

Create Victoria Workshop

November 9, 2017



Purpose



What does
a creative city
look like?

- To hold a Workshop with City Council to check in on any issues, opportunities and comments for the project team to consider before the draft Arts and Culture Master Plan is presented to Council for consideration.
- To receive the Economic Impact Assessment Report for information.



Create Victoria Project Update

Overview and Deliverables

Create Victoria is a five-year plan that will align ideas, people, and resources around a shared vision and a set of goals, strategies and tactics to realize Victoria's potential and guide investment for arts, culture and heritage.

- Updated inventory of City-owned and community-run arts and culture facilities and assets.
- Cultural Policy to guide future decision-making in cultural development.
- Community-informed five-year Arts and Culture Master Plan.
- Economic Impact Assessment to analyze and summarize the economic impact of Victoria's arts and creative industries.



Create Victoria Project Update

Planning Approach and Timeline



Create Victoria Project Update

Create Victoria Engagement Summary

What does
a creative city
look like?

- **From Sept 2016 – Sept 2017:**
 - Participated in 41 events
 - Engaged 874 people in online surveys
 - Engaged 2,000+ people in person
- **ArtsVictoria Map:**
 - 67 new organizations/resources
 - 74 new artist/ensembles
 - TOTAL: 1,026 assets 546 artist/ensembles



Create Victoria Project Update

Phase 1 – Engagement and Assessment

- Branding “Create Victoria” and victoria.ca/create
- Soft launch at Thinklandia
 - Rifflandia Music Festival
 - Moss Street Market
 - Fairfield Gonzales Neighbourhood Plan Workshop
 - Royal BC Museum “Unexpected Conversations” Workshop
- 3 workshops w/City staff
- Advisory Group input
- Best practices research and planning
- Research and analysis of CRD Arts Strategy
- Analysis identified key themes



Create Victoria Project Update

Key Themes & Strategic Priorities

Theme 1: **People and Spaces**

Strategic Priorities: **Participation & Inclusion;**
Diversity; Access & Affordability

Theme 2: **The City's Role**

Strategic Priorities: **Collaboration & Facilitation**

Theme 3: **Telling Our Story**

Strategic Priorities: **Celebration & Promotion;**
Preservation & Conservation

Theme 4: **Future Ready**

Strategic Priority: **Innovation**



Create Victoria Project Update

Survey Findings and Economic Impact Assessment Report

Report to Council: November 9th, 2017

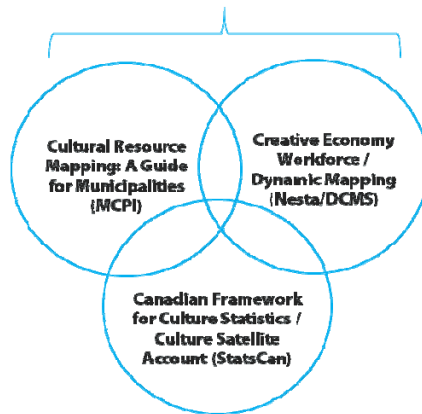


in partnership with



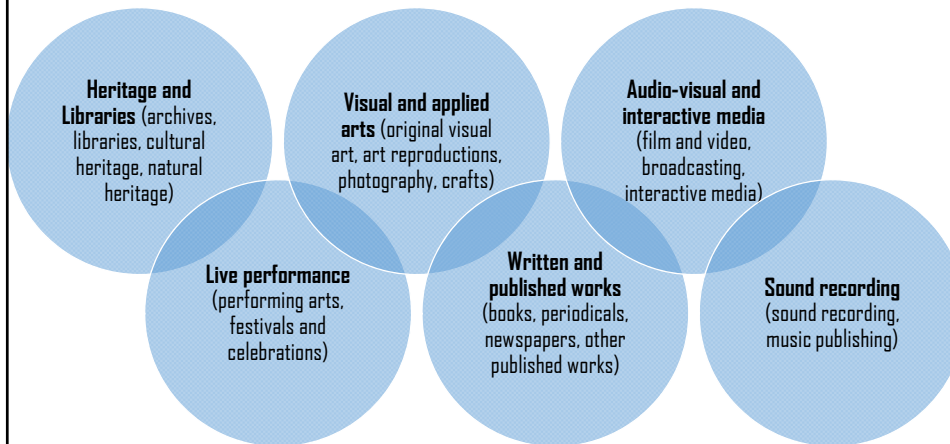
How do we measure cultural activity?

