


A woman with blonde hair and glasses, wearing a blue patterned top and dark pants, stands on a stage at night. She is holding a microphone and appears to be singing or speaking. A bright stage light illuminates her from the front. In the background, a crowd of people is visible, and the city skyline of Victoria is lit up at night. The overall atmosphere is vibrant and energetic.

2018-2022

Create Victoria Progress Report



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

VISION:

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

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.

In the first five years of the Create Victoria Arts and Culture Master Plan, the City has completed or partially completed 50 of the 79 action items.

HIGHLIGHTS INCLUDE:

- One new staff member dedicated to the Cultural Spaces portfolio
- Completed Phase One of the Cultural Space Road Map
- Facilitated discussions and business plan development for an Arts Hub facility
- New \$250,000 Cultural Infrastructure Grant Program including an additional \$150,000 for accessibility improvements to cultural facilities in 2022
- An additional \$125,000 annually to the Festival Investment Grant Program
- Completion of the Victoria Music Strategy including a first-year investment of \$75,000 to expand music programming, produce a Music Symposium and launch an Indigenous-led music series and youth-led programming
- \$75,000 for ongoing funding to the Indigenous Artist in Resident Program
- Updates to the Public Art Policy, continuation of the Artist in Resident program, and expansion of pop-up temporary programming through Commute, Commercial Alley and Storefronts Victoria
- Development of a Mural Toolkit to expand opportunities for mural making in the City and the successful completion of Concrete Canvas in Rock Bay

CREATE VICTORIA ARTS AND CULTURE MASTER PLAN and the VICTORIA MUSIC STRATEGY

Extensive public input informed the development of the 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. This plan has been brought to life over the past five years.

The City's Create Victoria Arts and Culture Master Plan won the 2018 Award of Excellence in Cultural Planning 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!

**Did you
know?**

Victoria has the **highest per capita number of music educators and music venues** as compared to Vancouver, Calgary and Halifax.

There are **128 private music teachers, 30 professional and community choirs, 28 orchestras and community bands, 27 music associations and non-profits, 25 music schools and eight tertiary music education institutions** in Greater Victoria.

To help inform the Victoria Music Strategy, **1,498 respondents** participated in an online survey, and **16 roundtables** and **20 online and in-person interviews** were conducted with over **100 music industry and policy representatives**.

STRATEGIC PRIORITY 1:

Connecting People and Spaces

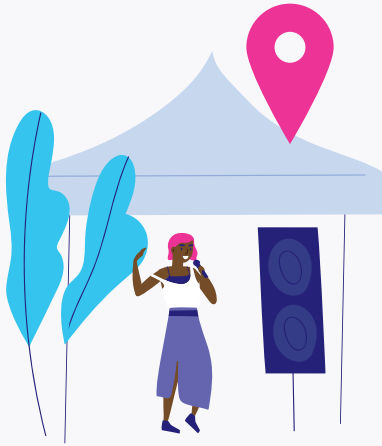
GOAL: Everyone feels welcome and able to access affordable spaces for creative participation, production and enjoyment.

Public Art and Placemaking

Since the start of **Create Victoria** the City has programmed over

750

free events, concerts and programs in public spaces



The City has **169** items in its public art collection. To learn more check out the Landmarks Public Art directory to create a self-guided tour of Victoria and other municipal public art collections in Esquimalt, Oak Bay and Saanich.

# of temporary/pop up public art	697	2018-2022
# of banners installed	385 pairs	2022
# of Artist in Residence (AIR) projects	28	2018-2021
# of supporting artists that AIR employed	47	
# of AIR community partnerships	19	
# of lanterns hung in Chinatown	120	2022
# of winter baskets	125	2022
# of strands of Christmas lights	528	2021

Cultural Spaces



32 projects have been funded through the **Cultural Infrastructure Grant** program

\$1,039,403
(\$668,470 for municipal taxes and \$370,932 for other agencies) in permissive property tax exemptions for **18 arts and culture facilities** operated by **14 organizations**



Artistic Disciplines	Number of Venues	Leased Space Expenses (PER SQ. FT. PER YEAR)	Lease Tenure (YEARS)	Total Area (SQ. FT.)
	62 Total Number of Venues	\$20.13 Gross Lease Rate	3.5 Average Lease Tenure Across All Sectors	595,235
Visual Art, Museums and Heritage	20	\$27.12	2.4	335,125
Visual & Applied Arts Studios	13	\$18.85	3.0	88,836
Performing Arts	23	\$13.08	4.9	137,004
Music	6	\$22.69	4.2	34,270

