

Date: 2021-08-19

Subject: **COVID-19 Recovery Fund for Brampton-Based Individual Artists**

Contact: **Jason Tamming, Director, Strategic Communications, Culture & Events**
Jason.Tamming@brampton.ca

Report Number: Corporate Support Services-2021-923

Recommendations:

1. That the report titled **COVID-19 Recovery Fund for Brampton-Based Individual Artists** to the Committee of Council meeting of September 8, 2021, be received;
2. That Council endorse the COVID-19 Recovery Fund for Brampton-Based Individual Artists framework as outlined in this report;
3. That \$50,000 of the 2021 operating budget for the Arts, Culture and Creative Industry Development Agency, and \$50,000 of the 2021 Cultural Services operating budget be re-allocated towards funding the COVID-19 Recovery Fund for Brampton-Based Individual Artists, for a total 2021 program budget of \$100,000; and
4. That the Director, Strategic Communications, Culture and Events, Corporate Support Services, be delegated authority to approve funding and execute any required agreements and other documents deemed necessary for the COVID-19 Recovery Fund for Brampton-Based Individual Artists on terms and conditions satisfactory to the Director, Strategic Communications, Culture and Events, Corporate Support Services and in a form satisfactory to the City Solicitor or designate.

Overview:

- The ongoing COVID-19 pandemic is an unprecedented global crisis with significant economic impacts, particularly for the arts, culture and creative industry, as it relies on public gathering to deliver its programs, products and services.
- On May 13, 2020, Brampton City Council endorsed an Economic Recovery Strategy, which aims to bring resiliency and competitive advantage to the Brampton economy. Recognizing the unique and necessary contributions that Arts, Culture and Tourism bring to a local economy, these sectors were recognized as a key cornerstone and partner in the successful delivery of the recovery strategy.
- Pursuant to the Economic Recovery Strategy, Brampton City Council approved the 2020 COVID-19 Relief Fund for Artists and Non-Profit Arts Organizations. Through the program, \$456,000 in emergency relief funds were distributed to eligible 21 arts organizations, and \$46,300 in emergency relief funds were distributed to 50 eligible individual artists.
- To support the Brampton arts, culture and creative sector as Ontario begins to reopen and recover from the pandemic, staff has developed a proposed temporary funding program for 2021: the COVID-19 Recovery Fund for Brampton-based Individual Artists. The purpose of the program is to provide recovery funds for individual artists to continue, stabilize, adapt, or rebuild their creative practice in response to the challenges resulting from COVID-19.
- Typically, funding programs are offered to the arts sector by arts councils, foundations or other such industry development organizations, using budget primarily provided by local or other governments. As Brampton's Arts, Culture and Creative Industry Development Agency is in the start-up and incubation phase, the municipality has a role in providing necessary support to ensure that the sector is strong enough to advance the City's recovery efforts.
- Individual artists can apply for up to \$2,000. Funding applications for individual artists will be accepted on an ongoing basis until the earlier of year-end 2021 or available funding is exhausted.
- This recovery fund is distinct from the Advance Brampton Fund (ABF), which supports Term of Council priorities. Funding applications for non-profit arts organizations will be accepted through the 2022 Advance Brampton Fund – Brampton is a Mosaic priority stream, opening in fall 2021.

- The program can be funded through a one-time re-allocation of \$50,000 from the 2021 operating budget approved for the Arts, Culture and Creative Industry Development Agency, and a one-time re-allocation of \$50,000 from the 2021 Cultural Services operating budget, for a total 2021 program budget of \$100,000.
- Recipients of recovery funding will be asked to submit final reports detailing the use of funds received, including documentation of invoices and receipts.
- Pending Council approval of the recommendations in this report, staff will finalize program materials and prepare the application process. The program will open as soon as materials are finalized.
- A series of public information sessions will be held to support individual artists through the application process. As a complement to the Fund, a professional development training series for Brampton-based individual artists and arts organizations will be offered this fall, in collaboration with Work in Culture.

