



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

## **Create Victoria**

### Interim Engagement Summary

April 6, 2017

Appendix A

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# Interim Input Summary

## Create Victoria Cultural Policy and Arts and Culture Master Plan

The City of Victoria is engaging the community to develop *Create Victoria*, a five-year Arts and Culture Master 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.



The development of the Arts and Culture Master Plan will result in the following deliverables:

- A community-informed Cultural Policy to guide future decision-making in cultural development, including a vision statement, guiding principles, goals and strategic priorities to inform the development of the Arts and Culture Master Plan.
- A community-informed and supported Arts and Culture Master Plan that will include recommendations to implement the goals and strategic priorities, timelines, budget and measurement tools to monitor, assess and evaluate progress including cultural impact and quality of life indicators.
- An Economic Impact Study to analyze and summarize the direct economic impact of Victoria's arts and creative industries. The study will consider both tangible and intangible cultural assets.
- An updated inventory of City-owned and community-run arts and culture facilities and assets based on cultural mapping that was completed in 2010.

## Role and Responsibilities

The engagement strategy has been jointly led by the City's Engagement department and the Arts, Culture and Events Office, with engagement activities coordinated and delivered by Arts, Culture and Events staff. Communications support for all initiatives has been led by the Engagement Department. Engagement tracking, analysis and summaries have been overseen by staff project lead Nichola Reddington, in collaboration with the City's Engagement staff and the cultural planning consultant team of Patricia Huntsman Culture + Communication in partnership with Nordicity, an economic consulting firm.

This consultant team facilitated the community engagement process and helped inform the communications and presentation materials. In addition, the team gathered research and best practices to inform the engagement materials and topic areas for discussion.

The 12-person Arts and Culture Advisory Group was appointed in April 2016 by City Council to help guide the cultural planning process, assist the project team with reaching out to the community, and ensuring the public has all the information required to provide informed feedback. Each member is also serving as a champion to cultural planning and public engagement. A list of the advisory members is available in Appendix C.

## Engagement Approach

The Create Victoria engagement is following a three-phase process:

- Phase 1: Planning and Assessment (September to December 2016)
- Phase 2: Cultural Policy Vision and Strategy (January to Mid-April 2017)
- Phase 3: Draft Policy and Draft Master Plan Consultation / Finalizing the Policy and Master Plan (June to July 2017)

At the time of this interim update, the City is nearing the end of Phase 2 engagement. Since engagement began in September 2016, Create Victoria has participated in 27 engagement activities (single and multiple day events), reached 1,950 people in-person, and increased the Arts Victoria culture map by 87 new resources.

Note: As the online survey is still in progress until April 13, this input will inform the draft Master Plan and will be shared with Council and the community at the end of Phase 3.



Phase 3 of engagement will include the roll-out of the draft Create Victoria Cultural Policy and the draft Arts and Culture Master Plan to the community for feedback in June.

### Phase 1 - Engagement (September to December 2016)

The first phase of engagement involved a soft launch of the branded Create Victoria initiative at the *Thinklandia* event, augmented by a media release and content on the City's website.



The Create Victoria pop-kiosk engagement station included an interactive wall banner, which invited the public to *Make Your Mark* by sharing *What Does a Creative City Look Like?* to capture their vision and to help us build a creative city. The input collected on four wall banners is included in Appendix A.

Create Victoria branded postcards, bookmarks and coasters were used to invite people of all ages to be colourful and expressive in sharing their ideas in a visual way.



The Create Victoria pop-up kiosk participate in the following popular events that drew both large and intimate groups:

- Rifflandia (September 16 – 18, 2016)
- Moss Street Market (October 8 and 22, 2016)
- Fairfield Gonzales Neighbourhood Plan Workshop (October 22, 2016)
- Royal BC Museum "Unexpected Conversations" Workshop (November 23, 2016)



An example of some of the input shared on an interactive wall banners is below.



Phase 1 also involved the internal engagement with City staff who participated in Cultural Scorecard discussions – a self-assessment of their arts and culture service delivery. This included two sessions with the Arts, Culture and Events team to identify needs, gaps, strengths and opportunities, followed by a series of guiding questions distributed to key staff throughout the organization who regularly interact with this team.



This review and assessment tool helped guide staff planning sessions; generated directions for consideration regarding the Arts, Culture and Events staff team's portfolio; and resulted in a series of themes and strategic directions to guide the cultural policy and master plan. The results of the Cultural Scorecard process helped to inform emerging themes, which were tested at the cross-departmental staff workshop and with the Advisory Group. A summary of the Scorecard process and discussion points can be found in Appendix A.

Also during Phase 1, the consultant team reviewed the recommendations made as part of the CRD Arts Strategy in fall 2016 to identify needs and gaps, and assessed the arts and culture community's response.

## Phase 1 – What We Heard

Based on Phase 1 research of best practices and the results of the CRD Arts Strategy consultation, public input shared on the interactive display banners, consultation with the Advisory Group and the results of the City staff Cultural Scorecard discussions, the following key themes were identified for engagement in Phase 2:

### People and Spaces:

- Participation & Inclusion
- Diversity
- Access & Affordability

### The City's Role:

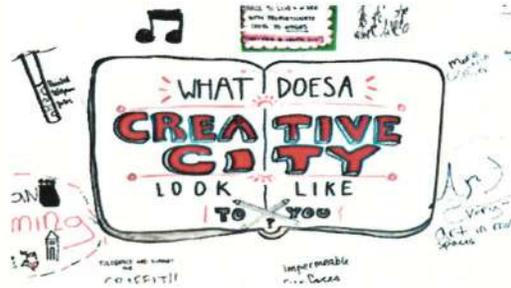
- Collaboration & Facilitation

### Telling Our Story:

- Celebration & Promotion
- Preservation & Conservation

### Future-Ready

- Innovation



## Phase 2 - Engagement (January – Mid-April 2017)

The second phase of engagement which commenced in January and is underway until early April, was focused on targeted stakeholder and broad community engagement around their vision for arts and culture in Victoria, which will inform the development of the draft Cultural Policy and the draft Arts and Culture Master Plan.



Two key messages were:

- What does a creative city look like?
- Help us measure the impact of arts and culture to guide investment.

A range of engagement strategies were used to reach out to the public and encourage two-way conversation.

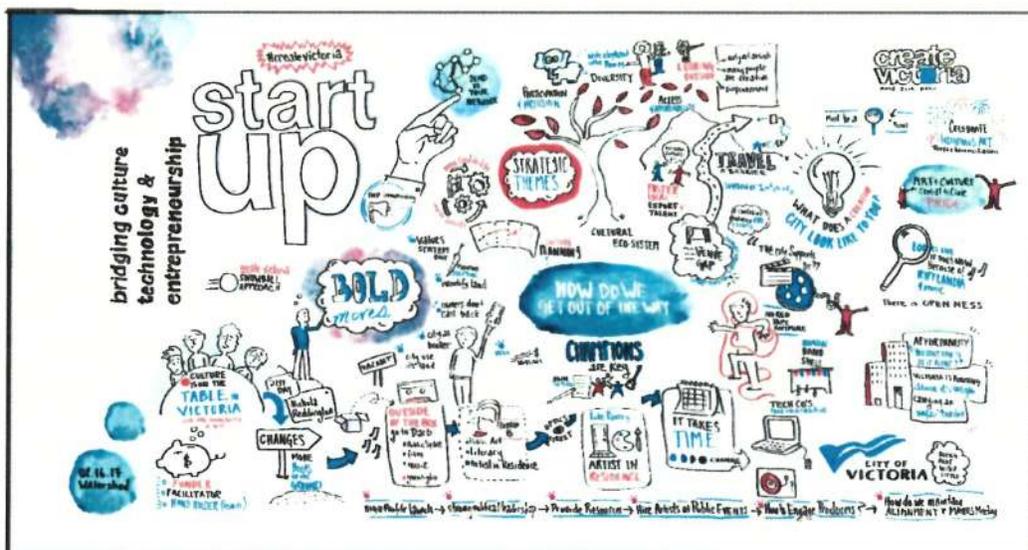
### Meetings and Presentations

Phase 2 kicked off in January 2017 with meetings and presentations with targeted stakeholder groups. (\*Events that used sounding boards to collect input.)

- Indigenous Artist in Residence Information Session\* (January 9, 2017)
- Downtown Residents Association information meeting (January 17, 2017)
- Mayor's Task Force on Economic Development and Prosperity members who meet monthly for "Huddle in the Hub" meetings at the City Hall Business Hub (January 17, 2017)
- Makers' Workshop Small Business Information Session\* (January 31, 2017)
- Presentation to the Downtown Victoria Business Association's Board (February 15, 2017)
- Create Victoria Start-up Stakeholder Workshop\* (February 16, 2017)

### Targeted Stakeholder "Start-up Workshop"

The Create Victoria Start-up Stakeholder Workshop was successful in engaging 20 key influencers in the arts and culture industry. Invited by invitation, the goal was to bring together Victoria's innovators, entrepreneurs, performers, designers, and artists to workshop the bold moves needed to achieve key themes and identify strategic focus areas. A professional visual recorder participated in the workshop to capture participants' ideas. (See Appendix A for a larger version.)



### **Broad Community Engagement**

The Create Victoria engagement launched to the broader public on February 17, 2017 by way of a media release, enhanced web content, social media (with the hashtag #CreateVictoria), and a three-week, in-store and downtown pole postering campaign leading up to a public engagement event at City Hall.

There were three calls to action for the community and cultural practitioners in Phase 2:

- Attend the Create Victoria Cultural Café on Saturday, March 4, from 11 a.m. - 2 p.m. at City Hall to share your vision for arts and culture in Victoria.
- What does a creative city look like? / Help us measure the impact of arts and culture. Complete the #CreateVictoria online survey by March 31.
- Make sure you're on the [ArtsVictoria.ca/create](http://ArtsVictoria.ca/create) map!

### **Cultural Café Series**

A six-part series of Cultural Cafés was developed to bring different groups of people together in the industry and the public to discuss their vision for a vibrant arts and culture future in Victoria.

#### **Public Cultural Café**

The community and arts, culture and heritage practitioners were invited to attend the first Create Victoria Cultural Café on Saturday, March 4 from 11 a.m. – 2 p.m. at City Hall to share their vision for arts and culture in Victoria and to help build a creative city.

Three hundred people participated in the event, which provided an opportunity to share ideas in person with other participants, ask questions of City staff and Councillors, post ideas in response to questions on eight sounding boards, participate in a “chit chat” interactive artwork activity with Artist in Residence Luke Ramsey which initiated conversations, as well as enjoy complimentary treats and live music by Ivonne Hernandez and Kirsten Ludwig.



#### **Industry Sector Cultural Cafés**

To reach specific stakeholder groups, five sector-themed Cultural Cafés were offered by invitation to appeal to a range of arts and culture practitioners who work in the following areas:

- Visual Arts and Design
- Literary
- Special Events and Festivals
- Music
- Performing Arts

The Cultural Cafés were successful in bringing together diverse groups of arts and culture industry workers in conversation, who would otherwise not normally meet, to discuss shared concerns and potential ideas for moving forward.



### **Pop-up Engagement Station**

To go where the people are, in Phase 2 the Create Victoria pop-up engagement station participated in the Indigenous Artist in Residence Information Session to reach out to First Nations artists; the Royal Theatre's matinee of the *All that Jazz* performance by the Naden Band and the Canadian College of Performing Arts; and two afternoons during spring break at the Crystal Pool and Fitness Centre.



### **Online Survey**

The Create Victoria online survey is designed to capture the public's and creative practitioners' vision for arts and culture. The survey is divided into two sections. The first section is for the general public and practitioners to complete.

The second section will inform part of the City's Economic Impact Assessment (EIA) study and is aimed at creative practitioners (e.g. artists, designers, arts and cultural organizations, festival producers, etc.) and required previous fiscal year details. Only aggregate information will be shared in a report to Council and the community.

#### **Create Victoria Online Survey**

Help us measure the impact of arts and culture in Victoria! Participate in our [online survey!](#)

The first section of the survey is open to the general public and should take approximately 5-10 minutes to complete.

The second section forms part of the City's Economic Impact Assessment (EIA) study and is aimed at creative practitioners (e.g. artists, designers, arts and cultural organizations, festival producers, etc.)

**NOTE:** The survey deadline has been extended to **Thursday, April 13, 2017**



To provide the arts and culture industry more time to complete the EIA section of the survey, the deadline was extended from March 31 to April 13, 2017.

**NOTE:** At the time of this report, 356 surveys had been completed, with 230 EC portions of the survey submitted. The input will inform the development of the Master Plan and will be shared with Council and the public at the end of Phase 3.

### **ArtsVictoria Cultural Map**

Arts and culture workers, venues, businesses and organizations were invited to "Get on the Map" to ensure they are counted in the City's analysis of the Arts Victoria cultural inventory which currently maps out more than 900 City-owned and community run arts and culture assets in Victoria. Since September 2016, 43 new organizations/resources and 44 new artist/ensembles have posted on the Arts Victoria map.



### **Create Victoria Mix Tape**

To raise awareness of the Create Victoria initiative and celebrate Victoria's local music scene, the City developed the Create Victoria Mix Tape, featuring local music. A limited amount of copies of the cassette tape were shared and the music was available by livestream at [createvictoria.bandcamp.com](http://createvictoria.bandcamp.com)

### **Advisory Group Meetings**

During Phases 1 and 2, seven meetings were held with the Arts and Culture Advisory Group to review and comment on the engagement strategy, key themes, engagement to date, and the draft Cultural Policy that has been developed.

## Communications Tactics

The official launch of Phase 2 engagement took place on February 17, 2017. The call to action was to attend the public Create Victoria Cultural Café on March 4, complete the Create Victoria online survey at [www.victoria.ca/create](http://www.victoria.ca/create), email input to [culture@victoria.ca](mailto:culture@victoria.ca), and for arts and culture practitioners to make sure to get on the ArtsVictoria.ca/create culture map of arts and culture resources/events in Victoria.

The following communications tactics were used to raise awareness and motivate target audiences to action. Copies are available in Appendix B.

**Website** – Create Victoria web content and the shortcut url [www.victoria.ca/create](http://www.victoria.ca/create) were developed to make information and the online survey easy to find. Create Victoria content was featured on the City's home page feature box, as a Latest News item, on the events calendar, under the Have Your Say and Current Initiatives web pages, and in the Arts and Culture section of the website. The City's web content linked to the ArtsVictoria.ca culture map, which also mirrored the same Create Victoria information.

**Media Release** – A media release launching Create Victoria and outlining the upcoming input opportunities was distributed on February 17, 2017.



**Handbills** - Three thousand Create Victoria branded handbills promoting engagement opportunities were distributed to the community at local venues and coffee shops, and made available at City Hall and the Crystal Pool and Fitness Centre.

**Social Media** – The City's social media channels (Twitter, Facebook and Instagram) were used to create awareness of the Create Victoria engagement opportunities. The hashtag #CreateVictoria was used in all supporting materials and the following industry groups were targeted to expand reach: #yyjarts #yyjartists #yyjtech #yyjmusic #yyjdance #yyjtheatre #yyjheritage



**Stakeholder email** - An email to 242 stakeholder/groups was sent out to on February 21, 2017 to launch the public engagement of Phase 2. A second email was sent to 309 arts and culture practitioners on March 27, 2017 inviting them to complete the Economic Impact Assessment portion of the online survey by April 13, 2017. The date of the survey was extended to provide the industry with additional time to complete the survey.

**Email address** – In addition to providing feedback in person, the community was invited to share their ideas by emailing [culture@victoria.ca](mailto:culture@victoria.ca).

**Connect Newsletter** – An article about the Create Victoria input opportunities was featured in the City's quarterly newsletter in early March that was distributed to Victoria households in the Victoria News.

**City e-News** – Participation in the Create Victoria online survey was promoted recently in the City's bi-weekly subscription-based e-newsletter.



**Sounding Boards** – A series of sounding boards featuring the following topics and questions, enabling participants to share their input on post-it notes, which were collected and transcribed. Please see Appendix A for details.

- Share Your Big Ideas With Us
- Celebration and Promotion:
  - How do you find out about arts and cultural events?
  - What is Your Favourite Event in Town?
- Collaboration and Facilitation
  - What can the City of Victoria do to encourage a collaborative arts ecosystem?
  - What roles can the City play in bringing people together?
- Participation and Inclusion
  - How do you participate in arts and culture? How could the City support inclusion in our community?
  - What would make it easier to participate in arts, culture and events?
- Innovation and Future Ready
  - Innovation flourishes when creativity is valued by the community. How can the City encourage further innovation?
- Access and Affordability
  - How do you access arts and culture? How can we make it more accessible? What should Victoria do in the next five years to enhance and improve our existing cultural spaces and places?
- Preservation and Conservation
  - In what way does art, culture and heritage enrich your life?
  - What are the important gathering spaces that bring people together in your neighbourhood? Are they accessible?
- Diversity
  - Diversity is the backbone of a vibrant and resilient community. What initiatives could support more diversity in our community?
- First Nations
  - How can the City of Victoria honour and celebrate First Nations history, places, language and culture?
- Emerging Focus Areas



## **Phase 2 Input – What We Heard**

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 (one public and five arts and culture sector-based). To view the input in full, please see Appendix A.

### **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.

## Engagement Activity Summary

ENGAGEMENT ACTIVITY	DATE/TIME	LOCATION	# PARTICIPANTS ATTENDEES
<b>PHASE 1 ENGAGEMENT</b>			
Thinklandia (Launch by Mayor)	September 11, 2016 4 p.m. – 9 p.m.	Dockside Green	54
Rifflandia	September 16 – 19 Noon – 9 p.m.	Royal Athletic Park	900
Moss Street Market	October 8 and 22 10 a.m. – 3 p.m.	Moss Street (Fairfield)	150
Royal BC Museum “Unexpected Conversations”	November 23 6 p.m. – 7:30 p.m.	Royal BC Museum	100
Fairfield Gonzales Neighbourhood Plan Workshop	October 2 1 p.m. – 2 p.m.	Fairfield Gonzales Community Place	30
City of Victoria staff (3 workshops)	December Various	Victoria City Hall McPherson Theatre	30
<b>PHASE 2 ENGAGEMENT</b>			
Indigenous Artist in Residence Information Session	January 9, 2017 5:30 p.m. – 7 p.m.	Victoria City Hall	8
Huddle in the Hub	January 17 8 a.m. – 9 a.m.	Victoria City Hall	10
Maker’s Small Business Workshop	January 31 10:30 a.m. – noon	Victoria City Hall	25
Presentation to Downtown Victoria Business Association Board Members	February 15 7 a.m. – 8 a.m.	Downtown Victoria Business Association offices	14

<b>ENGAGEMENT ACTIVITY</b>	<b>DATE/TIME</b>	<b>LOCATION</b>	<b># PARTICIPANTS ATTENDEES</b>
Create Victoria Start-up Stakeholder Workshop	February 16 5 p.m. – 7 p.m.	Watershed	20
Create Victoria Cultural Café: Public	March 4 11 a.m. – 2 p.m.	Victoria City Hall	300
Cultural Café: Special Events and Festivals sector	March 6 5 p.m. – 7 p.m.	Robert Bateman Gallery	24
Indigenous Artist in Residence Meet and Greet	March 16 5 p.m. – 7 p.m.	Victoria City Hall	50
Pop-up Kiosk at Naden Band concert/Canadian College of Performing Arts	March 18 Noon – 2 p.m.	Royal Theatre	100
Cultural Café: Visual Arts and Design sector	March 21 5 p.m. – 7:30 p.m.	Cinderbloc Studio	26
Cultural Café: Literary sector	March 22 5 p.m. – 7:30 p.m.	Cinderbloc Studio	27
Pop-Up Kiosk at Crystal Pool and Fitness Centre	March 23 and 24 3 p.m. – 5 p.m.	Crystal Pool and Fitness Centre	8
Cultural Café: Music sector	April 3 7 p.m. – 9 p.m.	Northern Quarter	59
Cultural Café: Performing Arts sector	April 4 4 p.m. – 5:30 p.m.	Langham Court Theatre	15
<b>Total # Engagement Events:</b>  27			<b>Total # of People Engaged in Person:</b>  1,950

## APPENDIX A – INTERIM ENGAGEMENT INPUT

Phase 1 Input  
Phase 2 Input  
Correspondence  
Media  
Social Media Summary  
Online Survey Questionnaire

Help us Build a Creative City  
#DODDLEVIC

# MAKE YOUR MARK

#createvictoria

MOSS ST. MARKET · 10.00.16

#DODDLEVIC

INTEGRATE ARTS THINKING

## SAFE PLACES

Welcome  
• Not a bar  
• wholesome  
• all-ages  
• no 'agenda'

FOR ARTIST IN RESIDENCE PROGRAM

IDEAS EXCHANGE

GRASSROOTS COMMUNITY NICHES

SUPPORTED WITH AFFORDABLE SPACES TO GATHER

WHAT DOES A CREATIVE CITY LOOK LIKE TO YOU?

## PUBLIC ART

more local art on the street: space to sit??

MORE MURALS

F. Nations mural

Fix up the out on wharf

## HOT DESK STUDIOS

We need accessible, affordable rehearsal space

Preserve buildings use them

SPECIFICALLY INVITE UNDER REPRESENTED GROUPS TO PARTICIPATE

SCULPTURE Hopefully, not hideous



Divide Street with PLANTERS

LOW TAX AFFORDABLE HOUSING

PRESERVE the CORE

OPEN

SMALL COMMERCIAL SPACES FOR LOCAL BUS

Leag Building SPACES

• First Lego league

MARKET SQUARE USED BETTER

create victoria

MORE PARK RIDE FROM WESTERN COMMUNITIES + LIGHT RAIL



learn more at [svic.com/vic/create](http://svic.com/vic/create)

graphic by [signature]

create  
Victoria

#createvictoria  
#DoodleVIC  
SLID 0  
#1508

# BUILDING COMMUNITY

# Through CULTURE

SEPTEMBER 11, 2016

**WHAT IS CULTURE?**

- IT'S AN EXTENSION OF OURSELVES
- EVERYTHING
- IT'S ABOUT US
- CAN BE HEAVY
- PLACE MAKING RELATED
- CRIME DANCE
- WHAT DO WE STAND FOR?

BC GETS LESS BUT PRODUCE MORE

\$5.34 BILLION INDUSTRY

Lifecycles SHORT

## CULTURAL PLANNING

- Strategic
- Reflects Identity
- Grew out of postwar
- Re-activating Space
- cross collaboration

## CULTURAL MAPPING

Supportive MECHANISMS

- Grass Roots
- Policy
- READINESS
- SOCIAL CONDITIONS TO SUPPORT IDEAS
- GENERATIONAL

DOOMLE

VIBRANT • CREATIVE  
IMAGINATIVE • ECLECTIC • ENGAGED

ARTISTIC VIBRANCY

Relevant

Rooted in Places

## MASTER PLANNING

VISUAL APPROACH

SUPPORT FROM COUNCIL

NEED TO BE RESPONSIVE

AGREED UPON PATH

ARTIST IN RESIDENCE

WHAT KIND OF RESISTANCE IS THERE TO THIS?

justify Spending



THIS INCLUDES YOU

88 yrs

88 yrs

WHAT MAKES A LIVABLE CITY

creative & community relevancy

MAKE PLAN

MAKE ART

MAKE HISTORY

AT THE TABLE

THINKING IN DIFFERENT WAYS

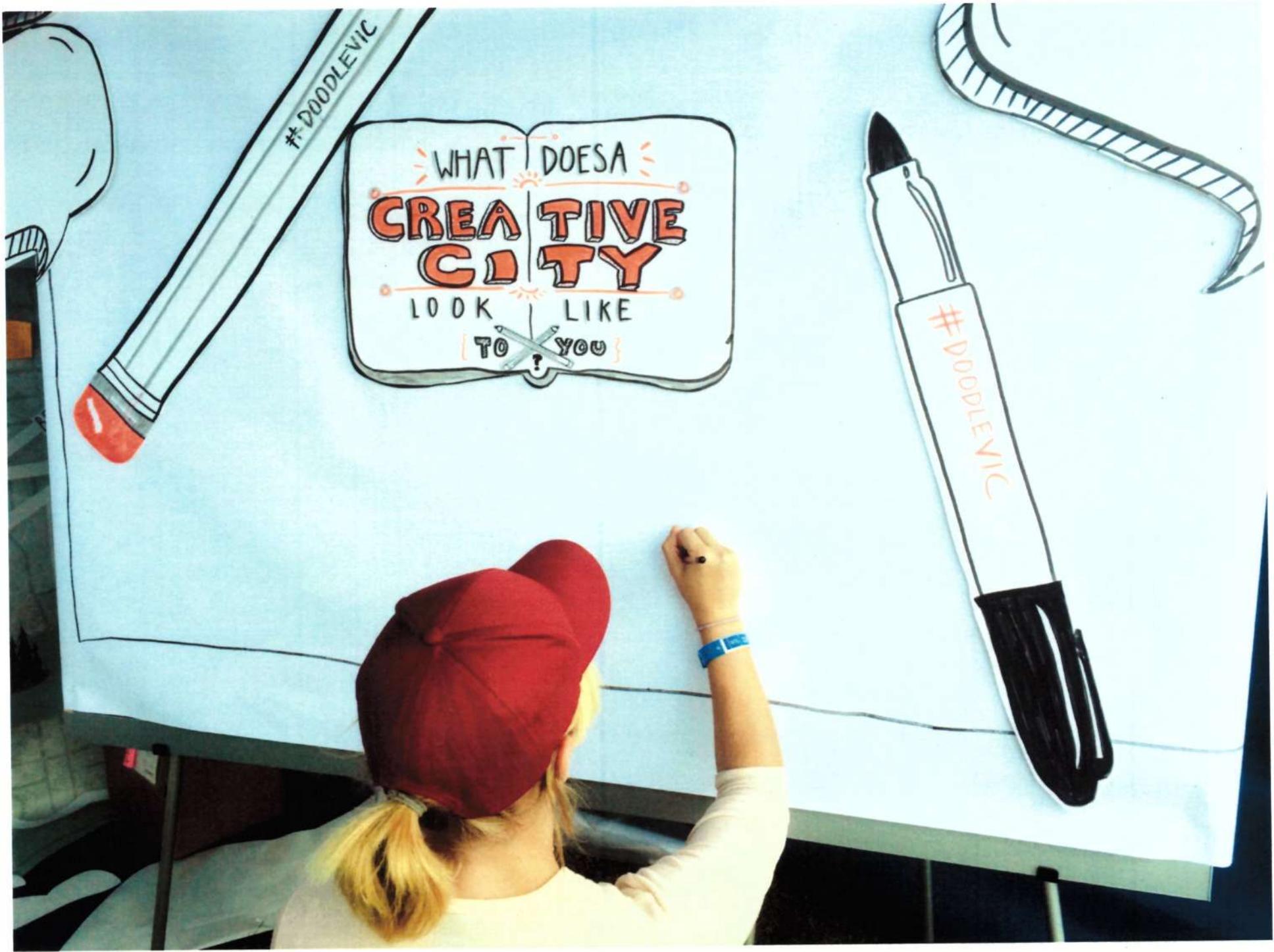
KEEP ART in mind

EXPLORING COLLABORATIVELY

BE OPEN

Final public art BOX

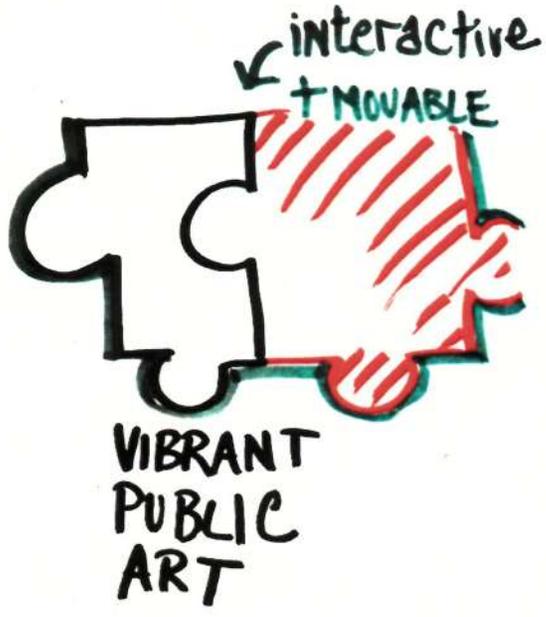




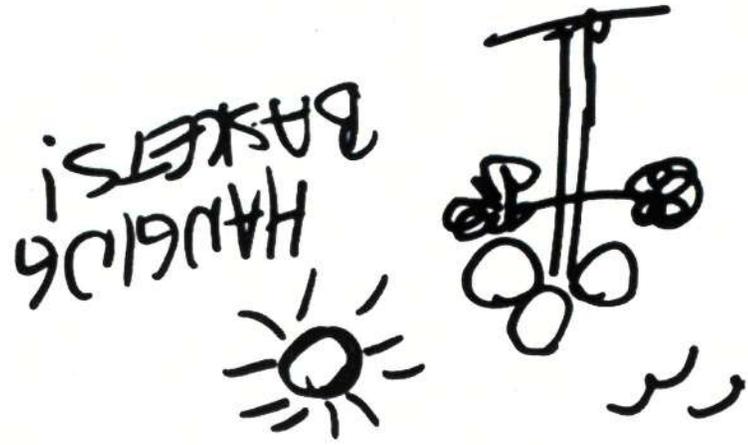
#DOODLEVIC

WHAT DOES A  
**CREATIVE CITY**  
LOOK LIKE  
[TO YOU]

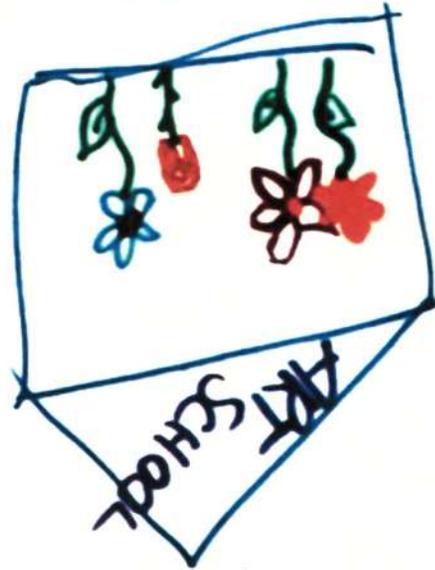
#DOODLEVIC



BHANGRA



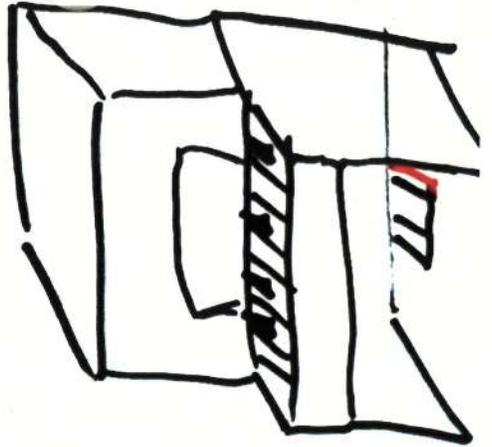
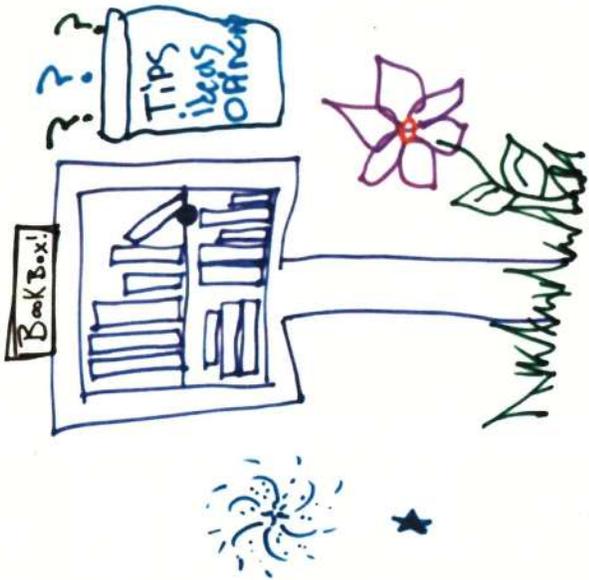
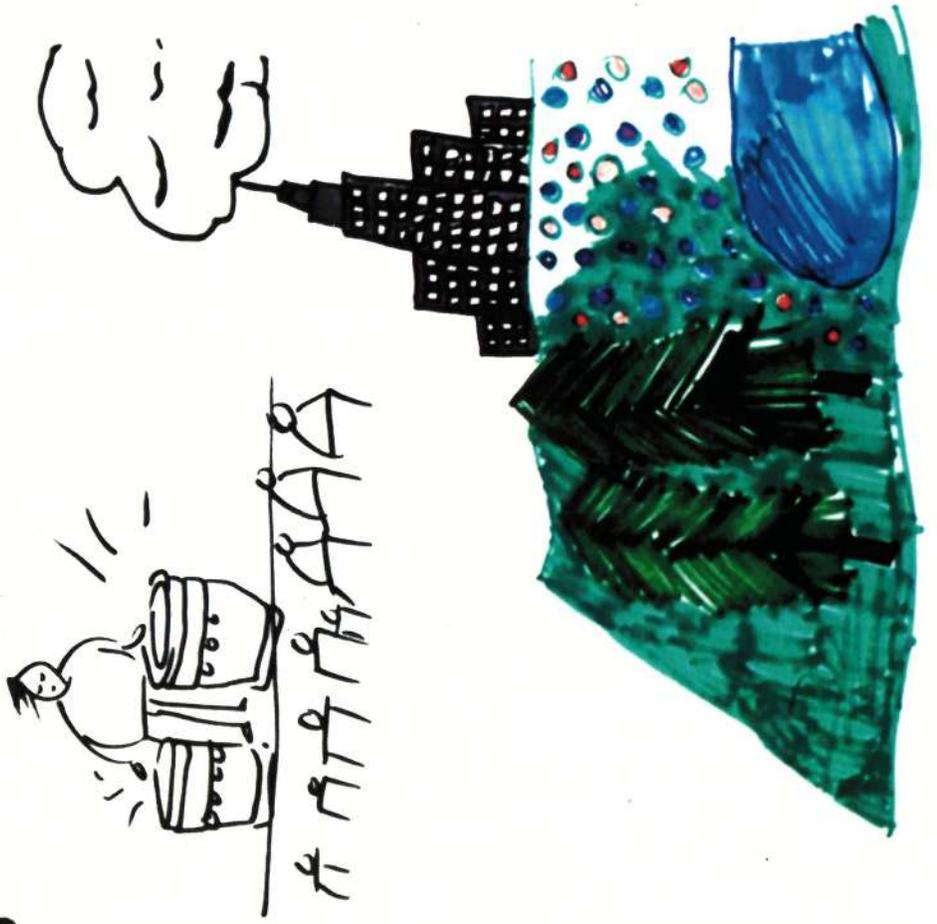
PUBLIC ART

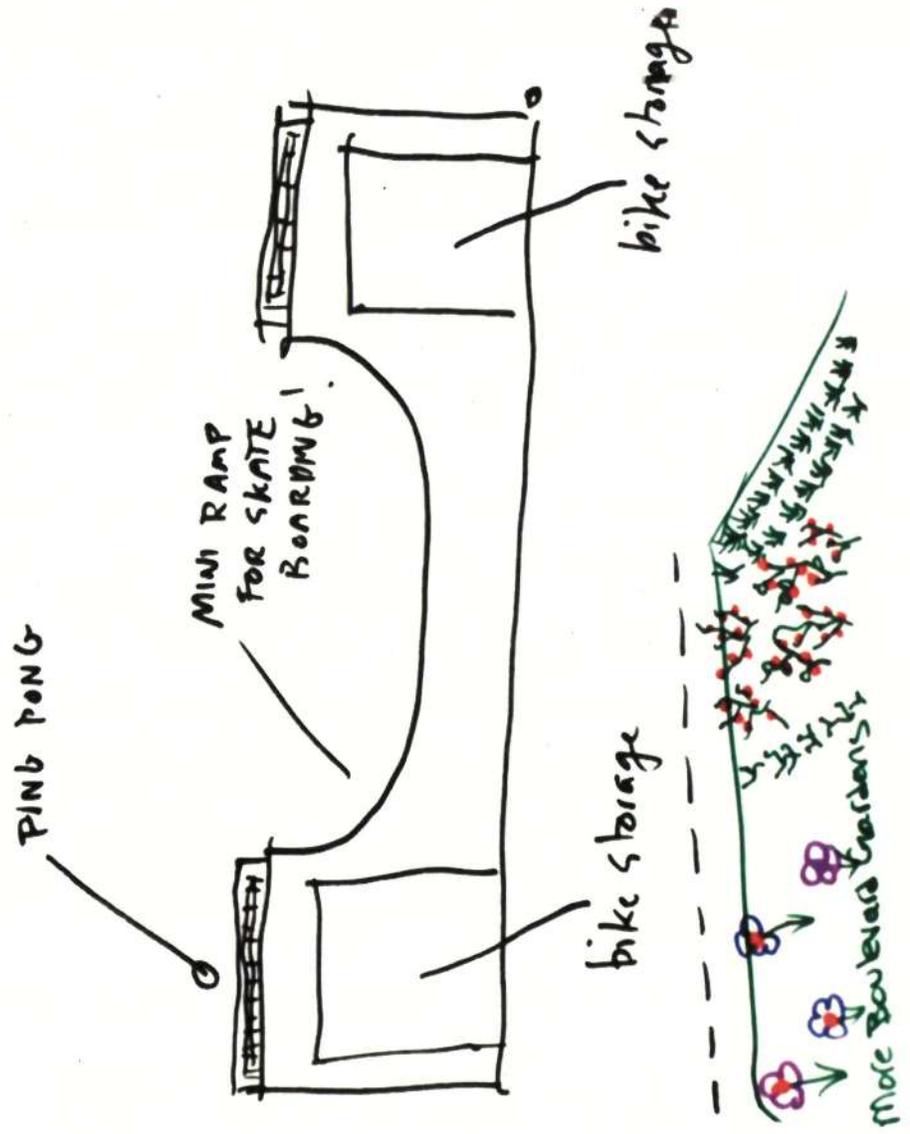
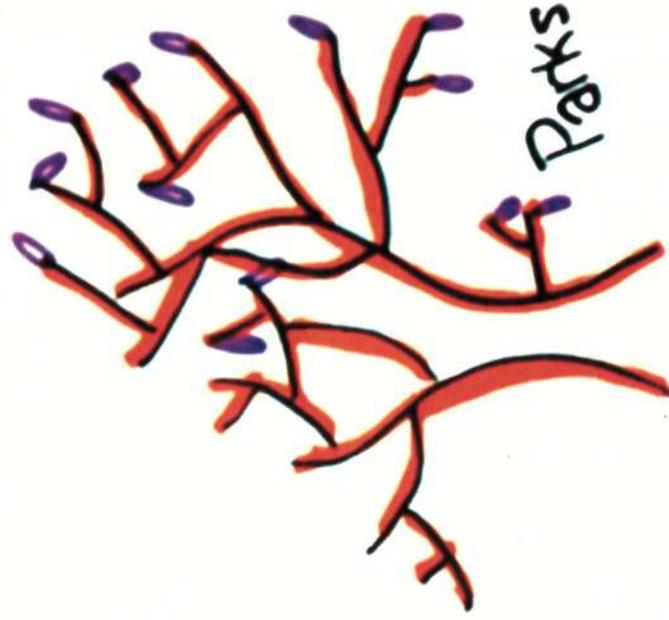




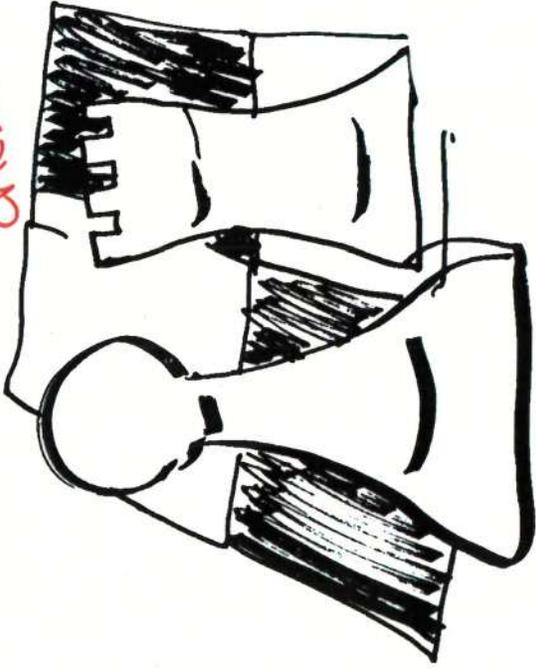


# FREE CONCERTS





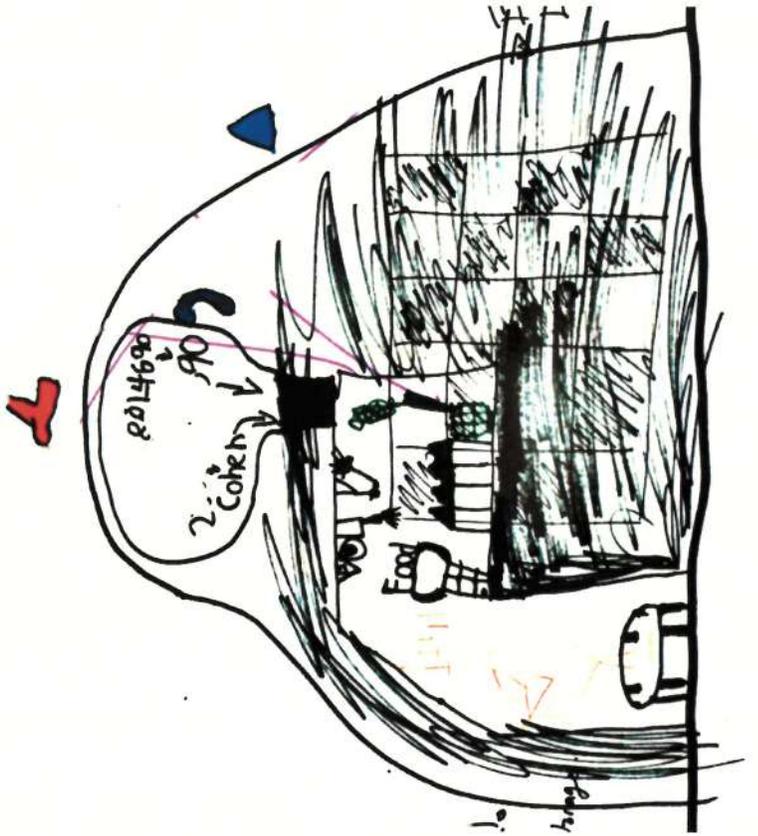
Life size dress.



