



**REPORT TO ARTS COMMITTEE
MEETING OF WEDNESDAY, APRIL 13, 2011**

SUBJECT March 2011 IDEA grant recommendations

ISSUE Approval of recommendations for March 2011 IDEA Grants

BACKGROUND

The inaugural IDEA grant deadline was March 4, 2011. Ten applications were received. An adjudication committee of the Arts Advisory Council was nominated and met on March 29 to review proposals and make recommendations.

The adjudication committee was aware that their decisions would lay the groundwork and potentially set precedents for future decisions. Each proposal was discussed to determine to what degree it met one or more of the published requirements of being a one-time opportunity, innovative, developmental or experimental. Each adjudicator also ranked each organization on the three published criteria of potential arts impact, project feasibility and demonstrated need. These results were tallied and averaged. Individual and averaged rankings were compared in order to assess consistency in approach and to maintain a focus on the goals of the program.

The adjudication committee was also cognizant of the requirement for each applicant organization to demonstrate a need for public funding. The general principles for decision-making in this regard began with an assessment of each organization's financial position as reflected in their financial statements. One organization was deemed to have such significant financial resources as to not require support from this program.

Some organizations were not recommended for the full request for other reasons, including:

- projects with limited impact
- a request that was not reflected in the stated expenses

In several instances where organizations were seen to have other resources to draw on, a grant less than the requested amount was recommended to acknowledge the value of the proposed activity to the community.

The adjudicators shared a mutual expectation that more proposals would directly address notions of innovation, development and experimentation. Their observation was that, with one exception, applications were mainly from established organizations whose activities, while addressing the objectives of the program, were by and large extensions of existing programming.

The adjudicators expressed the hope that the second intake will benefit from increased awareness as a result of the first round of IDEA grant awards. As well, more time will have passed for organizations to develop proposals. Following the June 2011 intake it would be appropriate to assess the successes and

failures of the first year of the program, to consider whether the objectives of the program are being met and to consider changes to the program if necessary.

FINANCIAL IMPLICATIONS

If the recommendations are approved by the Arts Advisory Council and ratified by the Arts Committee \$7,250 of a \$50,000 allocation will be distributed.

CONCLUSION

10 applications were received for the first intake of the IDEA grant program. This number was in line with expectations. A satisfactory variety of the target group i.e. non-arts mandated, not-for-profit organizations with arts related programming, applied to the program.

Several points of discussion arose as a result of the adjudication including to what extent the program will ultimately encourage innovation, experimentation and developmental initiatives in the arts. Further experience with the program is necessary before conclusions can be made.

Nine out of 10 organizations have been recommended by the IDEA grant committee for full or partial awards.

RECOMMENDATION

That the recommendations of the IDEA grant committee be approved as presented.

James Lam, Manager
Arts Development Service

2011 March IDEA Grant Recommendations

	Budget	Grant Request	Rec'md
Esquimalt Lantern Festival Society	\$15,490.00	\$1,000.00	\$1000
Garth Homer Society	\$3,700.00	\$1,000.00	\$1000
Horticultural Centre of the Pacific	\$1,500.00	\$1,000.00	\$750
Inter-Cultural Association of Greater Victoria	\$11,000.00	\$1,000.00	\$700
Pandora Arts Collective Society	\$1,725.00	\$1,000.00	\$1000
Parent Support Services Society of B.C.	\$1,150.00	\$1,000.00	\$500
Saanich Community Legacy Foundation	\$6,200.00	\$1,000.00	\$900
SeaChange Marine Conservation Society	\$19,600.00	\$1,000.00	\$500
St. Michaels University School	\$17,300.00	\$1,000.00	\$0
Uminari/Taiko/Victoria Nikkei Cultural Society	\$1,950.00	\$900.00	\$900

total	\$79,615	\$9,900	\$7250
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March 2011 IDEA Grant - Summary Report

Organization: Esquimalt Lantern Festival Society

Project: Esquimalt Lantern Festival 2011-IDEA grant to support creation of more

Grant request: \$1,000 **Award rec'md:** \$1,000

Purpose of organization:

Plan, organize, and manage a FREE, FUN, FAMILY-FRIENDLY lantern festival where the people who attend are the EVENT.

One of the areas that we need more attention now that the current directors have been organizing the festival for two years is the creation of more Lantern installations through a connection of our local artists and photographers of all ages. The promotion and connection with artists being part of the event is an essential component to improve the festival.

