

OTTAWA CULTURAL ALLIANCE | CHOO|COPO
PRESENTATION TO COMMUNITY AND PROTECTIVE SERVICES COMMITTEE
THURS, JUNE 18, 2015 9:30 AM | CHAMPLAIN ROOM

THANK YOU MADAM CHAIR.

I'M HONOURED TO SERVE AS EXECUTIVE DIRECTOR OF THE COUNCIL OF HERITAGE ORGANIZATIONS IN OTTAWA.
CHOO|COPO REPRESENTS 70 MEMBER HERITAGE GROUPS AND THEIR STAKEHOLDERS WHICH STEWARD AND SHOWCASE THE RICH TAPESTRY CREATED BY OUR CITY'S HERITAGE OFFERINGS.

WE'RE ALSO PLEASED TO BE A FOUNDING PARTNER IN THE NEWLY FORMED *OTTAWA CULTURAL ALLIANCE*, COMPRISED OF SIX UMBRELLA GROUPS: THE AOE ARTS COUNCIL, OUR COUNCIL [OF HERITAGE ORGANIZATIONS IN OTTAWA], HERITAGE OTTAWA, OTTAWA ARTS COUNCIL, OTTAWA FESTIVALS AND OTTAWA MUSEUM NETWORK.

OUR MISSION? TO JOINTLY ADDRESS *SHARED* CONCERNS AND CHALLENGES IMPACTING OTTAWA'S CULTURAL SECTOR AND TO *FACILITATE* CONSULTATION AS A COLLECTIVE VOICE.

AND COLLECTIVELY, WE'VE BEEN WORKING TO BETTER UNDERSTAND THE CITY'S 2015 BUDGET AND STRATEGIC PRIORITIES OF YOUR NEW COUNCIL. AND, HOW THEY SUPPORT THE *2013-18 RENEWED ACTION PLAN FOR ARTS, HERITAGE AND CULTURE*

AS YOU HEARD FROM ONE OF ITS CHAMPIONS, DR. LILY KOLTUN, THIS 6-YEAR STRATEGIC INVESTMENT PLAN, UNANIMOUSLY APPROVED BY COUNCIL, ENGAGED OVER 425 CULTURAL COMMUNITY STAKEHOLDERS, INCLUDING CITY STAFF.

IT WAS DESIGNED TO *CLOSE GAPS*, *MEET* EMERGING NEEDS AND ENABLE A MORE *SUSTAINABLE* SECTOR BY ACHIEVING PER-CAPITA AVERAGE COMPETITIVENESS FOR CULTURAL INVESTMENT WITH OTHER LARGE CANADIAN CITIES.

WE ARE PLEASED TO HAVE A MAYOR AND NEW COUNCIL THAT *UNDERSTAND* THE BENEFITS TO CITIES THAT MAKE CULTURAL VIBRANCY A *PRIORITY*. AND TO SEE CULTURAL INVESTMENTS INCLUDED AMONG THE DRAFT 2015 - 2018 STRATEGIC PRIORITIES...

AND SO, SURPRISED AND *DISAPPOINTED* TO SEE LEVELS OF INVESTMENT INCONSISTENT WITH CITY MESSAGES AND THE ACTION PLAN INTENTIONS.

WE ARE NOW HALF-WAY THROUGH THE *TERM* OF THE PLAN, BUT ARE FALLING *SIGNIFICANTLY* BEHIND IN THE FINANCIAL COMMITMENTS AND THEREFORE, EXPECTED OUTCOMES.

IT APPEARS COMPLETION OF THE ACTION PLAN MAY BE IN *JEOPARDY*.

MONDAY, A LETTER WAS SENT TO THE MAYOR AND COUNCIL EXPRESSING OUR CONCERNS ABOUT THE REDUCED LEVELS OF INVESTMENT IN THE ACTION PLAN ACHIEVED AND PROPOSED OVER THE NEXT FOUR YEARS IN YOUR DRAFT 2015-18 TERM OF COUNCIL STRATEGIC PRIORITIES.

- WHILE THERE ARE NUMEROUS ACTION PLAN ELEMENTS, THE KEY IS AN INCREASE OF JUST UNDER \$5 MILLION TO BASE OPERATING FUNDING FOR THE CULTURAL COMMUNITY PHASED IN OVER THE SIX YEAR PERIOD (SEE P.26, PROVIDED TO YOU).

REVIEWING THE TERM OF COUNCIL PRIORITIES (ON P. 110) YOU WILL SEE THAT \$1 MILLION WAS ADDED IN THE FIRST TWO YEARS (2013, 2014) WHICH IS CALLED THE BASE AND AN ADDITIONAL INVESTMENT OF \$106,000 IS PROPOSED FOR 2015 WITH NO ADDITIONAL INVESTMENTS IN 2016, 2017 OR 2018. THE INVESTMENT IN THE ACTION PLAN OVER 6 YRS WOULD BE \$3.849 MILLION SHORT OF ITS STATED GOAL.

