



Committee of the Whole Report

For the Meeting of June 25, 2020

To: Committee of the Whole **Date:** June 15, 2020
From: Kerri Moore, Head of Business and Community Relations
Subject: Everyday Creativity Grant Guidelines Report

RECOMMENDATION

That Council:

1. Approves the new one-time Everyday Creativity Grant Program and Guidelines.
2. Approves a rolling intake until December 31, 2020 and authorizes the City Manager to approve the grants following the staff review process.
3. Direct staff to report back at the end of the year on grant allocations and evaluation of the grant program.

EXECUTIVE SUMMARY

During the pandemic, we have already seen people around the world embracing everyday creativity and the need for creative outlets during the health crisis. Art and culture activity is also an important ingredient in supporting economic recovery efforts.

The Everyday Creativity Grant program will encourage and enable the community to realize creative opportunities for citizens to enjoy. An emphasis on equitable access for all citizens to participate is a key component of this program.

The City of Victoria's Cultural Policy guides decision-making on how staff approach their work. In keeping with our Cultural Policy Statement, the City is working to ensure that everyone has access to participate fully in the creative life of the city which is essential to a healthy and democratic society. Staff will continue to learn, respond, examine and adapt their practices as they move forward in undertaking this work.

A total budget of \$125,000 has been allocated for this one-time grant program in 2020.

PURPOSE

To seek Council's approval to move forward with the new Everyday Creativity Grant program.

BACKGROUND

At the May 14th, Committee of the Whole meeting, Council directed staff to report back with options for a special round of grants to:

- a. Encourage events with alternative formats that build community and social connection while allowing for physical distancing;
- b. Once restrictions are lifted, events to bring people back downtown, support arts and culture, and inject economic vibrancy back into the core and village centres.

On June 4, staff presented an option to support Council's direction for increased social and community connection through a new grant program, Everyday Creativity.

The Everyday Creativity Grant aims to increase access for everyone to be creative through the arts to improve mental and physical health. This new grant program would enable all citizens to have the means to access the arts regardless of cultural background, gender, sexual orientation, disability, income, educational, occupation or location.

The grants would enable more creative programming for the community by many organizations. Emphasis on learning, creative expression and broad public participation of the program could be encouraged. A total budget of \$125,000 has been allocated for this grant program.

ISSUES & ANALYSIS

Participating in the arts has multiple benefits for health and wellbeing - reducing social isolation, building self-esteem and strengthening community connection. Creating an equitable solution where more people can experience more art, more often is essential.

The grant program would aim to fulfil the following objectives

- To increase opportunities for creative engagement to support mental and physical health.
- To improve access to the arts for everyone, either online or in-person.
- To amplify arts programs rolling out during the pandemic to increase awareness of creative opportunities.
- To measure and report back on the social impacts of the Everyday Creativity program.

The maximum grant amount is \$5,000 for eligible applications which include, but is not limited to, not-for-profit organizations, schools, and community centres. Individuals, ad hoc, informal organizations, and businesses may also apply for funding by partnering with a local non-profit group. The non-profit group is required to sign the application as the sponsor, and if approved, will receive the funding for disbursement. The project must be within the City of Victoria boundaries to be eligible for funding.

Applications that would qualify under this grant program may include the following characteristics:

- Creative outlets that maximize opportunities for citizens to participate and engage with the arts. This may include development of an arts activity, production of an arts event with a participatory component or expanding existing program for broader inclusion of participants.
- Programs or activities that have a learning component.
- Marketing strategies that address access and inclusion to vulnerable and marginalized communities.
- Programs and activities that provide access to newcomers and makes them feel more welcome and included.
- Providing low/no cost programs.

Applications will be considered ineligible if they relate to:

- Events that are commercial in purpose

- Contests or competitions
- Fundraisers
- Retroactive funding
- Demonstrations, marches, rallies
- Trade shows and trade fairs
- Scholarships

Intake will be on a rolling basis beginning in early July. Applications will be reviewed bi-weekly and grants allocated until all funding is depleted. The City Manager will approve grants based on a staff analysis using the grant criteria provided in the grant guidelines. A final staff report to Council on grant allocations and evaluation of the program will be provided at the conclusion of the program.

The applicant must submit a final report which includes a description of the event; event evaluation; a financial statement of actual revenue and expenses; participation statistics; a description of the economic and social impact of the program.

The following Create Victoria action items would be implemented by moving forward in this direction. This includes:

- Identify opportunities for inclusive, collaborative community arts and creative placemaking participation activities facilitated by artists and creative practitioners.
- Use art as a tool for community wellness and opening up opportunities for marginalized communities through inclusivity initiatives with identified partners.
- Support cross-cultural interactions and more inclusive platforms and spaces for engagement with the community.
- Build relationships with community associations and organizations to expand the number and range of creative participation opportunities at the neighbourhood level.
- Work with the technology community in identifying tech-based solutions to help increase access to the arts.

OPTIONS & IMPACTS

Option 1 (Recommended):

1. Approves the new one-time Everyday Creativity Grant program and accompanying guidelines.
2. Approves a rolling intake until December 2020 and authorizes the City Manager to approve the grants following the staff review process.
3. Direct staff to report back at the end of the year on grant allocations and evaluation of the grant program.

Option 2:

Council to provide alternative direction to staff.

Accessibility Impact Statement

There are no accessibility concerns related to the proposed recommendations in this report.

2019 – 2022 Strategic Plan

Implementation of the Everyday Creativity grant programs helps the City achieve the following strategic objectives:

- #4 Prosperity and Economic Inclusion
- #5 Health, Well-being and a Welcoming City

Impacts to Financial Plan

There are no impacts to the 2020 Financial Plan.

Official Community Plan Consistency Statement

16.9 Provide direction for cultural planning through the development and regular update of a Cultural Plan, that:

- 16.9.2 Seeks opportunities for partnership with the public, private and non-profit sectors;
- 16.9.3 Maintains, develops and enhances the delivery of City arts and culture programs;
- 16.9.4 Enhances support to local, non-profit groups engaged in arts or culture programs;

CONCLUSIONS

The Everyday Creativity Grant program is one step forward in realizing the City's vision outlined in Create Victoria. The impacts of the arts can provide considerable health, wellness, and quality of life benefits for our citizens that is needed during a stressful time for many in our community.

Respectfully submitted,



Nichola Reddington
Senior Cultural Planner



Kerri Moore
Head of Business and Community Relations



Report accepted and recommended by the City Manager: _____

Date: June 19, 2020

List of Attachments

Appendix A: Everyday Creativity Grant Program Guidelines