\$7.6m in direct cash spending on event production **(2022)**

210 full and part time positions annually **(2022)**

\$1.8m in corporate investment **(2021)**

PUBLIC ART AND PLACEMAKING

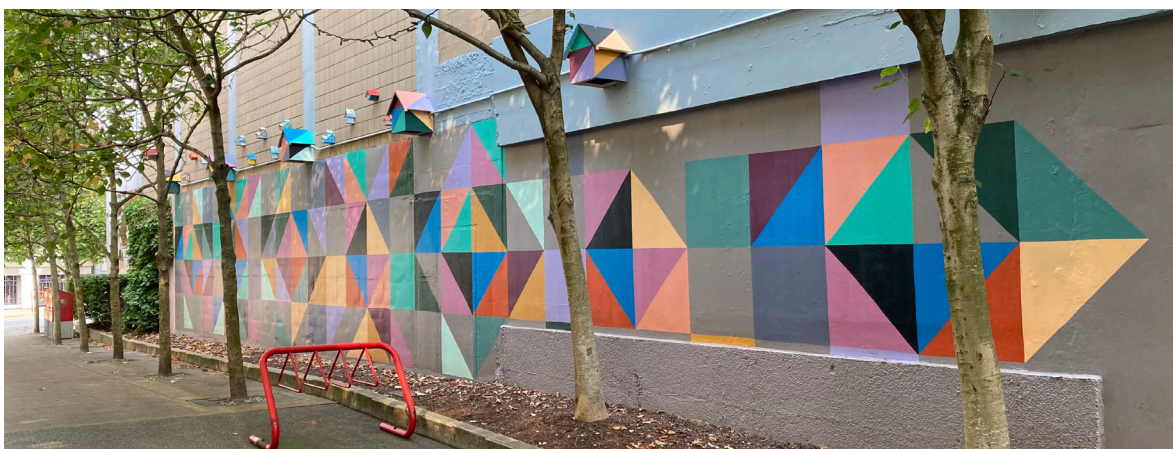
The integration of art in our parks and greenspaces was realized through collaboration with our Parks Department at the new Topaz Skate and Bike Park. Germaine Koh's artwork features interactive sculptures inspired by native plants that celebrate energy flows around the site from human movement, natural forces and urban systems.

Musician Kathryn Calder created a number of interactive and engaging projects including Opening Act, an online songwriting and performance program for youth aged 14-24 years. Through an open call, 29 participants were selected to attend online workshops with special guests and one-on-one sessions with Kathryn to develop their skills.

Kathryn's collaborative mural and sound installation in Lee Mong Kow Way was her final permanent project inspired by songbirds. The project involved a collaboration with students and teachers at the Victoria Chinese Public School, and mural artists Jesse Campbell and Meghan Hildebrand.



One of Germaine's Koh's sculptures in Topaz Skate and Bike Park



Patched In by Kathryn Calder, Jesse Campbell & Meghan Hildebrand

Murals

During Create Victoria we heard the need for more murals and more support and clarity on how to make murals in the City. In 2018 the City completed Concrete Canvas, which included 18 murals by international, national and local artists in the Rock Bay neighbourhood. Through that process information was captured and shared in the Mural Toolkit to help businesses, community members and artists create murals. A Mural Roster was also created to streamline *connecting artists with mural opportunities*. (Objective 1.1)



Concrete Canvas, Artist: Jill Stanton



Concrete Canvas, Artist: Bracken Hanuse Corlett



City of Victoria Mural Toolkit, published in 2019

CULTURAL SPACES

Cultural Infrastructure Grant

The Cultural Infrastructure Grant (CIG) provides support for non-profit organizations for capital upgrades, expansions and projects to improve accessibility. Council approved \$250,000 for annual funding to the Cultural Infrastructure Grant program and a one-time \$150,000 Accessibility stream in 2022.



Black box theatre space with new track lighting & curtains (Photo Credit: Dance Victoria)



Victoria Arts Council: New Gallery Lighting (Photo Credit: Victoria Arts Council & Samantha Dickie)

The City participates at the Social Purpose Real Estate (SPRE) table and was one of seven municipalities who participated in the SPRE Rent Lease Own 2021 study. Following the completion of the study, the City co-hosted three workshops to engage, share knowledge and support social purpose real estate throughout BC. *To engage with the creative and culture community in ongoing dialogue* was a key deliverable. (Objective 1.3)

Shared Arts Hub Facility

The dream of a shared space arts facility continued to gain momentum through the implementation of Create Victoria. The City alongside the Downtown Victoria Business Association and other community partners completed a feasibility study, design charrette and draft business plan for the 28 Bastion Square Arts Hub. The City also committed funding support for Theatre Skam's Arts Hub concept and included direction to staff to implement action items from Create Victoria into the 926-928 Pandora community space.

Cultural Space Road Map

The Cultural Space Road Map will guide City support to increase affordable and accessible arts and culture spaces. Phase One is now complete and included a quantitative analysis of the existing inventory of cultural spaces and a selection of policy tools that can be considered for implementation to meet the goals outlined in Create Victoria.



VOS Symphony Splash (Photo Credit: Vale Fortin)

STRATEGIC PRIORITY 1: **Connecting People and Spaces**

Actions	Progress to Date
<ol style="list-style-type: none"> 1. Use parks, open spaces, community centres and schools, to act as creative nodes in neighbourhoods. 	<ul style="list-style-type: none"> • Moved summer programming during COVID to neighbourhood parks, squares and public spaces. • Partnered with SD61 and James Bay Community Centre on AIR Kathryn Calder's Intergenerational Project.
<ol style="list-style-type: none"> 2. Identify opportunities for inclusive, collaborative community arts and creative-placemaking participation activities facilitated by artists and other creative practitioners. <ol style="list-style-type: none"> a. Build relationships with community associations and organizations to expand the number and range of creative participation opportunities at the neighbourhood level. b. Support opportunities for citizen and neighbourhood-led efforts and community networks to connect with one another, coordinate efforts and scale up creative ideas. 	<ul style="list-style-type: none"> • The City's Neighbourhoods team created the MGN to support community-led placemaking and mural projects. • Developed the Mural Roster and Mural Toolkit to support community and citizen-led mural projects. • Hosted Participatory Budgeting Placemaking projects. • Established Everyday Creativity Grant Program. • Worked with City and community partners to create the City of Victoria Placemaking Toolkit.
<ol style="list-style-type: none"> 3. In keeping with the Parks and Open Spaces Master Plan, incorporate outdoor art projects and programs into the parks and open spaces system through the existing artist-in-residence program. 	<ul style="list-style-type: none"> • Washroom murals on parks washrooms and skateboard signage (Luke Ramsey, AIR). • Artwork integration at Songhees Park (Dylan Thomas, IAIR). • Interactive artworks at Topaz Skate and Bike Park (Germaine Koh).
<ol style="list-style-type: none"> 4. Facilitate creative tool libraries into neighbourhoods or at a designated centralized location. 	<ul style="list-style-type: none"> • Victoria Tool Library located in temporary Arts Hub at 780 Blanshard.
<ol style="list-style-type: none"> 5. Liaise with School District representatives to identify opportunities for enhancing arts education and involve local arts practitioners in schools. 	<ul style="list-style-type: none"> • Artist in Resident Kathryn Calder worked with students at Vic High School. • Youth Poet Laureate and Poet Laureate joined as guest speakers and workshops in schools.

