



# CULTURE PLAN

## STRATEGIC DIRECTIONS FOR THE NEXT 5 YEARS

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# Culture Plan to Strategic Directions

## 2008 Culture Plan

- Public Engagement and Consultation
- Grants Review
- Public Art Plan
- Facilities Plan
- Cultural Tourism Strategy

## 2008-2013 Highlights

- Arts and Culture Policy Council
- Increased Grant Support
- Artist-Initiated and Olympic Public Art
- \$4.6M Infrastructure Grants
- Vancouver 125: Cultural Capital of Canada

## 2014 -2018 Strategic Directions

- Foster Cultural Leadership
- Increase Participation and Community Engagement
- Provide Sustainable Support Programs
- Optimize City Investment
- Invest in Creative Economy

# Why is Arts and Culture Important?

How and to what degree we engage with cultural activities impacts our individual and collective well-being<sup>1</sup>

- Participation in arts and culture has a strong connection with better health, more volunteering and greater satisfaction with life!<sup>2</sup>
- Celebrates community values and aspirations
- Critical to building a vibrant, livable and healthy city

<sup>1</sup> City of Vancouver Healthy City Strategy

<sup>2</sup> *Arts & Well-Being*, Hill Strategies 2010

*Vision: A diverse and thriving cultural ecology that enriches the lives of residents and visitors*

**Diversity, innovation, artistic excellence**

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graph TD; A[Diversity, innovation, artistic excellence] --> B[Community engagement and participation]; B --> C[Vibrant, creative neighbourhoods & public spaces]; C --> D[Dynamic robust creative economy];
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**Community engagement and participation**

**Vibrant, creative neighbourhoods & public spaces**

**Dynamic robust creative economy**

# Creative Economy (Metro Vancouver)

- \$5.24B Creative Sector GDP (2009)<sup>1</sup>
- 2.9% of Provincial GDP
- \$1,065 average household spending on arts and culture in 2005<sup>2</sup>
- 25,000 Cultural Workers<sup>2</sup>
- 7.7% of all jobs<sup>2</sup>
- 64% of BC cultural workers live in Metro<sup>2</sup>

<sup>1</sup> Compiled from Statistics Canada data

<sup>2</sup> Hill Strategies

# Creative People and Organizations

- 8200 Artists<sup>1</sup>
- Highest concentration of artists per capita in Canada<sup>1</sup>
- 16,000 volunteers<sup>2</sup>
- 6,400 arts and culture events & performances<sup>2</sup>
- Over 5 million in attendance at arts and cultural performances and events<sup>2</sup>
- 400 arts and cultural non-profits<sup>3</sup>

