



**What does
a creative city
look like?**

Appendix A

Create Victoria Engagement Summary

December 14, 2017



Create Victoria

Key Feedback Themes

Phase 2 - Key Feedback Themes

The following key themes relate directly to four strategic priorities of the Create Victoria Draft Plan.



- **Activating Spaces** – Many commented on the extent of under-used places in the city due to inadequate resource funding or plans on how to provide accessibility (e.g. zoning, parking restrictions). Some of these spaces include warehouses, industrial units, Harbour Air terminal, Fort Commons, Market Square, vacant offices, breweries, schools churches, libraries, parkades (e.g. Bastion Square Parkade), beaches and parks.

Respondents asked if the City could support a permitting process involving all necessary authorities in the assessment and regulation of events.

Another idea was to bring on board realtors and property management companies as a means of activating new cultural spaces, as well as a campaign targeting companies to donate office space on evenings and weekends for small-scale events.

Some suggested the City support major civic halls, and to bridge the old and established with new emerging, fringe organizations.

More public art opportunities to allow the public to participate in co-creating public art was a recommendation under this theme.

- **Building Capacities** – A significant number of respondents reported a need to place higher value on emerging artists in Victoria, from facilitating more grants, to support for more all ages shows, to ensuring more local acts get stage time at major summer festivals. The dearth of performance and exhibition spaces and opportunities for young artists was a common feedback theme.

A sub-theme highlighted was the need to encourage the development of digital capacities within and amongst artists and cultural organizations and that the City should brand itself as the place for emerging tech talent.

City-led facilitation of shared spaces and resources amongst the cultural community was raised as a particular means of building capacity, particularly in view of physical/sensory accessibility needs and gender-inclusive cultural facilities.

Many suggested a shared co-working space or “hub” with shared access to studios, performance spaces and training programs could be funded by the City, and dedicated to artists, cultural organizations and youth groups.

- **Building Audiences** – Feedback also identified the need to improve outreach and cultural event awareness in Victoria. A centralized “one-stop shop” platform.

Creating partnerships with news/media organization, the tourism sector, and educational institutions were other means of ensuring an audience platform.

There was a suggestion to create a “City Art Pass” for locals and tourists alike, and an “Artists Studio Brochure” could be distributed to tourists and cruise ship passengers. There needs to be a concentrated focus on the tourism industry promoting arts and culture events in Victoria.

Phase 2 – What We Heard: In-Person Events

The following is a summary of key discussion points based on input that was shared at the Indigenous Artist in Residence Information Session, the Makers' Workshop Small Business Information Session, the Create Victoria Start-up Workshop, and the six Create Victoria Cultural Cafes.

Note – this information was included in the Interim Engagement Summary in April 2017, but is included again as a recap of what we heard.

Indigenous Artist in Residence Information Session

Monday, January 9, 2017, 5:30 p.m. – 7 p.m.

Victoria City Hall, Antechamber

Provide opportunities for Indigenous artists. Fund infrastructure and art spaces that foster creativity. Hire Indigenous people at the City. Start by asking First Nations first. Feature First Nations arts in festivals, showcases, performances.

Makers' Workshop Small Business Information Session

January 31, 2017, 10:30 a.m. – noon

Victoria City Hall, Antechamber

Business skills needed. Don't know who to talk to. Workshops and business skill development. Link with Tourism on local products (especially in Ogden Point, Inner Harbour and Government Street). Maker tradeshow to promote local makers and products to local retailers. Buy local campaign. Branded marketing to support local makers. No consolidated space for makers: need proximity to each other from different mediums. Cut red tape for home based businesses. Grant fund and development grants for creative entrepreneurs. Micro lending for makers. Shipping containers for maker spaces (need storage and infrastructure). Art hub/incubator hub. Affordability of workshop space. Live/work space.

Create Victoria Start-up Stakeholder Workshop

Thursday, February 16, 2017, 5 p.m. – 9 p.m.

The Watershed, 500 – 1112 Fort Street

The City of Victoria is on the right track to becoming a Creative City. Arts and Culture are already at the table and need to continue to be at the table and be celebrated. Build relationships between the arts and culture sector and the private developers and creative entrepreneurs. There has been confusion around the City's role; leverage private sector; and leadership is needed from the City and the private sector to champion this plan.

