

# **Prepared for the Citizens of the County of Brant**

## **BRANT ARTS, CULTURE AND HERITAGE STEERING COMMITTEE**

**September, 2002**

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Brant Arts, Culture and Heritage  
Steering Committee**

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### **Executive Summary**

The purpose of the Market Study was threefold. First, it would assess the perceived values, needs and preferences of County of Brant residents for arts, cultural and heritage activities. Second, it would engage individuals and organizations involved the arts, culture and heritage communities in an examination of their current and future needs for both support and facilities. And thirdly, it would begin to explore the current capacity to facilitate and promote access to these arts, culture and heritage activities within the County of Brant.

To ensure the most accurate and descriptive final results, it was important to generate a market study that was responsive to a variety of validity and reliability requirements. The research design combined the collection of quantitative data (e.g. service use statistics, financial data, etc.) with more qualitative survey-based data collection techniques. Professional social research software made it possible to compile the data and undertake critical analysis. The administration of research activities was a collaborative process involving project staff, Steering Committee members, and professional research supports from the Brant Community Social Planning Council and Monteith Planning Consultants.

A number of themes emerged from the results of the BACH Market Study. First, the importance of the relationship between culture and community was identified. In rural areas, arts, cultural or heritage activities are often less prominent or visible. Yet, when County residents were asked to comment on the value and importance of art, culture and heritage to themselves and their community, they indicated they were active participants and ranked these activities as very important to balanced and quality community life. It is this combination of culture and community that is the foundation of community integrity.

Within the new County of Brant there remain strong regional identities. This 'sense of place' is recognized and valued both by residents and arts, culture and heritage groups alike as an important social asset, unique to the County of Brant.

Residents of the County of Brant are active participants in arts events and activities. The typical County household attends an average of 3 events, productions, exhibitions or programs per year. But, half of them spend their time and money on arts, culture or heritage activities outside of Brant County.

County residents place as much value on cultural spaces as they do more traditional public facilities, such as arenas, community halls and parks. The availability of facilities for art, culture and heritage activities is at least as important to quality of life as the provision of other public use facilities. Live performance and exhibition facilities were identified by residents as the cultural space most in need of expansion or development in the County of Brant.

The need to develop new cultural space was also strongly emphasized by arts, culture and heritage interests. Access to low cost, shared studio space and public space for performances and exhibitions remains a major unmet need both for individual artists and community arts, culture and heritage groups. Determining what these facilities should comprise and to what extent is a logical next step for the community.

A number of formal recommendations are presented for consideration:

- 1) That a feasibility study, drawing on the results of the 2002 Market Study, be undertaken to identify the specific facility requirements of County of Brant arts, cultural and heritage groups and the using public.

Specifically, this feasibility study should:

- a) Explore the most effective means for accommodating the functional requirements of those operating in the art, culture and heritage sector;
- b) Focus on a facilities model that will promote the use of shared space for these multiple purposes and which can support a variety

of exhibit, live performance  
and museum uses.

2. That the current BACH Project be expanded to include the initiation and management of this feasibility study.
3. That the Brant Arts, Culture and Heritage Steering Committee continue to build new partnerships within the community in support of these new objectives.

## **1.0 Background and Purpose**

The 2000 County of Brant Recreation Master Plan<sup>[1]</sup> noted that the rate of participation by County residents in performing and visual arts activities was equal to rates of participation in golf, social business/community clubs, skating or hockey and baseball or softball. Similarly, participation in community festivals, fairs and events was equal to cycling and swimming. Only walking was an activity with a higher participation rating. The most frequently requested programs by individual respondents were for indoor swimming, fitness classes and other ‘non-sport’ arts, crafts and cultural activities. While comprehensive, the Recreation Master Plan did not undertake any additional measures of the nature or extent of arts and cultural needs within the County of Brant.

### **The Need for an In-depth Market Study of Arts and Culture**

The lack of definition and understanding of the depth of arts and cultural issues in the community motivated the Friends of Paris Culture to host a meeting with other arts and cultural groups in the fall of 2001. The Friends of Paris Culture had already been cultivating a vision for the future development of multi-purpose space(s) to serve as theatre workshop and performance space, a home for music and theatre groups, a place for meetings and workshops and gallery space for heritage and arts exhibitions. Situated somewhere in the County of Brant, they further envisioned the use of restored heritage or other pre-existing built spaces as the most sustainable option for housing such activities. All in attendance agreed there was a need to study arts and culture, but were unsure how to proceed.

In January 2002, a formal Steering Committee was established, as a first step in beginning to formulate a plan for action. Known as the Brant Arts, Culture and Heritage (BACH) Steering Committee, it comprised representatives from the Paris Performers Theatre, the County of Brant, the Brant Community Social Planning Council, the Paris Chamber of Commerce, and three citizens from within the County of Brant.

A market study was recommended as the first step in gathering “snapshot data” to measure current and future needs for arts, culture and heritage activities in the County of

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<sup>1</sup> County of Brant Recreation Master Plan, Monteith Planning Consultants, Urban & Regional Planners, 2002.

Brant. Funding was sought from the Ontario Trillium Foundation in support of the study. The Friends of Paris Culture agreed to act as the lead agency for the project. As the market study took shape, a number of other community resources were approached by the Steering Committee for assistance. These included organizations such as the St. George/South Dumfries Trade and Tourist Association, Kindred Spirits, Paris Museum and Historical Society, Paris Agricultural Society, Information Brant, Paris Pipe Band, Paris District High School, and Laurier Brantford.

### **Developing a Community-Based Support Structure for the Study**

In January, 2002, with the support of these groups, Friends of Paris Culture received a grant from the Ontario Trillium Foundation of \$18,000.00 towards the completion of a market study. In April, Human Resources Development Canada approved a Job Creation Partnership totalling \$37,452.00. Special funding of \$1,750.00 was also received from the County of Brant.

In support of project activities, office space was secured at 12 Mechanic Street in Paris. One immediate spin-off of the project was a partnership formed with a Paris arts group to maximize the shared use of the office space. Kindred Spirits and the BACH Project formed an agreement to set-up the front section of the office as a retail gallery space in exchange for decorating and the design of a corporate image. Kindred Spirits held a logo contest for members and the design by local artist Rita Milton was chosen by the BACH Steering Committee<sup>2[2]</sup>. Kindred Spirits managed the office on weekends providing seven day operation throughout the months of June, July and August. Since these are also prime tourist months, the BACH Project formed a partnership with the County of Brant to offer tourist information for the 2002 summer season.

### **Overall Purpose of the Study**

The purpose of the Market Study was threefold. First, it would assess the perceived values, needs and preferences of County of Brant residents for arts, cultural and heritage activities. Second, it would engage individuals and organizations involved the arts, culture and heritage communities in an examination of their current and future needs for both support and facilities. And thirdly, it would begin to explore the current capacity to facilitate and promote access to these arts, culture and heritage activities within the County of Brant. The specific research objectives for the study period were:

- To create an inventory of organizations and individuals art, culture and heritage in Brant County, including the County of Brant and City of Brantford.