- ANOTHER KEY GOAL OF THE ACTION PLAN, CULTURAL FUNDING COMPETITIVENESS IS MISSING THE MARK: 2013 PER CAPITA FUNDING FIGURES SHOW OTTAWA IS BELOW EDMONTON, VANCOUVER, TORONTO AND MONTREAL AND FALLS *WELL BELOW* THE AVERAGE \$10.50/CAPITA AT ONLY \$7.22/CAPITA.

WE ARE THEREFORE ASKING YOU TO RECOMMEND THE FOLLOWING TO COUNCIL:

1. *MAINTAIN THE INTEGRITY* OF OUR SIX-YEAR ACTION PLAN AND THE *INTENDED* LEVELS OF INVESTMENT;
2. CONTINUE THE JOINT COMMITMENT AND LEADERSHIP FROM THE CITY AND THE CULTURAL COMMUNITY TO SEE THIS PLAN THROUGH AND TO DEVELOP FUTURE PLANS; AND
3. ENSURE, AT MINIMUM, THE INVESTMENT OF \$1.714 MILLION OVER THE ACTION PLAN'S REMAINING THREE YEARS, IN THE TWO PRIORITIES THAT WOULD HAVE THE BROADEST IMPACT ACROSS THE CULTURAL COMMUNITY:
 - FIRST, THE RENEWED CULTURAL OPERATING INVESTMENT ITEM #1 ON P.26 OF THE ACTION PLAN, ORIGINALLY INTENDED TO BE \$2M; AND
 - SECOND, ON THE TWO CULTURAL FACILITY ITEMS LISTED AS #2 AND #3 IN THE PLAN.

WE MADE REPRESENTATIONS TO THE CITY'S ARTS, HERITAGE, CULTURE AND RECREATION ADVISORY COMMITTEE IN THIS REGARD, AND THEY *SUPPORTED* AND ARE IN TURN RECOMMENDING *THIS* COMMITTEE AND COUNCIL SUPPORT OUR RECOMMENDATIONS.

MADAM CHAIR WE WELCOME *YOUR* LEADERSHIP TO UPHOLD THE SHARED COMMITMENT TO THE ACTION PLAN TO ENSURE OTTAWA REMAINS THE VIBRANT, CULTURAL CITY IT *DESERVES* TO BE.

AND, GIVEN OUR MISSION, LOOK FORWARD TO WORKING COLLABORATIVELY WITH YOU TO ACHIEVE JUST THAT.

THANK YOU.

Catherine Lindquist,
Executive Director
CHOO|COPO

Background Points

- AS YOU MAY KNOW THE CITY'S CULTURAL SERVICES FUNDING ANNUALLY SUPPORTS OVER 300 ARTISTIC, FESTIVAL AND HERITAGE ACTIVITIES. YOU MAY ALSO KNOW THAT OTTAWA'S CULTURAL COMMUNITY IS AN EXCELLENT INVESTMENT. CITY RESEARCH STATES THAT:
"...DIRECT FUNDING TO CULTURAL ORGANIZATIONS IS THE MOST COST EFFECTIVE WAY TO ENSURE THE DELIVERY OF QUALITY CULTURAL ACTIVITIES. ANNUAL STUDIES OF THE LOCAL, NON-PROFIT CULTURAL SECTOR FROM 2006 TO 2010 SHOW THE DIRECT LEVERAGING EFFECT OF ONE MUNICIPAL DOLLAR OF INVESTMENT TO BE IN THE RANGE OF \$6.28 TO \$11.70."
- WE RECOGNIZE THE IMPORTANT \$2.135 M INCREASED INVESTMENT BEING MADE TO EXPAND THE ARTS COURT/OTTAWA ART GALLERY COMPLEX WHICH IS REFERRED TO ON THE TERM OF PRIORITIES PAGE 30. WE APPLAUD THE CITY FOR ENSURING THIS NEEDED WORK GETS DONE. HOWEVER THE OVERALL DYNAMISM AND SUSTAINABILITY OF THE CULTURAL COMMUNITY IS MORE THAN BRICKS AND MORTAR, THE BREADTH OF WHICH IS WELL OUTLINED IN THE ACTION PLAN.
- WE UNDERSTAND THE ARTS COURT PROJECT IS COSTING THE CITY MORE THAN ORIGINALLY PLANNED AND FUNDS WERE DIRECTED FROM THE ACTION PLAN TO ADDRESS THIS. HOWEVER, FACTORING IN THIS ARTS COURT INVESTMENT, AN INVESTMENT AMOUNT OF \$1.714 MILLION WOULD STILL REMAIN OUTSTANDING TO REACH THE ACTION PLAN'S GOAL OVER 6 YEARS.