ITEM 5
MANAGER'S REPORT NO. 23
COUNCIL MEETING 1981 05 25

Re: FINE ARTS BUDGET

Following is a report from the Parks and Recreation Administrator regarding the Fine Arts budget. $\,$

RECOMMENDATION:

1. THAT the recommendation of the Parks and Recreation Administrator be adopted.

* * * *

1981 May 07

TO : MUNICIPAL MANAGER

FROM: ADMINISTRATOR, PARKS & RECREATION DEPARTMENT

RE : FINE ARTS BUDGET - COUNCIL REQUEST 1980 JANUARY 03

RECOMMENDATION:

1. THAT this report be received for information purposes.

REPORT

At the request of Council, the Parks & Recreation staff have made a survey of Fine Arts budgets and have produced the <u>attached</u> report which was received by the Parks & Recreation Commission at its meeting of 1981 May 06.

DENNIS GAUNT ADMINISTRATOR

AG:ps Attach.

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re: FINE ARTS BUDGET

RECOMMENDATIONS:

- 1. THAT this report be accepted by the Commission as information.
- 2. THAT a copy of this report be forwarded to the Municipal Council for information.

SUMMARY

At the request of Council comparative assessment of the Fine Arts budget has been made. Comparisons were sought with other communities, but the information received was inconclusive because of the diverse approaches to funding and providing recreational arts services. A comparison was made within the 1980 Parks and Recreation budget which indicated that the Arts budget was 11.7% of the total Recreation budget.

REPORT

Council, at an informal budget meeting 1980 January 03, "requested that they be provided with figures from four or five other comparable sized communities which would indicate the percentage of funds allocated to Fine Arts in comparison to the total allotment for Parks and Recreation budgets".

This report has not appeared sooner because of the inconclusive responses from other communities, and limited current studies on the subject of Fine Arts in Recreation. This report will outline the applicable information that is available. The data presented is based on responses from four communities, two "Canadian Conference of the Arts" Surveys conducted in 1977 and 1980 and an assessment of Participation Patterns and our 1980 recreation budget.

Approximately ten communities across Canada were asked to forward information on the financing of Fine Arts within Recreation. Unfortunately we received only five responses. The results of these responses clearly indicated that their approach to the delivery of recreation services and the structuring of their recreation budgets were diverse and incomparable to ours. For this reason meaningful comparisons were not possible. Based on their particular approaches to recreation services, the percentage of their recreation budgets spent on arts programs and services ranged between 2% and 11%. It was found that many communities deliver arts services through independent societies and associations similar to the Burnaby Art Gallery Association. In this method, funding for the arts is often only partially met by municipal budgets. The indications from the Districts of Surrey and Richmond were that the arts are receiving increasing financial support from the municipalities. It is also evident that Fine Arts programs are viewed by other communities as an integral part of the general recreation services and consequently are not separate budget categories. For example, as indicated in the attached Arts Survey 1981, Vancouver does not identify any community arts oriented services offered through its many Community Centres as part of its Community Arts expenditures.

Typically communities tend to only identify major Fine Arts facilities such as Theatres, Art Galleries and Arts Societies when stating Fine Arts expenditures.

The attached Canadian Conference of the Arts Surveys "Municipal Spending and the Arts" conducted in 1977 and again in 1980 indicate the diversity of approaches to spending in the arts. However, they do not place the Arts in the context of recreation services. The statistics for Burnaby does include the recreation component which is the major aspect of our arts expenditure.

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As noted by the 1980 Study, direct comparisons on expenditures should not be made from the findings due to the diversity of approaches taken by communities in answering the survey. This partially could have been the result of the extremely varied approaches towards funding the arts and the varied interpretations of what is "fine arts" and what is "recreation" services.

In addition to the 1977 and 1980 Surveys, the Government of Canada, through the Office of the Secretary of State, has conducted statistical surveys on leisure time activities over the past eight years (A Leisure Study - Canada 1972-1975-1978), and will be producing an updated document for 1981. These Studies have clearly indicated an arts trend in Canada, i.e. more people are attending performing and visual arts performances and exhibitions and directly participating in leisure time arts and crafts activities. Burnaby, in general terms, has played a leadership role in this area, as the following quote from a 1975 Study completed by the Canadian Conference of the Arts (The Arts and the Municipalities) attests:

"...the Burnaby Parks and Recreation Department is one example of the way in which a recreation programme can stimulate total community participation...The Burnaby example provides an excellent illustration of key principles which should guide the development of all municipal recreational arts programmes."

