



**Tett Centre for Creativity and Learning  
2017 Report to the City of Kingston**

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## **Abbreviations Used in this Report**

TCCL = Tett Centre for Creativity and Learning  
CS = Creativity Studios  
JM = The Joe Chithalen Memorial Musical Instrument Lending Library  
KAC = Kingston Arts Council  
KHWS = The Kingston Handloom Weavers and Spinners  
KLMC = Kingston Lapidary and Mineral Club  
KPG = The Kingston Potters' Guild  
KSD = Kingston School of Dance  
MF = Modern Fuel Artist-Run Centre  
TK = Theatre Kingston



## Executive Summary

The 3rd year of operation at the Tett again surpassed our expectations, with about **25,000 visitors** for Tett programming, tours, rentals and partnership events alone: nearly a 20% year-over-year increase. Together with data from tenants and the Juniper Café, we estimate that total foot traffic to the building may have reached 115,000 visitors.

**2017 programming highlights** included the KABOOM! Arts After School program for youth aged 13-18, the ever-popular Kids Creativity Club on Saturday mornings, Family Day, Arts Expo and Culture Days open house events, Arts at the Tett summer camp for children aged 8-12, and summer tours in partnership with the Isabel Bader Centre for Performing Arts.

Collectively, rentals generated over \$259,000 in revenue in 2017, a 9% increase over 2016. Events, workshops and art camps contributed an additional \$56,000 (2016: \$41,000). However, expenditures increased by just 3% to \$398,000 so the TCCL achieved an unaudited **operating surplus** of roughly \$59,000 in 2017.

The Tett continues to receive very **positive feedback** from programming participants and rental clientele, and the bustling Juniper Café, with its unobstructed lake access and seasonal outdoor patio, is extremely popular with Kingstonians. Widespread, favourable press and social media coverage has led to the Tett becoming renowned for its stunning setting, beautiful historic building, as well as its high level of engaging arts programs.

## The TCCL's Strategic Objectives

- ✓ To **OPERATE** a historical building as a vibrant arts centre
- ✓ To **ACTIVATE** a welcoming arts hub by supporting artists, engaging the community with arts programming, and providing unique rental spaces
- ✓ To **SUSTAIN** operations with effective personnel (including Board of Directors, staff, and volunteers), leveraging resources, and nurturing relationships with all stakeholders

# OPERATIONS

## Services and Activities

Services at the Tett, provided by staff and volunteers, are aimed at:

- Supporting the internal arts organizations by providing a collaborative arts hub
- Welcoming the public to the venue and informing of its operation

Activities that support our mandate as an arts centre for the community include:

- Programming and Workshops: for all ages, designed and run by the TCCL or offered in partnership with renters or artistic collaborators.
- Events: multi-faceted arts-oriented events, open to the public and typically building-wide or centered in the Malting Tower
- Rentals: of spaces and equipment, including tenant suites, Creativity Studios, the Juniper Café, the Malting Tower, the Rehearsal Hall and the Activity Room/Gallery

## Staffing and Volunteers

Many people contribute to the on-going success of the Tett Centre (a charitable, not-for-profit corporation), including:

- Full-time Staff:
  - Nadine Baker, Facility Manager (2016, 2017)
  - Shannon Brown, Community Engagement Coordinator (Jan. to June 2017)
  - Jill Banting, Community Engagement Coordinator (Aug. to Dec. 2017)
- A volunteer Board of Directors, drawn from our resident arts organizations and the Greater Kingston community, plus ex-officio representatives from Cultural Services and Queen's University
- Creativity Studio Artists who provide hours of artistic instruction and open studio time to help activate our arts centre
- 2 KEYS-supported part-time employees (Dec 2016 to May 2017)
- 1 part-time Facility Assistant to support rentals and programming
- 4 grant-supported summer students: 2 Marketing and Arts Administration, and 2 Arts at the Tett Programming Assistants
- 1 Lead Music Instructor for Arts at the Tett Summer Program
- 1 Tech and Facility Assistant to support rentals and programming
- Tett Teaching Artist Roster Instructors
- Numerous volunteers for building-wide events, tours, and programming

## Rental Statistics 2017

Four rental spaces at the Tett Centre were rented on 150 separate occasions in 2017 to organizations, corporations and individuals (details page 4). This revenue source is significant as it helps enable us to provide accessible arts-focused programming throughout the year.

