

Date: 2020-04-11

Subject: **Arts, Culture & Creative Industry Development Agency-
Program Update**

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Report Number: Corporate Support Services-2022-410

Recommendations:

That the report titled **Arts, Culture & Creative Industry Development Agency – Program Update**, to the Committee of Council meeting of **April 27, 2022**, BE RECEIVED

Overview:

- On January 15, 2020, Council endorsed the recommended organizational model and approach to developing an Arts, Culture and Creative Industry Development Agency in Brampton, including the draft Terms of Reference and the mandate of the Chair to build the rest of the Advisory Panel membership (CW007-2020).
- Guided by the themes of the City's Culture Master Plan (Supporting Success, Developing a Community of Practice, Building Brampton's Identity) and ongoing local community feedback, the Arts, Culture and Creative Industry Development Agency (ACCIDA) delivered a successful first year of incubation under the City of Brampton.

- As the 2021 Year-End Report (Appendix A) indicates, ACCIDA progressed at significant speed to deliver support to the community.
- In the summer of 2021, ACCIDA launched the 'Big Brampton Artist Space Survey,' the first-ever needs assessment specifically focused on creative spaces in Brampton. The results speak to a crisis of creative space in Brampton.
- ACCIDA and Cultural Services staff have developed a Creative Space Strategy to address the most pressing needs with immediacy while creating short, medium and long-term shifts in policy and services.
- In 2021 ACCIDA allocated \$100,000 to the Council-approved COVID-19 Recovery Fund for Artists providing 77 Brampton-based artists with up to \$2,000 to continue, stabilize, adapt or rebuild their creative practice.
- Following a successful inaugural year for ACCIDA, 2022 will be the first full calendar year of programming with a specific focus on sector development and growth.

Background:

In June 2019, City staff retained the team of Pru Robey Consulting and LeSage Arts Management to expertly determine the optimal mandate and model for an arm's length arts and culture organization in Brampton. Based on stakeholder engagement, the organization was envisaged as a sector development agency, operating at arm's length to the City as a key partner in delivering the Culture Master Plan.

On January 15, 2020, Council endorsed the recommended organizational model and approach to developing an Arts, Culture and Creative Industry Development Agency in Brampton, including the draft Terms of Reference and the mandate of the Chair to build the rest of the Advisory Panel membership (CW007-2020).

On February 17, 2021, Council approved the inaugural Chair, Advisory Panel (C051-2021) appointment, and on March 10, 2021, Council approved the appointment of Councillor R. Santos as the Council Representative. (CW118-2021).

With the mission to incubate, advance, connect and advocate for Brampton's arts and culture sector, the agency will provide a range of much-needed programs and services that will be developed in collaboration with stakeholders in the areas of:

- Funding, finance and investment
- Leadership, advocacy and innovation
- Sector development and growth

To ensure a successful start-up of the agency, a phased transition from incubation to independent non-profit began in Spring 2021:

Phase 1: Incubation Period (current)

The organization is incubated within the City of Brampton under the guidance of a time-limited, volunteer, expert advisory panel responsible for overseeing the agency's development and its transition to an independent non-profit organization. During this phase, a Project Advisor was hired to lead the day-to-day operational work during incubation and begin working with partners to develop programs, services and resources.

Phase 2: Transition to an independent non-profit corporation (anticipated in 2023)

The transition will be triggered by the successful negotiation of a service level and funding agreement with the City, demonstrating readiness and ability to move forward. As part of a successful transition, the panel would be responsible for forming a new founding Board for the corporation, with full legal and fiduciary responsibility for Brampton's first Arts, Culture and Creative Industry Development Agency.

Phase 3: Independent non-profit corporation (anticipated in 2024)

Fully independent and operating under an initial three (3) year service level agreement with the City to support this work.

Current Situation:

Incubation Year 1 (2021)

Guided by the themes of the City's Culture Master Plan (Supporting Success, Developing a Community of Practice, Building Brampton's Identity) and ongoing local community feedback, the Arts, Culture and Creative Industry Development Agency (ACCIDA) delivered a successful first year of incubation under the City of Brampton. In 2021, ACCIDA demonstrated a significant, positive impact on the local arts and culture sector during COVID-19 recovery efforts. It looks to build Brampton into an innovative and vibrant cultural environment that supports its creative sector in meaningful, exciting ways.