This trend toward increased participation in the arts is very evident in Burnaby's arts programs. A user survey produced the following data for the period 1976 to 1979:

	<u>1976</u>	1979	
Theatre Performances Theatre Attendance Overall Attendance at Theatre	128 17 , 193		An increase of 75 An increase of 6,122
and Art Centre Programs	105,395	133,900	An increase of 28,505

Over the same period the costs of the Fine ${\sf Arts}$ Section have increased as follows:

Total costs	\$205,277	\$314,159	An increase of \$108,882
Total revenue	47,775		An increase of \$58,755
Net costs	157,502	207,629	An increase of \$50,127

The participation in children and adult activities from 1978 to 1980 went from 3,078 persons to 3,988 persons. This is a 30% increase in three years.

A "Parks and Recreation Demand Study" was completed in 1980 by P.E.R.C. Consultants. The survey identified the following recreation use patterns by Burnaby residents. The unit of measure indicates the percentage of Burnaby residents using the various recreation services. The figures do not indicate frequency of use.

Indoor Pools	- 62%	Rinks	- 52	2%
Program Activities	- 27%	Arts Programs	- 16	
Century Park	- 46%	James Cowan Theatre	- 30	
Art Gallery	- 40%	Craft Market	- 43	3%
Heritage Village	- 74%			

The use patterns noted indicate a continual growth in demand for arts opportunities and a relatively high awareness of these opportunities on the part of the total Burnaby public.

The Fine Arts Budget has been calculated to be 11.7% of the total 1980 Annual Recreation Budget. The following budget statistics illustrate the comparative rates of expenditure within the Recreation budget.

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Total Net Budget	\$2,219,328		***	
Fine Arts Centres & Playgrounds Rinks and Aquatics Sports	261,382 1,053,030 866,224 38,692	11.7% 47.4% 39% 1.9%	Benze	110

The present success rate and the demand for more recreation opportunities are relatively high. The services are proven to be very effective. For this reason the rates of expenditure within all aspects of the recreation program correlates closely with the expressed and implied community demands.

Based on a general comparison between the 1977 and 1980 Canadian Arts Surveys, the indication is that per capita spending on the arts has shifted from a range in 1977 of \$5.46 per capita down to \$0.03 to a range in 1980 of \$5.54 to \$0.05. These results unfortunately are not clearly indicative of the real trends across the country, as noted in the introduction of the 1980 Study.

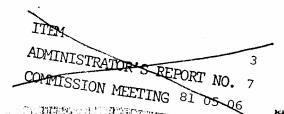
In conclusion, it is felt that the current rates of expenditures on the arts in Burnaby are appropriate. With the present demand for all types of recreation opportunities being high, it is anticipated that the arts will not experience any significant shifts up or down from its present relative position.