Create Victoria (Public) Cultural Café

Saturday, March 4, 2017, 11 a.m. – 2 p.m.

Victoria City Hall, Antechamber

Create an art-lined pathway connecting neighbourhoods and sharing stories through arts (ABCD: Art Based Community Development). Sustainable funding streams. Start-up funding for the arts. Hub for arts orgs (shared building). Innovative policies and regulations to increase music venues in Victoria. Art spaces in all new developments to replace spaces lost to development. We have a business hub. Why not an arts hub? Pop Up spaces in unused spaces DOWNTOWN. Lack of one central calendar for arts and culture events. Build facilitate new partnering with business/art. More public art and collaborative visuals (murals, pop-up projects etc.).

More connection between the city level and individual artists. Need funding and workshops for information for what arts programs exist in the City of Victoria. New innovative policies and changed regulations to support businesses who support artist ventures. Our event venues downtown need major accessibility upgrades/considerations. Centennial Square is a prime space for community events. Revitalize it. Allow opportunities for temporary "pop-up" cultural spaces in underutilized vacant spaces...to activate some of the dead spots. When rebuilding Crystal Pool, create art making recreational space.

Create Victoria: Special Events and Festivals Cultural Café**March 6, 2017, 5 p.m. – 7 p.m.****Robert Bateman Gallery, 470 Belleville Street**

Streamline City processes including the electronic permit process. City can take on liaison role with the First Nations to support their roles in events. More flexible pop-up spaces and venues. City can act as a facilitator and champion to connect the private and public sectors for partnerships and sponsorship opportunities. Creative marketing solutions such as commissioned art work that also advertise festivals and/or events in the downtown area. City to review the Festival Investment Grant program to include two intakes per year and more funding. Update the Arts Victoria database to include venues. Develop a toolkit for Festivals and Events organizers.

Create Victoria: Visual Art & Design Cultural Café**Monday, March 21, 2017, 5 p.m. – 7:30 p.m.****Cinderbloc Studio, 620 Esquimalt Road**

Bringing people together. Facilitating collaboration between private and public. Connections between industries, levels of government, public and private. Artistic communities to build and share influence. Transparency of where the opportunities are. Knowledge sharing to maximize existing infrastructure. The City and arts advocates need to communicate the value of diverse forms of art, including graffiti. Healing arts, the capacity of the creative sector to act as a tool to heal and transform both personal lives (including mental health) and the broader community by bringing diverse groups together.

Victoria: Literary Cultural Café**Tuesday, March 22, 2017, 5 p.m. – 7:30 p.m.****Cinderbloc Studio, 620 Esquimalt Road**

New central library facility; a creative resource hub to assist literary artists navigate available opportunities; integrate the literary arts into Victoria's brand; connect artists across disciplines and generations; need for increased grant funding and guidance on how to navigate existing opportunities. Bridging communication between the sectors, private, public and disciplines. A desire to see professional development support.

Create Victoria: Music Cultural Café**Monday, April 3, 2017, 7 p.m. – 9 p.m.****Northern Quarter, 1724 Douglas Street**

Need to support existing venues and encourage more venues to fill in some gap; need for all-ages spaces and engaging the next generation; "micro-loans" or "living stipends" for artists; City playing an intermediary role with the third party stakeholders – e.g. library, liquor licensing(LCLB), and vacant property owners; support for the diverse, emerging, underground, avant-garde scene; outdoor stage at Ship Point and further activations of Beacon Hill Park; support for artists to tour off the island; reviewing and relaxing some bylaws that indirectly hinder music; advocacy and awareness campaigns for what is already happening need to recognize Victoria is already a 'Music City' and to celebrate our rich music heritage.

Create Victoria: Performing Arts Cultural Café**Wednesday, April 5, 2017, 4 p.m. – 5:30 p.m.****Langham Court Theatre, 805 Langham Court**

Venues for creation, production and performance. Possibly look at it as audience development/community development instead of free content for Festival Investment Program. A collective, collaborative, affordable, useful space is needed. Retaining artists – not enough opportunities for artists to stay. Cross fertilize sectors can be useful. City can leverage the dollar investment of businesses and corporations to create public space for art. Key recommendation of the density program that includes culture. Funding of this plan needs to be innovation. Need to tap into sectors beyond arts and culture (tourism, tech, business etc.). Crystal Pool to include performance space. Promotions, audience development is key for audience to experience arts. Would be good to have something like the Active Pass for arts so arts are part of a daily life. Is there way for the city to capture people in the public realm on behalf of the arts? Would be great if people could share knowledge about business practice. Cameron Bandshell needs to be more accessible for arts groups. Remove restrictions. A venue granting program – allows subsidies to allow groups to use larger venues for one-off performances. Loads of red tape when you have a space that needs permits, rezoning and meeting retirements. Would be helpful to cut that out. Insurance and liability – hard for artists to get a hold of.