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<sup>2</sup> Rita chose Johann Sebastian Bach as a central image for her design because of his belief that through his music, he could serve his church, community, principality and his individual patrons. The music incorporated in the design begins slowly and through rhythmic movements speeds up in tempo. In the music language it reads BAC, BAC, BAC with the notes slowly evolving into the cobblestones till they become indistinguishable. The cobblestone wall was chosen because Brant County contains outstanding examples of these types of structures. The cobblestone wall also represents craftsmanship, the endurance of architectures and use of local materials to create something beautiful that stands the test of time, just like Bach's music.

- To identify the unique characteristics of arts, culture and heritage as they relate specifically to the County of Brant
- To identify the specific needs of organizations and individuals within the arts, cultural and heritage community in the County of Brant
- To understand the value of arts, culture and heritage to residents of the County of Brant and their felt need for such activities in relation to other leisure, recreational and economic factors.

## **2.0 Methodology**

To ensure the most accurate and descriptive final results, it was important to generate a market study that was responsive to a variety of validity and reliability requirements. The research design combined the collection of quantitative data (e.g. service use statistics, financial data, etc.) with more qualitative survey-based data collection techniques. The development of specific research activities was a collaborative process involving project staff, Steering Committee members, and professional research supports from the Brant Community Social Planning Council and Monteith Planning Consultants.

### **Compilation and Management of Study Data**

The compilation and statistical analysis of all survey-based findings was achieved with the use of SPSS/PC+ for Windows software, provided by the Brant Community Social Planning Council. This software is considered the most sensitive and powerful database management and statistical analysis software for social research available in the marketplace. It has the capacity to analyze both numeric and nominal (e.g. words and phrases) and produce summary data which is easy to convert for use in research reporting. Where questions of significant difference, relationships or predictability were raised from the data, SPSS/PC+ was also used to perform bivariate and multivariate analyses.

Other information databases, including an inventory of individuals and organizations involved in arts, culture and heritage activities, were compiled using Microsoft Excel database software (Microsoft Office 2000).

#### **2.1 Arts, Culture and Heritage Database**

To better describe the extent of the arts, culture and heritage community within the County of Brant, an informational database was created using public source information. The database incorporated information both from individuals who self-identified as involved in an arts, culture or heritage vocations and from formal organizations.

Traditionally, arts, cultural or heritage organizations in Brant County have functioned without defined geo-political boundaries. On this basis, the database comprises information from throughout Brant County, including both County of Brant and City of

Brantford municipal areas. As of September, 2002, the database contained a total of 450 records.

The newly developed arts, culture and heritage database was immediately useful to the study in two distinct ways. First, it provided a more accurate context for assessing the current nature and extent of the arts, culture and heritage community within Brant County. Second, it provided a comprehensive distribution list for two separate survey instruments designed to gather more specific information on factors such as the specific economic activity being generated by these groups and other capacity they may be contributing back to communities within Brant County. Section 2.2 provides details on the administration of these surveys.

## 2.2 Survey of Individuals and Organizations Involved in Arts, Culture and Heritage Activities

A total of 214 organizational surveys and 426 individual surveys were mailed on May 15, 2002. Organizations that represented collectives of individuals generously permitted the distribution of individual surveys to their membership. The Brant Musicians Guild, Brant Music Teachers Association, Brant Visual Artists Guild, Kindred Spirits Artisans of Paris, Woodlawn Cultural Centre, Brant Bonsai Society, Brant Writer's Circle and Women's Institutes of Brant County assisted in the distribution of surveys to individual artists/artisans and musicians/ music teachers. Questions asked of organizations and individuals within the arts, culture or heritage community of Brant County focused on two key areas of investigation:

- 1) What is the current magnitude and scope of the activity in arts, culture and heritage in Brant County?
- 2) What does the arts, culture and heritage community contribute both socially and economically the County of Brant?

## 2.3 Survey of County of Brant Residents

To measure public participation in and preference for arts, culture and heritage in the County of Brant, a self-administered written survey was developed for broad distribution to a random selection of County of Brant residents. There were three principal research questions to be addressed by each respondent. The first area of enquiry would measure the degree to which residents may already participate in arts, culture and heritage activities within the County of Brant. The second set of questions sought to compare these participation patterns with other activity patterns in the community. And, the third set of research questions attempted to gauge public perception of the value and importance of the arts, culture and heritage in the County.

To generate the sample and design the survey, the firm of Monteith Planning Consultants (Urban and Regional Planners) was engaged to develop a survey format and recommend a sampling technique to help secure a respondent sample considered representative of the County of Brant population. The decision to generate a mail survey was considered more

economical than telephone surveys, as more questions could be asked and interviewer bias eliminated. Respondents would also have more time to consider survey questions and complete the questionnaire when doing so in the comfort of a home environment.

### 2.3.1 Sampling

Sampling involves the selection of a group of households that accurately represent the larger community. With any survey of this magnitude that is intended to provide inferences on an entire population, it is imperative that efforts be taken to ensure randomization and accuracy with the sample. A random sample size of 2500 households was recommended<sup>3[3]</sup>. The 1996 Census data indicate that there were 10,055 private households in the County; therefore, one survey would be distributed to approximately one in every four households.

Survey research firms traditionally have access to vast databases that are generated from telephone books and contain full mailing addresses. It was recommended that the sample for the resident survey be drawn from such public source data, with the assistance of a recognized research firm. A balanced and proportionate random sample of 2,393 households was generated by ASDE Survey Sampler from Hull, Quebec. The sample was set up to eliminate unnecessary listings (e.g. business listings). While the information in the databases was relatively complete, it did not include new listings (those moving with the past year or household with unlisted telephone numbers). On the downside, the number of “Address Unknown” returns is often higher in a rural area as opposed to urban areas. However, on the upside, the sample also included residents who may have been residing in rented housing. Overall, the mailed survey sample was considered 95% accurate and was proportionate to the distribution of households throughout the County<sup>4[4]</sup>.

Table 2.3.1 illustrates the number of households in the County’s former municipalities based upon the 1996 census data:

Table 2.3.1: Number of Private Households – Former Municipal Areas of County of Brant (1996)

<b>Former Municipality</b>	<b>Private Households (1996)</b>		<b>%</b>
<i>Onondaga</i>	<i>535</i>		<i>5.3</i>
<i>Brantford Twp.</i>	<i>2165</i>		<i>21.5</i>
<i>Oakland</i>	<i>460</i>		<i>4.6</i>
<i>Burford</i>	<i>1985</i>		<i>19.7</i>
<i>South Dumfries</i>	<i>1770</i>		<i>17.6</i>
<i>Paris</i>	<i><u>3140</u></i>		<i><u>31.3</u></i>
<b>TOTAL</b>	<b>10,055</b>	<b>100.0</b>	

<sup>3</sup> The firm of Monteith Planning Consultants was retained to design the survey of residents and make recommendations on sampling.

<sup>4</sup> Sampling accuracy estimates provided by Monteith Planning Consultants, Fall, 2002.