As the 2021 Year-End Report (Appendix A) indicates, ACCIDA progressed at significant speed to deliver support to the community. The agency has become a valued service provider, developing thoughtfully with City support to achieve the following incubation-specific milestones:

- Combined 2020 and 2021 incubation goals, developed incubation work plan and project charter with cultural services.
- Delivered 78 workshops, events or artist meetings to nearly 500 artists across the City.
- Developed new partnerships and strategic alliances with local organizations and institutions.
- Launched the Big Brampton Artist Space Survey and analyzed results to assist in developing a 2022 Creative Space Strategy.
- Created interim ACCIDA Branding (visuals, collateral, website, socials) and secured external vendor to develop name and identity for the organization.

Key Metrics

Qualitative and quantitative participant research speaks to the breadth of service ACCIDA has offered and the organization's impact. ACCIDA sent out six dedicated evaluation surveys to event participants, providing a valuable snapshot of participant sentiment. Key findings include:

- 96% of respondents gained new insights or perspectives from attending one or more of ACCIDA's events.
- 91% of respondents found the length of the sessions they attended satisfactory.
- 92% of respondents were satisfied with the registration process.

Marketing statistics speak to a more engaged and involved arts community:

- Instagram profile visits nearly doubled from the year prior, and audience reach increased by 85.6%.
- 316% increase open rate for newsletter open rate
- increase in followers, impressions, likes and mentions across Twitter and Facebook.

At a virtual arts community consultation, positive feedback was again echoed:

"I didn't realize how many artists there were in Brampton or the talent that is here until now- especially visual artists. ACCIDA has motivated me to pursue art through these opportunities and take it more seriously."

- Brampton Artist

"I've discovered so many visual artists through social media and marketing ACCIDA has done and am blown away by the amount of talent I wasn't aware of."

- Brampton Musician

Based on additional feedback, staff are investigating opportunities to include formalized cross-promotional efforts with Brampton Library and other organizations, greater

information and knowledge sharing across the sector, organized town halls (beginning this month) and a return to in-person events as public health and safety allow.

Creative Space

In the summer of 2021, ACCIDA collaborated with the Community Engagement and Strategic Communications teams to develop 'The Big Brampton Artist Space Survey,' the first-ever needs assessment specifically focused on better understanding and supporting the availability and suitability of creative spaces in Brampton. Over 30 Brampton arts organizations and 160 local artists, musicians, writers, performers and other creatives participated in the survey. The results speak to a crisis of creative space in Brampton. Key findings of the survey results include:

- 0% of organizations and 6% of individuals are very satisfied with Brampton's current availability and suitability of creative space.
- Nearly 70% of individual artists, musicians and creatives reported having no access to creative space in Brampton.
- 50% of arts organizations currently have access to space (majority of performing and visual arts).
- Performance, art creation and exhibition are the highest listed activities that require physical space.
- Affordability is the number one barrier to accessing space for both individuals and organizations in Brampton.
- Organizations and individuals are very interested in alternative models for accessing space, such as providing free community programming or events in exchange for reduced-cost or free space.
- Organizations and individuals expressed a need for creative space City-wide, with the highest levels of interest reported in Wards 1 and 3.

Qualitative Survey Responses:

"Brampton has boatloads of talent...it's disheartening that there's no spaces to hold events for small businesses and creatives."

Brampton Production Company

"...Although we began this organization in Brampton, our last few events have been in other cities. We have found that Brampton has not been able to provide us with the physical community spaces we need for our events...We would love to bring our events back to Brampton, however are unable to unless we can work to build creative community spaces that are affordable and built with the guidance and input from other creative/youth organizations."

Youth-led Brampton Organization

To address these needs, ACCIDA and Cultural Services staff have developed a Creative Space Strategy to address the most pressing needs with immediacy while creating short, medium and long-term shifts in policy and services. Launching a

Creative Hub at the Brampton Civic Centre in Q4 2022 will provide the first physical location for ACCIDA and the artists the organization serves.