Actions	Progress to Date
<p>6. Update the Art in Public Places Policy and expand and modify public art program to include:</p> <ul style="list-style-type: none"> a. Facilitate public art and placemaking requests; b. Support continuation of artist opportunities on City capital projects and Artist in Residence program; c. Work with Planning Department to implement Visual Victoria and related public art objectives in local area plans; d. Encourage temporary public art interventions and pop-up opportunities; e. Enable the animation of Victoria's parks and open spaces by developing a permitting process for temporary arts and culture installations and activities (Parks Master Plan); f. Connecting artists with wall/mural spaces on private buildings; g. Create and manage a civic interior art collection and provide exhibition opportunities; h. Improve public art maintenance by creating a reserve fund or increase funding; i. Develop a memorial and commemorations policy and guidelines; j. Develop a mural toolkit to assist with facilitating requests and projects; k. Animate public art collection and intangible cultural assets through tours, workshops, storytelling and other engagement activities; l. Explore community art funding stream as part of My Great Neighbourhood Grant program. 	<ul style="list-style-type: none"> • Completed an updated Public Art Policy and established a reserve fund for maintenance. • Developed a Mural Toolkit and roster to facilitate mural requests. • Continued the Artist in Residence program and integrated it into capital projects. • Provided pop up and temporary art opportunities through Commute, Commercial Alley, Storefront Victoria and banner competitions. • Hosted Concrete Canvas, which included 18 murals on private buildings within Rock Bay, including free walking tours, artist talks and a wrap up event with free hands on mural making activities. • Hosted Sacred Art Exhibition, an indoor art exhibition opportunity and provided educational tours of the exhibition. • Continuing to host an annual Indigenous Art Symposium including workshops, talks, performances and storytelling.

Actions	Progress to Date
<p>7. Create a Cultural Spaces Roadmap to serve as a guide for phased investment and planning by:</p> <ul style="list-style-type: none"> a. Identify and collate the mapping and listing of all City-owned spaces, City-leased spaces, and upcoming or new potential spaces (either repurposed such as industrial zones, and/or renovated spaces; as well as purpose-built venues). b. Work in partnership with other levels of government towards completing needs assessment and feasibility studies, and secure funding for a purpose-built multi-use cultural venue (e.g. Central Library, 28 Bastion Square). c. Seize opportunities to include creative spaces within existing City infrastructure projects (e.g. Crystal Pool, Library, affordable housing, etc.). d. Introduce an arts incubator or hub as part of the cultural spaces planning. 	<ul style="list-style-type: none"> • Completed Phase One of the Cultural Spaces Road Map, including mapping of assets, best practice and policy options. • Completed during Phase One of the Cultural Spaces Road Map. • Completed feasibility study, design charrette and draft business plan with community. • Began the Central Library Branch Feasibility Study. • Space programming began on the 926-930 Pandora community space project. • 926-930 Pandora community space project. • Hosted and facilitated design charette for 28 Bastion Square.
<p>8. Optimize City funding allocation towards existing cultural facilities:</p> <ul style="list-style-type: none"> a. Address the needs surrounding performance spaces such as the Royal and McPherson Theatres to align with the Cultural Spaces Roadmap and any other planning processes. b. Support cultural venues in seeking funding from partners and other levels of government. 	<ul style="list-style-type: none"> • Hosted exploratory conversations during Phase One of the Cultural Spaces Road Map.

Actions	Progress to Date
9. Create a Cultural Infrastructure Fund for both existing and new spaces beginning with a \$100,000 investment by the City to leverage and attract private and public donations, with an emphasis on legacy giving, to encourage cultural leadership and philanthropy.	<ul style="list-style-type: none"> Completed. Initiated the \$250,000 Cultural Infrastructure Grant Program in 2021, with an additional \$150,000 in 2022 for accessibility funding.
10. Incorporate support infrastructure and amenities at key parks to host special events on a regular basis (Parks and Open Space Master Plan).	
11. Expand artsvictoria.ca to allow users to identify unused, underused or available types of cultural spaces as part of ongoing cultural mapping.	<ul style="list-style-type: none"> Community-led initiative.
12. Integrate within artsvictoria.ca a digitally based ‘match-making’ function to link vacant spaces (e.g. empty storefronts or micro venues) with artists and creative practitioners. Link with Space finder BC.	<ul style="list-style-type: none"> Community-led initiative.
13. Create a service role and function within the Arts, Culture and Events Team to oversee cultural space development, project identification, and to act as an intermediary/ broker between other City Hall departments, the private sector and partners.	<ul style="list-style-type: none"> Created a new full time Cultural Space Liaison position.
14. Continue to engage with the creative and cultural community in ongoing dialogue and participation in space needs.	<ul style="list-style-type: none"> Hosted a Vacant Storefront and Spaces Information Session at the Fort Street pop up MFA University of Victoria exhibition. Hosted three SPRE online webinars and one in-person capacity-building workshop on leasing, renting and owning space. Hosted the Arts & Innovation District Roundtables. Hosted engagement events as part of 28 Bastion Square Creative Hub project.

