

CORPORATE PLAN 2021 – 2023



WINNIPEG
ARTS COUNCIL

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Winnipeg Arts Council, Inc.

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winnipegarts.ca

Cover Photos: All new public art works installed along the BLUE rapid transit line

Top: *Rooster Town Kettle* by Ian August. Photo by Mark Cohoe.

Middle left: *Salt Fat Sugar & Your Water is Safe* by Bill Burns. Photo by Mark Cohoe.

Middle right: *ROW ROW ROW* by Public City Architecture and Urban Ink. Photo by Mark Cohoe.

Bottom left: *Métis Land Use* by Tiffany Shaw-Collinge. Photo by Susan Ainley.

Bottom second from left: *Furrows on the Land (The Wheel)* by Jeanette Johns. Photo by Susan Ainley.

Bottom second from right: *(Un)Still Life with Spoked Wheels* by Warren Carther. Photo by Susan Ainley.

Bottom right: *Fetching Water* by Ian August. Photo by Anna Mawdsley.

Winnipeg Arts Council

Corporate Plan Summary 2021

2020 has been a year like none other and 2021 promises to be full of even more surprises. The entire community has been affected by the world public health crisis with the arts community subjected to not only government restrictions, but also to its own responsibility to artists, arts organizations and audiences. There is a single goal for the investment of municipal funds in the arts in 2021, and that is to assure sustainability so that the arts can survive the crisis and emerge on the other side to continue to inspire the people of Winnipeg.

Winnipeg's artists and arts institutions have been innovative and creative in moving to online platforms to deliver arts programming and maintain some momentum for the arts in Winnipeg. However, these are placeholders and cannot substitute for the in-person experience of theatre, dance, music and the visual arts. At the same time, costs for online programming are real and substantial.

From Calgary to Berlin, municipalities have provided emergency funds for the arts in 2020 over and above any annual funding. For Winnipeg, only the federal government has had the capacity to offer such assistance. The Winnipeg Arts Council has done its best within the confines of the ten percent reduction in annual funding received in 2020 and now repeated in the City of Winnipeg's four-year budget to 2023. Operating with consistent transparency and accountability, the Winnipeg Arts Council will work within the same planning framework outlined in the current strategic plan. Even in the current anomalous environment, The Economic and Social Impact of the Arts in Winnipeg, as confirmed in the study, *Culture to the Core*, (published January 2020) will survive and return to strengthen the City's infrastructure in 2021.

The Winnipeg Arts Council's 2021 Corporate Plan continues municipal investment in the arts with the request for \$4,180,787 in funds for operating and arts programs, and \$258,570 for museum program grants and administration, as confirmed in the City of Winnipeg Multi-Year Budget 2020-2023.

With the further reduction of funding for the City of Winnipeg Public Art Policy from \$500,000 (annually 2004 to 2018) to \$125,000 in 2021, this amount must now serve neighbourhoods, ongoing community programs, the staffing and administration of the Public Art Policy. At the instruction of the City, this annual request is sent to the Planning, Property and Development Department with presentation to the Planning Executive Advisory Committee. Dedicated project funds that may be available from Major Capital Projects have not been determined, but are currently the only possibility for the survival of public art in Winnipeg.

As stated, funding in 2021 will keep the arts in Winnipeg alive, and support their continued viability. Museums funding will make a contribution to the five independent museums that are endeavouring to maintain the heritage of Winnipeg with safe public access to that heritage.

2021 Corporate Plan

All of the Winnipeg Arts Council programs exist within three spheres that describe the fundamental conditions for the arts in Winnipeg, and thereby also inform the planning framework:

CREATION

The determination of Winnipeg's artists and arts organizations to create is fearless and unstoppable. With whatever resources available, this city produces artistic accomplishment of the highest degree.

PARTICIPATION

Winnipeg communities of every nature desire the best that artists and arts organizations can offer, but also know that they too need, contribute to and participate in creative experience.

INSPIRATION

The arts are a source of inspiration and when public art is created in civic spaces, it gives the city character and livability, and easy access for all.

The Winnipeg Arts Council delivers on priorities set by the municipal plan, *OurWinnipeg*. The Arts Council:

Helps Winnipeg maximize the value it derives from the arts for purposes of the economy, tourism, employment and quality of life;

Gives Winnipeg a coherent, civic-wide policy on culture based in efficiency and best practice;

Harnesses Winnipeg's arts, culture and creative industries to generate positive social benefits for all of Winnipeg's diverse communities, bringing Winnipeg in step with progressive cities around the world.