Grant Funding

In 2021 ACCIDA allocated \$100,000 to the Council-approved COVID-19 Recovery Fund for Artists. The \$150,000 fund, delivered by Cultural Services, provided 77 Brampton-based artists with up to \$2,000 to continue, stabilize, adapt or rebuild their creative practice. This funding was vital following an unprecedented loss of revenue for artists through the unending waves of cancelled performances, exhibitions, productions and community events, the closure of venues, and the prohibition of public gatherings.

Numerous artist applications specifically mention the assistance ACCIDA provided them in the last year and that the skill-building opportunities and training have helped elevate the practice they are attempting to protect and develop with this fund. The program's impact was transformative as artists were able to market their work in new ways, upgrade their online presence, learn new skills or avenues for employment, and plan for a post-pandemic future. Compared to the 2020 Relief Fund for Artists, there was a 41% increase in applications to the 2021 Recovery Fund. This demonstrates both ACCIDA's ability to bolster the City of Brampton's outreach and the ongoing, distressing need for financial support in the community.

Equity Deserving Groups and Supporting the Most Vulnerable in Brampton

It is extremely apparent that Equity-deserving groups are in the greatest need regarding funding and support from the City of Brampton. Reviewing The Big Brampton Artist Space Survey Results, only 15% of BIPOC (Black, Indigenous, Person of Colour) artist respondents belong to any local arts organizations, and only 8% responded as having ever received external grant funding. None of the 2SLGBTQIAP+ identifying artists responded as members of a local arts organization in Brampton or having ever received external funding, and zero respondents who identified as a person with disabilities or mental illness responded as having received external funding. There are significant considerations for the specific supports these communities need as we strive to provide responsive resources and as a City we must look at who is being left behind.

Addressing the needs of these communities is a priority for us and in 2022 not only is 56% of the ACCIDA programming budget allocated to local artist fees and employment opportunities, but nearly a quarter- 24% is specifically directed to equity-deserving artists and/or groups. In ongoing collaboration with the Equity & Inclusion Office and Accessibility Services, ACCIDA staff will also be hosting multiple community conversations in 2022 to learn about the unique needs of individual artists from these communities and how best to address them through program and service delivery. Our 2SLGBTQ+ Artist Residency and PIXEL: Black Artists Live Here exhibition will serve as templates for future collaboration and presentation opportunities to provide a platform and support where it is needed most.

Incubation Year 2 (2022)

Based on the significant successes and findings from 2021 and through extensive and ongoing community engagement (Quarterly Town Halls, Bi-Monthly Artist Community Roundtables, Event feedback surveys, Artist focus groups), there are many immediate actions ACCIDA will undertake in 2022, with an eye to longer-term initiatives that will protect and develop Brampton's creative community.

Programming

Following a successful inaugural year for ACCIDA, 2022 will be the first full calendar year of programming with a specific focus on sector development and growth.

In Q1 2022, ACCIDA hosted seven workshops and events attended by over 260 artists and community members. Currently ongoing, ACCIDA launched a digital exhibition in partnership with Garden Square called PIXEL: Black Artists Live Here, featuring the work of six Black Brampton artists. Recently concluded, ACCIDA was proud to support eight Brampton musicians and performers in its 2SLGBTQ+ Digital Residency Program.

The organization has established key relationships with community partners, including Brampton Library, Moyo Community Health, Peel Art Gallery, Museum, and Archives (PAMA) and partners across the Greater Toronto Area, including CBC Toronto, Luminato, Neighbourhood Arts Network, and Arts Spin.

Key program initiatives currently underway and upcoming include community conversations with Black Artists, Film and Content Creator Focus Groups, Power Hour – a professional development skill-building workshop series, and Artist Community Roundtables, including quarterly public Town Halls.

From Q4 of 2021 to Q1 2022, staff saw a 306% increase in attendance at programs and events. Testimonials speak to a unique understanding of the community's needs:

"The Agency thinks through what artists want and I'm so happy to see that before we ask, things are already looked into for us artists! Be it networking, scouting for funding, space, feedback. You guys are doing an incredible job."

- Brampton Artist/Event Attendee.