Community bench  
discuss ideas  
out



Art + ♡



# create Victoria

MAKE  
your  
MARK

ARTS VICTORIA . CA / CREATE

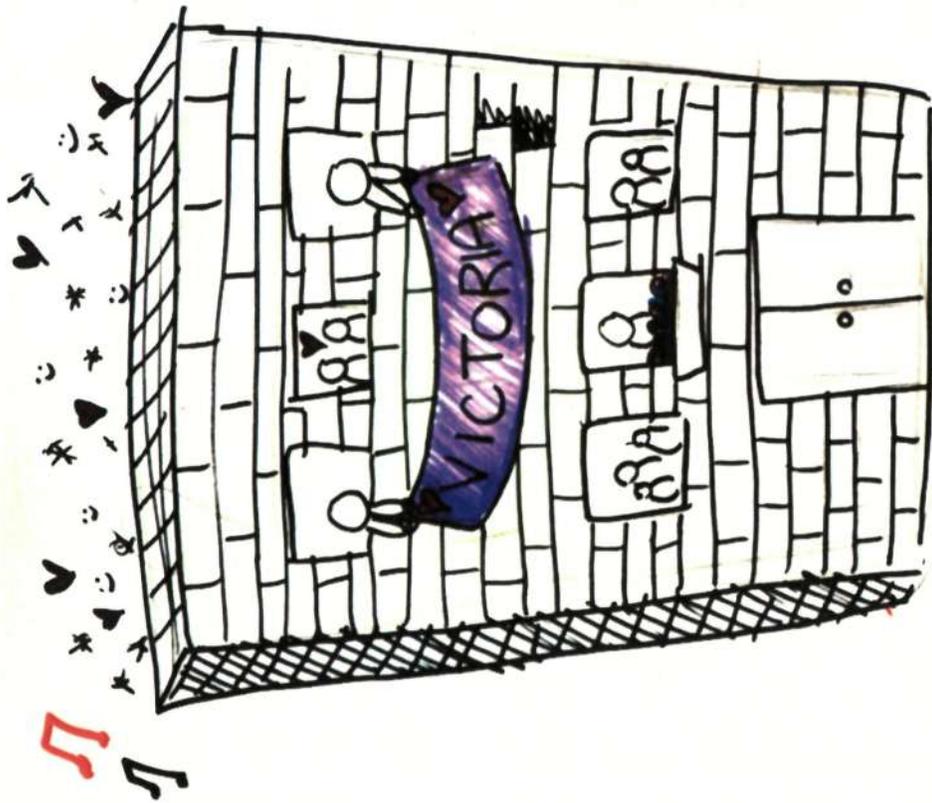




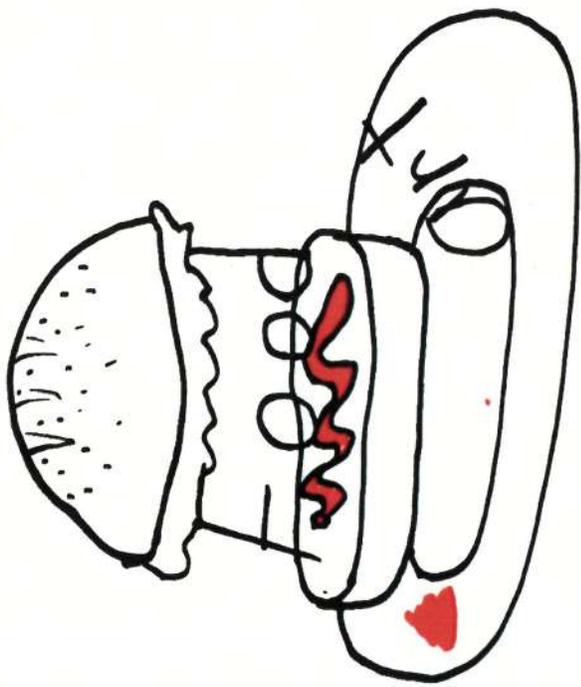
MORE TRADITION

Full life mural  
+ awesome local  
food!

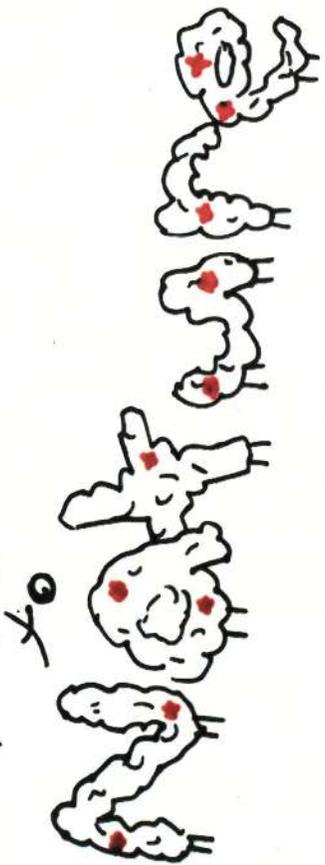


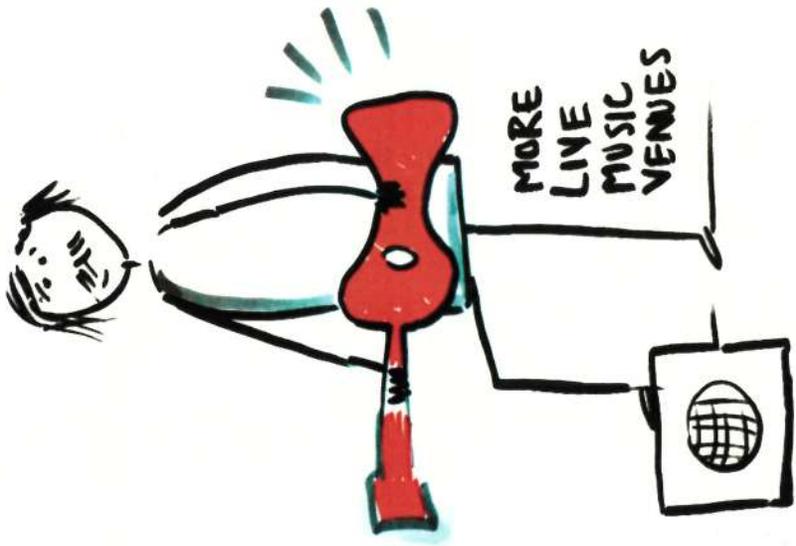


*Community*



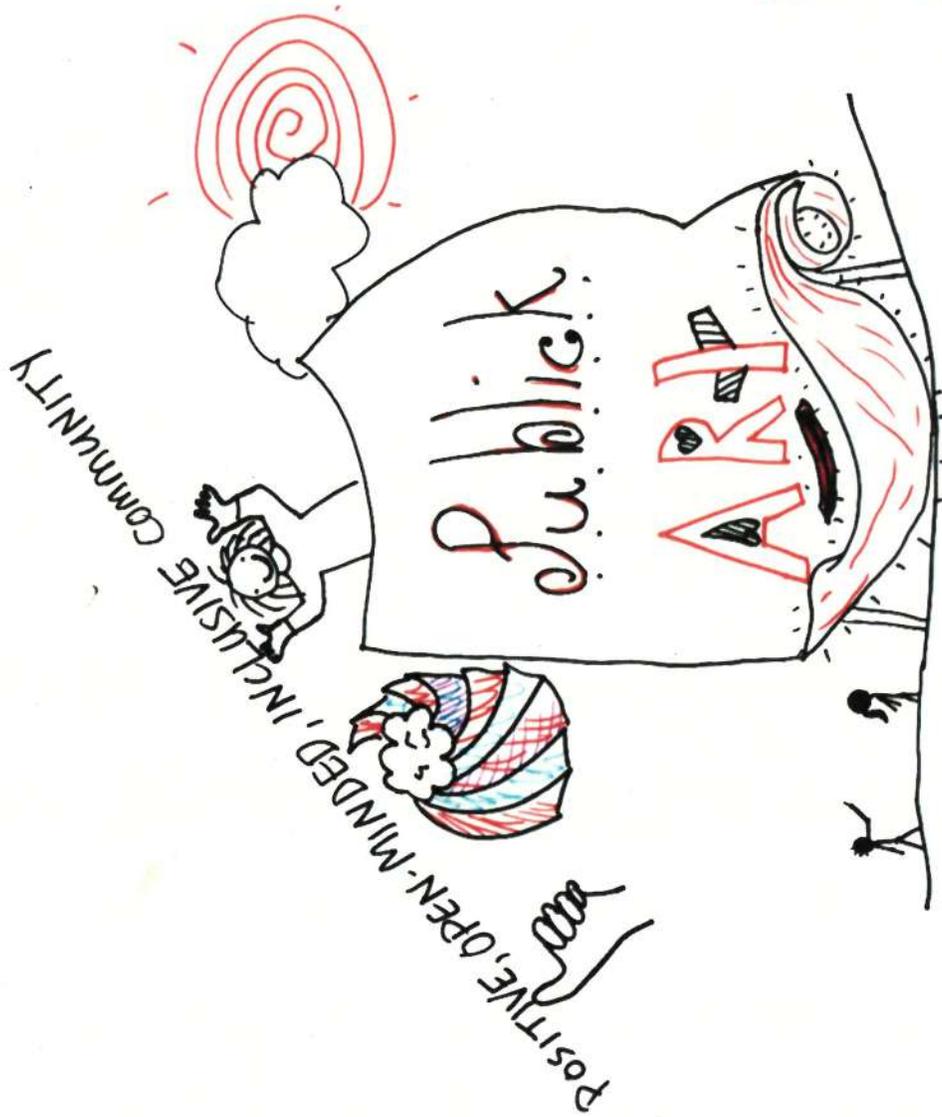
Access





MURALS  
+ STREET  
ART



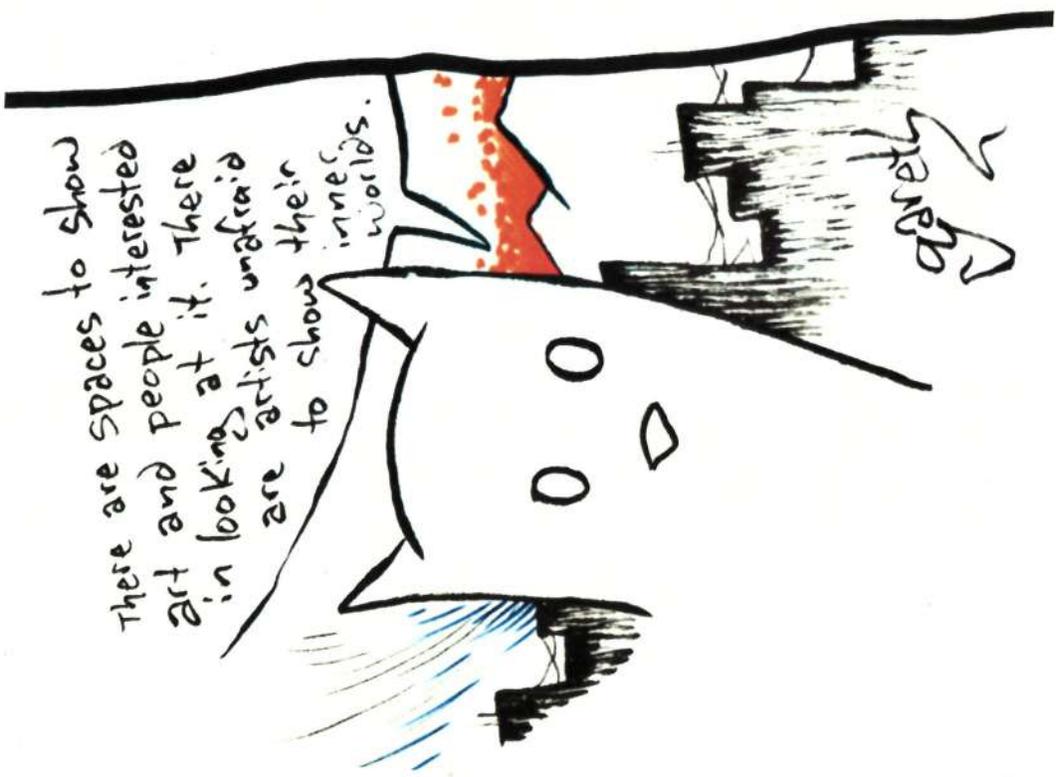


We Need

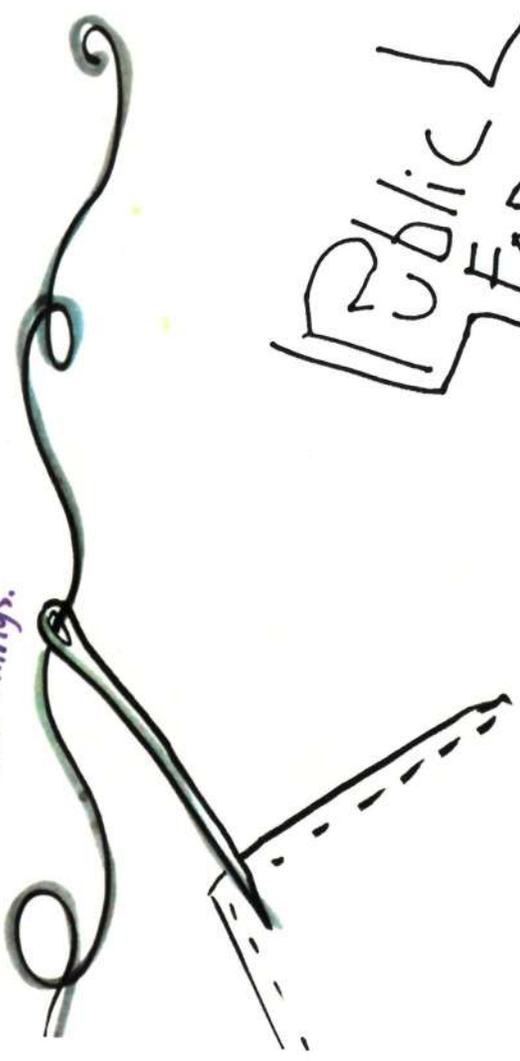
More City

ART!

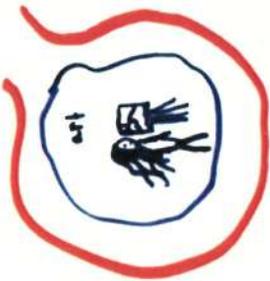
There are spaces to show art and people interested in looking at it. There are artists unafraid to show their inner worlds.



We need more places to make your own clothes and things.

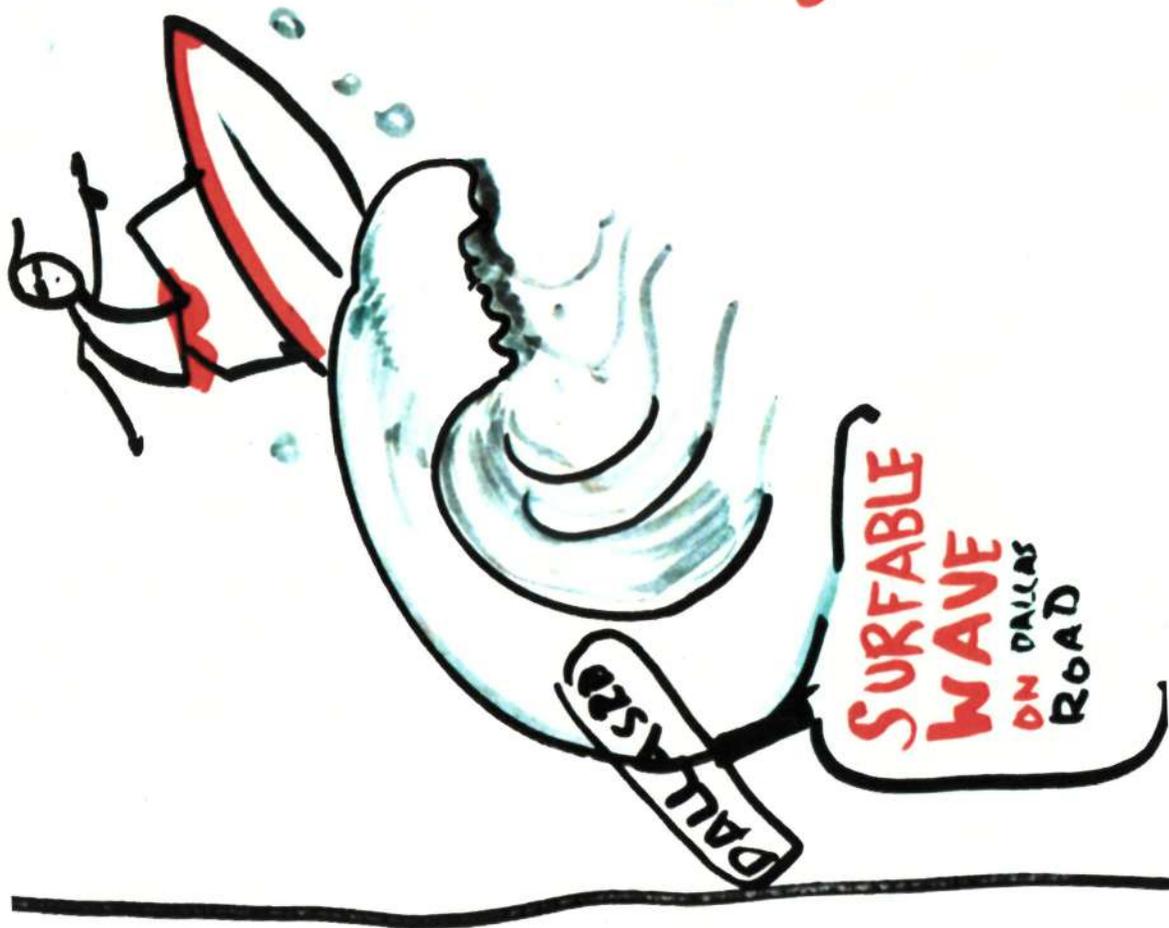


Public Forums



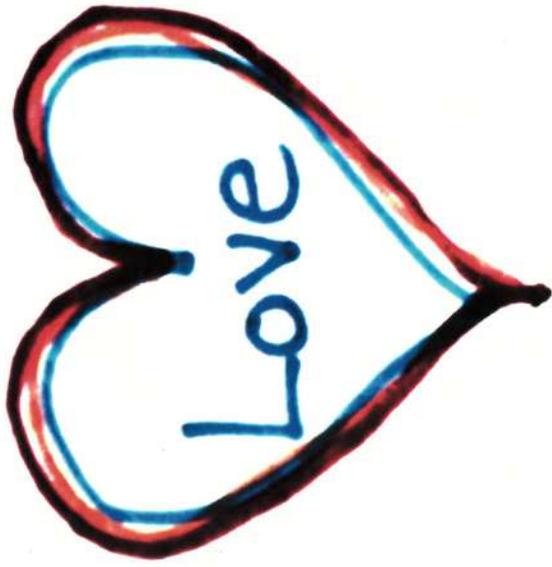
People created  
Spaces where  
can collaborate and  
create together.

A city says "that says  
"Yes"

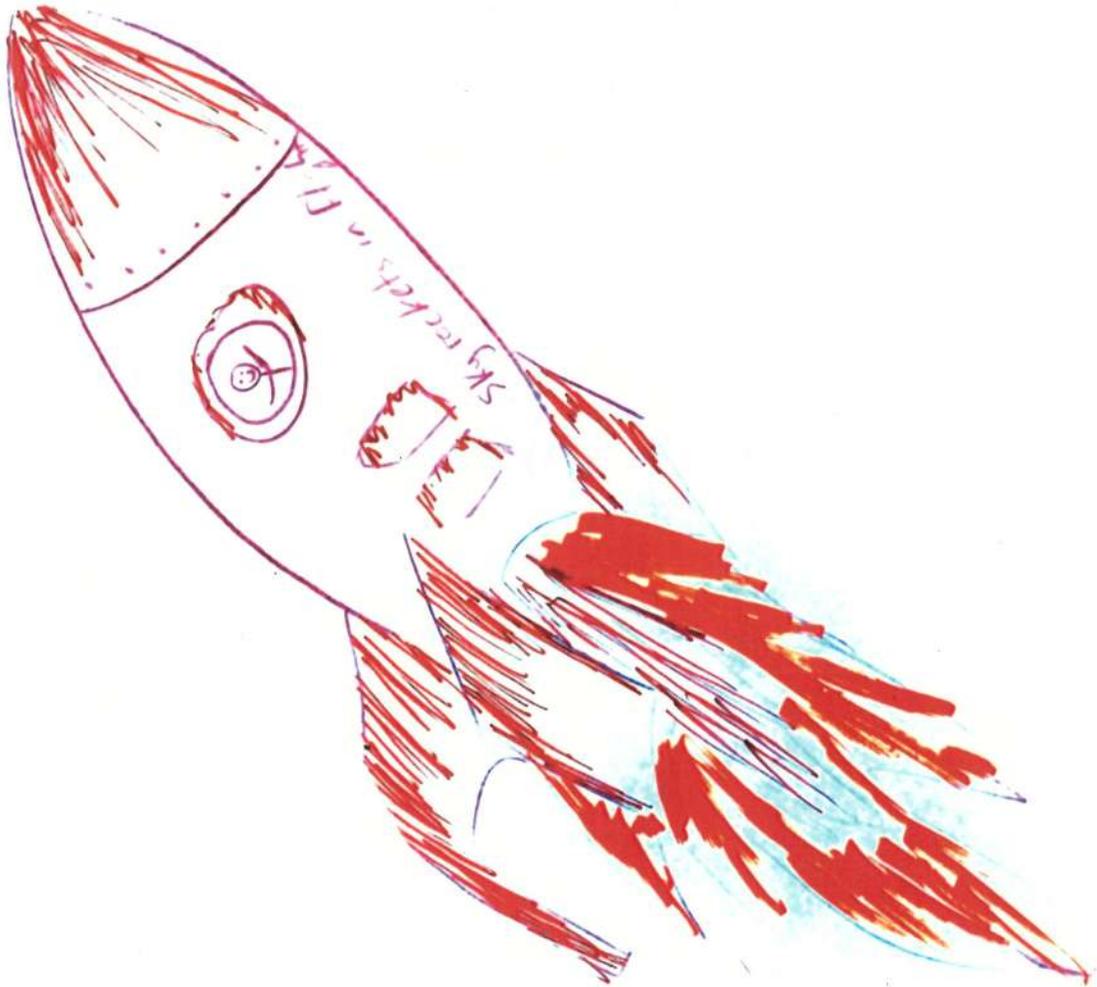
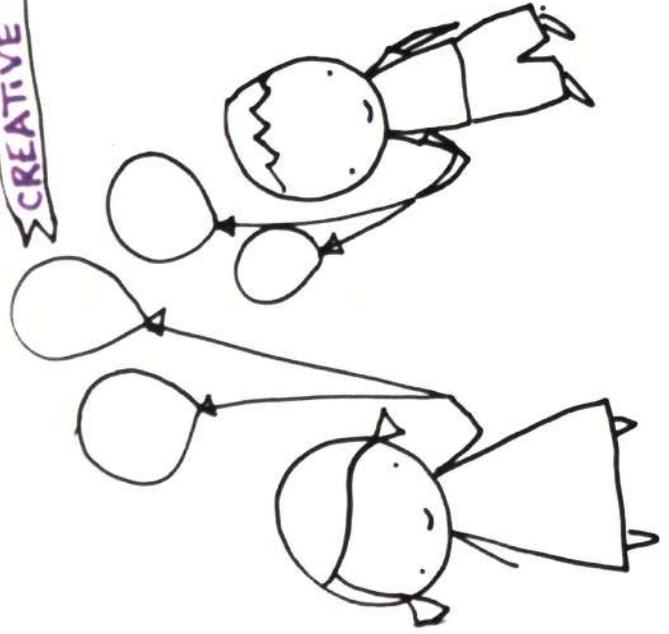


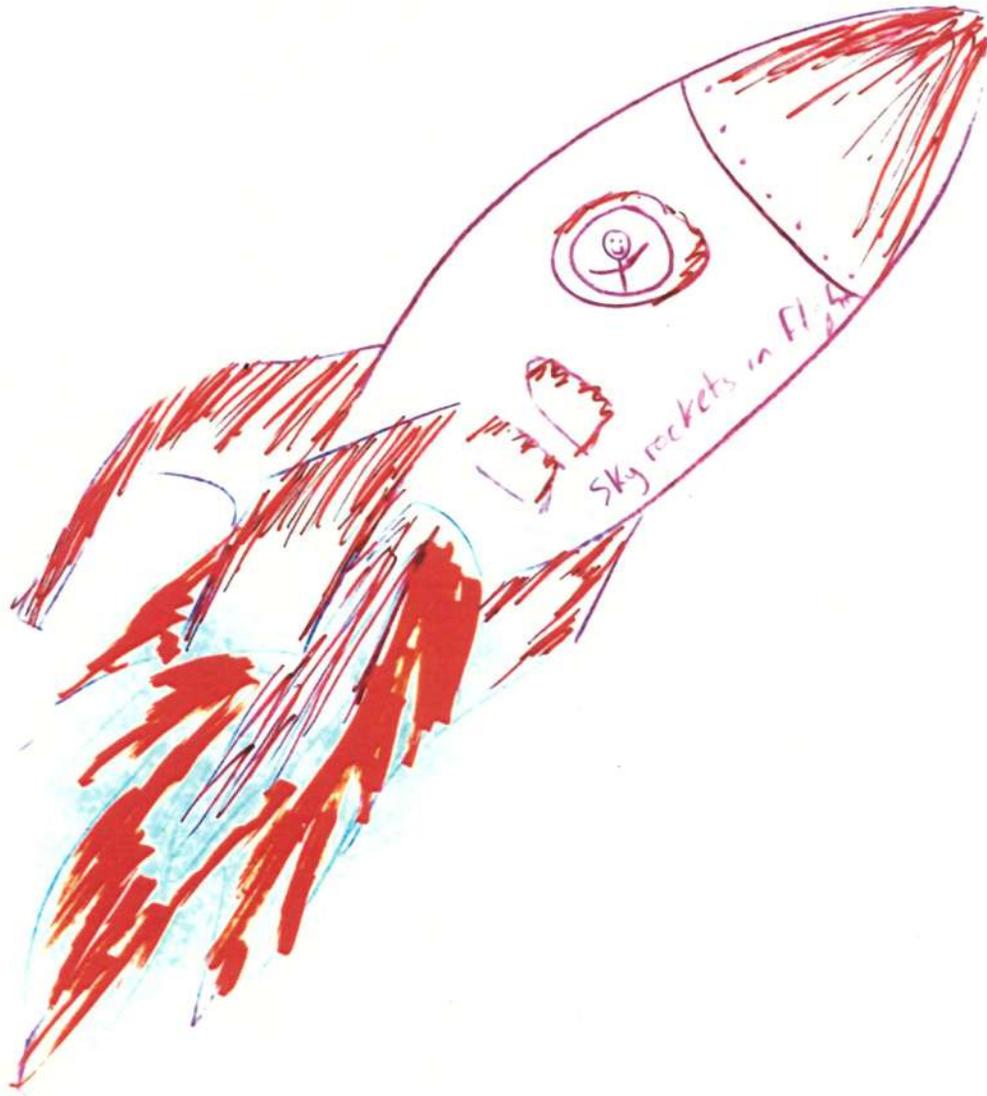
# MORE Sketching PAPER!





CREATIVE KIDS







## Guiding Questions: Internal

- What is your department's role and how do you individually interact with with the Arts, Culture and Events Office?
- What are the KEY STRENGTHS of the City of Victoria in terms of Arts, Culture, Events and Heritage service delivery?
- What are the KEY GAPS in the service delivery?
- What do you think are the OPPORTUNITIES? What would you like to see developed over the next five years?



## Guiding Questions: Internal

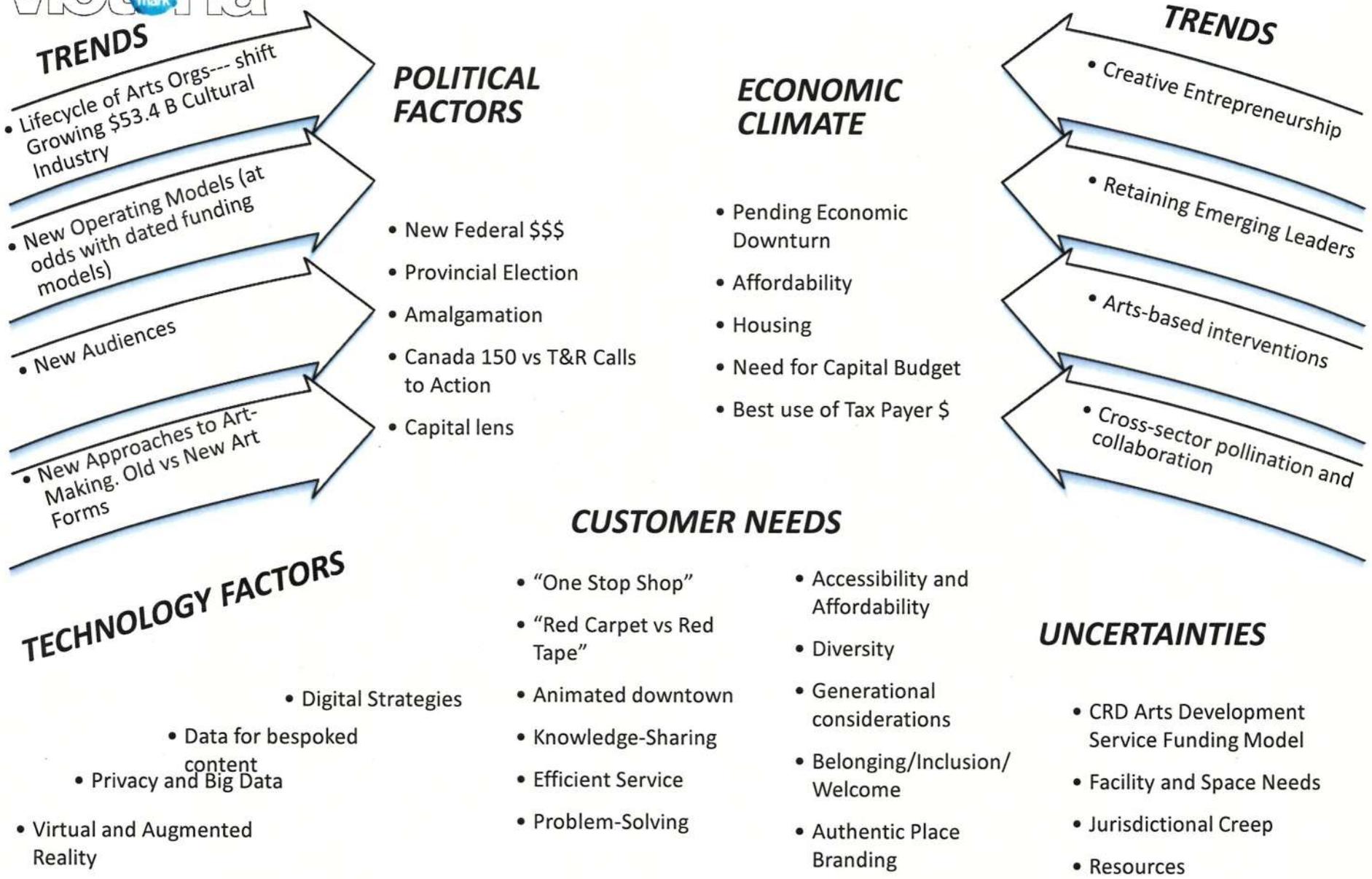
- What processes, policies, bylaws get in the way/seem outdated with the work you do related to arts, culture and heritage?
- When you are interacting with the public what are the main issues you hear?
- What Goals should we work towards? What Strategies might help?



## Guiding Questions: Internal

- What, if anything, would you like to see changed?
- What should be the role of the City in cultural development?
- What are your aspirations for arts and culture in the area?
- Do you have any Big Ideas you would like to share?