The great distinguishing factor from any other organization listed on the City's "Grants" list is the fact that the Winnipeg Arts Council functions as an investor and administrator on behalf of the City, and these funds are thereby distributed to some 200 arts organizations and artists each year *with administration costs which are among the lowest of any public funder in the country.*

► The arts are a significant contributor to the City's economy and tax base. Artists and arts organizations funded by the Winnipeg Arts Council generate \$4.7 million in tax revenue which is paid directly to the City of Winnipeg.

- All statistics from *Culture to the Core* (2020).
Data by Probe Research Inc. & Georgetown Newbury Group

2021 Programs

CREATION

As stated by the Winnipeg Arts Council, the individual artist is recognized as the primary source of creative activity. It is, however, the expectation that arts organizations implement creativity, ideas, imagination and artistic expression into their programs. Further, everyone in Winnipeg is invited to bring their curiosity and participation to the arts and engage in the endless possibilities on offer.

The following Winnipeg Arts Council programs support Creation in the arts community. Included are:

Multi-year Grants to Arts Organizations

The three-year Operating Grants and two-year Program Support Grants are intended to make contributions to the operations of established arts organizations that have a continuing presence in Winnipeg and have a track record of high-quality programming or services. Multi-year grants support a range of activities and art forms, reflecting different cultural traditions and art practices. Organizations receiving support are expected to advance the development of their art forms, to participate in the development of local artists, to maintain public support, and to practice strict management and financial controls.

2021 will be the first year of a new funding cycle for both 3-year Operating grants and 2-year Program Support grants. As a result of the reduction from the City of Winnipeg in 2020, there is no new funding to distribute. As such, the focus of this intake will be on supporting organizations through the current period of uncertainty and demonstrating how they will address survival in times of COVID as well as how future programming will address key areas of concern including climate change and equity.

Project Grants

Project Grants serve new and developing arts organizations, established arts organizations that work on a project basis, and artist collectives undertaking a special, one-time initiative. These

grants support a range of activities and art forms, reflecting different cultural traditions and art practices. This program is not open to existing multi-year grant clients.

▶ Creation is important to Winnipeg: 85% of Winnipeggers say that it's important for the City to fund arts and culture.

Grants to Individuals

The Winnipeg Arts Council recognizes the individual artist as the primary source of creative activity, with two programs that advance this work. The Individual Artist Grant Program supports the creation of new work in any art form, or the development, curation, exhibition, or presentation of works of art by Winnipeg artists. Winnipeg is one of the few cities in Canada to have such a program for individual artists at the municipal level and this grant is a valued contributor to the national reputation of Winnipeg as a city of the arts.

Professional Development grants support artists and arts administrators in activities that contribute to their professional development and enhance their careers in the arts. This program is currently under review as travel is impossible with the current public health situation.

The New Creations Fund

The double blow of a public health crisis and funding cut has resulted in the Winnipeg Arts Council removing the New Creations Fund from our list of priorities. Before it was suspended for lack of funds, the program was instrumental in the creation of new works of theatre, opera, music, literature, dance, and the visual arts. New works by Winnipeg arts organizations that would otherwise be beyond their capacity to create were premiered including several which addressed First Nations, Métis, and Francophone themes. The results of the NCF were shown across Canada including at the

National Arts Centre and the 2010 Vancouver Olympics. Between 2003 and 2011 the Fund invested over \$1.7 million in the development and production of such work and we hope that one day new investment can be secured to support it.

*In the above-listed grant programs, the Winnipeg Arts Council offers support to Winnipeg-based artists and not-for-profit organizations that have **as their core activity** – creation, production, presentation or training in the visual, performing, literary, and media arts. Applications for assistance are considered through **a peer assessment process** that advises the Winnipeg Arts Council on awards to be made within a pre-determined budget, against program criteria and guidelines.*

Public Art Opportunities

The Public Art Program provides opportunities for artists to reflect on Winnipeg's stories and places while creating local icons. Public artworks created by Indigenous artists build on efforts to create awareness of the rich cultures, people and heritage that are at the roots of our Territory, city and province. It can share significant voice and meaning that is defined by Indigenous people themselves.

Culture builds community: 78% of Winnipeggers say that the arts are a good tool for reconciliation.

Indigenous Arts Leaders Fellowship

The Winnipeg Arts Council began implementation of the Indigenous Arts Leaders Fellowship in 2018 to provide opportunities for First Nations, Métis, or Inuit arts professionals to become immersed in the community of contemporary arts creation and presentation in Winnipeg. The first two Fellows completed their terms in June 2019 and immediately found employment within Winnipeg arts organizations; two more Fellows were appointed for 2019-20. 2021 plans for the program include new Fellowship positions as well as ongoing program evaluation. We continue to work with past participants to provide ongoing mentorship as they pursue careers in the arts. The priority for this program remains Indigenous administrators however we will begin looking at expanding it to provide similar opportunities for other groups who are underrepresented in arts administration.