<sup>1</sup> Hill Strategies

<sup>2</sup> Canadian Arts Database

<sup>3</sup> City of Vancouver Cultural Assets List 2012

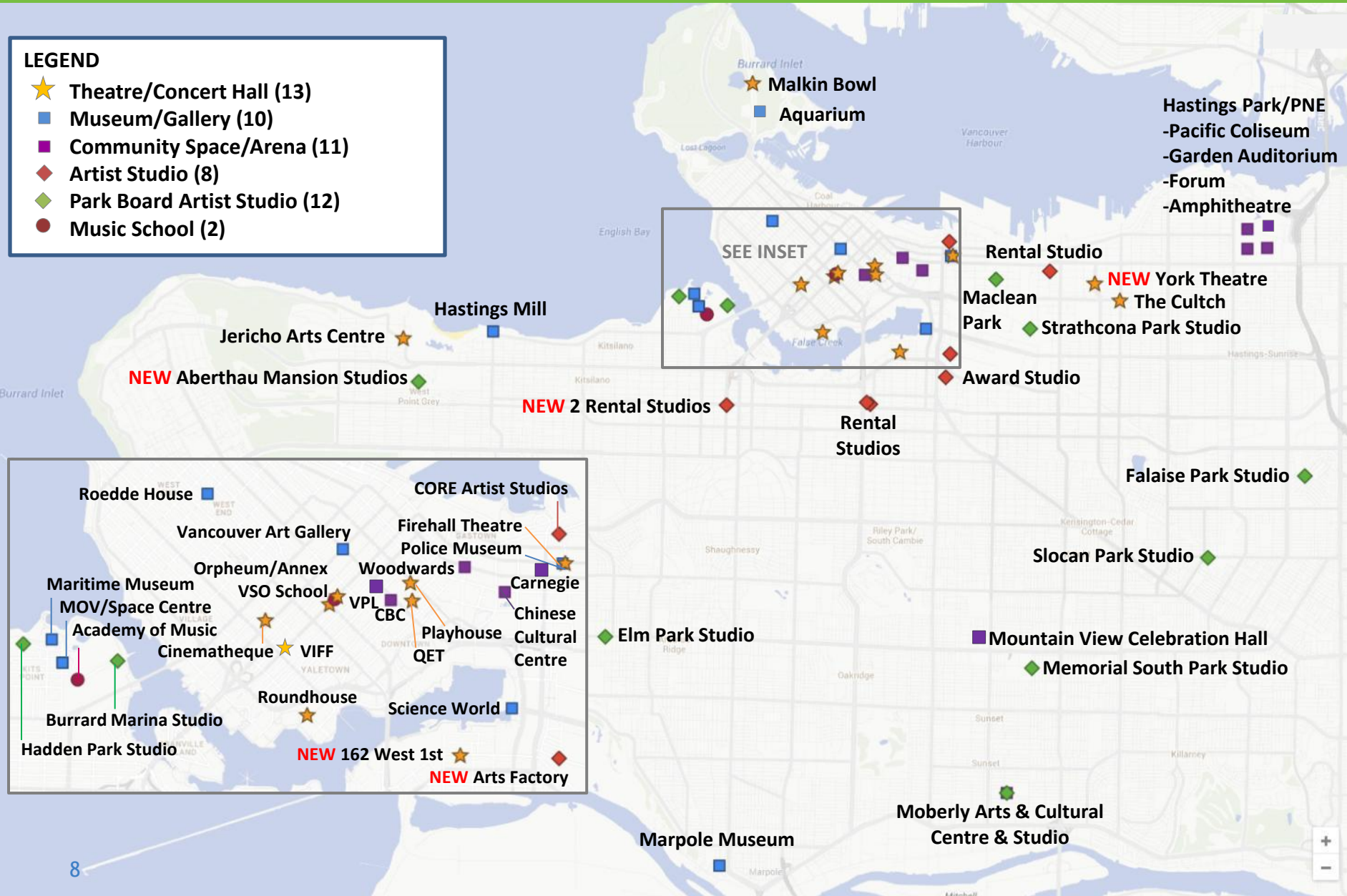
# Creative Places and Spaces

- 173 galleries & museums
- 106 other exhibition/performance spaces
- 131 artist studios/workshops
- 26 media studios
- 333 public artworks
- 11 educational institutions

# City of Vancouver | 56 City-Owned Cultural Spaces

## LEGEND

- ★ Theatre/Concert Hall (13)
- Museum/Gallery (10)
- Community Space/Arena (11)
- ◆ Artist Studio (8)
- ◆ Park Board Artist Studio (12)
- Music School (2)





**Vancouver is #1 in grants (\$28) and #2 in cultural investment (\$47) per capita compared to Montréal, Ottawa, Toronto and Calgary<sup>1</sup>**

## Grants and Awards

Cultural Grants and Awards  
\$11.4M

In-Kind Outdoor Advertising  
\$4.7M

## Public Art and Civic Collections

### Public Art Program

- Civic Commissions \$83K
- Private Sector \$2.45M
- Maintenance \$100K

### Civic Collections

- Public Art
- VAG, CAG, MOV, Maritime, Roedde House, Clerk's/Protocol

## Other Programs

Park Board Arts Programs

Engineering Film & Events, VIVA Vancouver

Library, Archives, Police Museum

Heritage, Cemetery, Carnegie Centre, Great Beginnings

# Current Context

## Economy

- Less discretionary income
- Space is expensive, affordable older spaces being redeveloped
- Senior government funding changes
- Shift has at times resulted in crisis – NPOs shutting doors