### **2.3.2 Survey Design**

The survey was formatted to be no more than four pages in length and organized into a booklet form. The survey package included a cover letter from the Mayor of the County of Brant and the Chair of the BACH Steering Committee encouraging participation in the study. It also included an instruction sheet and a postage paid return envelope. The BACH logo appeared on all envelopes. The survey included a mixture of closed and open ended questions. Easy to answer questions were placed first and subsequent questions followed a logical and easy to follow sequence. Graphics were used to illustrate the flow of questions and to identify any skip patterns. The surveys were pre-tested four times before the final version was approved. A sample of the survey form is included in Appendix IV.

The mail out sample of 2,393 households was transferred electronically to the BACH project office to generate mailing labels. In total, 227 completed questionnaires were returned for a 9.5% response rate.

### **2.4 Arts, Culture and Heritage Community Consultation**

To collect additional input on the perceptions of persons from within arts, cultural and heritage communities, a Brant Arts Cultural and Heritage Forum was organized for the evening of June, 6, 2002. An invitation to the forum was included with each of the surveys mailed to individuals and organizations from the arts, culture and heritage community. The forum was held at the historic Arlington Hotel in Paris, Ontario. Twenty-nine people participated in this forum held in a conference room donated for the evening.

The purpose of the forum was to stimulate discussion around four key questions:

1. How are the arts, cultural and heritage community in the County of Brant unique?
2. What are some of the issues/problems you are facing as an individual or organization in the art, cultural or heritage community?
3. How can these issues be addressed within the arts, cultural and heritage community?
4. What can the broader community do to assist the arts, cultural and heritage community?

### **2.5 County of Brant Public Forums**

From June 24<sup>th</sup> to June 27<sup>th</sup>, project staff organized public forums in St. George, Mount Pleasant, Paris and Burford to present preliminary results from the Brant resident survey and seek public input. Advance notices of the meetings were posted in local newspapers for each “forum” community and a number of flyers were also distributed by hand through local volunteers. In total, 16 area residents participated in the public forums,

which were co-facilitated by a member of the Steering Committee and staff. Questions used to focus discussion at the public forums were:

1. What are the preferences and tendencies of area residents with respect to arts, cultural and heritage activities?
2. What are the key arts, culture and heritage concerns of their specific community?
3. What is it about arts, culture and heritage in the County of Brant that may be distinct and which they recognize and value?

Although the turnout for public forums was relatively limited, it was not considered unusual, given the time of season (summer months). The qualitative results of each session were comprehensively documented by a recorder and all results were then cross-referenced upon completion of the final session. In this way both common and unique issues, concerns or ideas from across all participants could be identified.

### **3.0 Research Analysis**

Section 3.0 provides an overview of the findings from each of the three written surveys, the Arts, Culture and Heritage Community Consultation and the County of Brant Public Forums.

#### **3.1 Survey of Individuals in the Arts, Culture and Heritage Communities**

As noted in Section 2.1, people within the arts, culture and heritage sectors of Brant County have not traditionally identified with the construct of prescribed geo-political boundaries. In total, there were 106 respondents to a survey of individuals involved in arts, culture and heritage activities. Just over one-half of all respondents, or 49/97 (50.5%) lived somewhere in the County of Brant. The single largest geographically specific group of respondents lived in Paris, with 28/97 (29%). The youngest respondent was 26 years of age and respondent ages ranged from 26 to 92 years. The average age of the respondent sample was considerably higher than that for the general population, or 56 years of age. Appendix V provides more detailed summary tables for each survey question.

#### **Arts, Culture, or Heritage Activities Undertaken in the Community**

The sample indicated there is a very diverse cross-section of arts, culture and heritage activities currently undertaken by individuals in Brant County. The single largest group of respondents comprised artists, with 44/94 (47%) of reported cases. The second largest group comprised musicians, with 31/94 (33%) of respondents; followed by writers and authors, with 24/94 (25%); and then by artisans, representing 18/94 (19%) of

respondents. Another 13/94 (14%) considered themselves to be poets. Other respondents included playwrights, video and film producers. Table 3.1.1 provides a summary.

Table 3.1.1: Arts, Culture, or Heritage Activities Undertaken by Respondents (June, 2002)

	Frequency	%
Artist	44	47.0
Musician	31	33.0
Writer/Author	24	25.0
Artisan	18	19.0
Poet	13	14.0
Playwright	5	5.0
Video/Film Production	2	2.0
TOTAL	137	**

\*\* Multiple responses permitted (n = 94 valid cases)

### **Where They Produce Their Work**

As Table 3.1.2 illustrates, the vast majority of arts, culture and heritage work is currently undertaken within a private home space, according to 72/101 (71%) of respondents. Only 28/101 (28%) of respondents stated they had a separate studio in their home. Another 38/101 (38%) respondents either used a studio or office space in a building separate from their own, or as part of shared space with others.

Table 3.1.2: Where Do You Produce Your Work?

	Frequency	%
In my own home	72	71.0
In a separate studio, in my home	28	28.0
Studio/office space shared	23	23.0
Studio/office in separate building	15	15.0
TOTAL	138	

### **Exhibition of Work**

Respondents were asked whether they had exhibited or presented any of their work to the public and when this had last been done. A total of 86/103 (83.5%) of respondents stated they had exhibited or presented their work at some point in the past. Of those who responded to the question regarding the last time they had exhibited, the single greatest number, or 45/76 (59%), had done so within the past 6 months. Another 16/76 (21%)

had exhibited within the past 12 months. Over 50% of these exhibiting artists, or 45/89 respondents had been presented with special honours or awards for their work.

### **Contributions of Artists Back to the Community**

Of those involved in the arts, heritage and cultural community a great majority, or 77/101 (76%) reported that they had donated some of their creative work back to the larger community. These “civic minded” individuals also volunteered an average of 116 hours of personal time within their home communities. They volunteered almost the same average number of hours, or 106 hours per year, in support of their own disciplines or fields of artistic, cultural or heritage activities.

### **Commercial Activity**

Of those responding to this area of the survey, only 30/99 (30%) reported they were selling their products or services within a retail space. The location of these retail operations was almost evenly split between Brantford (20 sites) and County of Brant (17) sites. However, an additional 14 retail sites were reported in use outside of the Brant County geographic area.

### **Total Earnings from Work Activities in 2001**

A total of 95 respondents reported their range of earnings from arts, cultural or heritage related work undertaken in the last financial year (2001). Of this, 80/95 (84%) respondents generated less than \$10,000 of annual income from their art, culture or heritage related work. The average income level fell in the range of “under \$5,000 annually”. Only a very small number, or 10/95 (10.5%) earned more than \$20,000 annually. It was not determined whether these individuals used these earnings as their sole source of income.

### **3.2 Survey of Organizations In The Brant Arts, Culture And Heritage Communities**

In the spring of 2002, a total of 214 surveys were distributed to arts, cultural and heritage organizations from within Brant County. These organizations had been previously identified as part of an earlier BACH project inventory of organizations exercise. Table 3.2.1, below, provides a summary of current records contained in the inventory database, as of September, 2002. By the end of June, 2002, 50/214 (24%) organizational surveys had been returned.

