

Everyday Creativity



- VISION: *“Victoria radiates creativity and thrives as a home to creative people and everyday artistic encounters”.*
- Embracing creativity to support health and wellbeing for all citizens.
- Also an important ingredient in attracting people back downtown and village shopping areas in supporting small business re-opening plans.
- Shifting priorities from capital to programming support during the pandemic is a more strategic use of funds to support wider proportion of the arts sector to access funding and also benefit our citizens who are seeking creative opportunities.

Everyday Creativity Grant



- Will aim to increase access for everyone to be creative through the arts to improve mental and physical health.
- Emphasis on learning, creative expression and wide participation would be encouraged.
- Creating an equitable solution where more people can experience more art, more often is essential.
- Staff will report back with grant program criteria, objectives and guidelines by end of June.

City-Wide Creative Interventions



- Traditional summer programs in Centennial Square and Cameron Bandshell will be challenging to do safely.
- Staff have been reimagining ways to bring everyday creativity to citizens.
- City-run programs via the pre-vetted Artist, Musician and Community Art Rosters will allow staff to quickly deploy creativity into public spaces this summer.