

## Janet Hawkins

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**From:** Thinklandia Festival <programming@thinklandia.ca>  
**Sent:** Wednesday, Jul 22, 2015 11:00 AM  
**To:** Public Hearings  
**Subject:** Re: Questions regarding your grant submission to Victoria Council  
**Attachments:** Thinklandia support toolkit July 2015 - web.pdf

Hi Christina

Thanks for sending these. I've attached the Thinklandia Festival outline, which has details on confirmed speakers, the venue, and the impacts the festival creates, and here are some responses to Council's questions:

1. Provide information on how this project aligns with the City's Strategic Plan, as it's not filled out in the application.

Thinklandia's objectives align with those of the City in many fundamental ways. Our core function is to increase vibrancy and creative capacity in our city, improve accessibility to arts, culture, and innovative ideas, and demonstrate regional leadership by creating a platform that supports and empowers our creatives to live and work in a supportive creative city. In particular, we share distinct common objectives in the following:

### **Obj. 1 - Innovate and Lead**

Thinklandia works to be Victoria's foremost creativity, arts, and innovation experience, engaging people to "Think Big. Think Bold". From new ways to empower and engage local creativity, to new uses of public space, to bringing international speakers in a free and open public forum, we are creating a festival that is itself an innovation. More than facilitate conversations around creativity, we work to create a festival that is itself a conversation.

### **Obj. 2 - Engage and Empower the Community**

Thinklandia is built to not only introduce creativity from around the world to our community, but also to introduce our community's creativity to the larger world. By creating this free and open platform for new and innovative ideas to have a voice, we look to create an event that introduces and engages new voices in these conversations and allows more people access to their creative community.

### **Obj. 4 - Build the Financial Capacity of the Organization**

Now in its third year, Thinklandia has become a self sustaining and viable free public festival. By demonstrating that this measure of growth and this caliber of creative festival is not only possible but viable without ticket revenue or federal or provincial funding, we are expanding our capacity both exponentially and responsibly.

### **Obj. 5 - Create prosperity through Economic Development**

Victoria is a diverse, creative, and distinctly local economy, and our most valuable and attractive assets for economic development is our creative capital. Thinklandia creates new commercial and creative opportunities by fostering a platform that identifies, promotes, and celebrates those who produce, create and innovate locally.

### **Obj. 7 - Facilitate Social Inclusion and Community Wellness**

Creativity in a community is a recognized social indicator of wealth and well being. We work to create inclusive experiences and conversations that allow people to not only be present without cost or accessibility barriers, but participate creatively through any number of outlets and interactive opportunities - from our ideas submissions process, to public callouts for artists, to our "Iteration Stations" and public mapping booths, to posing questions directly to speakers.

### **Obj. 8 - Enhance and Steward Public Spaces**

Last year's Thinklandia saw us developing a pilot project to use the Yates parkade as a public venue, a feat which had of yet not been done. The success of the event coupled with Rifflandia's history of creating new public spaces for it's expanding cultural activities has encouraged us to expand this by developing the Yates parkade rooftop into a more demonstrable venue opportunity where we will convene 7 days worth of conversations, one day's worth focused on the very theme of "Public" and ways we can innovatively use spaces, engage people, and create greater common areas.

**Obj. 10 - Nurture our Arts, Culture, and Learning Capital**

Creative capital is our currency. We work to create the greatest cultural return-on-investment possible by ensuring that the development of our creative capacity as a community is always the primary outcome and objective.

**Obj. 13 - Demonstrate Regional Leadership**

**2. Regarding the request for seven days use of the Yates Street Parkade, what is the value of that and impact of that, in terms of the capacity of this often full parkade?**

The value and impact is a significant increase in public use of this parkade, at the temporary cost of a decrease in the parkades parking capacity. We will be mitigate the impact as much as possible with advanced public notices, visible signage encouraging use of other City parking facilities for the period the event, increased on-site bicycle parking, and a policy discouraging anyone but essential staff from using the parkade as parking for the event. Nights with the most apparent loss of parking capacity (Friday and Saturday) similarly see the greatest social gains, with 50 to 75 spots being lost in favor of 300-500 people engaged in events. Weekday events will have little to no loss of parking capacity.

