

POSTPONED MOTIONS: ADMINISTRATIVE BACKGROUNDER

NUMBER: PM19-042

REQUESTED BY:	Councillor Natalie Joly
ORIGIN OF REQUEST:	Email
DATE OF REQUEST:	November 20, 2018

AUTHOR:	Kelly Jerrott
DEPARTMENT:	Community Services
DATE RESPONSE DUE:	November 23, 2018

MOTION:

That PMO24-2019 be amended to read: That the proposed funding of the Amplify Youth Festival be decreased in the amount of \$15,000 for a total funding allocation of \$85,000 for 2019 and that a business case shall be proposed to extend funding in the 2020 budget process rather than including the festival in permanent service levels.

RESPONSE (one page max.):

Administration's Understanding of Intent Motion:

It is Administration's understanding that the intent of this motion is to reduce the level of funding for the Amplify Program/ Festival from \$100,000 to \$85,000 (total of \$15,000 reduction) for 2019 and not to include it in core/permanent service levels. Another business case would need to be proposed for further funding in 2020.

Operational or Organizational Impacts if Motion is Approved:

The reduction of the operating budget for Amplify from the proposed \$100,000 to \$85,000 would allow the program to operate fairly closely to its current model, with some internal adjustments to scope and offerings for 2019. The exclusion of secured ongoing funding for the program may jeopardize opportunities for growth, development and the cultivation of new partnerships which would be beneficial to the long term health, success, and sustainability of the program.

The exclusion of Amplify program funding from core service levels makes consistency and growth uncertain. Without the assurance of future funding it is difficult to invest the required time and resources into developing relationships, partnerships or evolving programming over a period of time. It is also difficult to retain staff on a year by year basis – which becomes especially significant when

fostering relationships with young people and incubating and developing their trust, talents, interests and leadership abilities over time.

Financial Implications of Motions:

As this is a Growth Business Case, approval of this motion will increase the transfer to the Growth Stabilization Reserve by \$15,000.

The proposed reduction in funding from \$100,000 to \$85,000 for Amplify would not accommodate any increase in staff hours, the annual staffing increment adjustment or the changes in Alberta Employment standards. This would result in a slight reduction in the program scope and the inability to evolve the program to any great degree.

The exclusion of Amplify from core/permanent service levels would limit the possibility of seeking multi-year sponsorships and grants. It would negatively impact efficiencies and time/cost savings made possible through long-range and multi-year planning, including staffing allocations or potential integration of some internal programs and services.

Stakeholder Consultations:

The Amplify Advisory Committee consists of 16 - 20 youth who are actively involved in the planning of the programming throughout the year as well as the weekend festival.

The Advisory Committee has been informed of the proposed Business Case for ongoing funding for the Amplify Program, and also of the Postponed Motions to reduce the funding.

Background:

The City of St. Albert's Amplify Youth Festival began in 2013. Over the last 5 years, participation in the program has steadily increased, as has the number of young artist presenters. Programming has been refined and the skills of the Youth Committee honed. This arts and cultural leadership program uniquely empowers young people to cultivate their talents and leadership skills over a sustained period of time. It is a program that strives for and is achieving success in having a meaningful, lasting impact in the lives of the young people who engage with and in the program. As more and more studies are proving, not only does involvement in the arts foster creativity and engender empathy, but it has measurable positive effects on wellness and, particularly in the case of our young people who are struggling with pressures, self-esteem and mental health issues, encourages individuality, creative courage, sharing, acceptance and leads to a more balanced, vibrant and positive mindset.

In addition to the young artists who present their work in various, mediums and disciplines (ie. visual arts, poetry, spoken word, dance, music) each year and the young people who attend the programming throughout the year; Amplify provides an immersive mentorship and leadership opportunity for the 16 – 20 young people who comprise the St. Albert Amplify Festival Youth Advisory Committee. Contributing

upwards of 60 volunteer hours each, these young people gain practical experience in marketing, event planning, curating, fundraising, grant writing, administration, public speaking and a myriad of other applicable and valuable life skills.

Amplify is more than a two-day weekend Festival. Year-round programming includes:

- Acoustic concerts in and for the community
- Publication of writing anthologies
- Video projects under the guidance of professional videographers
- Visual art installations
- Fundraisers
- “Ted Talk” style events
- Evenings of art and performance
- Social media and marketing instruction and campaigns
- Hands on learning with professionals in the areas of technical production

The Amplify program is in line and works actively in the community to support the City's Pillars of Sustainability:

Social – We are a friendly and inclusive community of passionate equals, where everyone feels a sense of belonging. We believe that community starts with the person next door.

Culture – We are proud of our storied history that has fed and nurtured our festive and culturally-rich community.

This is also an initiative that is identified in the Cultural Master Plan as a priority by:

- addressing programs to nurture and develop young artists and the provision of an annual Youth Festival.
- Increasing and deepening cultural participation through nurturing the next generation of participants.

Amplify						
Area/Detail	2014	2015	2016	2017	2018	Total
Annual Program participation	400	794	814	904	1,459	4,372
Weekend Festival Attendance	400	320	250	381	459	958
# of Young artists presenting their art	30	79	94	100	88	403
Participation in Collaborative Art Project	-	400	500	300	400	1,600
# Volunteer Hours from Committee	1,082	1,019	867	942	1,300	5,210

Amplify is currently included in the Council approved City of St. Albert Services and Service Level Inventory:

C-FS-05 Budget and Taxation Guiding Principles Schedule 1			
City of St. Albert Services and Service Levels Inventory - April 2018			
Community Events			
Service Name	Service Definition	Service Component	Current Service Level
Community Festival Hosting	The coordination and delivery of arts and cultural events to celebrate, engage and expose the community to the arts and culture.	Amplify Youth Festival	Provide arts and cultural workshop, project, performance and entertainment opportunities for students grade seven to age 21.
		Northern Alberta International Children's Festival	Organize an annual 6-day arts and cultural festival in downtown St. Albert for school children and families.

Amplify impacts both the cultural and social health of the City:

- Cultural participants are 50% more likely to be involved in other community activities.
- Arts-rich communities have 18% less serious crime and 14% fewer reports of abuse and neglect. (*Americans for the Arts, 2018*)