



2019

create  
victoria make your mark

PROGRESS REPORT

Victoria radiates creativity and thrives as a home to creative people and everyday artistic encounters.

### **Arts, Culture and Events Office**

Victoria is home to a vibrant and eclectic arts and culture community, from world class performing arts, museums and festivals to local authors and artisans. The juxtaposition of heritage charm and modern urban living is part of what makes Victoria one of the most uniquely special places in Canada.

The City has been working with local arts and cultural groups for over 45 years to support initiatives such as multicultural festivals, special events and films, Canada Day celebrations, public art, Victoria's Poet Laureate and Youth Poet Laureate program, and the annual City of Victoria Butler Book Prize.

In 2019, the City invested approximately \$1.6 million dollars in arts, culture and events.

### **Create Victoria Arts and Culture Master Plan**

Extensive public input has informed the development of the Create Victoria Arts and Culture Master Plan, which aligns ideas, people, and resources around a shared vision and a set of goals, strategies and actions to realize Victoria's creative potential and guide investment over the next five years. City Council adopted the plan and its implementation framework on December 14, 2017.

We look forward to our continued work with the community on implementing this plan!



# cultural spaces

## create victoria highlights

Since 2017, a working group has commissioned a feasibility study, hosted a design charrette and developed a draft business plan to examine the viability of a creative hub downtown.

The City joined the Social Purpose Real Estate (SPRE) Collaborative and the **Rent/Lease/Own Study** to understand the real estate challenges affecting the not-for-profit sector. Look for the report later this year.

Council approved a motion to direct staff to **align the Create Victoria Master Plan with the Victoria Housing Strategy** to include the creation of housing for artists as a goal of the Victoria Housing Strategy.



BOXCARSIX Artist Collective, Storefronts Victoria, 2019

### 2019 OPERATIONAL HIGHLIGHTS

**10** # OF PROPERTIES EXEMPT FROM PROPERTY TAXES



PERMISSIVE TAX EXEMPTION

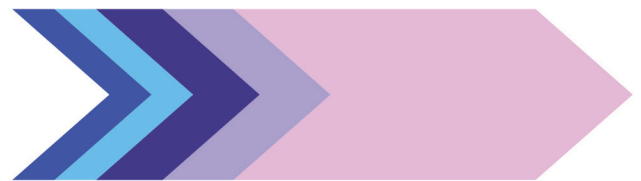
**\$478,943**

**\$750,000**

MCPHERSON  
PLAYHOUSE  
OPERATING +  
CAPITAL FUNDING

**\$193,000**

ROYAL THEATRE  
FUNDING



**105** | TOTAL CULTURAL VENUES MAPPED

- 72** MUSIC PERFORMANCES
- 17** THEATRE + DANCE PERFORMANCES
- 16** ART EXHIBITIONS
- 10** STUDIO SPACES
- 10** FILM SCREENINGS

# grants

The City of Victoria is a major contributor to the CRD Arts Development which provides funding to arts organizations through a variety of grant programs. In 2018, \$2.4 million dollars was distributed. Since adoption of Create Victoria, City Council has approved additional funding to the annual Festival Investment Grant program. That means more free festivals to enjoy all year long.

## 2019 FESTIVAL INVESTMENT GRANTS

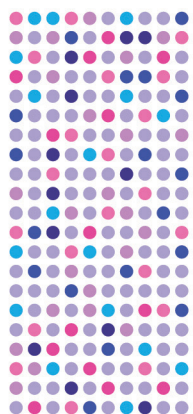


Dylan Stone Band, Lunchtime Concerts in the Square, 2019

ORGANIZATIONS WHO RECEIVED GRANTS



# 35



EMPLOYS

# 210

FULL AND PART-TIME POSITIONS

# \$276,828 IN CASH

AN INCREASE OF \$120,828 IN FUNDING SINCE ADOPTION OF CREATE VICTORIA

IN-KIND SUPPORT



# \$128,700

LEVERAGES ROUGHLY FROM OTHER LEVELS OF GOVERNMENT + SPONSORSHIP

# \$2.3M

**CORPORATE SPONSORSHIP**

\$1M CASH AND \$1.3 M IN-KIND



# Indigenous programs

## create victoria highlights

The **Indigenous Artist in Residence Program** is now an ongoing program to ensure Indigenous voices and stories are shared and reflected in city planning, a key objective under the Telling Our Story Strategic Priority.

In her position as the inaugural Indigenous Artist in Residence, Lindsay Delaronde improved the City's engagement with vulnerable and disadvantaged citizens and created opportunities for the public to participate in the City's reconciliation journey. She also supported local artists and businesses through collaborative art projects.



Supernova, Indigenous Showcase, directed by Lindsay Delaronde, 2019

As part of her residency, Lindsay directed two theatre productions, **Pendulum** and **Supernova**, at the Belfry Theatre, featuring traditional and contemporary Indigenous performances for healing the spirit through song, dance, and storytelling.

In addition, Lindsay developed three art symposiums from 2017 to 2019 focused on sharing Indigenous philosophies, contemporary expressive forms, interactive learning and exploration.