PARTICIPATION

Creative pursuit contributes to the quality of life in Winnipeg and to the health and wellbeing of its citizens. Just as important is the value of art itself, the creative ingenuity of people applied for its own purpose. Experiencing the arts provides the capacity to perceive, feel and interpret the world. The multiple aspects of "engagement," whether through community, audience, civic or youth-oriented arts experiences are a programmatic priority for the Winnipeg Arts Council through our Arts Development and Public Art programs. Associated activities include:

Community Engagement with the Arts

WITH ART and *Youth WITH ART* programs encourage communities to collaborate with professional artists in the exploration of creative experience, a process of artmaking that can be a catalyst for beneficial change. These programs are designed to be flexible, experimental and truly a model for community development. **Projects in progress have had to pause and rethink collaborative process and public engagement due to COVID. The start of new projects is also delayed until 2021.**

▶ Arts participation is high throughout Winnipeg. Eight in ten citizens enjoyed the arts in 2019, with little variation in participation among neighbourhoods across the city.

Public Art Programming and Interpretation

Winnipeggers come together in our city when invited to participate in public art programming. Families gather under the rainbow lights of *Bokeh* in Kildonan Park, Indigenous artists continue to perform and share teachings in Air Canada Park and walking and biking tours attract a diverse audience to explore our City together. **With public gathering limited by COVID, the Public Art Program began work on developing a smart-phone app for self-guided tours and on creating Teaching Guides that link Public Artworks with Manitoba Curriculum.**

Public Art Tours

Free ArtWalk and ArtRide walking and biking tours have been received by the public with great interest and more excursions are demanded.

However, the schedule and number of participants is currently limited due to COVID.

Mass Appeal

Mass Appeal is a series of free concerts that bring people together to celebrate in public space, as both artist and audience. It began in 2016 and has occurred annually since. **It was impossible to produce Mass Appeal in 2020 due to COVID however we intend to revive it in 2021 as a celebration of the arts in public space.**

The Urban Idea Centre & City Builders

Managed by the Winnipeg Arts Council, The Urban Idea Centre is mandated to promote the importance of the arts in city building. This is achieved through events, publications, and programs including “The Year of Urban Ideas” which in 2014 generated conversation about the arts in the public realm in Winnipeg through symposia, art installations, public events, and more.

Museums - PARTNERSHIP

In September 2018, City Council directed the Winnipeg Arts Council to take over funding for five Winnipeg museums which had previously been funded directly by the City, and to begin the process of developing a peer-assessed program to fund museums in Winnipeg. Research will continue in 2021, along with dialogue with the City of Winnipeg and the five museums, to ensure that this directive can be met and an appropriate program in place by Council’s deadline of the beginning of 2022.

Culture Days - PARTNERSHIP

This open doors event invites the public to become acquainted with all the arts in Winnipeg and has become a major vehicle for those with a passing interest to find out more. The Winnipeg Arts Council partners in Culture Days in order to promote the arts and to assist access for everyone in Winnipeg.

▶ Engaging with young people: 77% of Winnipeg kids are involved in the arts.

Nuit Blanche Winnipeg - PARTNERSHIP

Nuit Blanche is a free exploration and celebration of contemporary art, focused on public participation and engagement with a wide array of artists. It creates a climate where emerging and established professional artists, as well as the public, take active roles. Works exhibited are a combination of curated projects and open calls, and programming adheres to a high degree of artistic standard. **The Winnipeg Arts Council hopes to resume its affiliation with Nuit Blanche Winnipeg in 2021 after stepping back in 2020 due to COVID. WAC’s relationship consists of both financial support and production contribution to the event’s family-friendly programming.**

INSPIRATION

Building a City of Character! The **Public Art Program** managed by the Winnipeg Arts Council has become a model for the rest of the country and is often called upon by other municipalities for guidance. Projects in Winnipeg have transformed public space adding character and often creative utility. Whether the impressive light and mist fountain in Millennium Library Park, now an iconic marker in the centre of the city, or artworks that enliven neighbourhoods, or artists' designs integrated into infrastructure, the Winnipeg Arts Council provides the initiative and administrative integrity needed for all aspects of public art throughout the entire city.

Formally, the annual Public Art Program Plan is submitted under separate cover to the Director of the Department of Planning, Property and Development for approval by the Planning Executive Advisory Committee.

▶ 90% of Winnipeggers say that public art gives the city more character, and 78% say every city project should have an element of public art.

Funding for public art remained unchanged for many years at \$500,000 annually since the inception of the Program and adoption of the Policy in 2004. The Program was augmented with investment from Capital Project Budgets and federal funding in recent years which added major works to the collection by Indigenous artists downtown and along the new rapid transit corridor.