Phase 3 - What We Heard: Online Survey

The Create Victoria Draft Plan – Have Your Say online survey ran for just over three months and had 156 respondents. The greatest number of respondents (19.86%) reside outside of the City of Victoria. The highest number of respondents within Victoria reside in the Fairfield neighbourhood (17.81%), followed by the neighbourhoods of Vic West and Downtown who tied at 10.27%.

54.19% of respondents were female, with 35.48% male and 10.32% who preferred not to say. Those ages 25-39 were the most engaged at 37.42% followed by those ages 40-59 at 34.19%. Youth under 18 did not participate, whereas 12.26% identified as being 18-24 years of age and 16.13% of participants were 60+.

In response to the question “Are you a member of the arts, culture and heritage industry and currently working in the City of Victoria?” 52.26% of respondents said yes, while 47.74% said no – meaning that there was close to equal representation of these two groups.

Vision

Respondents were asked if they support the draft plan’s vision. The majority of the 141 respondents (62.41%) agreed with the vision statement:

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

Key Feedback Themes: Some felt that there needs to be more sophisticated public art in Victoria. First Nations should be framed. Some felt the draft plan had too much art-speak and needed to be clearer. There was mention of a typo where “create people” should have read “creative people”, but most understood what was meant.

Cultural Policy

82.8% of 134 respondents agreed the cultural policy statement aligns with the vision. The cultural policy statement reads:

“The City of Victoria is dedicated to fostering a thriving cultural ecosystem where creativity, innovation and artistic excellence can flourish. It promotes the inclusion of citizens and visitors to participate in arts and cultural life. It celebrates diversity knowing this energizes a vibrant cultural scene and reflects a shared authentic identity. As the Capital City, it is upholding Truth and Reconciliation; preserving its artistic and heritage legacy; animating public spaces; and seizing opportunities for collaborative, culture-led economic development.”

Key Themes: Limit it to visual art. Protection of heritage is missing. Cool language but not sure what it means. How does Truth and Reconciliation fit? City processes and bodies are not inclusive - it’s who you know. Sport should be mentioned as it is part of city’s culture.

Strategic Priorities and Goals

The survey asked respondents to rate their support for the draft plan's four strategic priorities and goals to achieve the vision. The Strategic Priorities and Goals were rated in the following order (1, 4, 2 and 3).

Strategic Priority 1: Connecting People and Spaces

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

Significant support at 90.32% (71.77% strongly support + 18.55% support) this priority and goal.

OBJECTIVES:

(123 respondents) Of the four objectives, there was significant support (89.35%) for Objective 1.3: *Serve a range of ongoing creative space needs for artistic and creative production, display, enjoyment and participation.*

Rated second was Objective 1.4 *Facilitate social inclusion, promote diversity, community wellness and accessibility in cultural spaces* (81.30%). Ranked close behind was Objective 1.2. *Determine the short, medium and long-term phasing of the development of a multi-use arts and cultural centre, and arts district* (80.33%). And there was 75.21% support for Objective 1.1 *Where possible, ensure a distributed model of creative place-making experiences through neighbourhood planning.*

Key Feedback Themes: Actively foster and encourage collaborations between artists and cultural organizations and local businesses. Provide opportunities for apprenticeships. Include everyone youth to elderly. Better transportation (parking and transit) needed. Protect existing spaces for artists. Do we need an arts district? Development plans need to ensure space for artistic centres. Ease licensing and turn empty storefronts into arts and culture hubs. Annual art pass. How will affordability be addressed?

ACTIONS:

56.52% of 92 respondents agreed with the proposed actions in the draft plan to achieve the objectives of Goal 1, while 36.96% said they agreed with some of them, and 6.52% did not agree.

