



**the tett**

Centre for Creativity & Learning

**Tett Centre for Creativity and Learning  
2019 Report for the City of Kingston**

# Tett Centre for Creativity and Learning

## 2019 Report to the City of Kingston

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### Abbreviations Used in this Report

TCCL = Tett Centre for Creativity and Learning  
 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

## The Tett Centre'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



the tett

The Tett Centre for Creativity and Learning is an independent, charitable arts organization that operates an historic, City-owned building as a dynamic arts hub. We create and coordinate accessible programming and events for all levels of experience and abilities.

The J.K. Tett Centre is home to nine resident arts organizations, eight individual artist studios, four multi-purpose rental spaces, and a beautiful waterfront café.

### VISION

We connect people and communities through the arts.

### MISSION

We strive to be a welcoming destination where artists, arts organizations, and the community come together to explore, create, and be inspired.



## Executive Summary

The 5th year of operations at the Tett was a success, with nearly 28,000 visitors to the Centre for TCCL-led and partnership programming, tours, rentals, and events alone: a 15% year-over-year increase. Cumulatively, with activities at the other eight resident arts organizations and the creativity studios, this represents a visitorship of at least 58,000 persons, comprised of a broad spectrum of ages, experience levels, and artistic interests. Factoring in patronage of the Juniper Café, we estimate that total foot traffic to the building reached 124,000 visitors.

2019 programming highlights included the ever-popular Kids Creativity Club on Saturday mornings, our Creativity Series for adults, Family Day and Culture Days open house events, summer tours in partnership with the Isabel Bader Centre for Performing Arts, and our Tett Tuesday Open Studio programming.

Rentals generated over \$278,166 in revenue in 2019: a year over year increase of 7.9%. Events, workshops and art camps contributed an additional \$26,989. Expenditures increased

by 14.7% as a reflection of additional costs for procuring professional consultation and adding new Tett Staff. These investments resulted in an in-year deficit of \$8,056 for 2019.

## OPERATIONS

### Services and Activities

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

- Supporting the internal arts organizations by providing a collaborative arts hub
- Welcoming the public to the facility and informing users of its operations

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.
- Professional Development for community artists and arts organizations.
- 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, The Activity Room and the Tett Gallery

### Staffing and Volunteers

The operations of the Tett Centre (a charitable, not-for-profit corporation) are a success, with thanks to a cooperative and dedicated team of individuals, including:

- Full-time Staff (30+ hrs/wk):
  - Nadine Baker, Facility Manager (2016 to present)
  - Danielle Folkerts, Marketing and Programming Coordinator (2018 to present)
  - Susanna Gordon, Rentals Coordinator/Arts Administrator (January 2019 to present)
  - Cat Snider, Tett Custodian (February 2019 to present)
- 1 Facility and AV Assistant: Matthew Withers (2018 to present)
- A volunteer Board of Directors
- 9 Creativity Studio Artists who provide hours of artistic instruction and open studio time to help activate our arts centre
- 1 part-time Rentals Assistant/Arts Administrator: Leslie O'Sullivan
- 8 Volunteer Counsellors for Arts at the Tett Summer Program
- 1 Tech and Facility Assistant to support rentals and programming
- Tett Teaching Artist Roster Instructors
- 7 volunteers for building-wide events, tours, and programming



## Our Rental Spaces

In 2019, the Tett Centre Staff Team welcomed a new Rentals Coordinator, Susanna Gordon. This staff position was created to elevate our rental program by providing clients with dedicated customer service in all aspects of their rental experience.

The four, versatile rental spaces at the Tett Centre bring in vital revenue that enables our charitable organization to provide accessible arts-focused programming for the community.

- **Activity Room** (600 sq.ft.): An ideal multi-purpose space for hands-on arts programming, collaborative projects and small meetings and presentations.
- **Tett Gallery** (1000 sq.ft.): An exceptional space for personal or group exhibitions, creative performances, gallery showings, sales, workshops and meetings. We are proud to rent the Tett Gallery for community artists as a non-commission exhibition space.
- **Rehearsal Hall** (1500 sq.ft.): A uniquely designed creation space perfect for dance, yoga, small theatrical performances, large workshops, or special gatherings.
- **Malting Tower Room** (1600 sq.ft.): Our finest rental space, offering a balance of historical charm and modern technical features for special occasions (eg. weddings, graduations, celebrations of life), business meetings, and a variety of arts performances, small concerts and events.

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*“I love coming to community events that happen at the Tett.”*

*“We love coming to the Tett Centre, seeing the exciting things happening and enjoying our favourite café!”*

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The Tett Centre is a popular location for photography. We welcomed 11 professional photographers to use our beautiful, heritage location for various photo shoots throughout the year.

The table below shows number of rentals by type. The type of rental determines the base rental rate. The Tett Centre offers a considerable discount (25%) to rental clients who meet our eligibility requirements.

