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To: "Direct to Mayor and Council - DL"

CC: "City Manager's Correspondence Group - DL"

"Singh, Sandra" <Sandra.Singh@vancouver.ca>

"Henselmann, Branislav" <Branislav.Henselmann@vancouver.ca>

Date: 5/16/2019 5:38:33 PM

Subject: Memo: Forthcoming Announcement: Vancouver to Host 2022 Creative City Summit

Attachments: Memo to Mayor and Council Vancouver to Host 2022 Creative City Summit Ma....pdf

Dear Mayor and Council,

Please see the attached memo that provides an update on the 2022 Creative City Summit and the role of Vancouver as host city. The key points include the following:

- Vancouver has been chosen to host a Summit of the Creative City Network of Canada (a national network of Canadian cultural planners & workers) held in Vancouver in November 22- 24, 2022 at a downtown Vancouver hotel, and in local arts, culture and heritage facilities and sites.
- As part of the Summit, Vancouver, as host municipality, will be responsible for a Welcome Reception for about 250 delegates and local arts and culture study tours. ACCS will absorb that commitment within its operating budget allocation.
- As well as bringing tourism and economic benefits to Vancouver, hosting the Summit provides opportunity to demonstrate and model the City's progress - in partnership with community - towards building capacity in, and raising profile of, the diverse creative talent in Vancouver.

Please let me or Sandra Singh know if you have any questions.

Best,
Paul

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The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the Musqueam, Squamish, and Tsleil-Waututh peoples.

MEMORANDUM

May 16, 2019

TO: Mayor and Council

CC: Sadhu Johnston, City Manager
Paul Mochrie, Deputy City Manager
Lynda Graves, Administration Services Manager, City Manager's Office
Rena Kendall-Craden, Civic Engagement and Communications Director
Katrina Leckovic, City Clerk
Neil Monckton, Chief of Staff, Mayor's Office
Alvin Singh, Communications Director, Mayor's Office
Anita Zaenker, Chief of Staff, Mayor's Office
Branislav Henselmann, Managing Director, Cultural Services

FROM: Sandra Singh
General Manager, Arts, Culture and Community Services

SUBJECT: Forthcoming Announcement: Vancouver to Host 2022 Creative City Summit

PURPOSE

This memo provides an update to Council on the 2022 Creative City Summit and the role of Vancouver as host city.

SUMMARY

The Creative City Network of Canada, a national organization connecting and supporting cultural leaders, celebrating cultural excellence, and nurturing cultural development in local communities throughout Canada, will soon announce that it has selected Vancouver to be a Host City for the three-day Creative City Summit, November 22- 24, 2022, bringing together municipalities, arts organizations and individuals working to support cultural development in their communities. This memo provides background about the annual summit, City benefits, as well as financial impacts.

BACKGROUND

Earlier this year, Cultural Services submitted a non-binding expression of interest to the Creative City Network of Canada's (CCNC) call to Canadian municipalities to host its annual summit between 2020-2024. Based on an assessment of Vancouver's arts, heritage and

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cultural venues, significant cultural initiatives, business and community partnerships, and conference and tourism amenities, the CCNC expressed its interest to hold its November 2022 Summit in Vancouver. Given the modest size of the summit and limited financial impacts to the City, the General Manager has approved this request as a matter of routine business.

DISCUSSION

Creative City Summits convene up to 250 municipal, provincial and federal delegates for face-to-face learning and networking in the field of cultural policy, planning, and development. Vancouver will see increased hotel night stays during shoulder season, increased direct visitor spending by delegates and companions, additional broader economic impact, and work for local artists. Study tours will highlight arts, heritage and cultural venues, places and sites, and programming will showcase diverse artists and artistic practices that are unique to Vancouver and these unceded territories.

With the imminent completion of three significant culture policies – the Music Strategy and Making Space for Art, along with the overarching Creative City Strategy – the 2022 Creative City Summit will be an important opportunity to gather both the local and national public cultural sector and showcase the progress the City in partnership with the community has made toward building capacity in and raising profile of the diverse creative talent in Vancouver, highlighting the breadth and depth of the artistic talent which exists in our diverse communities.

Coincidentally, the occasion will mark the 20th anniversary since the founding of the Canadian Creative City network, originally launched by Vancouver's then Office of Cultural Affairs.

Responsibilities

Creative City Summit is organized by a 10-person Summit Planning Committee, consisting of the CCNC General Manager and staff, the Host Municipality Coordinator, upcoming Summit Host Coordinator, Board members, and invited external members. The Committee is responsible for the overall delivery of the Summit. This includes developing program content (keynotes, plenaries and peer-to-peer presentations) that will attract delegates from across Canada from communities of different sizes, and encourage professional development and excellence in the cultural development and planning practice.

The Host City has two key responsibilities:

1. Organize, at own expense, the Host City Welcome Reception; and,
2. Design and organize the local arts and culture study tours.

Other responsibilities:

- Participate in the Summit Planning Committee and liaise regularly with CCNC staff.
- Provide information on meeting venue, hotel, cultural attractions, restaurants and travel information including taxis for the Creative City Summit website, promotions and delegate kits.
- Help find local suppliers and arrange any special events or venues.
- Support local sponsorship solicitation both cash and in-kind.
- Recruit and coordinate local volunteers to support CCNC staff onsite during the Summit.
- Procure gifts for summit presenters.
- Choose performers for artistic animation, local speakers and panel participants.

Financial Impacts

The Creative City Summit's balanced budget is comprised of both cash and in-kind expenses/revenues. The Creative City Network is responsible for the majority of Summit costs. The Host municipality is responsible for the costs of the Host City Welcome Reception and the local arts and culture study tours.

Direct costs to be covered by the City are \$45,000 and there is an expectation of in-kind staff support. Cultural Services has confirmed that no new resources will be required: the direct CoV cash contribution will be absorbed in the Cultural Services operating budget through reprioritization and staff effort will be reprioritized to support the coordination activities.

Announcement

An announcement regarding the next four years of host cities is expected within the week.

FINAL REMARKS

Cultural Services staff are preparing to bring three significant art and culture related strategies to Council in September 2019, marking significant milestones in the City's support of its innovative and always evolving sector. Scheduled for two years after Council direction related to these emerging strategies, the Creative City Summit presents an important opportunity for Vancouver's local arts and culture sector to both share success with and learn from counterparts across the country.

For further information, please do not hesitate to contact me directly.



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General Manager

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SS/th