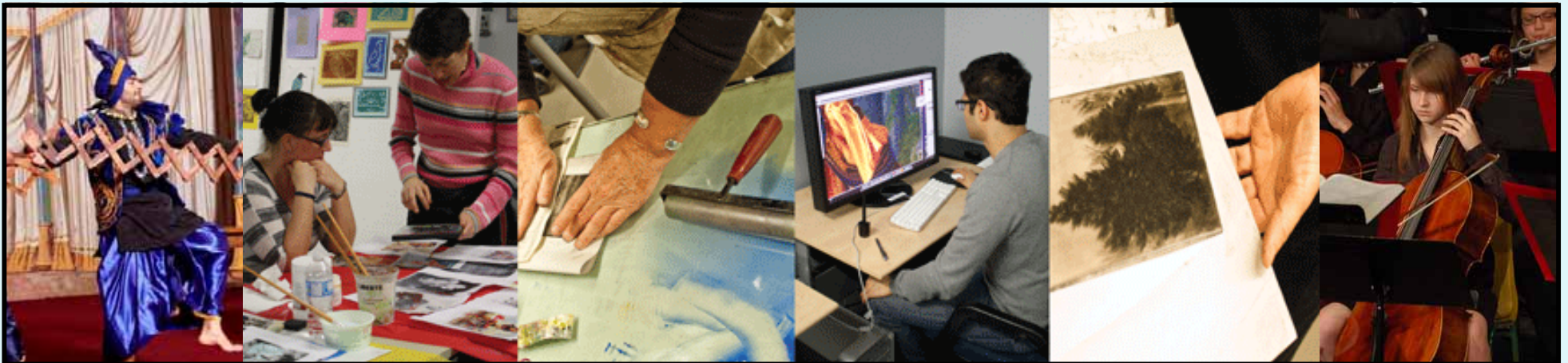


Strategic Municipal Investment in the Arts

1

**A REPORT ON FINDINGS FROM THE CITY OF HAMILTON
ARTS ADVISORY COMMISSION'S ARTS FUNDING TASK FORCE**



McMaster School of Bhanga

The Print Studio

Hamilton Philharmonic Youth Orchestra

Why an Arts Funding Task Force?

2



The Big Picture Revisited 2009
Photo credit: Cees Van Gernerden

Work of the Arts Funding Task Force to date

3

With Hill Strategies assistance, we have:

1. Reviewed the City of Hamilton's current arts funding programs
2. Defined the arts community
3. Surveyed Hamilton's arts community to determine the funding issues they are facing
4. Researched municipal funding models and per capita funding amounts in 7 comparison municipalities
5. Analyzed all the data found



Hamilton Artists Inc

Funding Snapshot

4

Hamilton artists have great difficulty generating earnings from their practice, whether through:

- public funding
- sales
- finding sufficient opportunities or
- marketing their work

Hamilton arts organizations have substantial challenges generating revenues from all three major sources:

- public funding
- earned revenues
- private sector revenues

Identified Gaps

5

Gaps identified in City's current approach to arts investment:

1. The amount of direct investment in the arts by the City of Hamilton is low compared to other municipalities.
2. There is no direct municipal funding for individuals who are involved in artistic creation and presentation.
3. There is limited municipal funding or services for business development in the arts sector.
4. Current City of Hamilton funding programs for non-profit art organizations do not meet the need for operating and project support and are not seen to be strategic, equitable and transparent.

