

May 4, 2020 Council Meeting

Agenda Item B.1 Deputations / Presentations

B.1 Deputation: Tom and Tracey Strnad, The Blue Mountains Creator Space

Re: Request for In-kind/donated Community Centre and Small Hall Rentals for holding free Digital Arts Workshops for the Community of The Blue Mountains.

B.1(a) Powerpoint Presentation to Council

B.1(b) Deputation Video: https://drive.google.com/open?id=1prwWMDyQDk0M-E-4jC8aF_eeiKNAv5dY

Driving the Public to Create, Learn and Explore Digital Art

Tracey Strnad, Tom Strnad

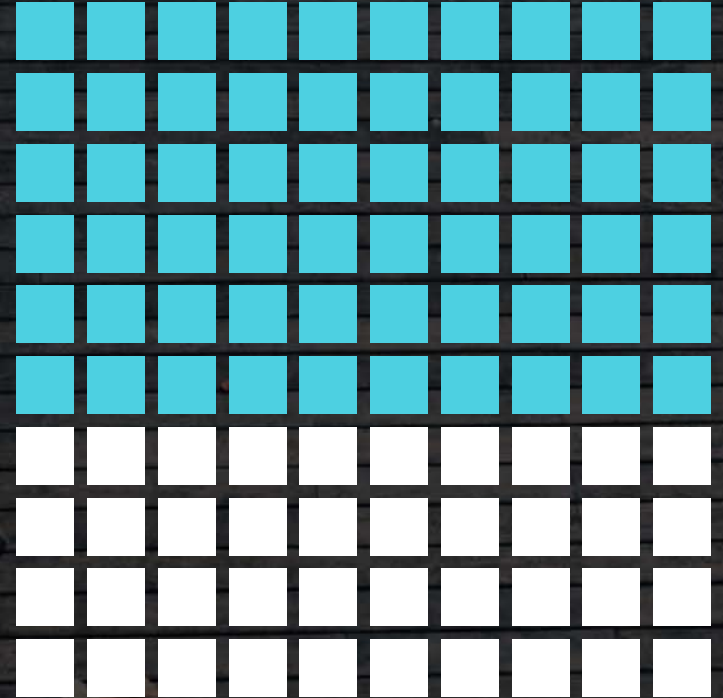




There is an ongoing digital transformation and disruption in society (also impacts the arts)

Problem?

The uneven distribution of digital infrastructure and access across the population -- urban populations can engage more fully with the digital world than rural ones



A close-up photograph of a person's hands, wearing a dark long-sleeved shirt, sketching on a light-colored wooden table with a pen. The background is blurred, showing some greenery and a red object. The text 'Arts & Culture Industry' is overlaid in white.

Arts & Culture Industry

Ontario Economy =
\$25 billion (3.3% of
GDP 2017)

Over 300,000 jobs

Source: StatsCan



Impact on The Arts

Competitiveness +
discoverability



Impact on The Arts

The evolving role of
intermediaries,
curators and
programmers



Impact on The Arts

Multi-format and
transmedia works



Impact on The Arts

Social media,
marketing and
fundraising,
crowdfunding



**Should
we
adapt?**



The Blue Mountains
CREATOR SPACE
Digital Arts Lab



Conseil des arts
du Canada

Canada Council
for the Arts



The Blue Mountains
PUBLIC LIBRARY



Mission:

**Provide the public with
access to the skills + tools
to create, learn and
explore digital art**

Create

Learn

Explore

Digital Art



Digital Video



Digital Sound



Digital Design



Digital Photo



July 2019 - June 2020

200+ Workshops

500 Unique Attendees

250 Members

10 Monthly Artist Seminars

2 Full-time jobs

8 Part-time jobs

Our instructors



Josh Maitland

Sound Recording: owner of Red Room Recordings with a commercial recording studio in Thornbury



Ben McMillan

Illustration: Professional digital illustration artist, cartoonist, known for work on TVO shows