**3. Is the requested use of the parkade for in-kind and/or cash only and to what extent could the City's contribution be in-kind?**

We have requested that the City provide in-kind use of the top floor open area of the Yates parkade. Our team has been working through the planning and approval process with City staff Darb Erickson and Ismo Husu consistently since last year's pilot project event in the same venue, which was a tremendous success and a valuable exercise in identifying the challenges and solutions involved in using these spaces and venues for broader public use.

**4. Is it possible to align communications for this project with the City to reduce the City's cash outlay?**

Thinklandia's communications budget is already secured, so support from the City would not be applied to communications, rather public events, production, and local initiatives to promote and provoke creative public participation. We have a strong communications team and platform this year consisting of a staff volunteer and communications coordinator for Thinklandia, as well as Rifflandia communications team, Telus as a communications and social media partner, and media partners including the DVBA, Times Colonist and others, allowing us to leverage our communications budget significantly within existing staff and resources. We do look forward to working with the City in leveraging our communications plan even further though, and will keep in regular contact with its communications department as we rollout our announcements.

Thank you again for your time. If you have any other questions or need anything else at all, please don't hesitate to get

in touch.

Sincerely,

Joey MacDonald



J. MacDonald  
*Creative Programming Director*

[www.rifflandia.com](http://www.rifflandia.com)  
[www.thinklandia.ca](http://www.thinklandia.ca)

On 7/16/2015 3:46 PM, Public Hearings wrote:

Below are the questions posed by Council on your grant submission at the July 15, Special GPC meeting:

**InterArts Centre for Makers**

1. Provide information on how this project aligns with the City's Strategic Plan, as it's not filled out in the application.
2. Regarding the request for seven days use of the Yates Street Parkade, what is the value of that and impact of that, in terms of the capacity of this often full parkade?
3. Is the requested use of the parkade for in-kind and/or cash only and to what extent could the City's contribution be in-kind?
4. Is it possible to align communications for this project with the City to reduce the City's cash outlay?

Please note that staff from Engineering and Citizen Engagement and Strategic Planning received a copy of this email for information.

Please 'reply' to this email, at [publichearings@victoria.ca](mailto:publichearings@victoria.ca) with your response. As this is a time-sensitive application process, we would appreciate your response as soon as possible, and no later than 11:00 am **on Wednesday, July 22.**

For reference, below is the link to the archived video of the meeting where you can listen to the questions should you wish for more detail:

<http://www.victoria.ca/EN/main/city/council-webcasting.html>

Thank-you,

Christine Havelka  
Secretary – Council Committees  
Legislative & Regulatory Services  
City of Victoria  
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# VICTORIA'S CREATIVE FESTIVAL

THINKLANDIA FESTIVAL • VICTORIA, BC





# A PLACE FOR IDEAS

THINKLANDIA 2015



KYLA BIDGOOD  
DESIGNER



THINK  
BIG

**THINKLANDIA** is a festival of imagination, thought, and inspiration created to connect our creative communities to one another, and to the world. It is a platform that incites interaction by connecting artists, thinkers, designers, and entrepreneurs in a common forum. We work to engage people in the creative process, catalyze new and innovative ideas, and support the incredible people creating change, locally and globally.



THINK  
BOLD

From world renowned artists and speakers, to dynamic exhibitions, to interactive installations, Thinklandia is about connecting the dots of creativity in a boldly inclusive platform, illustrating the accessibility and commonality of creativity. It is about accelerating thought and innovation, building our creative capacity and economy, and demonstrating the power of the creative process in shaping our lives, our communities, and the world.





# NEW WAYS TO CREATE

ARTLANDIA 2015



DENVER JACKSON  
ANIMATOR



**ARTLANDIA** brings together the best and brightest in our community and elevates them to new audiences, new opportunities, and new connections. Whether exposing audiences to awe inspiring work, or demonstrating new ideas shaping the creative world, or just creating small sparks through personal questions, Artlandia brings creativity and opportunity together in a common forum.

Everyone has the ability to be creative. But it takes a healthy creative community to allow important ideas to develop and be realized. Our creative capacity depends on the support we give to our creative sectors – artists, makers, designers, entrepreneurs, dreamers, creators, people using creativity as a powerful tool in innovation, leadership, and change. Supporting our creative community means supporting a generation of innovation.





# A PLACE FOR MAKERS

MAKELANDIA 2015

Victoria is a craft culture, from local breweries to makerspaces. MAKELANDIA brings Victoria's builders, fabricators, craftsmen, hackers, doers, and maker community together with designers, artists, innovators, and creatives to learn, create, and collaborate.