	Malting Tower		Rehearsal Hall		Activity Room		Tett Gallery		Total Rentals	
	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018
<b>AF &amp; NFP</b>	35	19	99	48	95	56	16	18	247	141
<b>Regular</b>	24	32	17	18	7	7	3	1	51	58
<b>TOTAL</b>	<b>59</b>	<b>51</b>	<b>116</b>	<b>66</b>	<b>102</b>	<b>63</b>	<b>19</b>	<b>19</b>	<b>298</b>	<b>199</b>

**AF** = arts-focused: workshops, performances, presentations

**NFP** = not-for-profit organizations, post-secondary student-run events

**Regular** = weddings, memorials, corporate meetings, conferences

An increase of Arts-Focused and Not-for-Profit rentals is an indication that we are meeting our mandate annually to provide affordable rental space for community artists and arts organizations. The number of arts-focused and not-for-profit rentals accounted for 83% percent of our total rentals in 2019, in comparison to 71% in 2018.

Our total number of rentals increased by 50% from 2018. Base room-rental revenue was \$65,559 and the Tett Centre derived an additional \$25,956 in revenue from furniture rental and administration fees.

The Ballytobin Foundation supported one arts organization in 2019 by funding their rental at the Tett Centre: the Kingston Wood Artisans. This community organization rented the Rehearsal Hall for their annual member showcase.

## The Juniper Café

In May of 2019, the Tett Centre for Creativity and Learning was excited to welcome a new café owner, Raissa Sarkisian, to continue operations of the well-loved Juniper Café. This waterfront gem is a treasured gathering place for resident organizations and artists and the community. The café offers a delicious, unique menu created with locally sourced ingredients.

## Facility Improvements

The Tett Centre for Creativity and Learning is grateful to the City of Kingston (as building owner and Master Landlord) for continuing to make improvements to the building in 2019. A renovation of the Juniper Café space in May 2019 included a new durable floor and an upgraded HVAC system. To support operations of the café, our server kitchen (adjacent to the Malting Tower rental space) was retrofitted with more refrigeration and storage. A Tett Custodian was hired in 2019 (Catherine Snider) replacing an external cleaning service that had been engaged for the first four years of operations.



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*“Thank you so much for all of your help with our wedding!  
It was an amazing day and we couldn’t have been happier with the venue, your staff, and  
all of your help throughout the process and day of. We received so many compliments on  
the venue and so many people loved the space!”*

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## ACTIVATION

### Engagement and Participation

We welcomed nearly 28,000 visitors to the Centre for TCCL-led and partnership programming, tours, rentals, and events alone: a 15% year-over-year increase. Cumulatively, with activities at the other eight resident arts organizations and the creativity studio artists, this represents a visitorship of at least 58,000 persons comprised of a broad spectrum of ages, experience levels, and artistic interests. Factoring in patronage of the Juniper Café, we estimate that total foot traffic to the building reached 124,000 visitors.

2019 Tett Centre programming highlights include:

- The Kids Creativity Club, a very popular Saturday morning program which runs from

September to May each year, is an opportunity for families to get creative together. Donations of \$1,860 were gratefully accepted to support the expenses for this drop-in community program.

- Tett Tuesday Open Studio is an opportunity to carve out time for monthly art-making. It is a place to gather and work alongside aspiring, emerging, and professional artists and crafters in the Kingston community. Each month participants bring their own project and art materials and enjoy a relaxed and casual atmosphere to create and connect. This free event, for participants aged, 18+, is hosted in various spaces around the Tett Centre, and we saw an increase of registrations in 2019.



At each Tett Tuesday Open Studio, participants can expect to meet a social, thriving, and like-minded community, who enjoy free demonstrations, skill sharing, and open conversations.

Participants take advantage of full access to our studio spaces, and work on a wide variety of their own arts projects, including: felting, embroidery, acrylic, watercolour, photography, oil painting, knitting, collage, drawing, rug hooking, book

binding, writing, digital art, illustration, printmaking and more! Tett Tuesday is a fantastic opportunity to try new mediums, ask for feedback, trial techniques, and find new inspiration.

In June 2019 we hosted the second Tett Tuesday Exhibition & Sale. It was well-attended and many artists sold their work to enthusiastic patrons. We are proud to be a non-commission gallery to ensure that all revenue from these emerging and established artists is collected by the creators themselves.

- The Tett Presents: Creativity Series of artistic workshops for adults continued with some unique programming added to our regular offerings: Air-dry Clay, Fibre Arts, Felted Ornaments, Acrylic Painting, Chinese Calligraphy, Yoga & Music, Pumpkin-Carving and more.
- Summer Tours on Fridays in July and August, in partnership with the Isabel Bader Centre, were led by our Arts Administrator. These free tours are an opportunity to

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*"You do a wonderful job with all of the children's programs. Thank you."*

*"An accessible, eclectic creative hub. Family-friendly!"*

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introduce visiting tourists to our beautiful building and talented resident artists. Inside the Tett, tour-goers see rental spaces that are not typically open to the public and get a first-hand look at the creative process of art making. Two organizations were featured during each tour plus the open Creativity Studios.