Drastic cuts in 2019 and going forward will not allow for the addition of any major permanent new works to the collection. The current focus is on maintaining and engaging with the existing collection while developing smaller temporary and community-based projects and advocating for increased investment to rebuild Winnipeg's Public Art Program through the implementation of a percent-for-art initiative.

▶ A percent-for-art strategy will allow the Public Art Program to build at a rate that corresponds with municipal growth.

The allocation of 1% of the City's Capital Projects Budgets to public art, along with an annual base allocation, would deliver the Public Art Program Winnipeg needs and allow it to build at a rate that corresponds with municipal growth.

Winnipeg's Poet Laureate

Winnipeg's second Poet Laureate, Duncan Mercredi, will continue his term in 2021. The Winnipeg Arts Council will plan for a Youth Poet Laureate to work alongside the Poet Laureate, beginning in 2022 when the third Poet Laureate is named.

▶ 86% of Winnipeggers say the arts make everyday life more fun. The Winnipeg Arts Council's programs draw attention to arts achievement, boost awareness of the arts in Winnipeg, and inspire the entire city to be involved in the arts.

Promotional and Celebratory Events

The Mayor's Luncheon for the Arts, which includes the presentation of the annual Winnipeg Arts Council Awards, draws attention to arts achievement and boosts awareness of the arts in Winnipeg. The Luncheon will resume in 2021 after being cancelled in 2020 due to COVID.

The Carol Shields Winnipeg Book Award honours books that evoke the special character of, and contribute to the appreciation and understanding of Winnipeg, a tribute to Carol Shields whose writing often captured the essence of Winnipeg.

We hope to resume hosting official openings and launches for Public Art projects along with educational programs that connect people with public spaces in 2021.

Framing Themes and Touchstones

Winnipeg Arts Council Goals 2021-2023

Framing Theme:

The people of Winnipeg deepen their engagement with, and value for, the arts

Touchstones	Impacts	Programs/Goals/Objectives for 2021	Programs/Goals/Objectives for 2022 / Beyond
<p>By actively pursuing:</p> <ul style="list-style-type: none"> • A leadership role in celebrating and boosting the visibility of the arts across all sectors • A renewed strategy that tells the story of Winnipeg Arts Council programs, projects and services to the widest possible audience • Strategic and integrated communication for promotion, advocacy and interaction with stakeholders 	<ul style="list-style-type: none"> • The image of Winnipeg as a City of the Arts is reinforced • The Winnipeg Arts Council is an effective information hub for the arts in Winnipeg • There is an increase of participants, in number and diversity, in Winnipeg arts events • Stakeholders understand the Winnipeg Arts Council's contribution to the arts 	<ul style="list-style-type: none"> • Work closely with local, national and international community to monitor and mitigate the effects of COVID-19 on Winnipeg's arts community • Continue to develop outreach and interpretive programming for public art (with youth focus) • Continue communications strategy for rolling out public art projects, the expansion of billboard readership and calendar • Continue engagement through social media; develop accessibility standards in social media • Review existing & investigate new Arts Development programs • Increase profile and programs of Winnipeg's Poet Laureate; develop Youth Poet Laureate position • Maintain collection to quality standard for continued engagement and pride in the artworks 	<ul style="list-style-type: none"> • Ongoing monitoring of COVID-19 effects on Winnipeg artists, arts organizations and audiences • Review relevance of website content/functionality • Work more with universities and high schools to inform students and engage them in the arts • Continue to create and implement Arts Development programs throughout the city to facilitate interaction between professional artists and the general public • Appoint 2022-23 Poet Laureate and Youth Poet Laureate positions

Framing Theme:

The Winnipeg Arts Council is intentionally serving diverse communities and artistic disciplines

Touchstones	Impacts	Programs/Goals/Objectives for 2021	Programs/Goals/Objectives for 2022 / Beyond
<p>By actively engaging:</p> <ul style="list-style-type: none">• The varied and diverse needs of artists with dynamic programs• Diverse communities including all ages, income and abilities, Indigenous, multicultural and newcomer populations• In work to identify and remedy all dimensions of systemic racism• Board membership that reflects the diversity of the community the Winnipeg Arts Council serves• Wide-ranging audience participation• With contemporary artistic expression	<ul style="list-style-type: none">• Increased participation in the arts by Indigenous artists, Black artists and artists of colour• Increased and diversified audiences• Communities that feel engaged and supported by the Winnipeg Arts Council• Increased Board diversity	<ul style="list-style-type: none">• Create professional development opportunities for artists in grant writing and peer assessment targeting diverse groups• Engage communities in public art tours and partnerships• Ongoing Board development assessing membership and community representation• Expand online grants process to Project Grants• Maintain relationships with former Fellows; investigate expansion of program to serve other diverse groups• Maintain programs which are adaptable and responsive to new and emerging forms of artistic practice• Create museums grants program• Continue to engage underrepresented artists in the creation of public artworks and programming• Continue to engage diverse communities in the creation of public art through WITH ART and Youth WITH ART programs	<ul style="list-style-type: none">• Ongoing Board development assessing board membership and community representation• Review online/electronic grants process• Monitor participation and success rates for applicants from diverse communities to ensure representation• Ongoing review and expansion of Indigenous Arts Leaders Fellowship• Implement museum grants program• Continue to prioritize the engagement of local artists in Winnipeg's Public Art Program• Winnipeggers see themselves reflected in Winnipeg's Public Art Collection