Actions	Progress to Date
<p>15. Create a suite of tools and actions within the regulatory environment to ‘reduce the red tape’, and address space needs through zoning and bylaw review and amendments, and other regulatory mechanisms including but not limited to:</p> <ul style="list-style-type: none"> • Tax incentives or subsidies for creative spaces. • Developer incentives such as amenity bonus contributions for creating new creative/cultural spaces, including live/work studio spaces. • Easing permitting functions for special events and festivals in public space. • Identify opportunities to increase activation of Beacon Hill Park specifically addressing barriers to community use for concerts, events and festivals. 	<ul style="list-style-type: none"> • Expanded the property tax exemption for ethnocultural spaces. • Staff presented a Cultural Space Workshop with Council in 2022.
<p>16. Identify as part of the Cultural Spaces Roadmap, existing venues and spaces that require modifications for accessibility.</p>	<ul style="list-style-type: none"> • Completed during Phase One of Cultural Space Road Map.
<p>17. Work with the arts and culture community in creating awareness of tools and resources to ensure accessibility standards are met and share the City’s accessibility checklist to minimize barriers to audiences.</p>	<ul style="list-style-type: none"> • Shared Accessibility Framework with the arts and culture community including accessibility checklist and resources. • Created a \$150,000 one-time grant through CIG to support accessibility upgrades at cultural venues.
<p>18. Improve Festival Equipment Loan inventory of accessibility equipment (i.e. cable mats, wheelchair ramps) for events and festivals.</p>	<ul style="list-style-type: none"> • Purchased additional cable mat covers and wheelchair ramp to improve accessibility at permitted events.

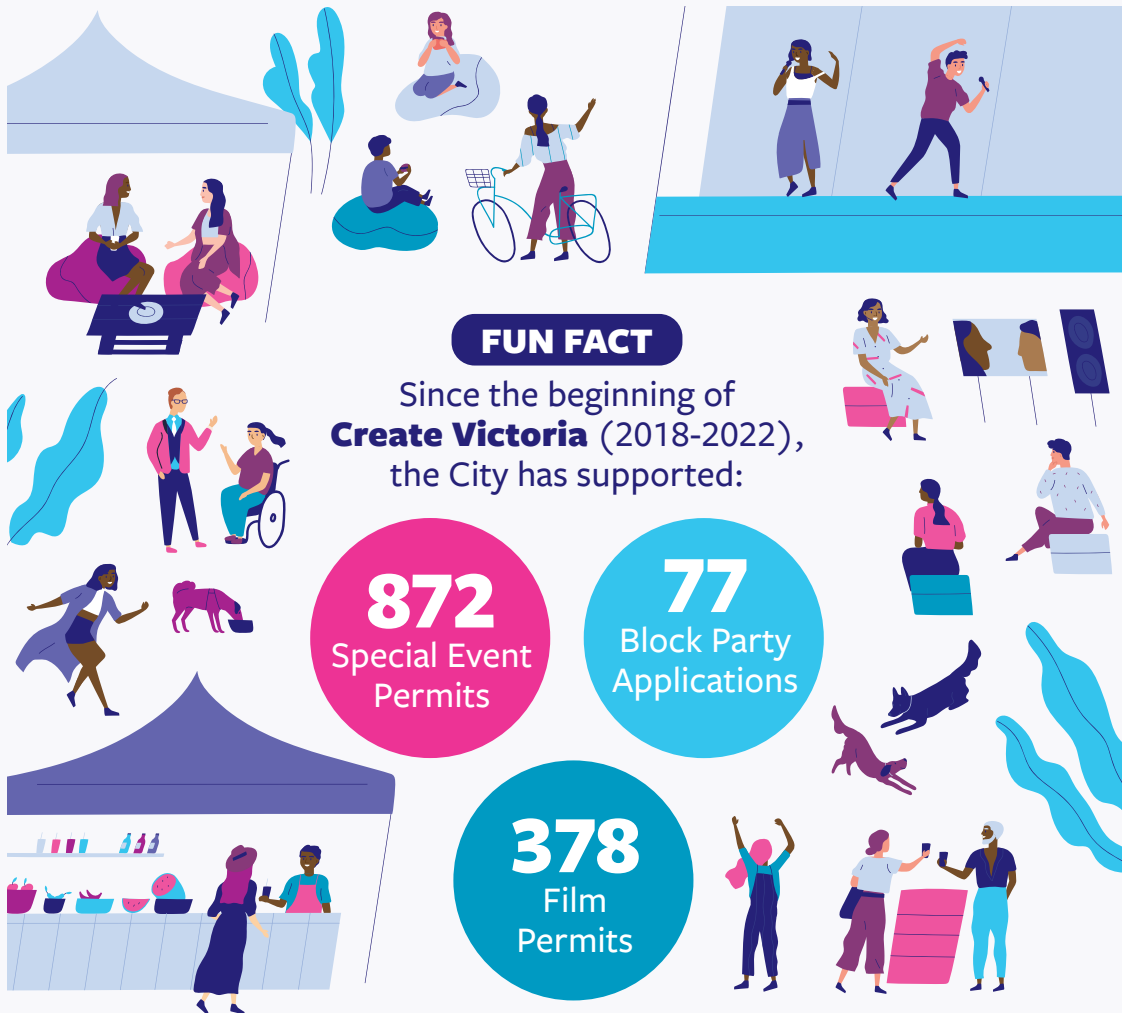
Actions	Progress to Date
19. Work with the technology community in identifying tech-based solutions to help increase access to the arts.	<ul style="list-style-type: none"> • Learned, expanded and acquired technology during COVID to pivot to online events and streaming, including City programs such as: Eventide, Orange Shirt Day, Canada Day and poetry readings and events.
20. Seek opportunities for family programming with current City-run programs, and where possible, work with stakeholders to mitigate barriers for families to enjoy and participate in cultural programs, events and festivals.	<ul style="list-style-type: none"> • Increased family programming at Cameron Bandshell and Canada Day celebrations. • Facilitated AIR Kathryn Calder's youth songwriting series, Intergenerational James Bay Project and Be Calm.
21. Increase funding to Festival Investment Grant Program.	<ul style="list-style-type: none"> • Funded an additional \$125,000 annually.
22. Use art as a tool for community wellness and opening up opportunities for marginalized communities through inclusivity initiatives with identified partners.	<ul style="list-style-type: none"> • Facilitated Youth in the Square drop in art with artist mentors, BBQ and mural making. • Facilitated Lindsay Delaronde's 12-week therapeutic art classes at Our Place.
23. Support distribution of unsold tickets to students, youth and marginalized communities to increase access to cultural events.	
24. Align with affordability initiatives by identifying artists and creators as potential applicants for affordability housing.	<p>Council motion passed:</p> <ul style="list-style-type: none"> • That Council direct staff to align the Create Victoria Masterplan with the Victoria Housing Strategy to include the creation of housing for artists as a goal of the Victoria Housing Strategy. • And that Council direct staff to consider ways to encourage the creation of affordable housing through the implementation of existing policies including the inclusionary housing policy, housing reserve fund, and other relevant policies.