Cultural Resources



- Cultural audiences
- Culture sector enterprises
- Cultural infrastructure and supports
- Cultural products and experiences
- Cultural and creative occupations

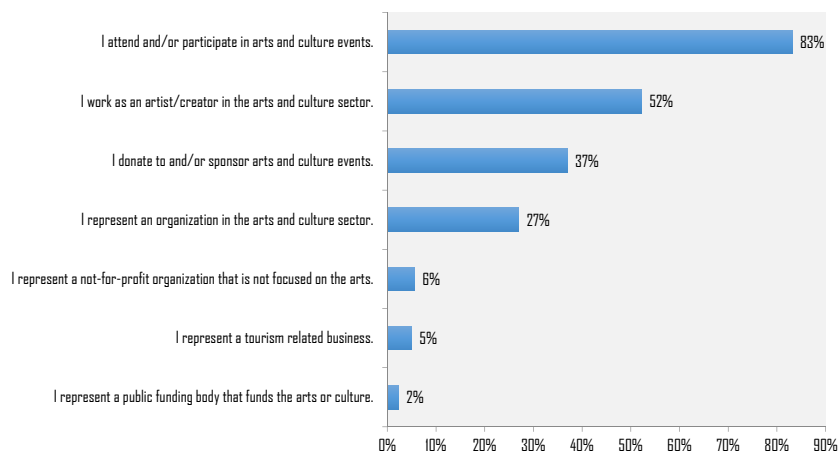
The Canadian Framework for Culture Statistics (CFCS)