Framing Theme:

Facilitating a culture where art is understood as essential to city building

Touchstones	Impacts	Programs/Goals/Objectives for 2021	Programs/Goals/Objectives for 2022 / Beyond
<p>By building upon:</p> <ul style="list-style-type: none"> ● The positive relationship with the City of Winnipeg ● The Winnipeg Arts Council contribution to placemaking and city building ● The inclusion of the arts in city planning and development 	<ul style="list-style-type: none"> ● The benefits of the arts are acknowledged by city officials ● Increased support for public art and the 1% of City Capital Budget designated for public art ● The cultural lens is utilized for City of Winnipeg policy and planning (in addition to social, economic and environmental lenses) ● The City of Winnipeg includes the Winnipeg Arts Council in city processes and decision-making 	<ul style="list-style-type: none"> ● Encourage councillors to go on tours/attend openings/other WAC events ● Strengthen the Board's relationship with the City of Winnipeg through its Councillor and City Admin representatives ● Continue to ensure proper recognition for WAC / City of Winnipeg made at public events and presentations by funded artists/organizations to demonstrate the value of the City's investment in the arts ● Continue to work with City administration to implement % for art in capital projects initiative ● Continue to find ways to work with City early in planning processes to include public art ● Enhance partnerships with Mayor and Councillors and their media and social media about WAC events, and all arts events. 	<ul style="list-style-type: none"> ● Encourage councillors to go on tours/attend openings/other WAC events ● Add detail to Public Art website pages ● Strengthen the Board's relationship with the City of Winnipeg through its Councillor and City Admin representatives ● Ensure proper recognition for WAC / City of Winnipeg made at public events & presentations by funded artists/organizations to demonstrate the value of the City's investment in the arts ● Expand artist in residence program to allow more direct exchange between artists and City staff ● Ensure the long-term sustainability of Winnipeg's Public Art Program

Framing Theme:

Increased funding for the Winnipeg Arts Council in order to expand support to artists and arts organizations, and to increase the public's opportunity to interact with art

Touchstones	Impacts	Programs/Goals/ Objectives for 2021	Programs/Goals/ Objectives for 2022 / Beyond
<p>By strengthening:</p> <ul style="list-style-type: none">• The relationship with the City of Winnipeg• A fund development strategy	<ul style="list-style-type: none">• Significant increases to the Winnipeg Arts Council from the City of Winnipeg with a goal of \$12 per person by 2025• The Winnipeg Arts Council continues to source project funds as opportunities arise.	<ul style="list-style-type: none">• Continue to build relationship with Mayor and Councillors and work to convince them of the arts imperative• Significant increases to the Winnipeg Arts Council from the City of Winnipeg with a goal of \$12 per person by 2025• Continue to negotiate WAC By-Law renewal with the City	<ul style="list-style-type: none">• Continue to build relationship with Mayor and Councillors and work to convince them of the arts imperative• Significant increases to the Winnipeg Arts Council from the City of Winnipeg with a goal of \$12 per person by 2025• Rebuild the Public Art Program through increased investment and partnership and implementation of the % for art strategy

2020 PROGRAMS/GOALS/OBJECTIVES:	2020 OUTCOMES:
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▲ Progress ◆ Ongoing ▼ Incomplete / needs consideration