## Arts at the Tett Summer Camp

The Tett Centre for Creativity and Learning was delighted to offer its 5<sup>th</sup> annual immersive one-week summer program for children aged 8-13 years.

The program is a fantastic opportunity for children to discover new mediums, build confidence, and find new ways of problem solving.

Participants have the ability to explore a variety of art-forms: 'Metal Rocks'(jewelry and gemstone exploration), pottery, weaving, felting, movement, liquid glass pouring, drumming, book-binding, decorative hand-writing and more. Participants engage with local artists, community volunteers, and



arts organizations who lend their expertise and resources on-site. Our dynamic schedule provided 45 young artists (in small groups of 9) a diverse arts experience unlike any other in the city. On the last day, we proudly showcased all artworks made during a special open house for families and friends.

Our community partners for Arts at the Tett 2019:

The Kingston Potters' Guild, The Kingston Lapidary & Mineral Club, The Handloom Weavers and Spinners, Glocca Morra Studios, Ollin.ca, Peta Bailey (local artist), Flo Ehninger-Cuervo (resident studio artist), Jill Glatt (local artist), Gaetanne Lavoie (resident studio artist), The Joe Chithalen Memorial Musical Instrument Lending Library.

## Open House Events

Our annual building-wide open houses are an opportunity for the public to explore our arts centre and to try a variety of hands-on arts experiences. These events continue to be well-attended with nearly half of the total visitors being new to the facility.

Family Day Tett Open House was a hit on February 18<sup>th</sup>, 2019. The Tett Centre hosted a variety of free family-friendly activities and performances for the community. We kicked off the morning with two back-to-back Gary Rasberry concerts, and enjoyed family yoga with

Becca Snowdon, Kids Creativity Club with Christina Maclachlan, a Coffee & Colour Station in the Activity Room, Twisted Balloons with Julie, Play with Clay in the Kingston Potter's Guild, fibre art demonstrations with the Kingston Handloom Weavers & Spinners, Face Painting with Theatre Kingston, workshops and studio tours with the Creativity Studio artists, Quilt Making with Modern Fuel, Wire Wrapped Gemstone Trees with Kingston Lapidary Club, an open house with Joe's Mill, and a Mid-Winter Dance performance with the Kingston School of Dance. We enjoyed busy corridors, full studios, and happy faces throughout the day.



In September 2019, the Tett Centre for Creativity & Learning was an official hub for Culture Days. The Tett offered a wonderful selection of accessible performances and arts activities for all ages and abilities. The weekend aimed to promote participation in and appreciation of the arts, and it is a great opportunity for the community to explore the Tett Centre.

During the 3-day event, the Tett Centre hosted a variety of activities, such as: Afrisa Dance with Abena Beloved, Kids Creativity Club, Participainting, the Culture Hotel experience with For Forever, Hexaflexagon Activity, an exhibition by Pengyuan Wang in the Tett Gallery, and a series of performances in the Malting Tower, including: a Family Sing-along with Maria Horner, a Flamenco Music Performance, and a Drum Circle with Ollin.

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*“Just another wonderful time at the Tett Centre. All things art there. Everybody should just walk through the building and see what is offered. We look forward to our next visit.”*

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In addition, each Tett tenant offered programming and tours during the Tett Open House. Participants enjoyed: The Kingston Potters Guild's Richardson Bath House Mosaic project, Creativity Studio tours, Wire Wrapped Gemstones with the Kingston Lapidary Club, Modern

Fuel Gallery Tours, Joe's Mill Open House, Kingston Art Council workshops, face painting with Theatre Kingston, Kingston School of Dance performances, fresh cookies at the Juniper Café, and fibre crafts with the Kingston Handloom Weavers & Spinners, there was something for everyone to explore!



## Community Partnerships

Being part of an arts community means recognizing the value of collaboration and meaningful partnerships.