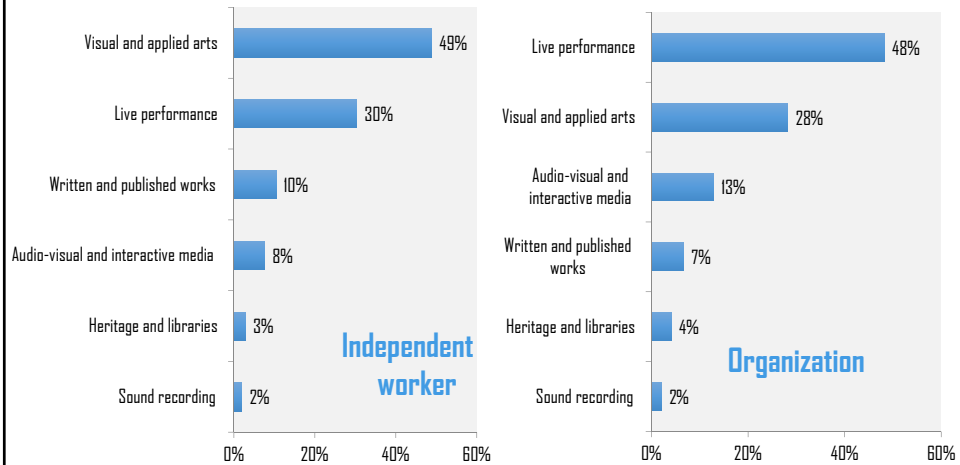
Create Victoria: online survey



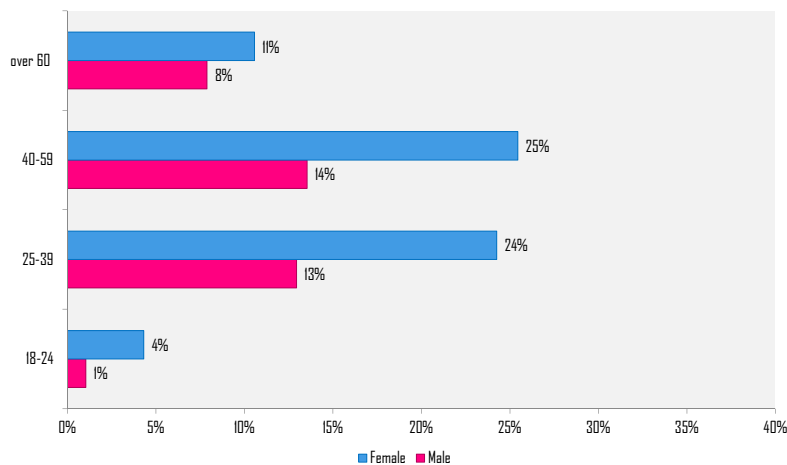
Respondent profile



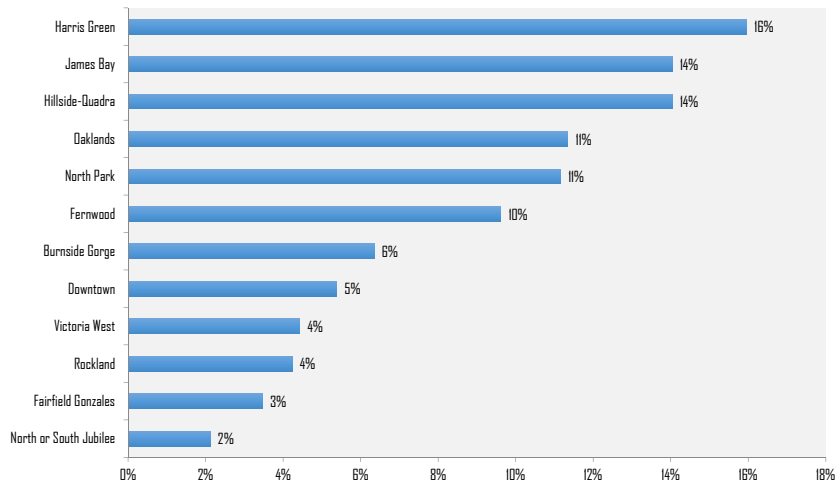
Primary domain



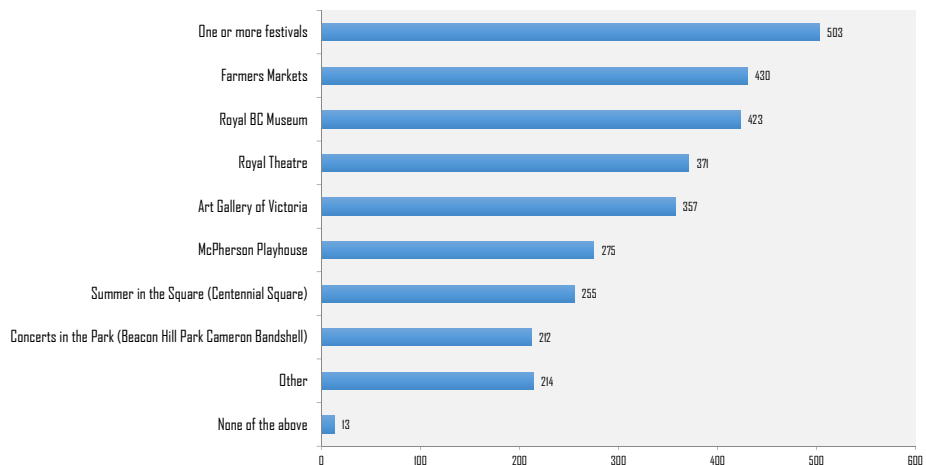
Demographics (age/gender)



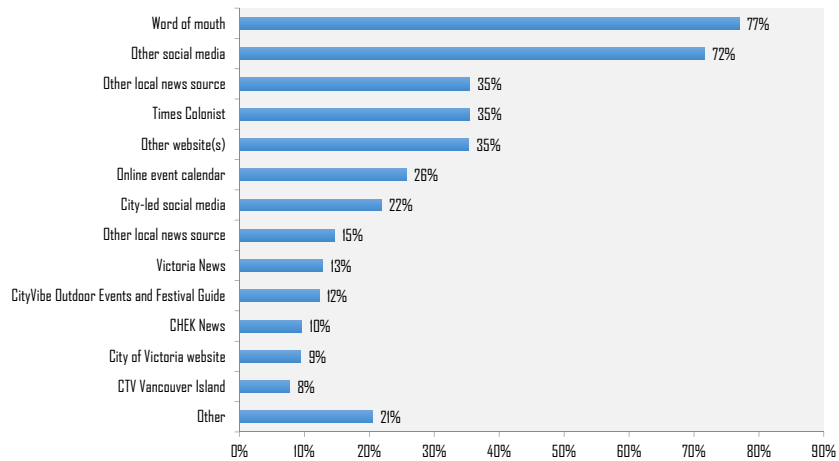
Respondent neighbourhood



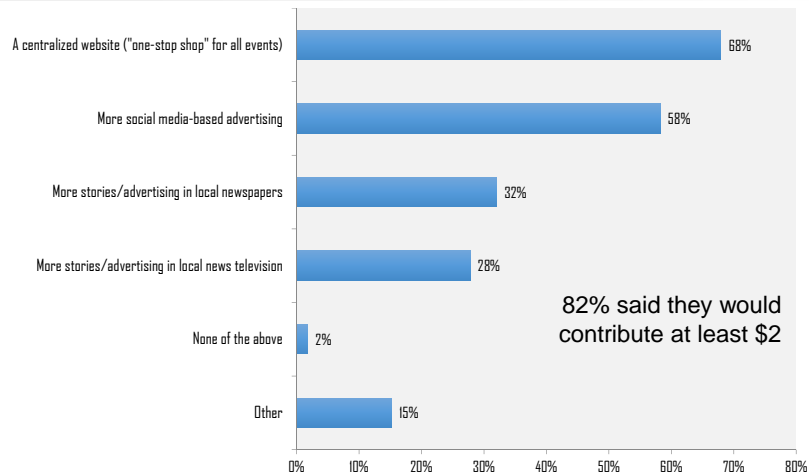
Engagement with culture in past 12 months