Focus	Malting Tower Room	Rehearsal Hall	Activity Room	Tett Gallery	Total
Arts	26	23	13	15	77
Non-Arts	38	26	6	3	73
<b>Total</b>	<b>64</b>	<b>49</b>	<b>19</b>	<b>18</b>	<b>150</b>

Base room-rental revenue was \$73,128, and the TCCL derived an additional \$18,257 in revenue from furniture rental and administration fees. We successfully achieved an even balance of rental type this year, increasing the fraction of rentals that were arts-focused to 51%, up from 38% in 2016.

The Ballytobin Foundation supported three arts organizations by funding their rentals at the Tett Centre: Electric Circuits Festival of Electronic Music and Digital Art, Organization of Kingston Women Artists, and Kingston Fibre Artists.

## The Juniper Café

Operators of the Juniper Café, the Tett Centre for Creativity and Learning's only non-arts sub-tenant reported a successful year with an increase in sales of 30% over 2016. As one of Kingston's finest destinations for delicious local fare with a remarkable, unobstructed view of Lake Ontario, Juniper Café continued to be a bustling hotspot for the Tett Community, students, tourists, local residents, and neighbours.



## Facility Improvements

The TCCL is grateful to the City of Kingston (as building owner) for making significant improvements in 2017:

- Re-pointing and repair was done in Spring of 2017, both inside and outside of the building to preserve the heritage limestone masonry.
- Truncated domes were installed in our stairwells to improve our accessibility standards for the visually impaired.
- Construction on an Operable Dividing Wall between our Activity Room and Tett Gallery began in late 2017. This wall replaced a temporary wall which was constructed in 2015. Completed in January of 2018, this wall enables our organization to rent both spaces contemporaneously and accommodate a wider variety of activities.
- The Rehearsal Hall fit-up was completed this year. With the addition of more electrical receptacles, security cages for technical equipment, and modular folding chairs, this space continues to be an affordable and unique venue for community theatre rehearsals and performances.



## ACTIVATION

### Engagement and Participation

The TCCL logged approximately 25,000 visitors in 2017, for Tett-created programming, including participants in Tett-led and partnership events, arts programs and workshops, plus individuals that attended activities in spaces rented to outside clients. We estimate a total number of 115,000 visitors to our arts centre in 2017.



2017 Tett programming highlights included the Kids Creativity Club, a very popular Saturday morning program where families have the opportunity to get creative together. Donations of \$2,565 were gratefully accepted to support this community program.

From January to May, we provided space for the Kingston Frontenac Public Library which helped continue literacy programs that were left homeless with the temporary closing of the downtown branch.

Our well-respected Creativity Series of artistic workshops for adults continued and included open studio evenings in the spring and summer led by our individual studio Tett8 artists in Suite 214.

We continued our Summer Tours in July and August, in partnership with the Isabel Bader Centre, led by our enthusiastic summer students. These free tours were an opportunity to introduce visiting tourists to our beautiful building and talented resident artists.

Our annual building-wide open houses (Family Day, Culture Days, and Arts Expo) continue to attract visitors both new and familiar with the Tett. Many of our resident arts organizations welcome visitors into their spaces for hands-on arts experiences on these weekends.