River Run, Dylan Thomas, Sacred Art Installation, 2018

Have you checked out **Sacred** at City Hall? This long-term Indigenous art exhibit, curated by Rose Spahan, features work from eight artists in a variety of mediums including mural, video, poetry, projections, photography and silk screens.

### 2019 OPERATIONAL HIGHLIGHTS

**36**  
PROJECTS

**5**  
COMMUNITY  
PARTNERSHIPS

**70** EMPLOYED  
ARTISTS

**ORANGE  
SHIRT  
DAY**  
THIRD EVENT  
HOSTED  
IN 2019

**2**  
PERFORMANCES

**11**  
SPEAKERS

**500**  
PEOPLE IN  
ATTENDANCE

# public art + placemaking



Two Sisters, Kenneth Lavallee, Concrete Canvas, 2018

## create victoria highlights

We heard you! During Create Victoria we heard the need for more exhibition opportunities for artists. Our two new programs are the **Storefronts Victoria Exhibition**, and **Commute: A Bus Shelter Art Exhibition**. These provide opportunity for pop up interventions and temporary exhibitions for local artists.

A roster of pre-qualified local artists is available for mural and community art opportunities. The new roster will streamline the City's process for **connecting artists**

**with local businesses and community groups looking to enhance exterior walls with a mural.** To accompany the roster, a mural toolkit has also been created to assist the community through the mural making process: a key deliverable of Create Victoria.

The **Public art policy** is a key document to guide Council and staff's work. Council passed an updated public art policy, which included creating a **reserve fund for public art maintenance** to ensure we can continue to care for over 100 artworks in the public realm.

### 2019 OPERATIONAL HIGHLIGHTS

## ARTIST IN RESIDENCE



MEMBERS  
OF  
ART IN  
PUBLIC  
PLACES  
COMMITTEE



TEMPORARY + POP UP  
PUBLIC ART

169 APPLICATIONS FOR  
PUBLIC ART CALLS



93 WINTER HANGING  
BASKETS

550 SUMMER + WINTER BANNERS  
INSTALLED DOWNTOWN



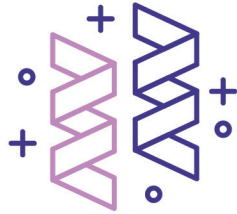
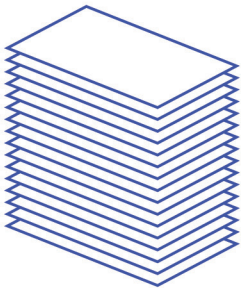
# special events

The Arts, Culture and Events office functions as a central hub for special event and filming applications and permitting. Event organisers now have a streamlined process for special event information related to applications, coordinating City in-kind services, event infrastructure assistance and grants.

## 2019 OPERATIONAL HIGHLIGHTS

# 158

SPECIAL  
EVENT  
AND PARKS  
EVENT  
PERMITS



# 28

BLOCK  
PARTY  
PERMITS



# 56

FILM PERMITS



# 84

DAYS OF  
FILMING



LOANED  
FESTIVAL  
EQUIPMENT  
— TO —



# 119

ORGANIZATIONS



Symphony Splash, 2019

# arts + culture programming



Flamenco Festival, 2019

## create victoria highlights

Centennial Square and Cameron Bandshell in Beacon Hill Park offer **free summer programming for the community**, including craft workshops, dancing and drop-in chess. In addition, the City hires local bands to perform with music styles including classical, folk, pop, and electronic.

In 2018, an emphasis was placed on creating **more local family friendly, multicultural programming during Canada Day Celebrations**. The mainstage reflects Canada's cultural diversity and showcased the event's first Indigenous headliner and the first drag queen emcee.

Agartu Ali, the City's Youth Poet Laureate hosted a poetry event called Poems of Colour that included poets and musicians at the Art Gallery of Greater Victoria. Events like this provide an opportunity for **more inclusive platforms and spaces for engagement with the community**.

## 2019 OPERATIONAL HIGHLIGHTS



35

CENTENNIAL  
SQUARE  
SPECIAL  
EVENT  
PERMITS

CAMERON  
BANDSHELL  
SPECIAL  
EVENT  
PERMITS

9

56



DAYS OF FREE  
PROGRAMS  
AND CONCERTS

35

SUBMISSIONS  
FOR THE  
BUTLER  
BOOK PRIZE



24

SUBMISSIONS  
FOR THE  
CHILDREN'S  
BOOK PRIZE

POEMS READ  
AT CITY COUNCIL

14

5

POET LAUREATE  
AND YOUTH  
POET LAUREATE  
EVENTS





# engagement + cultural development

## create victoria highlights

A series of **round table discussions on the future of philanthropic funding of arts and culture** was held and hosted by the Union Club of British Columbia. A summary of key recommendations will help guide the City in building awareness and understanding for the need of private sector and individual philanthropic support.

The City hosted a **Vacant Storefront Information Session** during the University of Victoria pop up MFA exhibition on the 800 Block of Fort Street. A key deliverable is more opportunities for dialogue and networking.



