

ITEM	8
MANAGER'S REPORT NO.	65
COUNCIL MEETING	04/11/91

1994 NOVEMBER 17

TO: CITY MANAGER

FROM: DIRECTOR RECREATION AND CULTURAL SERVICES

SUBJECT: BURNABY ART GALLERY PLANNING STUDY PROPOSAL

PURPOSE: To request Council approval for a City contribution to an Art Gallery Study.

RECOMMENDATION:

1. THAT approval be granted for a Burnaby Art Gallery Planning Study as outlined in this report including financial support of \$30,000 taken from the Parks and Recreation Commission's budget.

REPORT

At its meeting of 1994 November 16, the Parks and Recreation Commission reviewed a request from the Burnaby Art Gallery Association for assistance in conducting a planning study as further outlined in this report.

The Commission approved the process and the funding and would so recommend to City Council.

During the Commission discussion, the following points were emphasized.

Federal/Provincial Funding:

The total cost is \$85,200. The Art Gallery Association has already received Federal funding of \$46,200 and Foundation funding of \$3,000 towards the project. The Association will contribute \$6,000 and the City's contribution is the \$30,000 recommended above.

Basic Intent of the Study:

The basic intent of the Study is an audit of past performance and success and to validate or influence the continued expenditure of City funds for Art Gallery purposes. 85% of the emphasis will be on such things as: exhibition and program plans, collections, audience analysis, community contacts, vision and goals, etc. A further part would consider the adequacy of facilities with emphasis on a continuing presence in Deer Lake Park given the recent investment of the City in the new Arts Centre which makes the north-east corner of Deer Lake Park the main focus of Burnaby's Arts and Cultural facilities.

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Management of the Study:

It is intended that the Governing Committee be made up of representative members of the Parks and Recreation Commission and the Art Gallery Board.

The Steering Committee will consist of staff from the Parks and Recreation Department, the Planning and Building Department and the Art Gallery.

Through the activities of these two Committees, regular reports will be made back to Commission and as required to Council on the progress and direction that the study is taking allowing for feedback and suggestions from Commission and Council as the process takes place.

Attached is a summary of the information reviewed by the Commission in arriving at its recommendation to Council that the City participate in the Study.



DENNIS GAUNT
 Director Recreation and
 Cultural Services

DG:hh
Attach.
 A/2368

cc: Director Finance
 Director Planning and Building

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**INFORMATION REVIEWED BY THE PARKS AND RECREATION COMMISSION
REGARDING THE BURNABY ART GALLERY PLANNING STUDY PROPOSAL**

1. BACKGROUND

The Burnaby Art Gallery Association submitted a preliminary planning study proposal for the consideration of the Burnaby Parks and Recreation Commission.

On 1993 July 07 Commission received a verbal briefing on the proposal. On 1993 September 29, representatives of the Burnaby Art Gallery presented the draft Terms of Reference during the discussion of the Association's 1994 Operating Grant request.

In 1991, seven Arts Policy recommendations were put forward for implementation including "That a long-range plan for arts facilities and park spaces for festivals and events be developed". The proposed Art Gallery Study would fit in with this initiative.

In general, the study is intended to examine the operational needs of the Art Gallery and therefore:

1. Review or validate what is currently in place;
2. Enhance what is in place;
3. If needed, suggest feasible alternatives;
4. Define steps to pursue alternatives.

2. STUDY PROPOSAL

Information needs in seven key areas have been identified:

1. **VISION AND GOALS:** an examination of mandate, mission, goals and objectives.
2. **COMMUNITY CONTEXT:** a review of roles, relationships, and scope related to the local community and beyond, and with other galleries and institutions.
3. **AUDIENCE ANALYSIS:** a study of demographic surveys, markets, and accessibility analysis.

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- 4. **COLLECTION REVIEW:** policy review, strengths/weaknesses, future direction assessments.
- 5. **EXHIBITION AND PROGRAM PLAN REVIEW:** an evaluation of outreach/touring programs, residencies, internships, public art & educational activities
- 6. **FACILITY REVIEW:** a study of current facilities, efficiencies and problems, and a review of options.
- 7. **FUNDING:** an assessment of current challenges and future requirements.