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•	Art Galleries	1	255,900	1	1	79,700	275,000	28,000	195,000	172,000	1	25,000	8,400	. 1	211,750	159,600	116,150	1	ì	75,000	1	35,000	16,600	22,600	006	5,000	1
	Other	1	i	577,000	44,000	14,800	4,800	1	1	1	99,400	1	3,200	235,500	000,09	33,900	1	1	15,500	5,800	39,350	9006,9	1	4,500	1	15,000	1
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DING AND THE ARTS"	Theatre	1	5,850	4,000	12,450	1	96,550	ı	27,000	ı	1	21,050	35,850	196,000	143,750	465,000	52,500	1	2,000	246,000	76,000	7,600	200	004	2,000	009	1
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NUM"	Dance	1	1,400	7,000	1	1	6,300	1	1	1	15,000	1	1	174,000	84,700	172,000	18,600	1	500	16,000	009,6	1	3,000	1	1	2,000	LTEM ADMINISTRATOR'S REPORT NO.
1.	Music	1	15,350	1,300	22,500	1	106,950	1	55,700	18,000	2,100	21,750	73,250	193,500	009,06	346,850	73,500	1	13,500	5,500	91,000	9,150	29,750	8,250	7,850	1	ADMIN
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Cultural Centres	000			ı			00	1	Antonia i i i i i i i i i i i i i i i i i i
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Theatres	2,000	ı	ı	ı	ì	ı	1	ı	MANAGER'S REPORT NO. 23 COUNCIL MEETING 1981 05 25 1
Art Galleries	1	1	1) "	· 1	ı	1	1	
Other	1	6,750	1,000	1,900	300	009	1	ı	
Arts Council	ı	13,450	1	1,600	2,500	1	4,800	1	
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Dance	ı	400	ı	200	ı	001	1,000	1,000	ITEM ADMINISTRATOR'S REPORT NO. 7 COMPLESSION MEETING 84 05 06
Music	1	8,100	15,400	3,700	2,000	10,250	10,800	2,000	TTEN ADMINIS
. Grand Total	50,000	33,000	16,400	004,6	7,800	11,250	27,550	3,000	
Per Capita	.17	.11	.11	.10	60.	80.	.05	.03	
Population	302,000	294,000	148,000	98,000	88,000	140,000	556,000	105,000	
contid	. Ottawa	Itobicoke	Regina	Sudbury	St. John's	A. P. K	North York	East York	

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Municipal

Spending

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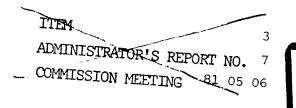
Arts

Prepared by the

Canadian Conference of the Arts

March 1981





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In 1975 and 1978, the Canadian Conference of the Arts published papers which looked at some of the ways that municipal governments were encouraging the growth of arts and cultural services within their communities. Rapport, the document released in 1978, examined the development of community arts councils and their role in responding to local needs, the design and operation of arts facilities, and the contributions made by arts festivals in establishing new kinds of relationships between the arts and the community. By providing information on the many different approaches being pursued by local governments, the CCA hoped to stimulate heightened interest, broader perspectives, and tangible change.

City officials and arts groups took particular interest in one of the aspects examined by both studies: the amount of money being spent by different cities to support arts activities.

Because of this interest, the CCA decided to update the figures on municipal spending. Selected cities were asked to provide information on direct grants made to arts organizations and cultural facilities during the 1979-80 fiscal year, and the response rate was excellent. However, an analysis of the returns showed that it was virtually impossible to compare the current figures with those tabulated for the earlier survey since many cities had used different reporting procedures for each of the three years. The inconsistency in reporting methods also made it clear that the level of spending by one city could not fairly be compared with that of another city during the same year.

Rather than abandon the entire project, the CCA instead decided to release the 1980 figures on total municipal spending as reported by individual cities, with a word of caution that strict comparisons should not be made among cities. To provide a clearer picture of what the figures on total spending include, individual profiles are provided for each city.

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Municipal Spending on the Arts: 1979-80

	City	Population*	Total Spending	Per Cu
1)	Metro Toronto	2,138,000	\$ 2,615,750	1,22
2)	Montreal	1,069,700	1,897,300	1.77
3)	City of Toronto	685,000	180,000	-26
4)	Winn ipeg	604,300	634,500	1.04
5)	Calgary	560,600	560,400	1.00
6)	Edmonton	505,800	450,800	.90
7)	Vancouver	475,000	1,255,600	2.64
8)	Hamilton	306,000	136,750	.44
9)	Etobicoke	291,100	35,400	.12
10)	Laval	265,000	13,900	.05
11)	London	253,700	398,800	1.57
12)	Quebec City	177,000	58,250	. 32
13)	Saskatoon	144,300	445,200	3.08
14)	Kitchener	136,100	401,500	2.95
15)	Burnaby	134,000	530,000	3.45
16)	Surrey	130,000	277,400	2.13
17)	St. Catharines	120,000	67,450	. 56
18)	Halifax	117,900	37,950	.32
19)	Thunder Bay	112,500	139,800	1.24
20)	Burlington	111,200	178,750	1.60
21)	Sudbury	92,400	17,250	.18
22)	St. John's	86,600	10,500	.12
23)	Sherbrooke	84,200	92,500	109
24)	Victoria	62,500	225,950	3.61
25)	Fredericton	45,200	12,875	.28
26)	Charlottetown	17,500	97,000	5.54

^{*} As reported by municipal governments.