Project description and activities:

Participate in the Buccaneer Day Parade advertising the date of the Lantern Festival.

Organize community lantern making at the Recreation Centre, Library, Community Markets and last fall we were invited to Vic West to offer lantern building workshop at their Corn Festival a week before the Lantern Festival.

The event organizers have spear headed the cooperation of parent volunteers and Macaulay School staff to make a lantern with every child at the school and have met with the French School Victor Brodeur to determine how to involve this community . The magical evening begins at Captain Jacobson Park with musical entertainers; lantern parade starts at dusk along Westbay Walkway to Bernard Park, entertainment of musicians, dancers & light provide magical ambiance to the lanterns and the lit walkway. The final destination of the parade is back at Captain Jacobson Park where there is a fire & light show and musical performers.

Adjudication comments

An award is being recommended to support the involvement of local artists who will act as animators for the event and for the creation of feature installations as well as to support the training of the general public in the creation of individual lanterns. As an event that recently was canceled and brought back to life this project meets the criteria of a developmental project. As a wholly volunteer organization the full request is being recommended.

March 2011 IDEA Grant - Summary Report

Organization: Garth Homer Society

Project: Cedar Hill Art Space Exhibition and Opening

Grant request: \$1,000 **Award rec'md:** \$1,000

Purpose of organization:

To create opportunities for independence, growth and participation in the community with people who strive to overcome development and physical obstacles. Our clients typically have IQ's below 70. A segment of our clients are true artists with many outstanding gifts. We have studio space and a small gallery for our client-artists to develop their talents with a program we call ArtWorks.

Project description and activities:

The key activities are an exhibit of our client-artists' work at the Cedar Hill Gallery Cafe exhibit space from May 31st to June 26th with an evening opening reception. Unlike regular artist exhibitions, we have never held an evening opening reception at the Cedar Hill Gallery Cafe before.

Adjudication comments

This award is being recommended to support the additional staffing and publicity associated with this visual arts exhibition by adults with developmental disabilities.

March 2011 IDEA Grant - Summary Report

Organization: Horticultural Centre of the Pacific

Project: Arts & Music at Glendale 2011

Grant request: \$1,000 **Award rec'md:** \$750

Purpose of organization:

We enrich our community by sharing the beauty and joy of gardening, and by educating the community as to the importance of plant diversity to life in our world. This is achieved through the development and maintenance of diverse demonstration gardens which are used to educate on good horticultural practises, stewardship of forests and wetlands, and to provide public enjoyment.

Project description and activities:

"Arts & Music at Glendale" is Glendale Gardens' annual signature event. It provides a platform for artists to present their art to the public amongst our 10 acres of demonstration gardens. Glendale Gardens relies on this event to increase the awareness of the Gardens in the regional community. Throughout the August 6-7 2011 weekend, over 60 artists will display their works at connect with the public. The atmosphere is completed with performances by local musicians throughout the Gardens (last year over 40 musicians donated their talent)

Our proposal is to offer displays at no charge to 4 emerging regional artists to present their work and themselves to the public attending this event.

Adjudication comments

Based on costs provided by the organization this award is recommended to support the actual cost of providing support to for four emerging artists to participate in this event.

March 2011 IDEA Grant - Summary Report

Organization: Inter-Cultural Association of Greater Victoria (ICA)

Project: Gordon Head Recreation Centre Lantern Celebration

Grant request: \$1,000 **Award rec'md:** \$700

Purpose of organization:

The Inter-Cultural Association of Greater Victoria (ICA) helps individuals and organizations to connect across cultures. We provide information, support and tools to help immigrants reach their goals. By engaging people through networks, education and arts programming we create a welcoming community. ICA illuminates cultural connections through community arts.

Project description and activities:

Gordon Head Recreation Centre (GHRC) has invited ICA to partner in building capacity for celebration arts in the community, as a way to create connections between different cultural groups in the local neighbourhoods. GHRC and ICA will work together on a series of lantern-making and celebration arts workshops, culminating in a neighbourhood celebration in Lambrick Park on August 18, 2011. We intend to start the residency with consultations with neighbourhood groups, gathering information about local heritage and history. Working with ideas and inspirations from the group, the Artist in Residence will collaborate with GHRC and ICA to design a series of lantern-making and celebration arts workshops (e.g. mask-making, costumes etc.) which will illuminate local heritage, history and ideas brought forward in the consultation groups. The Artist will also mentor a local artist assistant, to begin creating local expertise and confidence in leading workshops.

