



Arts and Culture Master Plan

Purpose

To build a common understanding of the current model of cultural service delivery and the roles and responsibilities of stakeholders.

Review the current level of cultural investment by the City and how funding is allocated.

To further our understanding about cultural planning, the various approaches, and why local governments undertake culture plans.

To provide an opportunity for sharing and discussion.

Official Community Plan

Chapter 16: Arts and Culture

Cultural Planning

16.9 Provide direction for cultural planning through the development and regular update of a Cultural Plan, that:

16.9.1 Establishes a vision and action plan for arts and culture in Victoria;

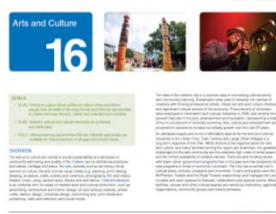
16.9.2 Seeks opportunities for partnership with the public, private and non-profit sectors;

16.9.3 Maintains, develops and enhances the delivery of City arts and culture programs;

16.9.4 Enhances support to local, non-profit groups engaged in arts or culture programs;

16.9.5 Sets targets for future cultural spaces, including new or upgraded civic, institutional and private facilities; and,

16.9.6 Identifies tools to secure new cultural spaces, including: senior government funding; land donations; developer contributions, private donations; and, changes to regulations.



Strategic Plan 2015-2018

2016 Action Items:

- Develop Arts and Culture Master Plan
- Fund an Economic Impact Study linked to an Arts and Culture Master Plan
- Identify scope and develop budget strategy for a new Central Library and for a library branch at Capital Park in James Bay



Current Role of the City of Victoria

Funders Capital Regional District, Royal and McPherson Theatres, Heritage, Strategic Planning, and Festival Investment Grants

Facilitator and catalyst for arts, culture and heritage initiatives including partnerships with businesses, art organizations and educational institutions

Planner and steward for public art, public realm and urban design

Regulator for the use of public space for events, films and festivals

Communicator and promoter of arts, culture, and heritage programs

Advisor to arts organizations, community groups and individuals

Manager outdoor performance spaces

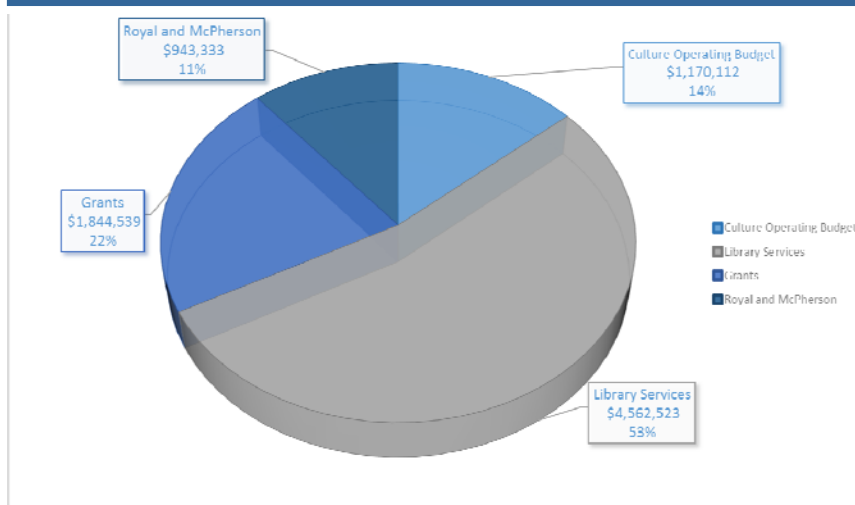


Milestones: City of Victoria

- 1978:** Began direct grant to heritage homeowners through a system of tax rebates
- 1982:** First municipality in BC to establish an arms length society to administer City grants for Heritage Designated Buildings.
- 1989:** Establishes Victoria Civic Heritage Trust to fund restoration of downtown designated heritage buildings
- 1992:** Public Art Policy is adopted
- 1996:** Begins supporting arts and culture festivals
- 1997:** Establishes outdoor summer concert program in Centennial Square
- 1999:** Festival Investment Program was initiated
- 2005:** Victoria declared Cultural Capital of Canada
- 2009:** Victoria Arts Scan Cultural Mapping Project completed
- 2010:** Council approves a new policy for Art in Public Places and increases funding
- 2015:** Arts, Culture and Events Office is created and new grant streams based on Strategic Plan