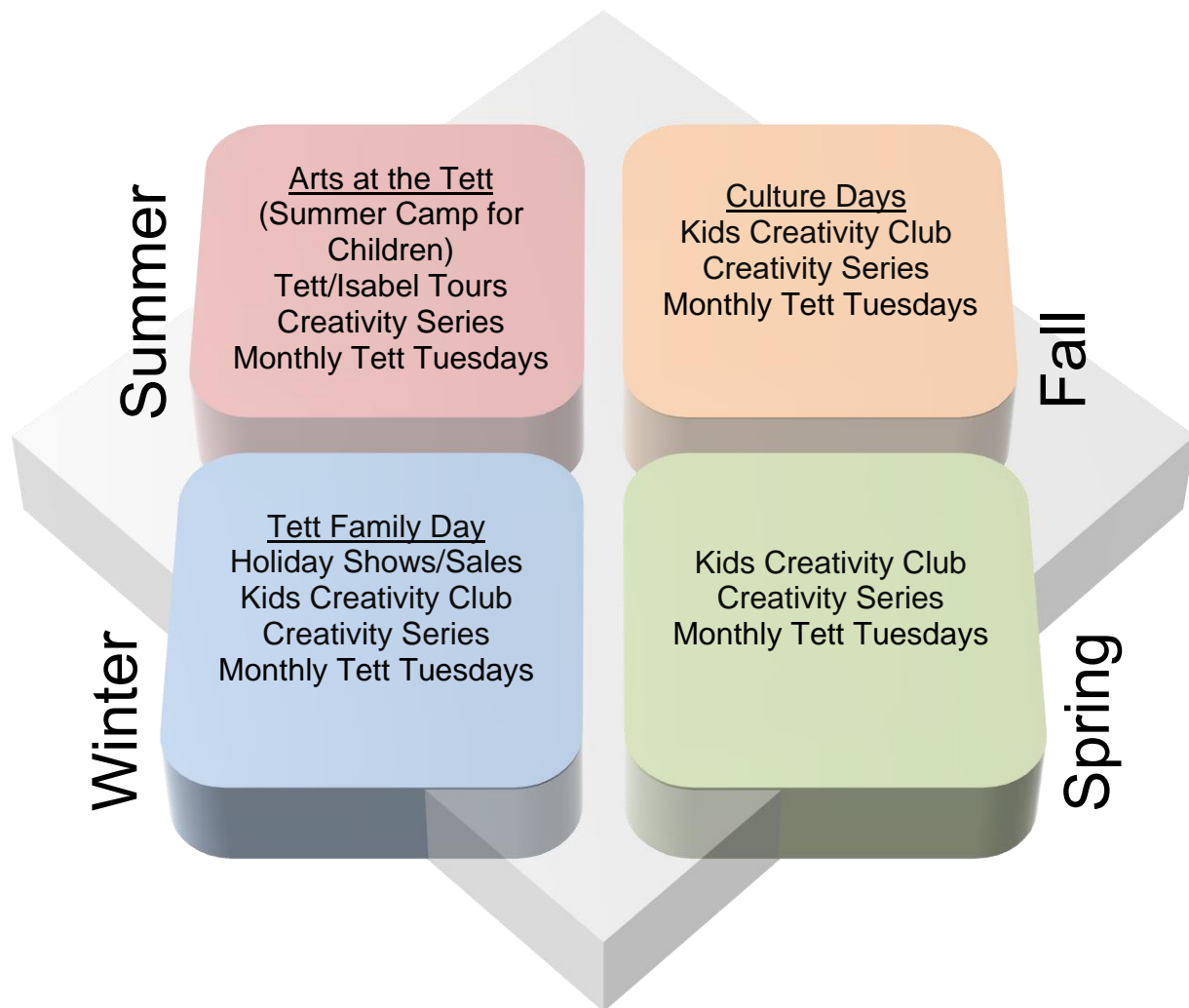
- The TCCL partnered with Karen Peperkorn, local arts educator and founder of the Creative Arts Focus Program, to coordinate an exhibition of high school student art. This was an art-exchange with Kingston's Sister City Scottsdale Arizona to celebrate 25 years of friendship. Former Kingston City Councillor and Coordinator of the Kingston-Scottsdale Sister City Program, Sandy Berg, led the engagement of this partnership. The Sister City Teen Art Show involved artwork produced by Kingston students from the Limestone District School Board displayed at the Scottsdale Mustang Public Library, and then a similar exhibition of artwork made by Scottsdale students from Scottsdale was displayed at Tett Centre for Creativity and Learning. The exhibition, titled "Global Citizens: Resilient Communities" opened on June 29 and ran until July 26 and was displayed on the limestone wall outside of the Creativity Studios on the second floor.
- In 2019, the TCCL partnered with community organizations for events that were open to the public: the Kingston Film Office, Kingston PRIDE, and LCVI Studio LC Film Night.

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*"I love the warm community atmosphere. It's so lively in an energizing way."*

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## Tett Programming Overview by Season



### User Feedback: We listened!

To ensure we are serving the needs of the community, and meeting our mandate as a 'welcoming destination where artists, arts organizations, and the community come together to explore, create, and be inspired', we pay very close attention to the on-going verbal and written feedback we receive. Our visitors, tenants, and renters can give valuable feedback in a variety of ways: through social media, email, phone, and in person.

One way to assess how our audience is enjoying our programmatic offerings, and how they are using our space, is to conduct regular user surveys. In April 2019 we released another survey. We implemented changes to existing programming based on survey results, and we added new and unique programming to compliment the activities of our resident arts organizations and artists. We also updated information on our website to help inform users of our facility's provisions.

A question on our most recent survey provided us with insight regarding the means of transportation by which visitors come to our arts centre. Survey participants could choose more than one option.