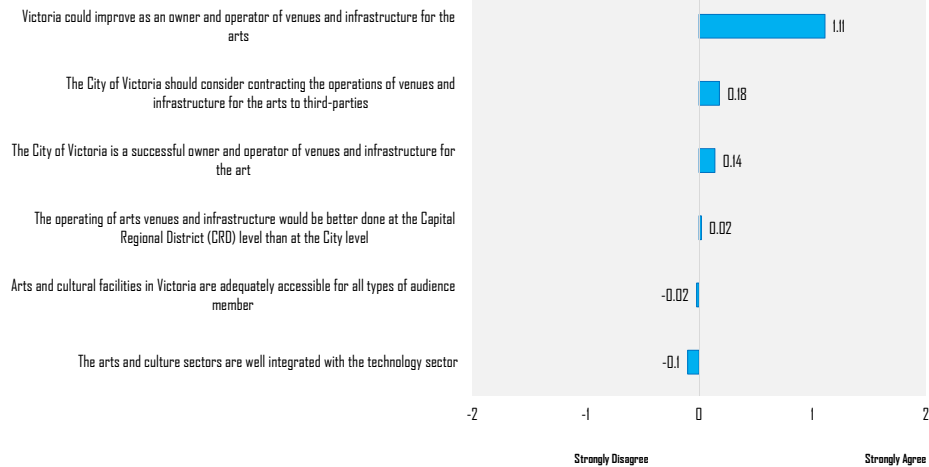
Means of awareness of cultural activities