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INDIVIDUAL PROFILES

1) Metro Toronto

Total direct grants of \$2,615,750 were distributed to 143 dance, music, theatre, visual arts and film groups, with 43 being first-time recipients. \$1,374,500, or over one-half of the total budget, went to the four largest institutions assisted by Metro Toronto: the National Ballet of Canada, the Canadian Opera Company, the Toronto Symphony and the Art Gallery of Ontario.

The Director of Cultural Affairs reported that the organizations assisted by Metro Toronto had gross budgets of \$55,116,000, attracted \$7,500,000 from the Province of Ontario, \$12,500,000 from the federal government, and \$6,500,000 from private and corporate sources.

In addition to direct grants, the Metropolitan Council also committed itself to a \$5,000,000 capital grant for the construction of the New Massey Hall.

2) Montreal

Direct grants were distributed by the Arts Council of Greater Montreal to support music, opera, theatre, visual arts and writing activities. The City provided a \$87,420 grant to the Musée des Beaux-Arts and spent \$1,106,263 on the operations of the Place des Arts. The City also exempted payment of property taxes in the amount of \$4.4 million.

3) City of Toronto

Grants ranging in amount from \$350 to \$6,000 were made to 84 arts groups, with total reported spending coming to \$180,000.

4) Winnipeg

Direct grants to 27 arts organizations came to \$634,500, with grants to the Winnipeg Art Gallery (\$230,000), the Winnipeg Symphony Orchestra (\$80,000), the Manitoba Theatre Centre (\$80,000), and the Rainbow Stage (\$78,222) accounting for over 70 per cent of the total figure.



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5) Calgary

Direct grants are administered by the Calgary Region Arts Foundation on behalf of the City of Calgary. Total grants of \$560,400 supported choral, music, dance, theatre and visual arts activities as well as publications and facilities. Funds were shared by 59 organizations. The City is also contributing \$12 million for the purchase of land in Calgary's downtown core for a centre for the performing arts.

6) Edmonton

Total grants disbursed to 22 recipients amounted to \$450,800. Grants to the Edmonton Art Gallery (\$213,000), the Edmonton Symphony Orchestra (\$74,500), the Citadel Theatre (\$61,600) and the Edmonton Opera Association (\$41,000) accounted for over 85 per cent of the total support.

7) Vancouver

The total figure of \$1,255,600 included \$527,600 in direct grants to 57 arts groups, \$360,000 to the city-owned Vancouver Art Gallery, and \$368,000 to cover the operating deficit of the Civic Theatres Department.

8) Hamilton

\$136,750 was distributed in direct grants to support 18 arts activities. The City also provided a \$50,000 interest-free loan over 5 years to Theatre Aquarius.

9) Etobicoke

Direct grants of \$35,400 were distributed to 20 arts groups.



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10) Laval

Direct grants totalling \$13,900 assisted theatre, music, dance and visual arts activities.

11) London

The \$398,800 spent in direct grants assisted 10 arts organizations and three individuals. Grants to the London Art Gallery (\$230,000), Theatre London (\$100,000) and the London Symphony Orchestra (\$60,000) represented approximately 95 per cent of the total grants budget.

12) Quebec City

Total grants of \$58,250 assisted eight arts activities, including the Quehec Symphony Orchestra (\$30,000).

13) Saskatoon

Direct grants totalling \$445,200 assisted 13 groups. The grant to the Mendel Art Gallery (\$414,700) accounted for 93 per cent of the total spending.

14) Kitchener

Eleven grants totalling \$401,500 were awarded, with the grant to the recently opened Centre in the Square (\$336,800) accounting for about 84 per cent of the total.