Drive	75%
Walk	39%
Bike	18%
Bus	17%
Carpool	9%
Drop-off	4%
Taxi	2%
Other	2%



We welcome all feedback regarding our programming, events, rental spaces and facility. (see contact information on Page 22)

Our Google Business rating for 2019 was 4.7/5 overall and we have a 5-star rating with Trip Advisor.

## Community Impact

### Public Attendance

In 2019, each organization exceeded expectations for new members, participants, and visitors. Every NFP arts organization and resident artist at the J.K. Tett Centre has made a commitment to the TCCL and the City of Kingston to 'promote public participation in the arts'.



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*"I wish we had something like Tett Centre where we live. You are so lucky in Kingston."*

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## Participation Numbers

Service/Activity	Achievements	Participant
Collaborative Arts Hub	Building collaboration by supporting tenant programming Promoting tenant events through the website	(pg. 8) (pg. 19)
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 and/or accessible arts programming for the community Encouraging visitors to enjoy our public building supported by new way-finding in the building	161 visitors  Website page views = 131k  Approx. 6800  Avg. 350 ppl/day
Events	<b>Tett-Led Events</b> Culture Days' Celebration – Full Building Family Day Open House – Full Building Tett Tuesday Community Exhibition (June) <b>Resident Organization Events</b> Kingston Potters' Guild Show and Sales Kingston Handloom Weavers and Spinners Annual Sale Kingston Lapidary Club Metal Rocks Sale Creativity Studio Artists' Exhibitions <b>Public Events – Rental</b> 3 <sup>rd</sup> Annual Bump, Baby and Beyond Show Kingston Wood Artisans Showcase	 900 1700 300  4800     1100 200
Camps	<b>Tett-Led Camp</b> Arts at the Tett Summer Arts Program w KHWS, KPG, KLMC, JM and resident artists	 43
Programs and Workshops	<b>Tett-Led and/or Supported</b> Kids Creativity Club Creativity Series Programs	 3600 1450
Rentals	Malting Tower, Rehearsal Hall, Activity Room, Tett Gallery (Rental Statistics page 7) <b>Tett-Supported Rentals</b> (Kingston Youth Choir, Canada Learning Code – Kingston Chapter, Gabriel Deerman) Tett-Sponsored Rental (Art for Epilepsy, Kingston PRIDE, LCVI Studio LC Film Night, Reel-Out Film Festival) Student-Run Queen's University Events supported by the TCCL (25% discount on rent)	298 rentals  22 rentals  14 rentals  19 rentals

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*“Every time we visit the Tett, we learn about new creative events and meet new artists.  
We try to come back once a week to enjoy (this) community centre”*

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## Professional and Technical Fees Paid

The Tett Centre is proud to be one of Kingston's leading employers of local professionals in the arts and cultural sector for community programming. The Tett Teaching Artist Roster played a key role in our ability to provide arts instruction for a variety of experience levels and ages in 2019. Artists with a variety of professional backgrounds can apply and become part of the programming our organization creates to complement the creative activities of our resident groups and artists. The TCCL paid a total of \$23,638 to local artists for arts instruction for Tett-created programming. Additionally, a total of \$2647 was paid to local audio-visual technicians in 2019.

## Tenant Statistics

Organization	Members	Events	Highlights
<b>Kingston School of Dance</b>	Over 300 Members Thousands attending events 70 classes weekly	<ul style="list-style-type: none"> <li>• Multi-discipline classes at Sydenham Public School and Lehurst College</li> <li>• Culture Days and Family Day and Girls Inc.</li> <li>• PA Day programming and camps</li> <li>• Master dance workshops</li> <li>• Summer intensive program with guest professional instructors from Belleville, Toronto, Kingston, and Ottawa.</li> </ul>	<ul style="list-style-type: none"> <li>• Received grant from the Davies Foundation to for Kingston Youth Dance Ensemble</li> <li>• Year-end show at the Grand Theatre</li> <li>• New Program: The Aspirant Dancer Program for pre-professional dancer training. KSD uniquely offers Cecchetti</li> </ul>
<b>Modern Fuel Artist-Run Centre</b>	Over 80 members	<ul style="list-style-type: none"> <li>• Culture Days and Family Day participant</li> <li>• Community Exhibitions</li> <li>• Round Table discussion series with Michelle Bunton, Emily Pelstring, and Raziel Miranda</li> <li>• Members show and sale featured 22 artists</li> </ul>	<ul style="list-style-type: none"> <li>• Fundraising to support the Modern Fuel Artists-run Centre was successful</li> </ul>