# CONTEXT MAP





# Vision: Our Creative City

- Quality/High-Calibre
- Knowledgeable + Engaged Public
- Best Service

## Preservation + Conservation

## Celebration + Promotion

- Futuristic and Innovative
- Fosters/ Nurtures Individual Creativity

"Punk And Polite"

## Future-Ready + Innovative

- "Do. Rad. "Stuff" --- Push the Boundaries
- Creative City benchmark/ Leader

## Collaboration + Facilitation

- Grassroots/ organic/DIY-- Island
- Vibrant

## Accessible + Affordable + Diverse

- Eclectic and diverse
- Red carpet instead of Red Tape
- Organized AND Entrepreneurial

## BOLD MOVES: GOALS AND STRATEGIES

### ORGANIZATION

- Expanding Role/Need for role definition w/in City (-)
- Council + Senior Leadership support (+)
- Do more with less/Reactive (-)
- Communications and Marketing need (-)
- "One stop shop" (+/-)
- Experienced team (+)
- Inter-dept cooperation (+/-)

### CHALLENGES

- Jurisdictional creep/roles
- Economic downturn looming
- Limited tax base/ \$ model
  - New audiences and models/ how culture is consumed
  - Increased demand
  - Affordability and access
  - Facilities
  - Organization Lifecycles

### VALUES/GUIDING PRINCIPLES

- Inclusive
- Engaging
- Flexible/Open
- Transparent and Fair
- T&R Calls to Action
- Authentic
- Forward-Thinking
- Creative
- Collaboration

### FOUNDATION/ HISTORY

- 1999- CRD Arts Development Service
- 2005 – Cultural Capital of Canada \$\$\$
- Community Development Model
- Public Art /Animator
- Funding+ Policies + Team Competencies



# Planning Context: Overview of Key Considerations

## City of Victoria Plans, Policies, Bylaws:

- Mostly Greens, a few yellows
- Matrix of recommendations
- Continue to expand to other Bylaws

## Strategic Level:

- Role Definition (Internally and Externally)
- Improving Processes/Reduce Red Tape

# CULTURAL PORTFOLIO

## CRITERIA

Has potential to grow as a service area  
New resources



### ● SOW

- Creative Economy and Cultural Entrepreneurship
- Digital Disruption
- Creative Cluster/Hub w Community Integration
- Flexible Spaces/Mixed Uses
- Creative Ecology
- Roles (def'n) and Responsibilities
- Incentives for Performance and display spaces (vacancy tax) in Private Sector
- Protecting Space for Artists/Product/Service  
\$ from Film as a % for Arts Development
- Arts Mag--- Build a Scene

### ● GROW



- Culture as Core Service
- Temporary Public Art/ Use of Public Space
- Act as Arts Brokers for under-utilized spaces
- Ownership and Governance--- sort it!
- Festival Equipment Process--- Grow it not complete as part of Festival Infrastructure
- Music and Festivals Strategies
- Temporary Interventions
- Change perceptions on ACE
- Gaps in Who to talk with

## CRITERIA

Working well  
Invest more attention and resources

## CRITERIA

Not working well  
Need to reconsider  
Cultivate  
Tweak  
Needs resources  
Attention



### ● PARK or PLOW

- City Vibe --- contract out?
- Certain events (train groups to deliver)
- Improve understanding of ACE (Info sessions, Workshops, Flow chart etc..)
- Marketing and Outreach (web presence)
- Improve Public Art maintenance
- Picking up a lot of gaps in Community
- Need streamlined processes for Events;
- Need approval process for temp Creative Placemaking projects

### ● HARVEST



- Relationship w other depts
- Complex Projects--- get us in early
- Knowledge-sharing
- Neighbourhood Grants
- Insert ourselves
- Strategic Level
- Curatorial/Artistic Director Role of ACE

## CRITERIA

On going  
Well-Established  
Current resources

**Create Victoria Input  
Indigenous Artist in Residence Program  
Information Session – Sounding Board Input**

Monday, January 9, 2017, 5:30 p.m. – 7 p.m.  
Victoria City Hall, Antechamber

# of Participants: 8

**Q: How can the City of Victoria honour and celebrate First Nations history, places, language and culture?**

- native film festival separate from Victoria film festivals
- talent showcase of contemporary indigenous performances throughout the city, throughout the year
- keeping growing the arts! relationships will follow
- True Reconciliation is a life long journey. Change from “A Year of Reconciliation” to “The First Year of Reconciliation”
- Attendance of First Nations on every Victoria city decision
- I would be interested in workshops introducing First Nations issues and needs. I’m not from here and though I understand this is important, I don’t know the issues and if often seems too sensitive to ask. Understanding if and how it is appropriate to participate as an ally would be helpful
- CFUV does a great job
- Ask the First Nations what they need, incorporate it into a shared funding/building source
- Ask Creative First Nations two guide infrastructure. Design from Step A to Z x 3
- Active De-colonization through indigenous governance models x 1
- Let’s rename our colonial street names with the direction and guidance of Lekwungen leadership
- Provide opportunities for indigenous artists x 1
- Also support artists who approach the city with ideas
- Funded galleries and art spaces for all (not exclusive to First Nations)

- Ask Elders
- Follow their wisdom
- apply wisdom to children, public education and social media sites
- Supporting and co-creating children, youth, adult, elders events and ongoing cultural sharing opportunities in schools and governance
- art, free workshops, recognition events
- road trips for discovery (both ways)
- Decolonization tours led by willing/interested Songhees and Esquimalt knowledge holders
- Infrastructure. Having a permanent place that helps to foster creativity, culture, history. Indigenous art centre
- Consistently and always acknowledge as well as include and promote First Nations involvement, territory. It should be about inclusion and involvement.
- Funding and infrastructure development
- Promote education about our real history and create opportunities for learning throughout the urban environment
- Feasts family times fun
- Actually be willing to give something up
- Land swap during provincial treaty negotiations
- Hire Indigenous people at the City x 3
- Create from local nations creative/cultural programmers
- Regular City Indigenous education (for staff and public)
- Refer to Victoria as Lekwungen territory everything and let's remember where we really live x 1
- Invitations to participate/education on cultural heritage
- Start by asking First Nations first x 3

## **Makers Workshop: Small Business Information Session**

City Hall, Esquimalt Room

January 31 10:30am - 12pm

Participants: 25

*What do you need to be a successful creative entrepreneur in Victoria?*

- Business skills needed: don't know who to talk to
- workshops and business skill development
- coordinated promotion: especially with Tourism Victoria
- link with Tourism on local products (especially in Ogden Point, Inner Harbour and Government St)
- pop up markets (eg. German markets)
- maker tradeshow to promote local makers and products to local retailers
- Group booths for big tradeshows
- buy local campaign
- website hub for makers
- networking and mentorship opportunities
- communication between makers
- no consolidated space for makers: need proximity to each other from different mediums
- knowledge sharing
- need space
- I wish we could sell our stuff outside once a week
- market square: artist studio, year round market, indoors
- not allowed to sell if you rent
- Only one business allowed per household. Get rid of this rule. Too much red tape
- Zoning: renters can't sell.
- Need affordable housing
- Wayfinding and signage for makers
- grant fund and development grants for creative entrepreneurs
- micro lending for makers
- break down silos between sectors

### **Areas for maker spaces:**

- rock bay
- dockside green
- old maritime museum building
- roundhouse

### **Maker space needs:**

- workshops
- making and selling
- lack of space for potters
- Shipping containers for maker spaces (need storage and infrastructure)
- pop up maker spaces in vacant storefronts
- Sustainability of the space. confirmed long term funding

- live work space
- different medium and skills in one space
- art hub/incubator hub
- collective
- pop up space for makers
- Affordability of workshop space



bridging culture  
technology &  
entrepreneurship

# Start Up

Microscale Victoria

People Webinars  
Small Approach

of 14.14  
Water-shed

CULTURE  
ON THE  
TABLE IN  
VICTORIA  
4th and 5th floors  
of the RBC  
Bank Tower (North)

CHANGES  
PHONE  
BUBBLES  
REDESIGNED  
SPACED

BOLD  
MOVES

OUTSIDE  
OF THE BOX  
go to Dada  
film  
music  
theatre  
workshops

WEEKEND  
city size  
H-bird  
city as  
worker  
cultural  
land  
cultural  
land  
cultural  
land

HOW DO WE  
GET OUT OF THE WAY

CHAMPIONS  
are the key  
to success  
like Ebury  
Artist in  
Residence

IT TAKES  
TIME  
change  
TECH CO'S  
TECH CO'S

TRAVEL  
A BARRIERS  
The City Supports  
What does a creative  
city look like to you?

ARTICULARITY  
VICTORIA IS MOVING  
CANTON AS  
MAYOR  
There is OPENNESS  
LOVE  
IT'S NOT  
BECAUSE OF  
IRELAND  
MUSIC

CITY OF  
VICTORIA  
How do we  
measure  
All Partners  
& Partners Meeting

STATISTIC  
THEMES  
INCLUSION  
DIVERSITY  
ACCESS  
APPROPRIATE  
L. COOKING  
OUTSIDE  
Employment  
and job skills  
- making people  
are creative  
Employment

STRATEGIC  
THEMES  
INCLUSION  
DIVERSITY  
ACCESS  
APPROPRIATE  
L. COOKING  
OUTSIDE  
Employment  
and job skills  
- making people  
are creative  
Employment

TRAVEL  
A BARRIERS  
The City Supports  
What does a creative  
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ARTICULARITY  
VICTORIA IS MOVING  
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IT'S NOT  
BECAUSE OF  
IRELAND  
MUSIC

CITY OF  
VICTORIA  
How do we  
measure  
All Partners  
& Partners Meeting

create  
Victoria  
MAYOR STEVE JOHNSON

LEVERAGE  
INDUSTRY & ART  
Partner Resources & Skills

# Create Victoria Start Up: Bridging culture, technology and entrepreneurship

February 16<sup>th</sup> 5-7:30pm  
Watershed, 500-1112 Fort Street

## Snapshot Summary

**Recurring Themes:** Arts and Culture need to continue to be at the table; 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.

**Creative City:** Dynamic and innovative; arts are integrated, celebrated and promoted; arts and culture have a strong presence; arts and culture are central to civic pride and part of our identity. The City of Victoria is on the right track to becoming a *Creative City*. Arts and Culture are already at the table and celebrated.

*"A Creative City is where arts and culture is central to civic pride." Ian Rye*

*"A Creative City is where everyone has the capacity to be creative. Creativity is dependent on diversity, bringing people together from across disciplines." Amanda Wilcox*

*"I think we're already there... getting there"- Chris Long et al.*

**Barriers:** Affordability, transportation barriers associated with island location and travel costs; availability of funding resources; property managers; gap in spaces and venues; shadow of Vancouver; Island think vs. outside influencers. Desire to see the City get out of the way.

**Bold Moves:** Value culture at the table; incentivize land owners; leverage private sector; foster understanding; and better communication. Build relationships between the arts and culture sector and the private developers and creative entrepreneurs. City leadership: value in arts in culture, cultivating a sense of place. Rethinking development models (private public partnerships): artscape & spacefinder.

*"Focus on incentives and highlighting the value of arts and culture. Incentivize the arts positively."* Rob Jaw

*"Create a culture for art. The City should take a leadership role in highlighting the arts and culture within the community. It needs to become part of the character of the city and community."* Josh Keller

*"The Cultural Plan needs leadership and public and private sector champions to move it forward."* Randy Joynt

**Vision for Action:** Come together, support one another and connect; ecosystem bridging culture, technology and entrepreneurs; recognize cultural leaders; community buy-in; and support venues. Political and private sector leadership. In the public sector, a call for the blurring of lines, innovation, and to act as a catalyst. the City needs to get out of the way; connect with technology sector; support artists at an individual level.

*"Key is people to pick up the torch in a visible way. Getting the City out of the way while having strong political leadership. And Talk about Arts and Culture like we do about Heritage preservation."* Rob Jawl

### ***What does a Creative City look like?***

- Dynamic and innovative art.
- Strong history of art in this city.
- Call to champion and celebrated indigenous arts.
- Victoria is a creative city now in some respects.
- Arts venues create connections to the city.
- There is a pervasive myth that working with the city is difficult to work with for cultural events.
- There is an openness to creativity.
- Knowledge barrier still exists about the function of the city. People still have a dated view of what the city does.
- Need to integrate first nations into the arts and culture process and into the city.

***What is holding us back?***

- Affordability, transportation, places, ferries are huge barrier for emerging artists,
- A bridge between Victoria and Vancouver's arts scene is missing.
- Support is needed to nurture the regional arts and make these barriers less pronounced.
- Victoria is in the shadow of Vancouver, not hitting our potential.
- The City needs to establish a new civic identity.
- The 'paper bridge' divide between the mainland is what makes Victoria unique. It makes Victoria fearless and more independent.
- Challenge of how to balance the City against the municipality?
- We need inspired leaders to take up the challenge of what the City cannot do.
- The City should be getting out of the way.
- Venue gaps within the City
- Lack of large scale public space venues for festivals.
- Lack of visibility for artists.
- Rethinking the programming benefits of space
- Civic leadership is needed to champion arts and culture.
- Rising property costs causing the arts to be pushed out.
- Property and access, providing long-term stability in the downtown core.
- In the arts, success stories lie with private public partnerships.
- Value needs to be placed on being a creative city with arts and culture integrated throughout.
- The mechanics of arts and culture fuel things.
- Partnership and collaboration are keys to success.
- Education, awareness and accessibility are need for engaging with the technology sector.

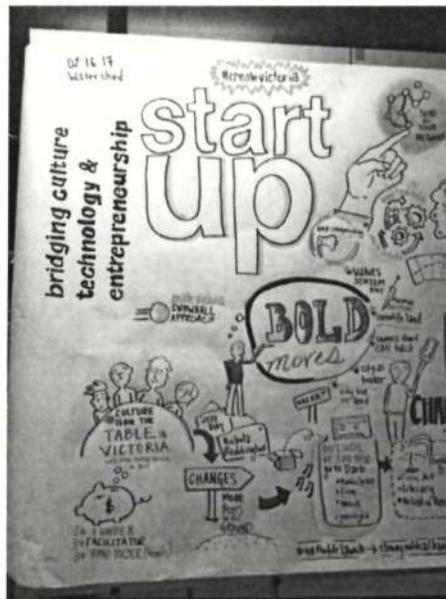
***What bold moves are needed to move the City forward?***

- High profile, private sector leaders are needed to champion this and bring it to council.
- Clear vision from leadership and provide people with the resources to accomplish their vision and then get out of the way.
- Artists are the bottom line, whatever you do has to support that creative work, vision is good, city support for venues, and look at ways to showcase and export the talent that is in Victoria.
- There needs to be a strong buy in from the arts and culture community and the private sector.
- Focus on artists at an individual level.
- Culture adds value.
- Communication about the City's role, historically and today.
- Look to the DVBA and Harbour Authority for partnerships on venues and funding.
- Shared arts and makers space is needed.

- Partnerships and collaboration is key to take it to the next level with a champion to act as a mediator to take this forward.

**How do we move together to accomplish these actions?**

- Value in bringing together the different sectors to create partnerships. How do we make these opportunities accessible?
- Turn-key start is need for the existing infrastructure.
- Needs to be someone at the city that will own it and be accountable.
- Support for local creative people and creative industries.
- Provide opportunities that are exciting for artists, both local and international.
- Moving forward with diversity and engagement with communities and cultures that are not currently at the table.
- Collaboration continues.
- Leverage the legacy of heritage development into support for cultural development.
- Break down the silos between heritage, culture and art.



# Create Victoria: Cultural Café at City Hall

Saturday, March 4, 11 a.m. – 2 p.m.

Participants: Public

Estimated attendance: 300

## Recurring Themes:

Create an Arts Hub to facilitate resource sharing and partnerships. Startup funding for the arts. Pop-up art spaces in unused downtown retail spaces. The loss of Monday Magazine has been felt across the arts community. Affordability for venues and advertising. Facilitate connection across the arts community. Support diversity amongst arts organizations, including age groups. True Reconciliation is a life long journey. Create a sponsorship and/or patronage program to help artists. Change zoning to allow for work/live spaces.

## BIG IDEAS

### Share your big ideas with us

- A major contemporary art center with exciting programming, diverse international and hot!
- Mosaic the City Circa 2003: 300 people, 5 mosaics, 8 countries in community unity
- Create an art lined pathway connecting neighbourhoods and sharing stories through arts (ABCD: Art Based Community Development)
- Connecting through Tea + Art: explored and shared
- Partnering/Sharing Resources and inspiring each other through art: co-created
- Core funding: grant stream facilitation
- Sustainable funding streams
- Startup funding for the arts
- Innovative policies and regulations to increase music venues in Victoria. For example
  - create a new business license type (eg. retail – assembly)
  - relaxations for parking for music businesses
  - create a new 5 + 10 year temporary use permit for businesses supporting music
  - 5K grant program for private businesses supporting music venues
- Art spaces in all new developments to replace spaces lost to development (x1)
- Shared building
- Performance space \*a hub\*: 150-250 + 250 – 400 + small studio and offices and rehearsal space
- Pop Up spaces in unused spaces DOWNTOWN

- if you want welcoming spaces, you need to welcome people
- Open Art Studios DOWNTOWN
- Initiate more public art for the COV
- Neighbourhood Artist in Residence (5 year stints)
- Floating Parade on the Gorge

## CELEBRATION AND PROMOTION

### **Q: How do you find out about arts and cultural events?**

- City Calendar of Events (x1)
- City staff's Facebook page
- Mayor Helps Facebook Page
- posters (x3)
- Tourist bureau should have up to date details on cultural events (x1)
- As a visitor to the City
  - tourist center
  - posters in café
  - Victoria's website
- local media (x2)
  - The Zone
  - The Q
  - Times Colonist (x1)
  - CBC x1
  - VictoriaBuzz
- Loss of Print (Monday Mag) affects participation in the arts
- No more Monday Magazine
- I miss Monday Magazine (x1)
- Agree with loss of Monday Magazine
- Way too many spots to look
- Lack of one central calendar (there are now more than 50+ online)
- UVIC events board
- Local media validate local events
- The loss of weekly local print really affects local art. I'm referring to Monday Magazine (x 1)
- We all miss the old Monday Mag model but now its about diversity of finding info (CBC, TC, CVV, City Website, TVIC, CFUV, Martlet, NEXUS etc.) Its more work but exposed for more media overall
- other events
- Word of mouth x10
- Social media (x10)
  - Facebook x4
  - Twitter

- Theatre Victoria Facebook Group (x2)
- Re-Occuring advertisement is helpful (\*\*it would be cool for the COV to streamline a way to do this – very powerful)
- Need to better develop a single source (link to sites) to promote and encourage art events (a site people can populate)
- do250
- ChatterBlock

**Q: What is your favourite event in town?**

- Moss St Paint In x 3
- FernFest (x2)
- Fernwood Pole Painting Day
- Fernwood Bike Club
- Thinklandia
- JumpShip
- Farmers Markets x 1
- Full Moon Dance Company/Dance Temple
- 5 Rhythms
- Lovolution Authentic Dance Community
- Fernwood Art Stroll (x2)
- Any Kirsten Ludwig Event
- Victoria House Concert B (intimate acoustic music supporting local artists)
- any local music concert
- Dance Victoria events
- ROMP Festival
- Buskers fest (x1)
- Car Free Day (x2)
- Symphony Splash
- Salsa Dancing
- Great Canadian Beer Fest
- Victoria Fringe x 4
- Planet Earth Poetry @ Hillside Café
- Centennial Square Music x 1
- Uno Fest
- Ska Fest x 1
- JazzFest x 1
- Any Show at Hermann's
- Anything Free!
- What about an Emily Carr Festival (x4)
- UniTea Parties

## COLLABORATION AND FACILITATION

### What can the City of Victoria do to encourage a collaborative arts ecosystem?

- Create a recurring event to encourage people to go out and experience arts and culture around town...similar to Winnipeg's "first Fridays" each month
- Arts Events should try to collaborate rather than compete ie hold events on different days/check with each other x 1
- Creating cross-artering communities, whereby diverse art interests can cross-pollinate ideas and grow communities focused on art as its primary binder.
- Build facilitate new partnering avec business/art: new funding and resource sharing
- Help the venues that already have live music through grants and tax breaks
- Buy/Rent the area above Hermann's
- Public (free) outdoor events
- More public art and collaborative visuals (murals, pop-up projects etc.) I.e Less static space/ad space x 1
- An Arts Hub: x 1
  - performance
  - rehearsal
  - studio space
- Support Art Co-ops that offer classes by artists
- Lots of small grants to small artists x 1
- Outreach & Coordination + community plan
- Funding spaces, events, public art
- Bring back the folk fest
- funding bigger art spaces
- Encourage art pockets throughout the city
- Allocate \$ x 2
- Make available venues for social partner dancing and help advertise the dances widely x 1
- Help those not in the "arts" understand the arts community
  - increase audiences
- Have members from the city present at all events
- more grants for non-profit organizations to partner with arts organizations and municipalities on culturally engaged projects ie art classes for Syrians
- Consider similar group needs / shared spaces x 1
- There is a division between all the many outlets that produce/promote culture in our city. We should try to unify/collaborate on these x 1

## What roles can the City play in bringing people together?

- There seems to be a lot going on! More than anyone could find out about or keep track of. I think some sort of accessible organized hub of info of what's going on in the city that's really well promoted would help!
- Bring IT, Government, Tourism Etc to the arts space, don't be insular x 1
- Have equal opportunity for applying musicians and artists to facilitate and encourage creation and collaboration
- Hub for arts orgs x 1
- Sponsor tickets for artists to attend other artists' performances
- Create a City funded or sponsored all arts program and podcast for CFUV
- Christmas market @ Centennial Square (European Style) x 1
- Funded Free Events in public spaces
- Helping artists reach the public (the city could help with advertising and promotion)
- A meeting place and hub of artistic input, where meet-up and creative jam events (like this one!) are consistent throughout the year
- infrastructure dedicated to the arts
- Life size chess in Squares
- Boulevard Gardens
- Better insurance policies (cut the red tape)
- By being present as well as noticeably active at events. Showing the City's support would be encouraging to the community x2
- Festivals with local art, music artisans/artists
- Space for Youth Club. Mentorship and socializing skills through mechanical workshops AC/BC (The Angels Chopper Bike Club: [www.acbcbikes.com](http://www.acbcbikes.com))
- A Winter Arts festival x3
- Support partnering between what is already here (established and new): not for profits and business
- Establish core funding, run by an arts syndicate (see Pandora arts collective) x1
- Sustainable funding: winter festivals
- Community compost, garden beds: so we can grow more

## PARTICIPATION & INCLUSION

**Q: How do you participate in arts and culture? How could the City support inclusion in our community?**

- Build it/UniTea on the Avenue (1219 Hillside)

- By focusing the same/equal amount of attention to all arts & culture events, across all genres x3
- I go to community arts events to connect with people and artists x 2
- Support, attend and enjoy local events
- A place to listen, concert series at James Bay United
- I write about the arts (theatre mainly)
  - attend
  - create
- COV support for performance and rehearsal space (<400 seats is vital)
- By volunteering in classrooms and creating school wide collaborative arts projects
- Pandora Arts Collective: We need money, publicity and more space
- Provide opportunities to all genres, professional levels, gender, race, orientation etc: SUPPORT EVERYONE
- I attend the Pandora Arts Collective Societ7y
  - Support with grants and funding, facilitation and a shared building
- Have event venues share their specs from independent accessibility audits – let’s create spaces people feel welcome
- I’m a dancer at Raino & Ballet Etoile. I would love a publically accessible space to rehearse in
- I participate through the Lovolution Authentic Dance Community. Sharing consensual movement and heartfelt love towards goddess earth. The City can help by continuity to grow artistic resources for all age demographics and cultures
- Social partnering dancing. Help in providing venues and advertising would be great.
- Offer courses on inclusion and welcoming to arts groups to understand issues

**What would make it easier to participate in arts, culture and events?**

- Cost can be a barrier for artists to attend and support cultural events x5
  - An artist association/membership to offer reduced cost for tickets
- Free workshops open to the public x4
- Child care provided x 2
  - more daytime events x 1
- Metropol has unhealthy monopoly on valuable public marketing space
- Awareness! City driven advertising through existing channels + new digital official displays around town
- Affordability
- accessible for those without cars x 1
- Music in the Square quite loud
  - no signs to say who the artists are

- The City boards are public spaces – we shouldn't have to pay Metropol to use them. x 1
- one central large building on good bus route for everyone
- connection and support across professional and community arts x 1
- Increase funding to RMTS. No increase since 1998 seriously....1998 x 1
- Cheap Group Insurance
- Support existing cultural events
  - promotion
  - coordinate scheduling
- Accessible venues ie Langham Court PS> Freight elevators don't count
- Core funding x 1
  - startup funding
  - arts spaces required as part of new developments to replace spaces lost to development
- Affordable pricing (union tech @ RMTS = prohibitive expense for local
  - need subsidizing to stay alive
- Tax incentives or city grants for live music venues x 1
- What about the makers? Downtown makers space
- A digital directory of what's happening around town – it seems events are scattered on various websites – can we bring these together?
- More accessible event venues & inclusionary practices x 1
- Arts funding for mature artists to develop
- need more dynamic design on publications ie cityvibe
- Better distribution of information about events
- create events to invite 30-50 age group
- play music/write music/underscore theatre/organize all age community dances
- Get the kids involved too
- Allocate money for venues to meet accessibility needs of disabled, seniors and parents of young children

### INNOVATION AND FUTURE READY

**Q: Innovation flourishes when creativity is valued by the community. How can the City encourage further innovation?**

- Innovation in art is called experimentation. Experimentation scares people. Think out of the box. (like using humour) to create bridges x1
- Create more overlap between events, set up a system that allows for more organic discovery and encouragement to explore beyond one's circle

- more connection between the city level and individual artists. (like this event. collaborate on new initiatives together) x 1
- commitment to social value of arts, to creating world class model as our area grows
- sometimes venue owners and artists don't know how to work together & what it means to have live music in a space. This means viable community spaces are underutilized x 1
- A little understanding/education on both sides would go a long way x1
- Events like these are helpful. When the community feels involved, like they have a say, they are more encouraged/inspired to create, build on or start something new x 1
- more interactive public art
- engage private business and experiment (see city power under community charter)
- promote the COV as an arts destination
- children's music program taught by resident artists (local/not local)
- Teach basic skills: paint, cook, gardening, sewing, carving....so kids and adults can be creative and sustainable.
- funding for creative all ages music venues in new creative spaces
- make art a priority in the city! putting art/artist at the forefront. Providing jobs for artists in schools, community, public art, grants
- Make it easier for new/emerging artists to pursue their art full time. 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 artists ventures eg. business licenses for music related businesses and venues, property exemptions for properties that provide music venues
- City needs to be aware of local artists, celebrate and instill pride and Victorian ownership. City needs to be part of the scene that create. Not just the established "grant getters"
- Continue to support artists! and expand funding and job opportunities
- Having those that are consistently active and cultivating the culture present and involved with this masterplan would be nice- not just those that generate \$\$
- Combining events eg food fair and salsa dancing at Centennial Square as a regular frequent event
- Cut the red tape. \$ is the red tape
- Startup funding for the arts
- Creating new festivals or reviving old ones eg Luminara. Having these kinds of events in Spring/Fall Season
- Funding for grassroots initiatives not formally societies

- Tall order, but help lobby to update digital copyright laws. Money that used to go to creators of a work now goes to ISPs. That places value on delivery of media over creation.
- Collaborate with university/college/high schools
- Supporting children and youth in artist resources and education throughout their school years. Giving support to authentic creations.
- Support/foster existing events. Promote inclusion.
- Art students from Camosun and UVIC. Year end shows in April/June
- Inclusion/Communicate with artists.
- Find/Secure open accessible location – accessibility and affordability
- Sort out governance of RMTS to be unified not fractured between yyj/crd
- Support links between business + arts – make case for the value brought to community x2
- We have a business hub. Why not an arts hub? x 2
- Affordable commercial rent for new, eco-friendly companies. Eco-friendly start up grants for new businesses.
- funding for emerging professional artists/more platforms to share new work/resource toolkits
- Funding for small orgs and independent artists.
- More spaces committed to cultivating new ideas and resources to share x 2
- I think that a more diverse set of voices/people/media outlets present at events and meetings would be valuable x 2
- More partnerships with free arts students @ UVIC, Camosun, VCM, VISA, VCA etc. all disciplines not just art

### PRESERVATION AND CONSERVATION

**Q: In what way does art, culture and heritage enrich your life?**

- Community connects through these avenues. People connect. Shared experiences.
- Local art reminds all of us that we can be creative humans. As opposed to passively consuming the mainstream and feeling alienated from creation
- See the Pandora Arts Collective Mission and Vision
- connects you to your community
- Creates a safe space for people to come and enjoy music/art/theatre etc. Something to do, a reason to stay, and an avenue to be involved.
- creates space for connection and empathy
- Multiple modes of communication create and encourage community and interaction
- I have found a community of like-minded individuals those who make arts and those who appreciate

- Bring Centennial Square back to life. Less offices – more people spaces – studios – retail – cafes
- Art in many forms especially writing, theatre, dance, music and film. Opens me up to different ways of seeing and experiencing the world. When these forms are from Indigenous artists I feel connected to my ancestry.
- Celebration without art isn't worthwhile, and community needs celebration
- Family time
- Art is truth. Collective consciousness healing and wholeness in a fractured world
- Enhances mental health. Stabilizes core values in the community
- I once was lost but now I am found partly due to the arts. They enlarged my ways of seeing
- brings meaning/expression x 1
- Brings people together
- joy
- A space for reflecting ideas in different ways
- Art and culture enriches my life by celebration my and others authentic and creative expressions of humanity. The creative is my zest for being alive, embodied and honoring all diverse people of our beautiful planet. Goddess Earth!
- The art scene in Vic is one key reason I moved here.
- Honestly it's something we don't give enough attention to....it's a bigger deal than most people get.
- See Viola Davis: the arts are what make us human
- Art has always been there for me!

**Q: What are the important gathering spaces that bring people together in your neighbourhood?**

- Spiral café x 1
- Pagliacci's
- Northern Quarter
- Centennial Square x 5
- Crystal Pool
- Library
- Spring Ridge Commons: Fernwood x 2
- Hermann's
- Planet Earth Poetry (Hillside Café every Friday)
- Many cities have a centralized art centre. Even Whitehorse has a Yukon Arts Centre. A mid-sized, supported and accessible black box theatre is missing x 3
- An Art Centre would be a great idea x 8

- United Home House on Hillside...Welcome to the Avenue
- Victoria House Concerts (less permitting needed.) Enriches community, promotes growth in the arts x 2
- more bike lanes
- Open Space Gallery x 3
- Free or low cost public and private art and music events add to our quality of life and keeps our family here (working and contributing to the economy) which offsets the high cost of living and housing
- Return Centennial Square to its original purpose with storefronts to encourage people. Get rid of faceless mirrored windows of earlier stores. x5
- Fernwood
- Quadra Village Community Centre
- parks
- community centres
- schools
- Not necessarily for arts, but Bamfield Park is important gathering space in Vic West. Also Vic West Community Centre
- House concerts. Yes they enrich the community
- Outdoor space with soundscape for community to pass in & out of and garden sustainable x 1
- Permanent home for Maritime Museum (in Inner Harbour) x 1
- Centennial Square arches weekly dance jam. Vic City Rocks

**Q: Are they accessible?**

- Our event venues downtown need major accessibility upgrades/considerations (wheelchair and otherwise)
- Local event organizers are struggling with this and raising funds for it on a grassroots level = needs support x 3
- Centennial Square is a prime space for community events and it is DEAD except for summer concerts. Revitalize it x 6
- I think our outdoor spaces should be explored and utilized more x 1
- Community centres bring people together – however, it seems only a fraction of the community in general participates...is there a way to “modernize” the community centre as we know it?
- Museums, studios. Need to be affordable and accessible
- Community Gardens: we lost ours ☹️

## DIVERSITY

**Diversity is the backbone of a vibrant and resilient community. What initiatives could support more diversity in our community?**

- Co-creating mixed and merged cultural events, celebrating unity in diversity. Dance as a medium crosses all cultures
- Pandora Arts Collective already handles this well. We need support to continue
- Seniors/elders including them and their stories
- Open to the world. Bring in the international cutting edge art, cooperate with arts institutions that do that
- Bring back something like the multicultural folk fest downtown x 2
- Accessibility in spaces! Every events venue should have gender neutral and wheelchair accessible bathrooms – we are excluding people through limiting infrastructure in our community environments. I'd also like to see more community art and campaigns about women's issues. As one example, street harassment is a huge issue downtown but I don't see any public dialogue about this yet? Let's have some visual arts messaging downtown that reflects our values as a city, not just Guess clothing ads depiction of women
- if you spaces could be programmed in a way to encourage various groups/ages to participate...and also allow a variety of activities to co-exist in a more organic fashion
- bring seniors and children together to learn from each other
- I agree about needing to return the folkfest with gender neutral bathrooms x2
- Supporting art as mental health initiatives. Such as Pandora Arts Collective Society. Inclusive of all wellness
- Supporting the growth of independent youth clubs through more accessible zoning and permitting
- By focusing power/energy and promotion equally to all events. Showing the City's backing would encourage the community more x 1
- De fund organizations not committed to diversity in mandate and actions
- Age diversity inclusion of children, youth and elders x 2
- Go see those diverse groups and invite them to speak out about their needs and concerns
- Diversity should be preoccupation of every citizen. Apparently not the case
- Create cross cultural events. Based on improvisation and spontaneity and use already existing first peoples and Francophones resources. Create playdates x 2
- Engage with and support existing groups. Focus on consensual ally-ship. Ask diverse groups how they need support.

## FIRST NATIONS

**Q: How can the City of Victoria honour and celebrate First Nations history, places, language and culture?**

- A residential school survivor day and monument
- native film festival separate from Victoria film festivals
- talent showcase of contemporary indigenous performances throughout the city, throughout the year
- keeping growing the arts! relationships will follow
- True Reconciliation is a life long journey. Change from "A Year of Reconciliation" to "The First Year of Reconciliation"
- Attendance of first nations on every Victoria city decision
- I would be interested in workshops introducing First Nations issues and needs. I'm not from here and though I understand this is important, I don't know the issues and if often seems too sensitive to ask. Understanding if and how it is appropriate to participate as an ally would be helpful
- CFUV does a great job
- Ask the First Nations what they need, incorporate it into a shared funding/building source
- Ask Creative First Nations two guide infrastructure. Design from Step A to Z x 3
- Active De-colonization through indigenous governance models x 1
- Let's rename our colonial street names with the direction and guidance of Lekwungen leadership
- Provide opportunities for indigenous artists x 1
- Also support artists who approach the city with ideas
- Funded galleries and art spaces for all (not exclusive to First Nations)
- Ask Elders
  - Follow their wisdom
  - apply wisdom to children, public education and social media sites
- Supporting and cocreating children, youth, adult, elders events and ongoing cultural sharing opportunities in schools and governance
- art, free workshops, recognition events
- road trips for discovery (both ways)

- Decolonization tours led by willing/interested Songhees and Esquimalt knowledge holders
- Infrastructure. Having a permanent place that helps to foster creativity, culture, history. Indigenous art centre
- Consistently and always acknowledge as well as include and promote First Nations involvement, territory. It should be about inclusion and involvement.
- Funding and infrastructure development
- Promote education about our real history and create opportunities for learning throughout the urban environment
- Feasts family times fun
- Actually be willing to give something up
- Land swap during provincial treaty negotiations
- Hire Indigenous people at the City x 3
- Create from local nations creative/cultural programmers
- Regular City Indigenous education (for staff and public)
- Refer to Victoria as Lekwungen territory everything and let's remember where we really live x 1
- Invitations to participate/education on cultural heritage
- Start by asking First Nations first x 3

#### ACCESS AND AFFORDABILITY

**Q: How do you access arts and culture? How can we make it more accessible? What should Victoria do in the next 5 years to enhance and improve our existing cultural spaces and places?**

- let artists lead and \$ to follow us
- through volunteering. But through my own as an emerging artist, I don't because of lack of space and funds.
- I access arts and culture by going to live community events. Increase accessibility by creating more venues and more multi-use public space. (Also mass-interest addiction is hurting people's mojo to go out)
- Outfit the performance spaces a little more – this would encourage more to come – if it's recognized as a performance space, it will be utilized more as such and encourage the creative community.
- Allow opportunities for temporary "pop-up" cultural spaces in underutilized vacant spaces...to activate some of the dead spots downtown
- Enable the creation of affordable micro venues
- Book them heavily – sometime all the time
- forget pink pong tables and chess sets and concentrate on building what works

- Free tickets rather (or in addition to) free concerts; the latter tend to be looser and less quiet
- Build it. The UniTea Home on Hillside Avenue. Welcome to the Avenue
- The Pandora Arts Collective is already doing this. Please meet with us.
- Plan for shared art space
- Create a permit system for public house concerts so people can host these events without fear of being shut down x 3
- Affordable studio spaces for artists (especially downtown) to keep the community in Victoria
- A hub for artists. More buses!
- Keep building The Commons. Placemaking. Sacred shared space.
- When rebuilding Crystal Pool. Create art making recreational space
- Walking – only streets in the downtown core & more open space gathering areas with public art
- Enriching elementary and high school curriculum with more First Nation teachings, taught directly by elders this beautiful culture.
- pay as you are able events x 1
- Charitable tax receipts for those offering x 1
- When a new building is erected or an old one renovated are the developers required to set aside a fund for either art in the building or for public art x 4
- Provide public space for artist to display work
- Dance Victoria Pay Your Age Program
- Through Dance Communities: 5 Rhythms Dance Temple, Erotica Electronica, Full Moon Dances
- More funding, especially those focused on social aspect
- Centennial Square in Summer
- Free Art gallery days, more contemporary art
- Financially feasible projects, to include people who may not have money x 1

### EMERGING FOCUS AREAS

- Student artists from Camosun and University of Victoria
- Recreation: Reframe it to include arts making
- Protect low rent areas where artists settle
- The exclusivity created between all outlets or producers hinders the accessibility and the growth of a cultural community. There should be more of a focus on inclusion and collaboration
- Art as therapy, such as Pandora Arts Collective

- Building Healthy Children = Healthy Futures
- Use tech as a platform to showcase our arts & culture scene in its many forms & highlight our identity: for locals & tourists
- Some old people never got used to the mainstream use this knowledge
- Patronage \$ share \$ x 1
- Supporting arts initiative that support refugees. Partnerships and grants to provide opportunities for creative expression x 1
- The Pandora Arts Collective Society, Bridge City areas to one Wheel hub x 1
- There is currently a creative explosion in Victoria lets tap into it.
- Arts Accelamatch
- Arts Hub x 2
  - Performance Space
  - Rehearsal Space
  - office Space
- Collaborate with international institutions (or inst. in Vancouver or elsewhere) to create an ambitious contemporary art program
- Connect youth and arts to support wellness
- Encouragement from the city to continue or start creating and producing is valuable
- UniTea House
- Let Artists Lead
- Resilience, Innovation & Adaptation needs a continual focus on the bottom row, like a cycle, its sustained by empowered & diverse communities.
- Zoning – Artist live – work
- Artist as affordable housing
- Flexible uses allowing creation
- Use Elder Knowledge

# Create Victoria: Events & Festivals

Monday, March 6, 2017

## Snapshot Summary

**Recurring Themes:** 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 sponsorships opportunities. Creative marketing solutions such as commissioned art work that also advertises festivals and/or events in the downtown area. City to review the Festival Investment Grant program to include 2 intakes per year and more funding. Update the ArtsVictoria database to include venues. Develop a toolkit for Festivals and Events organizers.

## Red Carpet vs. Red Tape

- Streamline the electronic permit application process
- Have one common application with neighbouring agencies and municipalities (eg. GVHA, Legislature, etc)
- Clarification on the neighbourhood polling process & requirements (current process is ambiguous)
- Ship Point policy related to Nautical themes should be reconsidered
- Beacon Hill Park has too many constraints! e.g. 'no alternative music'
- Need updated maps of venues
- City is owner of various venues. There are times when event organizers are left to deal with a venue deficiency. The state of the venue amenities are not consistent from year to year. e.g. toilets, electricity, access, etc. City claims they don't have budget or it is another department that has no ability to intervene and the event organizers are often left with finding a solution.
- Discouragement when asking to close down a street
- Event parking cost Victoria Film Festival over \$500 when this used to be something that would be covered by the in-kind portion of our grant.
- The colour of the 24 hour meter hoods is too dark which makes it indistinguishable to the public and then they park in event's designated spaces.
- Make the poster spots on the blue parking meters/stations accessible to other organizations to use.
- Food truck restrictions.

