

## **COMMITTEE OF THE WHOLE - NOVEMBER 17, 2008**

### **VAUGHAN ARTS AWARDS/RECOGNIZING ARTS VAUGHAN EXCELLENCE (R.A.V.E) AWARDS**

#### **Recommendation**

The Commissioner of Community Services and Director of Recreation and Culture in consultation with the Chair of the Vaughan Arts Advisory Committee recommend:

1. That the nomination criteria and R.A.V.E. (Recognizing Arts Vaughan Excellence) arts award program as outlined in the report, be approved.

#### **Economic Impact**

The cost of initiating and implementing the proposed Vaughan Arts Award as outlined in this report will be approximately \$15 thousand dollars and will be covered through the Vaughan Arts Advisory Committee 2008 operating budget in addition to seeking corporate sponsorship to cover some costs of the program/reception. The costs for the award program for subsequent years would only include the cost of the reception and marketing costs which is estimated at \$3,000 per year and are included in the 2009 base operating budget.

#### **Communications Plan**

The proposed Vaughan Arts Award program (R.A.V.E.) will be promoted through the City's website, Recreation Guide, City page and arts/culture related websites.

#### **Purpose**

The purpose of this report is for Council to review and approve the nomination criteria and general terms and framework of the Vaughan Arts Award program (R.A.V.E.) as proposed by the Vaughan Arts Advisory Committee.

#### **Background - Analysis and Options**

In an effort to enhance the profile of the arts in Vaughan, the Vaughan Arts Advisory Committee has drafted a proposing nomination criteria and general framework for the Vaughan Arts Awards or R.A.V.E awards (Recognizing Arts Vaughan Excellence). The award program will be a formal vehicle to recognize the significant patronage of businesses, organizations and individuals who help develop the arts in the City. It would highlight cultural achievements and acknowledge the value of such contributions in our community. Currently, there is no official corporate mechanism to celebrate such worthy efforts; therefore, it is proposed that the City implement the Vaughan Arts Awards or RAVE awards. The Arts Advisory Committee approved the nomination criteria for the subject awards at its November 6, 2008 meeting.

It is proposed that the Award recognition program will be conducted as an annual celebratory event sponsored by the Arts Advisory Committee in conjunction with City of Vaughan Council. A call for nominations will be advertised on the City's website and in the City Page in local papers. The award nominations will be adjudicated by a panel consisting of impartial advisers, who as recognized professionals represent the three disciplines of the visual, performing and literary arts. These jurors will recommend a slate of Award winners to members of the Vaughan Arts Advisory Committee for approval by the Council.

An award reception is tentatively scheduled for June 2008. Award recipients will be acknowledged and publicly presented with a ceremonial token of the City's appreciation. The

actual award to be presented to recipients will be designed through a call-out process to artists across Canada for a prototype design that embodies and best represents the arts in the City of Vaughan.

Each nomination should be aligned with one of the following art disciplines:

- Visual Arts
- Performing Arts
- Literary Arts

Within each art discipline, nominations may be made in only one of the following Award categories:

- Patron of the Arts  
Honours a person, business or organization that has demonstrated an on-going commitment to the arts in the City of Vaughan through innovative, community or financial support of artistic activity.
- Art Educator/Mentor  
Recognizes an artist who has made an outstanding contribution to arts in 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 emerging talent of a young artist (under the age of 18) who has earned significant recognition within the academic community and shows promise of achieving a high degree of artistic excellence.
- Lifetime Achievement Award (Nominated by Arts Advisory Committee and Council only)  
Bestowed to worthy recipients for monumental contributions to the arts in Vaughan and beyond.

Nominations for Awards in each relevant category will be evaluated on the following merits:

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

Nominees must meet all eligibility requirements as outlined in the nomination form. The written statement submitted by each nominator should substantiate the significance of the nominee's contribution to the arts as it relates specifically to the category of nomination.

### Budget

The cost of implementing this program has an initial startup cost of \$12 thousand dollars which includes the artist design fee and award reproduction. An additional \$3,000 cost is estimated for promoting and hosting a reception for the event. The Arts Advisory Committee will off-set costs through seeking corporate sponsorship contributions.

### **Relationship to Vaughan Vision 2007**

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 undertake this initiative have been allocated and approved.

### **Regional Implications**

N/A

### **Conclusion**

The RAVE awards (Recognizing Arts Vaughan Excellence) will provide a 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 Artists, Rising Star and Lifetime Achievement award. The award program will be a formal vehicle to recognize the significant patronage of businesses, organizations and individuals who help develop the arts in the City. It would highlight cultural achievements and acknowledge the value of such contributions in the Vaughan community. It will provide a Corporate mechanism to celebrate such worthy efforts.

### **Attachments**

None.

### **Report prepared by:**

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