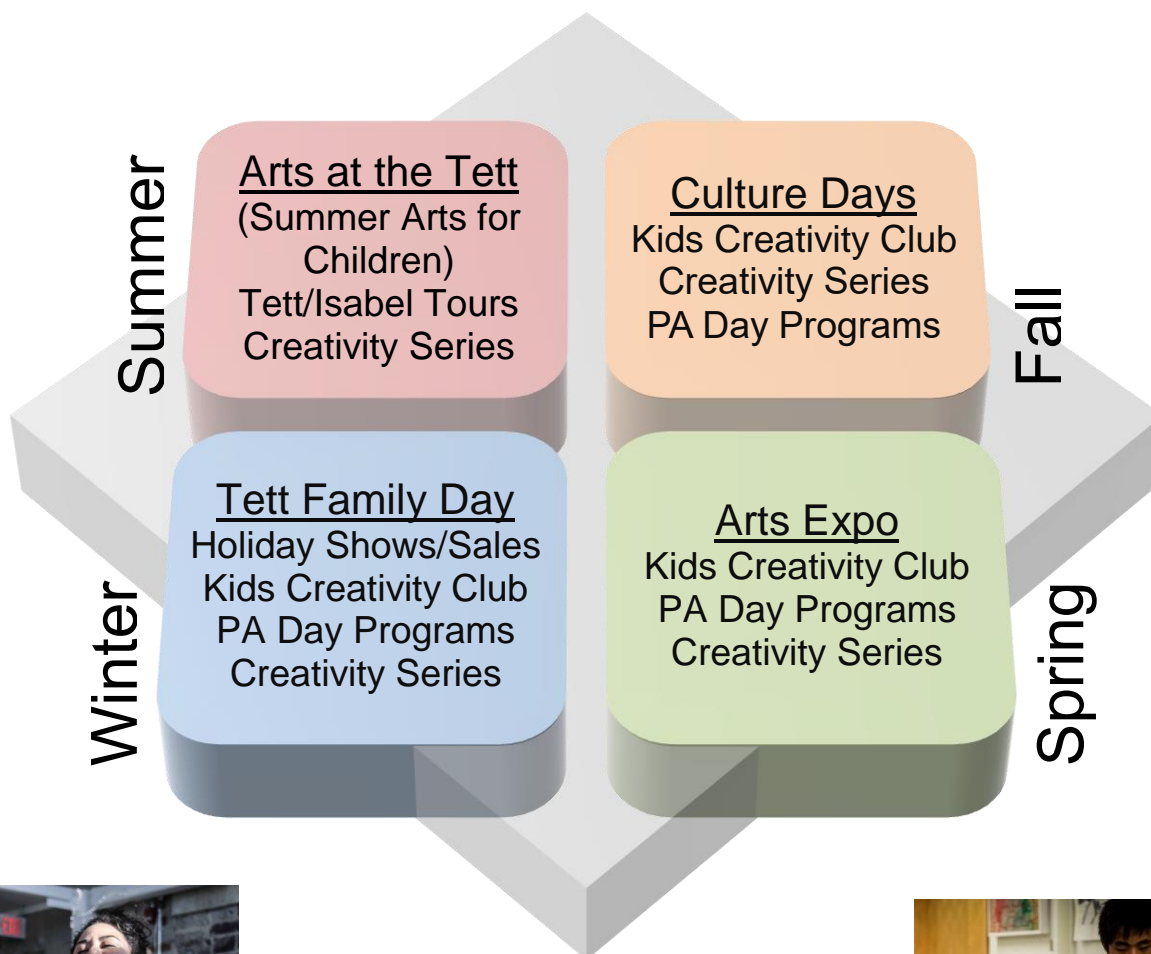
### KABOOM! Arts After School

In January of 2017, the Tett Centre received a generous \$37,500 Ontario 150 Grant from the Government of Ontario. This was complemented by in-kind contributions from the Tett and our partner, the Boys and Girls Club of Kingston, for transportation, space, and volunteers (valued at \$12,500). This year-long multi-disciplinary program was developed to guide youth through artistic outlets and to empower self-discovery. Participants aged 13 to 18 years, with diverse backgrounds, developed new skills connected with the history of the building and region and engaged with skilled artists to create some amazing art. Arts instruction was provided once a week by the Tett Centre resident arts organizations, Creativity Studio Artists, and other local arts educators



with expertise in jewelry-making, painting, urban art, dance, DJing, screen-printing and more. We are grateful to Mat Poirer (Artistic Director) and Jane Karges (Social Media Coordinator) and to our partner the Boys and Girls Club for making this project such a success.

## Overview of TCCL Programming by Season



## Community Impact

### Public Attendance

Cumulatively, the eight Tett resident arts organizations reported community engagement of at least 50,000 people in 2017, representing a broad spectrum of ages and artistic interests. Together with the 25,000 *known* Tett visitors for Tett-led tours, programs and workshops, rentals and partnership events (see below) and with 65,000 reported café transactions, we estimate that total public attendance may have exceeded 115,000 in 2017.