Actions	Progress to Date
25. Identify opportunities to address community needs of equity, diversity, and social inclusion and encourage social change arts practices and arts-based strategies for addressing matters of social and civic importance.	
26. Create an inter-agency working group to facilitate collaboration between agencies to use arts to address specific civic and community goals.	<ul style="list-style-type: none"> • Facilitated Youth in the Square Inter-Agency Working Group.
27. Include artists and cultural organizations in strategic discussions about the future of the city and use art and design to better communicate and deepen understanding of complex policy issues.	<ul style="list-style-type: none"> • Hosted a Climate Action and Arts Roundtable. • Hosted an Arts and Culture Focus Group for Fernwood, North Park and Quadra Village and Corridor Planning.
28. Increase transparency and access to information about City programs, services and funding programs and identify where equity issues need to be addressed.	<ul style="list-style-type: none"> • Hosted two grant workshops to increase awareness and access to City and other local grant providers. • Hosted information sessions for public art calls including Commute, Commercial Alley and the Artist in Residence and Indigenous Artist in Resident Programs.
29. Support cross-cultural interactions and more inclusive platforms and spaces for engagement with the community.	

STRATEGIC PRIORITY 2

Building Cultural Leadership

GOAL: The City demonstrates cultural leadership by collaborating with partners, and supporting and guiding creative initiatives



Annual Inquiries

2,500+

To: eventfeedback@victoria.ca

1,500+

To: culture@victoria.ca

The Arts, Culture and Events office functions as a central hub for special event and filming permit requests, public art and programming inquiries (*Objective 2.1*).

The ACE office has streamlined online processes for special event and equipment loan requests, public art commissions and grant applications.

During Create Victoria we heard the community's need for more opportunities to connect, engage and learn from one another. The City continues to host and facilitate information sharing sessions and workshops including:

- AIR Virtual Info Session
- Commercial Alley and Commute Virtual Information Sessions
- Festival Investment Grant Information Sessions
- CIG Virtual Info Session
- Government Street Refresh
- Placemaking Toolkit
- Victoria Music Strategy
- 28 Bastion Square Arts Hub Consultation
- Arts & Innovation District Roundtables
- Indigenous AIR Roundtables
- Social Purpose Real Estate Collaborative lunchtime webinars
- Three Advisory Committees: Art in Public Places Committee, Special Event Technical Committee, Victoria Music Advisory Committee



CreativeMornings Victoria, hosted at Kwench Culture Club

COMMUNITY CAPACITY BUILDING

The City of Victoria has been actively building capacity for the arts by:

- Hosting SPRE Renting, Licensing and Managing Space Workshop for Social Enterprise and Non-Profits.
- Hosting the Business in the Arts Sponsorship Training Series: ArtsVest.
- Funding and hosting the Victoria Music Symposium 2022 in partnership with Music BC and Rifflandia.
- Joining the Social Purpose Real Estate Collaborative.
- Connecting artists with other social enterprise engagement opportunities offered through Economic Development and the Business Hub.
- Producing the Create Victoria Wrap Up Event hosted at VIATEC in partnership with DVBA.
- Producing the Create Victoria Artist Mixer in partnership with Eventide partners including DVBA, CFUV, and Victoria Beer Week Society.
- Funding the monthly Creative Mornings series hosted at KWENCH in partnership with CRD Arts Development.



Create Victoria Wrap Up event hosted at VIATEC in partnership with DVBA

Actions	Progress to Date
<ol style="list-style-type: none"> 1. Similar to the Business Hub at City Hall, the Arts, Culture and Events Office will serve as the City's one-stop shop for: <ol style="list-style-type: none"> a. Facilitating Arts, Culture and Events related requests b. Navigating City Hall and liaising with other departments (e.g. permitting, licensing, zoning/ planning) c. Providing letters of support for outside funding d. Sharing knowledge, expertise, and information e. Identifying funding opportunities f. Listing equipment loans and event resources g. Facilitating project initiation h. Guiding artists, arts and cultural organizations in training and education programs 	<ul style="list-style-type: none"> • Receive over 1,500 emails in the general culture@victoria.ca inbox and over 2,500 emails in the eventfeedback@victoria.ca inbox, annually. • Provide confirmation letters of in-kind support for Canadian Heritage festival funding. • Facilitate and coach numerous artists and arts organizations with event plans, project planning and finding funding sources and potential partners. • Provide detailed resourcing and event support through the City website.