## Other ideas heard

- A collaborative group to bring international scale festivals to Victoria

- A need for events to cross promote
- Marathon can help with smaller charities to include their fundraising as a part of the marathon
- need more money... more FiG... more private funds... possible public/private partnership funding
- More money into FIG instead of updated electronic permitting
- Capacity building for annual legacy events. how to keep them relevant and fresh, e.g. Paint In
- Volunteers – where to find them and training
- Access to underutilized private spaces... City could play a broker role to bridge access to these spaces
- City could play liaison role with Indigenous community for their role in events- not tokenism, manageable for all parties
- City could champion corporate sponsorship for events to help legitimize events in the eyes of the business community, ties in with economic impact of events
- Capacity building for smaller organizations
- Downtown marketing in store fronts, large scale projections, art pieces doubling as marketing for festivals and events
- City should set up infrastructure for large scale projections
- “Calamity of the high school gymnasium mural” – relating to Yates St Art on Douglas
- Should meet more regularly as an events industry.
- Fountain at CSQ needs to be moveable
- City database of venues.
- Incentivize the owners of venues to use make their space available.
- A pop up space.
- Create Public Spaces that are generous, magnetic, transformative and alive with activity. Spaces that can be used, peopled by diverse communities.
- Continue doing site specific animations of spaces.
- Pop Up Building that would be roofless for summer and could close in the winter.
- Tech equipment

### ***Event and Festival Promotion***

#### **Comments:**

- Current Initiatives: City Vibe, banner program, DVBA event list, parking meters.
  - o DVBA locations and boundaries present a challenge
  - o Travelers don’t always go the official events listings
- City’s role: organizations should embrace social media promotion
- Audience of 83,000 people. How to reach them? How to get a broader reach?
- Private/non-profit/commercial – promote all
- Major events passing by without knowing

- Could drive more businesses to events
- Reaching tourists can be a challenge.
- Weekly City Vibe, newsletter, website or print
- Co-promotional (especially with non-profits) how can the City help with promotions.
- Banners at Douglas and Bay, scheduling issues cannot change times.
- Banners are only allowed to be up for three weeks before an event and a longer period would be beneficial if there is not another group that needs to promote their event.
- Flyer / Program Guide Racks in key areas of the city that can be populated. There are typically only 1 or 2 events going on at the same time and perhaps a schedule could be worked out.
- Continue letting organizations use the city poles for posterage.
- Marketing support from city's communications team would be helpful.

#### **Actions:**

- List serve for City-Vibe/grants and information.
- Let people know about resources and support the existing resources.
- Need a simple events website.
- City as a leader: create a full time dedicated position
- Signage: First Nations territory acknowledgment
- Punch card for events to attract sponsors.
- ArtsVest style where business supports the arts.
  - o Perhaps deals with marketing experts, agencies to support / analyze / recommend strategies. This could tie in with the empty space usage.
- Create a community needs space (bookable meeting space) with arts performing centre. Example: Rooms for public and not for profit meetings, small theatre (movies & music), coffee shop, restaurant.

#### **Corporate Sponsorship**

##### **Comments:**

- In-kind is critical
- Parking revenue displacement is critical
- Personal relationships
- How to activate sponsorship onsite
- Value of festivals and events
- Navigating data realm
  - o EIA & metrics
- VIC. Foundation
- Corporate sponsorship to create a fund for the festivals and events
- Private and public partnerships
- Donation restrictions is a barrier

##### **Actions:**

- The City could provide

- networking events for the festivals and events community
- templates and letters for sponsorship
- Conference for Festivals and Events
  - knowledge sharing
- Incentivize companies to support and provide matching funds
- Tourism/destination fee/amenity fee
  - Tourism Victoria could manage this.

## **Funding**

### **Comments:**

- Festival Investment Grant – the 1 annual intake on July 1<sup>st</sup> is a barrier
- Model for commercial
  - o Changing the model to impact
  - o Business model for Festivals and Events to non-profit and for-profit.

### **Recommendations:**

- Changes to Festival Investment Grant program
  - o 2 intakes for the FIG program to build the off-season events
  - o criteria for FIG
    - life cycle approach
    - size
- Multi-year funding with some criteria
  - o Fast track process for stable mature organizations
  - o Change form
  - o Hard to navigate how to use in-kind donations
- Toolkit for Festivals and Events
  - o Draft budgets, listing, vendors, marketplace

### **General Comments:**

- The process for notifications for downtown needs to be simplified.
- Refresh long standing events like the Symphony Splash and the Moss Street Paint In
- Support existing events
- Connect with millennials
- Centennial Square fountain needs to be moveable
- Centennial Square needs toilets
- City to take a larger role in promoting festivals and events
- Create a Festival Box: mobile, shipping container that has the ticket sales and marketing infrastructure.
- BHP commercial activity
- Convening Festival and Events network – needs growlers for beer
- Temporary public art opportunities
- More pathways for artists to create art in the city
- Projection infrastructure.
- Money
- Volunteer pool with training
- Take the temperature of how events are doing now.

## Create Victoria: Art & Design Culture Café

Tuesday, March 21, 5 p.m. - 7:30 p.m.  
Cinderbloc Studio, 620 Esquimalt Road, Victoria

### Snapshot Summary

**Recurring Themes:** 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.

**Creative Opportunities:** Support for the graffiti arts and murals. An arts hub to provide transparency to where the opportunities are present. Create a free wall for artists of all abilities to create work in a public space. Incentivize storefront usage.

*“The spirit of graffiti comes from a desire to disrupt order and create unfamiliarly and re-contextualize space so that the people who own it don’t recognize it. This is a key distinction. You need to provide an opportunity that keeps that destructive, creative spirit.” Caleb Beyers, Caste Projects, Artist & Designer*

**Barriers:** It is hard to find a space to make and display art. Need to find new ways of engaging the general public and the non-arts community. M3 Zoning is a barrier for maker's spaces as it precludes the use of the space for gatherings and events. Affordability of spaces to make and display art. Not enough people within the cultural sector in Victoria know about Arts Victoria, it is an underused tool. Arts Victoria should have a layer added to it for available businesses that want and can display artwork.

*There are not enough platforms in this city to get there stuff out there. It is a private and public issue. Joey MacDonald, Art in Public Places Committee, Rifflandia & Thinklandia*

**Bold Moves:** Establish a sister city like Portland Oregon to facilitate exchange of artists and ideas. Formal patronage system that connects Victoria's wealthy population, with those who have ideas for how to make the city more beautiful, interesting, and culturally dynamic. Flexible zoning to encourage the adaptable use of creative spaces. A new creative-use zoning. Tax abatements for non-profits who lease. Create a strong identity through branding.

*"One of the greatest thing that can come out of this planning process is space for more diverse voices." Michelle Jacques, Curator, AGGV*

**Vision for Action:** Art, technology and science should be more connected. The technology and tourism sectors should be capitalized on. There is an opportunity to brand Victoria as a tech-art city. Different kinds of spaces to meet the needs of the diverse group of artists within the City, from leases, to drop-in centres, to shared spaces with storage and shared amenities. Create pedestrian-friendly City that is driven by culture.

*"We need to identify what kind of city we are and what kind of city we will become." Caleb Beyers*

***What type of arts/design/creative opportunities would you like to see the City offering?***

- Graffiti.
- Establish a sister city like Portland for artist residences exchange.
- Gallery spaces devoted to Victoria artists only.
- What does the city have that artists can use? Can we use buildings or walls in the City?
  - Studio tours.
  - Buildings for an art center.
- More performers in tourist areas.
- Create space for artists that don't consider themselves artists, whether on the streets or galleries.
- A Nuit Blanche style event.
- A free wall: big white walls down by the water for people to make their own art.
- Art, technology and science should be more connected. Artists should be paid for that.

**Question 2: Where would you like to see the City invest in arts that we aren't currently?**

- It is hard to find a space to make and display art.
- Incentivize storefront usage.
- Incentivize spaces to open them up. Question of how to satisfy the liability risks? Artist liability pooling could be a solution for this.
- Need to find new ways of engaging the public and the non-arts community.
- We need advocates to communicate the value of diverse forms of art.
- Punk versus polite dichotomy. What can we do with the city to advocate the value of graffiti?
- More City-led events to help artists get their start through public infrastructure projects (like construction sites, electrical boxes, public transit).
- The City can also endorse artists.
- The City can facilitate resource streams like reuse and recycling programs to provide materials to artists.
- Facilitating conversations and taking a strong stand on the various art forms.
- The City needs to lead by example by embracing diverse art. Murals are a great example of how to activate this dialogue.
- There is an opportunity to brand ourselves as a tech art city.

**Question 3: What kind of support do artists, designers, creative professionals need to thrive?**

- More spaces: maximize the use of existing City-owned spaces such as Beacon Hill Park
- Provide rent subsidy for artists.
- Financially support art research.
- City-wide exhibition space for artists at various stages of their career.
- Temporary use spaces, unoccupied space that could be use in the interim—both city and privately owned spaces.
- Flexible zoning to encourage use of space.
- More funding opportunities:
  - Project grants, subsidy for a studio space, artist in residence programs
  - Tie grants to private sector. Matching grant program where the city can facilitate and have a private sector named grant program to incentivize.
  - City policy changes to introduce scalability of rents for artist and makers.
- Zoning changes. The M3 zoning is barrier for maker's spaces. It precludes the use of the space for gathering and events. A change to this zoning would be helpful.
  - A new zoning modeled after's Vancouver's new creative-use zoning that permits gatherings and flexible use would be ideal.
- Tax abatements for non-profits who lease. Esquimalt does this for non-profits.

***What spaces are needed for cultural facility creation, production and consumption? What are the priorities?***

- Diversity of spaces is needed, different media and means for production.
- Spaces that are flexible, large open, that can be reconfigured.
- Affordability is important.
- Different kinds of spaces are needed from leases, to drop-in, shared spaces with storage and shared amenities.
- Arts Hub to provide shared amenities, assistance with grant applications, infrastructure and organizational support.
- Accessibility.
  - Recording studio needs for those who are visually impaired.
  - Spaces that are welcoming, visible and accessible.
- *Arts Victoria* needs to be better understood.
- More space for consumption: like temporary spaces to host shows, events, businesses that want to display and show art (needs to be noted on Arts Victoria) such as clothing stores.
- More maker's spaces are needed
- More support for emerging artists both on the production side.
- There are not enough platforms in this city to get there stuff out there. It is a private and public issue.

***What bold moves are needed to move the City forward?***

- Support diversity of voices.
- Pedestrian-friendly spaces.
- Empower artists to do their work.
- Branding is a key bold move.
  - o Our identity is a tech sector.
  - o A thriving creative economy.
  - o Unique music scene.
  - o Health
- Establishing a patronage system for wealthy people supporting the arts. There is a desire for this in the City.
- Formal patronage system that connects Victoria's wealthy population, with those who have ideas for how to make the city more beautiful, interesting, and culturally dynamic.
- This should include an in-person component, where the wealthy can meet, and get to know artists in a low-pressure scenario, and a type of system for facilitating project initiation or collaboration.

# Create Victoria - Literary Culture Café

Tuesday, March 22, 5 p.m. - 7:30 p.m.

Cinderbloc Studio, 620 Esquimalt Road, Victoria

## Snapshot Summary

**Recurring Themes:** 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.

**Connection:** The literary arts can be isolating and the City can help by facilitating communication, networking and matchmaking opportunities. Desire for more connections across the sectors, including the technology sector. How can artists access the huge resource in the community and connect with local businesses?

*"The City can help us connect." Rose Yang, Victoria Poetry Project*

*"We will not have a thriving arts community without a city full of artists. The community needs to be in support of the arts. Include children at a young age." Linda Rogers, Previous Poet Laureate*

**Spaces:** Victoria needs a new central library that has a flexible innovative public space for collaboration and connection. This space needs to include a performance space that is adaptable to meet the evolving needs of this changing sector. A City-led residency space for literary pursuits. Multi-space to host writer's programs, events, awards and festivals.

**Facilitation:** The City to act as a mediator and facilitator to support the development of the Literary Arts. A Creative Hub/Arts Hub/Incubator idea was brought up by each group and in different forms. An Arts Incubator was proposed as a place where non-profits who share similar barriers can find assistance. A Creative Hub could also exist as a space within a new central library and provide a meeting space for artists across disciplines to connect and collaborate. The City can act as a facilitator for sponsorship for the literary arts festival.

*"Literary folk need .... take down some of the false barriers that have been unintentionally created between the different sectors of the community." Heather Parsons, Heritage Group Distribution*

**Bold Moves:** Look globally for inspiration and models of growth; multi-disciplinary festivals to bring together the different cultural sectors; Victoria Reads program to celebrate local authors; create opportunities to celebrate Indigenous literary artists and Indigenous languages; an Arts Incubator that provides organizational infrastructure (like the business hub) to share the costs and help non-profits get off the ground.

*“2017 is the year of reconciliation. Something bold needs to be done with indigenous literary artists. Something tangible needs to be done, maybe with Indigenous languages. Do something local. This has to happen. What does reconciliation mean? What does decolonize Victoria look like?” Taryn Boyd, TouchWood Editions*

*“Think BIG! Look what is needed beyond Victoria. Look to the what other international cities are doing to be forward thinking. Think more marketing/branding strategy. Think globally.” Jessica Walker, Munro's Books*

*What opportunities would you like to see the City offering?*

- Connections between the different groups: from artists, intuitions within the city, universities, collages, art school, greater community, music, art galleries and venues.
- More opportunities for connections between the different age groups.
- Space to create a residency for literary pursuits such as writers-in-residence or other housing opportunities.
- Victoria needs a new central library that has a flexible innovative public space for collaboration and connection. This space needs to be adaptable to meet the evolving needs of this changing sector.

*Question 2: What kind of support do writer, authors, poets and/or literary professionals need to thrive?*

- Victoria needs a new central library with a performance space for events and festivals.
- The new central library should be a flexible innovative public space for collaboration and connection. This space needs to be adaptable to meet the evolving needs of this changing sector.
- The creative process for literary artists can be isolating and yet they are informed by their community and their creation is *for* the community.
- More opportunities for spoken word at JazzFest and other events.
- “The City can help us connect across the sectors, including the technology sector.” How can artists access the huge resource in the community and connect with the local businesses?
- Arts Hub/Incubator to provide capacity building workshops to address the group’s weak points as literary professionals, such as public speaking, marketing and promotions. Workshops to learn these skills and to succeed

- Capacity building workshops to address the group's weak points as literary professionals, such as public speaking, marketing and promotions. Workshops to learn these skills and to succeed.
- The city banners could have words instead of images. This can be used as a branding opportunity.
- Poetry in the buses and word art on man hole covers.
- Literary Map of famous author's homes, like Alice Munro.
- Literary walking tours.
- The City create an award for businesses that support the arts community.
- The City can act as a facilitator for sponsorship for the literary arts festival.
- The bookstore partnership for the City of Victoria book prize has been very successful.
- Raise international presence. Writer swaps with other cities.
- The city only funds outdoors festivals during the high season. This could be changed to make it more accessible to other types of festivals.
- When destination events come to Victoria the City could start to facilitate the inclusion of artists within the events that typically wouldn't happen.
- Market Victoria as a literary city.
- Need for increased grant funding and knowledge about how to navigate existing opportunities.

*Question 3: What spaces are needed for creation, production and consumption? What are the priorities?*

- digital and accessible such as mobile writing groups
- writers in residence position in the city
- new library
- provincial wide poetry library
- more grants that would support festivals and venues
- increased grant funding such as a City wide grant to support writers
- a literary hub—an arts centre/events spaces where artists can connect
- directory of writers and events
- directory of deadlines for grants, publishers and funding
- use the spaces available in unconventional places such as the Governor General's house
- *A Word on the Street* literary arts fair. One day fair where all the publishers, literary magazines, authors, get together to showcase their work with readings, writer's groups, and workshops. Typically, this is run by a National organization and it would fall into the outdoor funding grant cycle. It could be tied into the culture days.
- Underused theatre in the Conference Centre that is prohibitively expensive.
- Literary Arts Centre is a great model that contains both offices and production space to help mitigate rising rents. It is a dedicated space with a warehouse to store books, café and retail capacity.
- Cultural Hub, where you can bring together different types of artists to connect and assist them. This can take the form of an arts district, like Granville Island or like the studio buildings found in Winnipeg.

*Question 4: What bold moves are needed to move the City forward? And how can we move forward together to accomplish them?*

- Leverage Community Amenity Contributions through development for new libraries and performance space.
- Integrate the literary artists into schools. Have writers and publishers in schools.
- Multi-disciplinary festivals like Indian Summer Festival in Vancouver. Opportunities to bring together all the cultural sectors.
- Victoria Reads program. One book that everyone reads. Promote it through university and by the city.
- Multi space: A space to host writer's programs, events, awards and literary festivals.
- NEW LIBRARY: purpose build space that represents our city."
- Community fundraising. Get the community involved and invested.
- Collaboration between the magazines, writers and publishers. They need to be brought together as they are not currently.
- Create opportunities for Indigenous literary artists and Indigenous languages
- Arts Incubator: A lot of arts non-profits have the same barriers with finding a space, basic infrastructure, mailing address, way to receive donations, all of which can stifle startups. The City could create an Arts Incubator that provides the organization infrastructure (like the business hub), to share the costs and help each other. This ties into the creative hub idea.

## Create Victoria – Music City Café

Monday, April 3<sup>rd</sup>, 7 p.m. – 9:00 p.m.

Northern Quarter, 1724 Douglas St, Victoria

### Recurring Themes:

- Need to support existing venues and encourage more venues to fill in some gaps
- 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

### QUESTIONS

#### Music Strategies/Music Advisory Boards

1. Does Victoria need a music strategy?
  - Yes, but it should be high level and simple stating the City will keep music in mind while decision making.
  - I’m on the fence. On one hand, I think it is important to outline the gaps that the City can aid in, but do we really need more policies, more meetings, and more paperwork before anything is done or changed? How will this properly effect the different aspects of music in the City? Who gets to decide? Is it venues, the city, the artists, the promoters? What about educators? In every genre? It seems like an overload of bureaucracy. However, if it is properly organized with representation and an action plan with calculable steps, I am for this kind of strategy.
  - Start with “easy”. Make it easy for artists to live and work here in the city. Make it easy for people to put their shows out there.
  - Diversity is so important to actually foster a creative community.
  - Encouraging original music is important.
  
2. Is there a need for a Music Advisory Board?
  - Yes

## Marketing/Branding

3. How do we better get the word out of all the great stuff happening through on-line or print calendars?
  - The City should maintain a one go-to comprehensive music event listing
  - Engaging end-user. Standard music fan who wants to walk in and pay ticket and support. Doesn't necessarily know about all the underground spots. Everyone is so tied into music in this room but what about other people? From City's perspective is there an opportunity to assist bands, promoters, venues and other stakeholder to do an awareness campaign about what's happening downtown? Bring more people in so money can be made. Let's bring people down into where music is being played. There needs to be marketing support.
  - Need support to have one comprehensive music listing
  - Supporting Live Victoria (they do an incredible job with event listings, they should get free advertising or a space in the TC)
  - Putting more than just the City Vibe Guide out (why not a monthly guide OR partnering with something like DO250)
  - Our company works throughout North America and the one trend I have seen is that we are very behind on the ability to market shows within the region. We have very few areas to place ads or posters around town, and there is not a company that is a standalone one-stop shop for finding out about events. Many of the companies that attempt to do this are connected to other companies that push their own agenda rather than being transparent to all musicians. I think the City of Victoria should look at developing more poster boards in the downtown core, and developing their own website with Tourism Victoria for event listings that allows for anyone to post. This website will need a lot of marketing dollars spent to achieve the level exposure to make it a stand-alone.
4. Music Tourism – Should the City brand itself as a 'Music City'?
  - Music Cities initiative is a hot phrase for good reason.
  - Victoria has always been a music town. We are internally renowned. We have the scene already.
  - Let's keep our mainstream appeal, I love the vibe Riff creates every year and I of course want to see folks like Angel Olsen, Tanya Tagaq, or Kid Koala play live. I'm a huge music fan, Phillip's Backyard is always very fun. Atomique put Victoria on the map for music and they have an amazing team that continue to build themselves every year.
  - I don't think we need to do any tourism support to make Victoria a music city. We already are. If we support what we already have, people will still come to us. They do already
5. What are other marketing opportunities?
  - Important to talk about the whole spectrum of music genres from classically trained musicians to underground noise makers and beyond.
  - City did a great job that we're going to be the Bike Capital of universe: everyone knew. We can do this for music.

- Social media support
- More spaces for postering downtown
- Financial help with postering costs would be huge for bands! On average to sufficiently promote a show it costs about \$200 for poster design, printing and distribution. If the city could help with that, it would greatly increase what money bands can take home after the show.

## **Funding**

### **6. What funding needs or opportunities are there?**

- BC Music Fund is great but there is a need to show a return on this investment
- Reporting benefits of BC Music Fund could help leverage future funds
- City pays CRD, CRD pays Symphony a LOT but could also give “living stipend” to artist that fulfill certain things. Even small amounts of money so they can spend time on their art at the grassroots level. People who demonstrate desire and talent or whatever parameters there are, but a living stipend for people. This is an expensive city to live in. The City would have to develop criteria and application procedure to define people who are deserving of stipends? Stipends should be for young people.
- Musicians in Residence program.
- Having the city do something makes it uncool because it’s done by the city. Maybe giving money to someone to do the same thing would be better.
- Micro loans for bands to get off the island.
- Seed funds to emerging artists to underwrite venue risks.
- Festival incentives to showcase emerging youth artists.

## **Getting off Island/Bringing talent to Island**

### **7. Challenges & Opportunities?**

- Having a Sister City connection with Seattle and Vancouver. Sister city initiatives have swapped talent that could flow across boarder and eliminate bureaucracy and visa requirements to share talent. When a city starts to invest in their own music it can have huge effects all over the place and spread to other cities.
- Work with the Seattle Office of Film & Music to help artists from Victoria get across the border.
- Cultural exchange between cities across the border
- Next thing for Fox Glove and bands at their level is getting off the island. Exciting, but isolating. Expensive to get off the island so subsidies for ferry costs, funding to help get out of Victoria. Counter intuitive to fund artists to stay by helping them leave – in order to stay in Victoria they need to leave to get big so they can afford to stay here, otherwise too expensive and have to just leave permanently.
- Getting off island is expensive. Could subsidize ferry costs. Fund cultural exports.

## Spaces & Places

- Venues act as a stepping stone for an artist's career path, and they are incubators for music
8. Gaps in venues – what is Victoria lacking?
- Ship Point should have permanent stage somewhere down there. Seen it in other cities; stages with patio + liquor sales and bands. Semi-permanent to permanent venues for seasonal activities.
  - In winter there are a lot of empty space in downtown (business space). Is there something the City can do (tax incentive) to incentivize those spaces to allow them to be used as all-ages venues? Could make money for the owner and provide affordable space for rehearsal.
  - Electric Ave at Rifflandia highlighted what we can do in this city. Shut down 2 streets to create 3 different unique venues. More of that please.
  - Creating a thriving downtown interactive hub where we don't just have clubs (all those empty spaces could be pop-up art hubs)
9. What kind of support should be given to existing venues?
- There is a great need to support existing venues that are hosting live music
  - Tax exemptions for venues are good because they help emerging artists get success.
  - Case study - Hermann's Jazz Club - fighting to keep it alive. Manager wants to turn it into non-profit for musicians so they can make money and feel safe performing. Fundraising to buy building – for sale now. Rising rent costs make it hard to stay afloat. As soon as they get the right investors and the building can be bought.
  - Incentivize venues via property taxes for businesses that are supporting the arts
  - Providing tax breaks for venues who support local music,
  - I think a venue tax discount is a great idea, as it will allow venues to purchase more risky shows that can have local support. We turn down a lot of shows at the venues we run because the risk is too high to make money. If we had support to take more risks it would develop the market.
10. All-ages/Youth – is there a need? Opportunities?
- Important for young people to see music to be inspired to want to create and have time to put into arts during those critical years.
  - Audience development and all-ages: reason they could put on a show in Burnside Gorge was because the Community Centre decided shows should be part of their programming in a youth centre. There is a lack of this in the City. City has pull in a lot of those spaces – need city to say “part of your mandate and you should get involved in this”. They have the spaces and the staffing to help support. Saanich was doing something similar – shows in youth centres. Helping to bring in sound systems so kids could have concerts.

- Vinyl Envy not putting on shows to make money doing it to provide a service. This is not a business but it is important. What about funding for all-ages events to cover the costs?
- Battle of the bands from High Schools a smart thing to fund because it's a seed. Should become a big thing in High School because they'll be the ones becoming musicians when they're 20 years old. Fund gear, PA systems in the schools (broad but something). Some form of funding to give them access to gear so they can learn how to play. Community Centres hosting is perfect
- Adam Duron agrees. Has contest with Tall Tree that has had huge success. Engagement with new and up and coming artists is great. Love to see more of that happening in the city. Last time they did it at Sugar for Song and Surf Competition – great turnout and great musicians and would like to see more stuff like that happening in the City.
- Incentive for performers to raise the game. Contest method. Hosting it in Sugar is great to get them to learn how it all works so they know how to sound check and learn how to behave like artists. Young kids want to learn but there has to be the opportunity to teach them. Need a room, venue, time etc. Incentives to play in larger professional rooms is a great way to get kids to raise the game and step up to the next level.
- Hermann's staying open is crucial to music culture here (all ages). Opportunity for kids to play in large venues so important. Is there a way to relax the liquor laws so this can happen?
- Younger people into bigger venues – need all-purpose music venue, not just folk and jazz. Other genres of music that need to be thought about.
- Lots of underage kids who are making very weird music that is totally valid. Needs to be space for that in the City. We have venues, but why aren't people coming out? Is it the programming? What's the reason venues aren't being used (e.g. Market Square). Thinks it's the under 19's who are underrepresented. Conversation is there's an opportunity to improve things and need to be mindful about how resources and funds are administered. Has to be done carefully so diversity is represented (diversity in terms of sound and representation).
- Seattle: venue with 21+ on one side and all-ages on the other. All ages much smaller but always sold out. Can we do that? Yes – has been done in Victoria. Logistically hard to keep track of people switching back and forth.
- Early shows for all ages and later show that are liquor primary. For older people good too because can take in a good early show and have the next day (not too tired).
- Food primary restaurants can have young kids until 9 pm and then 19+ after.
- I think what Song & Surf did with their contest was so cool! It was really genre specific (totally cool, it's a great fest), but that kind of stuff is hard to promote sometimes when you take a risk on artists.
- Providing opportunities for youth, mentoring programs, creating an accessible all ages venue space

- An all ages space so important. We need an all ages venue with no accessibility issues, an all ages liquor license, with a proper sound system, a capacity of 200, and the ability to rent it for free to not-for-profits and artists for rehearsal, networking, workshops. In addition, partner with venues around town to make sure we don't take programming away from them and somehow waive or make the venue fee something manageable.
- I think all age's venues are a great way to foster new talent, supporting a venue that can have a large space (500+) is key. Many acts that will grow the music culture need these capacity numbers to do so.

#### 11. Is there a need for practice spaces / studios

- Studios are important because what's created within a studio is unique and new things are brought out by working in a space like that.
- We like to think about the show BUT what about affordable rehearsal space? Rick May has rehearsal space with great gear.
- Nev – runs rehearsal space and finds so much demand. But city zoning can't have rehearsal in industrial spaces. This doesn't make sense because need to be in a space with no neighbours and where you can be noisy. This is something the city can change.
- Creating affordable rehearsal space
- Public Library could have a liaison between library and arts community to provide space for small level recordings, videos, archive music – sort of a makers space in the library. Draws a large enough group to the library and is a hub for all that.

### **Artists & Professional Support Structures**

#### 12. What are needs and opportunities to support musicians and music professionals?

- The idea of a "Music Office" that offers expertise to all facets of the music industry
- Financial strain on artists constrains longevity and sustainability of artistic output
- Artists need to get paid to work
- Grant writing is challenging and matching funds is difficult. Grant writing is a whole new ballgame – got BC Music Fund for sound recording – great, but difficult because was going to cover 50% but now due to high volume of applicants down to 30% which is lovely but where will the rest of the money come from?
- Common theme amongst musicians are financial challenges – how to make it your career while having some level of financial comfort. Wants sustainability and longevity for artists so there isn't burnout.
- Many artists are hemorrhaging money to support craft. Hard to support yourself on original music and get people excited about discovering new music – which is why we see such a rise in tribute bands because people feel secure in knowing what they can get.
- Not everyone who makes music deserve to make money. Same way opening a venue don't necessary deserve to make money. Grants may assist artists to achieve a point where they can make money. But, how do you get there?

- Is there opportunity for the City to help artist to access grants?  
Can they run workshops on grant writing? Mentorship program? Something similar to Fort Tectoria to help. Would take pressure off the City to fund.
- Need to have a city-wide youth choir – choral music a great way to get kids involved in music. Should be cool so kids are excited.
- An aspect that's forgotten about is a figurehead or label to help musicians get past the initial stage. After they go home, what next? Need city-supported label to curate artists, marketing distribution. All encompassing (genres) and mentorship. Would help keep artists here – no record deal to get, no money. Everyone doing it so independently – need collective figurehead. Much more effective.
- Forge a strong relationship with CFUV. How does the city evaluate the merit of an artist. CFUV can do this. City isn't qualified to do this – have to hire music people to do this properly. Need to be able to accommodate a variety of genres i.e. electronic. If City is going to have merit-based evaluation of music they need to have someone heading it who is in touch with music every day and have to represent every genre of music and new trends. City needs to recognize what they don't know.
- I think it is important to recognize the contributions of Atomique Productions to the City, but also important to note they are a business that is beyond what a lot of creative arts organizations will ever be in this City. Rifflandia in my opinion no longer offers opportunities to our local artists across the board to play to a larger audience, and often if they do, it is unpaid work. I'm not trying to point fingers or create any sort of negativity, I LOVE what they have done for Victoria and I still attend every year. The lack of opportunity for artists that do not make radio singles is very apparent. But venues need to make money on liquor and promoters have to get paid – it puts everyone in a narrow spot – and so we get programming 3 times a year that sells beer.
- Supporting folks like Holy Smokes who are creatively programming all year round.
- City as intermediary/support position for artists accessing grants - this is something that our research office has done and success rates improve significantly with this support. I've also been on Canada Council juries where an artist with management (which doesn't always equal artistic merit) got a grant b/c their application was professionally prepared and wasn't rejected for some silly technicality a less experience artist - more funding into Victoria = more music being made.
- Influencers – While I think it is great that Victoria has so many figures in the music industry, I do think it's key to pull speakers, and information from other markets to make sure that transparency is being displayed. You cannot have board members, speakers, or panel members that directly benefit from the conversation they are controlling or discussing unless it's done with all the members of the music community contributing. In the 14 years I have worked in the music industry in Victoria this has been the biggest issue for the actual development of the music community.
- Successful business versus an image of good business - I think it's very important when reflecting on how to help the music industry you must account for businesses that are being successful on their own without the need for grants or city funding.

- I.E. Can this event or festival maintain without the support from the city? – This will result in a much better outcome for both the city and the businesses that support music within the region and make them more focus on business development rather than grant based development and/or dependence.
- Arts Hub – facilitate grant writing workshop, coaching, business development.

### Red Tape –

#### 13. What bylaws, liquor laws, etc. are prohibitive to music?

- Permits for house concerts– not common because people complain about parking on the streets and it got shut down (House Concert B in Fernwood). Allows bands to play to a smaller audience.
- Liquor primary venues – underage people have to be with a guardian – brings more liability. What’s the relationship between LCLB and City? Can there be a conversation about spaces and amendments to liquor laws to allow underage kids to attend shows within reasonable parameters. Won’t make extra money for venue because they rely on liquor sales; not always the best relationship for bands and liquor. Maybe funding for bands who aren’t necessarily going to pack a venue (smaller acts). Maybe have an endorsement for places that have proved themselves trustworthy liquor primary venues for all ages.
- Early shows for all ages and later show that’s liquor primary. For older people good too because can take in a good early show and have the day the next day (not too tired). Restaurants can have young kids until 9 pm and then 19+ after.
- Please petition liquor board so that we don’t have to live under thread of liquor board for relaxing rules.
- Supporting parking initiatives for load-in and load-out,
- Supporting free noise by-law exemptions for the promotion of arts
- Clear understanding of the laws – I saw a lot of wasted conversion based on the lack of understanding of liquor, civic, and federal laws. I think there should be a resource for musicians or music venues to go to understand the laws in front of them that can be held accountable to the government body that the laws are created from.
- City zoning should allow for rehearsal space in industrial zones.
- If City Hall did something about zoning.

### Other Comments

- More diverse rental equipment
- Developing into a primary market - When booking international talent there are two types of markets; primary markets and secondary markets. Victoria is a secondary market (if that). To be able to develop into a primary market we need to focus on more international recognition of the market. I.E. festivals that look at hosting international talent rather than just Canadian acts. This can be done by the city having resources for music managers and agents to use for getting discounting on ferry travel, hotels, meals etc. I do think this would only need to be done for a short

- period of time until the market adjusts. We may never be a full primary market as we do not have the population size but we do have unique advantage being in-between two large cities that have primary routing. The use of outdoor spaces during summer months that can host 1000+ crowds will help this.
- Contracting and city supported events – I feel very strongly, that to be able to develop the music culture of Victoria, contracted events or events that are funded should have at least three production/promotion companies tied to each contract. This will increase the cultural footprint of the music scene and develop areas that are not just focused on what one company thinks fits. Right now we are seeing that almost all contracts go to one company or one genre of music. This does not do anything for developing the music scene.
  - Be careful to not leave out the experimental end of any genre – needs to be represented. People need to be making creative, risky and important decisions to give funding to foster something more and organic. Canadian Content regulations came into play and we have more Canadian artists = risky and successful idea. Need to keep what we already have going.

### **Bold Moves**

#### 14. What are the big goals the City should tackle?

- Folk music Festival – obvious place is Beacon Hill Park – tricky place to work with especially for promoters. Condense city programming in one weekend, promote, focus on local bands (Van Isle bands) allow them to sell their merchandise, put Vic on the map for tourists as a Music city.
- Let's challenge what we do. We're creative, thriving and all doing amazing things. Can we work with Rifflandia to host a City-curated stage like from Eventide to give local artists that don't play Zone friendly music a space (maybe give them the money so that it is not them taking the risk)? Can we create grant programs for local artists to actually make decent money to pay for rehearsal spaces and recording and travelling on that ferry? Can we give venues some money to bring talent across the water and waive ferry fees? Can we focus on mentoring – sound techs, grant writing, DIY recording? Can we engage CFUV in these conversations and give them grant money to mentor (They already offer so much to artists)? Can we think about all the different areas of music happening in the City to make sure no one gets left out in these efforts just because they play something a little out there or maybe really loud? Can we make sure that folks know what is happening (offer free advertising opportunities to Live Victoria, maybe they do an events poster on poles).
- Crystal Pool recording studio/rehearsal space/performance space - if Crystal Pool is re-built as has been discussed/proposed, a recording studio for youth, early career, experimental, etc. artists could be a part of the new vision for the Rec Centre. David Foster had money/interest when the Cedar Hill rec centre arts pavilion was done, but it wasn't realized. David Bodrug mentioned having some connection or insight that he could add on this point. I know Vic High and their band was also looking at

fundraising to put this in their school - the idea is out there and I think it would be worth exploring.

## **Create Victoria: Performing Arts Cultural Café**

April 5, 4pm – 6:30pm

Langham Court Theatre (15 attendees)

### **Recurring Themes:**

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.

### **What type of performing art opportunities would you like to see the City offer?**

-Diversity of theatre in Victoria – community, professional, alternative, mainstream, musical, opera, dance (more of this possibly?). Good variety.

-In terms of funding, spaces, support etc. City will not do any programming.

-Accessibility: smaller venues are very affordable. If using a City venue ticket prices shoot up. Accessibility is an opportunity – access to prime space without having to alienate a portion of the audience financially.

-Venues for creation. Currently in garages. Many companies using one space would be fine.

-Don't think there's a medium sized venue – RMTS and then the Metro but nothing in between those two sizes.

-Theatre at Oak Bay has 450 seat theatre. Community has access to it for 12 dates a year (performance only).

-What's working: Ian Case – CRD granting is serving community very well. Funds going into pockets of artists, creators and organizations, but missing is lack of commitment from all 13 municipalities which is a weakness.

FIG = restrictions in place that make difficult to take advantage. Possibly look at it as audience development/community development instead of free content. Audience dev and community dev are common and widely used widely with other funders.

-limitations on venues. RMTS offer services (box office, tickets etc), but some venues are smaller and don't offer services but cost the same. Cost is an issue. Belfry, Roxy, Langham Court all own their own venues and can work with them more. Affordable venue is important.

-As soon as you create venue, it becomes a glut point very quickly. Not everyone can have their own sandbox. A collective, collaborative, affordable, useful space is needed. Providing some kind of infrastructure to allow for that collaboration. Community can learn to collaborate administratively. Access to office space and equipment, and staffing

-Retaining artists – not enough opportunities for artists to stay so they leave. To bring in artists is a financial burden.

-Cross fertilize sectors can be useful. Sharing resources and collaborating. Being strategic with money you have.

- We all want a venue, but what each sector wants in a venue is quite different. Performing arts vs. music gigs vs. opera etc. I.e. Intrepid Club seeing huge demand of different sectors and not being able to support the performance artists (seeing music, visual arts etc. in the Intrepid). Thinks the next step is 100 seat venue, and then a 400 seat venue.

-demand for this type of venue will not go away.

-Venue has come up as a need many times over the past years over and over. What happened to all the other initiatives that brought up these issues in the past? Been lots of mapping, questions, RASP by CRD, sticky mapping, but no implementation.

-need to find the link between the arts community and those who are investing in real estate. City can leverage the dollar investment of businesses and corporations to create public space for art. Benefits city, arts community and investors who are creating space. = livable city with art.

- key recommendation of the density program that includes culture. Funding of this plan needs to be innovation.

-\*\*\* venues with private development is very important. Need to tap into sectors beyond arts and culture (tourism, tech, business etc). Collaboration is needed. Private developers need to pony up.

