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To: "Direct to Mayor and Council - DL"
CC: "City Manager's Correspondence Group - DL"
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Subject: Questions from Council on Culture: Shift

Good Morning Mayor and Council

Please find questions and answers below regarding Culture: Shift. Staff will run through these questions and answers at the start of that discussion today:

1. Do we incorporate requirement for living wage in our grant applications?

It depends on the scale/scope of organization, who they are employing and the legislative context they work within. Higher requirements are required of larger-scale organizations due to greater capacity to pay as often they are receiving a larger grant from the City, and other public sector and contributed sources. Groups in start-up often pay themselves very little in order to gain traction and experience in producing work and securing funds. Groups working with staff or artists who are on income assistance will dictate how much they can be paid on top of the assistance they are receiving, often well below standard rates. Unions, industry umbrella organizations (e.g. CARFAC BC for visual artists), BC workers compensation act are a few examples of those who set min. wage requirements over specific agreement terms.

We require:

- groups to pay min. industry standard rates/fees to artists (this is relaxed for groups that are in start-up where we relax the criteria from **require** to **encourage**). This rate varies depending on the disciplinary umbrella org. setting the rates.
- large-scale groups to pay fair compensation to employees, artists and contractors and require workplace health and safety policies.

2. Recommendations include some budget increases (e.g.; new affordable spaces grant program of \$300K/year; \$300K/year Music Fund (had 170 applicants, about to announce 59 projects...at c. \$5,000 each?? – is this enough? Are there enough staff to implement this plan (even with the new positions)? Are we ultimately aiming for a particular % of budget share for arts and culture?)

Cognizant of the 2020 budget ask, staff endeavored to bring a reasonable and realistic ask, with investments in the most high-impact interventions. This does not preclude additional investment after phase 1 of the plan. Three positions, phased in over the course of three years, are recommended in the plan: the Music Officer, the Cultural Equity & Accessibility Planner, and the Navigator positions.

There are several other staff positions being recommended through the core services stream of the budget process that address existing operating and staff capacity gaps, and would be required based on existing workload, even if Culture|Shift were not approved.

Benchmarking investment is challenging due to inconsistencies in municipal operating budgets and the types of tracking of cultural services. Generally, we are not aiming for an overall % of the budget or as a single measure, like per capita investment, which does not show the whole picture of the types of operating and capital support outlined in the plan.

Over the past ten years the cultural grants budget has grown by 19% (inflation) while the number of groups supported annually has grown by 53%. 80% of cultural grants funding is committed to existing recipients through ongoing support grant programs, creating limited opportunity to invite emerging or excluded organizations into ongoing support. Within that 80%, over half of that funding supports five major institutions, many of whom operate City-owned facilities and are custodians of civic collections. The most significant growth has occurred in the Community Arts program; over the last five years demand has increased for the Community Arts program by 33% and the number of grantees by 22%, while the budget has only increased by 11%.

The first 2019 intake of the pilot Vancouver Music Fund received 171 applications and supported 59 projects with an initial investment of \$300,000. The Vancouver Music Fund has demonstrated financial need, on the part of the Indigenous and underrepresented communities prioritized for these funds, that exceeds what can be supported at this funding level.

3. What is our strategy to make city-owned properties available for arts and culture – especially smaller spaces e.g., 1,000 sq feet?

Cultural space targets will commit the city to securing 800,000 square feet of affordable space over 10 years. For example this would help to secure commitments for new amenity spaces such as 1290 Howe Street that has 10,000 square feet of new studio space that will be available to local artists at a nominal cost.

For existing spaces – there are few under-utilized City spaces. The City has over 830,000 square feet of space used by 137 artists and non-profit tenants. The plan proposes to work with Musqueam, Squamish and Tsleil-Waututh and Urban Indigenous artists and cultural workers to identify opportunities to access existing space.

4. What can the city do to increase the affordability of arts and culture spaces in general, e.g., in terms of increase in property taxes?

Staff have integrated what we believe to be the most impactful actions into the proposed plan.

1. Reducing the property tax burden on artists spaces
2. Using tools such as density bonusing to support affordable spaces in commercial and industrial lands (please note tools like this still need to be reviewed by PDS before being brought forward for Council consideration)
3. Ensuring Commercial linkage fees support arts and cultural spaces (as well as affordable housing and childcare)
4. Consider limiting competitive uses in industrial lands
5. Supporting new Affordable Cultural Spaces Grants
6. Committing to a long term focus on building the Cultural Spaces Fund to support large scale community led space projects, local ownership and a Cultural Land Trust
7. Increasing the arts events license usability and developing an arts events use will expand the ability for communities to use more affordable non-traditional spaces

5. Are we working with Park Board on this plan – especially the recommendation to support performances in Community Centres and outdoor spaces?

Yes, staff worked with the Park Board Reconciliation team, the Arts & Community Engagement team, and VanPlay team to align actions with the Park Board VanPlay Master Plan and Arts Policy, both under development. The actions outlined within the three reports have been integrated into the actions across the VanPlay action matrix. Additionally, in recognition of the importance of strong relations with the local Nations, Park Board staff and Cultural Services staff are looking at ways to integrate and coordinate our cultural work with the Nations.