Background:

The ongoing COVID-19 pandemic is an unprecedented global crisis that has impacted economies in Brampton and around the world. The arts, culture and creative industry has been one of the sectors most significantly impacted by the crisis, as it has largely depended on public gathering of various forms and scales to deliver its programs, products and services. Health and safety measures put in place by the Province of Ontario to protect citizens throughout the pandemic have significant financial implications for an industry that is already “gig”-based and highly precarious.

On May 13, 2020, Brampton City Council endorsed an Economic Recovery Strategy, which aims to bring resiliency and competitive advantage to the Brampton economy. Recognizing the unique and necessary contributions that Arts, Culture and Tourism bring to a local economy, these sectors were recognized as a key cornerstone and partner in the successful delivery of the recovery strategy.

Pursuant to the Economic Recovery Strategy, Brampton City Council approved the 2020 COVID-19 Relief Fund for Artists and Non-Profit Arts Organizations. The purpose of the program was to provide emergency relief funds for Brampton-based non-profit arts organizations and individual artists to help offset a portion of revenue losses and expenses as a direct result of COVID-19 in 2020. Through the program, \$456,000 in relief funds were distributed to 21 eligible arts organizations, and \$46,300 in relief funds were distributed to 50 eligible individual artists.

Current Situation:

To support the Brampton arts, culture and creative sector as Ontario begins to reopen and recover from the pandemic, staff has developed a proposed temporary funding program for 2021: the COVID-19 Recovery Fund for Brampton-based Individual Artists. The purpose of the program is to provide recovery funds for individual artists to continue, stabilize, adapt, or rebuild their creative practice in response to the challenges resulting from COVID-19.

Typically, funding programs are offered to the arts sector by arts councils, foundations or other such industry development organizations, using budget primarily provided by local or other governments. As Brampton’s Arts, Culture and Creative Industry Development Agency is in the start-up and incubation phase, the municipality has a role in providing necessary support to ensure that the sector is strong enough to advance the City’s recovery efforts. Once the Development Agency is established as an independent arms-length organization (anticipated in 2024), they may consider delivering arts specific funding as part of its sector development mandate.

The program can be funded through a one-time re-allocation of \$50,000 from the 2021 operating budget approved for the Arts, Culture and Creative Industry Development Agency, and a one-time re-allocation of \$50,000 from the 2021 Cultural Services operating budget. As these funds are earmarked for artist engagement and sector development, they are appropriately re-prioritized during this significant time of need. Recipients of recovery funding will be asked to submit final reports detailing the use of funds received, including documentation of invoices and receipts. The framework for the proposed program is as follows:

COVID-19 Recovery Fund for Brampton-Based Individual Artists Total Funding Budget - \$100,000	
Purpose:	To provide recovery funds for Brampton-based individual artists to support the continuation, stabilization, adaptation, or rebuilding of their creative practice in response to the challenges resulting from COVID-19.
Funding Amounts:	\$100,000 Funding Budget. Individual Artists may apply for up to \$2,000.
Eligible Applicants:	Brampton-based individual artists ¹ who are 19 years of age or over, and are self-employed with a professional practice in one or more of the following disciplines: dance, literature, media arts, multi and inter-arts, music, theatre and performing arts, and visual arts, including design and fashion. The artist’s residential address must be located within Brampton. Individual Artists must have been located in Brampton for a minimum of 12 months prior to the date of application.

¹ A professional artist is defined as someone who has developed skills through training or practice, is recognized by artists working in the same artistic tradition, has a history of public presentation or publication, seeks payment for their work and actively practises their art.