Actions	Progress to Date
<p>2. Develop a communications strategy to assist artists and organizations in accessing and understanding ACE services, to be supported by:</p> <ul style="list-style-type: none"> • An easy-to-access website outlining ACE role and scope of services, resources, and processes. • Creating simplified ACE processes and streamlined approaches for One-Stop shop responses for items such as murals, festivals, public art, film and other permitting processes. • Develop a guide to provide information on planning and zoning requirements for creative spaces. 	<ul style="list-style-type: none"> • Completed Mural Toolkit Mural Roster. • Created fillable PDFs for special event permit applications and grant programs. • Updated film guidelines. • Separated public art policy and operational guidelines for clarity. • Streamlined public art call applications through online application process. • Created a Musician and Programming Roster.
<p>3. It will ‘broker’ relationships by connecting artists and arts organizations with business and the private sector.</p>	<ul style="list-style-type: none"> • Hosted and promoted the Business in the Arts: ArtsVest Program. • Organized Concrete Canvas, which connected artists with private property owners.
<p>4. It will re-align its cultural portfolio to identify current tasks or functions that could be served by contracting out or divesting itself of that responsibility.</p>	<ul style="list-style-type: none"> • Divested from Arts Victoria website to a community led model run by an arts non-profit organization.
<p>5. It will continue to serve the community by working at a strategic level within economic development.</p>	<ul style="list-style-type: none"> • The Arts, Culture and Events Office was incorporated into the Business and Community Relations Department.

Actions	Progress to Date
6. Keep ‘culture at the table’, operating at an integrated strategic level within City Hall and encourage departments to integrate creativity into projects (for example embedding artists on project teams and using creative tools for engagement).	<ul style="list-style-type: none"> • Ongoing inclusion of Arts, Culture and Events staff and Artists in Residence in interdepartmental work teams.
7. It will seek opportunities to hire emerging arts administrators through work placements, internships, and mentorships.	
8. It will support a City-wide volunteer program and provide volunteer opportunities through arts, culture and event programs.	
9. Where possible, it will seek research projects and learning opportunities through CityStudio Victoria.	<ul style="list-style-type: none"> • The City’s partnership with post secondary institutions concluded in 2019 and CityStudio operations closed.
10. Initiate a Create Victoria Leadership Group to serve as ambassadors and advisors on implementation.	
11. Convene diverse groups of stakeholders to encourage cross pollination of sectors and build networks between industries.	<ul style="list-style-type: none"> • Hosted the Music Symposium 2022 in partnership with Music BC, Rifflandia. • Co-founder of Creative Mornings.
12. In partnership with technology leaders, introduce ‘project pitches’– a centralized local online crowd-funding space where artists, creative entrepreneurs or organizations could post their projects and identified resource needs, and be matched with private donors or funders.	
13. Promote ways of giving and explore matched or incentivized giving opportunities.	<ul style="list-style-type: none"> • Participated in two philanthropic roundtables with community partners hosted at the Union Club to discuss opportunities to support giving opportunities within the arts and culture sector.

Actions	Progress to Date
<p>14. Hold Cultural Forums to provide knowledge-sharing and training to artists, creative entrepreneurs and arts organizations.</p>	<ul style="list-style-type: none"> • Hosted and co-produced three SPRE Renting, Licensing and Managing Space Workshops for Social Enterprise and Non-Profits. • Hosted a Business in the Arts Sponsorship Training Series: ArtsVest. • Organized a monthly Creative Mornings Victoria sessions. • Hosted the Victoria Music Symposium 2022 in partnership with Music BC and Rifflandia.
<p>15. Share new business models including social enterprise and earned revenue streams with arts and cultural organizations.</p>	<ul style="list-style-type: none"> • Member of the Social Purpose Real Estate Collaborative. • Connecting artists with other social enterprise engagement opportunities offered through Economic Development and the Business Hub.
<p>16. Hold networking events to bridge conversations between private, individual and non-profit creative practitioners and entities.</p>	<ul style="list-style-type: none"> • Hosted Create Victoria Wrap Up Event at VIATEC in partnership with DVBA. • Hosted Create Victoria Artist Mixer in partnership with Eventide partners including DVBA, CFUV, and Victoria Beer Week Society. • Hosted monthly Creative Mornings series at KWENCH in partnership with CRD Arts Development.

STRATEGIC PRIORITY 3

Telling Our Story

GOAL: Victoria champions and promotes artistic excellence and creative scene, and continues to preserve and conserve its artistic and heritage legacies



2,100 participants in **Music Strategy** engagement



\$75,000
Additional Music Investment

In 2022

\$1,001,790

was generated by the **CRD Arts Service** towards annual and multi-year operating grant funding



Indigenous Artist in Resident Program

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.



Songhees Park seating wall design by Dylan Thomas

Lindsay Delaronde created opportunities for the public to participate in the City's reconciliation journey, including three art symposiums and two Indigenous showcases at the Belfry Theatre.

Dylan Thomas collaborated with representatives of the Songhees Nation to design new seating walls, featuring a canoe paddle design, and house posts in the new, co-designed Songhees Park.

Dylan Thomas designed seasonal street banners around town, and developed original artwork for the City's 11 utility boxes, designed with repeating patterns that represent nature.

Curated Indigenous Music Series

The City of Victoria presented two free concerts showcasing Indigenous artists. Fortune Block (Richard Inman and Amber Nielson) delivered a performance of honesty and pure balladry, and were supported by innovative songwriter and composer Edzu'i, who paints stories of the past, present and future with textures, elders stories and words. The Indigiqueer Pride After Party on September 3, 2022 featured Indigenous artists Paisley Eva, Nimkish, Parellel Parc, NjokiNjoki, and DJ Kota. They performed to a packed house at the Victoria Event Centre to celebrate 2SLGBTQIA+ Indigenous peoples and nations.



