



# Staff Report

## Administration

---

**Report To:** Council  
**Meeting Date:** May 19, 2020  
**Report Number:** FAF.20.093  
**Subject:** The Blue Mountains Creator Space Request Follow-up Report  
**Prepared by:** Tim Hendry, Manager of Communications and Economic Development

---

### A. Recommendations

---

THAT Council receive Staff Report FAF.20.093, entitled "The Blue Mountains Creator Space Request Follow-up Report";

AND THAT Council consider the request by The Blue Mountains Creator Space for in-kind facility rentals for the Phase 1 program outlined in Attachment 3 in the amount of \$6,040;

AND THAT Council direct that The Blue Mountains Creator Space Requests for Phase Two and Phase Three be directed through the Grants and Donations Committee.

### B. Overview

---

This report provides additional information regarding The Blue Mountains Creator Space as it relates to an in-kind funding request, following Council's direction at the May 4, 2020 Council meeting.

### C. Background

---

On May 4, 2020 The Blue Mountains Creator Space provided a pre-recorded deputation to Council requesting in-kind facility rentals at various Town facilities for the purpose of holding free Digital Arts Workshops for community members. The request, in total, was \$23,052 of in-kind facility rental.

At the same meeting, staff presented report FAF.20.083 entitled, "The Blue Mountains Creator Space Request" which provided Council with two (2) options to consider.

Council, in reviewing The Blue Mountains Creator Space requested the following:

- Additional information relating to the grant application from The Blue Mountains Creator Space to the Canadian Council for the Arts
  - Specifically, Council requested clarification regarding if the grant is conditional upon receiving the \$23,052 of in-kind facility rentals from the Town.

- Confirmation if facility rental requests would extend beyond the 2020 calendar year
- Consideration regarding unavoidable noise at the Beaver Valley Community Centre and potential impact to The Blue Mountains Creator Space activities as a result of concurrent facility bookings
- Facility/location offerings throughout the community, beyond what has been identified

In response to the report, and considering the additional requested information, Council resolved as follows:

Moved by: Paula Hope

Seconded by: Rob Potter

THAT Council receive Staff Report FAF.20.083, entitled “The Blue Mountains Creator Space Request”;

AND THAT Council directs the Manager of Communications & Economic Development, Director of Finance & IT Services, and The Blue Mountains Library Chief Executive Officer to provide a follow-up report regarding The Blue Mountains Creator Space Request, including an analysis of the previous request and the current request, to the May 19, 2020 Council Meeting, for Council consideration, Carried.

## **D. Analysis**

---

In speaking with Tom Strnad, the request for in-kind facility space has been amended to focus primarily on rentals at the Ravenna Hall and the Craighleith Community Centre. In addition, the request for space at the Beaver Valley Community Centre has been reduced. Attachment 3 to the report details the new request for in-kind facility space in the 2020 calendar year, in addition to providing details regarding the 2021 and 2022 calendar years.

The analysis section of this report has been divided into three sections to represent the feedback requested by Council from the respective departments.

### **Economic Development & Business Development**

To provide Council with additional information, Town staff contacted Tom Strnad, Lead Digital Artist for The Blue Mountains Creator Space with four clarification questions. The questions and direct responses from Tom Strnad are included as Attachment 1 to this report.

In addition, Attachment 2 to the report provides additional information regarding the grant application from The Blue Mountains Creator Space to the Canadian Council for the Arts.

From a business development perspective, the work and mandate of the Blue Mountains Creator Space and the Mobile Digital Arts Lab is a positive and beneficial addition to the local community. The programs and workshops offered by the Blue Mountains Creator Space play a beneficial role within increasing access and hand-on learning opportunities to digital tools, programs and software for residents in The Blue Mountains. There is a strong creative economy in the Town of The Blue Mountains and the work of the Blue Mountains Creator Space provides a value-added benefit to both residents and business owners.

### **Communications**

The Town of The Blue Mountains operates and maintains a community events calendar on the Town websites. The Town welcomes all members of the public to add their community events to the calendar. Every Tuesday, a weekly events email is sent to residents that have subscribed to receive event related emails. In addition, the Town actively promotes local community events on the corporate Town Twitter account and on the digital screen inside the lobby at Town Hall. Adhering to the guidelines, all of the above communication opportunities are available to help promote the Blue Mountains Creator Space programs, workshops and community events.