Tjaling Halbrtsma

Photography: Accomplished local photographer, award winning work



Tom Strnad

Video: Professional filmmaker with over 20 years of industry experience

Our partners

The Blue Mountains
Creator Space is
supported by The
Canada Council for The
Arts in partnership with
The Blue Mountains
Public Library



Conseil des arts
du Canada

Canada Council
for the Arts



The Blue Mountains
PUBLIC LIBRARY



The Blue Mountains
CREATOR SPACE
Digital Arts Lab

The team



Tom Strnad

Project manager, lead
instructor



Tracey Strnad

Project manager, creative
direction

Funding model

Year 1 funding model for
pilot project

July 2019 - June 2020



Conseil des arts
du Canada

Canada Council
for the Arts

\$220,000



The Blue Mountains
PUBLIC LIBRARY

\$25,000

In Kind Services



Conseil des arts
du Canada

Canada Council
for the Arts

\$220,000

Digital Strategy Fund

- Stimulate the digital transformation of the arts sector in Canada
- Focus on collaboration, partnership and networking;
- Open-mindedness, and willingness to share knowledge, results, ideas and lessons learned; our findings are open-source
- experimentation, risk-taking and iterative development.



\$25,000

- \$25,000 investment = \$50,000 of equipment owned by BMPL (one time spend)
- Dedicated digital arts lab for the community
- Programming for Seniors, Youth and Children with a focus on Digital Arts Training and Youth Retention



- Gallery space + board room rental
- Computer system (loan system through BMPL)
- Staff time (equipment loan admin)