-City can bring together different sectors and broker relationships. City builds credibility.

-Lots of empty spaces not being used. Could be used as studios, theatres etc.

-Retention of artists in a city where cost of living is very high is difficult. Is there discussion about supporting artist housing? Or could look at live/work studios. I.e. Performing Art Lodge in Vancouver and ArtsHab in Edmonton.

-Existing recreation centres – Crystal Pool. Possible renovation and with that is an opportunity to include performance space. Other community centres we don't run – we own buildings but run by non-profit organizations and have a service agreement with City. Opportunity for collaboration.

### **What kind of support do performing art professionals need to thrive?**

-promotions, audience development support  
-accessibility for audience to experience arts (participation and inclusion). Being able to get community feeling like the arts are for 'them' (ie. Immigrant community).

-Would be good to have something like the Active Pass for people under a certain income level, so arts are part of a daily life. Funding subsidies don't often match ticket discounts given out. Can attract different audience, which doesn't lead to audience development (will come only if it's free event). Then have to ask if the programming is relevant to that audience?

-Does the City have a role in promotion?

-Monday Mag diminishing

-not in getting the word out for us, but having an affordable place for us to put out info other than the web. Banners, video billboard, bus shelters.

-Arts Victoria

-A way to collaborate with all on online calendars?

-Tourism Victoria and arts community relationship is broken.

- Public realm: bus shelters, banners, pay stations, etc. So many companies are hidden and it's a way to get the info out. Maybe City can broker relationship between arts and Tourism Victoria.

-Parking stations – tickets that are printed used to have a blank reverse side. Used for something now but can this be used for a piece of art, or discount to a show, or something.

-DVBA posters are great – lots of stuff going on.

-is there way for the city to capture people in the public realm on behalf of the arts? I.e. contest for a month to capture new audiences?

- No advocacy body in Victoria for arts.

- Limit to parking limits – hard to find spaces that will allow parking long enough if you go to a show at night. Parkades are full so street parking is all that's available so people risk tickets.

- culture pass that library is producing (similar to active pass). In some cases the city subsidies and in other cases the theatre groups take a hit.

-Skill development/business development – is there a need for this?

-Volunteer Victoria does a lot of this

-Volunteer Victoria is not specialized though, and performing arts is quite specialized. Wouldn't it be great if people could share knowledge about business practise? Currently no collaboration happening. Intrepid used to do industry nights but put on hold due to capacity. More affordable to take people out of the city to Vancouver to see arts and see workshops because too expensive to bring someone from Vancouver into Victoria. Can we host conferences, instead of going away to conferences?

A need for business skills, not currently found in the business hub because it's directed to for-profit instead of non-profit.

Need resources – often money – for capacity building. What about a united way model for the arts = collective fundraising from private sector to the arts. Would be helpful for smaller organizations who don't have the capacity to do fundraising.

**What bold moves are needed? How can we move forward together to accomplish them?**

- Cameron Bandshell – need a plan behind it to support arts and culture. Need the follow up steps otherwise it's a single move that falls flat. Look at Malcom Bowl in Stanley
- Open FIG up to industry side – to bring in workshops and artists for networking and collaborations. Or educational components.
- A venue granting program – allows subsidies to allow groups to use larger venues for one-off performances.
- Venue in Inner Harbour
- Public spaces – we have this and can work with it. Currently two master planning processes for Ship Point and Centennial Square.
- No industrial spaces that City owns. Should this change?
- Allow spaces to be rentable without having to pay taxes.
- Currently lots of regulations and requirements for creating spaces that will work (never mind finding a space). Loads of red tape. Would be helpful to cut that out. Huge liability for people with venues. ACE team can help artists to figure out exemptions, whereas artists can't always go through that process.
- Insurance and liability – hard for artists to get a hold of. Possibility for something that was geared towards individuals and artists.

**Final thoughts**

CRD grant – some amount, but people have to pay back triple that in taxes etc. to City and for venue space (i.e., RMTS).

## **Create Victoria:**

### **All That Jazz**

**Saturday, March 18, 2 - 2:30 pm**

**Royal Theatre, Victoria**

The Canadian College of Performing Arts and the Naden Band have come together for the All That Jazz concert where Broadway meets military precision. Stop by our info table to learn more and share your thoughts on how we can support Victoria's arts and culture scene!

#### **Recorded Comments:**

- Heritage homes and buildings which make a city unique.

## Rob Gordon

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**From:** Vanessa - Victoria Festival of Authors <vanessa@victoriafestivalofauthors.ca>  
**Sent:** Wednesday, Mar 22, 2017 11:38 PM  
**To:** Connor Buchanan; Nichola Reddington; Jeff Day  
**Subject:** Re: Literary Arts Culture Café  
**Attachments:** VFA small monogram.png

Hi Connor, Nichola, & Jay,

I just wanted to say thanks for facilitating the discussion this evening. It was nice to be in a room with a group of like minded people talking about what the community wants and needs for its city. That so much of it was similar, and also possible to facilitate.

The festival actually has both short and longterm plans to further integrate other arts into its annual celebration. This year we are focusing on adding music to two evening events, as well as artisan spirits. We held our Thursday evening event at an Art Gallery last year and want to make it a tradition for that evening event. A type of Word on the Street event is also something we want to do. In my own 5-10 year plan, I'd like to see a playwright's play produced and performed as part of the festival. That much programming requires funding for staff to organize so many intricate details and I know that one day we will get there, however sooner would be ideal. There really are so many opportunities in this city for the arts, and I strongly believe that like minded organizations working together can create more of what the arts community wants.

As far as switching to the "off-season" goes, there are so many tricky details to maneuver many of which were discussed during the course of the evening, but one that wasn't mentioned was community participation. The festival, under it's previous organizers, had struggled through 3 years of running in November before we chose September this past year. The simple truth is, it is difficult to get Victorians out to events once it is cold and dark. The weather turns and everyone wants to stay home. I understand all of the reasoning the city has for wanting to encourage winter-time indoor events but I think it's really important to consider how your audience wants to be involved/engaged in the event you are hosting (as an organizer). Last year we had a huge amount of support, participation, and happy, happy festival goers because they could walk outside to each event, not get rained on, in the sunshine and stop for coffee, dinner, etc. Maybe the city/tourism industry doesn't need it in the busy season, but I really think the people of Victoria want it in the sunshine. It's part of why they live here.

I hope the city will consider how it can provide, possibly in partnership with a private sponsor, a facility that can be used by the creatives of the city that is multipurpose and affordable, and I mean actually affordable not lipspeak affordable—work rooms, meeting rooms, theatres/event rooms, housing. Something like that is worth investing in for generations.

I also hope the city will consider how it can help festivals like ours meet their mandates without having to change event dates to meet funding criteria that may not actually be within the best interest of the community it's trying to engage.

Best and warmest,

Vanessa  
Artistic Director  
[victoriafestivalofauthors.ca](http://victoriafestivalofauthors.ca)

PO Box 48191 Uptown PO  
Victoria, BC  
V8Z 7H6

vfa

On Mar 22, 2017, at 12:14 PM, Connor Buchanan <[cbuchanan@victoria.ca](mailto:cbuchanan@victoria.ca)> wrote:

Hi Vanessa,

So glad you will be able to make it. I had send an invitation to Garth at Open Space – but I didn't hear back from him. I will reach out to Meghan, thanks for that suggestion.

Cheers,

Connor Buchanan  
Arts, Culture, and Events Liaison  
Arts, Culture and Events Office  
City of Victoria  
1 Centennial Square, Victoria BC V8W 1P6

T 250.361.0308 C 250.418.0564 F 250.361.0385

**Office Location:** 720 Douglas Street, Victoria, BC V8W 3M7

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**From:** Vanessa Herman personal information  
**Sent:** Tuesday, March 21, 2017 9:56 PM  
**To:** Connor Buchanan <[cbuchanan@victoria.ca](mailto:cbuchanan@victoria.ca)>  
**Subject:** Re: Literary Arts Culture Café

Hi Connor,

I'll definitely be there. I'm so sorry I forgot to reply to your message last week and mention that Open Space Art Gallery hosts readings and should be included. Here's the contact:

Open Space Program Coordinator Meghan [program.coordinator@openspace.ca](mailto:program.coordinator@openspace.ca)

Best,

Vanessa

On Mar 21, 2017, at 11:16 AM, Connor Buchanan <[cbuchanan@victoria.ca](mailto:cbuchanan@victoria.ca)> wrote:

Hello Everyone,

A reminder that the **Literary Arts Culture Café** is coming up on tomorrow evening, March 22st from 5 - 7:30pm at Cinderbloc Studio. If you haven't RSVP'd yet, please let me know by tomorrow morning at 11am if you're able to attend. The Art, Culture and Events team as well as the Poet Laureate, Yvonne Blomer and Youth Poet Laureate, Maita Cienska are looking forward to seeing everyone and having great discussions about the future of the literary arts in Victoria!

I've attached a parking map for your consideration. The blue lines show where parking is available and the red dot is where Cinderbloc studios is.

There is also a confirmed guest list attached.

If you have any questions please feel free to give me a call or email.

Cheers,

Connor Buchanan  
Arts, Culture, and Events Liaison  
Arts, Culture and Events Office  
City of Victoria  
1 Centennial Square, Victoria BC V8W 1P6

T 250.361.0308 C 250.418.0564 F 250.361.0385

**Office Location:** 720 Douglas Street, Victoria, BC V8W 3M7

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<Cinderbloc Parking.png>

<Literary\_Create Victoria.pdf>

<Literary Arts Culture Café Confirmed Attendees List.pdf>

## Rob Gordon

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**From:** Connor Buchanan  
**Sent:** Wednesday, Mar 22, 2017 12:23 PM  
**To:** Nichola Reddington; Patricia Huntsman; Julia Hulbert  
**Subject:** FW: Art & Design Culture Cafe

FYI

**From:** Nicole Smith  
**Sent:** Tuesday, March 21, 2017 6:27 PM  
**To:** Connor Buchanan <cbuchanan@victoria.ca>  
**Subject:** Re: Art & Design Culture Cafe

Hi Connor!

I'm very sorry to miss this event, but I had something urgent come up at work last minute.

Here are some notes/ideas from Flytographer in case it's helpful to share via email:

- making better use of vacant spaces in the city for curated art
- subsidized studio spaces for artists that could become a hub for tourists and locals to visit
- more contemporary performances/films at the Beacon Hill Park Theatre

Sent from my iPhone

On Mar 20, 2017, at 2:11 PM, Connor Buchanan <[cbuchanan@victoria.ca](mailto:cbuchanan@victoria.ca)> wrote:

Hello Everyone,

A reminder that the Art & Design Culture Café is coming up on tomorrow evening, March 21st from 5-7:30pm at Cinderbloc Studio. If you haven't RSVP'd yet, please let me know by tomorrow morning at 11am if you're able to attend. The Art, Culture and Events team as well as the two artists in residence, Lyndsay Delaronde and Luke Ramsey are looking forward to seeing everyone and having great discussions about the future of art and design in Victoria!

I've attached a parking map for your consideration. The blue lines show where parking is available and the red dot is where Cinderbloc studios is.

There is also a confirmed guest list attached.

If you have any questions please feel free to give me a call or email.

Cheers,

Connor Buchanan  
Arts, Culture, and Events Liaison  
Arts, Culture and Events Office  
City of Victoria  
1 Centennial Square, Victoria BC V8W 1P6

T 250.361.0308 C 250.418.0564 F 250.361.0385

**Office Location:** 720 Douglas Street, Victoria, BC V8W 3M7

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<Cinderbloc Parking.png>

<Guest List.pdf>

<Art\_Design\_CultureCafe.pdf>

## Rob Gordon

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**From:** Engagement  
**Sent:** Thursday, Feb 23, 2017 3:15 PM  
**To:** Nichola Reddington  
**Subject:** FW: Create Victoria – Make Your Mark!

**From:** Ryan Roga [mailto:personal information]  
**Sent:** Tuesday, February 21, 2017 5:21 PM  
**To:** Engagement <engage@victoria.ca>  
**Subject:** Re: Create Victoria – Make Your Mark!

This is a very interesting event and fully something I want to support. I am unable to attend the event as it overlaps my own being hosted from noon-8pm. How can I get involved in other ways?

Regards,  
Ryan Roga

On Feb 21, 2017, at 4:16 PM, Engagement <engage@victoria.ca> wrote:

Please share with members, include in newsletters and post on listservs.

<image001.png>

### **Create Victoria – Make Your Mark!**

What does a creative city look like to you? What do art and culture organizations, artists and creative entrepreneurs need to be successful? And how can the City support this vision and needs? Take the opportunity to "make your mark" to create conditions for creativity to flourish in Victoria!

A range of activities are planned to inform the development of *Create Victoria*, a five-year Arts and Culture Master 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. Help us build a creative city!

**Create Victoria Cultural Café**  
**Saturday, March 4**  
**11 a.m. - 2 p.m.**  
**Victoria City Hall**

Drop by the *Create Victoria Cultural Café* on Saturday, March 4 from 11 a.m. – 2 p.m. at Victoria City Hall to share your ideas on how you currently participate in arts and culture, your vision for a vibrant arts and culture scene, and how the City could support this. The drop-in event will include live music, arts activities for all ages and complimentary treats. We hope to see you there!

A series of cultural cafés will be held with sectors of the arts and culture industry in March and there will be opportunities to share your ideas at a range of pop-up kiosks at local venues and on social media at **#CreateVictoria**.

### **Online Survey**

Help us measure the impact of arts and culture in Victoria by participating in an [online survey](#)! The first

section of the survey is open to the general public, while the second section is aimed at arts and culture practitioners to inform the City's economic impact assessment study. The survey is open until March 31, 2017.

**Get on the Map!**

Are you on the map? To ensure Victoria's arts and culture industry is accurately represented in the Arts and Culture Master Plan, and to help the City identify opportunities and gaps, industry members are invited to add or update their organizations, businesses and public art on the [Arts Victoria cultural map](#). Since 2010, more than 900 City-owned and community-run arts and culture resources have been mapped.

We'll reach out again to the community in mid-June to seek feedback on the draft Arts and Culture Master Plan. Learn more at [www.victoria.ca/create](http://www.victoria.ca/create)

## Rob Gordon

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**From:** Kathy Kay <director@victoriafilmfestival.com>  
**Sent:** Thursday, Mar 9, 2017 11:32 AM  
**To:** Nichola Reddington; Jeff Day  
**Subject:** Monday consultation

Hi Jeff and Nicola,

I wanted to apologize for departing early on Monday. I have been personal information

I had spent some time early on Monday making some notes and I have fleshed them out a bit and I thought I would send them along. I realize it might be too late but just in case another voice is wanted.

### Red carpet vs red tape

I still find that I get discouragement if I ask to close down a street (which I must confess has made me even crazier in light of the DVBA being able to shut down 9 blocks of Douglas).

Event parking cost VFF over \$500 when this used to be something that would be covered by the in kind portion of our grant.

24 hour meter hoods are in dark colour and we are once again finding that the general public will park in our designated space – which I know isn't about red tape but I didn't know where else to fit this into my comments ;-)

I'm delighted that the City has been able to add a position to facilitate events etc. Darb is great and very helpful. I think when you had fewer staff it must have been crazy trying to accommodate all the requests.

### Funding

I certainly feel that Victoria has a will to make this a vibrant arts centre and I think that Victoria does a great deal considering the actual size of the city. I think the CRD needs to decide on whether they too have this goal because when I look at cities that are world renown for being vibrant arts centres their is a lot of money that goes into supporting arts. I happened to grab the core funding from Austin as an example:

AUSTIN:

Core Cultural Funding Programs

There are four specific programs which fall under the "core funding" umbrella:

Organizational Support - Requests up to \$250,000 depending on organization's budget size.

Project Support I - Requests of \$30,000 - \$175,000 by organizations.

Project Support II - Requests up to \$30,000 by organizations or sponsored projects.

Project Support III - Requests up to \$20,000 by sponsored individual artists or unincorporated groups. First-time applicants may request up to \$10,000.

I've also found, particularly with the CRD that we are 'punished' for not operating in the red. We are one of the lowest funded orgs in the city and do a great deal for the community. In order to survive and innovate we need liquidity to invest when the time is right rather than getting punished for having a surplus.

On the Victoria front in 2016 we received a little extra funding and informed that it was designated to us because we do so much in the community. It was then very disheartening when recently we were cut back. I know it wasn't a lot of money but it's the message that it sends.

### **Festival sites and venues**

I'm wondering whether it would be a possibility for the City to build a database of venues. This could entail working with building owners to come up with a system and rules that allow Festival's to use the empty space. I think a great many arts groups are always on the look out for performance space and these buildings sit empty for years in the downtown core. Perhaps there would be a way for the city and the arts group to incentivize the owners.

A pop up space - Kaleidoscope has the big igloos which, while not very inviting looking also needs heavy equipment to move and set up, but it does offer up possibilities to animate a space.

Create Public Spaces that are generous, magnetic, transformative and alive with activity. Spaces that can be used, peopled by diverse communities – Beacon Hill is out of the playing field for the arts community but is there an opportunity to develop green space that can be used for arts and events. I think we could build on our framework and existing local capacities.

It's been lovely having the site specific animations of spaces that you are already doing.

### **Event and festival promotion**

I noticed that for the first Car Free Day in 2015 they were allowed to use the poster spots on the blue parking meters/stations. I noticed that in the fall of the same year the poster spots were empty and I asked the appropriate person if the VFF would be able to use them to promote ConVerge ( a free street event). I was told that they were planning on using them for a City event. Those spots stayed empty until months after the Festival was over.

Perhaps I should have listed the above item under Red Tape vs Red Carpet but I think it also speaks to how we can promote culture.

When there are so many sources to find information it is often difficult for an arts group to 'get above the noise' and street signs and banners are very helpful in alerting people that an event is coming and the banners can also animate the City. There are a number of Festival events that use the lower banners spots and it would be advantageous to also use the higher street banners but the cost is prohibitive to have the City do it. Also the banners are only allowed to be up for three weeks before an event and I think a longer time period would be beneficial as long as there is not another group that needs to promote their event.

I might suggest having Flyer / Program Guide Racks in key areas of the city that can be populated. There is typically only 1 or 2 events going on at the same time and perhaps a schedule could be worked out.

Thank you for letting the city poles be used for posterage.

Marketing support from city's communications team would be helpful.

### **Bold moves needed to move the city forward**

ArtsVest style where business supports the arts. I know ProArts tried to organize this quite a number of years ago but people were doing it off the side of their desks and it ultimately failed. I wonder if the City would have the capacity to take this on? Perhaps deals with marketing experts, agencies to support / analyze / recommend strategies. This could tie in with the empty space usage.

Create a Community needs space (bookable meeting space) with arts performing centre. Example: Rooms for public and not for profit meetings, small theatre (movies & music), coffee shop, restaurant. In Portland I came across such a space that even included a hotel that was set up in an abandoned school:

## **About Kennedy School**

### *Fall Asleep in Class!*

Remember when the worst thing you could imagine was being kept after class? My, how things have changed! At Kennedy School, you'll never want to leave. Here you can have a pint in a classroom, enjoy an aged whiskey in detention, enjoy a movie in the old auditorium.... The possibilities here are endless. (*Just don't run in the hallways, please. You might spill your beer.*)

Since its 1915 opening, this historic elementary school has been a beloved fixture of its Northeast Portland neighborhood. McMenamins renovated the once-abandoned scholastic gem and turned it into Portland's most unique hotel. Here you'll find 57 comfy guestrooms with private baths and telephones (some fashioned from former classrooms complete with original chalkboards and cloakrooms – others with an author's theme), a restaurant, multiple small bars, a movie theater, soaking pool, gift shop and a brewery (just wait until the principal hears about this!). Extensive original artwork and historical photographs cover the walls, ceilings, doorways and hallways.

For neighborhood residents, out-of-town guests and business travelers, Kennedy School is a memorable and comfortable place to gather. The hotel is located minutes from Portland International Airport as well as to shopping in downtown Portland.

## **Festival equipment and City services**

I mentioned this above but is there a possibility for the City owning a Pop Up Building? That would be roofless for summer and could close up in the winter.

Tech equipment – DCP Projector (sorry, I jest).

That's all, thank you for setting up the consultation and I apologize for not being able to stay.

Kind regards,  
Kathy

---

Kathy Kay  
Festival Director  
Victoria Film Festival  
1215 Blanshard St., Victoria, B.C., Canada V8W 3J4  
p) 250 389 0444 f) 250 389 0406  
c) 250 884 3121

Feast Food Film June 15 - 17, 2017  
Movie Under the Maltworks May 27, June 17, July 15, August 26  
Free B Film Festival Fridays & Saturdays in August  
Art of the Cocktail October 14 & 15, 2017  
FilmCan October - January  
Victoria Film Festival February 2 - 11, 2018

[www.victoriafilmfestival.com](http://www.victoriafilmfestival.com)

follow us on:

twitter: VicFilmFestival

facebook: VictoriaFilmFestival

## Rob Gordon

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**From:** Joaquin Karakas  
**Sent:** Wednesday, Mar 22, 2017 3:17 PM  
**To:** Connor Buchanan  
**Cc:** Nichola Reddington; Jeff Day  
**Subject:** RE: Art & Design Culture Cafe  
**Attachments:** image011.gif; image012.png; image013.gif; image014.gif; image015.gif; image001.png; image002.png; image003.png; image004.png; image005.png

Hi Connor,

Great job organizing and facilitating the event last night – I thought there was some great discussion and specific suggestions for Create Victoria.

One key discussion theme were pop-up gallery spaces located in high traffic areas and near or in cultural spaces where established and emerging artists could be showcased. A great potential venue for this is the outdoor arcade space at the western edge of City Hall. It could be temporarily enclosed and activated for a whole range of arts and culture uses throughout the year, including for a pop-up gallery space, makers space, music venue, and general all-purpose party space, while still allowing the informal arts and culture (break dancing, bong smoking, etc.) that happens there. Could be a key implementation item of the Arts and Culture plan!

Cheers,  
Joaquin

Joaquin Karakas, MCIP RPP  
Senior Urban Designer  
Sustainable Planning and Community Development Department  
City of Victoria  
1 Centennial Square, Victoria BC V8W 1P6

T 250.361.0535 F 250.361.0557



**From:** Connor Buchanan  
**Sent:** Monday, March 20, 2017 2:12 PM  
**Subject:** Art & Design Culture Cafe

Hello Everyone,

A reminder that the Art & Design Culture Café is coming up on tomorrow evening, March 21st from 5-7:30pm at Cinderbloc Studio. If you haven't RSVP'd yet, please let me know by tomorrow morning at 11am if you're able to attend. The Art, Culture and Events team as well as the two artists in residence, Lyndsay Delaronde and Luke Ramsey are looking forward to seeing everyone and having great discussions about the future of art and design in Victoria!

I've attached a parking map for your consideration. The blue lines show where parking is available and the red dot is where Cinderbloc studios is.

There is also a confirmed guest list attached.

If you have any questions please feel free to give me a call or email.

Cheers,

Connor Buchanan  
Arts, Culture, and Events Liaison  
Arts, Culture and Events Office  
City of Victoria  
1 Centennial Square, Victoria BC V8W 1P6

T 250.361.0308 C 250.418.0564 F 250.361.0385

**Office Location:** 720 Douglas Street, Victoria, BC V8W 3M7



**Michelle Harris**

---

**Subject:** FW: Follow up/feedback



**From:** Brianna Wettlaufer [<mailto:brianna@stocksy.com>]

**Sent:** Wednesday, April 05, 2017 4:09 PM

**To:** Connor Buchanan <[cbuchanan@victoria.ca](mailto:cbuchanan@victoria.ca)>

**Subject:** Follow up/feedback

Hi Connor,

So sorry that I wasn't able to attend your last meeting as I really was looking forward to being apart of the conversation. I know I haven't been deeply involved in the art scene here in Victoria, but having previously worked at Saatchi Art in Los Angeles, being involved in the art scene there, being a creative myself, and loving Victoria and wanting to support the culture as a competitive city, seeing the art scene thrive here is something I truly care about.

My perspective comes with the influence of my business and marketing background, and after hearing some of the feedback on what came out of the meeting, wanted to offer a few suggestions from branding, community and culture building, looking at it from the bigger picture of what that means to Victoria.

1) Do we understand (and can we define) what is the active driver of the art culture here in Victoria? What makes that unique to other cities; and how is that actively being focused to further drive the calibre of work being produced? How do we start putting narrative behind that to put Victoria on the map, outside of Victoria?

Being involved in the tech sector, I've shared a similar sentiment. Victoria is amazing. Amazing enough people outside of Victoria should be talking about us (from a PR perspective), but we have to focus our narrative and how we stand out as leaders.

A challenge I've often noticed is a lack of focus and the community often feeling quite scattered. There are a plethora of small sub cultures, and incredible people with amazing backgrounds, where it feels like there's opportunity to come together to collaborate to increase the calibre of what we're doing. But we've lacked the drivers to make this happen.

Another challenge I've seen is industries trying to accommodate every audience all at once, instead of identifying the specific cohorts that exists and identifying the audiences who are best to market to within each cohort. By breaking these down, each segment of the art scene can move more strategically and gain bigger public traction.

2) There's an interesting injection of people coming back to Victoria from living in large metropolitan cities. They each bringing great ideas and perspectives, but they're unique to the cities that they came from. Could this be more focused? (Trying to do it all at once rarely works) HOW do we bring the best from unique cities to Victoria culture in a more strategic way? *ie. for Q2 could we form a committee about what Toronto has that we'd like to have and then make it happen and put momentum behind it.*

3) If the city is looking to invest in the art scene to help it grow, it might seem like investing in the artists here is an obvious answer, and surely that is the feedback you'll get from the artists themselves; but that's going to have short gain. If the city wants to make impact they need to invest in the greater cultural scene--there is a large void in the city having a kick ass curator that a) pulls out the most amazing of what the city has to offer

(from a competitive, edgy and internationally relevant standpoint), but also b) we should try and bring in 1-2 heavy hitter notorious artists (collections or installations) that could get written up to draw in tourists and change their idea of what Victoria has to offer. (We need to shift away from "tourist art", ie. Robert Bateman, Emily Car, etc, which is what we're currently known for). It'll give Victoria clout and respect and will inspire the artist here to aim higher, feel like the Victoria public is supporting a real art scene, and bring greater impact across the board.

If there's anything I can further do or assist with, please don't hesitate to reach out.

All the best,  
Brianna

Brianna Wettlaufer  
CEO/Co-Founder  
STOCKSY UNITED  
Mobile +1 250 588-8090  
[brianna@stocksy.com](mailto:brianna@stocksy.com)  
[www.stocksy.com](http://www.stocksy.com)



## Rob Gordon

---

**From:** Michelle Harris  
**Sent:** Thursday, Apr 6, 2017 12:08 PM  
**To:** Rob Gordon  
**Subject:** REQUEST: Another Create Victoria email correspondence  
**Attachments:** image001.gif; image004.gif; image005.gif; image002.png; image003.gif

**From:** Dave Bain [<mailto:david@surgeahead.ca>]  
**Sent:** Wednesday, April 05, 2017 1:44 PM  
**To:** Darb Erickson <[derickson@victoria.ca](mailto:derickson@victoria.ca)>  
**Cc:** Nichola Reddington <[NReddington@victoria.ca](mailto:NReddington@victoria.ca)>; Jeff Day <[JDay@victoria.ca](mailto:JDay@victoria.ca)>; Sarah Turner <[sturner@victoria.ca](mailto:sturner@victoria.ca)>; Patricia Huntsman Section 22  
**Subject:** Re: Create Victoria - Music City Cafe Apr 3

Hey Darb,

Thank you for putting this conversion together. It is a huge step in the right direction.

In response after some thought:

- **Contracting and city supported events** – I feel very strongly, that to be able to develop the music culture of Victoria contracted events or events that are funded should have at least three production/promotion companies tied to each contract. This will increase the cultural footprint of the music scene and develop areas that are not just focused on what one company thinks fits. Right now we are seeing that almost all contracts go to one company or one genre of music. This does not do anything for developing the music scene;
- **Successful Business versus a image of good business** - I think its very important when reflecting on how to help the music industry you must account for businesses that are being successful on their own without the need for grants or city funding. I.E. Can this event or festival maintain without the support from the city? – This will result in a much better outcome for both the city and the businesses that support music within the region and make them more focus on business development rather than grant based development and/or dependence;
- **Clear understanding of the laws** – I saw a lot of wasted conversion based on the lack of understanding of liquor, civic, and federal laws. I think there should be a resource for musicians or music venues to go to understand the laws in front of them that can be held accountable to the government body that the laws are created from;
- **Developing into a primarily market** - When booking international talent there are two types of markets; Primary markets and secondary markets. Victoria is a secondary market (if that). To be able to develop into a primary market we need to focus on more international recognition of the market. I.E. Festivals that look at

hosting international talent rather than just Canadian acts. This can be done by the city having resources for music managers and agents to use for getting discounting on ferry travel, hotels, meals etc. I do think this would only need to be done for a short period of time until the market adjusts. We may never be a full primary market as we do not have the population size but we do have unique advantage being in-between two large cities that have primary routing. The use of out door spaces during summer months that can host 1000+ crowds will help this.

- **Influencers** – While I think it is great that Victoria has so many figures in the music industry, I do think its key to pull speakers, and information from other markets to make sure that transparency is being displayed. You cannot have board members, speakers, or panel members that directly benefit from the conversion they are controlling or discussing unless it's done with all the members of the music community contributing. In the 14 years I have worked in the music industry in Victoria this has been the biggest issue for the actual development of the music community.

- **Marketing** – Our company works throughout North America and the one trend I have seen is that we are very behind on is the ability to market shows within the region. We have very few areas to place ads or posters around town, or a company that is a stand alone as a one-shop stop for finding out about events. Many of the companies that attempt to do this are connected to other companies that push their own agenda rather than being transparent to all musicians. I think the City of Victoria should look at developing more poster boards in the downtown core, and developing their own website with Tourism Victoria for event listings that allows for anyone to post. This website will need a lot of marketing dollars spent to achieve the level exposure to make it a stand-alone.

Comments on the meeting notes:

- I think a venue tax discount is a great idea, as it will allow venues to purchase more risky shows that can have local support. We turn down a lot of shows at the venues we run because the risk is to high to make money. If we had support to take more risks it would develop the market.
- All Ages Venues – I think all age's venues are a great way to foster new talent, supporting a venue that can have a large space (500+) is key. Many acts that will grow the music culture need these capacity numbers to do so.

On Tue, Apr 4, 2017 at 2:42 PM, Darb Erickson <[derickson@victoria.ca](mailto:derickson@victoria.ca)> wrote:

Hello all,

Thank you so much for attending and offering your valuable input last night. There was some great discussion and a lot of practical ideas. We are still in the process of distilling everything that we heard. Your input is being used to form the City's 5 year Arts & Culture Masterplan.

Some of the key themes we heard last night include:

- Need to support existing venues and encourage more venues to fill in some gaps

- 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.
- Lots and lots more....

If you did not get a chance to speak up last night or you feel you have more to add, please reply to some of the questions below, or fill out the survey at [www.victoria.ca/create](http://www.victoria.ca/create)

- Music Strategies/Music Advisory Board
  - Does Victoria need a music strategy?
  - What would the key elements of the strategy be?
  - Should this be a recommendation in the Arts & Culture Masterplan?
  - What should a Music Advisory Board or Commission look like?
- Marketing/Branding
  - Event calendars
    - How do we better get the word out of all the great stuff happening?
    - Other opportunities for marketing?
  - Music Tourism – Branding Victoria as a ‘Music City’
    - Should the City put effort into this?
- Funding
  - What role should the City play?
- Getting off Island/Bringing talent to Island
  - Challenges?

- Opportunities?
- Spaces & Places-
  - Gaps in venues – what is Victoria lacking?
  - How can the City support existing venues?-
  - All-ages – is there a need? What are the opportunities?
  - Is there a need for more practice spaces or studios?
- Support structures –
  - Education?
  - Recording?
  - Professional development?
- Red Tape –
  - What bylaws are prohibitive to music?
  - What are challenges with current liquor laws relating to live music?
- What else?
  - Anything we have missed that should be included in the Arts and Culture Masterplan
- Bold Moves!!
  - What are the big goals the City should tackle?

### **Economic Impact Assessment**

Please input your info into the Arts and Culture Masterplan Survey, especially the a part about the Economic Impact Assessment! We need your input to analyze and summarize the direct economic impact of Victoria's arts & culture industries (tangible/intangible assets). This information is critical for policy makers to make informed decisions.  
[www.victoria.ca/create](http://www.victoria.ca/create)

### **More Resources**

Here are some helpful links regarding some of last night's conversation:

- Check out the attached Music City infographic
- BC Music Fund: <http://www.creativebc.com/programs/bc-music-fund>
- BC Music Sector Report: <https://musiccanada.com/resources/research/bcs-music-sector-from-adversity-to-opportunity/>

- BC Touring Council Programs: <http://bctouring.org/touring-training-initiative/warming-up-the-act>
- Create Victoria Mix Tape! [www.createvictoria.bandcamp.com](http://www.createvictoria.bandcamp.com)

Keep on rockin' in the free world!

Darb Erickson  
Arts, Culture & Events Liaison  
Arts, Culture and Events Office  
City of Victoria  
720 Douglas Street, Victoria BC V8W 3M7

T [250.361.0580](tel:250.361.0580) C [778.679.1812](tel:778.679.1812) F [250.361.0385](tel:250.361.0385)



--

**Dave S. Bain**  
*Director/Founder -*

Surge Business Productions  
Victoria International Wine Festival  
Cheese & Meat Festival  
Rock of the Woods Music Festival

*Strategy & Programming*

Upstairs Cabaret

E: [david@surgeahead.ca](mailto:david@surgeahead.ca)  
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## **Create Victoria Media**

### **CBC Radio – All Points West**

“Creative Spaces” interview

Nichola Reddington, Senior Cultural Planner, City of Victoria

December 5, 2016

### **Fernwood Village Vibe**

“Create Victoria – Make Your Mark” article (see enclosed)

Michelle Harris, Strategic Planning and Communications Advisor, City of Victoria

<http://fernwoodnrg.ca/neighbourhood/village-vibe/read-the-village-vibe/>

February 2017

### **CBC Radio – All Points West**

“Create Victoria Mix Tape” interview

Nichola Reddington, Senior Cultural Planner, City of Victoria

Darb Erickson, Arts, Culture and Events Liaison

March 1, 2017

### **CBC Radio – On the Island**

“Cultural Café” interview

Nichola Reddington, Senior Cultural Planner, City of Victoria

March 3, 2017

### **Times Colonist – Letter to the Editor**

“City’s engagement process is welcome”

March 25, 2017

### **Monday Magazine**

Create Victoria interview

Nichola Reddington, Senior Cultural Planner, City of Victoria

March 30, 2017

### **Online Calendars**

Create Victoria Cultural Café (March 4, 2017) was promoted in a number of online calendars (see attached)

artist's aside:

## Create Victoria – Make Your Mark!

» MICHELLE HARRIS

Victoria, and especially Fernwood, is home to an incredible mix of artists, designers, performers, entrepreneurs and innovators who contribute to a vibrant arts and culture scene. The City of Victoria is developing *Create Victoria*, a five year Arts and Culture Master Plan, designed to nurture conditions for this creativity to flourish. The plan will align ideas, people, and resources around a shared vision and a set of goals, strategies and tactics to realize Victoria's full potential.

What's your vision for arts, culture and heritage in Victoria? The City will soon be asking as engagement with the broader community and the creative industry launches mid-month. In March, a series of cultural cafes will be held at a variety of venues, inviting the community to share

their vision for a vibrant arts and culture future for Victoria. What does a creative city look like? What do you need to be a successful arts and culture entrepreneur or organization? And how can the City support this vision and needs?

Since 2010, more than 250 City-owned and community run arts and culture resources have been mapped. To ensure Victoria's arts and culture scene is accurately represented moving forward, and to help the City identify opportunities and gaps, the community will be invited to add venues, organizations, businesses and public art to the Arts Victoria online cultural map.

Public input combined with recent data collected during the CRD Art Strategy engagement will inform the City's cultural planning. "Nurture Our Arts, Culture and Learning Capital" is a strategic objective in



The New Government performing at Fernwood 2015. Photo: City of Victoria

the City of Victoria 2015 – 2018 Strategic Plan, and developing an Arts and Culture Master Plan is an action and an outcome in the Plan.

The City will come back to the community in early June for feedback

on its draft Master Plan. Watch for more information on how you can *Make Your Mark* in helping shape the future of Victoria's arts and culture scene.

For more information, please visit [victoria.ca/create](http://victoria.ca/create).

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Article rank 25 Mar 2017 Times Colonist

## City's engagement process is welcome

My eight-year-old, a friend with an international knowledge sector/tech business and I attended the Create Victoria Cultural Café on Saturday, March 4 at city hall. I've also filled out a few online surveys of late and participated in the recent Vic West Neighbourhood Plan event. It was a great evening, and as a planner, I appreciated the opportunity to volunteer to help shape the future of the area with people from a wide variety of backgrounds, passions and interests.

I've really appreciated the variety of ways the city has reached out to accommodate families of late. As a busy professional, mom and artist, I haven't been able to participate in many engagement opportunities over the past seven or eight years. Karen Ramsay Cline Victoria

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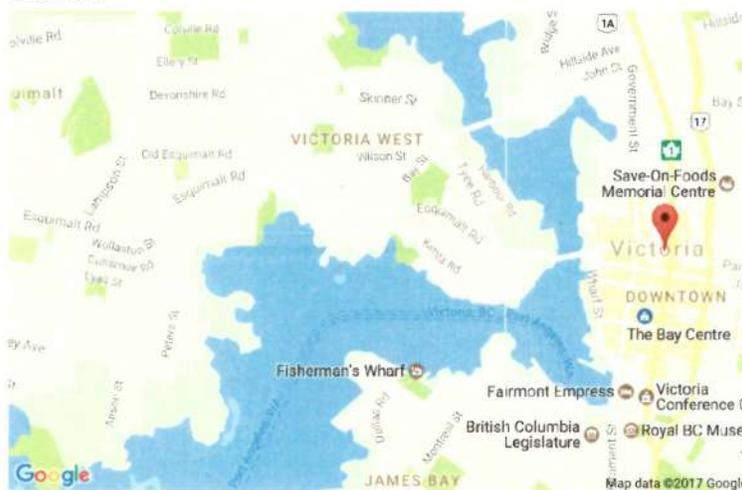
# Create Victoria Cultural Café

**Date:**  
Saturday, March 4, 2017 - 11:00am to 2:00pm

Help shape the Create Victoria Arts and Culture Master Plan. Share your ideas at a Cultural Café on Saturday, March 4 from 11 a.m. - 2 p.m. at City Hall, take the online survey by March 31, and make sure you're on the Arts Victoria cultural map!