The Blue Mountains Public Library also includes the workshops and events in their monthly e-newsletter and in their Events Calendar. This relationship will continue through this grant and these programs will continue to be promoted internally as BMPL technology events.

### **Director of Finance & IT Services**

The 2019 approved budget did include \$250,000 under contract services for Canadian Art Grant Equipment. The funding was \$25,000 taxation and \$225,000 from the Canadian Art Grant.

### **The Blue Mountains Public Library Chief Executive Officer**

As a lead partner with TBMCS, the Blue Mountains Public Library (BMPL) will continue to act as the home location for the equipment and provide all circulating materials held either by TBMCS or BMPL (per the 2019 grant). BMPL has looked at the additional space needs and have provided addition hours at both the LE. Shore and Craighleith Heritage Depot for programs. This has significantly decreased the ask. Some days and hours are still required at BVCC, Ravenna Hall, and CCC in order to meet the expansion of this program.

The types and quantity of programs will be considered when these bookings are being made so that internet or sound is not an impeding factor to successful programs. Many programs are not contingent on these issues, and therefore can occur throughout TBM facilities in the east/west and rural locations.

Having spoken to the TBM/BMPL auditor, it was determined that the 2019 draft audit should not be amended to show a due to of equipment, as the MOU between TBMCS and BMPL expressly identifies this relationship. TBM Finance staff and the BMPL CEO will be working in May to complete this transfer, insure said items previously insured by TBMCS, and design an amortization schedule. BMPL legally takes position on June 1, 2020 and has been the home location housing the equipment held by TBMCS since their purchase in 2019. These assets will show on the 2020 audit, per KPMG recommendation.

## **E. The Blue Mountains Strategic Plan**

---

- Goal #1: Create Opportunities for Sustainability  
Objective #1 Retain Existing Business  
Objective #2 Attract New Business  
Objective #5 Improved Visibility and Local Identity
- Goal #2: Engage Our Communities & Partners  
Objective #3 Strengthen Partnerships

## **F. Environmental Impacts**

---

No environmental impacts are anticipated as a result of this report.

## **G. Financial Impact**

---

The Town's 2020 Budget does include an amount for subsidies for the use of facilities within the Town.

## **H. In consultation with**

---

Ruth Prince, Director of Finance & IT Services

Dr. Sabrina Saunders, Chief Executive Officer, The Blue Mountains Public Library

## **I. Public Engagement**

---

The topic of this Staff Report has not been subject to a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. However, any comments regarding this report should be submitted to Tim Hendry, [economicdevelopment@thebluemountains.ca](mailto:economicdevelopment@thebluemountains.ca).

## **J. Attached**

---

1. The Blue Mountains Creator Space- Clarification Questions
2. The Blue Mountains Creator Space – Digital Strategy Fund
3. The Blue Mountains Creator Space – Multi-Phase Initiative Details

Respectfully Submitted,

---

Tim Hendry  
Manager of Communications and Economic Development

---

Shawn Everitt  
Chief Administrative Officer

For more information, please contact:  
Tim Hendry  
[economicdevelopment@thebluemountains.ca](mailto:economicdevelopment@thebluemountains.ca)  
519-599-3131 extension 282

**From:** Tom Strnad <[REDACTED]>  
**Sent:** Sunday, May 10, 2020 1:15:08 PM  
**To:** Tim Hendry <[REDACTED]>  
**Cc:** Ryan R. Gibbons <[REDACTED]>; Aaron McMullen  
[REDACTED]; Tracey Johnston [REDACTED]; Sarah  
Merrifield <[REDACTED]>  
**Subject:** Re: Additional Information

Hello Tim,

Thanks for your email and I would be happy to provide the requested answers to these questions.

I would like to start by noting that after consulting with our steering committee, we have determined that we can expand the usage of LE Shore The Blue Mountains Public Library and Craigleith Heritage Depot for mobile digital arts lab session and as such we have reduced the overall in kind rental request to \$6040 for the first 8 month phase. This is a request for \$4530 of in kind rentals by the Town of The Blue Mountains during the 2020 calendar year. I am attaching a detailed breakdown of the number of days at each hall and facility along with a comprehensive 2020, 2021, 2022 calendar year breakdown of in kind rental amounts as they relate to these requested amounts of days.