Create Victoria, Visual Arts Culture Cafe, Cinderblock, 2017

One of our key objectives is to **facilitate social inclusion, and promote diversity, community wellness and accessibility in cultural spaces**. City staff facilitated a number of projects with our community partners including:

- » Supporting a small group of **youth at risk in Centennial Square** by hosting bbqs and helping them develop a community mural. The artwork is a reflection and reaction to climate change and pollution.
- » **Staff held three roundtable discussions with a group of Indigenous artists, curators, and art administrators**. The discussions were Indigenous-led and focused on discussing the Indigenous Artist in Residence program and proposing improvements for the next residency.
- » The **Create Victoria Mixer + Artist Panel** was a free event on top of the Yates Street Parkade and included a panel discussion featuring local artists Fern Long, Joshua Ngenda and Austin Clay Willis, moderated by local artist Amanda Farrell-Low.

## 2019 OPERATIONAL HIGHLIGHTS

# 69,135

VISITORS TO THE ARTS,  
CULTURE AND EVENTS  
WEBPAGES



# 10

ENGAGEMENT  
EVENTS,  
WORKSHOPS  
AND TALKS



# 1,561

EMAILS RECEIVED IN THE  
**CULTURE@VICTORIA.CA**  
INBOX

**CITYVIBE EVENT  
AND FESTIVAL GUIDE**



# 20,000

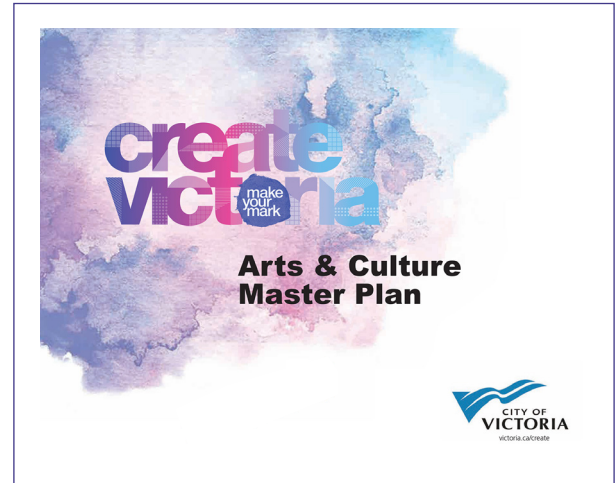
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REGIONALLY

# cultural planning + policy

## create victoria highlights

Did you know? **The City's Create Victoria Arts and Culture Master Plan won the 2018 Award of Excellence – Cultural Planning Award from the Creative City Network of Canada.** The Awards of Excellence Program recognizes the outstanding achievements of Canadian municipalities and encourages excellence in the development and delivery of cultural policy, planning and practice. Thanks to everyone who participated!

The City moved ahead on the development of a **Music Strategy**. The City's Music Advisory Committee partnered with Music BC to obtain funding through FACTOR Canada and secured Sound Diplomacy as a consultant **to assess the current music ecosystem and develop an action plan for music development in Victoria.**



### 2019 OPERATIONAL HIGHLIGHTS

CULTURAL ASSETS



602

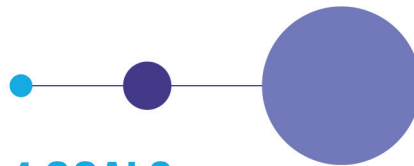
MAPPED IN THE CITY OF VICTORIA



1,196

TOTAL IN THE CAPITAL REGION

CREATE VICTORIA



4 GOALS

18 OBJECTIVES

79 ACTION ITEMS

29

ACTION ITEMS COMPLETED, PARTIALLY COMPLETED OR IN PROGRESS

ENGAGEMENT SESSIONS HOSTED FOR THE MUSIC STRATEGY

14

5216

PEOPLE EMPLOYED IN CULTURAL INDUSTRIES

\*SOURCE: STATISTICS CANADA, 2017

TOTAL ECONOMIC CONTRIBUTION OF CULTURE TO VICTORIA'S ECONOMY

\$382.2M

AVERAGE SALARY FOR CULTURAL OCCUPATIONS

VICTORIA \$38,982

CANADA \$47,402

\*SOURCE: STATISTICS CANADA, 2016



## **Policy Statement**

The City of Victoria is dedicated to fostering a thriving cultural ecosystem where creativity, innovation and artistic excellence can flourish.

It promotes the inclusion of citizens and visitors to participate in arts and cultural life. It celebrates diversity knowing this energizes a vibrant cultural scene and reflects a shared authentic identity.

As the Provincial capital, it is upholding Truth and Reconciliation; preserving its artistic and heritage legacy; animating public spaces; and seizing opportunities for collaborative culture-led economic development.



### **Connect with Us:**

Arts, Culture and Event Office  
720 Douglas Street, Victoria BC  
Phone: 250.361.0246  
Email: [culture@victoria.ca](mailto:culture@victoria.ca)  
Website: [victoria.ca/create](http://victoria.ca/create)



The City of Victoria is located on the homelands of the Songhees and Esquimalt People.



[victoria.ca/create](https://victoria.ca/create)