The people of Winnipeg deepen their engagement with, and value for, the arts	
Develop more outreach and interpretive programming for public art (with youth focus)	▲ * Developing teaching guides for public artworks * Developing app for self-guided public art tours
Continue communications strategy for rolling out public art projects, the expansion of billboard readership and calendar	▼ * Communications Coordinator position is vacant due to reduction in funding
Attract interest in Public Art works by communicating about works in progress; staff members taking over involvement	▲ * Continued to update webpage summarizing projects in various stages of process. * Continued use of social media to reveal progress details and inviting media to report on installation process
A social media strategy that encourages more engagement, for example - tweet/IG post a day, fun fact about specific public art works, re-posting contests	▲ * Increased numbers of subscribers/followers across Facebook, Twitter and Instagram * WAC Public Art Instagram account introduced in 2019 has 2,500 followers
Review existing Arts Development programs throughout the city to facilitate interaction between professional artists and the general public	▼ *Existing programs inhibited by public health crisis and reduced funding
Increase profile and programs of Winnipeg's Poet Laureate	▲ * Created dedicated Poet Laureate section on winnipegarts.ca including regular additions of new work from Poet Laureate Duncan Mercredi * <i>Winnipeg Words</i> public art project created in collaboration with Poet Laureate and launched in August
Maintain the collection to a quality standard for continued engagement and pride in the artworks	◆ * Working to repair programmable lights on several artworks
Continue to create and implement Arts Development programs throughout the city to facilitate interaction between professional artists and the general public	▼ *Mayor's Luncheon for the Arts, Mass Appeal, Nuit Blanche Winnipeg participation all cancelled due to COVID ▲ *Partnered with Seven Oaks School Division to program arts & architecture <i>City Builders</i> camp for high schoolers as part of the Division's student retention strategy during summer months

2020 PROGRAMS/GOALS/OBJECTIVES:	2020 OUTCOMES:
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▲ Progress ◆ Ongoing ▼ Incomplete / needs consideration

The Winnipeg Arts Council is intentionally serving diverse communities and artistic disciplines		
Create professional development opportunities for artists in grant writing and peer assessment targeting diverse groups	▲	<ul style="list-style-type: none"> * Developed more detailed tracking system for applications and award statistics from self-identified Indigenous and culturally diverse artists. * Presentations to artist groups and university classes re grant system.
Engage communities in public art tours and partnerships	◆	<ul style="list-style-type: none"> * Continue to deliver ArtRides in partnership with Bike Winnipeg * Tour schedule limited by COVID * Public gatherings limited by COVID
Board development assessing board membership and community representation	▲	<ul style="list-style-type: none"> * Three new members joined WAC Board in 2020 expanding diverse inclusion
Evaluate online/electronic grants process	▲	<ul style="list-style-type: none"> * Simplified budget component of application website for both applicants and assessors
Build on success of Indigenous Arts Leaders Fellowship; ongoing program review & evaluation	▲	<ul style="list-style-type: none"> * 2 new Fellows appointed in 2020 * Maintaining relationship with past Fellows including engaging a Fellow for work on special project for WAC.
Maintain programs which are adaptable and responsive to new and emerging forms of artistic practice	▲	<ul style="list-style-type: none"> * Continue to encourage artist collectives to apply. In 2020 for the first time, more than half of Project Grants awarded were to collectives rather than organizations * Worked with all Project Grant applicants to re-state their proposals, prior to jury, to accommodate changes necessitate by COVID * Multiyear grant application process redesigned to address issues related to COVID, to climate change, and to equity and diversity * Funding approved for Studio to Site public art project for adapting existing artists' works to sites around the city.
Monitor participation and success rates for applicants from diverse communities	▲	<ul style="list-style-type: none"> * Winnipeg Words public art project launched in August featuring poets who are Indigenous, Black and People of Colour * 28% of permanently-sited public artworks created by artists from Indigenous, Black and other diverse communities.
Create museum grants program	◆	<ul style="list-style-type: none"> * Created new two-year agreements for Museums; began working with City of Winnipeg to reduce administrative reporting workload for Museums and WAC
Mapping as a tool to assess public art access by neighbourhood	▲	<ul style="list-style-type: none"> * Interactive map created and geographic gaps identified

2020 PROGRAMS/GOALS/OBJECTIVES:	2020 OUTCOMES:
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▲ Progress ◆ Ongoing ▼ Incomplete / needs consideration

Facilitating a culture where art is understood as essential to city building		
Encourage councillors to go on tours/attend openings/other WAC events	▼	* Events limited due to COVID.
Revisit "My City's Still Breathing" type conference, events	▼	* Events limited due to COVID
Strengthen the Board's relationship with the City of Winnipeg through its Councillor and City Admin representatives	◆	* Ongoing
Ensure proper recognition for WAC / City of Winnipeg made at public events & presentations by funded artists/organizations to demonstrate the value of the City's investment in the arts	◆	* Events limited due to COVID
Continue to work with City administration to implement % for art in capital projects initiative	◆	* Waverley Underpass. * Continued P3 partnership for Rapid Transit project.
Continue to find ways to work with City early in planning processes to include public art	◆	* Created response to proposed changes to <i>OurWinnipeg</i> municipal plan and <i>Complete Communities</i> documents * Continued consulting on Route 90 widening
Enhance partnerships with Mayor and Councillors and their media and social media about WAC events, and all arts events.	◆	* Events limited due to COVID
Continue to work with City administration to implement % for art in capital projects	◆	* Discussion continues

