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Date June 4, 2019 **Report No.** 2019-264

To Chair and Members
Committee of the Whole – Community Development

From Paul Moore
General Manager, Community Development

1.0 Type of Report

Consent Item ☐
Item For Consideration ☒

2.0 Topic Museum Funding Agreement with Glenhyrst Art Gallery of Brant [Financial Impact: None]

3.0 Recommendation

- A. That Report No. 2019-264 regarding a Museum Funding Agreement with Glenhyrst Art Gallery of Brant BE RECEIVED; and
- B. THAT the General Manager, Community Development BE AUTHORIZED to execute funding agreements for the Community Cultural Investment Program, including the three year Museum Funding Agreement with the Glenhyrst Art Gallery of Brant for the provision of a grant in the amount set out in Section 9.0 of Report No. 2019-264, subject to approval as to form by the City Solicitor or designate.

4.0 Purpose and Overview

The purpose of this report is to inform City Council of the allocation recommendation made by the Brant Community Foundation for the 2019-2021 Community Cultural Investment Program – Core Operating Grant to Glenhyrst Art Gallery of Brant.

The purpose of the Museum Funding Agreement is to outline the services that Glenhyrst Art Gallery of Brant provides to Brantford's community, and the funding commitment of the municipality to the Glenhyrst Art Gallery of Brant over the next three years.

5.0 Background

5.1 Museum Sustainability Plan (2007)

In 2007, City Council approved the City of Brantford Museum Sustainability Plan (CD2007-228). The Museum Sustainability Plan (MSP) was developed to ensure the long-term, ongoing financial viability of the Brantford museum community, and to provide a framework for addressing short-term challenges faced by local museums, as well as a strategy for long-term financial and organizational health.

The MSP examined the five local museums funded in part by the municipality in 2007. This included: Bell Homestead National Historic Site, Brant Museum & Archives, Glenhyrst Art Gallery of Brant, Myrtleville House Museum, and the Brantford & Area Sports Hall of Recognition.

The MSP identified two funding models used by the City for the museums studied:

1. A portion of the museum operating funds directly allocated during the budget process for municipally-owned and operated museums (i.e. Bell Homestead National Historic Site); and
2. Annual operating grants available through the Community Cultural Investment Program (CCIP) for community operated not-for-profit museums.

As a result of the findings and recommendations of the MSP, a third multi-year funding model was developed for use by larger community museums that have full-time staff, operating budgets of less than \$1.0 million but greater than \$100,000, and annual visitation of more than 5,000 people. The terms of eligibility for this three-year "Core Operating Grant" funding model are included in Appendix A.

Three-year Agreements recognize the need for stable funding for larger cultural institutions such as museums and galleries, which have a legal and ethical responsibility to maintain their collections. As public institutions,

museums also have additional responsibilities in terms of staffing levels and facility maintenance.

5.2 Previous Core Operating Grants to Glenhyrst Art Gallery of Brant

The most recent three-year Funding Agreement between The Corporation of the City of Brantford and Glenhyrst Art Gallery of Brant was enacted on July 15, 2016. As a requirement of the Agreement, Glenhyrst Art Gallery of Brant submitted annual audited financial statements, proof of insurance and annual reports detailing programming, services, and visitation. Throughout the term of the Agreement, Glenhyrst Art Gallery of Brant complied with all requirements, and received annual funding in the amounts identified below based on the Terms of Eligibility:

- First Three-Year Agreement (2010-2012): \$51,000.00, \$51,000.00, and \$51,510.00 respectively;
- Second Three-Year Agreement (2013-2015): \$52,540.00 annually; and
- Third Three-Year Agreement (2016-2018): \$52,540.00 annually

6.0 Corporate Policy Context

The Museum Funding Agreements support Brantford's Community Strategic Plan under Goal 1: Economic Vitality and Innovation, and Goal 2: High Quality of Life and Caring for All Citizens. It also directly supports the implementation of the Municipal Cultural Plan (2014) under Goal 2: Encourage capacity building by supporting the growth and development of local not-for-profit cultural organizations.

