

Create Victoria Arts and Culture Master Plan

December 14, 2017



Purpose



What does
a creative city
look like?

To approve the Create Victoria Arts and Culture Master Plan and Implementation Framework.

Extend the Create Victoria Advisory Group term from March 2018 to December 2018.



Create Victoria Arts and Culture Master Plan



Vision – What We Heard



Online Survey: 156 respondents

Majority (62.41%) agreed with the Vision:

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



Create Victoria Arts and Culture Master Plan

Bold Moves – What We Heard

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%)



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Key Feedback Themes

Strategic Priority #1: Connecting People and Spaces

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

- Protect existing spaces for artists.
- Ease licensing/zoning.
- Turn empty storefronts into arts and culture hubs.
- Cut red tape and make spaces available with affordable spaces for artists to live.
- New library space would help support the arts.



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Key Feedback Themes

Strategic Priority #2: Building Cultural Leadership

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

- Need to be clear when City leads or partners.
- Involve university and college students, offer apprenticeships.
- Strengthen ACE but also support other City departments that support the arts (parks, public space requirements).



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Key Feedback Themes

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

- Have Indigenous creators and makers lead the way in which their stories will be told.
- Cultural Tourism needs to be 21st century even when dealing with heritage. Leave it to Tourism Victoria.
- Inclusiveness. More inclusivity for age and background.



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Key Feedback Themes

Strategic Priority #4: Being Future-ready

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

- Invite artists to collaborate with tech industries through grant funding and education
- Need to support emerging artists
- Actively foster and encourage collaborations between artists, cultural organizations and local businesses
- Not enough start-up money for creative entrepreneurs



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Implementation Framework

OBJECTIVE 2.3: CONTINUE TO LEAD A CREATIVE ECOSYSTEMS APPROACH TO ENCOURAGE CROSS POLLINATION AMONG CREATIVE SECTORS.					
Actions	Timeline	Partners	How/First Steps	Measurable	Notes/Status
1. Initiate a Create Victoria Leadership Group to serve as ambassadors and advisors on implementation.	2018	Lead: Mayor and Council Support: ACE, Legislative Services	Convene Advisory Group in January to review Implementation Plan.	# of meetings	\$: meeting costs. Advisory Group term expires in March 2018

Framework includes:

- Objective and Action Item
- Key stakeholders identified including lead, supporting and partners
- Timeframe
- Measurable
- How/First Steps
- Notes/Status and Resource Allocation



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Implementation Framework

Key action items to be undertaken in 2018:

- Similar to the Business Hub at City Hall, the Arts, Culture and Events Office will serve as the City's one stop shop for cultural service requests.
- Create a service role and function within the Arts, Culture and Events Team to oversee cultural space facilitation and development.
- Continue to engage with the creative and cultural community in ongoing dialogue and participation in space needs.
- Work in partnership with other levels of government towards completing a needs assessment and feasibility studies, and secure funding for a purpose built multi-use cultural venue (e.g. 28 Bastion Square).
- Expand artsvictoria.ca to allow users to identify unused, underused or available types of cultural spaces. Integrate within artsvictoria.ca a digitally-based 'match-making' function to link vacant spaces with artists and creative practitioners.



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Implementation Framework

Key action items to be undertaken in 2018:

- Align with affordability initiatives by identifying artists and creators as potential applicants for affordability housing.
- Build and strengthen relationships with Lekwungen people and support the work of city-wide reconciliation initiatives.
- Convene diverse groups of stakeholders to encourage cross pollination of sectors and build networks between industries (i.e. tech, business, tourism and art sector).
- Work with tourism stakeholders on the value of the arts, culture and heritage as part of the tourism attraction mix (e.g. festivals, events, studio tours, cultural tours)
- Update the Art in Public Places Policy including development of a Mural Toolkit, connecting businesses with artists for mural space, and completion of a memorials and commemorations policy.



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Questions?



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