**Cost to Attend:** Free  
<http://www.victoria.ca/create>

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# Create Victoria – Make Your Mark!

Date posted: March 2, 2017



What does a creative city look like to you? What do art and culture organizations, artists and creative entrepreneurs need to be successful? And how can the City support this vision and needs? Take the opportunity to "make your mark" to create conditions for creativity to flourish in Victoria!

A range of activities are planned to inform the development of Create Victoria, a five-year Arts and Culture Master 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. Help us build a creative city!

**Create Victoria Cultural Café**  
**Saturday, March 4**  
**11 a.m. – 2 p.m.**  
**Victoria City Hall**

Drop by the Create Victoria Cultural Café on Saturday, March 4 from 11 a.m. – 2 p.m. at Victoria City Hall to share your ideas on how you currently participate in arts and culture, your vision for a vibrant arts and culture scene, and how the City could support this. The drop-in event will include live music, arts activities for all ages and complimentary treats. We hope to see you there!

A series of cultural cafés will be held with sectors of the arts and culture industry in March and there will be opportunities to share your ideas at a range of pop-up kiosks at local venues and on social media at #CreateVictoria.

**Online Survey**  
Help us measure the impact of arts and culture in Victoria by participating in an online survey (https://na1se.voxco.com/SE/114/CityofVictoria\_ArtsCultureMasterPlan/) The first section of the survey is open to the general public, while the second section is aimed at arts and culture practitioners to inform the City's economic impact assessment study. The survey is open until March 31, 2017.

**Get on the Map!**  
Are you on the map? To ensure Victoria's arts and culture industry is accurately represented in the Arts and Culture Master Plan, and to help the City identify opportunities and gaps, industry members are invited to add or update their organizations, businesses and public art on the Arts Victoria cultural map (http://www.artsvictoria.ca/create). Since 2010, more than 900 City-owned and community-run arts and culture resources have been mapped.

We'll reach out again to the community in mid-June to seek feedback on the draft Arts and Culture Master Plan. Learn more at www.victoria.ca/create (http://www.victoria.ca/create)

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## Create Victoria—Make Your Mark

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## Create Victoria—Make Your Mark

Victoria, and especially Fernwood, is home to an incredible mix of artists, designers, performers, entrepreneurs and innovators who contribute to a vibrant arts and culture scene. The City of Victoria is developing *Create Victoria*, a five-year Arts and Culture Master Plan, designed to nurture conditions for this creativity to flourish. The plan will align ideas, people, and resources around a shared vision and a set of goals, strategies and tactics to realize Victoria's full potential

What's your vision for arts, culture and heritage in Victoria? The City will soon be asking as engagement with the broader community and the creative industry launches mid-month. In March, a series of cultural cafes will be held at a variety of venues, inviting the community to share their vision for a vibrant arts and culture future for Victoria. What does a creative city look like? What do you need to be a successful arts and culture entrepreneur or organization? And how can the City support this vision and needs?

Since 2010, more than 250 City-owned and community-run arts and culture resources have been mapped. To ensure Victoria's arts and culture scene is accurately represented moving forward, and to help the City identify opportunities and gaps, the community will be invited to add venues, organizations, businesses and public art to the *Arts Victoria* online cultural map.

Public input combined with recent data collected during the CRD Art Strategy engagement will inform the City's cultural planning. "Nurture Our Arts, Culture and Learning Capital" is a strategic objective in the *City of Victoria 2015 – 2018 Strategic Plan*, and developing an Arts and Culture Master Plan is an action and an outcome in the Plan.

The City will come back to the community in early June for feedback on its draft Master Plan. Watch for more information on how you can *Make Your Mark* in helping shape the future of Victoria's arts and culture scene.

For more information, please visit [victoria.ca/create](http://victoria.ca/create).

Share this:



By Editor | February 7th, 2017 | News, Village Vibe | 0 Comments

### Related Posts



Comments are closed.



It's time we talked about Oaklands w/ Hazel Lyder @OaklandsCA #VillageVibe... [fernwoodnrg.ca/its-time-we-ta...](http://fernwoodnrg.ca/its-time-we-ta...)



We are hosting two community forums to get a glimpse into the life of Oaklands residents and our partners from the Greater Victoria area. The hope is that these forums will help us better understand how the Oaklands Community Association can grow and change to support our community.



3h



Fernwood gets an urban flower farm #yyj #Fenwood #urbanag #flowersubscription [fernwoodnrg.ca/fernwood-gets-...](http://fernwoodnrg.ca/fernwood-gets-...)



3h



Take part in the first meet your 'Neighbour Day', May 7, 2017 @neighbour\_day #yyj #Fenwood... [fernwoodnrg.ca/meet-your-neig...](http://fernwoodnrg.ca/meet-your-neig...)



05 Apr

#### Categories

> Artist's Aside

> Buzz

Submit an event

AdChoices

1 | La Victoria

2 | Maria Victoria

## Activities Victoria / Description

Make Your Mark!

What does a creative city look like to you?

What do art and culture organizations, artists and creative entrepreneurs need to be successful?

And how can the City support this vision and needs?

Take the opportunity to “make your mark” to create conditions for creativity to flourish in Victoria. We’re developing Create Victoria, a five-year Arts and Culture Master Plan that will align ideas, people, ... **Read more**

([https://www.facebook.com/sharer/sharer.php?u=http://www.wherevent.com/detail/City-of-Victoria-Create-Victoria-Cultural-Cafe&p=https://scontent.xx.fbcdn.net/v/t1.0-0/c34.0.50.50/p50x50/16681543\\_10154633672453171\\_6965443562848520461\\_n.jpg?oh=9f5d492169b9eddab9e770fac60feda8&oe=59001CC3](https://www.facebook.com/sharer/sharer.php?u=http://www.wherevent.com/detail/City-of-Victoria-Create-Victoria-Cultural-Cafe&p=https://scontent.xx.fbcdn.net/v/t1.0-0/c34.0.50.50/p50x50/16681543_10154633672453171_6965443562848520461_n.jpg?oh=9f5d492169b9eddab9e770fac60feda8&oe=59001CC3)) ([https://twitter.com/share?text=Create Victoria Cultural Cafe&url=http://www.wherevent.com/detail/City-of-Victoria-Create-Victoria-Cultural-Cafe](https://twitter.com/share?text=Create+Victoria+Cultural+Cafe&url=http://www.wherevent.com/detail/City-of-Victoria-Create-Victoria-Cultural-Cafe)) (<http://plus.google.com/share?url=http://www.wherevent.com/detail/City-of-Victoria-Create-Victoria-Cultural-Cafe>) ([http://www.linkedin.com/shareArticle?mini=true&url=http://www.wherevent.com/detail/City-of-Victoria-Create-Victoria-Cultural-Cafe&title=Create Victoria Cultural Cafe](http://www.linkedin.com/shareArticle?mini=true&url=http://www.wherevent.com/detail/City-of-Victoria-Create-Victoria-Cultural-Cafe&title=Create+Victoria+Cultural+Cafe))

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## More things to do around Victoria (/search/Canada/British+Columbia/Victoria)

**Bye bye Christy Lieberal Street Love Protest and street Dance**  
Saturday 29 April 2017, 20:00

**Soap Squeeze Volunteer Night + Appreciation Party!** (<http://www.wherevent.com/detail/Soap-For-Party>)  
Thursday 27 April 2017, 17:00

(<http://www.wherevent.com/detail/Hemma-the-home-You-are-What-You-Think-Expanding-Your-Capacity-for-JOY>)

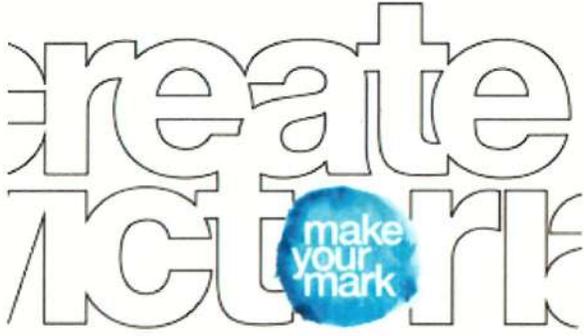
# CREATE VICTORIA SOCIAL MEDIA

September 2016 – March 31, 2017

## TWITTER

 **City of Victoria @CityOfVictoria**  
3 days ago

Have your say - take [#CreateVictoria](#) survey to help guide investmnt [#yyjdance](#) [#yyjarts](#) [#yyjtech](#) [#yyjtheatre](#) [#yyjvictoria.ca/create](#)



← □ ▾ ♥ ▾ ↻ ▾ ⋮

 **City of Victoria @CityOfVictoria**  
3 days ago

Have you taken [#CreateVictoria](#) survey? Help guide investmt in arts&culture [#yyjmusic](#) [#yyjtheatre](#) [#yyjarts](#) [#yyjtech!](#) [victoria.ca/create](#)



← □ ▾ 5 ♥ 5 ▾ ↻ ▾ ⋮



City of Victoria @CityOfVictoria

6 days ago

Help us measure your value - Take the #CreateVictoria survey #yyjmusic #yyjarts #yyjtheatre #yyjheritage [victoria.ca/create](http://victoria.ca/create)



City of Victoria @CityOfVictoria

6 days ago

It's time to get on the ArtsVictoria map #yyjarts #yyjartists #yyjmusic #yyjtheatre #yyjtech! [victoria.ca/create](http://victoria.ca/create) #CreateVictoria





City of Victoria @CityOfVictoria  
Mar 23

Help guide investment in Vic's arts&culture. Take  
[#CreateVictoria survey](#) [#yyjarts](#) [#yyjtheatre](#) [#yyjmusic](#)  
[#yyjtech](#) [victoria.ca/create](#)



↩ 5 ❤️ 5 ➦ ⋮



City of Victoria @CityOfVictoria  
Mar 21

What does a creative city look like to you? Tell us in  
[#CreateVictoria survey](#) by Mar 31 [#yyj](#) [#yyjarts!](#)  
[victoria.ca/create](#)



↩ 6 ❤️ 8 ➦ ⋮



City of Victoria @CityOfVictoria  
Mar 20

How can we support arts&culture in Victoria? Tell us in  
[#CreateVictoria survey](#) [#yyj](#) [#yyjarts](#) [#yyjmusic](#)  
[#yyjtheatre](#) [victoria.ca/create](#)



← 7 ❤️ 7 ↻ ⋮



City of Victoria @CityOfVictoria  
Mar 19

Help us measure your impact on Vic's arts&culture. Take  
[#CreateVictoria survey](#) [#yyj](#) [#yyjartists](#) [#yyjtech](#) [#yyjmusic](#)  
[victoria.ca/create](#)



← 2 ❤️ 2 ↻ ⋮



City of Victoria @CityOfVictoria

Mar 18

Are you on the ArtsVictoria map #yyjarts #yyjartists  
#yyjmusic #yyjtheatre #yyjtech #yyjheritage?  
[victoria.ca/create](http://victoria.ca/create) #CreateVictoria



14 10



City of Victoria @CityOfVictoria

Mar 17

Help guide our investmt in arts&culture. Take  
#CreateVictoria survey #yyj #yyjarts #yyjtheatre #yyjtech  
#yyjmusic [victoria.ca/create](http://victoria.ca/create)



4 5



City of Victoria @CityOfVictoria  
Mar 17

Watch for #CreateVictoria info table at All That Jazz SAT  
Mar 18 at 2pm Royal Theatre #yyj #yyjtheatre!  
[victoria.ca/create](http://victoria.ca/create)



Retweet 3 Like 3



City of Victoria @CityOfVictoria  
Mar 17

Help guide our investmt in arts&culture. Take  
#CreateVictoria survey #yyj #yyjarts #yyjtheatre #yyjtech  
#yyjmusic [victoria.ca/create](http://victoria.ca/create)



Retweet 4 Like 5



City of Victoria @CityOfVictoria

Mar 16

What does a creative city look like? Share ideas in #CreateVictoria survey by Mar 31 #yyj #yyjarts #yyjmusic [victoria.ca/create](http://victoria.ca/create)



Retweet 1 Like 1



City of Victoria @CityOfVictoria

Mar 14

Drop by #CreateVictoria info table at Lindsay Delaronde's Meet & Greet THUR Mar 16, 5-7pm City Hall #yyj #yyjarts [victoria.ca/create](http://victoria.ca/create)

Retweet 3 Like 6



City of Victoria @CityOfVictoria

Mar 14

Your input will help guide investmt in Vic's arts&culture- Take #CreateVictoria survey #yyjheritage #yyjtech [victoria.ca/create](http://victoria.ca/create)



Retweet 6 Like 3



City of Victoria @CityOfVictoria  
Mar 14

Help us measure YOUR impact in Vic to guide investmt-  
Take #CreateVictoria survey #yyjarts #yyjmusic  
#yyjtheatre [victoria.ca/create](http://victoria.ca/create)



City of Victoria @CityOfVictoria  
Mar 10

Arts&Culture biz: Help us measure YOUR impact -  
complete Economic Impact Assessmnt survey!  
#CreateVictoria #yyj [ow.ly/C4i309NguE](http://ow.ly/C4i309NguE)

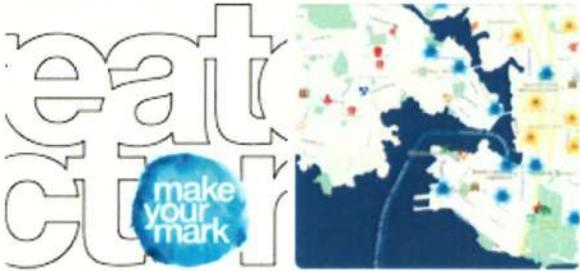




City of Victoria @CityOfVictoria

Mar 10

Are you on the map #yyjarts #yyjartists #yyjmusic  
#yyjtheatre #yyjtech #yyjheritage? victoria.ca/create  
#CreateVictoria



Retweet 2 Like 1



Jeremy Loveday @JeremyLoveday · Mar 4

#Collaboration will be key to #CreateVictoria success. Heard: need for more discussion/partnership between arts orgs. and support. #yyj

Retweet 1 Like 6



Jeremy Loveday @JeremyLoveday · Mar 4

Heard from a number of #CreateVictoria attendees that there needs to be more support for #Youth arts and emerging arts. #yyj

Retweet 1 Like 2



Jeremy Loveday @JeremyLoveday · Mar 4

Many convos re: need for affordable housing for artists, artist live-work, and access to affordable spaces to perform. #yyj #CreateVictoria

Retweet 1 Like 10



**Janis La Couvée** @lacouvee · Mar 4

Today! #CreateVictoria Cultural Café from 11-2 at @CityOfVictoria City Hall.



**City of Victoria** @CityOfVictoria

One more sleep! #CreateVictoria Cultural Café is SAT 11-2 City Hall ow.ly/LmwR3097Gts #yyj #yyjarts #yyjmusic #yyjtech

Retweet icon, Retweet icon, Heart icon 3

YYJ Poet Laureate and 1 other Retweeted



**Lisa Helps** @lisahelps · Mar 3

Make Your Mark #yyj! Drop by #CreateVictoria Cultural Cafe SAT 11-2 City Hall. Live music, art & treats #yyjart victoria.ca/create

Reply icon 1, Retweet icon 10, Heart icon 13

Oak Bay Music and 16 others follow



**Christopher Reiche** @ChrisReiche · Mar 3

Looking forward to attending the @CityOfVictoria cultural cafe at city hall on Saturday #createvictoria victoria.ca/EN/main/reside... #yyj #yyjart

Retweet icon, Retweet icon, Heart icon 3



**Christopher Reiche** @ChrisReiche · Mar 1

@CityOfVictoria #createvictoria Work with other departments to make an arts dedicated liquor license. #LoosingMoneyBecauseWeOnlySold2Drinks

Retweet icon, Retweet icon, Heart icon 1



**Christopher Reiche** @ChrisReiche · Mar 1

@CityOfVictoria #CreateVictoria A VERY inexpensive, easy permit for house concerts/micro venues in residential areas. 4 or less per month

Retweet icon, Retweet icon, Heart icon 1



SocialMediaGirl/Chel @SocMedGirlyy Mar 4

Making Her Mark @CityOfVictoria #CreateVictoria Cultural Cafe, was the talented @kirstenludwig! #music #art #yyjarts



👍 🗨️ ❤️ 10



City of Victoria @CityOfVictoria

Mar 4

Thanks to everyone who provided input at today's #CreateVictoria Cultural Cafe! Missed it? Take our online survey [victoria.ca/create](http://victoria.ca/create)



👍 🗨️ 7 ❤️ 10 📄 ⋮



City of Victoria @CityOfVictoria  
Mar 4

Still time to drop by #CreateVictoria Cultural Cafe & share ideas for Arts&Culture Plan #yyj! We're here till 2!  
[victoria.ca/create](http://victoria.ca/create)



6



City of Victoria @CityOfVictoria  
Mar 4

Love the input for #CreateVictoria Arts&Culture Plan at TODAY's Cultural Cafe! Keep ideas coming #yyj #yyjarts!  
[victoria.ca/create](http://victoria.ca/create)



4



City of Victoria @CityOfVictoria  
Mar 4

Enjoying tunes by Kirsten Ludwig at #CreateVictoria Cultural Cafe #yyj #yyjmusic! Stop by, we're here till 2! [victoria.ca/create](http://victoria.ca/create)



2 3



City of Victoria @CityOfVictoria  
Mar 4

Great turn-out at #CreateVictoria Cultural Cafe at City Hall! We're here till 2. Make Your Mark #yyj #yyjart! [victoria.ca/create](http://victoria.ca/create)



3



City of Victoria @CityOfVictoria

Mar 4

Ideas & creativity flowing at #CreateVictoria Cultural Cafe!  
Stop by & make your mark at City Hall till 2pm #yyj!  
[victoria.ca/create](http://victoria.ca/create)



City of Victoria @CityOfVictoria

Mar 4

Make your mark at #CreateVictoria Cultural Cafe! We're  
here till 2pm TODAY at City Hall #yyj #yyjart!  
[victoria.ca/create](http://victoria.ca/create)





City of Victoria @CityOfVictoria  
Mar 4

Help us build a creative city! Join us at #CreateVictoria  
Cultural Cafe TODAY 11-2 City Hall #yyj #yyjarts  
[victoria.ca/create](http://victoria.ca/create)



Help us build a creative city. We're developing a draft plan to create the conditions for creativity to flourish and to guide investment in arts and culture over the next five years.

**cultural café**

Saturday, March 4  
11am to 2pm  
Victoria City Hall

Drop by to learn more  
Share your vision for

**online survey**

How do you  
participate in  
arts and culture?

Tell us in an  
online survey at

**cultural map**

If you're in the  
arts and culture biz,  
make sure you're  
on the map at  
[ArtsVictoria.ca/create](http://ArtsVictoria.ca/create)



5



City of Victoria @CityOfVictoria  
Mar 3

One more sleep! #CreateVictoria Cultural Café is SAT 11-2  
City Hall [ow.ly/LmvR3097Gts](http://ow.ly/LmvR3097Gts) #yyj #yyjarts #yyjmusic  
#yyjtech



2



City of Victoria @CityOfVictoria  
Mar 2

Make Your Mark #yyj! Drop by #CreateVictoria Cultural Cafe SAT 11-2 City Hall. Live music, art & treats #yyjart [victoria.ca/create](http://victoria.ca/create)



7 3

NPNA Victoria liked



HillsideQuadra @HillsideQuadra · Mar 1  
#CreateVictoria Cultural Café Sat March 4th 11-2 at @CityOfVictoria



City of Victoria @CityOfVictoria  
Get creative! #CreateVictoria Cultural Cafe is SAT 11-2 at City Hall. Help us nourish creativity! #yyj #yyjart [victoria.ca/create](http://victoria.ca/create)

3



HillsideQuadra @HillsideQuadra · Feb 27  
Take the #CreateVictoria from the @CityOfVictoria.



City of Victoria @CityOfVictoria  
Make Your Mark #yyj! What does a creative city look like to you? Tell us in #CreateVictoria online survey [victoria.ca/create](http://victoria.ca/create)

3



City of Victoria @CityOfVictoria

Feb 28

Get creative! #CreateVictoria Cultural Cafe is SAT 11-2 at City Hall. Help us nourish creativity! #yyj #yyjart [victoria.ca/create](http://victoria.ca/create)



Help us build a creative city. We're developing a draft plan to create the conditions for creativity to flourish and to guide investment in arts and culture over the next five years.

**cultural café**

Saturday, March 4  
11am to 2pm  
Victoria City Hall

Drop by to learn more  
Share your vision for

**online survey**

How do you  
participate in  
arts and culture?

Tell us in an  
online survey at

**cultural map**

If you're in the  
arts and culture biz,  
make sure you're  
on the map at  
[ArtsVictoria.ca/create](http://ArtsVictoria.ca/create)



12 18



City of Victoria @CityOfVictoria

Feb 28

What does a creative city look like to you? Share ideas in #CreateVictoria survey #yyj #yyjart #yyjmusic [victoria.ca/create](http://victoria.ca/create)



9 13



City of Victoria @CityOfVictoria

Feb 27

Join us for #CreateVictoria Cultural Cafe SAT MAR 4 11-2  
City Hall & help shape Arts&Culture Master Plan #yyj  
[ow.ly/EZSj309q1kr](https://ow.ly/EZSj309q1kr)



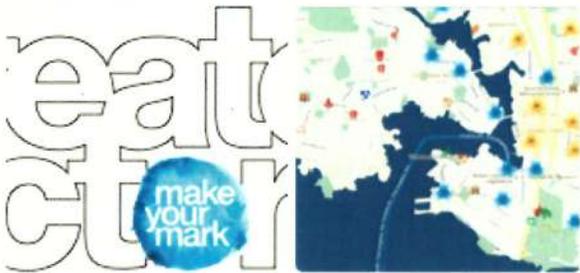
Retweet icon 5 Likes icon 6



City of Victoria @CityOfVictoria

Feb 25

Are you on the map #yyjarts #yyjartists #yyjmusic  
#yyjtheatre #yyjtech #yyjheritage? [victoria.ca/create](https://victoria.ca/create)  
#CreateVictoria



Retweet icon 3 Likes icon 1



City of Victoria @CityOfVictoria  
Feb 25

Make Your Mark #yyj! What does a creative city look like to you? Tell us in #CreateVictoria online survey [victoria.ca/create](http://victoria.ca/create)



2 1



City of Victoria @CityOfVictoria  
Feb 24

We hope you can make it! #CreateVictoria Cultural Cafe is SAT MAR 4 11-2 City Hall. Live music, art & treats #yyj [victoria.ca/create](http://victoria.ca/create)



5 7



**Danielle @DVictoria084**  
20 hours ago

@CityOfVictoria @cityofcolwood howbouts a harbour ferry from Royal Bay to Ogden point??



Hide Conversation



**City of Victoria** Are you on the Map? Be part of 22h  
#CreateVictoria! [victoria.ca/create](http://victoria.ca/create) #yyjarts #yyjmusic  
#yyjmakers #yyjtech #yyjheritage #yyjtheatre





**Rethink Urban** @RethinkUrban Feb 23

Create Victoria Cultural Cafe | Victoria #YYJ Looking forward to attending this event. #CreateVictoria [victoria.ca/EN/main/reside...](http://victoria.ca/EN/main/reside...)



Makola Housing and 12 others follow



**Connor Buchanan** @CocoLeighLoo Feb 23

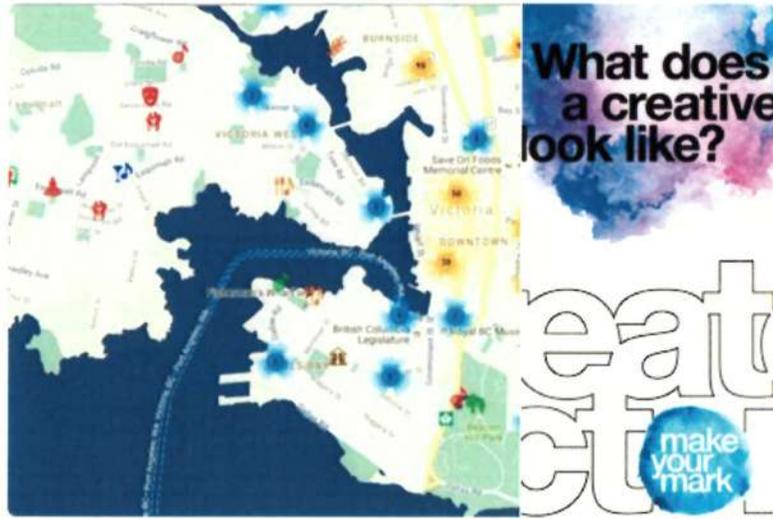
Ideas for how the City can support creative endeavours in Victoria? Check out the #Createvictoria online survey - [victoria.ca/create](http://victoria.ca/create) 🍷❤️





City of Victoria @CityOfVictoria · Feb 19

Are you on the Map? Be part of #CreateVictoria! [victoria.ca/create](http://victoria.ca/create)  
#yyjarts #yyjmusic #yyjmakers #yyjtech #yyjheritage #yyjtheatre



1 15 12



City of Victoria @CityOfVictoria

Feb 18

Make your mark at #CreateVictoria Cultural Café MAR 4,  
11-2 City Hall [ow.ly/LmvR3097Gts](http://ow.ly/LmvR3097Gts) #yyj #yyjarts #yyjmusic  
#yyjtech



3 3



**Common Thought** @comthought · Feb 18

Fact-sharing and myth-busting at #CreateVictoria StartUp - culture is on the table @CityOfVictoria



👍 1

Colleen Mycroft liked



**Common Thought** @comthought · Feb 18

#CreateVictoria Startup - innovators, entrepreneurs, designers + artists workshop bold moves with @CityOfVictoria cultural planning team



👍 3



**Common Thought** @comthought - Feb 18

Luke Ramsey @cityofvictoria artist in residence @vicartres at Start Up - cultural planning session tonight #createvictoria #coworkwatershed



**Common Thought** @comthought Feb 18

@CityOfVictoria cultural champs mapped out how 2 build conditions for a creative city at StartUp @coworkWatershed #createvictoria #doodlevic



CommEdCamosun and 1 other follow



**America Blasco** @AmericaBlasco · Feb 18

Have your say in making Victoria that much greater! #CreateVictoria #yyj #yyjarts #yyjculture Via @CityOfVictoria #cmns105



**City of Victoria** @CityOfVictoria

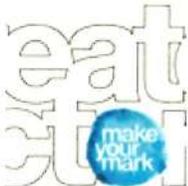
What does a creative city look like? Help shape #CreateVictoria Arts&Culture Master Plan! victoria.ca /create #yyj #yyjarts #yyjmusic

1 retweet 1 like



**Victoria Conf Centre** @yyjconferences · Feb 17

Use the #CreateVictoria hashtag or follow the link - help shape your creative #yyj community! #VictoriaBC #yyjarts



**City of Victoria** @CityOfVictoria

What does a creative city look like? Help shape #CreateVictoria Arts&Culture Master Plan! victoria.ca /create #yyj #yyjarts #yyjmusic

1 retweet 4 likes

Victoria BC Now Retweeted



**Sarah Turner** @skc\_turner · Feb 17

Love this! Can't wait to attend. #CreateVictoria #yyjarts #yyjmusic



**City of Victoria** @CityOfVictoria

What does a creative city look like? Help shape #CreateVictoria Arts&Culture Master Plan! victoria.ca /create #yyj #yyjarts #yyjmusic

1 retweet 2 likes



**City of Victoria** @CityOfVictoria · Feb 17  
 What does a creative city look like? Help shape #CreateVictoria Arts&Culture Master Plan! [victoria.ca/create](http://victoria.ca/create) #yyj #yyjarts #yyjmusic

create  
 victoria **make your mark**

← 1    ↻ 13    ❤️ 9    ||

YYJ Poet Laureate Retweeted



**Jeremy Loveday** @JeremyLoveday · 20 Sep 2016  
 Arts, culture and the creative economy are not just nice to haves. A 5.7billion \$\$ industry in BC alone. #yyj #yyjarts #createvictoria

**BC and Canada Context: Creative Economy**

- 87,996 jobs in creative sector
- 24,800 artists
- Generates \$5.7 billion into economy

Source: Ministry of Tourism, Culture and the Arts, 2013

**An Arts and Culture Leader**  
 The number of artists in B.C. grew by **74%** between 1989 and 2013

**Direct Economic Impact of Culture in Canada: \$53.4 billion = 647,000 jobs.**  
 (Stats Can 15 Oct 2014)

PATRICIA    Nordicity

← 10    ❤️ 6



BCHealthyCommunities @BC\_HC 14 Sep 2016  
 @CityOfVictoria Arts & Culture Plan to nurture conditions for creativity  
 #createvictoria tinyurl.com/jzqnoxt



2

Greater Victoria SD and 76 others follow



ArtsVictoria @ArtsVictoria 12 Sep 2016  
 MAKE YOUR MARK - HELP US BUILD A CREATIVE CITY WITH  
 #CreateVictoria  
 artsvictoria.ca/announcement/3...



2



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Michelle Home 20

2

Michelle Harris Edit Profile

INSIGHTS SINCE 02/17/2017

MY EVENTS

- Upcoming
- Calendar
- Discover
- Past
- Create

8.1K Reached +0 this week

534 Viewed +0 this week

106 Responded +0 this week

THIS WEEK

Metchosin Hall 'Spring Fli... April 8 - April 9



MAR 4 Create Victoria Cultural Cafe Public - Hosted by City of Victoria - Local Government

Interested Going

Saturday, March 4 at 11 AM - 2 PM about 1 month ago

City of Victoria - Local Government 1 Centennial Square, Victoria, British Columbia V8W 1N8 Show Map

About Discussion

Write Post Add Photo/Video Create Poll

Write something...

65 Went · 247 Interested See All



Nichola went

Details

Make Your Mark!

What does a creative city look like to you?

What do art and culture organizations, artists and creative entrepreneurs need to be successful?

And how can the City support this vision and needs?

Take the opportunity to "make your mark" to create conditions for creativity to flourish in Victoria. We're developing Create Victoria, a five-year Arts and Culture Master 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.

You're invited to drop by the Create Victoria Cultural Café on Saturday, March 4 from 11 a.m. - 2 p.m. at Victoria City Hall to share your ideas on how you currently participate in arts and culture, your vision for a vibrant arts and culture scene, and how the City could support this.

The drop-in event will include live music, arts activities for all ages and

Marie DeWitt shared Billy Idol's photo. "OMG...look at "little" Billy. Joan Van Hilten"

Leanne Edington shared Viral Thread's video.

Vicki Peters likes Jennifer Rickett's photo.

David Malysheff likes Noble House Entertainment.

EVENT TIPS

Help People Find Your Page's Events

Reorder the tabs on City of Victoria - Local Govern...s Timeline. Events is one of the first tabs at Rogers Arena in Vancouver, BC Canada.

Manage Tabs

Kelly Morisseau

Lisa McCormick

Ron Campbell

Larissa McCormick

Barbara Lawson

Bonnie Wideman Loft...

Curtis Becker

Leanne Robertson-W...

Evelyn Warren Camp...

Charlayne Thornton-Joe

MORE CONTACTS (4)

Erin Mullett Lutz

Search

**CREATE VICTORIA SOCIAL MEDIA**  
February 16 – March 31, 2017

**FACEBOOK**



City of Victoria - Local Government added 2 new photos

Published by Michelle Harris · March 14 at 8:50am

Calling all those in Victoria's arts & culture biz -- Help us measure your impact by participating in the #CreateVictoria online survey by March 31 at [www.victoria.ca/create](http://www.victoria.ca/create)

We're developing Create Victoria, a five-year Arts and Culture Master 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.

To help guide the City's investment in arts and culture (including creative industries and heritage), it's important that we gain a deeper understanding of the current impact the cultural industry has in Victoria.

The first section of the survey is open to the general public. The second section forms part of the City's Economic Impact Assessment (EIA) study and is aimed at creative practitioners (e.g. artists, designers, arts and cultural organizations, festival producers, musicians, etc.). You'll need financial info from the last fiscal year to complete this section.

Help us build a creative city!

[#yyjarts](#) [#yyjartists](#) [#yyjmusic](#) [#yyjtheatre](#) [#yyjtech](#) [#yyjheritage](#)  
[#yyjculture](#)



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[Like](#) [Love](#) [Wow](#) [Sad](#) [Angry](#) Tait Sharkey, Susan Coleman and 116 others

[Chronological](#)

56 shares



**Tim Houlihan** It maintains the City assets so that it doesn't take 5 years to replace trees on Douglas St.

[Like](#) [Reply](#) [Message](#) [6](#) March 14 at 7:32pm



**JessieAnn Chesnut** Like Idyllwild California sans the Orange Emperor

[Like](#) [Reply](#) [Message](#) March 14 at 9:05pm



**Kristina L. Stevens** I just took the survey. A laudable initiative, but makes it so clear that our fragmented city structure is a drag on the arts (as well as other things). We can't do much without some form of amalgamation.

[Like](#) [Reply](#) [Message](#) [3](#) March 14 at 11:03pm

[1 Reply](#)



**Kevin Stevenson** it looks a lot like a city that isn't replacing houses with ugly concrete crap, who the hell's responsible for the fiasco and scandal of victoria looking like a ghetto? the last thing anyone wants is amalgamating with a city downtown that's trash and can't respect decent living situations because they want more tax revenue

[Like](#) [Reply](#) [Message](#) [4](#) March 15 at 9:01am Edited



**Marcel Martin** <https://www.facebook.com/photo.php?fbid=10158157956415654&set=a.114210035653.197700.809080653&type=3&size=600%2C600>

[Like](#) [Reply](#) [Message](#) [1](#) March 15 at 10:57am



**Devo D'Incognito** This is a seriously flawed survey. It's like the city seemingly doesn't understand how the arts community works here or how hard that community works and the city doesn't want to. The structure of this survey speaks volumes. You've already lost the bes... [See More](#)

[Like](#) [Reply](#) [Message](#) [11](#) March 15 at 7:25pm Edited



**Bill Williamson** Everyone who cares about creative endeavour in the CRD should complete this survey.

[Like](#) [Reply](#) [Message](#) [3](#) March 15 at 12:07pm



**Wayne Niebergall** This appears to have been orchestrated by the same group who presented the original Bridge ideas!How is that working for you?

[Like](#) [Reply](#) [Message](#) [4](#) March 15 at 12:57pm



**Doug Parsons** If you don't meet their criteria as an artist they don't want to hear from you and you will be kicked out of the survey. So not biased at all.

Like Reply Message 3 March 15 at 4:28pm



**City of Victoria - Local Government** Hi Doug - we want to hear from all artists and would like to make sure your opinion is included in the analysis. We will send you a direct message to follow up.

Like Reply Commented on by Michelle Harris March 17 at 1:54pm



**City of Victoria - Local Government** Hi Doug - Actually, please message us with details about your experience with the survey so that we can assist - thanks!

Like Reply 1 Commented on by Michelle Harris March 17 at 2:05pm



Write a reply



**Ailsa Forshaw** It would be nice if it were easier, and much more affordable, for Artists to sell their work, in Victoria - just too expensive to rent a space at the waterfront, or anywhere else... so many rules... makes it very difficult, so, if that could be addressed, that would be great : >

Like Reply Message 5 March 15 at 7:39pm



**Roger Traviss** Not Victoria BC.

Like Reply Message 1 March 16 at 2:17pm



**Doug Parsons** Something like the Moss Street Paint-in only downtown would be a pretty good venue.

Like Reply Message 3 March 16 at 3:54pm



**Rex Lawrence** There is no room for artists in Victoria. Everything is skewed to monied retirees. No, old folks dabbling in painting or crafts is not art. New ideas need old cheap buildings in which to flourish.

Like Reply Message 5 March 16 at 4:08pm Edited



**Allison Barber** A TRULY creative city makes the best use of resources; makes certain that they don't foul the environment with human waste; encourages people working in 'government' in any capacity (five-eighths of the working population, btw) to take PUBLIC TRANSIT. It is really simple. Too damn simple I guess.

Like Reply Message 1 March 16 at 4:41pm



**Marlett Diane Wright** "good" public art, as opposed to what we have now.

Like Reply Message 3 March 16 at 8:13pm



**Deirdre Voskuilen** victoria is out-dated in every way shape and form >>>take an example say Calgary ..or for that matter any other city in Canada. ..victoria is a hole !!!

Like Reply Message 1 March 17 at 2:39am



**Deirdre Voskuilen** ask the idiots that light up the zillion flowers for ""art"" at butchard gardens for all the tourists to fill out the survey !!!

Like Reply Message 1 March 17 at 2:44am



**Myna Lee Johnstone** get rid of all the filth and stink and noise producing automobiles except taxis and service vehicles

Like Reply Message March 17 at 5:53am



**Marcel Martin** <https://www.facebook.com/photo.php?fbid=10158157956415654&set=a.114210035653.197700.809080653&type=3&size=600%2C600>

Like Reply Message March 17 at 10:06am



**Kevin Stevenson** don't know if I'm in the same boat as anyone else but I've never had an issue with the downtown setup over by city hall, on the other hand I'm aware that it needs a clean, at any rate need to reduce the population of victoria a bit, demolish those concrete slab buildings called condos, make more green spaces

Like Reply Message March 17 at 2:04pm Edited



**Deirdre Voskuilen** also get rid of all the illegal rental so called ""suites ..that are all over the place , that are nothing but one room basement dumps, with not even a closet !!! Check out Gordon Head area for starters !!!

Like Reply Message 1 March 17 at 7:56pm



**Deirdre Voskuilen** has the city ever heard of recycling ??? proper program ??? That does not mean dumping used furniture on the side of the road !!!

