbursement, and a simpler jury process mean that working artists were able to achieve a much higher standard of work than has been possible in the past, and participating artists and organizations had good overall feedback about the new process. While not without issues, Artsweek 2011 was a step forward both in the history of the organization and for Peterborough's arts community as a whole, raising the bar for professional practice in a way that I hope Artsweek will continue to do in future.

Achievements

- Established a committee to oversee Artsweek and ensure good handling of finances, goal-setting, timelines, clarity of purpose, and transparency
- Following the departure of Ray Henderson, Artsweek Coordinator for 2009-2010, the committee quickly restructured funding and programming, putting together a Call for Submissions that went out mid-Summer
- Received 16 project proposals, primarily from local producing organizations
- Formed a jury of artists across several disciplines
- Accepted 8 proposals, whose funding ranged from \$1,500 - \$4,000, for a total of \$20,000 in funds disbursed to producing organizations
- All 8 proposals were realized into a terrific array of arts presentations, ranging from free workshops to visual art installations, live performance, and video presentations
- Presentations during Artsweek 2011 encompassed a somewhat diverse range of voices, from deaf and physically disabled, local, and out-of-town artists, and represented a reasonable gender balance
- Graphic design for 2011 was a dramatic departure from the old style, and resulted in new audiences
- Better documentation via photo and video in 2011 than in recent years means more material to draw from for 2012 publicity
- Reorganization of the funding of Artsweek meant artists were paid a reasonable rate
- Reorganization of the structure of Artsweek streamlines the organization of the event, making it more manageable for Coordinators and the Committee and resulting in higher-impact events with less effort

Challenges

- Busy schedules and other commitments meant that the Artsweek Committee had a slow start and met irregularly
- Artsweek's reputation amongst audiences is not strong, and though programming was of a high quality, audience numbers were lower than hoped

- Publicity efforts were reasonable, but needed to begin earlier to draw audiences and be seen amongst a busy month of activities
- Call for Submissions was already late when the committee formed, and the challenges posed by the Coordinator's departure and restructuring meant the call didn't go out until mid-Summer
- Changes to Artsweek's funding process and structure created some confusion and resentment amongst artists who'd been involved previously
- A wider pool of applicants would result in a higher-quality Artsweek
- A broader range of voices represented would be a real benefit to the community, and in future, an effort should be made to solicit and welcome submissions from distinct communities
- Too few Artsweek brochures were printed, with no time to print another run
- It was difficult to find jurors in mid-Summer, when many artists have busy schedules

Thoughts for the future

- Maintain the funding process and structure created in 2011 for Artsweek 2012 and beyond
- An earlier Call for Submissions will ease many of 2011's issues, including number of submissions, questions about the new structure, recruiting jurors, and publicity
- Ensure that Aboriginal, GBLT, New Canadians and visible minority communities are made aware of the submissions process
- Establish a short-term Publicity and Event Coordinator position with a \$2000 honourarium to ensure that publicity takes place in a timely manner and that last-minute issues are addressed
- Establish a regular schedule for Artsweek Committee meetings with central and easily-accessible locations
- Establish a year-plan for Calls for Submissions, juries, notification, publicity, etc.
- Establish a Report Form for funding recipients to report audience numbers and how funds were used
- Commit funds to re-brand Artsweek, including posters, brochures, and website
- Establish a publicity plan that utilizes traditional media, web, and social media to draw Submissions and audiences

Artsweek 2011 was a success in many ways, but much can be done in the future to ensure that this event not only continues but thrives, becoming a leader both within our community and in the national arts scene by encouraging both artists and audiences to venture into new territory. The City of Peterborough's commitment to the arts overall and this effort in particular should be lauded, as well as the efforts of City employees in encouraging and supporting Artsweek.

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Candace Shaw

Candace Shaw candaceshaw.ca

Peterborough Folk Festival ptbofolkfest.ca

Confessions of a Pop Culture Addict popcultureaddict.com