Eligible Uses:	<p>Recovery funds may be applied towards the following eligible uses:</p> <ul style="list-style-type: none"> • Strategic planning and creative business development research • Marketing artistic work and creative services • Upgrading technology to support artistic work • Website development or redevelopment • Creating and adapting work spaces for artistic practice and arts administration • Upgrading skills and knowledge in artistic practice, arts administration, and technology
Application Requirements:	<ul style="list-style-type: none"> • Applicant information. • Artist description of professional practice. • Amount of funding requested up to \$2,000 maximum. • Statement of how the requested recovery funds would be applied towards eligible uses, and what role this undertaking would play in continuing, stabilizing, adapting, or rebuilding their creative practice. • Support material <ul style="list-style-type: none"> ○ Individual Artists to provide: <ul style="list-style-type: none"> - A curriculum vitae detailing their professional artistic experience. - Proof of Brampton residential address. • Declarations <ul style="list-style-type: none"> ○ All applicants must declare that all the information provided in the application is true, accurate, and complete and to acknowledge that they may be called upon to provide further documentation to verify claims. ○ Individual artists will need to declare that they understand these funds may be taxable income and that they will be responsible for meeting any tax requirements from the CRA. ○ The applicant agrees that it shall, at all times, indemnify and save harmless the City, each of its elected officials, officers, employees and agents from and against all claims, demands, losses, costs, damages, action, suits or other proceedings made, sustained, brought or made upon the City in respect of any costs, expenses, loss, damage or injury, including death, and reasonable legal fees, arising out of any cause, whether direct or indirect, by reason of or in connection with any breach of the funding agreement with the City, wilful misconduct and negligent acts or omissions of the applicant or any of its officers, directors, employees or agents in connection with the use of the recovery funds.
Intake:	<p>Accepts applications on an ongoing basis in 2021 until available funding is exhausted.</p>
Evaluation:	<p>Applications will be evaluated on a case by case basis in the order they are received to ensure that applicants meet the eligibility criteria and that the amount of funding requested does not exceed \$2,000. Acknowledging the urgent need for such funding, City staff will endeavour to turn around funding decisions as quickly as possible within the current COVID-19 constraints.</p>
Limitations:	<p>Eligible applicants may apply once to the Fund.</p>

To support timely and responsive funding, it is recommended that funding be approved under delegated authority by the Director, Strategic Communications, Culture and Events, Corporate Support Services.

Next steps

Pending Council approval of the recommendations in this report, staff will finalize program materials and prepare the application process. Acknowledging the urgent need for such funding, City staff will endeavour to open the program and turn around funding decisions as quickly as possible within the current COVID-19 constraints.

- A series of public information sessions will be held to support individual artists through the application process. As a complement to the Fund, a professional development training series for Brampton-based individual artists and arts organizations will be offered this fall, in collaboration with Work in Culture, a non-profit organization focused on entrepreneurial and business training for the Canadian arts, culture and heritage sector.

Corporate Implications:

Financial Implications:

Sufficient funding in the amount of \$100,000 is available within Strategic Communications, Culture and Events 2021 Budget to be re-allocated for this initiative. Of the \$100,000, \$50,000 is to be re-allocated from Arts, Culture and Creative Industry Development Agency, and, \$50,000 from Cultural Services, pending Council approval.

Other Implications:

Legal Services will review and approve as to form any agreements necessary for the COVID-19 Recovery Fund for Brampton-based Artists.

Term of Council Priorities:

- Term of Council Priorities
 - This report supports the Term of Council Priorities of *Brampton is a Well-Run City*, *Brampton is a City of Opportunities*, and *Brampton is a Mosaic* by effectively managing municipal resources, improving livability and prosperity, and supporting the sustainability of the arts, culture and creative sector.
- Culture Master Plan

- This report aligns with the vision and definition of culture in Brampton and the strategic themes of *Supporting Success*, *Developing a Creative Community of Practice*, and *Building Brampton's Identity*.

Conclusion:

This report recommends a responsive approach to supporting Brampton-based individual artists as part of the City's response to the COVID-19 pandemic and recovery efforts. Pending Council approval of the recommendations in this report, staff will undertake the necessary preparations to open the program as soon as possible.

Authored by:

Victoria Mountain, Manager, Culture
Kelly Stahl, Senior Manager, Cultural
Services

Reviewed by:

Jason Tamming, Director, Strategic
Communications, Culture & Events

Approved by:

Michael Davidson, Commissioner,
Corporate Support Services

Submitted by:

Marion Nader
Commissioner, Community Services, and
Acting Chief Administrative Officer