



**Committee of the Whole Report  
For the Meeting of January 28, 2021**

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**To:** Committee of the Whole **Date:** January 15, 2021  
**From:** Kerri Moore, Head of Business and Community Relations  
**Subject:** 2020 Everyday Creativity Grant Update

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**RECOMMENDATION**

That Council receive this report for information.

**EXECUTIVE SUMMARY**

During the pandemic, we have seen people around the world embracing everyday creativity and the need for creative outlets has never been stronger. Arts and culture activity is also an important ingredient in supporting economic recovery efforts.

The Everyday Creativity Grant program has encouraged and enabled the community to realize creative opportunities for citizens to enjoy. An emphasis on equitable access for all to participate was a key component of this program.

A total budget of \$125,000 was allocated in 2020 for this one-time grant program. Since the grant launch in early July 2020, staff have received 32 eligible applications; five projects have already been completed and 27 more will be completed in 2021. Reports from the completed events indicate they were very well-received by participants and were successful at encouraging our community to embrace the arts during the pandemic.

**PURPOSE**

To provide Council with a report on the 2020 intake of the Everyday Creativity Grant.

**BACKGROUND**

At the May 14, 2020 Committee of the Whole meeting, Council directed staff to report back with options for a special round of grants to encourage events and activities that build community while allowing for physical distancing and bring people to the downtown core while supporting arts and culture and economic vibrancy.

On June 4, 2020, 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 aimed to increase access to artistic creativity 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, education, occupation or location. A total budget of \$125,000 was allocated for this grant program.

On June 25, 2020, staff presented a report seeking approval to move forward with the grant, receiving unanimous approval.

### Intake

Staff received 32 eligible applications for the Everyday Creativity Grant.

Applications were reviewed by staff, and funding recommendations were provided to the City Manager for sign-off. In total, the funds allocated in 2020 to Everyday Creativity Grants amounted to \$113,430.00.

Details of approved funding can be seen in Appendix A, and the evaluation matrix has been included in Appendix C.

## **ISSUES AND ANALYSIS**

The grant program has been able to provide individuals and arts organizations with the funding support to hire artists and engage citizens, providing much-needed social and creative outlets for the community during a time of uncertainty.

Completed projects so far have funded pop-up performances, temporary and long-term art installations with direct payment to artists, encouraging representation for BIPOC artists in different artistic genres, and increased vibrancy to Victoria's neighbourhoods.

Six applications were submitted just prior to the deadline on December 31, with no further inquiries made about applications or extensions to the deadline.

The Everyday Creativity grant was very well-received by participants and was successful at encouraging our community to embrace the arts during the pandemic.

## **OPTIONS AND IMPACTS**

### *Accessibility Impact Statement*

There were no accessibility recommendations in this report.

### *2019 – 2022 Strategic Plan*

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

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

### *Impacts to Financial Plan*

The Everyday Creativity Grant was funded from the 2020 Financial Plan. There are no impacts to the 2021 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;

Respectfully submitted,

Jeff Day  
Senior Cultural Planner

Kerri Moore  
Head of Business and Community Relations

**Report accepted and recommended by the City Manager:**

**Date:** \_\_\_\_\_

### **List of Attachments**

Appendix A: Table of Applicants

Appendix B: Grant Guidelines

Appendix C: Evaluation Criteria and Intake evaluations