

Cape Breton Regional Municipality

Special Council Meeting

AGENDA

TUESDAY, SEPTEMBER 28TH, 2021

9:30 A.M.

Centre 200
Main Concourse
481 George Street, Sydney, NS

Cape Breton Regional Municipality

Special Council Meeting

Tuesday, September 28th, 2021

9:30 a.m.

AGENDA ITEMS

Land Acknowledgement

Roll Call

1. **APPROVAL OF AGENDA:** (Motion Required)
2. **CBRM REN Creative Economy Support:** (See page 3)

Presenters:

- Tyler Mattheis, Economic Development Officer, CBRM REN
- Michael Ruus, Director of Planning & Development
- Kirk Durning, Manager of Recreation
- Jennifer Campbell, Chief Financial Officer

3. **A Proposal for CBRM Artist Grant Program:** Nelson MacDonald, Grassfire Films (See page 11)
4. **Council Discussion**
5. **Review of Action Items from the Meeting:** Mayor Amanda M. McDougall

ADJOURNMENT



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CBRM Creative Economy Support

1

Proposed CBRM Artist Grant Program

Where did the idea come from?

This proposed program was developed collaboratively by a consortium of artists and originally emailed to Mayor and Council on March 15th.

The refined presentation they have prepared today is in response to Council's request for more information from the April 20th, 2021 presentation from Wesley Colford, Artistic and Executive Director of the Highland Arts Theatre.





In addition, this program supports "Vision Statement 4" in the CBRM's Creative Economic Growth Plan of 2017, "CBRM makes a significant investment in the creative economy through the designation and leveraging of existing funds".



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2

CBRM, CBRM REN and the Creative Economy

Today, CBRM Staff and CBRM REN staff are giving Council an overview of how the CBRM and CBRM REN have worked with and supported the Creative Sector in recent years in three main ways:

- Business Support and Programming through the REN;
- Financial Support for arts, historic and cultural organizations through grants; and
- Direct delivery of programs, performances and events through ConnectArts and other programs.

We are then pleased to turn the floor over to a representative of the artist community to explain in further detail a proposed CBRM Artists Grant Program.



3

CBRM REN and the Creative Economy

On May 18th, 2021, Erin Flynn, the CBRM REN's Creative Economy Development Officer (CEDO) presented to Council to update Council on the CBRM's existing supports for the Arts and Creative Sector in the CBRM.

- The CBRM REN supports the island's creative economy by:
 - Identifying and implementing projects that will benefit the sector as a whole
 - Providing advisory services to individuals and organizations working in arts and culture
- Recent initiatives of the CBRM REN to support the Creative Sector include:

| | |
|--|--|
| <ul style="list-style-type: none"> • Hosted CBRM Forward focus group, and other workshops and webinars to engage and support artists and creative leaders. • Secured funding to employ 18 artists in two creative projects (2020 to June 2021) | <ul style="list-style-type: none"> • Created an advisory panel and network to provide insight into the needs and priorities of the sector. • Connected artists and organizations to COVID-19 resources and supports. |
|--|--|



4

CBRM REN and the Creative Economy

The CBRM REN's work to support the Creative Sector is guided by two creative sector plans published in 2017 to address the needs of the island's creative economy:

- The **CBRM Creative Economy Growth Plan** (created by the CBRM Mayor's Roundtable on Arts and Culture); and
- The **Cape Breton Island Culture Sector Strategy** (created by the Culture Sector Team, part of the Partnership's Prosperity Framework)



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5

CBRM REN and the Creative Economy

2020/2021 - Job Creation Partnership

In 2020/21, the CBRM REN partnered with the [former] Labour and Advanced Education (LAE) department and Employment Nova Scotia (ENS) to oversee two separate job creation partnerships to support the work of artists during the Pandemic.



October 1st, 2020 Cape Breton Partnership Social Media Post

Education Project

- 9 participants completed in July, 2021
- outputs included workshops, online resources, videos, and the provision of marketing and management skills

Legacy Project

- 9 participants completed in July, 2021
- outputs included audio-visual productions, a book, traditional Mi'kmaq art, sculpture, a theatre script, photography and more.