Recommendations to help improve awareness

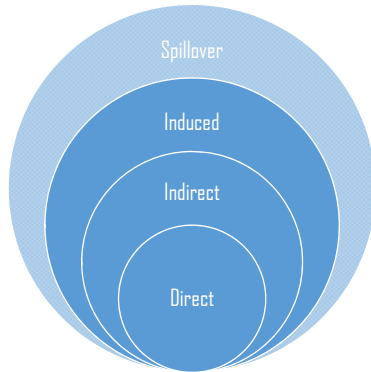


Agreement with following statements



Economic importance and profile of cultural organizations

Measuring the economic footprint of culture



Tourism spillovers

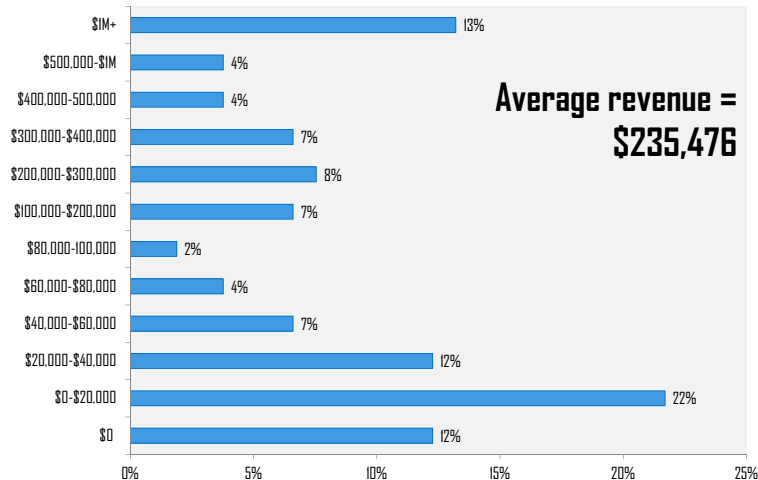
Labour income spending

Impact on other sectors

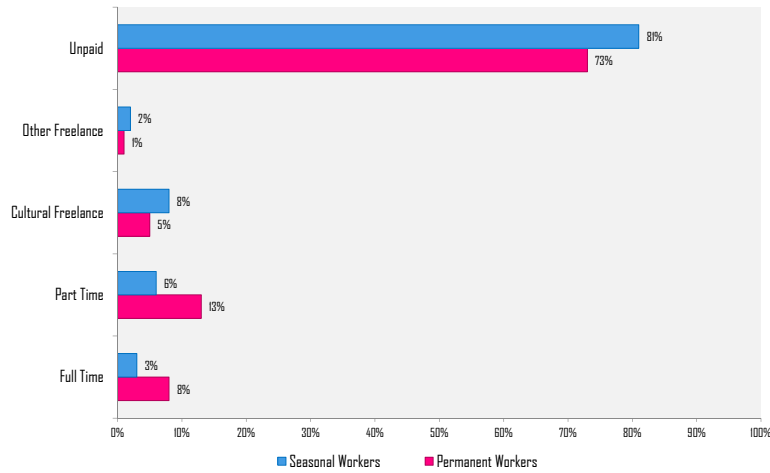
Gross Domestic Product

Employment

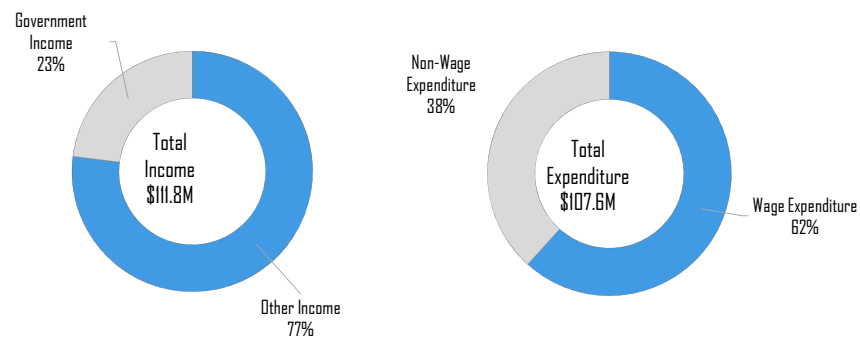
Breakdown of organization revenue



Type of employment



Income and expenditure breakdown



Impact summary (cultural organizations)



▪ 475 cultural **organizations** in Victoria



▪ 2,700 jobs (**FTEs**) created (2,310 direct)



▪ \$104 million generated for **GDP** (\$73 million direct)



▪ \$88 million in labour **wages** paid (\$66 million direct)



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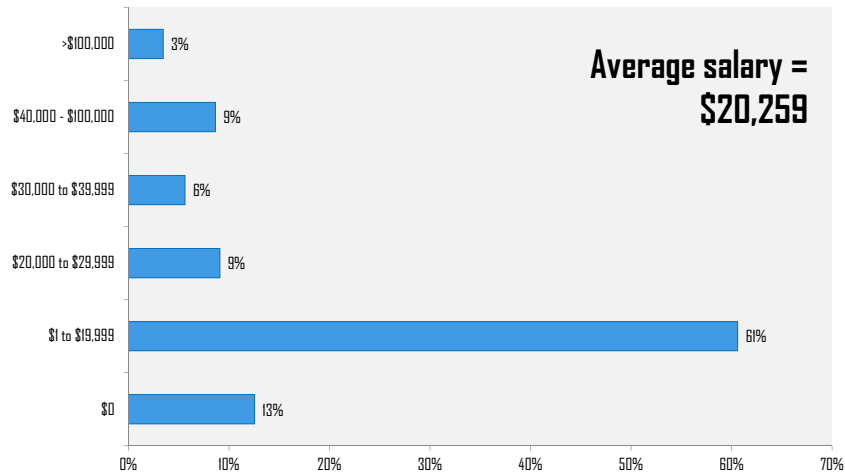
Economic importance and profile of independent cultural workers



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Breakdown of independent worker income

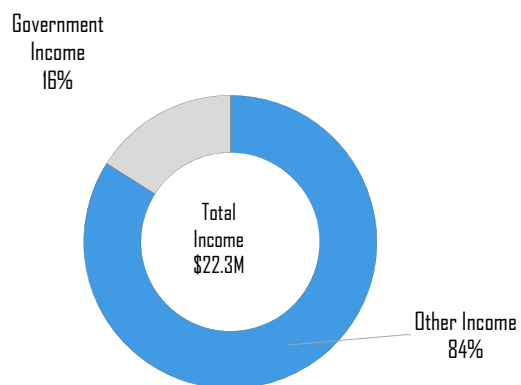


PATRICIA
HUNTSMAN
CULTURE + COMMUNICATION

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 **Nordicity**

Independent worker subsidy use



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Impact summary (independent worker)



▪ **1100** independent cultural **workers** in Victoria



▪ **1,070** jobs (**FTEs**) created (940 direct)



▪ **\$18 million** generated for **GDP** (\$8.2 million direct)



▪ **\$14 million** in labour **wages** paid (\$7.5 million direct)



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Cultural tourism impact



▪ **1,000,000** cultural **visitors** (67% from off Van Island.)



▪ **2,040** jobs (**FTEs**) created (1,560 direct)



▪ **\$115 million** generated for **GDP** (\$71 million direct)



▪ **\$82 million** in labour **wages** paid (\$52 million direct)



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