### Participation Numbers 2017

Service/Activity	Achievements	Participants
Collaborative Arts Hub	Building collaboration by supporting tenant programming Promoting tenant events through the website	(page 9) (page 13)
Public access, information, and programming	Free joint tours of the Tett Centre and the Isabel Bader Centre in July and August Responding to general enquiries and keeping the Tett website information up to date; actively promoting the Tett Centre Offering drop-in Community Engagement opportunities, such as the Kids Creativity Club (family art-making)	328 visitors Website page views = 119k Approximately 3500 visitors for accessible programming
Events	<b>Tett-Led Events</b> Arts Expo – Full Building Culture Days – Full Building Tett Birthday Celebration Kids Creativity Club Bonnie Crook for Success By 6/United Way Tett Family Day Life Drawing Class Show <b>Partnership/Tett-Supported Events</b> 2 <sup>nd</sup> Annual Bump Baby and Beyond Electric Circuits Festival of Electronic Music and Digital Art Your Own Grad School with Modern Fuel From Here and Beyond Sound Installation with Modern Fuel Artist-Run Centre Talking Circle with Cultural Services KAC Grant Talks Symposium KAC Audience Development Workshop Great Art for Great Lakes/Waterlution Event YMCA Reflect Youth Arts 150 Event Bring Your Thing with the Kingston Association of Museums <b>Tett-Supported Events Offsite</b> Skeleton Park Arts Fest - art booth ArtsFest in the Park - art booth with KABOOM!	1000 850 48 85 1600 200 550 200 100 n/a 35 54 30 150 230 50 300 350



Service/Activity	Achievements	Participants
Camps and PA Day Programs	<b>Tett-Led Camps and PA Days</b> ISKA / Pathways / Tett Film Camp For Kingston Newcomer Youth from Syria Arts at the Tett Summer Arts Program w MF, KPG, KLMC, JM PA Day programming (6 days) Educational Programming	12 48 142 173
Programs and Workshops	<b>Tett-Led and/or Supported</b> Kids Creativity Club KCC Storytime with the KFPL Creativity Series Capoeira and Drumming Creativity Series (Life Drawing for All) Fit-to-Lead Arts Experiences with Queen's Smith School of Business Kaboom Arts After School Senior Centre Arts Program Wednesday Open Studios with CS Artists	2200 215 25 121 85 450 22 125
Rentals	Malting Tower, Rehearsal Hall, Activity Room, Gallery (Rental Statistics page 5)	150 rentals

## Professional and Technical Fees Paid

In May 2017, we launched the Tett Teaching Artist Roster to support our educational and arts programming for the community. High-quality instruction was provided by artists with a variety of professional backgrounds and experience with teaching a broad spectrum of age levels. The TCCL paid a total of \$19,524 to local artists for arts instruction for Tett-created programming (eg. PA Days, school visits, Kids Creativity Club). Additionally, a total of \$3,235 was paid to local audio-visual technicians in 2017.



## Tenant Statistics for 2017

Organization	Members	Events	Highlights
Kingston School of Dance	Over 300 Members 28,000 visitors through the doors	<ul style="list-style-type: none"> <li>• Partnered with Tett Centre for Family Day with Snow Maiden</li> <li>• Culture Days and Arts Expo</li> <li>• Artfest</li> <li>• Dance companies brought in for master-classes</li> </ul>	<ul style="list-style-type: none"> <li>• Provided Queen's with additional dance studio space</li> <li>• Continued Baby Wrap Dance on Tuesdays</li> <li>• Year-end show at the Grand Theatre for 2 full performances</li> </ul>
Modern Fuel Artist-Run Centre	Over 2500 gallery visitors 100 Members	<ul style="list-style-type: none"> <li>• Culture Days participant</li> <li>• 12 Exhibitions</li> <li>• Partnered with the Tett for the Arts at the Tett Summer Program</li> <li>• Winter Workshop Series</li> <li>• Modernfest Member's Show and Sale</li> </ul>	<ul style="list-style-type: none"> <li>• Celebrated 40<sup>th</sup> Birthday</li> <li>• Your Own Grad School program and show</li> <li>• New Operations Director Genevieve Flavelle</li> <li>• Square Pegs video screening at Market Square</li> </ul>
Kingston Handloom Weavers and Spinners	113 members, from Senior to Junior	<ul style="list-style-type: none"> <li>• Participated in Tett Family Day, Culture Days, and Arts Expo welcoming 636 visitors</li> <li>• Artfest &amp; First Capital Days</li> <li>• City of Kingston Sheepdog Trials</li> </ul>	<ul style="list-style-type: none"> <li>• Weekly Open Studio</li> <li>• 511 visitors at Fall Sale in the Tett Centre's Rehearsal Hall</li> <li>• Workshops for 173 attendees and 6 non-members</li> </ul>
Kingston Potters' Guild	Over 80 Members	<ul style="list-style-type: none"> <li>• Arts Expo, Culture Days and Tett Family Day participant with over 200 visitors</li> <li>• Over 60 participants in the 2<sup>nd</sup> Holiday Ornament Workshop</li> <li>• New Teen Classes</li> <li>• 6 well-attended member workshops</li> <li>• Partnered with the Tett for the Arts at the Tett Summer Program</li> </ul>	<ul style="list-style-type: none"> <li>• Celebrate 50<sup>th</sup> Birthday with Gala and Juried Show with over 80 members (past and present)</li> <li>• Spring and Winter Sales with record attendance</li> </ul>