Support of the cultural community through cultural operating grants also supports the Economic Development Strategy (2016) by expanding and maintaining tourism opportunities for visitors to Brantford, and offers both social and economic benefits for local citizen. Cultural grant opportunities for not-for-profit organizations also directly support the Museum Sustainability Plan (2007).

7.0 Input From Other Sources

The preparation of this report included input from staff of the Finance Department, Legal Department, and the Brant Community Foundation. The form of the Agreement was prepared by the Legal Department.

The allocation recommendation was made by the Brant Community Foundation Grants Committee at its meeting on April 25, 2019. The Brant Community Foundation Board of Directors ratified the recommendation on April 26, 2019.

8.0 Analysis

Using the successful funding model outlined in the previous three-year funding agreement, the current proposed Agreement outlines the process for the payment of funds, as well as a complete defaults and remedies process that protects the municipal interest and ensures due diligence.

In accordance with the process used for existing operating grants to cultural organizations, the operating funds will be issued as a one-time grant payment each year for three years, as per the written Agreement. Proof of insurance, audited financial statements and a year-end activity report will be required outlining the programming and services provided by the organization to the community during the term of the Agreement.

The financial operating support of Glenhyrst Art Gallery of Brant, as outlined in the Museum Funding Agreement, will allow the organization to engage in longer term planning and will increase its capacity to:

- contribute to the preservation of artwork that is significant to Brantford's heritage;
- deliver core gallery services to the community (i.e. preservation, research, education);
- leverage non-municipal sources of funding, sponsorships and partnerships individually and as part of the broader museum and gallery community;
- meet public trust obligations with respect to the management of collections;
- attract new and repeat visitors (local residents and visitors) through site specific and joint marketing initiatives, improved and new public programming, school programming, exhibits, site interpretation, and outreach activities; and
- offer more opportunities for community involvement and support through volunteer and partnership development.

Based on the approved Community Cultural Investment Program Terms of Eligibility for Core Operating Grants (Appendix A), organizations are eligible to receive grant amounts up to a maximum of 20% of their operating budget. As part of the approved 2019 municipal budget, the total amount allocated to the Museum Funding Agreements is \$104,050.

This three-year funding commitment provides ongoing, stable financial support to Glenhyrst Art Gallery of Brant without increasing the City's budget in 2020 and 2021.

9.0 Financial Implications

The Museum Funding Agreements are included as part of the approved 2019 operating budget of the Economic Development & Tourism Department.

Approval of this three-year Agreement (2019-2021) will result in the allocation of \$55,000 to Glenhyrst Art Gallery of Brant in 2019, and a funding commitment of a maximum of \$55,000 annually (or 20% of Glenhyrst Art Gallery of Brant's previous fiscal year operating expenses), by the municipality to Glenhyrst Art Gallery of Brant, provided that the terms of the Agreement continue to be met.

As of 2015, all arts grant programs are funded from the Casino funded Community Groups Reserve; therefore, there is no net impact on the taxpayer as a result of the grants.

10.0 Conclusion

By approving the Museum Funding Agreement, the City of Brantford will significantly contribute to the long-term viability of Glenhyrst Art Gallery of Brant, and will contribute to the overall quality of life for the citizens of Brantford by supporting an important cultural resource without increasing the municipal budget for the next three years.



Sara Munroe, MMSt
Arts & Culture Development Officer
Community Development



Nicole Drake, MA, MAES
Manager of Tourism, Culture & Sport
Community Development



Kevin Finney, MSA
Director, Economic Development &
Tourism
Community Development



Paul Moore, MCIP, RPP
General Manager,
Community Development

Attachments

Appendix A: Community Cultural Investment Program 2019-2021 Core Operating Grant Terms of Eligibility

In adopting this report, is a by-law or agreement required? If so, it should be referenced in the recommendation section.

By-law required ☐ yes ☒ no

Agreement(s) or other documents to be signed by Mayor and/or City Clerk ☐ yes ☒ no

Is the necessary by-law or agreement being sent concurrently to Council? ☐ yes ☒ no