Organization	Members	Events	Highlights
<b>Kingston Handloom Weavers and Spinners</b>	107 members, from Senior to Junior  Weekly Open Studio with 12-20 members each working on various projects	<ul style="list-style-type: none"> <li>• Participated in Tett Family Day, Culture Days, and Tett Tours</li> <li>• Capital Days, Landsdowne Textile Festival, Bellevue House, City of Kingston Sheep Dog Trials</li> <li>• Annual Sale was well-attended</li> </ul>	<ul style="list-style-type: none"> <li>• Educational program requests (elementary to post-secondary levels)</li> <li>• Workshop provider for Queen's University retreat</li> <li>• Partnered for Arts at the Tett summer camp</li> </ul>
<b>Kingston Potters' Guild</b>	90 Members  Classes in 3 seasons with 120 students  15 classes for members plus a glaze workshop	<ul style="list-style-type: none"> <li>• Culture Days and Tett Family Day participant with over 200 visitors</li> <li>• Public participation is on-going for the Richardson Bath House mosaic project, designed by the guild</li> <li>• Partnered with the Arts at the Tett Summer Program</li> <li>• Ornament-making workshop was well-attended</li> </ul>	<ul style="list-style-type: none"> <li>• More active social media presence created the need for waitlists</li> <li>• New Logo was created</li> <li>• Spring and Winter Sales were very successful</li> </ul>
<b>Kingston Lapidary &amp; Mineral Club</b>	540 Members	<ul style="list-style-type: none"> <li>• Partnered with the Tett for the Arts at the Tett Summer Program</li> <li>• Participated in Culture Days, Tett Family Day, Tett Tours</li> <li>• Hosted 2 Metal Rocks Show (Spring and Fall) in Rehearsal Hall with 1200 in cooperation with the Kingston Potters' Guild</li> </ul>	<ul style="list-style-type: none"> <li>• 50<sup>th</sup> GEMSTORM at the Ambassador Hotel supported by a CKWS ad and a T-Shirt campaign</li> <li>• Partnered for Heritage Fair, and other clubs for field trips</li> </ul>
<b>Kingston Arts Council</b>	300+ participants	<ul style="list-style-type: none"> <li>• Grant Program (the City of Kingston Arts Fund) supported 11 organizations and 14 projects totaling \$587,000 in funding for the community</li> <li>• 4 workshops: Grant Writing, (In partnership with the Tett), Instagram Marketing, Strategic Planning, and Evaluation</li> </ul>	<ul style="list-style-type: none"> <li>• Consulted with the community and created a new Strategic Plan "Connected, Vocal, Strong".</li> </ul>

Organization	Members	Events	Highlights
Joe's M.I.L.L.	1000 registered borrowers	<ul style="list-style-type: none"> <li>• Partnered with the Tett for the Arts at the Tett Summer Program, Tett Tours, Family Day and Culture Days</li> <li>• Weekly Summer Sing-a-longs at the Juniper Cafe</li> <li>• Multiple Instrument Petting Zoos</li> </ul>	<ul style="list-style-type: none"> <li>• 12<sup>th</sup> Annual Homegrown Festival raised over \$14,000</li> <li>• Featured on CKWS Daily</li> <li>• Received a \$10,000 operating grant from Charitable Gifts Funds Canada in December</li> </ul>
Theatre Kingston	Over 4000 tickets sold  16 weeks' of Improv Classes held in the Theatre Kingston Incubator Space	<ul style="list-style-type: none"> <li>• 2065 tickets sold for the Storefront Fringe Festival</li> <li>• 146 audience members for Welcome to My Underworld</li> <li>• 268 audience members for Happy Days</li> <li>• 478 audience members for Peggy's Song</li> <li>• Hosted the 2<sup>nd</sup> Annual: A Christmas Carol at the Tett Centre</li> </ul>	<ul style="list-style-type: none"> <li>• Monologue festival engaged 22 artists</li> <li>• two interns were hosted</li> <li>• Culture Days face-painting for over 200 children</li> <li>• 2019 Kick and Push supported hundreds in the theatre sector</li> </ul>

## Creativity Studios

We had full occupancy in our Creativity Studios on the second floor in 2019. Nine talented artists create and sell their artwork from individual studios in a cooperative and warm space, suite 214.

*"Being there is a dream come true for Adele and I. Joining the community has elevated our arts practices. We will always appreciate being a part of the Creativity Studio group. Friendships created while working alongside other talented artists make this an experience we will treasure always. our collective motto in the Creative Studios is that "Door are always open, and everyone is welcome" - Rhonda and Adele, Studio H*



## Marketing

Event and programming news is shared with our audience via social media platforms and our very popular newsletter, coordinated by Danielle Folkerts, Marketing and Programming Coordinator. Using our social media as a prime marketing tool, our followers and subscribers can learn about workshops, seminars, and performances created by the Tett Centre, our resident arts organizations, artists, and rental clients.

The Tett Centre has also produced several informative rack cards that can be found on all floors: a map, a history of the Tett, Tett Tuesday Open Studios, and Kids Creativity Club.

Using Eventbrite as our primary means of promoting Tett-created programming (in addition to our other social media platforms and posters) has proved to be the most efficient marketing tool and the easiest way for the community to register for workshops. We have encouraged and trained many of our regular renters, resident artists and tenants, to also use Eventbrite in conjunction with other social media platforms.