Table 3.2.1: Summary of Records for BACH Organizational Database (September, 2002)

<i>Organizations/Individuals</i>	<i>Number of Records</i>
<i>Brantford Individuals-Arts</i>	<b>108 records</b>
<i>Brantford Art Organizations</i>	<b>88 records</b>
<i>Brantford Individuals-Culture</i>	<b>29 records</b>
<i>Brantford Cultural Organizations</i>	<b>3 records</b>
<i>Brantford Individuals-Heritage</i>	<b>0 records</b>
<i>Brantford Heritage Organizations</i>	<b>37 records</b>
<i>Total</i>	<b>265</b>
<i>County of Brant Individuals-Arts</i>	<b>76 records</b>
<i>County of Brant Arts Organizations</i>	<b>42 records</b>
<i>County of Brant Individuals-Culture</i>	<b>16 records</b>
<i>County of Brant Culture Organizations</i>	<b>12 records</b>
<i>County of Brant Individuals-Heritage</i>	<b>14 records</b>
<i>County of Brant Heritage Organizations</i>	<b>45 records</b>
<i>Total</i>	<b>205</b>

Survey respondents were primarily voluntary and non-profit in nature – some were fully incorporated, others less formally organized. Responses to each survey were to be provided by the individual within the organization considered to have the greatest working knowledge of administrative and governance information. More detailed summaries of the results from each survey question are available in Appendix VI.

### **Profile of Organizations**

The responding organizations have had a long history of organizing within their respective communities. Almost half, or 24/50 (48%) organizations had been in existence for greater than 20 years. The average respondent organization had been established for between 15-20 years.

On average, these organizations reported having between 50-60 members. However, the greatest number of organizations reported memberships of fewer than 20 individual members. Just over 40% of reporting organizations noted that the majority of their members resided exclusively within the County of Brant geographic area. Another 40% reported that their members resided exclusively within the municipal boundaries of the City of Brantford. Appendix IV, Table 4.1 provides a detailed breakdown of member residency by municipal area.

## **Volunteer Capacity**

The average reporting organization had between 11-25 volunteers involved in some capacity to support its work in the community. In 2001, the total number of volunteer hours accumulated within arts, culture and heritage organizations in the sample ranged from less than 250 hours to well over 1000 hours of volunteer-driven activities. It is estimated that the average Brant arts, culture and heritage organization relies on between 500-600 hours of volunteer time each year, or an average of 50 hours per month of 'in kind' human resources.

## **Structure, Governance and Administration of Arts, Culture and Heritage Organizations**

Based on the survey sample, arts, culture and heritage organizations in Brant County do not appear to be as formally organized as groups within other more traditional community service sectors (e.g. health and social services, minor sports, service clubs, etc.). Only 13/50 (26%) organizations were incorporated as non-profit entities. And, only 11/50 (22%) were registered charities. A much smaller number, or 4/50 (8%) were privately run, for profit businesses. Poor reporting on this question made it difficult to determine the operating nature of the 18/50 (36%) organizations selecting the 'unincorporated community group' category. It is presumed that these groups might include a variety of alternative structures, including grassroots collectives, informal networks, or - like the BACH project itself - they may be new collaborations and partnerships of more than one group involved in new community initiatives.

## **Governance**

As Table 3.2.1 illustrates, even though a relatively small number of organizations reported they were incorporated (and typically, then, requiring a Board of Directors), a total of 20/50 (40%) of those responding to the question said they had a current Board of Directors. So, even though they may not be legally incorporated, some non-incorporated organizations still choose to retain governance structures which are highly formalized.

Another 14/50 (28%) of organizations were considered part of a larger pre-existing organization (e.g. a satellite program, committee/sub-committee of a Board of Directors, etc.). A total of 11/50 (22%) of respondents stated their organization's governance was supported through a structure other than the more traditional Board, advisory committee, or cooperative.

Table 3.2.1: Governance Structure of the Organization/Group

	Frequency	%
Board of Directors	20	40.0
Advisory Committee	3	6.0
Cooperative	2	4.0
Part of Another Organization	14	28.0
Alternative Structure	11	22.0
TOTAL	50	100.0

### **Personnel**

Only 16/50 (32%) of organizations reported that they had paid personnel. Of this, only 6/16 (37.5%) organizations had full-time staff. A total of 14/16 (87.5%) had at least one part-time staff person paid by the organization.

### **Regular Meetings**

A majority, or 29/50 (63%) organizations hold regular monthly meetings of their members, or governing committees. These are also primarily formal, incorporated organizations, with Boards of Directors, or which are part of a larger organization. A total of 7/50 (15%) groups met on a weekly basis.

When asked how often a given organization might host meetings open to the general public, 20/37 (54%) reported they invited the public to attend their meetings on a monthly basis. Another 12/37(32%) had one public meeting per year (likely, their annual general meeting). An additional 5/37 (14%) reported hosting quarterly public meetings.

### **Attendance and Participation in Activities**

When asked to report on attendance during 2001, only 34/49 (69%) organizations noted that they keep regular attendance records. Annual attendance ranged from only 10 program participants to as many as 60,000 participants. The most frequent yearly attendance draw was 120 participants and the median for participation level was 200 participants, based on reporting from 32 organizations.

When asked to provide statistics showing a break down of participants according to where they live, it was remarkable to learn that 26/27 (93%) reporting organizations had program participants who resided in the County of Brant. Only 15/25 (60%) reporting organizations had participants who resided in the City of Brantford.

Also of note, were program data on the number of participants who were currently residing outside of Brant County (e.g. Cambridge, Hamilton, Haldimand County, Norfolk County, Oxford County) but were actively participating in Brant County arts, cultural or heritage activities. Of the 11 organizations providing such data, the aggregate total number of outside visitors was just under 9,300 people in 2001.

## **Facilities**

Only 19/49 (39%) organizations reported they had an office or space to support the administration of their operations. A further 12/19 (63%) of these organizations noted that their “offices” were actually located in the home of an organizational member. When asked whether their organization owned, rented or received ‘in kind’ use of office space, and 19/44 (43%) reported their offices were in rented or leased space. Another 8/44 (18%) reported they owned the building or space. Whether the facilities were owned by an outside, third party, or a current member of the group may be important to consider. Interestingly, only 1 organization was currently sharing space or facilities with another organization.

Of the 35 organizations reporting that they had their own space to undertake various aspects of their operations (including administration, workspace and/or program space), only 4/35 (11%) said they actually owned the space. The largest number of respondents, or 27/35 (77%) leased or rented space in the community. Only 4/35 (11%) acquired office or other facilities through arrangements of ‘in kind’ donation of space.

## **Annual Expenditures**

Respondents were asked to provide figures of their total annual expenditures during 2001. A more detailed set of summary expenditure tables is available in Appendix VI.

### **1) Payroll**

Payroll figures ranged from as low as \$100 to as high as \$204,000 for the 12 month period of January-December, 2001. The average payroll expenditure was just over \$38,000 with a median total payroll of \$9,950.

### **2) Other Non-Payroll Expenditures**

Not including salaries, GST or PST, the total expenditures by arts, culture and heritage organizations ranged from as low as \$110 to a high of \$480,000 per year (based on 2001 figures). The average expenditure, not including payroll figures, was just under \$36,000 per year. The median figure for annual expenditures was \$8,180.