Adjudication comments

This organization is rebuilding the foundations for its now canceled lantern festival Luminara. The organization has significant cash assets and because of this the organization has not demonstrated a need for funding. Despite this there is value in the initiative and an award of \$700 is recommended to acknowledge this.

March 2011 IDEA Grant - Summary Report

Organization: Pandora Arts Collective Society

Project: Art in Motion: Structure, Creativity and Community

Grant request: \$1,000 **Award rec'md:** \$1,000

Purpose of organization:

Pandora Arts Collective Society offers twice weekly facilitated Open Studio time in Fernwood for artists, many of whom come from the mental health and disability community. Artists engage in artistic activities of their choice, whether drawing, painting, needlework or other media. PACS provides a safe, inclusive artistic environment. PACS also runs the Little Fernwood Gallery which provides PACS members and other emerging artists an opportunity to show their work during monthly exhibits. Artists are afforded an opportunity to learn about mounting an exhibition, publicizing their events and to host an opening reception.

Project description and activities:

PACS proposes to host three art workshops and a group exhibit that explore the concepts of Structure, Creativity and Community: Two workshops, led by one PACS artist, and supported by the PACS Studio Facilitator would include instruction of a basic art technique (e.g. lino-cuts, collage and image transfer), facilitated exploration of the theme, and sharing of experiences. These two workshops would be open to the community and PACS members. (15-20 participants -first come, first served). The final workshop - a collaborative art event to design and create a community mobile - would coincide with the Fernwood Art Stroll, June 25 and 26, 2011, a studio tour which attracted up to 400 people to PACS in previous years. The proposed facilitated, drop-in art event could involve 300 or more participants. It is envisioned that the Little Fernwood Gallery exhibit, Art in Motion, open during the Art Stroll, would include works initiated in the two workshops, as well as other works on these themes by new and emerging Victoria artists.

Adjudication comments

This proposal meets a number of the published objectives of this program. It will develop and mentor artists/mentors, provide broad access for the community to participate in art making, and tie in with a public event (the Fernwood Art Stroll) which will expose the work to the general public. The full request is recommended.

March 2011 IDEA Grant - Summary Report

Organization: Parent Support Services Society of B.C.

Project: Family Dynamics - Artistic Expression

Grant request: \$1,000 **Award rec'md:** \$500

Purpose of organization:

To protect the safety and wellbeing of children and promote the health of families by providing support, education, advocacy, research, and resources to those in a parenting role. To realize our vision and mission we create opportunities for parents and grandparents that foster independence and personal responsibility, and by creating cost-effective and comprehensive community based services in cooperation with public and private partners. We value inclusion, social justice, and collaboration. And we believe that, when we work together and learn from each other, these values can transform conflict into understanding.

Project description and activities:

Art therapy approach for families dealing with grief, loss, trauma, abandonment, mental health issues, addiction concerns, isolation, death, and concern over parenting skills. We will choose one or two themes, i.e. attachment, trauma, or family bonding. Using an educated art therapist, we will create a diad between caregiver and child in which to express their response to the topic using several different artistic mediums.

Key activities: Grandparents Raising Grandchildren - a half day event, housed on site in our Victoria office group room and child minding rooms, using clay for a three dimensional project, and acrylics or pencil crayon on paper for 2 dimensional expression.

Parents of Children Under Twelve - a half day event, same location, same two projects. Single Parents - a half day event, same location, same two projects. Presentation of all offered works of art at a school, gallery or local community centre.

Adjudication comments

While recognizing the potential value of this activity for the participants, the arts impact on the region was minimal. This was recognized in the application itself. Despite this, an argument was made for impact at the "micro level of the individual" and a recommendation for \$500 is being made to partially fund this one-time opportunity.

March 2011 IDEA Grant - Summary Report

Organization: Saanich Community Legacy Foundation

Project: Music In The Park

Grant request: \$1,000 **Award rec'md:** \$900

Purpose of organization:

The Saanich Legacy Foundation, led by a volunteer Board of Directors, recognizes the efforts of many grassroots groups and organizations that need financial assistance. The SLF supports community-based projects that continue to make Saanich a vibrant and caring community.

Project description and activities:

The Music In The Park concerts are a series of musical concerts held in local parks throughout the summer in Saanich. Key activities are musical entertainment, face painting, concessions and community oriented information booths.

Adjudication comments

Based on information provided by the organization this application is recommended for support at the actual cost of the proposed event.