Key Feedback Themes: Looks comprehensive. Missing tax incentives and subsidies. City events need to enable business community to become stakeholder. Better use of the libraries. Include school district in plans/discussions. Incorporate donations at events to help offset costs. Need to revisit Folk Festival; not so many music festivals. Actions are vague. . Need more publicity for events.

Strategic Priority 4: Being Future Ready

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

79.51% (59.02% strongly support + 20.49% support) this priority and goal.

OBJECTIVES:

(86 respondents) Of the four objectives, there was greatest support for Objective 4.1 *Increase prosperity within the creative community, and in turn, the whole region by further integrating creative economy strategies into economic development planning* (81.17%).

Ranked second in support was Objective 4.2 *Develop collaborations with Victoria's tech sector to generate tech-based solutions for arts, culture and creative community challenges* (74.42%). These were followed in support for Objective 4.3 *Work with creative entrepreneurs on skills development* (72.61%) and Objective 4.4 *Develop cultural and creative exports to global markets* (63.09%).

Strategic Priority 4: Being Future Ready (cont'd)

Key Feedback Themes: Improve by not getting into this money pit area. Would like to see City do this through an Arts and Culture centre/multi-functional space. Why not contract to Victoria Arts Council to do this? Pay artists properly. What does 4.4 mean? City's Planning and Engineering Departments need to be on board to support arts and culture infrastructure. Simpler language needed in plan.

ACTIONS:

55.13% of 78 respondents agreed with the proposed actions to achieve the objectives of Goal 4. 35.90% agreed with some of the actions and 8.97% disagreed.

Key Feedback Themes: Too many buzz words. Mixed response regarding partnering with the tech sector. Cut red tape and make spaces available free or cheap, with affordable spaces for artists to live and flourish. Invite artists to collaborate with these industries through grant funding and education. Need to support emerging artists without needing to be a company (art grants). Literature and books need to be featured more prominently. Perhaps video games and apps amplify writer's festivals. An affordable city for all.

Strategic Priority 2: Building Cultural Leadership

GOAL: The City facilitates cultural leadership by collaborating with partners, and supporting and guiding initiatives.

78.05% (40.65% strongly support + 37.40% support) this priority and goal.

OBJECTIVES

(88 respondents) Of the five objectives, there was the greatest support for Objective 2.4 *Help build an increased awareness and understanding for the need of private sector and individual philanthropic support in the creative community* (75.87%).

Rated second and third were and Objective 2.3 *Continue to lead a creative ecosystems approach to encourage cross pollination among creative sectors (e.g. culture, technology, entrepreneurship)* 74.72%, and Objective 2.5 *Build cultural knowledge capital through organizational development and training in partnership with arts service organizations (ASOs), educational institutions and the Capital Regional District* (74.41%).

There was 70.12% support for Objective 2.2 *Through the Arts, Culture and events Office, the City welcomes new ways of working together;* with 65.91% support for Objective 2.1 *The Arts, Culture and Events (ACE) Office is the "one-stop shop" and first point of contact at City Hall for creative and cultural development requests and assistance. It acts as a "Go-To" resource for the community.*

Key Feedback Themes: ACE will never be a one-shop stop until all municipalities and CRD work together. Free vending space for starving artists and artisans. Not enough start-up money. More plain language in plan needed. Involve university and college students. Don't assume the City knows best. Ease up on sponsorship guidelines.

ACTIONS:

55.95% of 84 respondents agreed with the proposed actions in the draft plan to achieve the objectives of Goal 2. 34.52% agreed with some of the actions and 9.52% disagreed.

Key Feedback Themes: City should not broker relationships with business and private sector. Strengthen ACE but also support other City departments that support the arts (parks, public space requirements). Need City funded exhibitions and support for mature artists. Does City Hall's current culture and licensing align with the plan's actions? Need to be clear when City leads or partners in the plan. Maybe change name of ACE to Arts Hub.

Strategic Priority 3: Telling Our Story

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

72.36% (44.72% strongly support + 27.64% support) this priority and goal.

OBJECTIVES:

(90 respondents) Of the five objectives, there was greatest support for Objective 3.1 *Ensure that Indigenous voices and stories are reflected in planning* (82.22%). Rated second was Objective 3.3 *Develop and implement a comprehensive arts and creativity communications campaign to build audiences* (77.01%).