#### **Cost of Facility Use**

Total rent or mortgage costs were requested for the period January-December, 2001. These costs ranged from \$0 (assumed to be a donation of space) to \$40,000 for the 12 month period. The average rental or mortgage cost was \$2,583/year.

## **Grants, Scholarships or Bursaries Awarded by the Organization**

Of the 23 organizations responding to this question, 13/23 (56.5%) reported they did not award grants, scholarships or bursaries. Only 10 organizations reported that they award

such dollars to eligible recipients in the community. The average grant or bursary would appear to be in the range of \$50-\$100. The largest award is in the amount of \$1,000 and was awarded by a single organization within the community. It is not known whether these awards have any geographic eligibility criteria for City of Brantford, or County of Brant, or both types of residents).

### **Taxes Paid to Municipalities**

Only 18 organizations responded to this question. Of this, only 3/18 (17%) organizations reported that they currently paid taxes to a municipality. This reflects the fact that very few organizations have office or program facilities that they own as property. The extent to which their facility rental landlords may be passing along a portion of their own costs for municipal property taxes to the tenant organization was not measured.

### **Annual Revenues**

Table 3.2.2 provides an overview of organizational revenue sources, including operating grants, capital grants, revenue from sales and services, memberships and donations.

Table 3.2.2: Revenue Sources for 2001 Operating Year

	Total Organizations	Lowest (\$)	Highest (\$)	Average (\$)
Federal Capital Grants	0	--	--	--
Federal Operating Grants	4	300	13,716	1,394
Provincial Capital Grants	4	3,500	75,000	29,625
Provincial Operating Grants	8	500	16,200	1,449
Municipal Capital Grants	1	500	500	500
Municipal Operating Grants	10	100	43,809	3,317
Ticket Sales	17	290	117,975	10,150
Fees for Service	10	30	55,000	4,473
Membership Fees	34	160	18,188	1,629
Sales to the Public	14	40	85,000	4,523
Cash Donations	16	70	62,000	8,421
In-kind Donations	14	100	25,000	2,464
Interest from endowments, etc.	10	10	9,800	2,250

### **3.3 Survey of Brant County Residents**

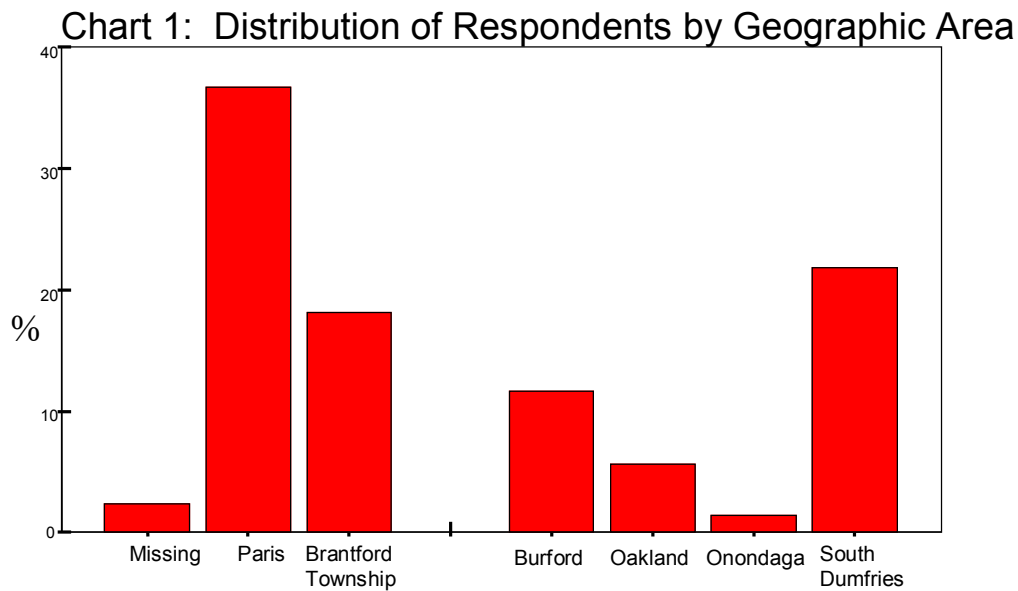
A total of 212 written surveys were completed by a cross-section of Brant County residents during the Spring of 2002. This section provides an overview of initial findings from the survey results. Specific summaries of responses for each question can be found in Appendix VII.

#### **Who Responded**

The sample of survey respondents was considered to be generally representative of the County of Brant population. Using rigorous sampling techniques a total of 2400 surveys were distributed by mail to a randomly selected set of households within each of the above geographic areas.

### **Geographic Distribution**

The respondent sample included a near proportional mix of residents based on the 1996 population data for each of the six former municipalities within the new County of Brant (refer to Chart 1).



### **Age and Sex of Respondent**

Although randomization of the sample was strictly adhered to in the mail out administration of the survey, once it reaches a household, the randomness factor can begin to have a different effect on the sample collected. In this case, the study protocol asked the responding household to have the person with the next birthday and who was over the age of 16 complete the survey. The resulting sample fell well within a

Normal distribution of respondents by age, ranging from 17 to 86 years of age with an average age of 51 years. The median age was 50 years of age, which was considered approximately comparable to population figures for the County of Brant (1996 Census).

Although measures were in place to achieve a randomized sample, there was a moderately higher proportion of females in the returned sample, or a total of 144/211 (68%) respondents.

### **Household Age Distribution**

Respondents were asked to provide information on the number of persons within their household according to specific age ranges. Table 3.3.1 provides a summary of the number and percentage of sample households reporting at least one person in a given age range.

Table 3.3.1: Number of Sample Households Reporting at Least One Person in Given Age Ranges

	Number of Respondent Households	%
<b>Under 10 years</b>	15	7.0
<b>10-19 years</b>	23	11.0
<b>20-29 years</b>	22	11.0
<b>30-39 years</b>	29	14.0
<b>40-49 years</b>	26	12.5
<b>50-59 years</b>	31	15.0
<b>60-69 years</b>	31	15.0
<b>70 year and over</b>	28	13.5
<b>TOTAL</b>	205	**