Indigiqueer Pride after party hosted at the Victoria Event Centre

Sacred Exhibition

Curated by Rose Spahan and Eli Hirtle, Sacred features artwork throughout City Hall in a variety of media, including an indoor mural, an LED light painting, an outdoor projection, a short film, a poem, a series of photographs, and a series of silkscreened prints. All artworks have been created by Indigenous artists living on Vancouver Island.



Sacred Exhibition, City Hall. Mural by Nicole Neidhardt and Jesse Campbell

Victoria Music Strategy

The Music Strategy development provided an opportunity for the music sector to dream big, share ideas, talk through issues, and find solutions. City staff worked alongside the Music Advisory Committee and consultants at Sound Diplomacy to complete an in-depth assessment of Victoria's music ecosystem.

Key deliverables for 2022 include expanded music programming including opportunities for underrepresented groups to perform, a youth and Indigenous curated music series and the inaugural Victoria Music Symposium in partnership with Rifflandia and Music BC.

"I am incredibly grateful for the City to allow my friends and like-minded people to enjoy such an amazing, much needed live music event. The metal and punk community thank you and volunteers who made this event safe, accessible and possible. My mental health especially thanks you." - 2022 EVENTIDE ATTENDEE



Brian Yoon, rehearsing with the Victoria Symphony (Photo Credit: Spencer Pickles)



Sister Ray, Eventide 2022, Rooftop - Yates Street Parkade (Photo Credit: Tyson Elder)

STRATEGIC PRIORITY 3: **Telling Our Story**

Actions	Progress to Date
1. Provide opportunities to integrate traditional and contemporary Indigenous culture, identity and language into programming and planning.	<ul style="list-style-type: none"> Facilitated and funded the Sacred exhibition at City Hall. Integrated the Lekwungen language into City parks and wayfinding projects, including at Songhees Park. Hosted the annual Indigenous Public Art Symposium. Assisted with the Government Street Redesign.
2. Provide opportunities for the public to learn about reconciliation and the shared history of Indigenous Peoples and all Canadians, through inclusive dialogue, celebration and performance, as well as creative-placemaking installations.	<ul style="list-style-type: none"> Involved with organizing Orange Shirt Day event. Facilitated IAIR Lindsay Delaronde's community projects including ACHORD, AMEND, Forgive, Art as Ceremony, and two Indigenous Showcases, SuperNova and Pendulum, at the Belfry Theatre.
3. Build and strengthen relationships with Lekwungen people and support the work of City-wide reconciliation initiatives.	<ul style="list-style-type: none"> Included as a Strategic Priority within City Council's Strategic Plan.
4. Seek opportunities to partner with Esquimalt and Songhees Nations on initiatives that acknowledge and celebrate local Coast Salish traditions.	<ul style="list-style-type: none"> Partnered with the Nations on the Songhees Park Expansion project and Government Street Redesign.
5. Continue to fund Indigenous artist roles and opportunities at the City.	<ul style="list-style-type: none"> Continuation of the Indigenous Artist in Resident Program.
6. Follow Indigenous liaison protocols city-wide.	<ul style="list-style-type: none"> Included as a Strategic Priority within City Council's Strategic Plan.
7. Continue to provide core funding towards operational and project support of resident professional and emerging arts and cultural organizations through the CRD Arts Development Service.	<ul style="list-style-type: none"> Continued support to CRD Arts Development core funding.
8. Implement and align the heritage resources recommendations found in the Create Victoria Planning Context Matrix with current City planning initiatives.	

Actions	Progress to Date
<p>9. Identify opportunities for interpreting and sharing Victoria's local history and heritage in all of its forms including:</p> <ul style="list-style-type: none"> • Develop 'hands on' experiences, interpretive elements, and educational programming that celebrate Victoria's special features, unique character, and natural environment. (Parks and Open Spaces Master Plan). • Expand cultural programming to include heritage programming to improve education and awareness of local history. 	
<p>10. Work with the tech community on leveraging open data for audience development tools and use digital-based strategies for audience development.</p>	
<p>11. Enhance the function of ArtsVictoria.ca to create a centralized portal to feature and promote arts, culture and events activities.</p>	<ul style="list-style-type: none"> • Community-led initiative.
<p>12. Ensure that marketing and branding of Victoria reflect an authentic community cultural identity and its diversity.</p>	
<p>13. Work with partners to develop an Arts Pass to encourage residents to participate and explore the cultural life of the city and support the GVPL Cultural Pass Program.</p>	
<p>14. Develop a Music City Strategy in collaboration with music-related businesses, tourism operators, music organizations and individual artists to:</p> <ol style="list-style-type: none"> a. Create music-friendly and musician-friendly policies b. Align with music tourism and audience development actions of Create Victoria c. Increase access to spaces and places including all-age venues d. Enhance City brand-building and identity e. Align with creative economy objectives f. Further cultural development and artistic growth g. Strengthen community wellness and artistic encounters h. Attract and retain creative talent and investment 	<ul style="list-style-type: none"> • The Music Strategy was completed in 2021 with a \$75,000 investment to implement the first year of implementation.

Actions	Progress to Date
15. Develop a regional Music Advisory Board.	<ul style="list-style-type: none"> • Music Advisory Committee appointed by Council in 2019.
16. Develop an enhanced understanding among tourism stakeholders about the value of the arts, culture and heritage as part of the tourism attraction mix (e.g. festivals, events, open studios, cultural tours, etc.), and how a vibrant cultural scene nurtures the development of an authentic cultural identity as part of a shifting community brand.	
17. Work towards enhancing cultural tourism marketing of a broader range of cultural attractions.	
18. Leverage relevant data from the Create Victoria Economic Impact Assessment and other measures and data sources.	
19. Enhance the strategic positioning of festivals and events to align with cultural tourism and music strategy initiatives.	<ul style="list-style-type: none"> • Included action items in Victoria Music Strategy.
20. Ensure that marketing and branding of Victoria reflect an authentic cultural identity and its diversity.	

