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## **2005 BUDGET BRIEFING NOTE: Year of Creativity**

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### **ISSUE:**

- Celebration of 2006 as the “Year of Creativity” in Toronto.

### **BACKGROUND:**

- Toronto is at the threshold of a Cultural Renaissance created by an unprecedented number of iconic cultural facilities designed by internationally renowned architects (i.e. Royal Ontario Museum addition by Daniel Libeskind; Art Gallery of Ontario by Frank Gehry; the Ontario College of Art and Design by Will Alsop; and the Four Seasons Centre for the Performing Arts by Jack Diamond) representing a cultural infrastructure investment of about \$1 billion.
- When completed, these facilities and the resulting enhanced programming will propel Toronto culture to new heights.
- The Culture Plan calls for Toronto to catch the wave created by these exciting capital projects through a celebration of culture in 2006 as the “Year of Creativity”.

### **KEY POINTS:**

#### **Year of Creativity Objectives:**

- Based on a strong level of support from the cultural sector, four objectives for the Year of Creativity are proposed:
- To achieve an international profile for Toronto;
- To galvanize public awareness of, and interest in, the creative sector;
- To increase the audience levels for all cultural activities, and
- To leave the sector in better shape, financially and creatively.

#### **Alignment with Council’s City Building Priorities:**

- The Year of Creativity can play an important role in achieving Council’s key priorities by:
- Improving the business climate; and
- Making Toronto more beautiful.

#### **Year of Creativity Program:**

- The Year of Creativity program will allow the City to play a major role in the Cultural Renaissance of the city by providing a strategic direction and focus to the launching of many separate capital projects.

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- The capital projects will create international and local cultural buzz about Toronto, but each one alone will be quite short lived.
  - The City's Year of Creativity celebration will bring all of these projects under an umbrella campaign that will sustain the impact and draw much greater attention to the City's culture.
  - In conjunction with the opening of the Cultural Renaissance capital projects and ongoing cultural events, the City will organize the following:
  - Launch Event - The Year of Creativity launch event in the fall of 2005 will include a Night Procession/Parade from across the City to culminate at Nathan Phillips Square.
  - Information Portal - The City will create a centralized, one-stop shopping web-based information portal to a creativity calendar listing exhibitions, performing arts events, community events, festivals and attractions, that can be searched in a variety of ways.
  - Access to Culture Events - The City will organize signature events to provide low cost arts and culture experiences in public spaces across the City.
  - Marketing - The communication and marketing strategy will be a broad based campaign utilizing both mass media vehicles aimed at raising public awareness, as well as niche and non-traditional media to reach targeted new audiences.

**Budget Impact:**

- The net budget impact in 2005 for the Year of Creativity program development is \$635,000.
- The net incremental budget impact in 2006 for the Year of Creativity celebration is \$865,000.

**Project Team:**

- The Year of Creativity will be managed by Culture in conjunction with Toronto Special Events.

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