## WHO IS THINKLANDIA

### CREATIVE THINKERS

Artists, designers, start-ups, entrepreneurs, people who use creativity to make change

### COMMUNITY BUILDERS

Placemakers, proactive thinkers, and community minded people making a difference

### MAKERS AND ARTISTS

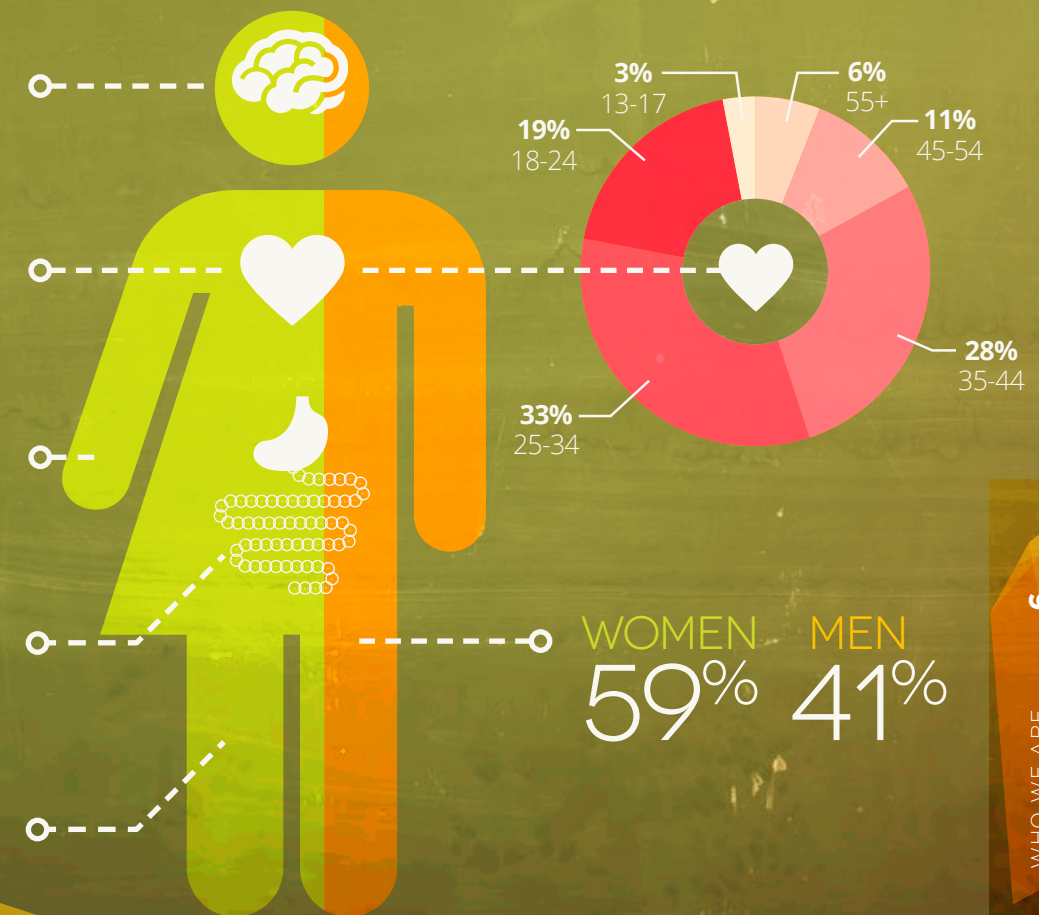
Tinkerers, DIYers, crafters, artisans, craftspeople, hobby builders, hands-on people

### LOCAL APPETITES

Creativity fueled. A tasteful mind for local beer, locally roasted coffee & local flavor

### ACTIVE & PROACTIVE

People active in their environment, engaged in their communities, movers & shakers







DIY DNA  
PANEL AT  
WHEELIES  
MOTORCYCLES

BEER  
BOTTLE  
PUMP  
ORGAN

# A HISTORY OF CREATIVITY



POP-UP  
PARKADE  
PARTY

5 arts shows, 6 speakers,  
2 DJs, a parkade roof, an  
incredible view, and a new  
public venue.

INTER/  
ACTIVE  
SKATERAMP

A collaborative interactive  
installation with an audio  
responsive 24' boombox  
with LED EQ display.