Like Reply Message 1 March 17 at 7:58pm



**Deirdre Voskuilen** there is NOTHING creative about victoria BC ...nothing !!!

Like Reply Message 1 March 17 at 8:09pm



**Myke Jojoba** Because you're not a real artist or musician if you can't show income proving you've sold out! Pay attention kiddies! 😊

Like Reply Message 1 March 17 at 9:10pm



**Dana Batho** Done -- I wasn't keen on how the sub-sectors were divided up (visual arts, design, crafts). I do all three. I use my own art and original designs to create digital cross stitch patterns. I get that you need to have some way to "segregate" answers, but the whole point of the arts is to explore and be creative, most people don't fit neatly into one box (or even several).

Like Reply Message 4 March 17 at 9:32pm



**Cricket Hartley** This pangs of a free research collection project.

Like Reply Message March 18 at 9:03am



**Cricket Hartley** But I never want to miss an opportunity to call out the artist who gave us the cement discarded mattress sculpture and the composition of garbage cans at the arena!!!

Like Reply Message March 18 at 9:05am

↳ 1 Reply



**Carla Rempel** High rises aren't becoming to Victoria

Like Reply Message 1 March 18 at 8:24pm

1 Reply



**James Morrow** i will see what in can do but art is on the bottom because of billionaire cooperate advertising dummy down the masses.

Like Reply Message March 18 at 10:35pm



**Cricket Hartley** Easily, the unqualified city art jurors who took the bid and approved the designs.the artist is easily searched

Like Reply Message March 19 at 8:28am



**Brad Fahlman** sounds good to me

Like Reply Message March 19 at 5:22pm



**Susan Mathieson** Just wondering why only the opinions of artists are valuable here? Those of us not so skilled might be inclined to be buying, visiting and sending pics to our friends....

Like Reply Message 1 March 19 at 6:50pm



**City of Victoria - Local Government** Hi Susan - The survey is open to everyone, with a section designed to help us measure the economic impact of those working in the arts & culture industry.

Like Reply Commented on by Michelle Harris March 21 at 8:57am



Write a reply...



**Elizabeth Conway** A creative city looks after its homeless and starving before we spend money on artwork. A creative city hires the homeless to make street art and pays them for their effort. A creative city embraces all, making picnic benches, seating areas and music in parks that's free for all to hear.

Like Reply Message 2 March 20 at 12:10pm



**Marcel Martin** cool liz ..love your words !!

Like Reply Message March 21 at 9:44am



Write a comment...



City of Victoria - Local Government added 2 new photos

Published by Michelle Harris · 1 · March 4 at 2:05pm

Thanks to everyone who shared ideas at today's #CreateVictoria Cultural Cafe! Your input will help inform our Arts and Culture Plan. Missed it? Take our online survey and help us measure the impact of arts and culture in Victoria. If you're part of the biz, we invite you to participate in the Economic Impact Assessment portion of the survey. Make Your Mark at [www.victoria.ca/create](http://www.victoria.ca/create)



Help us build a creative city. We're developing a draft plan to create the conditions for creativity to flourish and to guide investment in arts and culture over the next five years.

### cultural café

Saturday, March 4  
11am to 2pm  
Victoria City Hall

Drop by to learn more.

### online survey

How do you participate in arts and culture?

Tell us in an

### cultural map

If you're in the arts and culture biz, make sure you're on the map at



782 people reached

Boost Post

Like Comment Share

3



City of Victoria - Local Government added 4 new photos

Published by Michelle Harris 1\*1 - March 4 at 12:58pm

Love the input we're getting at the #CreateVictoria Cultural Cafe! Share your ideas and help shape our Arts & Culture Master Plan. Drop by City Hall until 2pm TODAY. Enjoy live music, art activities and treats from Crust Bakery.



1,234 people reached

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7

Chronological

1 share

Doug Parsons It is nice to see city hall has its priorities straight.

Like Reply Message March 4 at 6:13pm



Write a comment...



**City of Victoria - Local Government** added 4 new photos

Published by Michelle Harris · 11 · March 4 at 11:41am · 🌐

What does a creative city look like to you? Tell us at the #CreateVictoria Cultural Cafe! Drop by City Hall TODAY from 11-2 and help shape the City's Arts & Culture Master Plan. Enjoy live music by Kirsten Ludwig and Ivonne Hernandez, art activities for all ages and treats. We hope you can join us. Make Your Mark! [www.victoria.ca/create](http://www.victoria.ca/create)



1,157 people reached

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👍 Like    💬 Comment    ➦ Share

👍👍👍 Mary Hastie, Nichola Reddington Hastie and Doug Parsons



Write a comment...





**City of Victoria - Local Government** added 2 new photos

Published by Michelle Harris 1:11 - March 1

Let's hear those ideas. How do you participate in Victoria's arts and culture? And if you could enhance Victoria's arts and culture scene, what would you do? [www.victoria.ca/create](http://www.victoria.ca/create)

#CreateVictoria



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Nichola Reddington Hastie and Sarah Mae Goodyear



Write a comment



**City of Victoria - Local Government**

Published by Michelle Harris | February 28

Get creative! Drop by the Create Victoria Cultural Cafe on SATURDAY (March 4) from 11-2 at City Hall. Help us nourish creativity! Share ideas for a vibrant arts and culture future for Victoria. Includes live music, art activities for all ages and treats. Hope to see you there!

#CreateVictoria



# What does a creative city look like?

Help us build a creative city. We're developing a draft plan to create the conditions for creativity to flourish and to guide investment in arts and culture over the next five years.



## cultural café

Saturday, March 4  
11am to 2pm  
Victoria City Hall

Drop by to learn more. Share your vision for Victoria's arts and culture scene.

Includes music, art activities and treats.

## online survey

How do you participate in arts and culture?

Tell us in an online survey at [victoria.ca/create](http://victoria.ca/create)

## cultural map

If you're in the arts and culture biz, make sure you're on the map at

[ArtsVictoria.ca/create](http://ArtsVictoria.ca/create)

# create victoria

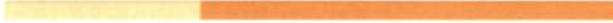


# City of Victoria - Local Government

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Government Organization

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[Karen Lancey](#), [Mike Harrington](#) and 167 others

[Chronological](#)

80 shares



**Jennifer Lawson** B.C. needs to move up from being at the bottom of the Arts funding list for Canada - and start cultivating its huge natural resource!!

[Like](#) [Reply](#) [Message](#) [1](#) March 2 at 11:21am



**Kate La Loba** Not my area but Saanich Gordon head is a dead zone. I'll come play in Victoria

[Like](#) [Reply](#) [Message](#) March 2 at 11:30am



**Devo D'Incognito** It would be nice if artists could actually afford to live here. Most of us are working 3 jobs just to keep a roof over our heads or leaving rapidly. This is not a city for creativity in any way.

[Like](#) [Reply](#) [Message](#) [9](#) March 2 at 12:10pm

[4 Replies](#)



**Doug Parsons** How about concentrating on being a vibrant, attractive city first? Between the empty storefronts, junkies, panhandlers, dirty streets and sidewalks, and miles of potholes downtown is starting to look like a dystopian movie set.

[Like](#) [Reply](#) [Message](#) [2](#) March 2 at 12:55pm



**Nick Picard** Hmm...

- Empty storefronts: retail vacancy went from 11% to 5.5% over the course of 2016. Incredible improvement! (Colliers Intl. via CTV)
- Junkies: three supervised consumption sites announced in November. Something is being done about this tricky pr... [See More](#)

[Like](#) [Reply](#) [Message](#) [1](#) March 2 at 1:23pm



**Tommy Briggs** A drop from 11% to 5.5 % is very impressive, now lets take out all the Medical Marijuana stores and see how impressive it is

[Like](#) [Reply](#) [Message](#) [3](#) March 2 at 3:26pm



**Doug Parsons** Nick Picard - Well Nick, I live downtown and have for about forty years. I can assure you the area is much the worse for wear.

1. This is March 2017, not 2016 so unless you are the proud owner of a time machine 2016 vacancies are immaterial.

2. While I have mixed emotions about the safe injection sites, the local enforcement of laws governing the use and sale of narcotics is well within the jurisdiction of the [Victoria Police Department](#), not the federal government.

3. Odeon Alley has been there for decades and the so-called mini park is a great place to meet panhandlers, smokers and people frustrated about yet more lost parking spots. Neither of these contribute anything to the cleanliness of the streets or sidewalks. I suppose you could break up the mini park and use it to fill a few potholes

4. I appreciate the sentiment behind the rainbow crosswalks. However, they look like they were painted with a combination of cheap house paint and mud.

5. I have seen no evidence of indefatigable efforts to clean the streets outside of the main tourist corridor cleaned by the DVBA. In addition, I find it deplorable that the DVBA pays for a service that should be provided by the city.

6. No, I do not hate poor people. Sorry to disappoint you, but for good part of my life, I was a poor person. I actively sought out opportunities to remedy that situation. I have seen the same faces panhandling downtown for decades.

7. You should learn how to use question marks properly.

Like Reply Message  4 March 2 at 4:34pm



**Eileen Nielsen** my goodness, collaboration and cooperation rather than tit for tat? big part of what's currently fragmenting creative potential and solutions? hmmm

Like Reply Message March 3 at 3:37pm



**Doug Parsons** ^ ??

Like Reply Message March 3 at 4:19pm

 **Eric Backman** How many of those empty store fronts were filled with sketchy pot shops. We really need to face the fact that things are slipping down town and the only way is to fix it from the people up who are struggling. We have an emergency with affordable homes. Hard drug use. Transportation issues. Please address these issues first mayor.

Like Reply Message  1 March 4 at 6:48am



Write a reply...



**Zainab Bint Younus** Lindsay Budge

Like Reply Message March 2 at 2:46pm



**Lindsay Budge** I want to go... though its also the same time as the anti Islam people are planing something outside, not sure if its a good idea to go 😞

Like Reply Message March 2 at 5:50pm



**Tindy Bassi** Hey Lindsey -- I haven't heard, what anti Islam protest?!

Like Reply Message  2 March 3 at 7:32am



**Jenn Neilson** Yes, it would be good to know so that a counter-protest can be organized

Like Reply Message  2 March 3 at 7:37am



**Lindsay Budge** From what I have seen there is a counter protest planed. The counter protest event and the other one can be found on facebook.

Like Reply Message  1 March 3 at 5:41pm



**Rebecca Craigie** Hey Lindsay, can you direct me to this anti islam protest? I want to be part of the counter one... can't believe that is going on here in Victoria.

Like Reply Message  1 March 3 at 6:50pm Edited



**Lindsay Budge** It's downtown infrount of city hall or beside

Like Reply Message  1 March 4 at 12:45pm



Write a reply...



**Danée Poitras** Annika Lavigne. Needing a little random inspiration?

Like Reply Message March 2 at 4:18pm



**Nora Graham** Maybe 'art' and soirée don't need to go hand in hand. Maybe the kids just beginning to look at adulthood need a voice!? And many more need voices too...

Here's an idea...

<https://www.pps.org/reference/artsprojects/>

Like Reply Message March 3 at 5:33am

↩ 1 Reply



**Jenn Neilson** So cool to see this project coming to life!

Like Reply Message March 3 at 7:34am



**Andy Briggs** But no house concerts; sad...

Like Reply Message  1 March 3 at 11:24am



**Eileen Nielsen** I would love to see more areas designed around a town plaza idea, similar to what we see in Central America and other locations around the World, a place that has no vehicular traffic with good food vendors, buskars, etc.

Like Reply Message March 3 at 3:39pm



**Roger Triviss** What does a creative city look like? Not like Victoria.

Like Reply Message 1 March 3 at 5:01pm



**Erin Hayes** Dianne Young

Like Reply Message March 3 at 10:44pm



**Andy Briggs** Well, there is an online survey everyone! Or come down for 1pm today!

Like Reply Message 1 March 4 at 11:42am



**City of Victoria - Local Government** Thanks everyone for your comments. Drop by City Hall TODAY for the #CreateVictoria Cultural Cafe! Help shape the City's Arts & Culture Master Plan. We're here until 2pm. The ideas & creativity are flowing!



Like Reply Commented on by Michelle Harris March 4 at 11:54am

View 1 more reply



**City of Victoria - Local Government** Thanks for helping promote this event!

Like Reply Commented on by Michelle Harris March 4 at 12:04pm



Write a reply...



**Kelly Schaecher** Pls do another event!!!



**Karen Lancey** Fill this survey out everyone! Particularly if you are an artist or appreciate any form of art. My vision is for Victoria to have an artist hub like Vancouver has Granville Island, we have thousands of artists here that have a voice, please use it!

Like Reply Message March 4 at 5:51pm



Write a comment...



City of Victoria - Local Government added an event.

February 17 · 🌐

**Make Your Mark!**

What does a creative city look like to you?

What do art and culture organizations, artists and creative entrepreneurs need to be successful? ... [See More](#)



MAR

**Create Victoria Cultural Cafe**

4

Sat 11 AM · City of Victoria - Local Government...  
247 people interested · 65 people going

★ Interested

👍 Like

💬 Comment



👤 Gina Bances, Marianne Alto and 4 others



Write a comment...





cityofvictoria

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cityofvictoria There are so many amazing creative people in Victoria: innovators, artists, makers, performers, filmmakers, photographers and musicians. To all our creative folks out there, how can the City better support what you do? What kinds of spaces and places would you like to see in the city that either acts as a platform for creativity or fosters it? Let us know in the comments below or check out the link in our bio for more info on #CreateVictoria

#yyj #thisisvic #yyjmakers #yyjfilm  
 #yyjvisualarts #yyjmusic #sculpture  
 #yyjpoetry #yyjculture #capitalcity  
 #victoriabc #yyjevents #yyjtech  
 #capitalcity #westcoast  
 #vancouverisland #yyjart  
 #discovervictoria #onlyinvic

ivyjeq @music.stel

nadianulan 1. Gardens in front of the parliament 2. Beacon Hill park amphitheater 3. Bay Street Armoury 4. Vicwest Skate Park

creatememories15 More assistance to be comers. More free workshops... I'm an amateur photography and trying to get out there and get some experience. learn more . get a chance to show my work, my dream, my passion. It's just hard when no one is willing to help. Please check out my page @creatememories15 thank you very much.... @cityofvictoria

robertrobertoiv 🙏



cityofvictoria  
Victoria High School

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cityofvictoria It's BC Creative Industry Week, so we thought we'd take a moment to highlight the vibrant sector we have in Victoria of people in the film, TV, music, digital media and book publishing industries. If you're a part of this scene we want to know, how can the City better support the work you do? Leave your comments below or click the link in our bio to provide feedback.

#filmmaking #yyjarts #yyjfilm @rifflandia @vifpa @atomiqueevents @viatec @filmvictoria @creativebcs @cinevic filmmakers #bts #setlife #thisisvic #bcfilm #cdnfilm #yyj #filmindustry #tv

fiftypercentvegan My show!



cityofvictoria

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cityofvictoria When was the last time you made a mixed tape? Do you even know what a mixed tape is? Well the City of Victoria decided to kick it old school and release a limited number of mixed tapes highlighting Victoria's awesome music scene and to peak interest in the Create Victoria Arts and Culture Master Plan. For all of you who no longer own a tape deck, you can stream the tape at: [createvictoria.bandcamp.com](https://createvictoria.bandcamp.com). PLEASE do us a favour and give us your feedback on how we can make the City a better place for arts & culture by completing our #CreateVictoria survey by April 13. LINK IN BIO. Thanks! 🎧🎶🎵

juliencreperie I used to record the songs off the radio station directly!  
@cityofvictoria

asskiss We REALLY need an affordable place to host all ages shows in Victoria. We have had an extremely strong all ages music scene in Victoria since the 80's mostly surviving out of community halls and peoples basements but these days those options have become non existent. Youths in bands are stuck playing at bars shows where they have to leave as soon as their band is done and their friends are not able to come which really doesn't allow for much community building which I personally think the arts is all about. Embrace the power of youth subculture and give the kids a space to create! And maybe let me book a show at the beacon hill band stand?

#yyjmusic#vivavictoria#victoriapunk

cityofvictoria @vinylenvy you can pick up a couple at the event tonight. :)

## Create Victoria: Online Survey Questionnaire

### **A1. What is your age?**

Under 18

18 – 24

25 – 39

40 – 59

Over 60

Prefer not to specify

### **A2. With which of the following genders do you identify?**

Woman

Man

Other

Prefer not to specify

### **A3. Which of the following statements (if any) apply to you?**

Please note: If you "represent" an organization, your answers will be understood to reflect the views/position of that organization. You may also be asked questions related to the operation of the organization. Please check all that apply.

I represent an organization in the arts and culture sector.

I work as an artist/creator in the arts and culture sector.

I attend and/or participate in arts and culture events.

I donate to and/or sponsor arts and culture events.

I represent a public funding body that funds the arts or culture.

I represent a tourism related business.

I represent a not-for-profit organization that is not focused on the arts.

None of the above

### **A4. Where are you or your organization located?**

In the City of Victoria

In the Capital Region (outside the City of Victoria)

On Vancouver Island (outside the Capital Region)

In British Columbia (not on Vancouver Island)

Elsewhere in Canada

Outside Canada

### **A4a. In what neighbourhood in Victoria do you live?**

Burnside Gorge

Downtown

Fairfield Gonzales

Fernwood

Harris Green

Hillside-Quadra  
James Bay  
North or South Jubilee  
North Park  
Oaklands  
Rockland  
Victoria West

**A5. You indicated that you represent an organization in the arts and culture sector (in Victoria). Using the drop-down menus below, please select the primary creative sector (in the first drop-down) and sub-sector (in the second drop-down) in which your organization participates.**

Please note your primary creative (sub-)sector is defined as the activity for which your organization earns the largest portion of its revenue.

Heritage and libraries  
Live performance  
Visual and applied arts  
Written and published works  
Audio-visual and interactive media  
Sound recording  
**(SUB-SECTOR)**  
Archives  
Libraries  
Cultural Heritage  
Natural Heritage  
Theatre  
Musical Theatre and Opera  
Dance  
Music Festival  
Live Music Promoter or Venue  
Original Visual Art  
Art reproductions  
Photography  
Crafts  
Advertising  
Design  
Book publishing  
Periodical publishing  
Newspaper publishing  
Other publishing  
Film and video production &nbsp;nbsp;  
Broadcasting  
Interactive media  
Sound recording

Music publishing

**In which other creative sectors is your company or organization active (if any)?** Please note: By "active", we mean areas of activity where your organization may earn a portion of revenue, though are not its primary or greatest source of revenue. Please select all that apply

Heritage and libraries

Live performance

Visual and applied arts

Written and published works

Audio-visual and interactive media

Sound recording

A6. How would you describe your role at the culture sector organization you represent?

An employee

A volunteer and/or board member

Other

**You indicated that you are a cultural worker in the arts and culture sector (in Victoria). Using the drop-down menus below, please select the primary creative sector (in the first drop-down) and sub-sector (in the second drop-down) in which your organization participates.**

Please note your primary creative (sub-)sector is defined as the activity for which your organization earns the largest portion of its revenue.

Heritage  
and libraries

Live performance

Visual and applied arts

Written and published works

Audio-visual and interactive media

Sound recording

**(SUB-SECTOR)**

Archives

Libraries

Cultural Heritage

Natural Heritage

Theatre

Musical Theatre and Opera

Dance

Music Festival

Live Music Promoter or Venue

Original Visual Art

Art reproductions

Photography

Crafts

Advertising

Design

Book publishing

Periodical publishing  
Newspaper publishing  
Other publishing  
Film and video production &nbsp; ;  
Broadcasting  
Interactive media  
Sound recording  
Music publishing

**In which other creative sectors are you active (if any)?** Please note: By "active", we mean areas of activity where you as a cultural worker may earn a portion of revenue, though are not its primary or greatest source of revenue. Please select all that apply

Heritage  
and libraries  
Live performance  
Visual and applied arts  
Written and published works  
Audio-visual and interactive media  
Sound recording

**A6. How would you describe your participation in the arts and culture sector? Please select all that apply:**

Employed by an arts organization  
Self-employed as a cultural worker  
Volunteer and/or board member of an arts organization  
Other

**One of the objectives of the City of Victoria's Art & Culture Master Plan is to create a public, searchable interactive map of cultural assets in Victoria.**

Please follow this [link](#) - in order to ensure the profile of your services are included (or updated) in the Victoria BC Arts Directory.

**In this section, we're interested in hearing more about where you engage with arts and cultural activities, attractions and special events in Victoria.**

**B1. Which of the following Victoria cultural events or attractions have you visited in the past 12 months? Please check all that apply:**

McPherson Playhouse  
Summer in the Square (Centennial Square)  
Royal Theatre  
Art Gallery of Victoria  
Farmers Markets  
Royal BC Museum  
Concerts in the Park (Beacon Hill Park Cameron Bandshell)



One or more festivals (e.g. Rifflandia, Victoria Fringe Festival, Victoria International Jazz Festival, Dragon Boat Festival, ROMP, Uno Fest, Victoria's Highland Games & Celtic Festival, Victoria's French Festival)

Other

None of the above

**B2. How do you typically find out about cultural events and activities taking place in Victoria?**

**Please check all that apply.**

CHEK News

CTV Vancouver Island

Victoria News

Times Colonist

Other local news source

Radio

CityVibe Outdoor Events and Festival Guide

City-led social media

Other social media

City of Victoria website

Other website(s)

Word of mouth

Online event calendar

Other

None of the above

**B3. Which of the following (if any) would be efficient ways of increasing awareness for arts and cultural events/activities in Victoria? Please check all that apply:**

More stories/advertising in local news television

More stories/advertising in local newspapers

More social media-based advertising

A centralized website ("one-stop shop" for all events)

Other

None of the above

**B4. Would you support a tax-payer funded arts sector marketing program to help promote arts and cultural events in Victoria?**

Yes

No

How

much do you think is a fair individual tax contribution to this program per annum?

\$0

\$0-2

\$2-5

over \$5

**B5. The City of Victoria owns and partly owns the McPherson Theatre and the Royal Theatre respectively, and manages the use of parks and open spaces for festivals, celebrations and special**

**events. In terms of acting as an owner and/or operator of arts facilities and related infrastructure, please rate your agreement with the below statements:**

The City of Victoria is currently a successful owner and operator of venues and infrastructure for the arts.

The City of Victoria could improve as an owner and operator of venues and infrastructure for the arts.

The operating of arts venues and infrastructure would be better done at the Capital Regional District (CRD) level than at the City level.

The City of Victoria should consider contracting the operations of venues and infrastructure for the arts to third-parties (private or non-profit) through partnership and operating agreements.

Strongly Agree

Agree

Neutral/ No opinion

Disagree

Strongly Disagree

**B6. Early engagement for the Create Victoria Arts and Culture Plan indicates that accessibility to arts and culture facilities is an important area of strategic focus. Please rate your agreement with statement below.**

Arts and cultural facilities in the City of Victoria are adequately accessible for all types of audience members.

Strongly Agree

Agree

Neutral/ No opinion

Disagree

Strongly Disagree

**B7. The City of Victoria is interested in hearing about new, unused and/or unusual spaces that could host arts and cultural activity! If there are spaces you know of in Victoria that could be used as such, please describe them below:**

N/A

Refusal

Do not know

**B8. Using the following scale, please rate the level of integration between the technology and arts and culture sectors in Victoria.**

Closely integrated

Integrated

Neutral/Don't know

Not well integrated

Not at all integrated

What do you think could be done to improve how the arts/culture and technology sectors in Victoria work together (if anything)?

N/A

Refusal

Do not know

**B9. If you have any final thoughts with respect to the development of the City of Victoria's Arts and Culture Master Plan (e.g., specific initiatives), please provide them below.**

N/A

Refusal



Do not know

## **Economic Impact Assessment (EIA)**

*{Displayed only for those that selected they work in the arts and culture industry} \**

The Arts and Culture Master Plan will include an Economic Impact Analysis (EIA) to assess the impact of arts organizations, creative/digital enterprises and cultural events on the local economy.

### **What is the purpose of the EIA survey and who should complete it?**

One of the most critical aspects of this process is an analysis of the economic impact of Victoria's arts and cultural assets, services and activities.

The target recipients of this survey are creative and cultural businesses and organizations (for-profit and not-for-profit) as well as freelancers and independent workers in the creative and cultural sector in Victoria.

If you belong to both categories, you will be asked two sets of questions: one in your capacity as a representative of an arts/cultural organization and one as an independent cultural worker.

Cultural industry stakeholders include representatives of a creative business/service, and/or an arts and culture sector based organization (e.g. festival, event, cultural facility)

### **What information do I need to have available to complete the EIA survey?**

This section of the survey will ask questions based on the last complete year for which your business or organization has filed taxes or for which your organization has completed a financial accounting exercise. It should take approximately ten (10) minutes to complete.

### **Confidentiality and Privacy**

Your email address is being collected for the purpose of differentiating surveys. The legislated authority to collect your email address is section 26(c) of the Freedom of Information and Protection of Privacy Act. If you require information about the collection, please contact Michelle Harris,

The personal and/or business information provided in the Economic Impact Assessment section of the survey will be managed on the understanding that it could contain sensitive business information. It will not be provided to third parties and not made public except as aggregate data presented in a public report to Victoria

City Council that will not reveal specific information about your company.

## **EIA for Arts and Culture Organizations**

### **C1. Please provide the following information about your organization.**

Please note: We are collecting your address just to ensure we do not double-count answers. You will not be contacted by Nordicity, nor will Nordicity share your address with any other party.

Name of Organization or Business:

Company or Business Email:

Please remember that your survey responses will remain confidential and will never be shared on an individual basis.

Last fiscal year: Note that for all financial information requested in this survey, we are looking for numbers based on the last complete year (i.e. 2016) for which your business or organization has filed taxes or for which your organization has completed a financial accounting exercise.

**C2. In your last fiscal year, what was your company or organization's total operating revenue?**

Operating revenue includes all proceeds from business-related activities, such as: sales, royalties, government subsidies, tax credits and donations

Operating revenue does include proceeds from the sale of "capital assets"

\$0

\$1 to \$19,999

\$20,000 to \$39,999

\$40,000 to \$59,999

\$60,000 to \$79,999

\$80,000 to \$99,999

\$100,000 to \$119,999

\$120,000 to \$139,999

\$140,000 to \$159,999

\$160,000 to \$179,999

\$180,000 to \$199,999

\$200,000 to \$249,999

\$250,000 to \$299,999

\$300,000 to \$349,999

\$350,000 to \$399,999

\$400,000 to \$449,999

\$450,000 to \$499,999

\$500,000 to \$749,999

\$750,000 to \$999,999

\$1 million and up

**C3. Using the slider below, please estimate the portion of your operating revenue derived from grants, refundable tax credits or other financial assistance provided by federal, provincial or municipal governments in Canada.**

**C4. In the last fiscal year, what was the total value of your organization's operating expenses (e.g., purchase of supplies and equipment, wages and salaries, travel, etc.), as a percentage of operating revenue?** For example, if your expenses were equal to your revenue last year, leave the slider at 100%. If your expenses exceeded your revenue, please drag the slider to the appropriate figure, above 100%. If your expenses were lower than your revenue in your last fiscal year, please drag your slider to the appropriate figure below 100%.

**C5. In your last fiscal year, what was the approximate share of your business/organization's operating expenses spent on:**

Employee wages, salaries and benefits (excludes fees paid to freelancers):

Compensation paid to non-employees (e.g. freelancers):

**C6. Please estimate the portion (in %) of your business/organization's non-labour expenses during your last fiscal year that were paid to suppliers in the following jurisdictions.**

Within the Capital Region

Outside the Capital Region but on Vancouver Island

Mainland BC

Elsewhere in Canada

**C7. Does your cultural organization attract tourists from outside of the Capital Region?**

Yes

No

**C8. In your last fiscal year, what was the total number of tourists that your organization attract from outside of the Capital Region?**

N/A

Refusal

Do not know

**C9. Please enter the % of the off-island tourists who came from the following jurisdictions:**

Outside of the Capital Region (but on Vancouver Island)

Mainland BC

Elsewhere in Canada

Outside of Canada

**In this section of the survey, we are asking for information about the number of people you employ.**

**D1. How many people (on average) did your organization or business employ during your last fiscal year in each of the following employment categories?**

Please note: All employees in your organization should be accounted for, including yourself.

*Permanent worker:* A permanent job is one that is expected to last as long as the employee wants it, given that business conditions permit. There is no pre-determined termination date.

*Temporary worker:* A temporary job has a pre-determined end date or will end as soon as project is completed or a fixed term contract.

Full-time:

Part-time:

Freelance cultural workers (e.g. graphic designer):

Other freelance professionals (e.g. accountant):

Volunteers and unpaid interns:

**D2. On average, how many hours per week do employees at your business or organization work?**

Full time workers

Part time workers

**D3. What are the average salaries for your organization's full-time employees at the following employment levels?**

Please note: If your organization does not employ any individuals at a given employment level, please select N/A for that employment level.

Senior= More than 8 years of experience

Intermediate= 2 to 8 years of experience

Junior= less than 2 years of experience

Senior

Intermediate

Junior

\$0

\$1 to \$19,999

\$20,000 to \$29,999

\$30,000 to \$39,999

\$40,000 to \$49,999

\$50,000 to \$59,999

\$60,000 to \$69,999

\$70,000 to \$79,999

\$80,000 to \$89,999

\$90,000 to \$99,999

\$100,000 to \$119,999

\$120,000 to \$139,999

\$140,000 to \$159,999

\$160,000 to \$179,999

\$180,000 to \$199,999

\$200,000 and over

**EIA for Independent Arts and Culture Workers**

**C1. Please provide your first name and email address**

Please note: We are collecting your address just to ensure we do not double-count answers. You will not be contacted by Nordicity, nor will Nordicity share your address with any other party.

Your First Name:

Personal Email:

Please remember that your survey responses will remain confidential and will never be shared on an individual basis.

**C2. Approximately how much income did you earn from the production or distribution of cultural goods or services? (i.e. "cultural income") in 2016?**

\$0

\$1 to \$19,999

\$20,000 to \$29,999

\$30,000 to \$39,999

\$40,000 to \$49,999

\$50,000 to \$59,999

\$60,000 to \$69,999  
\$70,000 to \$79,999  
\$80,000 to \$89,999  
\$90,000 to \$99,999  
\$100,000 to \$119,999  
\$120,000 to \$139,999  
\$140,000 to \$159,999  
\$160,000 to \$179,999  
\$180,000 to \$199,999  
\$200,000 and over

**C3. Using the slider below, please estimate the portion of your "cultural income" in 2016 was derived from grants, refundable tax credits or other financial assistance provided by federal, provincial or municipal governments in Canada.**

**C4. What was the total value of the expenses (e.g., purchase of supplies and equipment, travel, etc.) you incurred to earn your cultural income, as a percentage of that income?**

For example, if your expenses were equal to your revenue last year, leave the slider at 100%. If your expenses exceeded your revenue, please drag the slider to the appropriate figure, above 100%. If your expenses were lower than your revenue in your last fiscal year, please drag your slider to the appropriate figure below 100%.

**C5. Please estimate the portion (in %) of your expenses for earning cultural income that were paid to suppliers in the following jurisdictions.**

Within the Capital Region

Outside the Capital Region but on Vancouver Island

Mainland BC

Elsewhere in Canada

## APPENDIX B – COMMUNICATIONS TOOLS

Media Releases  
Stakeholder Emails  
Website  
Poster  
Handbill  
Connect Newsletter Article  
E-Newsletter  
Fact Sheet: How City Supports Arts and Culture  
Fact Sheet: Arts and Culture Ecosystem  
Sounding Boards  
Postcard  
Bookmark  
Coaster



## Make Your Mark! Help Shape the *Create Victoria* Arts and Culture Master Plan

Date: Friday, February 17, 2017

For Immediate Release

VICTORIA, BC – What does a creative city look like? What do art and culture organizations, artists and creative entrepreneurs need to be successful? And how can the City support this vision and needs? Take the opportunity to “make your mark” to create conditions for creativity to flourish in Victoria. A range of activities are planned to inform the development of *Create Victoria*, a five-year Arts and Culture Master 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.

The public is invited to drop by the *Create Victoria Cultural Café* on Saturday, March 4, 2017 from 11 a.m. – 2 p.m. at Victoria City Hall to share their ideas on how they currently participate in arts and culture, their vision for a vibrant arts and culture scene, and how the City could support this. The drop-in event will include live music, arts activities for all ages and complimentary treats. A series of cultural cafés will be held with sectors of the arts and culture industry in March.

To help measure the impact of arts and culture in Victoria, the community is invited to participate in an online survey at [www.victoria.ca/create](http://www.victoria.ca/create) until March 31, 2017. The first section of the survey is open to the general public, while the second section is aimed at arts and culture practitioners to inform the City’s economic impact assessment study.

In addition, the community will have opportunities to share their ideas at a range of pop-up kiosks at local venues and on social media at #CreateVictoria.

To ensure Victoria’s arts and culture industry is accurately represented in the Master Plan, and to help the City identify opportunities and gaps, industry members are invited to add or update their organizations, businesses and public art on the *Arts Victoria* cultural map at [www.ArtsVictoria.ca/create](http://www.ArtsVictoria.ca/create). Since 2010, more than 250 City-owned and community-run arts and culture resources have been mapped.

Public input combined with recent data collected during the CRD Art Strategy engagement will inform the City’s cultural planning. “Nurture Our Arts, Culture and Learning Capital” is a strategic objective in the *City of Victoria 2015 – 2018 Strategic Plan*, in which developing an Arts and Culture Master Plan is an action and an outcome.

The City will come back to the community in mid-June for feedback on the draft Arts and Culture Master Plan. For more information and to take the survey, visit: [www.victoria.ca/create](http://www.victoria.ca/create)

— 30 —

**For More Information:**

Rebecca Penz, Engagement Advisor

250.661.0085

[rpenz@victoria.ca](mailto:rpenz@victoria.ca)



## *Create Victoria* Launched at Thinklandia

Date: Monday, September 12, 2016

For Immediate Release

VICTORIA, BC – Victoria is home to an incredible mix of artists, designers, performers, entrepreneurs and innovators who contribute to a vibrant arts and culture scene. The City of Victoria is developing *Create Victoria*, a five-year Arts and Culture Master Plan designed to nurture conditions for this creativity to flourish. The plan will align ideas, people, and resources around a shared vision and a set of goals, strategies and tactics to realize Victoria's full potential.

Introduced last night during Thinklandia, the City invites you to "Make Your Mark" by providing input to inform the *Create Victoria* plan, on how we can build on our strengths to become a world-class hub for creativity, innovation and artistic excellence.

The City is seeking input on what types of arts and culture citizens currently participate in, and what should the City make a priority for cultural investment over the next five years.

The public is invited to drop by the *Create Victoria* pop-up booth at events around town this fall, including this weekend's Rifflandia Music Festival at Royal Athletic Park, to learn more about the arts and culture plan, meet staff, ask questions, and contribute ideas to the *Creative City* wall.

Since 2010, more than 250 City-owned and community-run arts and culture resources have been mapped. To ensure Victoria's arts and culture scene is accurately represented moving forward, and to help the City identify opportunities and gaps, the community is invited to add venues, organizations, businesses and public art to the City's online "culture map" at [www.artsvictoria.ca/create](http://www.artsvictoria.ca/create)

In January, the City will launch a range of engagement opportunities such as community workshops and presentations, focus groups, one-on-one interviews and an online survey to provide citizens opportunities to make their mark, have their say, and help shape our creative city.

Public input will inform the development of a Cultural Policy and the City's Arts and Culture Master Plan to create a comprehensive, strategic framework to guide and set direction for future decision making. The public will have opportunities to provide feedback on the draft plan in early 2017.

For more information, visit: [www.victoria.ca](http://www.victoria.ca)

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**For More Information:**

Nichola Reddington  
Senior Cultural Planner  
Arts, Culture and Events Office  
Cellular: 250.213.3142

## Michelle Harris

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**From:** Engagement  
**Sent:** Monday, March 27, 2017 2:58 PM  
**To:** Engagement  
**Subject:** REMINDER: Take the Create Victoria Survey - Help Us Measure Your Value!



Dear Arts and Culture Practitioner,

A reminder to complete the [Create Victoria survey](#) to help us measure your value and contribution to Victoria's economy.

To help guide our investment in arts and culture, it is important that we gain a deeper understanding of the cultural industry's contribution to Victoria's economic development and vibrancy. Results of the Economic Impact Assessment (EIA) section of the survey will help provide this insight.

To complete the Economic Impact Assessment section of the Create Victoria survey, you'll need financial information from the last fiscal year, such as total operating revenue, operating budget, number of employees, wages, salaries, and benefits. It is up to your business/organization to determine who completes this section.

The personal and/or business information that you share in the survey will be managed with the understanding that it could contain sensitive business information. It will not be provided to third parties and not made public except as aggregate data presented in a public report to City Council that will not reveal specific information about your organization.

To allow more time to complete the [Create Victoria survey](#) the deadline has been extended to **midnight on Thursday, April 13.**

Please take the opportunity to make your mark and help us build a creative city.

For more information: [www.victoria.ca/create](http://www.victoria.ca/create)

## Michelle Harris

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**From:** Engagement  
**Sent:** Tuesday, February 21, 2017 4:16 PM  
**To:** Nichola Reddington  
**Subject:** Create Victoria – Make Your Mark!

Please share with members, include in newsletters and post on listservs.



### **Create Victoria – Make Your Mark!**

What does a creative city look like to you? What do art and culture organizations, artists and creative entrepreneurs need to be successful? And how can the City support this vision and needs? Take the opportunity to “make your mark” to create conditions for creativity to flourish in Victoria!

A range of activities are planned to inform the development of *Create Victoria*, a five-year Arts and Culture Master 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. Help us build a creative city!

**Create Victoria Cultural Café**  
**Saturday, March 4**  
**11 a.m. - 2 p.m.**  
**Victoria City Hall**

Drop by the *Create Victoria Cultural Café* on Saturday, March 4 from 11 a.m. – 2 p.m. at Victoria City Hall to share your ideas on how you currently participate in arts and culture, your vision for a vibrant arts and culture scene, and how the City could support this. The drop-in event will include live music, arts activities for all ages and complimentary treats. We hope to see you there!

A series of cultural cafés will be held with sectors of the arts and culture industry in March and there will be opportunities to share your ideas at a range of pop-up kiosks at local venues and on social media at **#CreateVictoria**.

### **Online Survey**

Help us measure the impact of arts and culture in Victoria by participating in an [online survey](#)! The first section of the survey is open to the general public, while the second section is aimed at arts and culture practitioners to inform the City's economic impact assessment study. The survey is open until March 31, 2017.

