

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF SEPTEMBER 25, 2012

Item 34, Report No. 33, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on September 25, 2012.

34 2012 RAVE (RECOGNIZING ARTS VAUGHAN EXCELLENCE) AWARDS & CITY OF VAUGHAN AWARD FOR HIGHER ARTS EDUCATION NOMINATIONS

The Committee of the Whole recommends approval of the recommendation contained in the following report of the Commissioner of Community Services, dated September 4, 2012:

Recommendation

The Commissioner of Community Services, in consultation with the Director of Recreation and Culture, recommends:

1. That the individuals listed in the confidential memorandum in Attachment 1 be approved to receive a 2012 RAVE Award (Recognizing Arts Vaughan Excellence) in the listed disciplines/categories and the 2012 City of Vaughan Awards for Higher Arts Education.

Contribution to Sustainability

This report is consistent with the priorities previously set by Council in the Green Directions, Vaughan, Community Sustainability Environmental Master Plan, Goal 4, Objective 4.1:

- To foster a city with strong social cohesion, an engaging arts scene, and a clear sense of its culture and heritage.

Economic Impact

The cost of the 2012 RAVE Awards and the affiliated City of Vaughan Award for Higher Arts Education program will be covered through corporate sponsorship funds raised from past and potential 2012 corporate donations, in particular funds distributed to financially assist students pursuing post-secondary arts education.

The annual cost of implementing the City of Vaughan Award for Higher Arts Education as outlined in this report is \$6,000: two awards of \$3,000 per year. The cost of the program will be covered through funds raised through previous sponsorship monies donated to this program.

Administration and reception costs will be paid through the 2012 Cultural Services Budget.

Communications Plan

The 2012 RAVE Awards is promoted through the City's website, social media, Recreation Guide, City Page and arts/culture related websites in addition to invitations being sent to award recipients, nominators, sponsors and other dignitaries. The award recipients will be recognized publically at a formal reception to be hosted at City Hall tentatively set for the evening of November 1, 2012.

A formal "call for submissions" to the public for RAVE Awards nominations and Award for Higher Arts Education took place between March 1, 2012 and June 29, 2012. The call for nominations was advertised on the City's website and the City Page. Nomination packages were also sent out to a wide range of individuals/organizations on the City's arts database and distributed to all City facilities, including libraries.

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The City of Vaughan Award for Higher Arts Education program is promoted throughout all public, separate and private secondary schools in Vaughan; Greater Toronto Area universities, colleges, professional and commercial art schools; and is posted on the City of Vaughan and Vaughan Public Libraries websites. The award recipients will be recognized publically at a formal reception to be hosted in conjunction with the RAVE award presentation noted above.

Purpose

The purpose of this report is for Council to review and approve the list of nominees recommended by the adjudication committee to receive a 2012 RAVE Award and 2012 City of Vaughan Award for Higher Arts Education.

Background - Analysis and Options

In an effort to enhance the profile and build capacity for the arts in Vaughan, the RAVE Awards (Recognizing Arts Vaughan Excellence) program was developed and approved by Council in November 2008. The program currently in its fourth year is a vehicle to recognize the significant contributions of businesses, organizations and individuals who help develop the arts in the City.

The City of Vaughan Award for Higher Arts Education is currently in its third year. This program was established to financially assist the emerging talent of Vaughan students who are pursuing post-secondary education in the arts providing cash assistance to outstanding students who want to follow an arts career. Both programs support the goals of the Creative Together Cultural Plan approved in 2010.

A formal “call for submissions” to the public for nominations to both programs took place between March 1, 2012 and June 29, 2012. The call for nominations was advertised on the City’s website and on the City Page. Nomination packages were also sent out to a wide range of individuals/organizations on the City’s arts database and distributed to all City facilities, including libraries.

As a result, 19 nominations were received for the 2012 RAVE awards nominations and 11 nominations were received for the Award for Higher Arts Education program. An adjudication committee composed of City staff and Council members with expertise in the visual, performing and literary arts reviewed the nominations at in July 2012.

RAVE (Recognizing Arts Vaughan Excellence) Award Nominations

Discipline Categories and Criteria

Nominations were accepted in the following three art disciplines:

- Visual Arts
- Performing Arts
- Literary Arts

Within each art discipline, nominations were submitted in any one of the following categories:

- Patron of the Arts
Honours a person, business or organization demonstrating an on-going commitment to the arts in the City of Vaughan through innovative, community or financial support of artistic activity.

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- **Art Educator/Mentor**
Recognizes an artist who has made an outstanding contribution to art education in the City of Vaughan.
- **Practicing Artist**
Awarded to an emerging or established artist who has achieved a high degree of artistic excellence, has earned significant recognition for his/her work and has had a positive impact on the artistic landscape of the City of Vaughan.
- **Rising Star**
Acknowledges the talent of an emerging artist who has earned significant recognition within the academic and/or arts community and shows continued promise of achieving a high degree of artistic excellence.

Nominations in each relevant category were evaluated on the following merits:

- Dedication to the Arts
- Artistic Creativity
- Artistic Quality
- Leadership or Innovation
- Artistic Recognition/Achievement
- Community Impact

City of Vaughan Award for Higher Arts Education

Eligibility Criteria

- Secondary or post-secondary students must be residents of Vaughan, be enrolled in post-secondary education in any arts discipline in the next year, and demonstrate a committed interest in pursuing a career in the arts.
- A maximum of two cash awards valued at \$3,000 each may be distributed annually to Vaughan students enrolled in secondary or post-secondary arts education programs.
- Nominations are evaluated based on financial need, academic merit and demonstrated community leadership outlined the award applications.

Relationship to Vaughan Vision 2020/Strategic Plan

In consideration of the strategic priorities related to Vaughan Vision 2020, the report will provide:

- **STRATEGIC GOAL:**
Service Excellence - Providing service excellence to citizens.
- **STRATEGIC OBJECTIVES:**
Preserve our heritage and support diversity, arts and culture.

This report is consistent with the priorities previously set by Council, and the necessary resources to implement this program have been allocated and approved.

Regional Implications

N/A

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Conclusion

The 2012 RAVE Awards (Recognizing Arts Vaughan Excellence) provide a formal vehicle for Council to recognize excellence in the visual, performing and literary arts in the categories of Patron of the Arts, Arts Educator/Mentor, Practicing Artist and Rising Star. This award program highlights the significant contributions of businesses, organizations and individuals who help develop the arts in the City. The 2012 RAVE Award nominees being recommended this year represent some of the most talented artists and philanthropic supporters of the arts in our community.

The City of Vaughan Award for Higher Arts Education assists the emerging talent of Vaughan students pursuing secondary and post-secondary education in the arts. This initiative profiles the artistic achievements of Vaughan's student sector and reinforces the integral role art education plays in the City's cultural landscape.

Attachments

1. Confidential Memorandum (Members of Council Only)

Report Prepared By

Mary Reali, Director of Recreation and Culture, ext. 8234
Angela Palermo, Manager of Cultural Services, ext. 8139
Sharon Gaum-Kuchar, Arts Coordinator, ext 7428

(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)