<b>Social Media</b>		<b>2019</b>	<b>2018</b>	<b>2017</b>
	Facebook Followers	4927	4422	3,940
	Twitter Followers	1937	1770	1,533
	Newsletter Subscribers	2443	1923	1,534
	Instagram Followers	2130	1601	1,036
<b>Website</b> <b>www.tettcentre.org</b>				
	Page views	131,970	129,751	119,707
	Users	34,982	29,759	31,768
	Events views	47,957	46,792	46,830

## SUSTAINABILITY

### Governance Changes in 2019

Following on the 2018 City-commissioned review of Tett Centre governance undertaken by KPMG, the TCCL Board was transformed to phase out directors nominated by subtenant organizations, and to appoint successors from the wider community. In 2019, TCCL Board Chair David Kerr worked closely with the City legal team, the TCCL Facility Manager, Board Officers and subtenant representatives to update the corporation's Bylaw #1 and processes in ways that best support the operational integrity and future potential of the TCCL. Provision was made at the AGM in June 2019 to extend David Kerr's term as Board Chair to the end of March 2020, to provide continuity in completing the governance transformation to meet the recommendations of KPMG. Initial key updates to Bylaw #1 were passed by TCCL Members at a Special General Meeting held in December 2019.

Further changes to the Bylaw #1, once ratified by the Members (expected at the 2020 AGM), will create an effective non-profit corporation, still at arm's-length from the City of Kingston, with a structure that is compliant with Provincial legislation. The structure ensures this wonderful civic facility will attract wide community involvement and will continue to be responsive to the needs of both the city's arts community and TCCL subtenant organizations.

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*"I just visited for the first time over the weekend (pottery sale) and was thoroughly impressed with the building and what you have to offer."*

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## 2019 Financial Summary

The Tett Centre remained debt-free in 2019. We posted a small in-year operating deficit of \$8,056 despite an increase in revenue. In operational terms, 2019 revenue was up 4.8% (year-on-year). There was a 50% increase in the volume of rentals translating to an increase in rental revenue of \$20,267 (+7.9% from 2018). 2019 Expenditures increased by \$58,795, by 14.7% year-on-year. Expenses were higher due to an increase in professional fees and the addition of new staff.

## Statement of Operations

REVENUE (2019, audited)		EXPENDITURES (2019, audited)	
Rental Revenue	\$ 278,166	Salaries and Benefits	\$ 188,141
Revenue from Programming	\$ 26,989	Professional Services, Maintenance, and Repairs	\$ 113,149
Contributions, Municipal	\$ 122,000	Capital Contribution and Rent	\$ 30,135
Trillium Grants, Provincial	\$ 5,400	All Programming and Events	\$ 30,938
Other Contributions/Grants	\$ 1,500	Advertising and Promotion	\$ 4,992
Donations	\$ 6,909	Utilities, IT and Telephone	\$ 63,676
Sponsorship Revenue	\$ 0	Office + Miscellaneous	\$ 16,388
Other Revenue Incl. Interest	\$ 10,940	Amortization	\$ 12,541
<b>Total Revenue</b>	<b>\$ 451,904</b>	<b>Total Expenditures</b>	<b>\$ 459,960</b>

## Statement of Cash Flows

SUMMARY	2019	2018	2017	2016	2015
TOTAL REVENUE	\$ 451,904	\$ 431,132	\$ 493,774	\$ 457,460	\$ 435,186
TOTAL EXPENSES	\$ 459,960	\$ 401,165	\$ 409,001	\$ 413,227	\$ 407,564
OPERATING SURPLUS	\$ (8,056)	\$ 29,967	\$ 84,773	\$ 44,233	\$ 27,622
+ amortization adjustments	\$ 7,684	\$ 8,647	\$ 9,385	\$ 10,127	\$ 6,377
+ change, non-cash capital	\$ (2,886)	\$ 34,370	(\$ 35,305)	\$ 12,710	\$ 23,475
+ cash flow, inv. activities	\$ 0	(\$ 2,257)	(\$ 445)	(\$ 7,841)	(\$ 121,021)
+ cash flow, financing	\$ 0	\$ 0	\$ 0	(\$ 24,000)	\$ 81,887
Increase in Cash & Equiv.	\$ (3,258)	\$ 70,727	\$ 58,408	\$ 35,229	\$ 18,340
Cash & Equiv., start of year	\$ 222,221	\$ 151,494	\$ 93,086	\$ 57,857	\$ 39,517
Cash and Equiv. year-end	\$ 218,963	\$ 222,221	\$ 151,494	\$ 93,086	\$ 57,857

## Financial Support

The City of Kingston (through the Department of Cultural Services) provided the Tett Centre with \$122,000 in Municipal financial support in 2019, including \$38,424 earmarked for regular repair & maintenance in accordance with the Facility Level Service Agreement (Schedule D of the Master Lease between the City and the Tett Centre) and \$19,276 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 \$64,300 of the Municipal Contribution was used by the Tett Centre 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 about 27% of total Tett Centre revenue (the same as in 2018).