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6

CBRM REN and the Creative Economy

2020/2021 - Job Creation Partnership

Josephine Clarke, JCP Legacy Project Participant

Ms. Clarke's project involved research and development of textile sculpture techniques, photography, sketching, and videography.



“ Upon exit of this project, I will be starting an important exploratory grant, awarded to me by Canada Council for the Arts, where I will continue to build my skills in an interdisciplinary direction. The skills I developed in both photography and video editing were crucial in developing strong support material to land me this funding. It is safe to say that my practice not only survived the pandemic, but thrived thanks to support and trust from the Cape Breton Partnership.”

July 10th, 2021 JCP Activity Report: Cape Breton-Unama'ki Creative Sector Legacy Project



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7

CBRM, CBRM REN and the Creative Economy

Going forward, the CBRM REN's work will also be directed by the CBRM's Economic Development Strategy which is on track to be completed this fall, through the CBRM Forward initiative.



Our consultants have given us this preliminary feedback regarding the creative economy:

Feedback from interviews and focus groups have confirmed that arts and culture needs to be a part of the strategy as

- a) *an economic sector and*
- b) *as a contributor/reflector of the culture in the community/region.*

We need to leverage the long history and tradition of Cape Breton as part of the value proposition to attract people to the community.



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8

CBRM, CBRM REN and the Creative Economy

The project will also provide comprehensive updates to the **Municipal Planning Strategy** and **Land Use Bylaw** (December 2022) to explore ways to increase opportunities for entrepreneurs and provide a more flexible development framework.



Join the conversation today! cbrmforward.ca






9

CBRM Historic Spending – Arts and Culture Sector Grants

| Historical Financial Support - Arts & Culture Sector | 2020-21 | 2019-20 | 2018-19 | 2017-18 | 4 Year Average Support |
|--|-------------------|-------------------|-------------------|-------------------|------------------------|
| Performing, Visual and Musical Arts | \$ 579,430 | \$ 338,449 | \$ 322,894 | \$ 324,767 | \$ 301,385 |
| Historical/Heritage Museums | \$ 277,449 | \$ 447,492 | \$ 448,645 | \$ 427,095 | \$ 400,170 |
| Cultural Organizations (Ethnic Groups) | \$ 21,825 | \$ 15,798 | \$ 12,491 | \$ 35,929 | \$ 21,511 |
| TOTAL | \$ 878,704 | \$ 801,739 | \$ 784,030 | \$ 787,790 | \$ 813,066 |

*Does not include:

- Funding for Creative Economy Development Officer (Economic Development)
- Arts, Culture, Creative Events Program Coordinator Salary (Recreation)
- Summer Student/Contract Staff Assigned to Funded and Non-Funded Events
- In-Kind Contributions

10

CBRM Staff Support for Creative Sector

Arts, Culture, Creative Events Program Coordinator Salary (Recreation)

CBRM ConnectArts Program supports the Arts and Culture sector of the CBRM in three distinct ways:

- **Direct partnership** with arts organizations and businesses to deliver programs or performances for our community
- **Direct employment** of businesses and individuals to deliver programs or performances for our community
- **Direct programming** of arts and culture programs and events



11

CBRM Staff Support for Creative Sector

Makin' Waves

Makin' Waves exists as a platform to deliver meaningful cultural and artistic performances to the CBRM without admission barriers.

Songs in Small Spaces

Songs in Small Spaces exists as a live and digital platform to deliver the stories of community spaces to residents of the CBRM while providing exceptional artistic content in a unique setting.



12

CBRM Staff Support for Creative Sector

CBRM ConnectArts

Over the last three years, our ConnectArts program has invested in the sector through:

- partnership, direct employment, and direct programming of performing arts (music, theatre, and dance), film and storytelling, craft programming, and visual arts.
- ConnectArts summer staff are inclusive of students who are actively studying and working in the sector.
- In-kind support for community events (Lumiere, Celtic Colours, etc.)