Organization	Members	Events	Highlights
Kingston Lapidary & Mineral Club	561 Members	<ul style="list-style-type: none"> <li>• Partnered with the Tett for the Arts at the Tett Summer Program</li> <li>• Culture Days, Tett Family Day Participant</li> <li>• New Sunday morning silversmithing classes</li> <li>• Field Trips for members</li> </ul>	<ul style="list-style-type: none"> <li>• Metal Rocks Show in Rehearsal Hall with 1200 visitors</li> <li>• GEMSTORM at Cataraqui Arena (first time) with 2300 visitors</li> <li>• New Website <a href="http://www.mineralclub.ca">www.mineralclub.ca</a></li> </ul>
Kingston Arts Council	400+ participants	<ul style="list-style-type: none"> <li>• Grant Program (the City of Kingston Arts Fund) supported 11 organizations and 15 projects totaling \$564,000 in funding for the community</li> <li>• Supported 90 artists through the YGK Arts Project and Unit 115 exhibition space</li> </ul>	<ul style="list-style-type: none"> <li>• New professional development workshop series "Platform"</li> <li>• Implemented the Inaugural Mayor's Arts Awards</li> <li>• New program "Arts and Equity Project" that explores diversity, accessibility and inclusion in the arts.</li> <li>• Released first-ever Annual Report</li> </ul>
Joe's M.I.L.L.	<p>700 new registrations</p> <p>Over 5000 instrument loans</p> <p>1000+ instruments in inventory</p>	<ul style="list-style-type: none"> <li>• Partnered with the Tett for the Arts at the Tett Summer Program</li> <li>• Provided instruments to over 20 organizations including Sistema Kingston, One Roof Kingston, Salvation Army)</li> <li>• RCHA and Mahones fundraiser</li> </ul>	<ul style="list-style-type: none"> <li>• 4B Spring Sale raised over \$1000</li> <li>• 9<sup>th</sup> Anniversary Homegrown Festival "The Tett continues to be a perfect place for the M.I.L.L. for growth and opportunities for collaboration."</li> </ul>
Theatre Kingston	17 shows with 1500 in attendance for Storefront Fringe Festival	<ul style="list-style-type: none"> <li>• 1120 audience members for Concord Floral</li> <li>• 716 audience members for Almighty and His Wife, a successful collaboration with Kingston's Indigenous Community and an opportunity to focus on reconciliation</li> <li>• Partnered with Dan School of Drama &amp; Music</li> <li>• Mariah continued her mentoring with TK</li> </ul>	<ul style="list-style-type: none"> <li>• Celebrated 25<sup>th</sup> Season</li> <li>• \$12,042 was returned to artists involved in the Storefront Fringe Festival, \$1000 allotted to 4 companies, and 6 students were employed</li> <li>• Received funding from the Metcalf Foundation to hire an AD intern next year</li> </ul>

## Aqua Viva

In 2017, the Tett Centre partnered with Waterlution for Great Art for Great Lakes (GAGL). This initiative involved community participation projects in eight different cities, each focusing on ideas that highlight the grandeur of the Great Lakes and its connection to its people, their history, and diverse cultures. Through a series of public workshops or actions, each community worked towards the co-creation of a permanent artwork as part of celebrating Canada's 150th birthday.