LIVE!STOCK  
POSTER  
EXHIBITION

7 years & 100+ prints cre-  
ated by locals and interna-  
tional artists celebrating  
Rifflandia's performers.

CREATIVE  
SPEAKER  
SERIES

Artists, entrepreneurs,  
innovators, and creatives  
sharing their experiences,  
collaborating, and creating.

NEW  
WORKS BY  
MORGANA  
WALLACE

HEAD  
SPACE

LED  
PAINT  
WALL

Create your opus with this  
inter-active LED paint wall  
through gesture, movement,  
even dance!

PAINT  
WALL





# A BRIGHT FUTURE

THINKLANDIA 2015

2015 represents a leap ahead for Thinklandia, and for Victoria's creative community. We are working to build the most engaging, enlightening, and entertaining creative festival possible, one that celebrates and supports our incredible creative community.



## NEW PUBLIC VENUE

We are working to create conversation around public space by creating an interactive outdoor venue on a downtown parkade rooftop.



## INTER- ACTIVE VENUE

Light and sound responsive LED cubes, articulated staging, modular seating, and interactive installations create an immersive environment.



## INTER- NATIONAL THINKERS

Bigger speakers, important concepts, interactive format, and programming that inspires brilliance in speaker and audience alike.



## REAL TIME CONTENT

Live-streamed events, insightful interviews, in-depth speaker profiles, interactive print materials, and thought provoking content.





# MEET YOUR MAKERS SERIES

THINKLANDIA 2015

Thinklandia Video Series invites speakers, creators, artists, and innovators to share their stories, their experiences, their unique moments of insight, and their notion of what creativity and craftsmanship mean to them.



## "SMART PEOPLE"

Long time friends & skateboarders talk skatable art & the history of skateparks.



## "DON'T BUY CRAP"

Architect Franc D'Ambrosio discusses the nature of quality, tangible design.



## "MENSWEAR IS LOVE"

Designer Iain Russell's thoughts on local manufacturing, public, and connectivity.



## "THINKLANDIA 2015"

Thinklandia's mission, its history, and its future as Victoria's imagination festival.



## "A DAY AT THE PARK"

Royal Athletic Park comes to life with interactive installations, art, and creativity.



## "MAGIC MARK MAKER"

Comic shop owner & artist Gareth Gaudin on the history of comics as a medium.



## LIVE-STREAM EVENTS

Capturing, streaming, and archiving Thinklandia events & workshops.



## "MEET YOUR MAKERS"

Speaking with creators about their craft, their passion, and their process.



## "FROM THE GROUND UP"

A look at Victoria's coffee culture, the resurgence of local, and the DIY motives.



# stories we tell



## STORIES WE TELL

MONDAY SEPT. 14

YATES PARKADE

A conversation among luminaries, mediums of history, crafters of culture, and interpreters of truth. This panel focuses on the power of story telling, its role in history, the joys and dangers of fiction, and how the past informs the future through stories.



### ROY HENRY VICKERS

ARTIST • AUTHOR

Celebrated artist, storyteller, and member of the Order of Canada



### PANCAKE MANOR

YOUTUBE SENSATION

Popular children's show characters Zach & Reggie host the evening



### STORY SLAM

5 artists, and speakers contest their story, whatever it is. 5 minutes, no rules, best story takes all.



# ~~Legal~~



## ILLEGAL

SUNDAY SEPT. 13

YATES PARKADE

**ILLEGAL** explores the contingencies, eccentricities, and everyday actions that exist outside of the typical realm of law, as well as the motivations and barriers experienced by those actively operating outside of the system.

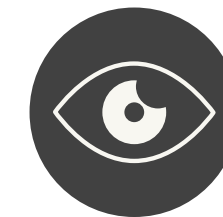
### KEYNOTE



#### STEPHEN REID

AUTHOR • CRIMINAL  
Reid is an author, a poet, an addict, and a character of folkloric level.

