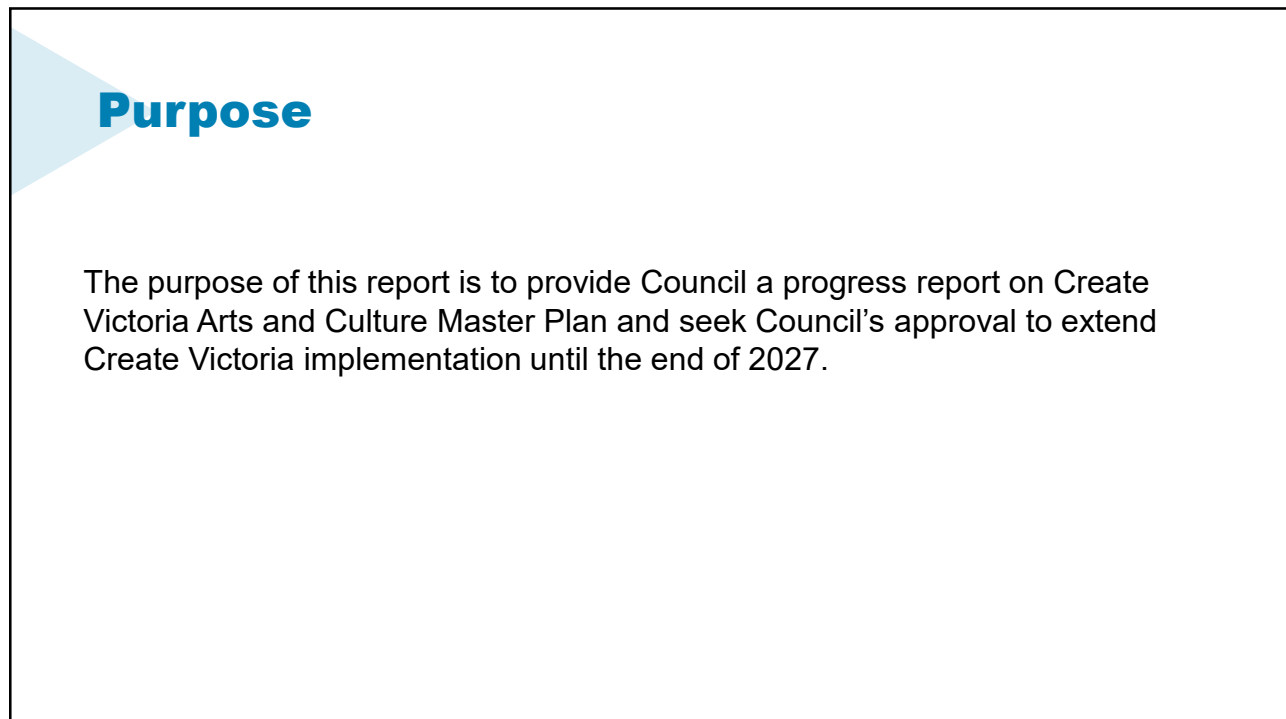




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Background



VISION: “Victoria radiates creativity and thrives as a home to creative people and everyday artistic encounters”

The Create Victoria Arts and Culture Master Plan includes:

4 goals and strategic priorities
18 objectives
79 action items

Since adoption in 2018, 50 actions completed or partly completed.

3

Create Victoria Highlights

Strategic Priority #1: Connecting People and Spaces

- Phase One Cultural Space Road Map
- Cultural Infrastructure Grant Program
- One new staff member dedicated to the Cultural Space portfolio
- 28 Bastion Square Creative Hub feasibility study, business planning and design charrette.
- New Victoria Storefront Program to animate empty storefronts.
- Member of the Social Purpose Real Estate Collaborative
- Mural Toolkit and Roster
- Concrete Canvas project in Rock Bay
- Pop Up Temporary Art Installations and Concerts
- Integrated public art projects with Parks and Transportation Department

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Cultural Infrastructure Grant Program



Victoria Arts Council: New Gallery Lighting
Photo credit: Victoria Arts Council + Samantha Dickie



Dance Victoria: Black box theatre space
- New Track Lighting & Curtains

5

Integrated and Collaborative Public Art



Fua Collective mural in partnership with Engineering Department, Dallas Road Ballustrade



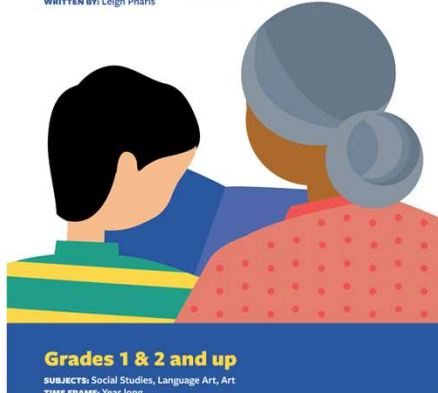
Artist Germaine Koh, Topaz Skate Park

6

Artist in Residence Projects

Intergenerational Conversations Project

BY: Kathryn Calder, Lynda Fraser and Leigh Pharis
WRITTEN BY: Leigh Pharis



Kathryn Calder, Intergenerational Project



Luke Ramsey artist collaboration with NPNA

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Create Victoria Highlights

Strategic Priority #2: Building Cultural Leadership

- The Arts, Culture and Events office functions as a central hub for special event and filming permit requests, public art and program inquiries.
- The ACE office has streamlined online processes for special event and equipment loan requests, public art commissions and grant applications.
- The City continues to host and facilitate information sharing sessions and workshops including:
 - Artist Residency, Commercial Alley and Commute Info Sessions
 - Festival Investment Grant and Cultural Infrastructure Grant Info Sessions
 - Indigenous AIR Roundtables
 - Victoria Music Strategy Consultation
 - 28 Bastion Square Arts Hub Consultation
 - Social Purpose Real Estate Collaborative webinars

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Create Victoria Highlights



9

Create Victoria Highlights

Strategic Priority #3: Telling Our Story

- Continuation of the Indigenous Artist in Residence Program to ensure Indigenous voices and stories are shared and reflected in city planning.
- Annual art symposiums to share Indigenous philosophies, contemporary art forms, and interactive learning.
- Completed the Victoria Music City Strategy in collaboration with music-related businesses, tourism operators, music organizations and individual artists and received \$75,000 to implement the first year of deliverables. This included the Victoria Music Symposium, Indigenous led music series and expansion of free music programming throughout the City.

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Indigenous Artist in Residence Program



Lindsay Delaronde Indigenous Art Symposium



Dylan Thomas' Banner Designs

11

Victoria Music Strategy



Indigenous Curated Music Series: Indigiqueer Pride event at the Event Centre

12

Victoria Music Symposium



Music Symposium Workshop hosted at Arts on View

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Create Victoria Highlights

Strategic Priority #4: Being Future-ready

Create Victoria Highlights:

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.

Need for shared space for creative makers, artists and creative entrepreneurs explored during 28 Bastion Square Arts Hub consultation and feasibility study.

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Creative Economy

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

Film Permits



79
in 2020



124
in 2021

66



2020 2021

Special Event Permits



Joshua Watts, artist in their Rock Bay Studio



Artist, Luke Ramsey

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COVID-19 Pandemic: Impacts & Response



Build Back Victoria Pop Up Concerts on Broad St. and Government St.

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COVID-19 Pandemic: Impacts & Response



Everyday Creativity
Grant Program

Pop Up Theatre Skam
Performances

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Recommendation

That Council:

Extend Create Victoria implementation to the end of 2027.

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Questions?



Create Victoria Arts and Culture Master Plan