



MEMORANDUM

TO: Mayor Bonnette and Members of Council

FROM: Catherine McLeod, Senior Arts and Culture Specialist

DATE: July 14, 2020

MEMORANDUM NO.: MEM-ADMIN-2020-0004

RE: COVID-19 Support and Recovery Programs for the local Arts and Culture Sector

PURPOSE OF THE MEMORANDUM:

The purpose of this Memorandum is to inform Council about a number of new initiatives and programs that Cultural Services has developed to help support the local arts and culture sector in response to the challenges posed by COVID-19.

BACKGROUND:

The arts and culture sector has been affected significantly by COVID-19. A vibrant arts and culture scene contributes to Halton Hills' high quality of life and is an important driver of economic development decisions. A range of programs and initiatives has been developed to support this sector, and will be implemented between July and December 2020. These initiatives are funded within the existing budget.

COMMENTS:

The Recovery Program includes the following initiatives:

1. **Halton Hills COVID-19 Arts and Culture Forums:** Two digital sessions will be/have been held on July 22 and July 28. Tailored for the arts and culture sector, these Forums will provide an opportunity to hear feedback from artists, and arts and cultural groups, organizations and businesses. Participants will be provided with an update on programs and available supports. Registration is currently open at: haltonhills.ca/culture
2. **The Artist Next Door:** This is a new program through which the Town will commission arts and cultural projects that engage the public within the current public health and government directives. Through this project, the Town is offering funding to artists (including individual artists, artist teams or collectives, and arts and cultural groups and organizations) for the creation of new work, in

any artistic discipline, up to a maximum of \$1,000. The number of projects funded will depend on the total budget needs of the successful projects. A maximum of \$10,000 will be awarded through this funding program. Projects will be implemented between September 1 and December 18, 2020. The [Call for Proposals](#) is currently open.

3. **Culture Days:** This major annual culture and arts event has been reinvented as a four week event with activities mostly being offered in a digital, DIY or self-led way. This new format will allow activity organizers to connect both locally and across Canada. Cultural Services staff will assist local Activity Organizers in adapting their programming to this new format and will promote the event widely. Culture Days is an effective way for the arts and culture sector to remain connected and engaged with the community while staying safe.
4. **Artrepreneur Halton Hills:** This is a leading professional development program created by the York Region Arts Council (YRAC). It supports artists, creative entrepreneurs and cultural NFP leadership in gaining the business skills required to help them be competitive. The Town is licensing this exciting program from YRAC and will be offering it to the local arts and culture community in a nine week virtual version starting September 15. The application process for this program launched on July 13. To participate, successful applicants will be required to pay a \$100 deposit which will be returned to them upon successful completion of the program
5. **Public Art Call:** The Town's Public Art Advisory Board is currently developing a public art call that will be directed at local artists. This opportunity will commission artwork from up to 10 local artists for \$1,000 each. Full project details will be available this fall.
6. **Arts & Culture Working Group:** The Town's new Arts & Culture Working Group will be key in supporting the Town's COVID-19 Recovery Programs for the arts and culture sector. This group of community volunteers has begun meeting regularly and will assist with outreach, communications, consultation and program delivery.

CONCLUSION:

The arts and culture sector is an important part of Halton Hills' economy. It contributes to raising quality of life, supports investment decisions and attracts tourists. The programs and initiatives highlighted in this Memorandum will support this key sector by providing funding for new art projects; offering professional development opportunities and support to increase competitiveness; providing opportunities for networking; and by promoting public engagement with arts and culture.

Reviewed and approved by,

A handwritten signature in black ink that reads "Damian Szybalski". The signature is written in a cursive style with a large, stylized 'D'.

Damian Szybalski, Director of Economic Development, Innovation & Culture

A handwritten signature in black ink that reads "Brent Marshall". The signature is written in a cursive style with a large, stylized 'B'.

Brent Marshall, Chief Administrative Officer