We are very proud to be home for **Aqua Viva**, the GAGL community art project coordinated by Kingston's chosen lead artist, sculptor Andy Berg with local participants.

Aqua Viva began as a community engagement process to discover, celebrate and foster Kingston's special relationship to the waters of our own Great Lake, Lake Ontario. Through Berg's artistic process, she led participants along the lakeshore, appreciating the lake environment with many senses. Thus inspired, she then guided visualization and facilitated text and clay-medium maker-workshops. As a completed project, Aqua Viva is a low-relief, glazed and fired polychromatic stoneware wall work which articulates shared community

values, hopes and relationships to the gift of our special Great Lake environment. This beautiful piece, located in the Tett Centre's main stairwell, incorporates community text and symbols, lake environment elements, and an ecological narrative that revitalizes a Canadian icon and local Lake Ontario inhabitant, namely: Amik, Tsyennì:to, le Castor, Beaver.



## Media Coverage

### Publicity

In 2017, the Tett Centre for Creativity and learning was featured in 69 articles and we had 25 mentions in local media. The Tett Centre received positive exposure including features with CBC Morning with Wei Chen (KABOOM!), CKWS (Tett Events), CFRC, the Kingston Whig-Standard (Family Day and Year-End 2016 Successes), Station 14, Kingston Region, and Your Kingston.



## Social Media and Website Statistics

We are pleased to have an increased social media presence through which we continue to promote activities at the Tett Centre. In 2017, it became clear that sharing events and programming in this manner was an effective way to inform the public of ways to experience the arts at our centre. Social media followers and subscribers to our newsletter continue to learn about workshops, seminars, and performances coordinated by the Tett Centre, our resident arts organizations and rental clients.

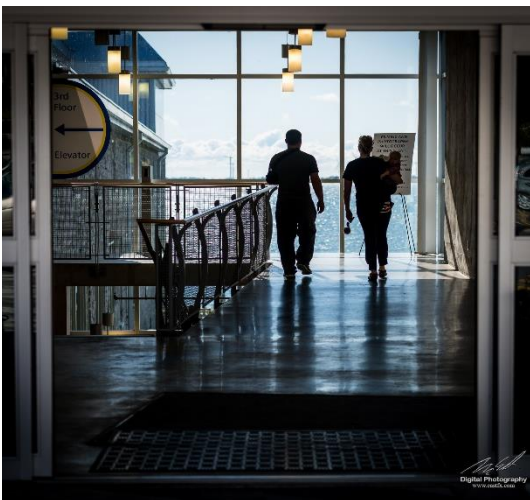
Social Media		2017	2016
	Facebook Followers	3,940	3,374
	Twitter Followers	1,533	1,200
	Newsletter Subscribers	1,534	1,101
	Instagram Followers	1,036	232
Website <a href="http://www.tettcentre.org">www.tettcentre.org</a>			
	Page views	119,707	117,926
	Users	31,768	31,972
	Blog posts	7,685	14,866
	Events	46,830	41,358

## User Satisfaction

In 2017, the Tett Centre continued to receive positive verbal and written feedback from visitors, tenants, and renters. In March 2017, a **Happy or Not** unit was installed in our main foyer as part of a program for city-owned buildings. As a building, we received 9,258 responses with an average 'Happy Index' of 88% who were pleased with their experience.



88%





# SUSTAINABILITY

## Financial Summary 2017

The TCCL had another solid financial year in 2017. We remain debt-free and posted an operating surplus for the third straight year. The unaudited 2017 surplus was significantly healthier than expected (\$58,548 vs. \$10,500), due to a convergence of several favourable outcomes.

2017 Revenues were 4.50% higher than the previous year, and approximately \$20,400 higher than mid-year projections because (a) staff were able to generate unexpectedly strong Q3/Q4 rental revenue from the Rehearsal Hall and Malting Tower; (b) our Canada Summer Jobs reimbursement was higher than originally budgeted; (c) cost control allowed the TCCL to be fully reimbursed for space, staff and supplies for the Kaboom after-school program and (d) Creativity Studio vacancy was lower than originally budgeted for the year.

2017 Expenditures were 3.14% higher than the previous year, but approximately \$27,600 lower than mid-year projections because: (a) some Programming expenditures were lower than expected as they were deferred to Q1/2018; (b) the Marketing budget was not fully spent; (c) there were modest Payroll savings and staff did not make full use of Benefits package; (d) Electricity expenditures were significantly lower than originally budgeted due to cooler summer months (less consumption for a/c) and lower base rates.