## Demographics

- Aging audiences and cultural leaders retiring
- New younger audiences more selective and diverse
- Need to keep in step with rapid societal changes
- Shift to suburbs: population and infrastructure

## Digital and Social Media

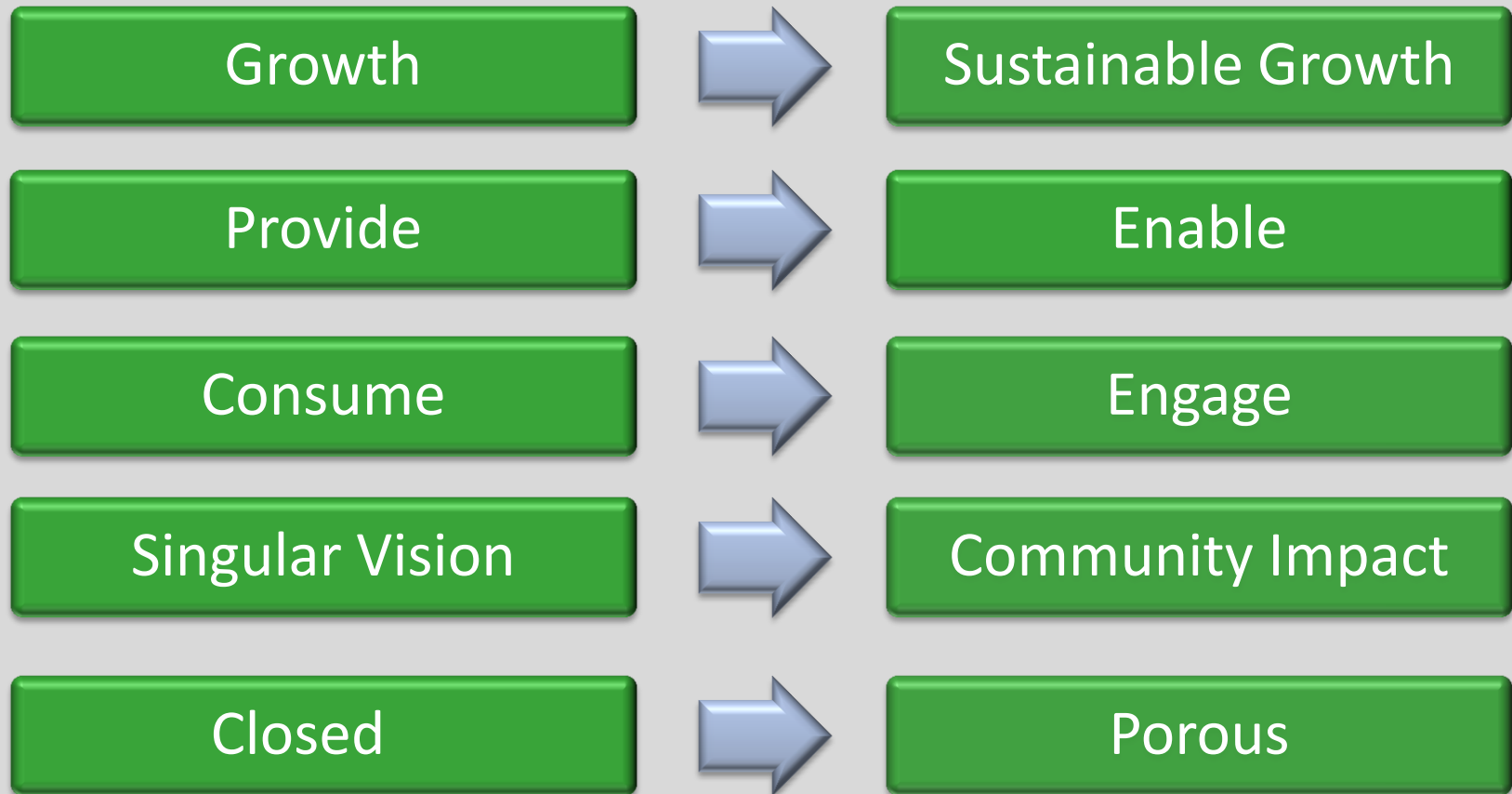
- Impact on art production, supply and consumption

