

Culture REPORT CARD

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The City of
BARRIE

CELEBRATING CULTURE IN BARRIE
2012 Cultural Report

MESSAGE FROM THE MAYOR

On behalf of City Council, thank you for taking this opportunity to read the City of Barrie's inaugural 'Culture Report Card.'

These pages are filled with demonstrations of Barrie's many talents. Our residents choose Barrie as their place to live for many reasons – but one of the most often heard reasons, is that we always have something going on. From our many festivals and events, the variety of performances at our two theatres, to the other wide-spread talents of our arts community, there really is something for everyone. Whether you are an active participant in our Culture Community, or one who supports it by attending our many events, it's clear to see that Arts & Culture is alive and well in our community.

Supporting culture in Barrie is very important to this Council and we know that along with a thriving Arts Community there are many economic benefits. So I encourage you to continue to support our many events and discover the depth of talent that we have right here.

I hope you take the time to read through this report and see for yourself the accomplishments we are making together.



Mayor Jeff Lehman

MESSAGE FROM THE DIRECTOR OF CULTURE

The Culture Report Card is a tool that presents an important opportunity to share with stakeholders such as you, some of the outcomes that resulted from our continued partnership. With the support of the City of Barrie's Mayor and Council, staff has been able to steward the City's investment in its Culture Sector to a degree of success of which we can all be proud. Our culture sector continues to increase in its vibrancy and has become a major contributor to our overall economic growth and quality of life. Artists, arts organizations, private sector businesses, cultural producers, administrators and arts managers have in many instances collaborated to form mutually beneficial partnerships. This in turn has positively affected the progress of our City and especially our City Centre. Our beautiful City of Barrie has been fortunate to be the place of choice for a growing number of individuals with talent and experience in the cultural arts. New practices and presentation centres are being introduced frequently. Innovation, creativity and talent attraction are natural by-products.

I encourage all of Barrie's Culture Sector participants and stakeholders to join with us to ensure that research, data collection, measurement and analysis are ongoing features of our management and marketing of Barrie's valuable cultural resources. The information garnered from such exercises will be the foundation for strategy, advocacy and sustainability of the Cultural Sector.

We are indebted to Marisha Holmberg and the Creative Communities Prosperity Fund for their role in the collection and organization of data that is the foundation of this report.



Rudi Quammie Williams
Director of Culture

ARTS IN ACTION

Barrie is a hub for professional and amateur artists and cultural entrepreneurs.

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2,797

Number of registrants at visual and performing arts classes run by the City of Barrie

4,500

Number of visits at drop-in arts programs for seniors

1,477

Number of people who work in Barrie's creative sector

163

Number of individual artists

463

Number of creative businesses

17

Number of designated heritage properties



LIVE PERFORMANCE THEATRES IN BARRIE

The Mady Centre for the Performing Arts and the Georgian Theatre play an important role in supporting local community theatre in addition to providing performance venues for professional theatre companies. Both theatres are integral to the Department of Culture's goal to develop and grow the arts and culture industry in our City, or in other words "building capacity." Audiences of all ages have experienced performances in music, dance, drama, and comedy.

326

Number of days the theatres were used in 2012

241

Total number of shows and performances in 2012



37,196

Mady & Georgian Theatres
tickets issued in 2012

FESTIVALS/EVENTS

In addition to its own events, the City of Barrie supports over 150 other major events and festivals, including Kempenfest, Lawn of the Luminata, Culture Days/Art on Soir, Barrie Waterfront Festival and Choralfest.

CITY OF BARRIE EVENTS

- Canada Day • Celebrate Barrie
- Rhythmfest • Winterfest
- Downtown Countdown

Events contribute greatly to Barrie's cultural economy. Their impact is about \$15.36 million annually or 16% of consumer arts-related spending within Barrie's total cultural goods and services economy. In Barrie, cultural goods and services spending amounts to approximately \$95 million each year (Building a Creative Future – A Plan For Culture, City of Barrie, 2006).

5

Events hosted by the City of Barrie in 2012

175

Special event permits issued for arts organizations in 2012

591,300

Total number of attendees at events & festivals in 2012

268

Total number of cultural events held in 2012



BARRIE'S PUBLIC ART POLICY

Over the past two years a committee of arts experts led by Carolyn Bell Farrell, the Executive Director of the MacLaren Art Centre, authored Barrie's first public art policy. The policy was adopted by Barrie City Council on October 12, 2012. This policy will provide the framework for a public art program that will serve Barrie now and into the future.

Public art can be defined as visual art that exists in the public realm. Public Art installations can be either permanent or temporary in nature, functional or aesthetic, free standing or fully integrated into the amenity's design.

The City of Barrie's leadership and its Department of Culture is very excited about moving this policy forward and the opportunities that it will present to beautify and enhance our lovely city.

Contact culture@barrie.ca for more information.

543

Number of cultural assets in
Cultural Inventory

163

Number of individual artists

463

Number of businesses and
organizations that identify as
part of the cultural sector

5

WHO, WHAT ... IS IN THE BARRIE CULTURAL INVENTORY?

86

Places of art infrastructure –
where art takes place

101

Financial sponsors of arts
and culture

225

Retailers of art/art services/
art supplies

16

Involved in the preservation of,
or directly involved in, art heritage

2012 City of Barrie
Cultural Inventory



136

Businesses – where you can learn
about arts & arts education



PRIVATE SECTOR CONTRIBUTION

Many of Barrie's arts organizations and artists have been instrumental in harnessing a growing awareness amongst the private sector of the importance of the arts. Corporations and individuals are showing in increasing numbers their understanding of the benefits of a strong and sustainable cultural community.

\$1,375,954

Total private sector contributions to organizations in the cultural grants program.

\$1,350,000

Total private sector contributions to the Mady Centre for the Performing Arts capital project.

\$2,017,882

Total grants and donations from other levels of government/corporations/foundations and individual donors to support organizations/festival/event groups

\$330,000

Total grant amount provided by the City of Barrie to culture organizations, festivals and events in 2012

SOCIAL MEDIA

The City of Barrie has been using social media as another tool to encourage information sharing for the promotion of local artists, organizations, and arts & culture events.

BARRIE ARTS & CULTURE COUNCIL

Since November 2010, the Barrie Arts and Culture Council has been supporting arts and culture in Barrie by advocating on behalf of the arts community, analyzing cultural options and best practices, and advising the City of Barrie on matters related to arts and culture. The BACC is a volunteer organization comprised of dedicated individuals who have been at the fore front of creating a communication hub for artists through the Barrie Arts Network, www.barriearts.ca.



50,000

Total number of views on the City of Barrie events web pages

124,618

Total number of views on the City of Barrie culture web pages

888



Number of new 'followers' and 'likes' on the City of Barrie Facebook

1,652



Number of new 'followers' and 'likes' on the City of Barrie Twitter

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