Cultural Investment 2015



Total Investment: **\$8,520,507** (Excluding Library Funding): **\$3,957,984**



City Support for Arts and Culture



7 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



94
Film permits



Public Art
\$4.3 million value of
80 public art pieces



**City of Victoria
Butler Book Prize:**
32 submissions received



234
Special Event
Permits
Loaned festival
equipment to
112 Organizations

Cameron Band Shell

44 Concerts
Attendance **17,775**



Centennial Square

58 special event permits issued
107 events including
60 concerts
85,400 Total attendance



**Canada Day
Celebration**
45,000
Attendees



Social and Community Impact

- Access to events, festivals, performances, concerts, exhibits, books, media, and literary programs
- Creates community vitality and social cohesion
- Improves quality of life
- Creates animated and lively public spaces
- Sense of place and history



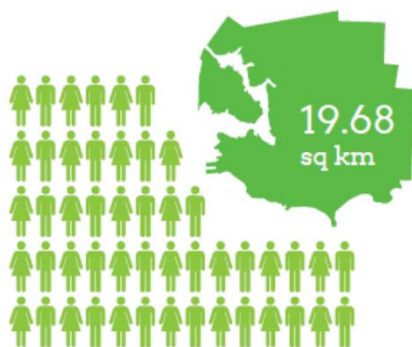
Economic Impact



"Victoria works because of its combination of restaurants and beer and coffee and music and culture mixing with innovators, disruptors and creators. It is the magic formula." Dan Gunn, ViaTec



Culture Investment Per Capita 2015



Investment **\$8,520,507**

\$106 per capita

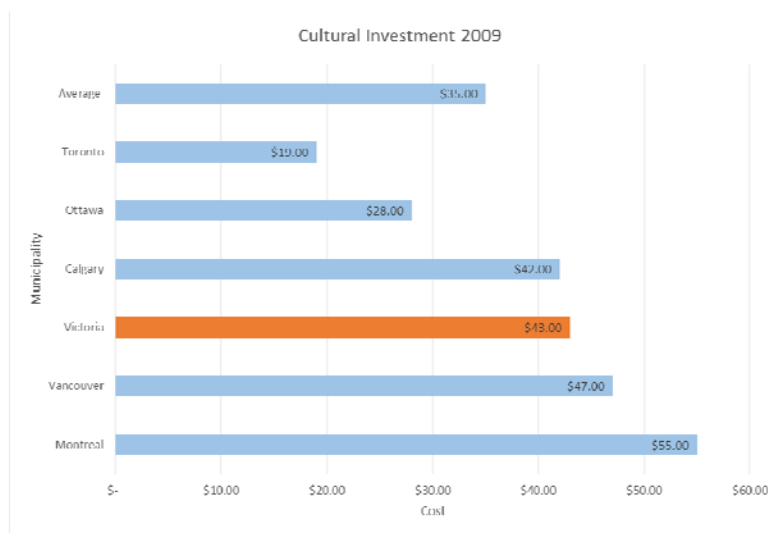
\$49 per capita on cultural investment

\$57 per capita on library services

Population **80,017**
(14th largest city in British Columbia)