\*\*Multiple responses permitted

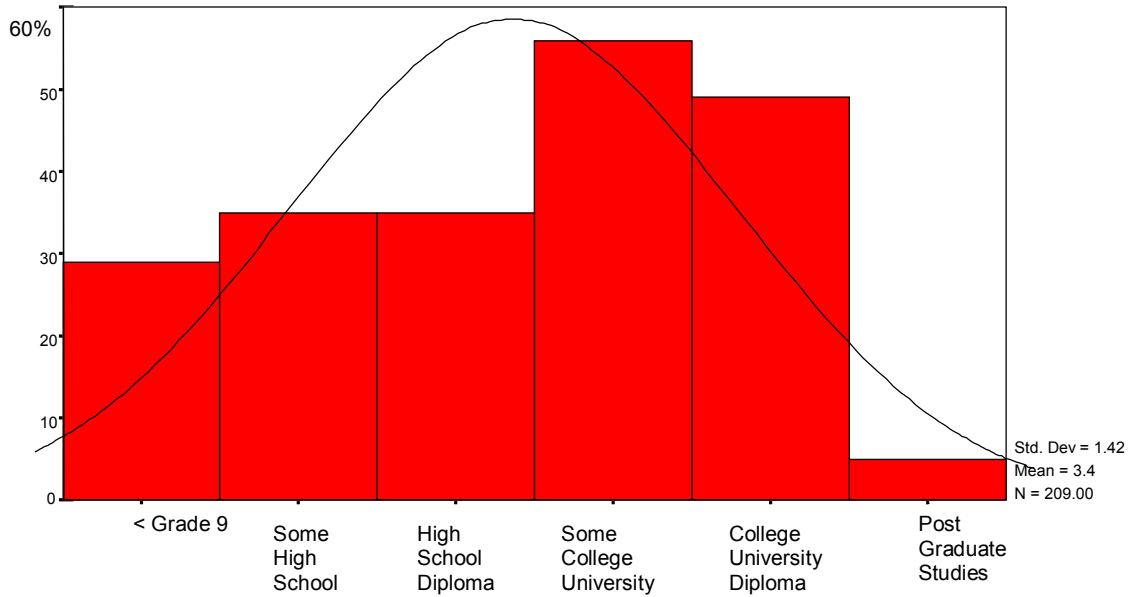
The age ranges within and between sample households were only slightly positively skewed, indicating that there were a few more older than younger households responding to the survey,

### **Highest Level of Schooling**

As Chart 3 illustrates, the distribution of respondents by their highest level of schooling suggests that the sample was relatively well educated. The average level of schooling for the sample was “some college, university or technical school”.

### Chart 3: Highest Level of Schooling

Brant County Arts, Culture and Heritage Survey, 2002



### Annual Household Income

A total of 174 respondents provided details on annual household income in 2001. The average household income (from all sources) was approximately \$60,000 per household. Table 3.3.2 provides a more detailed overview of the distribution of household incomes for the sample.

Table 3.3.2: Distribution of Household Income from Resident Survey Sample

	Number of Respondent Households	%
<b>&lt; 20,000</b>	16	9.2
<b>20,000-39,990</b>	28	16.2
<b>40,000-59,999</b>	43	24.7
<b>60,000-79,999</b>	43	24.7
<b>80,000-99,999</b>	14	8.0
<b>&gt; 100,000</b>	30	17.2
<b>TOTAL</b>	174	100.0

## **Current Participation Patterns**

This section of the survey began by exploring recent attendance at community events and productions, museums and art galleries. It then focused on the amount of money spent on subscriptions and ticket purchases and reasons why the respondent might not be attending community arts, culture or heritage activities.

A further examination focused in on their status as performer/presenter, patron or student of arts, culture or heritage activities during 2001. Did they currently belong to any groups or organizations which support such activities in their community?

A final question asked respondents to rate whether cost, location or some other factor was a more important consideration in their personal decision to (not) attend community events or programs.

## **General Attendance at Events and Performance Facilities**

Of the 212 respondents who answered questions regarding attendance at events or arts, culture and heritage facilities, 142/212 (67%) reported attending within the past 12 months. On average, respondents attended at least 3 events, productions or facilities in 2001. The single largest group of respondents, or 58/141 (41%) had attended only one activity.

According to 76/142 (53.5%) respondents, the majority of these activities were held outside of Brantford and Brant County. Within Brant County, the majority of activities were held in Brantford, as indicated by 46/142 (32%) of respondents. When asked where the activities held outside of Brant County were located, the single largest respondent group, or 30/76 (39.5%) said "Halton/Toronto".

## **Visits to Galleries**

A total of 65/213 (30.5%) of respondents had visited an art gallery within the past 12 months. The vast majority of these respondents visited only once during the year. Only 6/64 (9%) respondents stated they had visited a gallery located somewhere within the County of Brant. In contrast, 30/64 (47%) respondents went to galleries outside of the Brant County area. Only 24/64 (37.5%) had visited Brantford to attend a gallery.

## **Visits to Museums/Historic Sites**

Over half of all respondents, or 115/212 (54%), had visited a museum or historic site in 2001. On average, they visited these sites at least twice in 12 months. Again, the majority, or 69/115 (60%) of these facilities were located outside of Brant County. However, of those respondents attending museums or historic site within the Brant County geographic area, there was almost an even split between attendance at Brantford sites (17/115, or 15% of sample) and County of Brant sites (19/115, or 16.5% of sample).

### **Dollars Spent on Subscriptions or Purchase of Tickets**

The range of annual household expenditures on arts, culture or heritage related subscriptions and ticket purchases was between \$1 and \$4,000 in 2001. The average expenditure was \$251 per household and the median household expenditure was \$150 during 2001.

### **Preferred Use of Household Dollar on Arts, Culture or Heritage Activities**

As Table 3.3.3 illustrates, musical performances (157/215, or 73%), and theatre or dance performances (132/215, or 61%) were ranked highest by respondents for preferred use of the arts, culture and heritage dollar.

Table 3.3.3: Preferred Use of Household Dollar on Arts, Culture or Heritage Activities

	Frequency	%
Musical Performances	157	73.0
Theatrical Plays/Dance	132	61.0
Museums or Historic Sites	92	43.0
Art Museums or Galleries	61	28.0
TOTAL	442	**

\*\* Multiple responses permitted

### **Reasons for Not Participating in Arts, Culture or Heritage Activities**

The single greatest reason for choosing to not participate in arts, culture or heritage activities was the cost of tickets. Just over one-half, or 105/200 (52.5%), of respondents identified higher ticket prices as their main reason for not attending or participating in such activities. Table 3.3.4 provides an overview of factors which play a role in whether or not a Brant household will participate in arts, culture, or heritage activities.

Table 3.3.4: Reasons for Not Participating in Arts, Culture or Heritage Activities

	Frequency	%
Tickets are too expensive	105	53.0
Difficult to make time to go out	77	39.0
Not enough local events	59	30.0
Dates or times are not convenient	53	27.0
Not enough facilities in our area	50	25.0
Have no one to go with	28	14.0

Tickets sell out beforehand	28	14.0
Have no interest	28	14.0
Location is not convenient	25	12.5
Can't get childcare	25	12.5
Disability/health prevents me	21	11.0
Quality is poor	10	5.0
TOTAL	509	**

\*\* Multiple responses permitted. (Total cases n = 200)

### **Importance of Arts, Culture and Heritage in the County of Brant**

This section of the survey asked respondents to simply rank the importance of arts, culture and heritage activities as they relate to their own household or personal interests. The need for promotion of these activities was also examined.

Using a 10-point ranking scale, respondents were asked to rank the importance of arts, culture or heritage activities from the perspective of their household. A total of 134/295 (66%) ranked them as somewhat to very important for the community. When asked whether arts, culture and heritage should be actively promoted within the County of Brant, a resounding 162/184 (88%) respondents agreed.