13

CBRM Staff Support for Creative Sector

CBRM Recreation Financial Investment - Arts & Culture Sector

| | 2021 | 2020 | 2019 |
|--|-------------|------------|------------|
| Makin Waves, Songs in Small Spaces, Connect Arts, Summer Staff | ~ \$115,000 | ~ \$88,000 | ~ \$80,000 |

***In-kind support not included**



14

CBRM, CBRM REN Creative Economy Support

Recommendation:

That staff provide an issue paper for Council's consideration at the November meeting of Council, providing policy options for Creative Economy Support.



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A PROPOSAL FOR
CBRM ARTIST
GRANT PROGRAM
ORIGINALLY SUBMITTED MARCH 15TH, 2021

1



Artists in the CBRM

In the CBRM, artists contribute

- Create quality of life....*
- Enable authentic experiences for tourists....*
- Define our culture.....*

However, our artists often move to other locations to pursue their art, and contribute to other cities and communities who then benefit.....

CBRM artists and the CBRM Communities in which they work and live are missing out on these provincial and federal grants.

2

The Missing Piece

In Canada, living as a professional artist is made possible, in part, by provincial and federal grants (such as Canada Council for the Arts & Arts Nova Scotia)

These grants require artists to have an existing body of work.

Creating artistic work, regardless of the medium (dance, painting, etc) requires money and time

Many municipalities provide small grants to artists in their communities to enable artists to create and present work, thereby building a portfolio that can be used as part of funding applications to provincial and federal bodies.

CBRM artists are missing out on these provincial and federal grants.



3

Our Proposal

Establish a three-year pilot Municipal Artist Grant Program

An investment of \$50,000/year for each of these three years by the CBRM will transform the local artistic landscape

The program will award \$500 to \$2,500 to 50 artists each year

This is trigger funding that will unlock larger, long-term creation and presentation grants through provincial and federal arts bodies for CBRM artists