Provincial government funding for the TCCL (\$5900) was provided through an Ontario Trillium Foundation capital grant to renovate our most used rental space, the Activity Room.

The TCCL was proud to be chosen as a designated Ontario Culture Days Hub (see page 11) and we greatly appreciated a stipend of \$1500 to support the expenses associated with the event (hiring artists and purchasing supplies and equipment).

We are grateful for the generous donations made to our charitable organization throughout the year at our events, at our drop-in programming (Kids Creativity Club and Tett Tuesday Open Studios), directly in our office, and through Canada Helps. The TCCL recognizes our annual contributors on a special donor plaque in the main stairwell.

## Forward Guidance

The TCCL Board of Directors has approved a balanced operating budget for 2020. The Board decided to increase subtenant base and additional (CAM) rent by 1.9% and 1.0% respectively. The annual budget provides for transfer of approximately \$13,500 to capital reserve.

As per the KPMG recommendations, the TCCL Board of Directors has established an Operation Stabilisation Reserve of \$80,000.00 which will be used under exceptional circumstances to cover operation losses. The Tett Centre has been building capital reserve to take care of future repair and replacement of capital assets including those owned by City of Kingston.

## Subsequent Events - COVID -19

Subsequent to year-end, there was a global outbreak of COVID-19 which had a significant impact on business through the restrictions put in place by the federal, provincial and municipal governments regarding travel, business operations, and isolation/quarantine orders. It was a non-adjusting event for the TCCL as the pandemic happened in late January 2020. At this time, it is unknown to what extent the COVID-19 outbreak may affect our organization. The TCCL has applied for Government support programs which includes Canada Emergency wage subsidy (CEWS) and Canada Emergency Business Account (CEBA) and we will be looking all options to take advantage of other Government support programs expected to roll out in the coming weeks. The TCCL has been working closely with subtenants and has agreed to defer April 2020 rent until the end of the year 2020. Also, the TCCL Board of Directors agreed to be open to subtenant requests on case-by-case basis to support them during this tough time.

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*"Location, location, location! This site is next to the water with great views!"*

*"Easy to find, lots of parking, clean bright environment, fun and engaging instructor!"*

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## Contact Information

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Find us and follow:

**Instagram:** @TettCentre

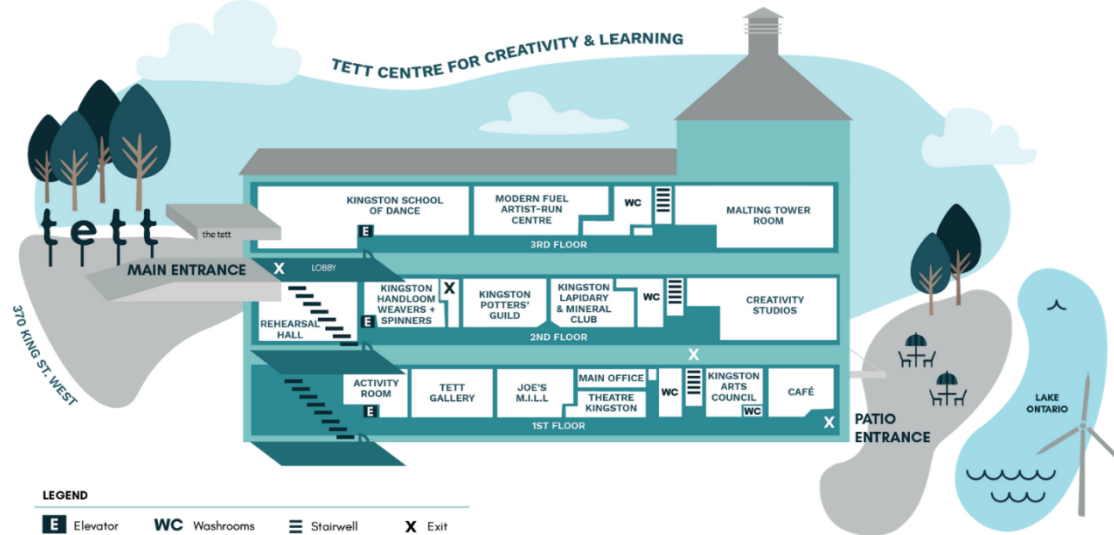
**Facebook:** @TettKingston

**Twitter:** @TettCentre

For more information about our regular arts programming, our tenants, and upcoming events, and/or to subscribe to our monthly newsletter, please visit:

**www.tettcentre.org**

## Who's at The Tett?



**KINGSTON  
POTTERS' GUILD**



**KINGSTON  
Handloom Weavers & Spinners**

**THEATRE  
KINGSTON**



*Juniper*  
CAFE

**MODERNFUEL.**  
artist-run centre



**KINGSTON SCHOOL OF  
dance**



kingston  
arts council



**culture days**

the tett  
*Creativity*  
SERIES

**TETT TUESDAY  
OPEN STUDIO**