### **Need for Expansion or Development of Arts, Culture and Heritage Facilities**

The perceived importance of a variety of community facilities was explored. The degree to which current facilities met their household needs and their future expectations of participation in arts, culture or heritage activities were also addressed. Respondents were also asked to identify whether they felt certain types of facilities could be expanded or, where they do not currently exist, developed within their community.

### **Importance of Community Facilities to Quality of Life in the County of Brant**

Table 3.3.5 provides an overview of respondent rankings of the importance of different types of community facilities within the County of Brant. Along with parks (93.5%), playing fields (86.5%) and community centres (85%), fairs and festivals (87%) and live performance theatre space (81.5%) were most highly ranked as needed facilities within the County of Brant.

Table 3.3.5: Importance of Facilities to Quality of Life by Facility Type

	Not Important (%)	Important (%)
Arenas	25.0	75.0
Art Galleries	43.0	57.0
Community Centres	15.0	85.0
Concert Venues	25.0	75.0
Fairs and Festivals	13.0	87.0
Museums	23.5	76.5
Parks	7.5	93.5
Playing Fields	13.5	86.5
Live Performance Theatres	19.5	81.5
TOTAL	**	**

\*\* Multiple responses permitted. (Total cases n = 206)

### **Perceived Need to Expand or Develop Arts, Culture or Heritage Facilities**

Respondents answered a series of questions relating to their perceptions of the need for expanded or newly developed arts, culture or heritage facilities in the County of Brant. Table 3.3.6 provides an overview of their responses, in order of greatest to least felt need.

Table 3.3.6: Facilities Needing Expansion or Development within the County of Brant

	Frequency	%
Live performance venues	91	50.0
Museums	69	38.0
Art gallery facilities	51	28.0
Studio space for artists	43	23.5
Public fairgrounds	37	20.0
Public meeting space	29	16.0
Other facilities	16	9.0
None of the above facilities	25	14.0
TOTAL	361	**

\*\* Multiple responses permitted. (Total cases n = 182)

The single greatest need expressed was for “live performance venues”, with 91/182 (50%) of respondents. Second was “museums”, with 69/182 (38%), followed by “art gallery facilities”, with just over 28%, or 51/182 reported cases.

### **3.4 Summary of June 6, 2002 Brant Arts, Culture and Heritage Community Forum**

On Thursday, June 6, 2002, the Brant Arts, Culture and Heritage Steering Committee hosted a community forum of individuals and organizations from the Brant County area. A total of 29 people participated in this forum.

The purpose of the forum was to stimulate discussion regarding four key questions:

1. What makes the arts, cultural and heritage community in the County of Brant unique?
2. What are some of the issues/problems faced by individuals or organizations in the arts, cultural or heritage community?
3. How can these issues be addressed within the arts, cultural and heritage community?
4. What can the broader public do to assist the arts, cultural and heritage community?

#### **Unique Aspects of Art, Culture and Heritage in the County of Brant**

The mixture of aboriginal and European heritage, the geographical features of the Grand River and native Carolinian forests are unique features of the County of Brant. The County has a large diverse number of grass roots organizations and individuals actively involved in arts, culture and heritage, and is uniquely situated surrounding Brantford, a mid-sized urban area in the geographic centre of Brant County.

#### **Issues/Problems Faced by the Arts, Culture and Heritage**

Key issues for individuals and organizations in the County of Brant included:

- Communication - both within the arts, cultural and heritage community and promotion of events/exhibitions/meetings to residents.
- Promotion - raising awareness of the importance of arts, culture and heritage to the fabric of a community. Promote Brant County events to the region.
- Volunteer Recruitment - need to increase the number of volunteers involved in arts, culture and heritage with a particular emphasis on involving youth.
- Identify - strong regional identities but a cohesive "County" identity has yet to evolve.
- Facility Shortage - need for average size, local facilities at reasonable rates.
- Shortage of Operating Dollars - need information on funding programs available for this sector

## **Solutions/Strategies**

A number of solutions and strategies to address the issues were raised by participants, including:

### Promotion

- Development of a data base of individuals and organizations within the arts, culture and heritage sector of Brant County.
- Promotion of the importance of art, culture and heritage to municipal governments.
- Central vehicle, i.e. annual meeting, website on publication to promote arts, culture or heritage events, exhibitions, meetings and collaborate on activities.

### Volunteer Recruitment

- Involve high school students in arts, culture or heritage to complete 40 hours of community service required to graduate.
- Be active in 'teaching' arts, culture and heritage.

### Facilities/Funding

- Multipurpose facility to serve diverse needs.
- Central facility for administration, joint promotion, purchasing and meetings.
- Network of locations within each community.
- Facility to provide gallery space, workshop space and performance space.
- Collaboration of organizations to access funding from government.

## **Getting the Arts, Culture and Heritage Communities More Involved**

The following list details ways to involve the broader community in arts, culture and heritage activities:

- Develop programming that targets youth.
- Network/partner with other sectors.
- Pressure government to support arts, culture and heritage equally with other sectors.
- Endorse/support/fund results of the BACH Project.
- Support arts, music and heritage education in the schools.

### **3.5 County of Brant Public Forums, June, 2002**

During the last week of June, the BACH Project organized four public forums to present preliminary results from the Brant resident survey and seek public feedback on the findings. A total of 16 residents attended one of either the Paris, St. George, Burford and Mount Pleasant meetings. The following is a point form synopsis of their input.

- Larger centres have more resources. This makes for better productions and facilities. Bigger productions tend to be found in big cities. Brantford/County of Brant are surrounded by major centres within an hour's driving distance providing high quality productions e.g. Stratford, Hamilton, Kitchener and Toronto
- Local residents have often already visited the local attractions; they are attracted to out of town "new" events
- Most likely to attend cultural attractions, arts and heritage events when a tourist is visiting from elsewhere
- The County of Brant has insufficient arts, cultural or heritage facilities. For example, the Brant County Museum is currently situated in an economic "dead spot" in downtown Brantford. For another example, Mount Pleasant has an 1840's historic house that should be preserved
- Better coordination and promotion of Brant arts, culture and heritage activities is needed in the County
- History is the defining characteristic of any community and needs to stay close to the point of creation if significance and importance are to be retained. There is a need for a central place to exhibit County history. We need more coordination of community exhibits
- A medium size performance centre is needed.
- Volunteers who are sustaining many arts, culture and heritage organizations are aging and not being replaced by younger people.
- Festivals break down barriers between groups of people
- Community centres bring people together, historically this took place in the Town Hall or a church, whatever public place was large enough for people to assemble
- The significance of a local community is often lost when presented in a wider/larger context. With the continuous loss of infrastructure from the smaller communities to the larger centre, culture and recreation needs to stay local to maintain the quality of life in those centres

#### **4.1 Conclusions**

A number of themes emerged from the results of the BACH Market Study. Section 4.1 explores these themes and the basic conclusions which can be drawn from them.

## **Community Integrity and Quality of Life**

The importance of the relationship between culture and community is underscored from the results of this study. Historically, rural communities gathered in the town halls, churches or schools, the largest public building capable of accommodating assemblies of people. More recently, these “gathering places” have become community halls, parks, arenas and playing fields, fairs and festivals, performance centers and museums. All of equal importance to quality of life.