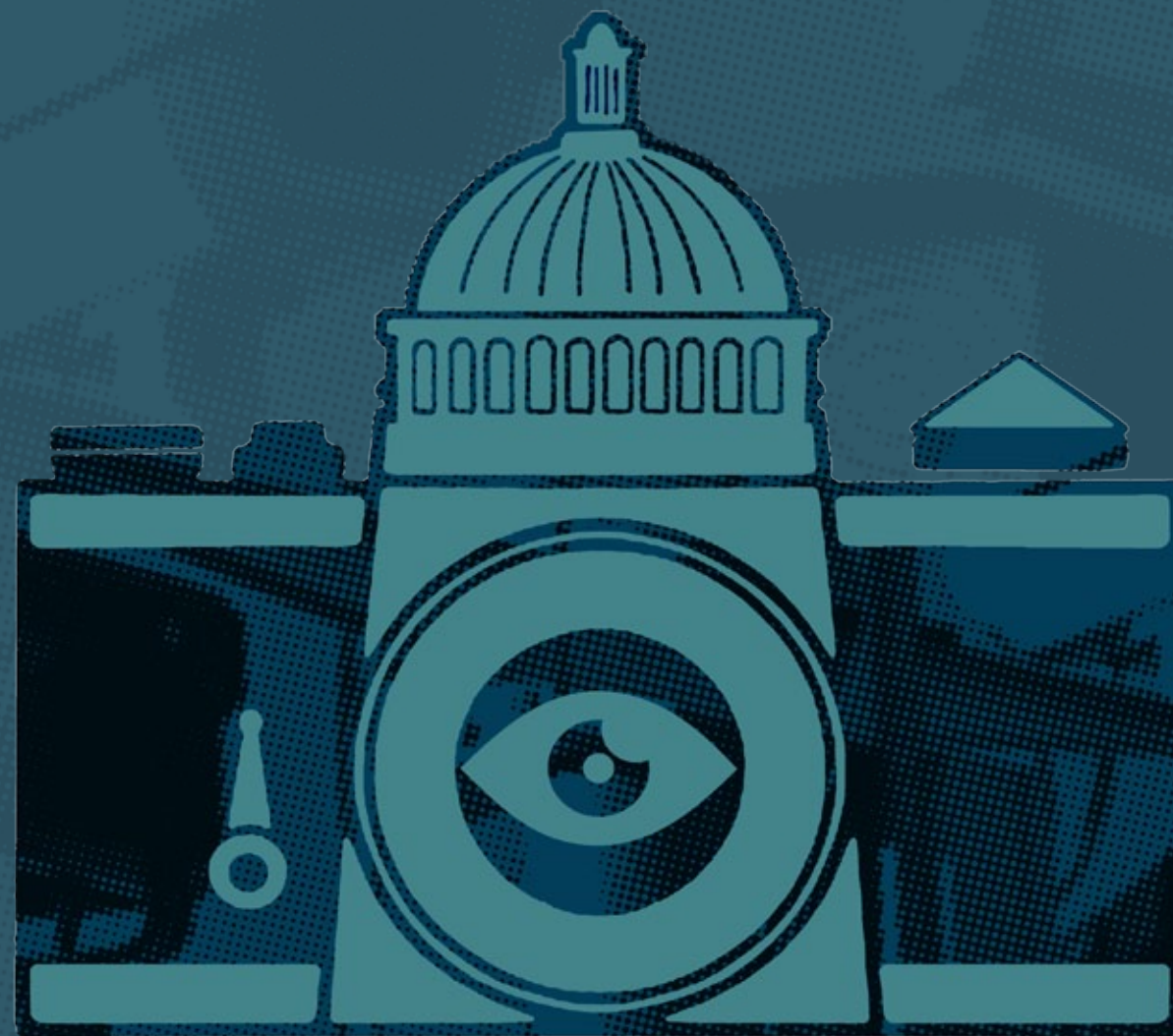
### WORKSHOP



#### MISSION VS. PERMISSION

Street artists create, workshop, and discuss acts of culture created outside of - and despite - the law.





# SECURITY



## SECURITY

SUNDAY SEPT. 13

THE ATRIUM

**SECURITY** examines the many facets of liberty, privacy, and self determination, in everything from food security, to online privacy, to the role and rights of any individual in society today. Security today is a broad term in need of defining - security for whom? Security from whom?

SECURITY will feature 3 speakers speaking on different aspects of the concept of security - personal security, financial security, food security, domestic security, and everything in between.

### WORKSHOP



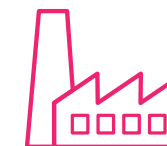
#### STATE+STORY MORNINGS

Series of local creative events bringing like-minded creatives together for coffee & conversation.