Increase funding for the Winnipeg Arts Council in order to expand support to artists and arts organizations, and to increase the public's opportunity to interact with art		
Continue to build relationship with Mayor and Councillors and work to convince them of the arts imperative	◆	* Quarterly meetings with mayor / ED / Board chair interrupted due to COVID
Significant increases to the Winnipeg Arts Council from the City of Winnipeg with a goal of \$12 per person by 2025	▼	* 10% reduction in 2020
Increased focus on the acquisition of private sector sponsorships	◆	* One new sponsor identified for Arts Development event however event was cancelled due to COVID
Continue to negotiate WAC By-Law renewal with the City	▼	* Stalled in the City process.

PERSONNEL PLAN

STAFF

Executive Director	Carol A. Phillips
Senior Public Art Project Manager	tamara rae biebrich
Operations Manager	Tanya Christensen
Program Administrative Assistant	Genevieve Collins
Public Art Project Manager	Alexis Kinloch
Program and Arts Development Manager	Dominic Lloyd

BOARD OF DIRECTORS

Jason Granger, Chair
Andrew McLaren, Vice Chair
Vonnie Von Helmolt, Chair Emerita
Kerry Dangerfield, Secretary-Treasurer/Chair of Finance Committee

Diane Berger, Council Director
Melanie Dean, Arts Community Director
Louise Duguay, Council Director and Chair of Public Art Committee
Seema Goel, Arts Community Director
Darrel Nadeau, Council Director
Bola Opaleke, Arts Community Director
Julie Penner, Council Director
Andrea Ratuski, Arts Community Director
David A. Robertson, Arts Community Director

Councillor Sherri Rollins
John Kiernan, Director, Planning Property & Development (non-voting)

History

The Winnipeg Arts Council was incorporated on April 24, 2002. Prior to this the organization was known as the Winnipeg Arts Advisory Council. This council provided advice on cultural policy development to Winnipeg City Council between 1984 and 2002. In 1996 the City authorized the advisory council to assist in reviewing City of Winnipeg Cultural Policies and in April 1997, the City of Winnipeg Cultural Policy Review Panel recommended that the advisory council be restructured to become a non-profit, autonomous body at arm's length to the City of Winnipeg, and that the name be changed to the Winnipeg Arts Council Inc.

Governance and Management

The Winnipeg Arts Council is governed by a minimum of 11 and a maximum of 15 board directors. The Directors are nominated from groups including citizens at large through the City appointments process, the arts community and City representatives. Each director must serve the purposes of the Winnipeg Arts Council and not their nominating group. Directors' terms are two years and a total of three terms may be served. The Winnipeg Arts Council engages an Executive Director to manage the business of the Council and the Executive Director is currently supported by a staff of five.

Mandate (from the City of Winnipeg)

- Advance the arts, and education in respect of the arts, throughout the City of Winnipeg
- Manage the conditional grant and carry out the City's arts and cultural funding programs, exercising final arm's length authority to approve and issue arts and cultural grants
- Advise the City on arts and cultural policy
- Foster development of the arts
- Explore partnerships and initiatives with other funding bodies, foundations and other groups
- Manage and administer the City's Public Art Policy and Program
- Present for approval to the Standing Policy Committee on Protection, Community Services and Parks, a three-year Arts and Culture Business Plan to be adopted on an annual basis

Mission

The Winnipeg Arts Council funds, supports and champions development of the arts on behalf of the people of Winnipeg.

Vision

Winnipeg is a creative city where art is integrated into all people's lives.

All people have access to the arts, are able to participate in the arts, value and are enriched by the arts.

Values**ART**

Creative human expression in all its manifestations results in art. It may be stating the obvious, but the importance of art is the basic reason for the existence of the Winnipeg Arts Council. Art making, art producing, art interpreting, art educating – are all about making meaning through art.

COURAGE

It takes courage to arrive at great things. We have courage in what we initiate and in how we respond. We take informed risks and encourage artists to do the same. We are responsive and adaptive to others. The Winnipeg Arts Council leads with ideas.

INTEGRITY

Integrity is how we build credibility. We are centered and clear in our intentions and honest and respectful in our practices. All programs and transactions are acquitted with transparency and accountability.

EQUITY

Access, inclusion, diversity – all are encompassed beneath the banner of equity. We want to intentionally create space and opportunity for the diverse people of Winnipeg to be engaged in or have access to art. We want to ensure we are supporting diverse art forms, ideas and communities.