“Successful organizations will more deeply recognize and engage with the creativity and artistic potential of the larger community, and the dominant organizational model will change to one that is porous, open and responsive.”

**Richard Evans**  
*Entering upon Novelty,  
Policy and Funding Issues  
for a New Era in the Arts*

**Keynote Speaker**  
**Arts Summit Vancouver**  
**June 22, 2013**

# Paradigm Shifts Needed



# The Next Five Years | Strategic Directions



*Achieving our ambitious goals requires*

**Innovation**

**Engagement**

**Resilience**

**Transformation**

## **Foster cultural leadership**

- Celebrate artistic excellence
- Recognize outstanding leadership
- Expand support to emerging, innovative artistic practices

## **Underway**

- Mayor's Arts Awards
- Artist studios
- Broaden Public Art artist opportunities
- Support incubator spaces for artistic innovation

## **Planned**

- Support peer mentorships
- Establish VSB Liaison on ACPC

## **Increase public participation and community engagement in arts and culture**

- Promote local arts and culture
- Improve arts access for new and under-served communities

## **Underway**

- Promotion on transit shelters, video screens, Twitter and Facebook
- VPL Inspiration Pass
- VIVA Vancouver
- Online mapping of cultural spaces
- Mayor's Engaged City Task Force

## **Planned**

- Develop neighbourhood-led art plans
- Foster cultural inclusion through support
- Audit cultural spaces for accessibility

## **Provide adaptable sustainable support programs**

- Support the breadth of diversity and artistic expression—from ideas to major facilities
- Support sustainable growth
- Enhance sustainability of organizations