Strategic Funding Approach

6

Everyone will benefit
from a more strategic approach to arts funding



Hamilton Conservatory for the Arts

Benefits to the City of Hamilton

7

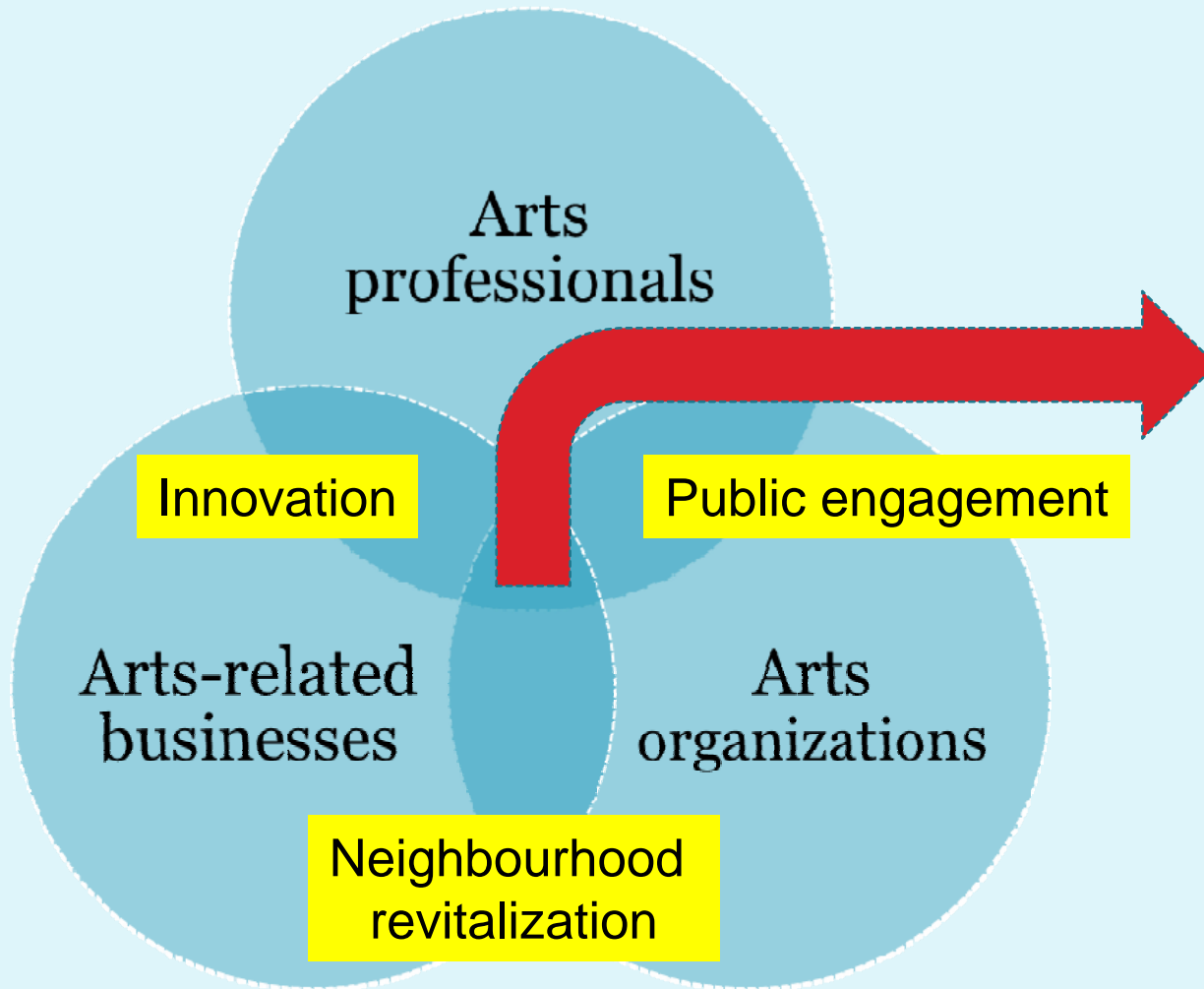
- Better alignment with Hamilton municipal policies and strategies
- Better ability to measure the impact of financial investment on the community
- More transparency and accountability
- Maximize use of existing municipal assets and support mechanisms
- Strengthening of Hamilton's reputation as a creative and vibrant city



Locke Street Festival
Photo Credit: Raise the Hammer

Benefits to the community

8



Increased artistic vibrancy leads to:

- Improved city image
- Improved quality of life
- Economic growth
- Increased employment
- Attraction and retention

Summary of research into arts funding and non-financial supports



Facts Stats Insights : Faits Données Idées

City of Hamilton: Funding and non-financial supports

10

- Research objectives
 - Role and structure of arts funding in select Canadian cities
 - Needs of the Hamilton arts and culture community
- Created and conducted online survey
 - HamiltonCulturalSurvey.com (Sept. 6-26, 2011)
 - Responded to questions about key issues, levers, gaps and possibilities regarding the City's cultural services
- 275 responses received
 - Artists ("individuals")
 - Arts organizations or businesses ("organizations")

Role and structure of funding in select cities

11

Methodology:

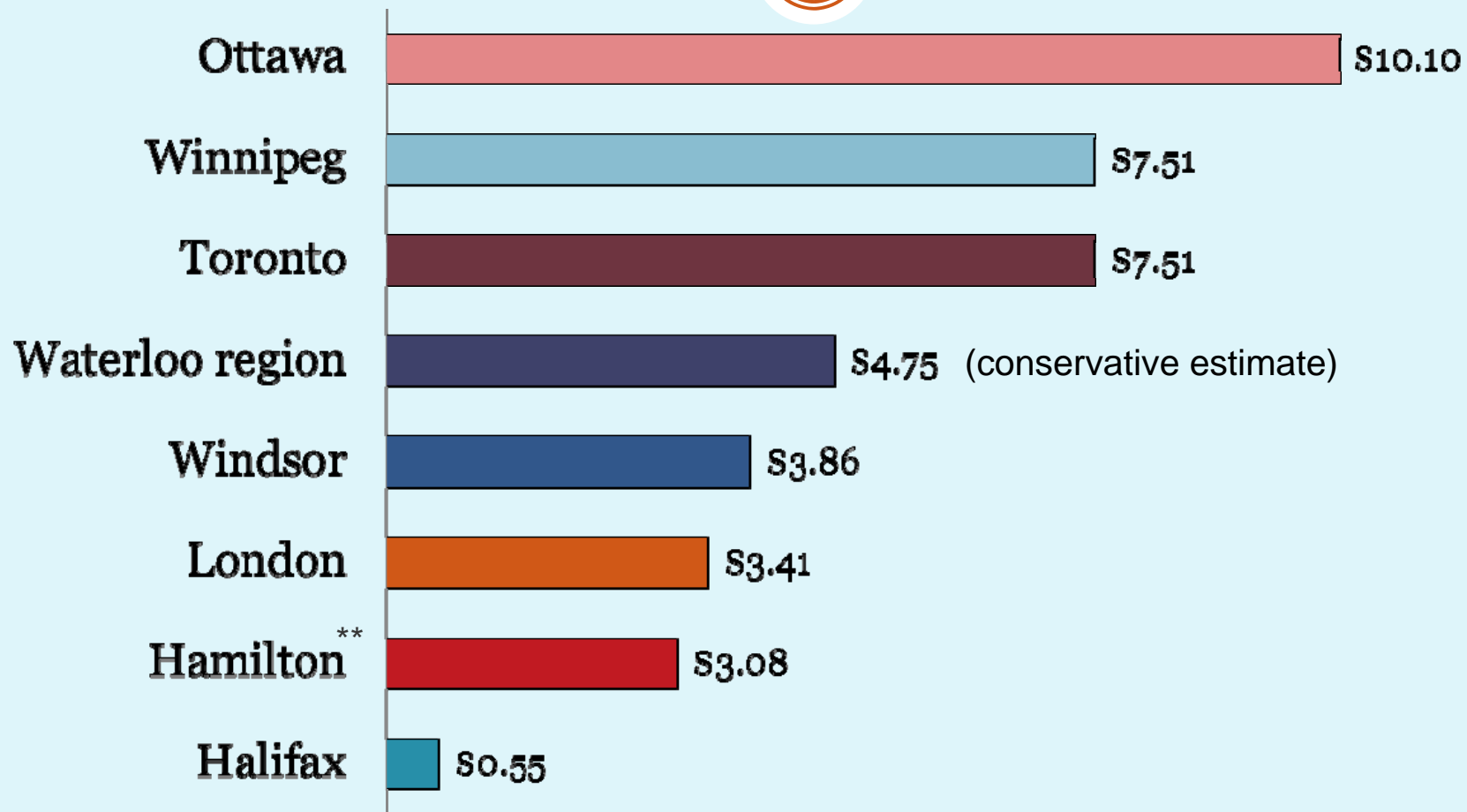
- Interviews with municipal staff
- Web research
- Documents research

Main topics:

- Cultural plans and policies
- Internal structure
- Key committees and agencies
- Types of funding for artists and/or arts organizations
- Cultural districts
- Funding levels

Comparison cities: per capita funding via arts and culture granting program(s)*

12



*2006 Stats Canada Population Data and 2010 or 2011 Financial Actuals from Municipalities used.

**Hamilton figure excludes HECFI funding in order to be comparable with other cities. Other Hamilton cultural Boards and Agencies are included, as these types of organizations are also included in other cities' granting figures.

Situation of individual artists

13

- Hamilton artists have very low gross personal incomes
 - Median income ~ \$27,000
- About 30% of income of typical Hamilton professional artist comes from artistic practice
- Median employment income of full-time Hamilton workers ~ \$44,000
- Low-income cutoff for large city: \$22,000 for a single person
 - Over one-third of artists are below this cutoff

Survey Findings: Individuals

14

Highest priorities for municipal funding and non-financial supports

1. Increased funding (#1 by a wide margin)
2. Municipal policies and plans that support the arts
3. Networking and collaborations within the cultural community
4. Promotion of Hamilton's unique cultural identity in Hamilton and beyond.

Survey Findings: Organizations

15

Highest priorities for municipal funding and non-financial supports:

1. Increased funding (#1 by a wide margin)
2. Municipal policies and plans that support the arts
3. Resources for cultural facilities
4. Promotion of Hamilton's unique cultural identity in Hamilton and beyond.

Our request

16

1. To develop a strategic arts investment model for Council's consideration.
2. To consult with the arts community to ensure that our proposed model meets community needs.