CELEBRATION

Bringing focus and attention to the arts allows for connection, communication and celebration of the arts in our city. We actively promote all forms of art and opportunities to engage with art.

2021-2023 FINANCIAL PLAN

► The great distinguishing factor from any other organization listed on the City’s “Grants” list is the fact that the Winnipeg Arts Council functions as an investor and administrator on behalf of the City and these funds are thereby distributed to over 200 arts organizations and artists each year at a lower administration cost than any other public funder in the country.

► Because of its unique relationship and mandate, the Winnipeg Arts Council’s primary partnership is with the City of Winnipeg.

► The Winnipeg Arts Council provides, the initiative, ideas and administrative integrity needed for all aspects of public art throughout the entire city.

Notes to Budget

- 1) **2021:** The request for a total of \$4,439,357, includes the City allocation to arts grants and administration, as well as the designated amount for museums grants and administration, in line with year two of the City of Winnipeg 2020-2023 Multi-Year Budget.
- 2) Under separate cover, the request to the City’s Capital Budget for the 2021 Public Art Program is \$125,000, as in line with year two of the City of Winnipeg 2020-2023 Multi-Year Budget.
- 3) At the direction of City Council (November 23, 2018) the Winnipeg Arts Council oversees Museums Grants in designated amounts to five independent museums.
- 4) The social and economic impact of the arts (*Culture to the Core*, January 2020) demonstrates the returns engendered by municipal investment in the arts. If the \$12 per capita were to be achieved in 2025, the proposed allocation would be \$10,044,000.

**WINNIPEG ARTS COUNCIL
2021 Draft Budget**

	2021	2022	2023
OPERATING EXPENSES			
Committee Expense/Hospitality	\$3,000	\$3,000	\$3,000
Courier/Trsp./Parking	\$4,800	\$4,800	\$4,800
Audit	\$7,200	\$7,200	\$7,200
Legal Fees	\$2,500	\$2,500	\$2,500
Equipment/Furniture	\$7,000	\$7,000	\$7,000
Board Expense	\$7,000	\$7,000	\$7,000
Insurance/Bank Charges	\$5,000	\$5,000	\$5,000
Seminars/Conferences/Prof. Dev.	\$3,000	\$3,000	\$3,000
Communications/Advertising	\$5,000	\$5,000	\$5,000
Phone/Fax/Computer	\$5,250	\$5,250	\$5,250
Postage	\$2,000	\$2,000	\$2,000
Office Supplies	\$8,000	\$8,000	\$8,000
Print Costs	\$8,000	\$8,000	\$8,000
Rent	\$50,500	\$50,500	\$50,500
Utilities	\$8,000	\$8,000	\$8,000
Memberships/Subscriptions/Library	\$2,500	\$2,500	\$2,500
Office sub-total	\$128,750	\$128,750	\$128,750
Staff	\$345,330	\$345,330	\$345,330
Casual & Consultants	\$5,000	\$5,000	\$5,000
Benefits	\$34,000	\$34,000	\$34,000
Staff sub-total	\$384,330	\$384,330	\$384,330
Operations sub-total	\$513,080	\$513,080	\$513,080
PROGRAM EXPENSES			
Multi Year Grants Program	\$3,200,000	\$3,200,000	\$3,200,000
Project Grants	\$75,000	\$75,000	\$75,000
Individual Artist Grants	\$200,000	\$200,000	\$200,000
Indigenous Arts Leaders Fellowship			
Carol Shields Wpg. Book Award	\$6,750	\$6,750	\$6,750
Poet Laureate	\$10,000	\$10,000	\$10,000
Professional Development Grants	\$30,000	\$30,000	\$30,000
Youth WITH ART	\$24,957	\$24,957	\$24,957
Arts Development	\$86,000	\$86,000	\$86,000
Translation Services	\$5,000	\$5,000	\$5,000
Jury Fees	\$15,000	\$15,000	\$15,000
Jury Expenses	\$5,000	\$5,000	\$5,000
Emergency Fund	\$10,000	\$10,000	\$10,000
Program sub-total	\$3,667,707	\$3,667,707	\$3,667,707
Grand Total	\$4,180,787	\$4,180,787	\$4,180,787

Museums Budget

	2021	2022	2023
OPERATING EXPENSES			
Museum Grants Administration	\$17,670	\$17,670	\$17,670
PROGRAM EXPENSES			
Museum Grants	\$240,900	\$240,900	\$240,900
Total	\$258,570	\$258,570	\$258,570
Operations as % of total	11.96%	11.96%	11.96%

*Minute No.560 Reports-Standing Policy Committee on Protection, Community Services & Parks - Sept.11/18 Item No.4
Museums-Special Operating Agency (rec'd by WAC, November 23, 2018)