



**Council Member Motion
For the Committee of the Whole Meeting of November 4, 2021**

To: Committee of the Whole **Date:** October 25, 2021
From: Councillor Loveday, Mayor Helps, Councillor Potts
Subject: Support for the Arts on View Society

BACKGROUND

The City of Victoria is losing arts and cultural spaces due to increased land values, real estate development, and impacts of the Covid19 pandemic. In response, the City of Victoria has committed to increasing support for arts and cultural spaces through the implementation of the Create Victoria arts and cultural masterplan, including the creation of the Cultural Infrastructure Grant program. Further, the City of Victoria recognizes the value of cultural clusters and arts hubs as they create opportunities for public participation, the incubation of ideas, networking and cultural production. Cultural clusters and hubs can also help regenerate neighbourhoods or downtown cores to attract new residents and services.

The 2018-2022 Strategic Plan includes two priorities related to the creation of an arts hub. The first strategic priority is for the City to “continue to support ongoing efforts to launch a Creative Hub” and the second is to “support arts, culture and innovation venues and spaces.” The Create Victoria arts and cultural masterplan also calls for the introduction of “an arts incubator or hub as part of the cultural spaces planning.”

The Arts on View Society, a not-for-profit organization, successfully manages Hermann’s Jazz Club, an iconic 150-seat, all-ages cultural destination that is the longest running jazz club in Canada. They also operate the View Street Social, an adjacent 80-seat venue, as a social enterprise, that helps maintain affordable access to performances at Hermann’s Jazz Club. The society aims to develop a performing arts hub at 753 View Street, providing a total of 15,000 sq. ft. of space for arts and culture production and activities including live music, dance, theatre, and film. The performing arts hub would help meet the needs of the cultural community by providing access to affordable spaces for a variety of community-based organizations and musicians to come together in the heart of Victoria.

The Arts on View Society’s plan aligns with the City’s Create Victoria plan and the priorities of the City of Victoria’s Music Strategy which is currently being developed. It is recommended that Council endorse Arts on View Society’s vision in principle and request the mayor write a letter of support.

RECOMMENDATION

That Council endorse in principle the vision of the Arts on View Society to create a performance arts hub at 751/753 View Street and request that the mayor write a letter of support.

Respectfully submitted,



Councillor Loveday



Mayor Helps



Councillor Potts