The proposed study calls for the collection of existing information from a variety of sources. This process may involve trained volunteers, staff and outside agencies. It also recommends a series of interviews. Added to this will be the information and analysis provided by the Consulting Team.

3. STUDY MANAGEMENT STRUCTURE

It has been proposed that the study be jointly managed by the Art Gallery Association and the Burnaby Parks and Recreation Commission.

Four separate entities are suggested:

- a) **GOVERNING COMMITTEE:** Board/Commission level to initiate study, to oversee process and to receive reports.
- b) **STEERING COMMITTEE:** Staff level to establish and monitor work plan, prepare draft reports, maintain schedule.
- c) **STUDY MANAGER:** Staff person hired by Gallery to manage day-to-day operations (Included in study cost)
- d) **CONSULTING TEAM:** Professional consultants to conduct detailed research and analysis (included in study cost).

The study manager would assist the gallery Director and staff in facilitating the activities for the project. A federal employment grant for this position has been received.

4. REQUEST FOR CITY CONTRIBUTION

The Association has asked the City to contribute \$30,000 towards the study cost of \$85,200.

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5. RATIONALE

The Burnaby Art Gallery Association is an independent non-profit group that has received financial and facility support from the City of Burnaby for over 25 years. The study proposal addresses the current challenges faced by the Association in delivering its service.

The study should assist the Commission in assessing its relationship with the Burnaby Art Gallery and development opportunities related to providing gallery services.

The study will make an assessment of the validity and efficacy of the current Art Gallery service delivery in Burnaby. It will review past performance, identify the need for change if the conclusions lead in that direction and then if necessary, recommend changes.

It will be an assessment of past and present performance as well as an opportunity to review what future the City envisages for its Art Gallery services.

Over the past 20 years, the City has provided between \$3,000,000 and \$4,000,000 (1994 equivalent dollars) in grants to the Burnaby Art Gallery Association to be spent on Art Gallery service delivery. This is a substantial sum which may increase over ensuing years. In view of the fact that the Association is bringing approximately \$49,000 to this project from outside the City, it is considered justifiable for the Commission to approve and recommend an expenditure of \$30,000 towards an assessment of the continuing expenditure of funds in these amounts. This contribution to the overall study will help the Commission evaluate the effectiveness of the annual grants and answer the question as to whether or not the City is getting value for its money.

6. FUNDING

A draft project budget has been prepared and is attached. The estimated maximum cost of the project is \$85,200 based on the preliminary proposals received from a variety of potential consulting firms. The actual cost of the project could be lower dependent upon the final consultant selection. The majority of costs relate to engaging a consultant team qualified to do the work.

The gallery would be eligible for up to 50% of the cost under the Museums Assistance Program of the Government of Canada and a grant of \$34,500 has been received. Two additional grants totalling \$14,700 have also been received for a grand total of \$49,200.

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The Association is asking the City to contribute \$30,000. Funds have not been provided in the Commission's 1994 Capital Budget for this purpose. The fact that the Association already has in hand grant funds from senior government has focused the need for the City to decide whether or not it wishes to support the project. It is proposed that the project be supported under the Commission's Capital Budget through shifts in priorities in 1994.

DN/pao/jag/hh
Attachment
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c.c. Director Finance

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BURNABY ART GALLERY PLANNING STUDY BUDGET

EXPENSES

Visioning Workshops	\$ 3,000	
Consultants	57,000	
Sub-consultants	12,000	
Co-ordinator	11,700	
Office Expenses	<u>1,500</u>	
	Total:	\$85,200
		=====

INCOME

Employment and Immigration		
Section 25		
Salary	\$10,200	
Expenses	<u>1,500</u>	
		\$11,700
Art Gallery Building Fund	3,000	
Art Gallery Operating	3,000	
Technical Asst. Fund	3,000	
Dept. of Canadian Heritage	34,500	
City of Burnaby	<u>30,000</u>	
	Total:	\$85,200
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