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15) Burnaby

\$123,700 was distributed in direct grants to five organizations, including the Burnaby Art Gallery (\$116,700) and the Burnaby Arts Council (\$13,400). The Arts Council represents 35 member groups. In addition, the Parks and Recreation Department spent \$406,300 on operating and maintenance costs for arts facilities at Century Park. Facilities include an art gallery, a theatre, pottery space, dance studios and workshop rooms. The Department offers classes for adults and children in pottery, sculpture, drawing, painting, dance, weaving and drama.

16) Surrey

A net municipal appropriation of \$277,400 was made to cover the operating and maintenance costs of the Surrey Centennial Arts Centre. Located within the arts complex are the Surrey Art Gallery, a 420 seat theatre, a theatre gallery, and five studio classrooms. The Arts Centre provides programs and services intended to foster appreciation of the arts, encourage public participation, and respond to community arts and cultural needs.

17) St. Catharines

\$67,450 in direct grants was awarded to 11 groups, with the grant to the Rodman Hall Arts Centre (\$43,200) representing close to 65 per cent of the total.

18) Halifax

Total grants of \$37,950 were made to music, theatre and festival activities.



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19) Thunder Bay

Fifteen grants totalling \$139,800 were disbursed. Grants to the Thunder Bay Symphony Orchestra (\$64,000) and the Magnus Theatre Co. Northwest (\$32,700) made up almost 70 per cent of this amount.

20) Burlington

The \$178,750 included three grants totalling \$63,100 and a grant of \$115,650 to the Burlington Cultural Centre.

21) Sudbury

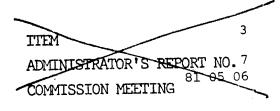
\$17,250 in direct grants was distributed to six groups, with grants to the Sudbury Theatre Centre (\$6,000) and the Laurentian University Museum and Arts Centre (\$5,000) accounting for about 64 per cent of the total.

22) St. John's

Direct grants of \$10,500 assisted five arts activities. The grant to the Newfoundland Symphony Orchestra (\$5,000) made up close to 48 per cent of the total spending.

23) Sherbrooke

The total figure of \$92,500 included a grant of \$50,000 to the University of Sherbrooke Cultural Centre and a grant of \$35,000 to the Festival des Cantons.



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24) Victoria

Twenty grants totalling \$225,950 were distributed, with grants to the Art Gallery of Greater Victoria (\$50,000) and the Victoria Symphony Orchestra (\$45,000) accounting for 42 per cent of the total grants budget. The City also provided indirect support of \$88,800 through exemption of property tax payments.

25) Fredericton

The total figure of \$12,875 included four grants. The Fredericton Playhouse was awarded \$600 to cover water and sewer rates as well as a \$2,000 general operating grant. \$950 was awarded to the Beaverbrook Art Gallery to cover water and sewer charges, and \$9,325 was awarded to the Fredericton Concert & Marching Band.

26) Charlottetown

The total spending of \$97,000 represents the grant made to the Confederation Centre of the Performing Arts to offset municipal taxes.

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RESOLUTION OF THE FEDERATION OF CANADIAN MUNICIPALITIES, JUNE 17, 1976

"WHEREAS the cultural life of Canada's urban communities is an increasingly important responsibility for municipal governments; and

WHEREAS the citizens of Canada expect and desire greater involvement by municipal governments in the establishment of policies and priorities in the cultural field; and

WHEREAS this area of national concern is too important to be left solely to provincial and federal governments;

BE IT RESOLVED that federal and provincial governments consult with municipalities on capital and operating expenditures in cultural matters within their jurisdictions, and allocate additional transfers or access to other tax sources that will enable municipal governments to accept their proper responsibilities in this area;

that municipalities actively study their long- and short-term objectives in the provision of cultural needs and requirements and bring forth plans for capital and operating development in the cultural sector;

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that municipalities show their support for their cultural institutions by establishing and augmenting grants for this purpose with a goal of achieving a minimal annual expenditure of \$1 per capita within the next three years, and by requesting that provincial support reach \$2 per capita and federal support \$3 per capita in the same period;

that municipalities establish administrative - departments to deal with the planning, administration and operation of cultural activities;

that federal and provincial governments support research studies which will aid in the planning and analysis of this facet of municipal life, so that a clearer understanding of the problems facing the arts may be obtained."

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