# PUBLIC



## PUBLIC

FRIDAY SEPT. 11

YATES PARKADE

**PUBLIC** is a forum to explore, express, and create the conditions we all want to see. It brings together participants from every aspect of public life into a common discussion about who we are, what we want to be and see, and how we get there together.

### KEYNOTE



#### DAVE MESLIN

POLICY ENGAGEMENT  
Hidden Cameras member and advocate for political engagement

### WORKSHOP



#### ITERATION STATIONS

5 interactive stations where participants can propose, refine, and support open-sourced public policy.





# Perspective



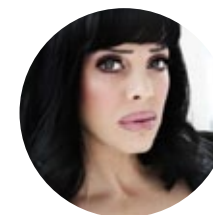
## PERSPECTIVE

TUESDAY SEPT. 15

YATES PARKADE

**PERSPECTIVE** explores the ability to approach common problems from an independent frame of reference, and the incredible new ideas generated from the simple practice of seeing differently. Perspective aims to reframe emerging discussions around broader opportunities for communication.

### KEYNOTE



#### BIF NAKED

MUSICIAN, ACTIVIST  
Renowned musician, doctor, actor, activist, and cancer survivor.

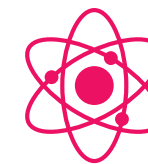
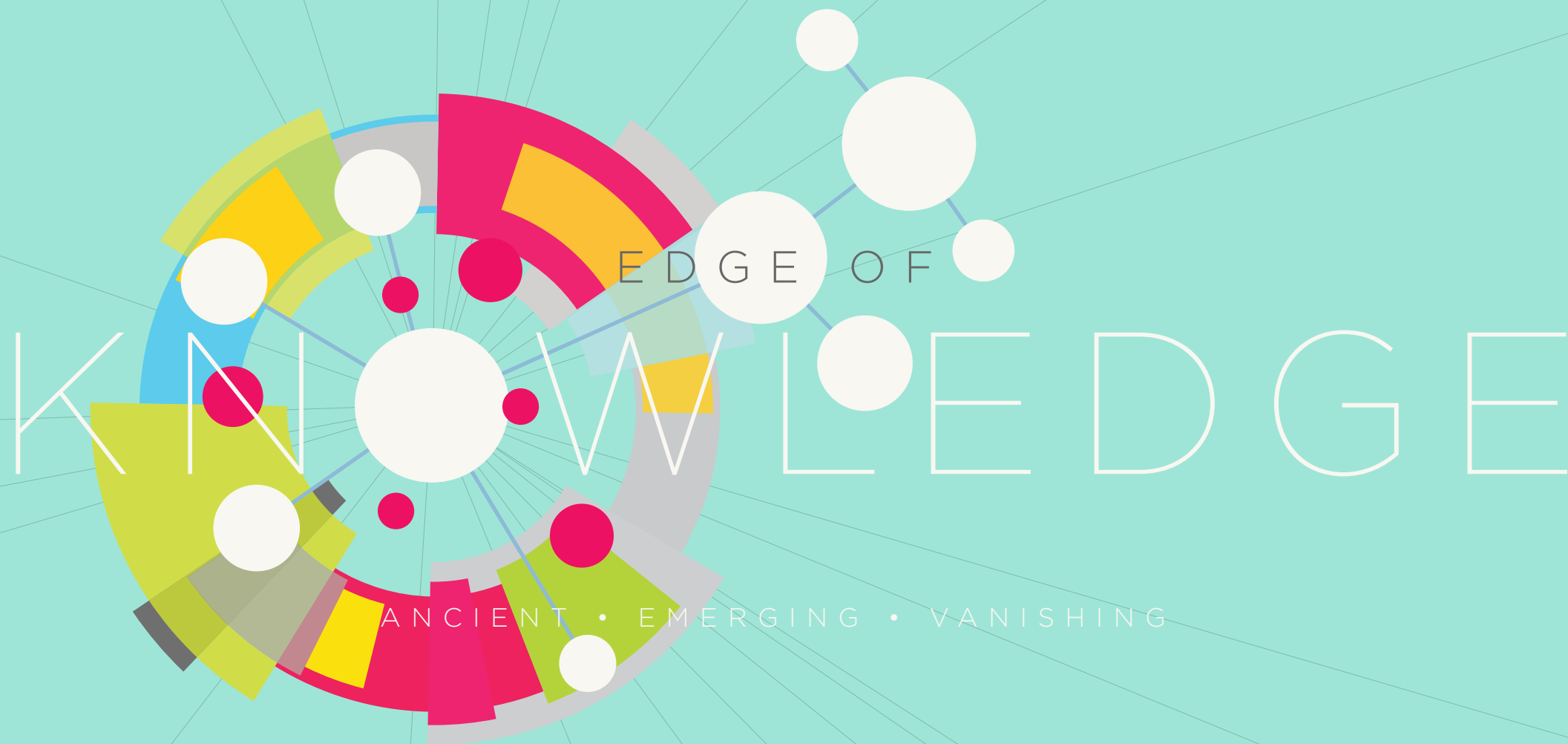
### WORKSHOP