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6



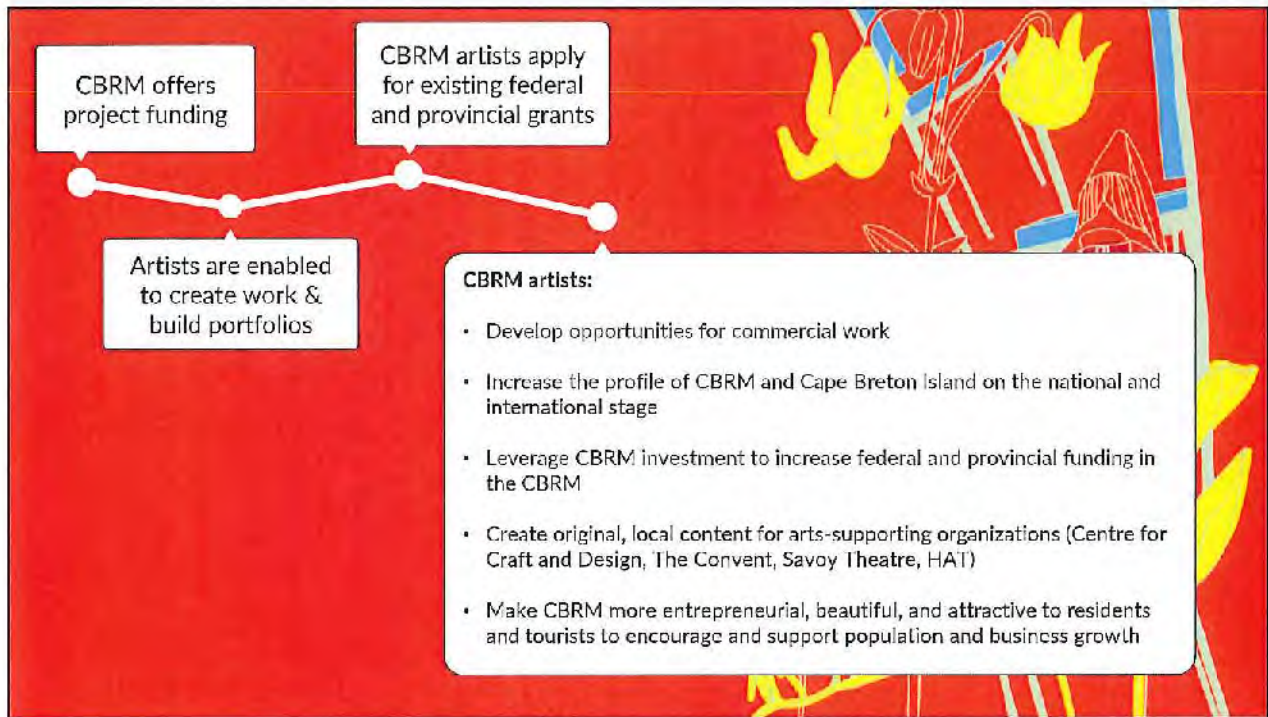
7



The uniqueness of the can design has been crucial for our early success. We make a high quality product that makes us competitive with other ciders, but the labels set us apart on the shelf which has been the single most important part of our success. We simply would not be growing our business right now without her on our team.

--Jill MacPherson, Island Folk Cider

8



9



10

Administering the Fund

The Fund is proposed to be administered through the CBRM REN as the economic development arm of the CBRM.

Key Attributes:

- The CBRM REN's Creative Economy Development Officer will work with community arts organization(s) or individuals to structure and promote the program, convene jury, make payments to artists;
- A diverse, rotating, and independent jury will be tasked with the review of applications and awarding of grants; and
- Oversight and reporting will be through the regular CBRM REN reporting structure.



11

Existing Canadian Examples

Large Cities:


- Toronto, ON
- Ottawa, ON

Smaller Cities:

- Port Moody, BC
- St. John's, NL



12



City of St. John's (pop. 100,000)

The Grants to Artists and Arts Organizations has provided grants to artists since 1998

For the creation or presentation of works of art in theatre, dance, music, literary arts, film and new media, visual art, and craft. The City receives about 150 applications each year.

In 2018, 50 grants were awarded, totalling \$75,000

The goals of the program are to:

- (1) Support the artistic development of artists;*
- (2) Contribute to the growth and sustainability of the St. John's arts community; and*
- (3) Improve the well-being of the community.*

13



Supporters of this Initiative

Steve Wadden, Photographer, Whitney Pier

Erika Shea, President of New Dawn Enterprises

Nelson MacDonald, Filmmaker, North End Sydney

Alyce MacLean, Past Chair
Lumière Art-at-Night Festival, Sydney

Nancy Oakley, Potter, Eskasoni

Wesley Colford, Highland Arts Theatre

Greg Davies, Artist & CBU Art Gallery Curator, Sydney

Melissa Kearney, Artist and Program Coordinator for
The Convent, Sydney

Corey Katz, Photographer, New Waterford

Allson Uhma, Artist & designer of our cover image, Sydney

Ashley McKenzie, Filmmaker, New Waterford/Cape North

Donald Calabrese, Writer, Musician & Illustrator, Sydney

Daniel MacIvor, Playwright & Filmmaker, Sydney

Kent Senecal, Painter, Sydney

Teena Marie Fancey, Artist, Sydney

14

Supporters of this Initiative

- Maynard Morrison, Performer, Sydney*
- Bette MacDonald, Performer, Sydney*
- Todd Hiscock, Theatre Artist / CBU Creative Arts Collaborator, Sydney*
- Andrew Gillis, Painter, Actor & Musician, New Waterford*
- Jonathon Hunter, Filmmaker, Sydney*
- Mark Delaney, Theatre Artist, Sydney*
- Onni Nordman, Painter, South Bar*
- Dinoo MacCormick, photographer, Sydney*
- Kyle MacNeil, Photographer, Sydney*
- Chad Tabin, Photographer, Sydney*
- Darcy Campbell, Videographer & owner NovaStream, Whitney Pier*
- Davíd Stephens, Painter, Sydney*
- Christie MacNeil, Manager of The Convent, Sydney*
- Devon Morrison, Composer, Sydney*
- Isaac Jeddore, Artist, Eskasoni*
- Caltrian MacNeil, Painter, Sydney*
- Heather MacIssac, artist and instructor at NSCC, Louisbourg*