Throughout the Spring and Summer, ACCIDA will collaborate with City operating departments to present a unique showcase of Brampton musicians and performers at NXNE Festival, partner with Luminato Festival on its first expansion into Brampton, highlight Indigenous art and design as part of National Indigenous Peoples Day and launch new opportunities for exhibiting local artwork with PAMA. These events support local tourism and economic development, bringing visitors to Brampton to explore these new and unique offerings.

Upcoming ACCIDA Spring Workshops, Programs, Training & Event Examples
(Free, All Are Welcome):

May 10: Power Hour: Taxes for Artists Workshops
May 11: Artist Community Roundtable with Living Hyphen
May 12: Ontario Creates Information Session for Artists
May 17: Power Hour: Navigating NFTs
May 31: Power Hour: Accessibility for Arts and Culture Events
June 10 & June 11: Luminato Festival in Brampton
June 11: ACCIDA Artist Booths at the Brampton Farmers' Market (Saturdays through to October 8, 2022)
June 17: NXNE Next Up Brampton Music Showcase at the Drake Underground
June 21: Power Hour: Setting up a Creative Space for Artists and Arts Organizations
June 30: Artist Community Roundtable: Space
July 14: Arts Community Town Hall
July 16: Artist Market at The Rose Theatre

Creative Space:

Following the Big Brampton Artist Space Survey findings, ACCIDA and Cultural Services are developing a Creative Space Action Plan to address the urgent needs of the sector with immediate, short, medium, and long-term actions, in alignment with Vision 2040 and the Council-approved Culture Master Plan. The Culture Master Plan's 'Space' goal identifies improving access to arts and culture facilities as a critical priority for enhancing Brampton's creative industries and residents' access to cultural activities

Throughout 2022, ACCIDA will undertake the following actions:

- Share results from the Big Brampton Artist Space Survey.
- Host monthly meetings with internal stakeholders and occasional guests focused on open & creative space experimentation & quick wins for the community.
- Validate & update the creative space catalogue/typology research and determine usefulness as a public resource.
- Continue to deliver programs across municipal spaces as a curatorial partner for digital assets, performance spaces and exhibitions and create new opportunities for artists to make and sell their work.
- Launch a Creative Hub pilot program at the Brampton Civic Centre, offering programs, resources and access to creative space.

Organizational Identity and Brand

Brampton Arts Organization (BAO)

The agency operated using the ACCIDA acronym during the first year of incubation, allowing staff and the panel time to refine its Vision, Mission and Values and determine a name and visual identity that best reflects a professional arts service organization and the community it serves. Following a series of artist and community consultations, the advisory panel voted to name the agency the Brampton Arts Organization (BAO). In consultation with the Strategic Communications division, an external marketing agency was retained to develop a brand and visual identity for BOA. Beginning in Q2 2022, the Arts, Culture and Creative Industry Development Agency will be known as the Brampton Arts Organization (BAO) and refresh its visual identity across all channels, including a refresh of the BAO website.

Vision, Mission, and Values

The updated vision, mission and values reflect a dynamic and inclusive organization:

VISION: We are building a thriving, confident and valued creative scene and cultural ecology in Brampton.

MISSION: We incubate, advance, connect, celebrate and advocate for Brampton's artists, cultural participants and creative industries.

VALUES: Passion & Ambition, Empathy & Diversity, Community & Collaboration, Progress & Innovation, Accessibility & Accountability.

Corporate Implications:

Financial Implications:

There are no financial implications associated with the content of this report.

Other Implications:

There are no other implications associated with the content of this report.

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 Tourism sectors.

- 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*.
- Economic Recovery Strategy/Action Plan
 - This report supports with the strategic goals of Arts, Culture & Tourism by advancing immediate and longer-term actions in support of Economic Recovery.

Conclusion:

ACCIDA successfully progressed through its first year of incubation and offered significant, unprecedented support to Brampton's local arts and culture sector in 2021. The organization will continue to grow and evolve in 2022 by addressing the needs and concerns of the community (funding, access to space, additional support), but there is still significant work ahead, and this work must be done in partnership. Continued support of ACCIDA, as outlined in the Council-approved plan, as a vital partner in delivering the goals of the Culture Master Plan will be essential.

Authored by:

Reviewed by:

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Attachments:

Appendix A: 2021 ACCIDA Year-End Report