#### SLAM POETRY

5 slam poets infuse and inform the conversation with their cadence and their poetic perspectives.





# EDGE OF KNOWLEDGE

SATURDAY SEPT. 12

YATES PARKADE

Edge of Knowledge is an exploration spanning through of years and billions of miles, from ancient wisdom known and taught for generations, to emerging notions of reality and the nature of existence, to aspects of reality that elude us still.

## KEYNOTE



### DEREK MULLER

PHYSICIST • EDUCATOR  
PBS television presenter and creator of science channel Veritasium.

## WORKSHOP



### LIVE SPACE LAUNCH

We launch of Chris Mackey's famous mullet "Winston" into low-orbit space live for charity.



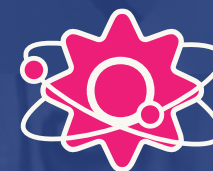


# BUILD VICTORIA'S CREATIVE FESTIVAL

THINKLANDIA 2015

## BECOME A PARTNER

**THINKLANDIA** connects people to creativity, and our creative community to global possibilities. In supporting Thinklandia, you are supporting more than a festival, but an entire creative community.



### OFFICIAL PARTNER

- ✓ YEAR-ROUND RECOGNITION
- ✓ VIDEO SERIES SPONSOR
- ✓ ALL BENEFITS BELOW

\$50K



### PRESENTING PARTNERS

- ✓ DEDICATED EVENT PARTNER
- ✓ PRESENCE AT ALL EVENTS
- ✓ ALL BENEFITS BELOW

\$25K



### SUPPORTING PARTNERS

- ✓ CREATIVE CONTRIBUTION
- ✓ PROMINENT RECOGNITION
- ✓ ALL PERKS BELOW

\$10K



### COMMUNITY PARTNERS

- ✓ VIP EVENT ACCESS
- ✓ SOCIAL MEDIA MENTIONS
- ✓ ALL PERKS BELOW

\$1-5K



### MEDIA PARTNERS

- ✓ LOGO IN PRINT MATERIALS, WEBSITE, AND SOCIAL MEDIA
- ✓ SPECIAL EVENT ACCESS

\$1K+

FOR SUPPORT INQUIRIES, IDEAS, AND OPPORTUNITIES, GET IN TOUCH.

[PROGRAMMING@THINKLANDIA.CA](mailto:PROGRAMMING@THINKLANDIA.CA)





Thinklandia is about bridging the gaps on the broad creative spectrum. We look to you the community to make this the most relevant and supportive festival it can be.

We want to hear how you can help make Thinklandia bigger, brighter & bolder. Get in touch with your ideas and opportunities. We'll go from there.

# LET'S STAY IN TOUCH

THINKLANDIA 2015







“ THE SCIENTIFIC  
METHOD AND THE  
ARTISTIC PROCESS  
ARE THE TWO MOST  
ROBUST PROBLEM  
SOLVING METHOD-  
OLOGIES EVER  
DEVELOPED. ”

ANDREW SIMONET

## SUPPORT IDEAS

For programming inquiries, artist submissions, and festival ideas

[ideas@thinklandia.ca](mailto:ideas@thinklandia.ca)

For partnerships, and to support and help grow Thinklandia

[programming@thinklandia.ca](mailto:programming@thinklandia.ca)

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Hailey Finnigan

**DESIGN SUPPORT**  
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Brian Holt

**RESEARCH**  
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Morgan Blake • Bruce Nelson • Kathryn Mullis • Kristen Wright • Alain Champagne

**atomique**  
productions

*Thinklandia*

  
INTERARTS

V I A T E C





[WWW.THINKLANDIA.CA](http://WWW.THINKLANDIA.CA)