Re your questions:

**Is the \$318,000 grant from the Canadian Council for the Arts conditional on receiving approval for the \$23,052 in-kind facility request from Council?**

The Canada Council grant is conditional on the confirmation of additional location access points to facilitate the Mobile Digital Arts Lab project and strategy. This is based on a model whereby participating towns provide in-kind municipal spaces to conduct these free workshops at, and in exchange the participating towns receive additional digital arts equipment and over \$600,000 in digital arts workshops in their community over 2 years. As such the condition is based on additional workshop spaces throughout the Town of the Blue Mountains that include both library locations and ideally the three community centre/small halls of Craigleith, Ravenna and Beaver Valley. It is not a condition to have all of these additional town facilities but it could be determined by the Canada Council for the Arts, that without any of these additional town facilities that the reach is not expanding beyond library spaces, as proposed and approved by the Grants jury in the project overview attached as a PDF.

**Our understanding is that the \$23,052 in-kind facility request was for the 2020 calendar year. Is there or will there be a request for in-kind facility space in 2021 or 2022?**

The revised in-kind facility request for the 2020 calendar year has been modified to reflect the 6 months of Phase 1 and as such it is for \$4530. The additional in-kind facility request for 2021 is \$6223 (based on 2 months for Phase 1 and 10 months for Phases 2 and 3), and for 2022 is \$2828 (based on the final 6 months of Phase 3). The total in-kind facility request for the entire 2 year, 3 phase project from July 2020-June 2022 is \$13581.

**The Beaver Valley Community Centre is a multiuse facility. As such, it is likely that other activities such as pickleball or a commercial kitchen rental may be taking place at the same time as a Blue Mountains Creator Space workshop. Would the noise associated with the other activities impact the workshops of the Blue Mountains Creator Space?**

The nature of community access workshops in pop-up spaces requires the need to be able to adapt and while other sounds are not ideal, we have managed to work around and hold workshops with major conferences at the Gallery at LE Shore and with full auditorium use at the Marsh Street Centre while

conducting computer workshops in the basement. We have also determined that BVCC would primarily be used for activities not involving sound recording such as digital cinematography workshops, digital virtual reality editing workshops and digital photography workshops.

**Has the Blue Mountains Creator Space considered hosting workshops at any other facilities and locations throughout the Blue Mountains community?**

The additional locations will actually primarily consist of Craigleith and Ravenna with the modified in-kind rentals as outlined. 88% of the In-Kind rental request days will take place in Craigleith and Ravenna Small Halls. This provides a bus route accessible location at Craigleith through the Community Centre and also a rural access point at Ravenna Hall that is accessible to residents on top of the escarpment. Further access will be offered through live streaming of the workshops and our workshop video channel on YouTube that will offer more access to anyone throughout The Blue Mountains. The addition of expansion to other library communities in Collingwood, Meaford, Wasaga Beach, Clearview Township and/or The Grey Highlands, further promotes more access points based on closer driving distances to citizens of The Blue Mountains. All workshops will be available to anyone in these participating neighbouring communities to assist with better access throughout this project. We also conduct outdoor workshops and will be seeking to expand that for the next 2 years as well, providing real life digital arts environments.

**Business and economic impact of the TBMCS Mobile Digital Arts Lab in The Blue Mountains:**

The Town of the Blue Mountains is the central hub and lead partner for this project and as such it positions its citizens for the greatest access to the digital arts lab and all of the equipment and workshop offerings. The Blue Mountains Creator Space is focused on public engagement and access to the digital arts. As such the workshops and project goals are to enhance artistic use and exploration of the digital arts. However, this provides vital training and experience for citizens to utilize in creating their own digital arts business, applying what they have learned to help the business community or to pursue corporate digital arts based business opportunities. Digital arts skills learning are part of a larger ecosystem of the creative economy that provide well paid jobs and represent over 3% of Ontario's GDP.

As mentioned previously, lack of WiFi at Ravenna and/or Craigleith Community Centre, does not impact our mobile digital arts lab as all software is pre-installed and works without internet requirements. We only require electricity for the equipment with most of it being able to run off internal batteries as well, complementing the mobile capabilities of the digital arts lab.

Should you have any questions please let me know and I would be happy to address these.