### **Get on the Map!**

Are you on the map? To ensure Victoria's arts and culture industry is accurately represented in the Arts and Culture Master Plan, and to help the City identify opportunities and gaps, industry members are invited to add or update their organizations, businesses and public art on the [Arts Victoria cultural map](#). Since 2010, more than 900 City-owned and community-run arts and culture resources have been mapped.

We'll reach out again to the community in mid-June to seek feedback on the draft Arts and Culture Master Plan. Learn more at [www.victoria.ca/create](http://www.victoria.ca/create)

Create Victoria  
web page.



## City of Victoria

## Create Victoria

"The aim of creative city-making is to think of your city as a living work of art, where citizens can involve and engage themselves in the creation of a transformed place."  
- Charles Landry *Creative and the City: Thinking Through the Steps*

### Create Victoria - Make Your Mark!

What does a creative city look like?

What do art and culture organizations, artists and creative entrepreneurs need to be successful? And how can the City support this vision and needs? Take the opportunity to "make your mark" to create conditions for creativity to flourish in Victoria.

A range of activities are planned in March to inform the development of *Create Victoria*, a five-year Arts and Culture Master 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.

Help us build a creative city!

Take a look at how we currently support arts and culture in Victoria [PDF - 5.2 MB].



### Create Victoria Online Survey

Help us measure the impact of arts and culture in Victoria! Participate in our online survey!

The first section of the survey is open to the general public and should take approximately 5-10 minutes to complete.

The second section forms part of the City's Economic Impact Assessment (EIA) study and is aimed at creative practitioners (e.g. artists, designers, arts and cultural organizations, festival producers, etc.).

**NOTE:** The survey deadline has been extended to **Thursday, April 13, 2017**.

#### Why Participate in the EIA section?

To help guide our investment in arts and culture (including creative industries and heritage), it is important that we gain a deeper understanding of the current impact the cultural industry has in Victoria.

To complete this section, those in the arts and culture industry will need financial information from the last fiscal year, such as total operating revenue, operating budget, number of employees, wages, salaries, and benefits. It is up to your business/organization to determine who completes the EIA portion of the survey. As an individual, be sure to complete the first section. Thank you in advance for taking the time to participate. Take the Create Victoria online survey.

**Privacy Note:** The personal and/or business information provided in this section of the survey will be managed with the understanding that it could contain sensitive business information. It will not be provided to third parties and not made public except as aggregate data presented in a public report to City Council that will not reveal specific information about your organization.



### Are You on the Map?

We are in the process of updating the Arts Victoria inventory which maps out more than 900 City-owned and community-run arts and culture assets in Victoria.

Are you on the map? We need your help to fill in the gaps to ensure everything is counted. This information will help inform the development of the Arts and Culture Master Plan.

Please add venues, organizations, businesses and public art to our culture map. [Click here to add content.](#)



### Create Victoria Cultural Cafés

Thank you to everyone who provided input at the Create Victoria Cultural Café on March 4 at City Hall.

The event included live music by Kirsten Ludwig and Ivonne Hernandez, art activities for all ages led by Artist in Residence Luke Ramsey, and complimentary treats by Crust Bakery.

A series of cultural cafés will be held with sectors of the arts and culture industry in March.



### Watch for the Create Victoria Pop-Up Kiosks!

We're bringing Create Victoria to the community! Take the opportunity to stop by our pop-up

kiosk at the following venues in March to share how you currently participate in arts and culture, your vision for a vibrant arts and culture scene, and how the City could support this.

**Meet and Greet: Lindsay Delaronde, Indigenous Artist in Residence**

Thursday, March 16 from 5 pm - 7 pm

Victoria City Hall

While meeting our new Indigenous Artist in Residence, drop by our info table to learn more, ask questions and share your ideas!

**All That Jazz**

Saturday, March 18 from 2 pm - 2:30 pm

Royal Theatre

The Canadian College of Performing Arts and the Naden Band have come together for the All That Jazz concert where Broadway meets military precision. Stop by our info table to learn more and share your thoughts on how we can support Victoria's arts and culture scene!

**Crystal Pool and Fitness Centre**

Thursday, March 23 and Friday, March 24 from 3 pm - 5 pm

Look for the Create Victoria pop-up kiosk at the Crystal Pool and Fitness Centre during the first week of Spring Break! Stop by and let us know your vision for arts and culture in Victoria.



**Next Steps**

Public input combined with recent data collected during the CRD Art Strategy engagement will inform the City's cultural planning. "Nurture Our Arts, Culture and Learning Capital" is a strategic objective in the *City of Victoria Strategic Plan 2015 - 2018*, in which developing an Arts and Culture Master Plan is an action and an outcome.

The City will come back to the community in mid-June for feedback on the draft Create Victoria Cultural Policy and draft Arts and Culture Master Plan.

**Arts and Culture Master Plan Advisory Group**

The Arts and Culture Master Plan Advisory Group provides expertise and knowledge in arts, culture and heritage to build community connections and encourage broad participation from the community. Learn more.

## City of Victoria



### Create Victoria Online Survey Closes Tonight!

**Date & Time:** April 13, 2017 (11:45pm - 11:45pm)

**Category:** Arts and Culture and Community (See all events in this category)

REMINDER: Create Victoria online survey closes today at midnight!

Help us measure the impact of arts and culture in Victoria by participating in our online survey!

Your input will help inform the development of Create Victoria, a five-year Arts and Culture Master 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.

Latest News Item

## City of Victoria



### Create Victoria Online Survey

April 3, 2017

What does a creative city look like to you?

What do art and culture organizations, artists and creative entrepreneurs need to be successful? And how can the City support this vision and needs?

Take the opportunity to "make your mark" to create conditions for creativity to flourish in Victoria!

Your input will help shape *Create Victoria*, a five-year Arts and Culture Master 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.



#### Create Victoria Online Survey

Help us measure the impact of arts and culture in Victoria by participating in an online survey!

The first section of the survey is open to the general public, asking for your ideas on how you currently participate in arts and culture, your vision for a vibrant arts and culture scene, and how the City could support this.

The second section of the survey is aimed at those in the arts and culture biz to help inform an Economic Impact Assessment study that will be used to develop the draft Arts and Culture Master Plan.

**NOTE:** The survey has been extended to **Thursday, April 13, 2017.**



#### Coming Up

Thank you to everyone who shared ideas at the Create Victoria Cultural Café on March 4 at City Hall. A series of cultural cafés will be held with sectors of the arts and culture industry in March and there will be opportunities to share your ideas at a range of pop-up kiosks at local venues and on social media at #CreateVictoria.

#### Get on the Map!

Are you on the map? To ensure Victoria's arts and culture industry is accurately represented in the Master Plan, and to help the City identify opportunities and gaps, industry members are invited to add or update their organizations, businesses and public art on the Arts Victoria cultural map. Since 2010, more than 900 City-owned and community-run arts and culture resources have been mapped.

#### Next Steps

We'll reach out again to the community in mid-June for feedback on the draft Cultural Policy and draft Arts and Culture Master Plan. We appreciate your time and ideas!

[Learn more.](#)

## City of Victoria



### Create Victoria - Make Your Mark!

What does a creative city look like to you?

What do art and culture organizations, artists and creative entrepreneurs need to be successful? And how can the City support this vision and needs?

Take the opportunity to "make your mark" to create conditions for creativity to flourish in Victoria!

A range of activities are planned to inform the development of *Create Victoria*, a five-year Arts and Culture Master 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. Help us build a creative city!



### Create Victoria Cultural Cafés

Thank you to everyone who was able to participate in the Create Victoria Cultural Cafe on March 4 at City Hall. The community was invited to share ideas on how they currently participate in arts and culture, their vision for a vibrant arts and culture scene, and how the City could support this. The drop-in event included live music, arts activities for all ages and complimentary treats.

A series of cultural cafés will be held with sectors of the arts and culture industry in March and there will be opportunities to share ideas at a range of pop-up kiosks at local venues and on social media at [#CreateVictoria](#).

### Online Survey

Help us measure the impact of arts and culture in Victoria by participating in an online survey!

The first section of the survey is open to the general public, while the second section is aimed at arts and culture practitioners to help inform the City's economic impact assessment study. Your participation will help us measure your value and contribution to Victoria's economy. This section will require having last year's fiscal information on-hand. All information shared will remain private and will only be reported as aggregate data.

The survey is open until **Thursday, April 13, 2017**.

### Get on the Map!

Are you on the map? To ensure Victoria's arts and culture industry is accurately represented in the Master Plan, and to help the City identify opportunities and gaps, industry members are invited to add or update their organizations, businesses and public art on the Arts Victoria cultural map. Since 2010, more than 900 City-owned and community-run arts and culture resources have been mapped.

We'll reach out again to the community in mid-June for feedback on the draft Cultural Policy and draft Arts and Culture Master Plan.

Learn more.

Have Your Say



## City of Victoria

## Have Your Say

We want to hear from you!

### Current Projects

Thank you for taking the time to learn more about some of the projects we are currently working on and for sharing your views with the City of Victoria.

#### Participatory Budgeting Project

Your dollars. Your Decisions. Your City. Become part of Victoria's first participatory budgeting project where the community designs the process and chooses what the funding is spent on. [View Project](#)

#### Reeson Park Improvements

A final park vision and concept are being shared for your input. We want your ideas! [View project](#)

#### Raynor Park Improvements

Two park design concepts are being shared to ask for your ideas and vision for this space. Please review the concepts and have your say! [View project](#)

#### Create Victoria - Make Your Mark!



Help shape *Create Victoria*, a five-year Arts and Culture Master 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. [View project](#)

#### Victoria West Neighbourhood Plan



Honouring the past, shaping the present, and investing in the future - it's your community! [View project](#)

## City of Victoria



## Create Victoria

"The aim of creative city-making is to think of your city as a living work of art, where citizens can involve and engage themselves in the creation of a transformed place."

- Charles Landry *Creative and the City: Thinking Through the Steps*

## Create Victoria - Make Your Mark!

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Help us build a creative city!

## EVENT: Create Victoria Cultural Café

Saturday, March 4

11 a.m. - 2 p.m.

Victoria City Hall

The public is invited to drop by the *Create Victoria Cultural Café* on Saturday, March 4 from 11 a.m. – 2 p.m. at Victoria City Hall to share their ideas on how they currently participate in arts and culture, their vision for a vibrant arts and culture scene, and how the City could support this.

The drop-in event will include live music, arts activities for all ages and complimentary treats. We hope to see you there!

A series of cultural cafés will be held with sectors of the arts and culture industry in March. Watch for the *Create Victoria* pop-up kiosk at local venues!

View the Create Victoria poster. [PDF - 5.7 MB]



## ONLINE SURVEY

Help us measure the impact of arts and culture in Victoria! Participate in our online survey.

The first section of the survey is open to the general public, while the second section is aimed at arts and culture practitioners to inform the City's economic impact assessment study. The survey is open until March 31, 2017.

## GET ON THE MAP!

We are in the process of updating the Arts Victoria inventory which maps out more than 900 City-owned and community-run arts and culture assets in Victoria.

Are you on the map? We need your help to fill in the gaps to ensure everything is counted. This information will help inform the development of the Arts and Culture Master Plan.

Please add venues, organizations, businesses and public art to our culture map.  
[Click here to add content.](#)



## Next Steps

Public input combined with recent data collected during the CRD Art Strategy engagement will inform the City's cultural planning. "Nurture Our Arts, Culture and Learning Capital" is a strategic objective in the *City of Victoria Strategic Plan 2015 - 2018*, in which developing an Arts and Culture Master Plan is an action and an outcome.

The City will come back to the community in mid-June for feedback on the draft Arts and Culture Master Plan.

## Arts and Culture Master Plan Advisory Group

The Arts and Culture Master Plan Advisory Group provides expertise and knowledge in arts, culture and heritage to build community connections and encourage broad participation from the community. [Learn more.](#)

Arts + Culture



## City of Victoria

### Arts & Culture

Creativity is key to a healthy, vibrant city.

Victoria is the regional centre for arts and culture. We aim to enhance our neighbourhoods, foster arts and culture, and work to create a city that is a natural draw for festivals and events. Learn how we support arts and culture in the Capital City here.

#### Create Victoria - Arts and Culture Master Plan

The City is developing **Create Victoria**, a five-year Arts and Culture Master Plan which will guide our vision and role in supporting the local arts and culture, and identify initiatives to increase arts and cultural opportunities for the Capital City. Make your mark! Help us build a creative city. Learn more.

#### Call for Entries - Victoria Book Prize Awards

The Victoria Book Prize Society is now accepting submissions to the annual \$5,000 City of Victoria Butler Book Prize and the \$5,000 Bolen Books Children's Book Prize. The deadline for submission is May 12, 2017. Learn more.

### Arts and Culture Programs

#### Annual Grant Program

- The Festival Investment Grant program provides support to organizations producing festivals and celebrations that will deliver significant economic impact, vitality and vibrancy within the City of Victoria, particularly the downtown core.

#### Arts Initiatives

- Public Art
- Artist in Residence
- Indigenous Artist in Residence
- City of Victoria Butler Book Prize
- Poet Laureate and Youth Poet Laureate

#### Festivals and Events

- CITYVibe *Guide to Outdoor Festivals and Events*
- Summer in the Square
  - Lunchtime Concerts and Events
  - Eventide Evening Music Series
  - Dancing in the Square
- Musician Roster
- Concerts in the Park (Beacon Hill Park)
- Public Markets
- Canada Day

#### Special Events and Film Permits

- Apply for Special Event Permit
- Filming Permits
- Book an Outdoor Venue
  - Centennial Square
  - Cameron Bandshell (Beacon Hill Park)
  - Other Performance Venues
- Advertise on Downtown Poster Cylinders

#### Historical Events

- Victoria 150

#### Event Feedback Form

create  
VICTORIA



## City of Victoria



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"The aim of creative city-making is to think of your city as a living work of art, where citizens can involve and engage themselves in the creation of a transformed place."

- Charles Landry Creative and the City: Thinking Through the Steps

## CREATE VICTORIA - MAKE YOUR MARK!

What does a creative city look like?

What do art and culture organizations, artists and creative entrepreneurs need to be successful? And how can the City support this vision and needs? Take the opportunity to "make your mark" to create conditions for creativity to flourish in Victoria.

A range of activities are planned in March to inform the development of Create Victoria, a five-year Arts and Culture Master 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. View the Create Victoria poster. [PDF - 5.7 MB] ([http://www.victoria.ca/assets/Departments/Parks~Rec~Culture/Culture/Images/Create\\_Victoria\\_poster\\_e.pdf](http://www.victoria.ca/assets/Departments/Parks~Rec~Culture/Culture/Images/Create_Victoria_poster_e.pdf))

Help us build a creative city!

CREATE VICTORIA ONLINE SURVEY



([HTTPS://NA1SE.VOXCO.COM/SE/114](https://na1se.voxco.com/SE/114))

/CITYOFVICTORIA\_ARTSCULTUREMASTERPLAN/)

Help us measure the impact of arts and culture in Victoria! Participate in our online survey ([https://na1se.voxco.com/SE/114/CityofVictoria\\_ArtsCultureMasterPlan/](https://na1se.voxco.com/SE/114/CityofVictoria_ArtsCultureMasterPlan/))!

The first section of the survey is open to the general public and should take approximately 5-10 minutes to complete.

The second section forms part of the City's Economic Impact Assessment (EIA) study and is aimed at creative practitioners (e.g. artists, designers, arts and cultural organizations, festival producers, etc.).

The survey is open until **March 31, 2017**.

### Why Participate in the EIA section?

To help guide our investment in arts and culture (including creative industries and heritage), it is important that we gain a deeper understanding of the current impact the cultural industry has in Victoria.

To complete this section, those in the arts and culture industry will need financial information from the last fiscal year, such as total operating revenue, operating budget, number of employees, wages, salaries, and benefits. It is up to your business/organization to determine who completes the EIA portion of the survey. As an individual, be sure to complete the first section. Thank you in advance for taking the time to participate.

**Privacy Note:** The personal and/or business information provided in this section of the survey will be managed with the understanding that it could contain sensitive business information. It will not be provided to third parties and not made public except as aggregate data presented in a public report to City Council that will not reveal specific information about your organization.

## WATCH FOR THE CREATE VICTORIA POP-UP KIOSKS!



We're bringing Create Victoria to the community! Take the opportunity to stop by our pop-up kiosk at the following venues in March to share how you currently participate in arts and culture, your vision for a vibrant arts and culture scene, and how the City could support this.

### Meet and Greet: Lindsay Delaronde, Indigenous Artist in Residence

Thursday, March 16 from 5 pm - 7 pm

Victoria City Hall

While meeting our new Indigenous Artist in Residence, drop by our info table to learn more, ask questions and share your ideas!

### All That Jazz

Saturday, March 18 from 2 pm - 2:30 pm

**Royal Theatre**

The Canadian College of Performing Arts and the Naden Band have come together for the All That Jazz ([http://www.victoria.ca/assets/Departments/Parks~Rec~Culture/Culture/Images/All\\_That\\_Jazz\\_poster.jpg](http://www.victoria.ca/assets/Departments/Parks~Rec~Culture/Culture/Images/All_That_Jazz_poster.jpg)) concert where Broadway meets military precision. Stop by our info table to learn more and share your thoughts on how we can support Victoria's arts and culture scene!

**Spring Break at Crystal Pool and Fitness Centre**

Monday, March 20 to Saturday, March 25

Look for the Create Victoria pop-up kiosk at the Crystal Pool and Fitness Centre during the first week of Spring Break! Stop by and let us know your vision for arts and culture in Victoria.

**CREATE VICTORIA CULTURAL CAFÉS**

Thank you to everyone who provided input at the Create Victoria Cultural Café on March 4 at City Hall.

The event included live music by Kirsten Ludwig and Ivonne Hernandez, art activities for all ages led by Artist in Residence Luke Ramsey, and complimentary treats by Crust Bakery.

A series of cultural cafés will be held with sectors of the arts and culture industry in March.

**ARE YOU ON THE MAP?**

We are in the process of updating the Arts Victoria (<http://www.artsvictoria.ca/create>) inventory which maps out more than 900 City-owned and community-run arts

and culture assets in Victoria.



(<http://artsvictoria.ca/create>)

Are you on the map? We need your help to fill in the gaps to ensure everything is counted. This information will help inform the development of the Arts and Culture Master Plan.

Please add venues, organizations, businesses and public art to our culture map. Click here to add content (<http://artsvictoria.ca/submit>).

**NEXT STEPS**

Public input combined with recent data collected during the CRD Art Strategy engagement will inform the City's cultural planning. "Nurture Our Arts, Culture and Learning Capital" is a strategic objective in the City of Victoria Strategic Plan 2015 - 2018, in which developing an Arts and Culture Master Plan is an action and an outcome.

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**ARTS AND CULTURE MASTER PLAN ADVISORY GROUP**

The Arts and Culture Master Plan Advisory Group provides expertise and knowledge in arts, culture and heritage to build community connections and encourage broad participation from the community. Learn more (<http://www.victoria.ca/EN/main/city/mayor-council-committees/other-boards-committees/arts-and-culture-master-plan-advisory-committee.html>).



## MAKE YOUR MARK - HELP US BUILD A CREATIVE CITY WITH "CREATE VICTORIA"

Posted by: CRD Arts Development Service (/index.php?res\_action=info&resid=550420)

Victoria is home to an incredible mix of artists, designers, performers, entrepreneurs and innovators who contribute to a vibrant arts and culture scene. The City of Victoria is developing Create Victoria, a five-year Arts and Culture Master Plan designed to nurture conditions for this creativity to flourish. The plan will align ideas, people, and resources around a shared vision and a set of goals, strategies and tactics to realize Victoria's full potential.

Introduced last night during Thinklandia, the City invites you to "Make Your Mark" by providing input to inform the Create Victoria plan, on how we can build on our strengths to become a world-class hub for creativity, innovation and artistic excellence.

The City is seeking input on what types of arts and culture citizens currently participate in, and what should the City make a priority for cultural investment over the next five years.

The public is invited to drop by the Create Victoria pop-up booth at events around town this fall, including this weekend's Rifflandia Music Festival at Royal Athletic Park, to learn more about the arts and culture plan, meet staff, ask questions, and contribute ideas to the Creative City wall.

Since 2010, more than 250 City-owned and community-run arts and culture resources have been mapped. To ensure Victoria's arts and culture scene is accurately represented moving forward, and to help the City identify opportunities and gaps, the community is invited to add venues, organizations, businesses and public art to the City's online "culture map" at <http://www.artsvictoria.ca/create> (<http://www.artsvictoria.ca/create>)

In January, the City will launch a range of engagement opportunities such as community workshops and presentations, focus groups, one-on-one interviews and an online survey to provide citizens opportunities to make their mark, have their say, and help shape our creative city.

Public input will inform the development of a Cultural Policy and the Create Victoria Arts and Culture Master Plan to create a comprehensive, strategic framework to guide and set direction for future decision making. The public will have opportunities to provide feedback on the draft plan in early 2017.

#### VISIT OUR POP UP CREATE VICTORIA KIOSK

Visit our pop up locations to learn more about Create Victoria project, add to our culture map and talk with staff:

Thinklandia September 11

Rifflandia September 16 - 18

Fairfield Fall Harvest September 24

Hi-West First Nations Artist Forum September 30

Moss Street Market October 8 and October 22

 [SHARE](#)    ... (<https://www.addthis.com/bookmark.php?v=300&pubid=xa-527cb2822cf83e73>)

Get Email Updates  
(/subscribe\_to\_announcements)

## Future Events

Poster

# What does a creative city look like?

Help us build a creative city. We're developing a draft plan to create the conditions for creativity to flourish and to guide investment in arts and culture over the next five years.



## cultural café

Saturday, March 4  
11am to 2pm  
Victoria City Hall

Drop by to learn more. Share your vision for Victoria's arts and culture scene.

Includes music, art activities and treats.

## online survey

How do you participate in arts and culture?

Tell us in an online survey at [victoria.ca/create](http://victoria.ca/create)

## cultural map

If you're in the arts and culture biz, make sure you're on the map at [ArtsVictoria.ca/create](http://ArtsVictoria.ca/create)

create  
victoria



# What does a creative city look like?

The City of Victoria is developing Create Victoria, a five-year Arts and Culture Master Plan to set the conditions for creativity to flourish. The plan will align ideas, people and resources around a shared vision and a set of goals, strategies and tactics to realize Victoria's full potential.

Share your vision for the future of arts, culture and heritage in Victoria! Make your mark!

- » Complete an online survey at: [victoria.ca/create](http://victoria.ca/create)
- » Email: [culture@victoria.ca](mailto:culture@victoria.ca)
- » Tweet your ideas to: @CityofVictoria #CreateVictoria
- » Make sure you're on the [ArtsVictoria.ca/create](http://ArtsVictoria.ca/create) culture map!

Deadline for feedback is March 31, 2017



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## Make Your Mark!

What does a creative city look like? What do arts and culture entrepreneurs and organizations need to be successful? And how can the City support this vision and needs? Take the opportunity to "make your mark" to create conditions for creativity to flourish in Victoria!



A range of activities are planned in March to inform the development of *Create Victoria*, the City's five-year Arts and Culture Master 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.

### Online Survey

Help us measure the impact of arts and culture in Victoria by completing our online survey at [victoria.ca/create](http://victoria.ca/create) by March 31, 2017. The first section of the survey is open to the general public, while the second is aimed at arts and culture practitioners to inform the City's economic impact assessment study.

### Pop-up Kiosks and Social Media

The community will have opportunities to share ideas at a range of pop-up kiosks at local venues in March and on social media at [#CreateVictoria](https://twitter.com/#!/CreateVictoria).

### Cultural Map

Make sure you're on the map! To ensure Victoria's arts and culture industry is accurately represented in the Master Plan, and to help the City identify opportunities and gaps, industry members are invited to add or update their organizations, businesses and public art on the Arts Victoria cultural map at [ArtsVictoria.ca/create](http://ArtsVictoria.ca/create).

Public input combined with recent data collected during the CRD Art Strategy engagement will inform the City's cultural planning. "Nurture Our Arts, Culture and Learning Capital" is a strategic objective in the *City of Victoria 2015 - 2018 Strategic Plan*, in which developing an Arts and Culture Master Plan is a priority.

The City will reach out again to the community in mid-June for feedback on the draft Arts and Culture Master Plan.

For more information and to take the survey, visit: [victoria.ca/create](http://victoria.ca/create)

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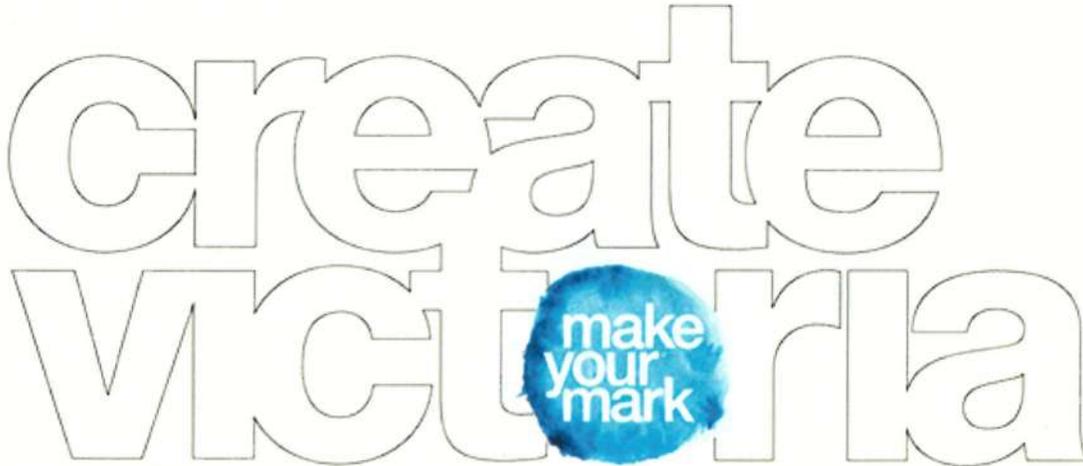
The City has two informative open houses coming up:

**April 5:** Learn how public input is shaping The [Burnside Gorge Neighbourhood Plan](#) at the Burnside Gorge Community Centre, 4:30 to 7:30 p.m.

**April 18:** For a discussion on how the new [Zoning Bylaw](#) will better support growth and development, join us in the Antechamber at City Hall from 3 to 6 p.m.

[Learn More](#)

## Take a Survey



Have your say! The City is currently looking for input on a host of different topics. Whether you're interested in park upgrades, the Create Victoria initiative or various other projects, we want to hear from you.

[Learn More](#)

## April is Poetry Month

# What does a creative city look like?

The City of Victoria is developing *Create Victoria*, a five-year Arts and Culture Master Plan to create the conditions for creativity to flourish. The plan will align ideas, people and resources around a shared vision and a set of goals, strategies and tactics to realize Victoria's full potential. Take a look at how the City currently supports arts and culture in the Capital City.



## Employees

FTE City of Victoria staff members

## Contracted

117

Bands



7 Employed for production and technical support

10

Artists for public art projects



10

Writers and poets



## CityVibe Event and Festival Guide

Distributed **40,000** copies regionally



## Canada Day Celebration

**45,000** Attendees



## Public Art

**\$4.3** million value of **86** public art pieces

## City of Victoria Butler Book Prize



**32** submissions received

## Centennial Square

**58**

special event permits issued

**107** events including

**60** concerts

Total attendance:

**85,400**



## Cameron Bandshell

**43** concerts

Total attendance:

**17,775**



Film Permits



**239**

Special Event Permits

Loaned festival equipment to **112** Organizations

# What does a creative city look like?

## Festival Investment Grant Program



**29**

organizations received  
**\$156,000** in cash and  
**\$97,250** in-kind support

**4,000+**

volunteers contributing  
**62,590** hours of service  
for events

Leverages roughly  
**2 million**

in cash and in-kind  
sponsorship and provincial  
and federal funding

Employs  
**196**



full and part-time positions  
Attracts **728,075** people



## Capital Regional District Grants

The City collects levies on behalf of the Capital Regional District Arts Development Fund.

Organizations supported: **32**

Artists employed: **562**

Number of events: **2,285**

Attendance: **599,793**

## Heritage Grants

In past **36** years, Victoria Heritage Foundation contributed to **1,234** projects for the rehabilitation and maintenance of **361** heritage-designated and covenant houses.



For every **\$1,000** in Victoria Heritage Foundation grants to owners of protected heritage houses, a minimum of **\$2,857** in private investment is leveraged.



## Permissive Tax Exemptions

Through an annual tax exemption program, the City of Victoria provides arts and cultural facilities a 100% tax exemption.

In 2015, this amount totalled **\$280,062**.

# Building a Healthy Creative Ecosystem

Victoria has a rich and diverse creative ecosystem. Each cultural resource plays an important role in shaping the city's arts and culture scene. A "Creative Ecosystem" is the interconnection of cultural resources in a community. Facilities, spaces, festivals, makers, artists, designers, arts organizations, tourism and business are all connected to one another, and in turn, support the health and vitality of a vibrant, creative city.



# Cultural Resource Definitions



## Cultural Industries

Businesses and non-profit groups involved in the creation, production, manufacturing and distribution of cultural goods or services. It includes everything from theatre costume making to creative software design.



## Cultural Occupations

The labour force aspect of cultural industries. It describes employment in the various jobs that people perform as cultural workers, such as graphic designers, potters, painters, theatre managers, writers, etc.



## Community Cultural Organizations

Organizations that represent arts, heritage and ethno-cultural interests in the community. These are usually non-profits and can include arts and heritage advisory committees, ethno-cultural associations, local arts councils, dance schools and library boards.



## Cultural Facilities and Spaces

Buildings and sites that host cultural activity. These can include spaces in the public, private and non-profit sectors – everything from purpose-built facilities to facilities that include cultural programming.



## Natural Heritage

Natural wonders and areas of environmental and cultural significance such as municipal parks, conservation areas and botanical gardens. Research currently underway at Ryerson University is pointing towards a broader definition of natural heritage that includes green infrastructure assets such as the urban tree canopy, trail systems and green roofs.



## Cultural Heritage

Management and exhibition of objects, buildings and sites of historical, cultural and educational value. These can include everything from pioneer villages to public art and archive collections.



## Cultural Events and Festivals

Festivals and events in the community. These can include performing arts events, concerts, tours of culturally significant places, seasonal celebrations, and many others.



## Intangible

Assets that do not take a physical form. They include stories and legends, shared beliefs, customs and rituals, as well as digital cultural expression.

SOURCE: CANADIAN FRAMEWORK FOR CULTURE STATISTICS

# make your mark!

How can the City of Victoria honour and celebrate First Nations history, places, language and culture?

# make your mark!

What would make Victoria a vibrant place for arts, culture and heritage?

# make your mark!

What do you need to be a successful creative entrepreneur in Victoria?

# Innovation & Future Ready



Innovation flourishes when creativity is valued by the community.  
How can the City encourage further innovation?

# Celebration & Promotion



How do you find out about arts and cultural events?

What is your favourite event in town?

# Preservation & Conservation



**In what way does art, culture and heritage enrich your life?**

**What are the important gathering spaces that bring people together in your neighbourhood? Are they accessible?**

# Collaboration & Facilitation



What can the City do to encourage a collaborative arts ecosystem?

What roles can the City play in bringing people together?

# Participation & Inclusion



How do you participate in arts and culture?

How could the City support inclusion in our community?

What would make it easier to participate in arts, culture and events?

# Diversity



**Diversity is the backbone of a vibrant and resilient community.  
What initiatives could support more diversity in our community?**

# Access & Affordability



How do you access arts and culture? How can we make it more accessible?

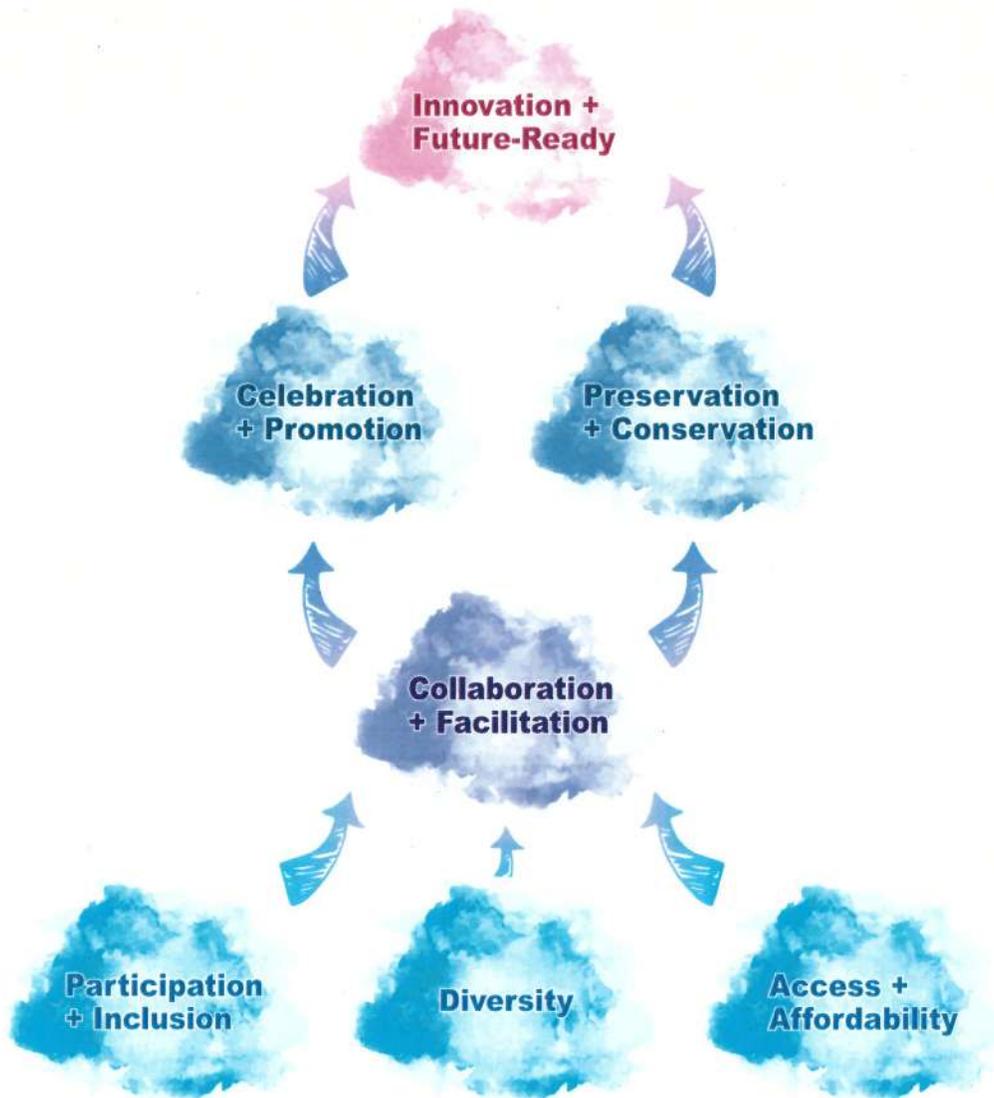
What should Victoria do in the next five years to enhance and improve our existing cultural spaces and places?

# Big Ideas



Share your big ideas with us!

# emerging focus areas



create  
victoria



make  
your  
mark



Victoria  
**radiates  
creativity.**

We are home to an incredible mix of artists, designers, performers, entrepreneurs and innovators that contribute to a vibrant arts and culture scene.

We have an opportunity to build on our strengths to become a world-class hub for creativity, innovation and artistic excellence.

The City of Victoria is developing a five-year Arts and Culture Master Plan to create the conditions for creativity to flourish in our city. The plan will align ideas, people, and resources around a shared vision and a set of goals, strategies and tactics to realize our full potential.

**Make your mark.** Help us build a creative city. Learn more at [artsvictoria.ca/create](https://artsvictoria.ca/create)

create  
victoria

A blue circular logo with the text "make your mark" in white, positioned over the letter 't' in the word "victoria".



“The aim of creative city making is to think of your city as a living work of art, where citizens can involve and engage themselves in the creation of a transformed place.”

Charles Landry  
Creative and the City:  
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create  
victoria



make  
your  
mark

create  
victoria



**APPENDIX C – ABOUT THE TEAM**

Consultant Team  
Advisory Group Member List

## **Cultural Planning Consultant Team**

### **Patricia Huntsman Culture + Communication**

Patricia Huntsman is an experienced cultural development and arts management professional dedicated to Building Communities through Culture. Prior to establishing her consultancy in 2009, Patricia worked nationally and internationally in senior roles in the creative industry.

She continues to expand her knowledge and interest in culture, technology and entrepreneurship, having attended the global Remix London conference in the UK last year and recently completed a two-part residency at the Banff Centre on New Fundamentals: Leadership for Canada's Creative Ecology.

She has served as a director on notable boards across Canada and holds a Diploma in French Studies (18th-20th Century French Literature and Art History) from the Sorbonne University in Paris, France, and an MBA from one of North America's oldest public university—the University of New Brunswick, where she also earned her B.A. Her British Columbia-based consultancy offers a full roster of management, planning and communication services. Patricia's clients include local, provincial and federal governments, arts organizations (from community-based to professional), creative workers, museums, developers and foundations

### **Carly Fry, Nordicity**

Carly Fry is the Manager at the Vancouver office of Nordicity—one of Canada's leaders in economic and strategic analysis of the culture sector, including arts, heritage and the creative industries. An international consulting firm, Nordicity has over three decades of research experience and has been actively engaged in the development of municipal plans, feasibility studies, program evaluations, industry profiles and sector strategic studies for a variety of clients in the cultural and creative industries across Canada, as well as internationally.

## Advisory Group Members

- Esquimalt Nation representative
- Butch Dick, Songhees Nation
- Lukas Bhandar, Student, University of Victoria
- Lloyd Fitzsimonds, Executive Director of Royal and McPherson Theatre Society
- Eileen Gillette, Core District Coordinator, Greater Victoria Public Library
- Doug Jarvis, Chair of Professional Art Alliance and Chair of City of Victoria Art in Public Places Committee
- Kate Lackey, Atomique Productions
- Janet Munsil, Playwright
- Jenn Neilson, Provincial Coordinator for French Programs, Ministry of Education
- Ian Rye, Chief Administrative Officer, Pacific Opera
- Martin Segger, Adjunct Professor of Art History, University of Victoria, Retired
- Jon Tupper, Director, Art Gallery of Greater Victoria
- Elise Wren, Communications Manager, Victoria Academy of Ballet