



City of
Peterborough

TO: Members of the Arts, Culture, and Heritage Advisory Committee

FROM: Debra Soule, Cultural Planner

MEETING DATE: November 14, 2013

SUBJECT: Report ACHAC13-029
Artsweek 2013 Presentation

PURPOSE

A report to introduce a presentation by the Cultural Planner on Artsweek 2013.

RECOMMENDATION

That the Arts, Culture and Heritage Advisory Committee approve the recommendation outlined in Report ACHAC13-029, dated November 14, 2013 of the Cultural Planner, as follows:

That the Artsweek 2013 presentation be received for information.

BUDGET AND FINANCIAL IMPLICATIONS

There are no budget or financial implications associated with the recommendation.

BACKGROUND

Municipal Cultural Plan Strategic Direction 2: Promote the arts through key awareness raising events and initiatives and building City staff capacity. Initiative 2.2.2 Continue to support arts and culture festivals and events (e.g. Artsweek, Culture Days).

Founded in 2005, Artsweek is a non-profit, volunteer-run, week-long celebration of arts and culture that takes place every September in Peterborough. The goal of Artsweek is to program high quality, highly visible, and engaging projects that bring the arts front and center for the broadest possible audience. The City of Peterborough supports Artsweek in the amount of \$25,000 as a line expenditure in the Arts, Culture and Heritage budget towards the annual week-long event.

This year's Artsweek program ran from September 6 – 13. The Cultural Planner provided assistance in 2013 Artsweek activities, sitting as a member on this year's Steering Committee. The following summarizes Artsweek's five key objectives for 2013 and the strategies that were employed to address these:

1. Solidify a steering committee to professionally execute Artsweek as it was restructured in 2011 in order to better serve artists and audiences.

- In 2011, the Artsweek budget was re-structured in order to focus on professional development opportunities for participating artists and ensure that they are paid for their work at recognized industry rates. In 2011 and 2012, a volunteer administered Artsweek with very little help from a steering committee. The volunteer was overworked and as a result, little to no infrastructure existed.
- Rather than contracting a coordinator to administer the Artsweek program, which in previous years consumed a significant portion of the overall budget, a volunteer steering committee was established consisting of 5 representatives from across the city's arts organizations and community. The Steering Committee met regularly throughout the year and carried out all of the planning and organizational tasks necessary to run the Artsweek program.
- Budget allocations were re-structured with an emphasis on paying the artist. Twenty thousand dollars was allocated for artists' awards and five thousand was allocated for marketing, promotion, website development, opening and closing event costs and documentation of Artsweek activities.
- Artists were required to submit a detailed budget with their proposals and the selected projects were awarded payment. Some organizers adhered to standard CARFAC fee schedule rates.

2. Ensure that the application and jury process enables the showcasing of a diverse range of artistic talent with an emphasis on well-planned, well-executed and well-documented activities in which Artsweek funding serves as seed-money for the development of sustainable long term projects.

- The restructuring in 2011 increased the ceiling of project funding from \$700 to \$5000, and the number of showcased activities were reduced from previous years. This decision was made to encourage higher calibre projects. The six artists selected for this year's program featured a wide range of innovative projects that dynamically engaged their audiences. They included:
 - a) The Peterborough Storefront Photography Project;
 - b) Making Your Way – A ReFrame Stop-Motion Workshop;
 - c) Atelier Ludmilla's Wunderbar! giant puppetry show;
 - d) Deb Reynolds hands-on print making workshops that created a fabric flag that symbolizes community;
 - e) A multimedia art crawl through downtown Peterborough that featured digital videography and live projection with live music; and
 - f) Jeff Macklin's "Neighbourhoods. A Peterborough Anthology of Creative Words and Visual Art".
- The Steering Committee engaged the panel of jurors in a visioning exercise that helped to clearly convey the expectations for the Artsweek 2013 program.
- The time frame was extended between the application process, juried selection process and the Artsweek event in order to provide greater time for participants to develop their projects. Last year's call for applications did not open until spring and closed on June 22, with jury results produced on July 17. This year, the call for applications ran from January 24 – March 8, and was extended until April 1st. Jury results were published on May 15th.
- Artists were required to submit a final report following the completion of Artsweek 2013 events. The Steering Committee developed a template for this final report to capture detailed information on attendance numbers, actual budgets, feedback on 2013 operational processes, feedback from community audiences and participants, and artists' documentation of their projects or performances.

3. Provide a diverse and well-coordinated calendar of arts events and activities with activities running throughout the entire week.

- An artists' workshop was held on June 27th to introduce the successful applicants and provide the opportunity to discuss their projects, to create an effective schedule of events and to consider opportunities for combined events.

- Opening and closing night events were added to the Artsweek schedule for 2013. These events featured multiple projects by this year's artists and attracted audiences beyond this year's featured events. Based upon the program and attendance counts made by this year's featured artists, 22 events or performances were held during the one week period and a total of 2,159 persons attended Artsweek events this year.

4. Broaden organizational structures to incorporate a wide range of administrative expertise and entrepreneurial leadership.

- The organizational structure, planning and management of Artsweek 2013 was substantially revised in order to address organizational challenges experienced in previous years and to encourage a higher level of commitment and professional development opportunities for participating artists.
- The five Steering Committee members included those who had been active in previous years' Artsweek activities and who could carry experience and learning forward as well as new members from the City and local arts organizations.

5. Create a more permanent presence for Artsweek and improve community awareness of Artsweek Peterborough activities.

- The Artsweek website was re-invigorated and will now include documentation of past projects. Year-round social media presence, promotion and marketing strategies were developed, documentation and standardizing operational tools and processes were created that can be used every year.
- Artsweek logos and graphic materials were redesigned for use in a wide range of promotional materials, new brochures developed and circulated and an Artsweek banner was created. Many of these materials can be re-used in future years.
- Photographic and videographic documentation of this year's Artsweek projects was undertaken for inclusion on the Artsweek website.

Based upon the success of this year's Artsweek program and a review by the Steering Committee, the following recommendations have been made for Artsweek 2014:

- A single non-profit arts organization such as Artspace should assume a role in receiving and disbursing the Artsweek funds under a separate Artsweek account, but should operate under the guidance of a Steering Committee. This would simplify the budgetary process and the time required to process cheques for all Artsweek activities.

- Opening night activities should be planned and advertised further in advance and allocations made for musicians or performing artists with pre-established fees. Opening night activities should include or work effectively with each year's featured artists.
- Jury members should meet for discussion of scoring and final selection of projects following their individual assessment processes.
- The application process should include links to CARFAC fee schedules and other applicable industry standards to aid applicants in drafting their budgets.
- Overall planning, administration and management of Artsweek activities should include a small budget component for discrete contractual tasks. The number of volunteer hours and expertise required for some essential tasks was excessive for many Steering Committee members and is beyond what can be reasonably asked of volunteers, including website development and management, the coordination and distribution of promotional materials, publicity activities or grant writing responsibilities.

Submitted by,

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