**Tom Strnad**

**Lead Digital Artist**

**THE BLUE MOUNTAINS CREATOR SPACE**

[www.tbmcreatorspace.com](http://www.tbmcreatorspace.com)

**TBMCS MOBILE DIGITAL ARTS LAB**  
**Canada Council for the Arts: Digital Strategy Fund**  
**Multi-Phase Project Details**

TBMCS Mobile Digital Arts Lab is a three phase, 24 month initiative that will enhance the existing The Blue Mountains Creator Space (TBMCS) to scale up and optimize the initiative to offer greater public access and engagement to the digital arts in the South Georgian Bay Region by providing a new mobile digital arts lab solution. The TBMCS Mobile Digital Arts Lab will consist of free/low cost rotating locations with digital arts computer workstations, equipment and learning, that will lead to a turnkey digital arts lab solution that can be accessed by all South Georgian Bay residents through existing libraries, halls and community centres.



**Organization: The Blue Mountains Creator Space**

**Project: TBMCS Mobile Digital Arts Lab (Multi-phase initiative)**

**Update of Request: May 8, 2020**

**Request: In-kind municipal public spaces to conduct mobile digital arts lab sessions and workshops that are free to access by the citizens of The Blue Mountains.**

**Total Request:**

**PHASE ONE: July 2020-February 2021 (Phase 1 = 8 Months)**

8 Weekend Days in Craigleith CC (1 Day a Month) -  $\$130 \times 8 = \$1040$

20 Weekdays in Craigleith CC (2-3 Days a Month)-  $\$85 \times 20 = \$1700$

8 Weekend Days in Ravenna (1 Day a Month) -  $\$130 \times 8 = \$1040$

16 Weekdays in Ravenna (2 Days a Month) -  $\$85 \times 16 = \$1360$

4 Full Days in Beaver Valley CC - Small Hall (1 Day Bi-Monthly) -  $\$115 \times 4 = \$460$

2 Full Days in Beaver Valley CC - Large Hall (1 Day Per 4 Months) -  $\$220 \times 2 = \$440$

**TOTAL FOR PHASE ONE: \$6040\* (\$755/Month)**

**PHASE TWO: March 2021-October 2021(Phase 2 = 8 Months)**

8 Weekend Days in Craigleith CC (1 Day a Month) -  $\$130 \times 8 = \$1040$

8 Weekdays in Craigleith CC (1 Day a Month) -  $\$85 \times 8 = \$680$

8 Weekend Days in Ravenna (1 Day a Month)-  $\$130 \times 8 = \$1040$

4 Weekdays in Ravenna (1 Day Bi-Monthly)-  $\$85 \times 4 = \$340$

2 Full Days in Beaver Valley CC (1 Day Per 4 Months)- Small Hall -  $\$115 \times 2 = \$230$

2 Full Days in Beaver Valley CC (1 Day Per 4 Months) - Large Hall -  $\$220 \times 2 = \$440$

**TOTAL FOR PHASE TWO: \$3770 (\$471.25/Month)**

**PHASE THREE: November 2021-June 2022 (Phase 3 = 8 Months)**

8 Weekend Days in Craigleith CC (1 Day a Month) -  $\$130 \times 8 = \$1040$

8 Weekdays in Craigleith CC (1 Day a Month) -  $\$85 \times 8 = \$680$

8 Weekend Days in Ravenna (1 Day a Month)-  $\$130 \times 8 = \$1040$

4 Weekdays in Ravenna (1 Day Bi-Monthly)-  $\$85 \times 4 = \$340$

2 Full Days in Beaver Valley CC (1 Day Per 4 Months)- Small Hall -  $\$115 \times 2 = \$230$

2 Full Days in Beaver Valley CC (1 Day Per 4 Months) - Large Hall -  $\$220 \times 2 = \$440$

**TOTAL FOR PHASE TWO: \$3770 (\$471.25/Month)**

\*Additional days in Phase 1 based on prototype workshop development that will be streamlined for future phases, requiring less rental days.

**TOTAL IN KIND RENTALS 2020 (6 Months Phase 1): \$4530**

**TOTAL IN KIND RENTALS 2021 (2 Months Phase 1, 10 Months Phase 2/3): \$6223**

**TOTAL IN KIND RENTALS 2022 (6 Months of Phase 3): \$2828**

**TOTAL IN KIND RENTALS (Complete 2 Year Project): \$13581**

**Legend:**

Beaver Valley Community Centre - Small Hall - \$115 Per Day

Beaver Valley Community Centre - Large Hall - \$220 Per Day

Craigleith Community Centre - Weekday - \$85 Per Day

Craigleith Community Centre - Weekend - \$130 Per Day

Ravenna Small Hall - \$85 Per Day

Ravenna Small Hall - \$130 Per Day