Larger population centres support the elevation of arts, culture and heritage activities to the status of a special event or occasion, the blockbuster or “must see” exhibition. In rural areas, arts, cultural or heritage activities are often less prominent or visible. Yet, when County residents were asked to comment on the value and importance of art, culture and heritage to themselves and their community, they indicated they were active participants and ranked these activities as very important to balanced and quality community life.

## **Economic and Social Impact**

Within the new County of Brant there remain strong regional identities. This ‘sense of place’ is recognized and valued both by residents and arts, culture and heritage groups alike as an important social asset, unique to the County of Brant. Any future development of arts, cultural or heritage capacity will need to take this into account. The residents of the County of Brant are already active participants in arts, culture and heritage events and activities. The majority of them rate such activities as very important to their own social well-being and improved quality of life in their community.

Individuals involved in arts, cultural and heritage activities in the County of Brant make important contributions both economically and socially to the community. They are highly skilled people engaged in arts, culture and heritage economic activity; mostly on a part-time basis. The vast majority of them are actively exhibiting or performing their work within their own community and making important contributions to its cultural fabric. Those who take their work outside of the Brant County area to other geographic communities are effective ambassadors of the County’s culture and way of life.

Individuals who work in arts, culture and heritage disciplines derive relatively low income from their work. However, the economic value they add to the community is significantly increased when their contributions of volunteer time and frequent donations of their own works to local community initiatives are factored in.

Arts, cultural and heritage organizations make important financial contributions back into to the business economies of Brant County. By way of example, in the current study we were able to examine financial data from just 29 reporting organizations. In 2001, the combined gross expenditures of these groups exceeded \$1.04 million on items such as local purchases of services (e.g. utilities, insurance, telecommunication services, catering, etc.), office equipment and supplies, space rentals, applied program supplies, and in-

house payroll costs. Given that there are at least 185 additional art, culture and heritage organizations in Brant County, the overall contribution of this sector to the local economy is significant and cannot be overlooked.

In 2001, over 100,000 participants attended programming, shows, and exhibits organized by area groups. It is significant that only 10% of these participants were visitors/tourists from outside of Brant County. Increased marketing, promotion and the strategic coordination of events and “must see” activities within the County can increase market potential to draw a new type of tourist – the arts, culture and heritage visitor - into the County of Brant economy.

### **Citizen Participation and Demand**

The typical County household attends an average of 3 events, productions, exhibitions or programs per year. Next to cost affordability, the availability of conveniently scheduled local programming and events, held at venues or facilities closer to where one lives is what matters to County residents. At least half of them are currently spending their time at arts, culture or heritage venues outside of the County of Brant and Brantford. The greatest majority prefer to spend their household dollar on activities such as live performances, including concerts, theatre or dance. There is a need to explore how local participation in programming and events can be increased.

### **Capacity and Needs**

The County of Brant has a large and diverse number of grass roots organizations and individuals actively involved in arts, culture and heritage. Their capacity to create, market and present their work is influenced by many factors.

#### *Promotion*

Raising awareness of the importance of arts, culture and heritage to the fabric of a community through active promotion is a key to its future development within the economy.

#### *Communication*

There is a need to improve the level of communication and collaboration within the arts, culture and heritage sector. Improved communication/networking, opportunities to collaborate with others from their own or different disciplines, and assistance with funding applications were strongly emphasized.

#### *Volunteer Recruitment and Training*

There is a specifically identified need to increase the number of volunteers involved in arts, culture and heritage, with a particular emphasis on youth. The average organization relies on between 500-600 hours of volunteer resources per year. Many of these

organizations have Boards of Directors, but would benefit from additional training in governance and administrative functions.

### *Shortage of Operating Dollars*

The vast majority of arts, cultural and heritage organizations are non-profit and operate on low-income budgets. Their capacity to develop new community programs, or market and promote the work of their members is limited by a lack of formal supports within the community. There is a need for more centralized and up-to-date information on funding programs available for this sector. Not unlike other non-profit sector organizations, they require support in the preparation of funding proposals and community partnership development to move forward on new initiatives. Where opportunities for cost-sharing or funding partnership development can be maximized, this will directly benefit the sustainability of these organizations in the community.

### **Need for New Cultural Space Facilities**

County residents place as much value on cultural spaces as they do more traditional public facilities, such as arenas, community halls and parks. The availability of facilities for art, culture and heritage activities is at least as important to quality of life as the provision of other public use facilities. There was no significant difference measured in the importance of parks, playing fields, fairs and festivals, community centres or live performance theatres to the well-being of the community.

Live performance and exhibition facilities were identified by residents as the cultural space most in need of expansion or development in the County of Brant. These types of facilities have common characteristics. They include public assembly spaces with low or no cost and which are easily accessible to local area residents.

The need to develop new cultural space was further identified from within the arts, culture and heritage communities. The majority of arts, cultural and heritage organizations currently operate out of a member's home with some use of rental space for programs. For individual artists, the principal workplace for these individuals is also within their own homes. Access to low cost, shared studio space and public space for performances and exhibitions is a major unmet need both for individual artists and community arts, culture and heritage groups.

Those who work within arts, culture and heritage disciplines said they will benefit from having a central facility to provide administration, joint promotion, cooperative purchasing, workshop and meeting space opportunities for arts, cultural and heritage workers and organizations. Access to public space for performances and exhibitions is also an important felt need. Such facilities must reflect the following qualities or characteristics:

*Accessibility:* They must be physically accessible and accessible both in location and cost to local residents. The level of programming must also be accessible,

presenting themes relevant to local residents and providing a venue for the presentation and celebration of indigenous material.

*Efficiency:* Make use of existing facilities or buildings, be incorporated into current new facility development projects or be part of shared facilities.

*Activity:* The facilities must encourage and support active use and participation by residents of the community. It must also facilitate continuing active participation by residents, particularly youth, who wish to create, perform or preserve, or learn to do so.

## **Next Steps**

The Market Study was a first step in gauging current community support and identifying the future needs of the arts, culture and heritage sector in the County of Brant. Many important conclusions have been drawn from this research. For those involved in the sector, one of the most immediate and significant concerns is the need for cultural space(s) that will support greater participation and increased economic activity within the sector. Determining what these facilities should comprise and to what extent is a logical next step for the Brant Arts, Culture and Heritage Steering Committee and its future community partners.

## **4.2 Recommendations:**

1. That a feasibility study, drawing on the results of the 2002 Market Study, be undertaken to identify the specific facility requirements of County of Brant arts, cultural and heritage groups and the using public.

Specifically, this feasibility study should:

a) Explore the most effective means for accommodating the functional requirements of those operating in the art, culture and heritage sector;

b) Focus on a facilities model that will promote the use of shared space for these multiple purposes

c) and which can support a variety of exhibit, live performance and museum uses.

2. That the current BACH Project be expanded to include the initiation and management of this feasibility study.

3. That the Brant Arts, Culture and Heritage Steering Committee continue to build new partnerships within the community in support of these new objectives.