In Kind Services

Funding model

Current vs. future funding



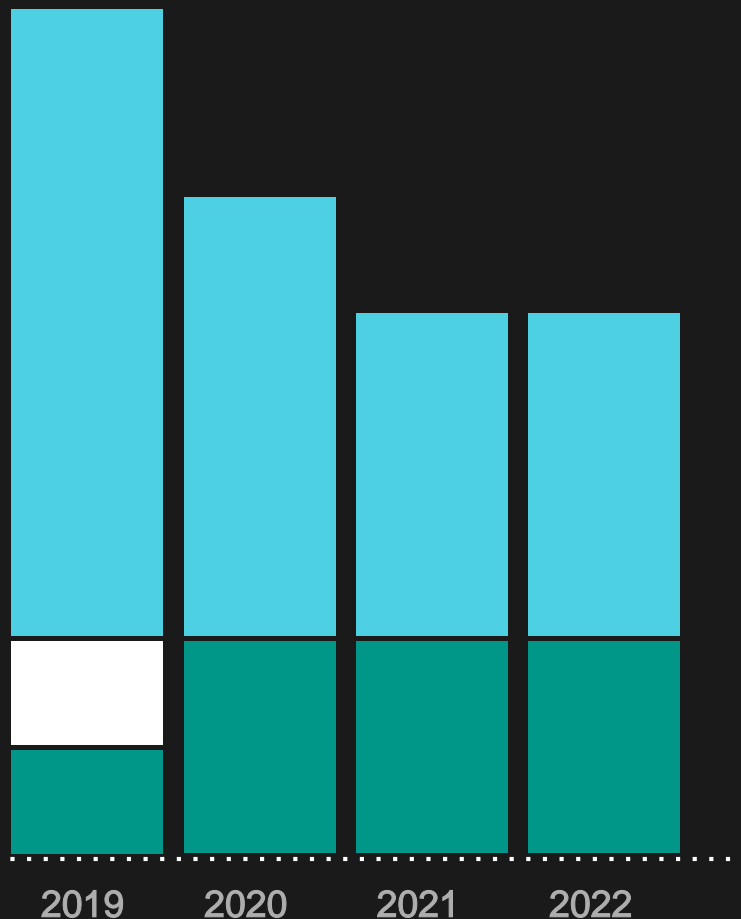
Conseil des arts
du Canada

Canada Council
for the Arts



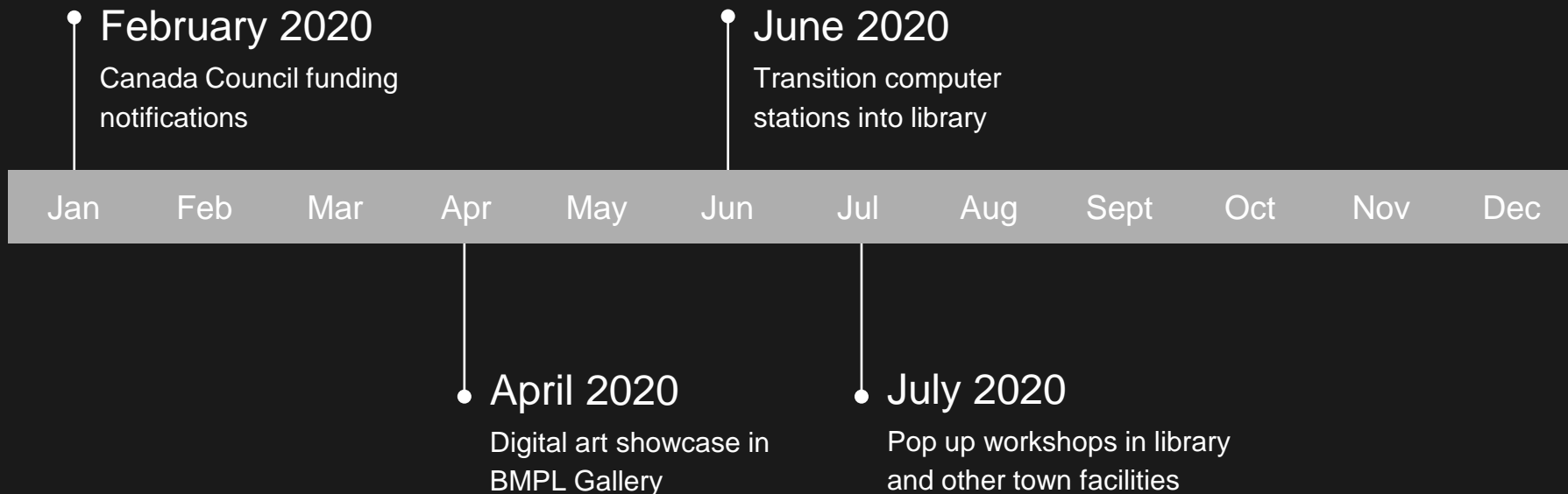
The Blue Mountains
PUBLIC LIBRARY

In-kind



Looking ahead

What will the next year look like?



Annual Rental Subsidization Request

- 20 Weekend Day Rentals in Craigleith Community Centre - \$2825
- 40 Weekday Rentals in Craigleith Community Centre - \$3616
- 40 Full Days in Beaver Valley Community Centre - Small Hall - \$5198
- 20 Full Days in Beaver Valley Community Centre - Large Hall - \$4972
- 20 Weekend Day Rentals in Ravenna Small Hall - \$2825
- 40 Weekday Rentals in Ravenna Small Hall - \$3616

TOTAL RENTAL SUBSIDIZATION REQUEST: \$23,052

Funding model

Years 2-3 funding model for
Mobile Digital Arts Lab

July 2020 - July 2022

South Georgian Bay network that
consists of The Blue Mountains,
Collingwood, Meaford, Clearview
and Wasaga Beach



Conseil des arts
du Canada

Canada Council
for the Arts

\$318,000



The Blue Mountains
PUBLIC LIBRARY

In Kind

SGB Towns In Kind

TOWN OF THE BLUE MOUNTAINS

\$23,052 In Kind Rentals

- = \$600,000 TBM Creator Space Project Budget
- = \$10,000 of additional equipment owned by BMPL
- = Over 500 Mobile Digital Arts Workshops
- = Continued Access to digital arts lab for the community



The Blue Mountains
CREATORSPACE
Digital Arts Lab

tbmcreatorspace.com