After accounting for minor capital expenditures, the TCCL closed 2017 with an unaudited accumulated surplus of \$96,483, including \$10,288 in capital reserve.

REVENUE (2017, unaudited)		EXPENSES (2017, unaudited)	
Sub-Tenant Rent	\$ 113,764	Payroll	\$ 133,689
Artist Studio and Café Rent	\$ 53,971	Services and Repairs	\$ 86,641
Room Rental Revenue	\$ 93,135	Capital Contribution and Rent	\$ 22,734
Revenue from Programming	\$ 56,170	Programming, incl Marketing	\$ 47,827
Contributions, Municipal	\$ 124,000	General Marketing	\$ 5,746
Contributions, Trillium	\$ 0	Utilities, IT and Telephone	\$ 69,827
Other Contributions/Grants	\$ 11,836	Office + Miscellaneous	\$ 20,349
Other Revenue	\$ 6,480	Taxes	\$ 6,200
<b>TOTAL REVENUE</b>	<b>\$ 456,606</b>	<b>TOTAL EXPENSES</b>	<b>\$ 397,613</b>

<b>SUMMARY (unaudited)</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>
TOTAL REVENUE	\$ 456,556	\$ 431,328	\$ 386,244
TOTAL EXPENSES	\$ 397,613	\$ 374,272	\$ 377,975
OPERATING SURPLUS	\$ 58,993	\$ 57,056	\$ 8,269
Less: Debt Retirement	\$ 0	\$ (24,000)	\$ 0
Less: Capital Expenditures	\$ (445)	\$ (4,480)	\$ (25,031)
Plus: Previous Accum.	\$ 37,935	\$ 9,359	\$ 26,121
<b>ACCUMULATED SURPLUS</b>	<b>\$ 94,483</b>	<b>\$ 37,935</b>	<b>\$ 9,359</b>

## Financial Support from Government

Through the Department of Cultural Services, the City of Kingston provided the TCCL with \$124,000 in Municipal financial support in 2017, including \$30,000 that was earmarked for regular repair and maintenance in accordance with the Facility Level Service Agreement (Schedule D of the Master Lease between the City and the TCCL) and \$18,000 that was placed in a capital reserve to be used by the City for future improvement and maintenance of the J.K. Tett Centre. The remaining \$76,000 in City Contribution was used by the TCCL



to help support full-time staff in meeting the goals of the organization and fulfilling the needs of community engagement and the arts hub. It is important to note that the financial support from the City effectively constituted less than 24% of total TCCL revenue (down from 26% in 2016).

Additional Provincial government funding for the TCCL came from two sources: (1) the Ontario 150 Program, overseen by the Ministry of Tourism, Culture and Sport, provided a grant of \$37,500 to

support KABOOM! Arts After School and (2) provincial government subsidies to KEYS Job Centre for Youth Employment helped to support two part-time, temporary staff positions (office administration and facility assistance) during the winter months at the Tett.

Lastly, through the Canada Summer Jobs program, the Federal government provided \$9,576 to the TCCL to substantially support four summer student positions in the fields of marketing, tourism and arts programming.

## Forward Guidance

The Tett Board of Directors has approved a balanced operating budget for 2018, while nevertheless providing for \$14,400 in transfers to the capital reserve. Now that KABOOM! has wrapped up, 2018 revenues are projected to decrease slightly from 2017 levels, whereas 2018 expenditures are expected to increase by 3-5%, thus narrowing the operating surplus achieved in 2017.

We are targeting an accumulated capital reserve of \$25,000 by 2018 year-end, as the TCCL is responsible for the repair and future replacement of substantial City-owned capital assets at the Tett. We have budgeted approximately \$4,000 for new capital purchases in 2018.

Fundraising campaigns, including corporate sponsorship, are planned for Q3/Q4 of 2018 to help support community programming, local artists, and public events at the Tett.





## Contact Information

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Instagram: @TettCentre  
Facebook: @TettKingston  
Twitter: @TettCentre

For information about our arts programming, our tenants, and upcoming events, please visit:  
**[www.tettcentre.org](http://www.tettcentre.org)**