These were followed by Objective 3.2 *Preserve Victoria's artistic foundation and heritage legacies while welcoming new voices* (70.79%); Objective 3.5 *With lead partners, the City will work towards further strategically promoting itself as a cultural tourism destination through the development of a Cultural Tourism Plan* (66.67%); and Objective 3.4 *Build on the growing music scene by supporting and directing the positioning of Victoria as a "Music City"* (64.04%).

Key Feedback Themes: Cultural Tourism needs to be 21st century even when dealing with heritage. Leave it to Tourism Victoria. Don't single out only one of the arts to encourage. Why is music singled out? What kind of heritage and foundations should be preserved? Need more professional musicians and music venues. Who are the leads? Affordability to live and work in Victoria.

ACTIONS:

48.19% of 83 respondents agreed with the proposed actions to achieve the objectives of Goal 3, while 40.96% agreed with some of the actions, and 10.84% disagreed.

Key Feedback Themes: Inclusiveness. Communication systems and empty storefronts should be made available. New library space would help support the arts. Avoid term such as "easy wins". Support all arts, just not music. Hard to read. Have Indigenous creators and makers lead the way in which their stories will be told. Affordable housing and rental accommodation is crucial to fostering a vibrant arts community where residents have disposable income to participate in arts and culture.

Overall Strategic Priority Key Feedback Themes

Support those who are already leading. Empower citizens to participate and cultivate artistic endeavours. Cooperation is more important than competition. More inclusivity for age and background. Accessible needs to mean more than just affordable. Need temporary legal graffiti art exhibits. Too much focus on music. Goals are vague. Too little input from community on what gets funded – the same people in arts community always the decision makers. Value of heritage needs to be integrated in plan. Need for short-term accommodation for visiting artists. Art should not just be for the elite who can afford classes and supplies, and event tickets. Needs to be accessible to all.

Support for Bold Moves

83 respondents rated their support for the draft plan's Bold Moves as follows:

1. **Invest in and advance real solutions for Cultural Spaces.** 81.71%
2. **Cultural Leadership: Champions Step Up and Join!** 66.66%
3. **We're not only tea, orcas and gardens (and those are great too!)** 62.19%
4. **Capitalizing on the Creative Economy.** 78.05%

Key Feedback Themes: Tap into youth and young adults. Take out "punk and polite". Let tourism create tourism industry. Mild steps; no solutions. Don't focus on the negative (#3). Need a commitment to fund the arts directly. Do something to help with housing.

General Feedback

Ready to take part. Be realistic in goals and don't promise what you can't deliver. Fabulous initiative. Be more specific on what types of music to focus on. Be clear on economic development focus. Need legal graffiti space. Re-write for ease of understanding for those not in the industry. Great work. Support the development of a new library to offer creative space. Central arts resource for what's going on around town. Grant structure to be less restrictive and open to all art forms. Remove road blocks of zoning and expense for creative spaces. Encourage volunteering to support the arts. Little mention of supporting cultural businesses. Look at collaboration for "Cultural Hub" with "Business Hub" at City Hall. Need to spell out actions, implementation and costs.

Phase 3 – Email Correspondence

The City received 11 emails from which the following key feedback themes were identified:

Key Feedback Themes:

- Language in draft plan needs to be simplified
- Need a focused strategy to address the Royal/McPherson and other existing infrastructure. Recommend an objective that focuses on existing facilities and performing arts centres
- Need a broader perspective on philanthropy
- Support the focus of Indigenous voices and positioning Victoria as a Music City. But need to include a focus on multicultural artistic practices and audiences
- Include an objective to address community needs (equity, diversity, inclusion and social change)
- Broaden 4.3 to include organizational development, innovations through partnerships, and skills development
- In 4.4, include actions to address regional issues
- Check out the non-profit called Cool Culture in New York, created to connect children with the arts: <https://www.facebook.com/CoolCulture>
- Most serious obstacle for local visual artists is lack of affordable venues for displaying their work. City could offer exhibition spaces, free of charge or on a low fee basis.
- Include a regular book festival or themed festival for writers, illustrators and book buyers with discussions, lectures reflecting Victoria's highly literate and engaged reading public
- Revive Folk Fest along the lines of WOMAD with central and satellite venues
- Create urban spaces more conducive to social human activity
- Move cultural and art activity around to different neighbourhoods
- Create greater awareness of First Nations cultural life with more visible and informative events and interactions for residents and tourists
- There should be an overarching and visibly engaged Arts Council with Provincial funding
- Draw the entire island into this initiative
- To increase attendance for summer programming at Centennial Square consider solar roofs/covering sections to generate power and mitigate rain and too much sun. Schedule bands that only want to play for crowd donation to direct funds to sustainable energy in Centennial Square
- Need to pool talent and invite the big people that have a voice to say everyone must see this.
- Need more infrastructure to support more of the arts
- The Master Plan only encompasses actions or funds that go through the City's Arts, Culture and Events Office
- Need to acknowledge the City's role in the McPherson Playhouse and Royal Theatre
- Include the City's funding role for CRD Arts Commission
- The draft plan needs to include a checklist for accessible venues