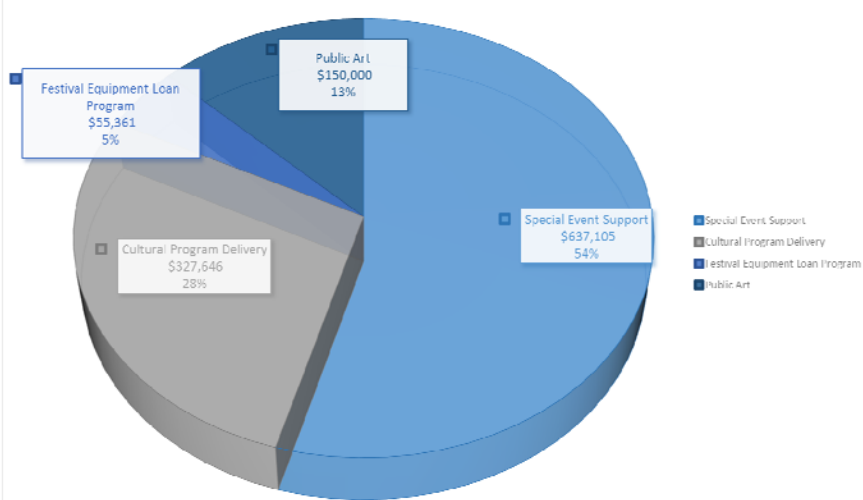
Comparative Analysis Canadian Cities 2009



Source: Hills Strategy Municipal Cultural Investment in Five Large Canadian Cities 2009



City of Victoria Direct Service Delivery



City of Victoria Cultural Service Delivery

Special Event and Film Support

- Arts, Culture and Events Office
- Public Works
- Parks
- Police and Fire
- Finance: Grants and reporting
- Economic Development, Tourism and Victoria Conference Centre
- Citizen Engagement and Strategic Planning Department

Arts and Culture Programming

- Arts, Culture and Events Office
- Parks and Facilities
- Citizen Engagement and Strategic Planning Department

Public Art

- Arts, Culture and Events Office
- Public Works
- Parks
- Citizen Engagement and Strategic Planning Department
- Sustainable Planning and Community Development

Heritage

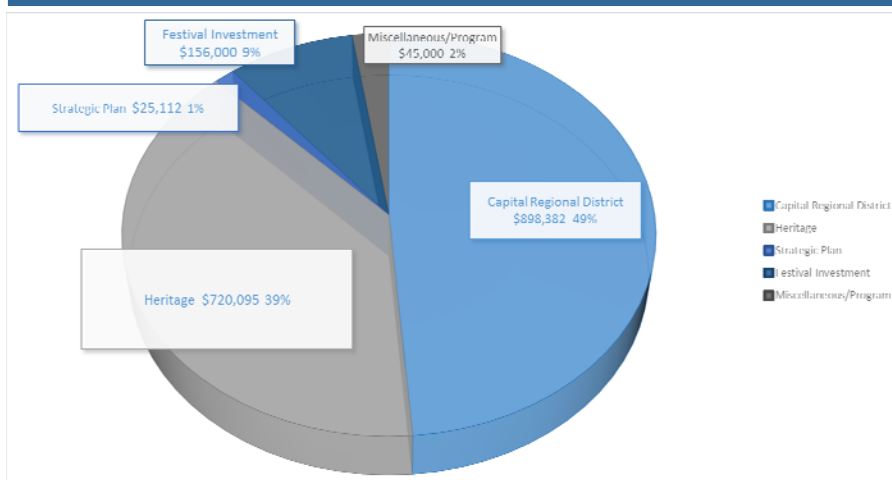
- Sustainable Planning and Community Development

Grants

- Finance
- Arts, Culture and Events Office
- Citizen Engagement and Strategic Planning



Arts, Culture and Heritage Grants 2015



Total Grant Funding 2015: \$1,844,539

Total organizations funded through grants: 71



City Support for Arts and Culture Grants

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



Heritage Grants

In **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.

Capital Regional District Grants

The City's collects levies on behalf of the Capital Regional District
Arts Development Fund.