## **Underway**

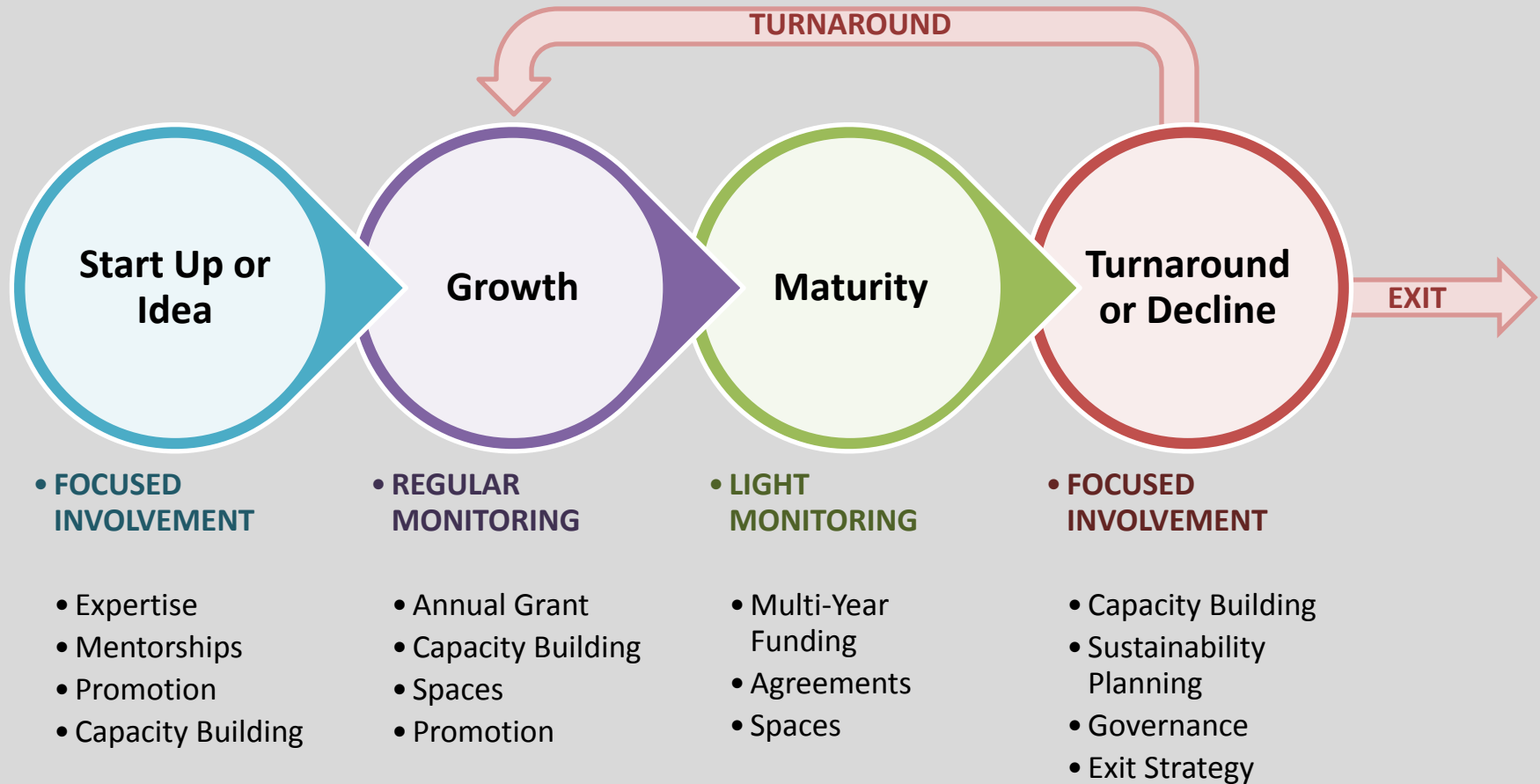
- 2013 Cultural Grants budget indexed to inflation
- Capacity workshops for NPOs
- Partnering with NPOs on sustainability plans
- Streamline City support
- Pilot online grants
- Self-assessment tools