Phase 3 – What We Heard: In Person

The following is a summary of key discussion points based on input that was shared at the Key Influencers Workshop, the meeting with City of Victoria Indigenous Artist in Residence Lindsay Delaronde, two meetings with the City's Youth Engagement Assistant, and the five-part series of Drop-Ins held at CityStudio Victoria.

City Staff Feedback

July 1 – 9, 2017

Overall City staff support the draft plan. There was consensus among staff that the draft plan needs to be written in more plain language for ease of understanding for all end users, whether that be City staff, elected officials, or arts and culture practitioners and organizations.

Key Influencers Workshop

Monday, June 19, 2017, 4 p.m. – 6 p.m.

Royal BC Museum

This by-invitation workshop was designed as a follow-up to the February launch event with key influencers who provided important directions for the plan, including the Bold Moves. Those who were active throughout the Phase 2 engagement process were also invited to attend, and a complementary mix of artists, administrators, staff, Advisory Group members, and cultural leaders were represented.

Following an introductory overview of the plan, general feedback about the draft plan was positive, however, there was a request for more simple language to be used throughout. Many were pleased to see a formalized policy included; the synthesis of input reflected in the plan; particularly the emphasis on spaces, affordability, inclusion and diversity; and that “having it on paper” was an important step in the development for the arts in Victoria. There was interest in what the Implementation Framework will look like and its function which the engagement team explained. Questions from two attendees who had not previously attended any sessions (though had been invited) focused on Indigenous engagement. Staff followed up post-session with these individuals, and held a one-on-one meeting with Indigenous Artist in Residence Lindsay Delaronde to review and discuss her feedback on the draft plan.

Open House

Saturday, July 8, 1 p.m. – 4 p.m.

Victoria City Hall

Though widely promoted, this Saturday daytime event had 12 attendees. One attendee had a number of questions and comments that the consultant listened to and discussed with the attendee. A few younger artists dropped by and showed interest and positive reactions to the plan. Two members of the Advisory Group attended as well, and half a dozen members of the public stopped by to view displays, make Create Victoria buttons and pick up a handbill with information about the online survey.

City of Victoria Indigenous Artist in Residence

Lindsay Delaronde Meeting

September 20, 2017

Victoria City Hall

City staff met with Lindsay Delaronde to review and discuss her feedback on the draft plan. Overall, Delaronde supports the plan but shared the following feedback.

What does a creative city look like? (Redevelop)

Role of the City (page 21): Art Managers: increase internal employment for art administrators

Bold Moves: Intro Art as Activism (social art practice), Healing communities through art!

Bold Move #4: Arts infiltrate in all aspects of urban institutions and organizations

Strategic Priority #1:

Under Objective 1.2.b: please include master list of availability and funding options

Under Objective 1.4: Employment availability; Offer job services so the work can get done;

Cultural space role and functions section: Importance of clear communication and respect; Respecting all roles equally; Develop templates to help artist administer their arrangements (workshops); Helpful to have a definition of cultural spaces

Cultural Spaces Roadmap: Visibility of these initiatives (past/current examples)
Shared arts administration space: location/art centre?

Strategic Priority #2:

Leadership: Through training: Arts Education/Funding/Scholarships/available resources.

Why this is important? “So art can be inclusive of our everyday lives, to learn from it. Art is the visibility of our civilization at this point of time”

Under Objective 2.4.2: Grassroots (underground, building a relationship)

Strategic Priority #3:

In the intro include be responsible, accountable, following through on implementing the vision

Under Objective 3.1: For Example: position for Indigenous Artist in Residence

Under objective 3.2: Inclusion: youth art programs, emerging artist

Strategic Priority #4:

Bring in some of these themes into the intro could be helpful: What is our culture as the City of Victoria? and What are the values *teachings virtues of this vision?