Supports: **32** organizations
Artists employed: **562**



Number of Events: **2,285**
Attendance: **599,793**

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 totaled **\$280,062**.



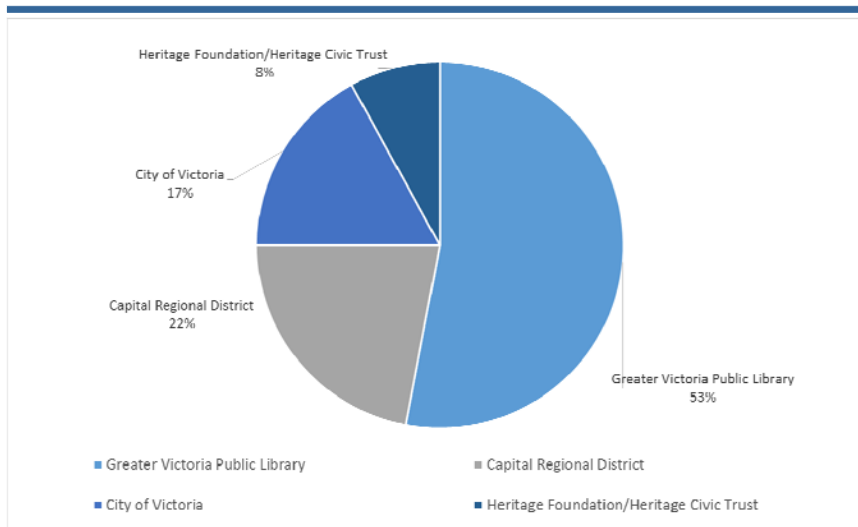
Shared Responsibility

Community Stakeholders

- Capital Regional District Arts Development Office
- Greater Victoria Public Library
- Heritage Civic Trust and Heritage Foundation
- Non-profit and commercial arts, culture and heritage organizations
- Community Centres and Associations
- Artists, musicians, writers, performers.



Percentage Stakeholder Responsibility



History: Regional Context

- 1958:** Esquimalt, Oak Bay, Saanich and Victoria established the Greater Victoria Intermunicipal Committee
- 1988:** The Intermunicipal Committee developed an arts policy for Greater Victoria to establish clear guidelines for public support of arts activities
- 1989:** Arts Policy adopted and included 29 recommendations
- 1989:** As recommended in the policy, the first Arts Manager is hired and a 12-member Arts Committee was appointed as an advisory body to the Intermunicipal Committee
- 1991:** Arts Committee commissioned a report to study the need for arts facilities in Greater Victoria
- 1999:** The Arts Committee and Intermunicipal Committee made a joint recommendation that member councils support the transfer of all functions to the Capital Regional District
- 1999:** CRD Bylaw 2685 *"establishes a local service for all facilities and concessions associated with the McPherson Playhouse"*
- 2001:** CRD Bylaw 2884 established the Art Service and CRD Bylaw 2973 established the Arts Advisory Council
- 2002:** Regional Arts Strategic Plan is completed and adopted by CRD Arts Committee and Arts Advisory Council
- 2002 - Present:** CRD administers three grant programs 1) Operating 2) Project 3) IDEA grants to professional arts organizations on behalf of eight municipalities in the region and manages the Royal and McPherson Theatre Society



Arts and Culture Master Plan



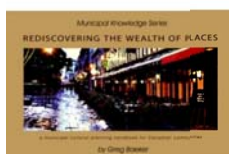
Introduction of Dr. Greg Baeker

35 years of experience working in cultural development

Senior leadership positions in Canada as a policy maker, cultural planner and academic.

Authored:

Municipal Cultural Planning: A Toolkit for Ontario Municipalities



*Rediscovering the Wealth of Places:
A Municipal Cultural Planning Handbook
for Canadian Communities*



Next Steps

Project Plan to Council in January 2016

Outlining the following to complete an Arts and Culture Master Plan:

- Scope
- Deliverables
- Timeline
- Budget