March 2011 IDEA Grant - Summary Report

Organization: SeaChange Marine Conservation Society

Project: Celebrations of the Blue Grouse

Grant request: \$1,000 **Award rec'md:** \$500

Purpose of organization:

SeaChange Marine Conservation Society, established as a charitable non-profit in 1998, educates children and the public about marine and watershed ecology through hands-on interactive outdoor programs. We have created and delivered marine ecological programs to over 13,000 youth within the Capital Regional District over the last 13 years with programs, (Living Watersheds and EcoRowing). With Tsawout members and BC Parks, we conduct ethnobotanical tours, native plant restoration and education programs within Gowlland Tod Provincial Park, also known as Place of the Blue Grouse (Snitcel) by the Saanich people.

Project description and activities:

We are working with staff from the Ministry of Environment to celebrate The Place of the Blue Grouse as part of BC Parks Centennial Birthday events for 2011-2012. Activities throughout the year will include: storytelling by Coast Salish and members of the community who know how the pioneers lived near the inlet; theatre, such as puppet shows for young people that re-enact the stories, crafts for youth (fish prints, mask making and sculpting of sea animals as demonstrated in a live saltwater aquarium); music; watershed model interactions; coastal community mapping; underwater camera demonstrations of the underworld of the inlet; educational displays within the Tod Inlet Nature Float and native plant restoration. As well there will be a speaker series held during the summer and fall months, with scientists from the Institute of Ocean Science presenting information about the VENUS Project in Saanich Inlet and other topics. We will be combining stewardship, science and art in our celebrations.

Adjudication comments

Information provided by the organization showed low participation levels. Despite the anticipated low level of impact a grant of \$500 is recommended to acknowledge the value of introducing arts activities into an environmental/conservation context.

March 2011 IDEA Grant - Summary Report

Organization: St. Michaels University School

Project: SMUS Voice Academy Scholarship

Grant request: \$1,000 **Award rec'md:** \$0

Purpose of organization:

The Education Extension Department is part of the regular K-12 Day & Boarding School. Our department offers external enrichment programmes during holiday periods to students outside of the school.

Project description and activities:

The SMUS Voice Academy consists of two parts: Vocal Variety: Gleeful; and Youth Opera. Both programmes are for gifted young singers who wish to continue to build their performance skills through daily performance and seminar classes. The scholarship would be offered to potential registrants for the two-week Youth Opera programme (July 17-30, 2011). The 2011 Youth Opera program will feature Pandora's Locker, an Opera in One Act with Libretto and Music by Dean Burry. Students will receive musical preparation and staging throughout the program. Students will also receive one-on-one studio voice combined with daily yoga, creative drama and movement classes.

Adjudication comments

Based on the financial statements provided by this applicant and the significant assets recorded the adjudicators determined there was no demonstrated need for financial support through this program.

March 2011 IDEA Grant - Summary Report

Organization: Uminari/Taiko/Victoria Nikkei Cultural Society

Project: Sharing Our Stories - Uminari Taiko and Unity Drum Full Circle

Grant request: \$900 **Award rec'md:** \$900

Purpose of organization:

Uminari Taiko's mission is to share and promote the art of Japanese taiko through teaching and performance. We are a non-profit community focused organization based in Victoria supported by the Victoria Nikkei Cultural Society and the National Association of Japanese Canadians. Our members represent diverse cultures and we play drums the pulse of our everyday lives. We believe that drums bring about harmony and understanding from culture to culture.

Project description and activities:

The key activity is a powerful joint performance of Japanese Taiko and Aboriginal drumming. This will be an original collaboration featuring the spirituality and ceremony of Aboriginal drumming on stage with the precision and dynamism of Japanese taiko. The joint performance will celebrate National Aboriginal Day and Asian Heritage at a mutually and yet to be agreed upon date and accessible venue in Victoria. Each group will present drumming as art and as enhancement of mind, body and spirit. As finale to the performance we will premiere a collaborative piece in celebration of our unique and shared histories.

The accompanying key activity will be a joint public workshop filled with community audience members who will be able to step up to our drums for a hands-on class. If on the same day as the performance we plan for the workshop to be held at the performance venue. If on a separate day, Uminari Taiko will host the workshop at their practice location, Euro Studios, 1821 Cook St

Adjudication comments

This application met a number of criteria for support to this program. It is innovative and developmental, bringing together two forms of drumming that are rooted in separate artistic and cultural traditions. It will broaden the perspectives of the artists as well as provide an opportunity for the public to be party to a unique collaboration.