STRATEGIC PRIORITY 4

Being Future Ready

GOAL: Victoria leads as a Creative City through innovation in fostering a thriving creative ecosystem.

5,224

people are employed in the **cultural industries** in Greater Victoria

(2020, Cultural Satellite Account)



245

Build Back Victoria **pop up concerts** in 2021

\$429,624,644

Total economic contribution of culture to Victoria's economy
(2020, Cultural Satellite Account)

34 projects funded by Everyday Creativity Grants

\$125,000

Total funding allocated

93

66



2020



2021

Special Event Permits

Film Permits



79
in 2020



124
in 2021

In 2021, Festival Investment Grant (FIG) Applicants reported applying for:

\$543,700

in Federal Grants

\$642,201

in Provincial Grants

\$285,900

in Regional Grants



Creative Spotlight

Locals Supporting Locals: In a 12-week Instagram series, we invited local artists to tell us their favourite local places and spaces they love around the city. All posts were by locals, supporting locals which is a key deliverable of Strategic Priority #4 to encourage and support buy local campaigns.



Creative Spotlight: The Unity Mandala



Carver Joshua Watts carving in their Rock Bay studio (Photo credit: Joshua Watts)

ARTS & INNOVATION DISTRICT VICTORIA 3.0

Although in the early planning stages, the Arts & Innovation District is an opportunity to create spaces for artists, creative entrepreneurs and makers and drive a stronger creative economy within the area. Touchpoints from Create Victoria will help shape the future vision and priorities in the District.



Proximate Approximate by Evan Locke, Commercial Alley Art Gallery 2021



Everyday Creativity grant recipient New Roots Project by Human Nature Counselling Society



ARC-HIVE artist-run-centre in Rock Bay

COVID RESPONSE 2020 AND 2021

The ability to implement Create Victoria was severely impacted by the COVID-19 pandemic. During 2020 and 2021, staff reassessed priorities to ensure we were responsive to community need and support. A number of initiatives were created in response.

Everyday Creativity Grant

During the pandemic, we saw people around the world embracing everyday creativity and the need for creative outlets during the health crisis. The Everyday Creativity Grant program encouraged the community to realize creative opportunities for citizens to enjoy. An emphasis on equitable access for all citizens to participate was a key component of this program, which supported 34 projects.



Home Delivery, Live pop up performances by Theatre SKAM

Pop Up Concerts and Creative Placemaking Projects

Public art, creative placemaking and free cultural programming shifted successfully to an ongoing series of pop-up concerts, which resulted in new partnerships in neighbourhoods. Bands ‘popped up’ for surprise concerts at different parks, plazas, streetscapes and squares all over the City and delivered a key action item to ensure a distributed model of community art, creative place-making and public art experiences.



Daniel Cook and the Radiators performing on Broad Street

Online Streaming

Online streaming platforms enabled Eventide Music Series, 2020 Canada Day celebration, and Poet and Youth Poet Laureate programs to continue. Event organizers found alternative event formats to stay connected with audiences and continue to pay artists through the pandemic. Festival Investment Grants continued to support festivals with online and smaller socially distanced gatherings.



Child participating in online session by Embrace Arts

1-877-2BE-CALM Project

The City of Victoria's Artist-in-Residence, Kathryn Calder, with the help of Emily Hamel and free services provided by TELUS, created 1-877-2BE-CALM, a toll-free telephone number to bring calmness and joy to your day during the pandemic. The project was designed to bring soothing auditory experiences to individuals in the Greater Victoria Area and across Canada. The phone line has a wide variety of comforting and joyful content featuring calming nature sounds, stories, meditations, music, poetry and children's laughter.

Need a moment of calm?

Bring calm and joy to your day through uplifting music, sounds, stories and meditations.

Dial 1.877.2BE.CALM
1.877.223.2256



CITY OF VICTORIA | [Learn more victoria.ca/becalm](https://victoria.ca/becalm)

STRATEGIC PRIORITY 4: **Being Future Ready**

Actions	Progress to Date
1. Begin by reviewing ‘touch points’ on creative economy within current economic development planning.	<ul style="list-style-type: none"> • Development of Victoria 3.0 (Arts and Innovation District).
2. Work with data arising from the Create Victoria Economic Impact Assessment to further articulate creative economy strategies.	
3. Work towards developing a Creative Worker Attraction Strategy (with a focus on youth and emerging artists).	
4. Work with tech community on live-to-screen options, digital literacy training, interactive arts opportunities, and other digital strategies.	
5. Focus on bridging relationships between the video game, film, and design communities with individual artists and creators.	
6. Identify partner-based projects for the Canada Council Digital Strategy Fund.	<ul style="list-style-type: none"> • Provided letter of support for BC Alliance Digital Ladders Project to facilitate workshops for artists in digital literacy training in Victoria.
7. Develop a tool kit for building and managing creative businesses.	
8. Encourage and support buy local campaigns.	<ul style="list-style-type: none"> • Organized the Creative Spotlight series during COVID, which highlighted local artists, makers and artisans.
9. Purchase local artwork for City ceremonies and gifts.	
10. Create a micro-loan or matched seed funding program for creative entrepreneurs for small-budget items including, but not limited to: transportation, materials, equipment and space rental.	

Actions	Progress to Date
11. Introduce an arts incubator to accelerate new business ventures.	<ul style="list-style-type: none">• Development of the 28 Creative Hub Business Plan
12. Work with relevant partners in addressing Island challenges and identifying opportunities.	<ul style="list-style-type: none">• Included within the scope of the Music Strategy.