Colonial History: Complex and unique relationship – history/diversity

Liked/Support these action items: Develop collaborations and Working towards developing a Creative Worker Attraction Strategy

What's Ahead in the New Arts Era: Expand and Connect with outside of the box i.e. underground art;

Opportunities for marginalized/low income/mental health

Acknowledgement page: First priority: Acknowledge Lekwungen Territory

Objective: To increase inclusivity of more communities, diverse communities. Needs to be a strong aspect of the master plan (not just the elite and privileged); Indigenize/Decolonize – cultural resurgence

City of Victoria Youth Engagement Assistant Meetings

August 3 and September 27

Arts, Culture and Events Office

Staff met with the City's Youth Engagement Assistant twice to discuss how the Create Victoria Draft Plan can support youth in Victoria's arts and culture sector. The following feedback was shared.

Broader range of festival and events use in Beacon Hill Park to include opportunities for modern music and youth programming. Art and culture connections will be discussed as Engagement builds relations with school district. Examine possibilities for Youth Artists in Residence. In approaching stakeholders for opportunities to provide cultural spaces for rehearsal and small performances, include opportunities for small, youth shows. Allow house concerts and small spaces to host without need for zoning or with low-cost permits; also allow for small all-ages shows to take place with less difficulty. Opportunities to include creative spaces within existing City projects—there is also opportunity to join in with Youth Hub (which is currently in a needs assessment stage, and possibility for building this inside the new Crystal Pool will also be examined). Create awareness of tools and resources – need to target youth for awareness. Inclusivity initiatives. New ways of working together. Ticket access – should include making tickets and participation accessible to youth. Create Victoria Leadership Group should aim to include a youth ambassador, someone who serves youth in art and can connect with youth as Create Victoria moves forward. Improve youth communications, in line with products of Youth Strategy and promotion material. Music Strategy – to include examining the possibility of a leftover ticket program, to be facilitated by the City. Support all-ages shows and venues. Target youth as Creative Workers to attract and retain. Create internships and co-ops in Art and Culture. Open volunteer opportunities in Art and Culture (within youth volunteer program).

Drop-Ins at CityStudio Victoria (5 events)
Wednesday, September 13, 11 a.m. - 2 p.m.
Thursday, September 14, 11 a.m. - 2 p.m.
Saturday, September 23, Noon - 4 p.m.
Tuesday, September 26, 4 p.m. - 7 p.m.
Saturday, September 30, Noon - 4 p.m.

Provide access to both artists and musicians to gain exposure, skills and provide entertainment in both local communities and downtown. Utilize stages that are permanent (not put up/take down) with adequate sound system. Get recognized talent for events (i.e. Canada Day) that appeals to a wide audience. Use media i.e. a regular column in Vic News to inform the public so they can follow up and create more sense of community. Ensure financing of local/national artists. Problem: lack of housing here means locals will soon be forced to commute to work. Our community is “undermined” by the real estate industry. It’s a common complaint that artists/craft/musicians can no longer find workshop/rehearsal space to create, share and celebrate. In Objective 4.2 change the work partnerships rather than solution. Under Goal #4: not clear on what you mean, feels like jargon. Under Objective 1.4 facilitating diversity not promote.

Advisory Group Meeting
(Pre-Phase 3 Engagement)
Friday, June 2, 2017
Victoria City Hall

Key points discussed at this draft plan pre-launch meeting included the following: There is great optimism around the potential for private sector donors, but will take creativity, organization and profession development to identify and cultivate. We need to build awareness of the draft plan. How can we connect the arts and tech industries? Implementation Plan to be included with the Master Plan. First priority items are cultural tourism, cultural spaces and artists. Need to connect with school district and youth.

Advisory Group Meeting
(Post-Phase 3 Engagement)
Wednesday, October 14, 2017
Victoria City Hall

Advisory Group members commented on the need for cultural tourism advocacy. Results of the Economic Impact Assessment need to be presented in graph form – the results demonstrate the value of arts and culture to Victoria’s overall economic health and vibrancy. Engagement throughout has been strong. Need to identify in upcoming Implementation Plan when the City leads and when it is a partner. City needs to help remove barriers/red tape. The Implementation Plan will have a timeline, resources and a budget in order to achieve results.