## **Planned**

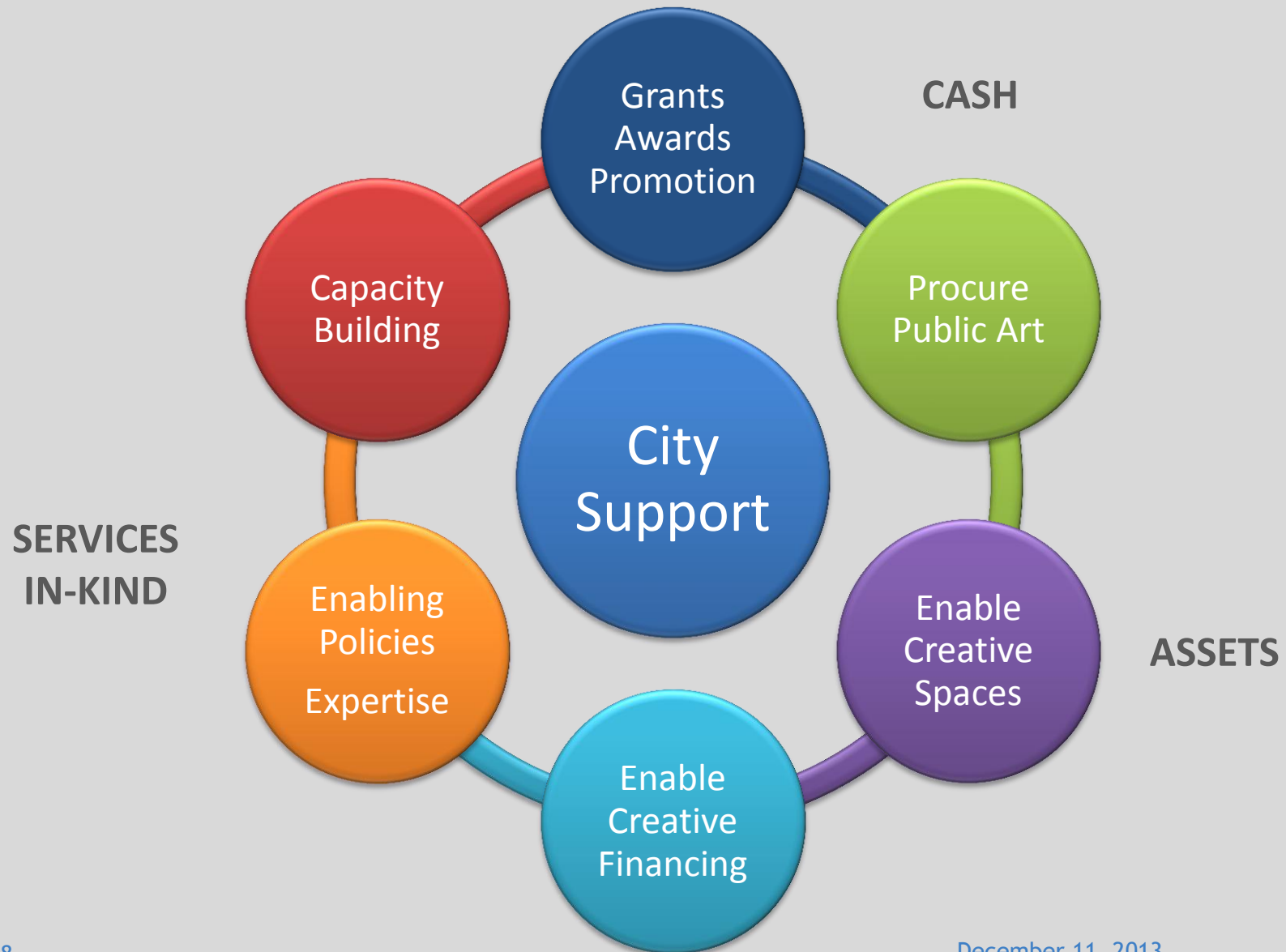
- Support proactive sustainability planning



# Adaptable Sustainable Support | NPO Lifecycle



# Multi-Pronged Approach for Success



## **Optimize City investment in cultural assets**

- Arts and culture integrated in community plans and city-wide strategies
- Innovative approaches to maximize community benefits and care for City facilities and assets

## **Underway**

- City-wide cultural amenity strategy
- New plan for Vancouver Civic Theatres
- York Theatre – 365 seats
- Performing arts production centre at 162 West 1<sup>st</sup>
- Howe St artist studios – 10,800 sf

## **Planned**

- Encourage shared services

## **Invest in Vancouver's creative economy**

- Expand and leverage strategic partnerships
- Partner to retain and develop affordable, sustainable spaces
- Cut red tape for arts and cultural activities
- Commission new public artworks city-wide

## **Underway**

- New Vancouver Art Gallery
- Arts Factory
- Arts Event License pilot
- Artist Studios in Industrial Zones
- Support Mt Pleasant artist production space (Rize)

## **Planned**

- Enhance Public Art Program

## Looking Ahead

- CBC and Woodward's Non-profit Tenants
- 162 West 1<sup>st</sup> – Performing Arts Production Centre
- Mt Pleasant Artist Production Space (Rize)
- Vancouver Civic Theatres Business Review and Plan
- Public Art Investment
- Grants for Capacity Building



# Questions?

