

COMMITTEE OF THE WHOLE AUGUST 31, 2010

CITY OF VAUGHAN AWARD FOR HIGHER ARTS EDUCATION

Recommendation

The Chair of the Arts Advisory Committee recommends:

- 1) That the cash award for the annual City of Vaughan Award for Higher Arts Education bursary distributed to two Vaughan students pursuing post-secondary arts education programs be increased from \$1,000 to \$3,000 commencing in 2011.

Contribution to Sustainability

This report is consistent with the priorities previously set by Council in the Green Directions, Vaughan, Community Sustainability Environmental Master Plan, 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 revised total annual cost of implementing the *City of Vaughan Award for Higher Arts Education* commencing in 2011 as outlined in this report will be \$6,000 comprising of two awards of \$3,000 per year. The annual cost of the program will be covered through fundraised monies totaling approximately \$31,000 collected from 2009-2010 by the Vaughan Arts Advisory Committee in conjunction with the R.A.V.E. (Recognizing Vaughan Arts Excellence) Awards.

Communications Plan

The promotion of the *City of Vaughan Award for Higher Arts Education* program will be through the distribution of the submission guidelines and application forms to Vaughan secondary schools, Greater Toronto Area universities, colleges and professional and commercial art schools. Information will also be posted on the City of Vaughan and Vaughan Public Libraries websites as well as websites of regional arts organizations.

Purpose

The purpose of this report is to request Council's approval to increase the cash amount of the *City of Vaughan Award for Higher Arts Education* from the original sum of \$1,000 per award to \$3,000 per award.

Background - Analysis and Options

On June 24, 2010, the Vaughan Arts Advisory Committee, with assistance from the Department of Recreation and Culture and the support of Council, hosted the second annual R.A.V.E. (Recognizing Arts Vaughan Excellence) Awards reception. This community celebration of excellence and achievement was developed as a formal vehicle to recognize the significant contributions of individuals, businesses and organizations that enhance the vitality of the arts in Vaughan. Awards were presented to eight winning recipients nominated from various categories within the disciplines of the Performing, Visual and Literary arts.

In conjunction with the R.A.V.E Awards reception, awards were also presented to the first two recipients of the *City of Vaughan Award for Higher Arts Education* developed by the Vaughan Arts Advisory Committee. This program is an annual bursary program designed to assist the emerging talent of Vaughan students pursuing post-secondary education in the arts by distributing cash awards. The *City of Vaughan Award for Higher Arts Education* program was

developed to encourage the pursuit of post-secondary education in the arts and provide cash assistance by recognizing outstanding student achievement and an intention to follow an arts career. The original program criteria, cash amounts and requirements were approved by Council in March 2010.

Over the past two years, the Vaughan Arts Advisory Committee launched a successful sponsorship campaign and additional services in kind to help offset some of the program and reception costs associated with implementing the 2009 and 2010 R.A.V.E. Awards, and secondly to fund the annual bursary program into the future. Approximately \$31,000 from the fundraised monies collected between 2009-2010 remains allocated to the bursary program. Hence, the *City of Vaughan Award for Higher Arts Education* evolved in tandem with the R.A.V.E. Awards; and both programs share the common objective of recognizing excellence and achievement in the arts.

A recent survey of other award granting bodies for post-secondary study, places Vaughan's \$1,000 cash award at a low level. The Vaughan Arts Advisory Committee feels raising the cash allowance to a more competitive \$3,000 would make Vaughan's offering attractive interested students, especially given the high costs of post-secondary education.

The Vaughan Arts Advisory Committee, at its meeting of August 5, 2010 the passed a motion recommending the increase of the cash awards for the bursary program from \$1000 to \$3000.

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

Conclusion

Increasing the cash value of *The City of Vaughan Award for Higher Arts Education* from \$1,000 to \$3,000 per award (\$6,000 in total expenditures annually) will better position the program and will provide a meaningful financial contribution to the emerging talent of Vaughan students pursuing secondary or post-secondary education in the arts. This enhanced initiative will profile the artistic achievements of Vaughan's student sector and reinforce the integral role art education plays in the City's cultural landscape. In association with the R.A.V.E. Awards, this bursary program will play a vital role in fostering the growth of artistic excellence and creative expression in the City of Vaughan, encouraging community engagement and sustainable partnerships.

Attachments

None

Report prepared by:

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Respectfully submitted,

Councillor Sandra Yeung Racco
Chair, Arts Advisory Committee