15

Supporters of this Initiative

- Dr John Gainer, Painter, Sydney*
- Dr Raymond MacGillivray, Arts Supporter, New Victoria*
- Rhoda MacCormack, Celtic Colors Volunteer Coordinator*
- Saba Mohsin, Visual Artist & Designer, Sydney*
- Jennifer MacLellan, Painter, New Waterford*
- Bruce Burns, Painter, Sydney*
- Deborah Jeans, Painter, Sydney*
- Jacquie Blanchard, Visual Artist & Designer, Sydney*
- Sarah Boutilier, Visual Artist, Sydney*
- Winston DeGiobbi, Filmmaker, New Waterford*
- Morgan Hanam, Artist, Sydney*
- Peter Steele, Illustrator & Painter, Whitney Pier*
- Catherine Moir, Painter, Sydney Forks*
- Adam Young, Musician, Gabarus*
- Yvette Rogers, Musician & Outreach Coordinator at Celtic Colours, Sydney*
- Molly Babin, Facilitator of Open Doors Cape Breton Women in Harmony, Ashby*



16

Supporters of this Initiative

- Heather MacIlsac, artist and instructor at NSCC, Louisbourg*
- Katherine Scott, Book Artist, Sydney*
- Jess LaRusic, Dance, Westmount*
- Jason Jardine, Marketing Director, Celtic Colours, Castle Bay*
- Sara Roth, Artist, Sydney*
- Kate Boyle, Visual Artist, Sydney Forks*
- Owen Fitzgerald, Photographer, Sydney*
- Michele Gardiner, Visual Artist, Sydney*
- Kevin Munroe, Theatre Artist, Sydney*
- Valerie Walsh, Musician, Sydney*
- Stephanie Steele, Artist, Marion Bridge*
- Matthew Ingraham, Videographer, Sydney*
- Ron Jenkins, Theatre Director & Playwright, Sydney*
- Michael MacDonald, Assistant professor of Communication,
Cape Breton University, Sydney*
- Tyler Mattheis, Director of Economic Development,
Cape Breton Partnership, Sydney*
- Scott Moore, Cinematographer & owner NovaStream, Sydney*



17

Supporters of this Initiative

- Nigel Kearns, Chair of CB Music Industry Cooperative, North End
Sydney*
- Meredith MacDonald, Artist, Sydney*
- Kyle McPhee, Leatherwork / Textiles, North End Sydney*
- Robyn Young, Leatherwork / Textiles, North End Sydney*
- Dawn Beaton, Artistic Director, Celtic Colours International
Festival, Sydney*
- Angie Arsenault, Artist, Sydney/Montreal*
- Alana Wilson, Builderburner Ceramics, Sydney*
- Savannah Anderson, Artist & former Lumière board member,
Howie Center*
- Justine Williamson, Performer, Glace Bay*
- Gee Stewart, Artist, Sydney*
- Suzi Oram-Aylward, Artist, Sydney*
- Molly Babin, Facilitator of Open Doors CB Women in Harmony,
Ashby*
- Heather MacIlsac, Artist and Instructor at NSCC, Louisbourg*



18

Next Steps

Proposed CBRM Artist Grant Program

With the support of Council today, we can proceed to work with our partners to do the following:

- *Finalize the structure and processes related to the program, including intake criteria, reporting structures, and impact measurements;*
- *Convene a diverse, rotating, and independent jury to review applications and awarding of grants; and*
- *Create marketing material and an application portal.*



19

Request

Proposed CBRM Artist Grant Program

We request that the CBRM Mayor and Council add \$50,000 to the CBRM REN budget to be dispersed as the Grants for Artists 3-year pilot program, beginning in the next fiscal year.



20