If approved, recommendations to support a CultureShift interdepartmental structure and Vancouver Music Task Force would provide further opportunities to align implementation for the following actions, which are being integrated within VanPlay:

- Cultural Space Targets: Designated community cultural spaces in community centres, libraries and other city owned spaces
- Work with the VPB and VPL to identify opportunities to enrich opportunities for participation in arts & cultural experiences, as well as skills development, in neighborhoods throughout the City.
- Develop a joint monuments & memorials framework to guide the criteria & process for donations, commissions, & the conservation & contextualization of the historic collection.
- Develop policy to preserve and enhance non-profit arts and cultural spaces within places of worship, non City-run community centres, community halls, legions, and other privately held spaces including artist studios and music spaces.
- Explore the option of (all-ages) music performances in community centres and non-traditional space.
- Develop and support music in outdoor space.
- Explore music education opportunities with Vancouver Public Library, Vancouver Park Board, Vancouver Civic

6. Recommendation 7 on p. 40 recommends supporting a city-endorsed cultural land trust like San Francisco's community land trust for permanent, resident-controlled affordable housing. Is this anticipated as artists' housing, like PAL?

The proposed cultural land trust is envisioned to hold a variety of arts spaces, from production, to administration, performance, or even housing in the case of live/work environments.

400 units of artist social housing and shared production space are recommended as part of the cultural space targets (pg 16 Appendix D, Making Space for Arts and Culture). Staff have proposed working with Housing Vancouver in order to achieve this goal and PAL is a specific example we reference in the report. The thought is that this housing would be achieved through the community amenity process. We currently have 30 units of artist social housing under way at Main and second. There is also artist housing proposed in several plans including Northeast False Creek, FLATS and Artist Studios in Cambie. A future cultural land trust could also support artist housing, though the land trust could support production and presentation space as well as housing.

7. Is VEC being directed to undertake promotion of music and arts and culture tourism?

Representatives from both VEC and Tourism Vancouver were active members of the External Advisory Committee to the culture plan, and the Vancouver Music Strategy. We will continue to work in collaboration with Tourism Vancouver to promote arts, culture and music in the city, especially as we align support for Musqueam, Squamish and Tsleil-Waututh visibility on the land, and cultural equity & accessibility. They have indicated their interest in continuing to develop and deepen their partnerships with the City and other community and industry partners that advance the proposed recommendations in the Vancouver Music Strategy supporting Music Tourism.

The VEC has not been 'directed' to promote music, however, they have highlighted the need — and their interest — in working to promote Vancouver's music and sound sector *globally*. The VEC can provide expertise and leadership to promote Vancouver's music and sound sector globally, and can play a key role in leveraging our city's world-class music and digital entertainment industries to support bringing Vancouver music to the world, and the world to Vancouver. Tourism Vancouver has highlighted opportunities to increase music's presence at large-scale conventions, gatherings, and conferences held in Vancouver that bring thousands of visitors to our city throughout the year, and to support creating a Music Tourism incentive program and the development of an annual destination music event such as a Vancouver Music Week.

8. How do staff suggest arts and culture (and artists) be incorporated into the city-wide planning process?

A multi-pronged integration into the heart of City Plan is essential; City Plan offers the opportunity to put culture at the heart of planning.

First, the efforts related to advance Musqueam, Squamish, and Tsleil-Waututh visibility and voice across the city are critical, as part of our ongoing work of Reconciliation and decolonization. CultureShift actions that directly support work to increase their visibility (pg. 48 Appendix C) include identifying sites of cultural significance, developing cultural heritage statements, identifying opportunities to steward the land, ensuring opportunities within development and redevelopment of city-owned spaces, and prioritizing support for self-determined Indigenous spaces.

Secondly there are ways in which integrating artists in to the visioning and engagement processes, as artists in residence for the process and arts-based facilitators can infuse the process with more creative, relevant, and compelling ways of approaching the big questions the plan will explore.

Thirdly, it will be critical to integrate culture as the fourth pillar of sustainable development citywide and within the City Plan framework, as well as integration of the cultural space targets with housing, childcare, social, sustainability and other key City priorities. This will include aspirations reflected within the public benefits strategies in real terms. Setting game-changing goals to preserve and grow our cultural ecology, as well as policy recommendations related to affordable industrial and commercial lands, integration of cultural heritage into the Heritage Program, preservation of community spaces and reduction of the property tax burden on underdeveloped spaces. It will also be important to consider the impact of zoning changes, and land-use on existing and future cultural spaces.

There are also larger questions related to tangible and intangible cultural heritage and cultural redress in the heritage

program and in neighborhood-planning contexts that will be vital to address, so that the plan prevents reproducing the kinds of urban revitalization which disrupted and displaced racialized neighborhoods in discriminatory manners.

Branislav Henselmann will be one of the Managing Directors at the leadership table and looks forward to working with the CityPlan team.

- 9. Page 9 reflects that funding for cultural services has seen a rate of change that is significantly lower than the rate of change for the City's overall budget. How does the proposed funding increase compare with where the operating fund levels would be, had we kept up a steady rate of change as the city/budget grew?**

We included the numbers because it was a question asked by Cllr Hardwick at the Council briefing, but left it at high level. The cursory Financial review noted that the city's growth above inflation was in a few main areas such as Fee based services – increased utility costs/revenues and development related costs/fees as well as public safety wages greater than inflation.

Overall, Culture granting kept up with inflation over the last ten years, which is important because there were cost reductions across the City during this period. That noted, the number of organizations receiving grants increased considerably which meant the \$ were stretched across more organizations, which is why we are recommending some focused growth in culture grants. There are some core service pressures/gaps in Cultural Services that pre-exist Culture|Shift and that will be discussed as part of the Core Services operating budget process, but we believe the new areas of focus outlined in Culture|Shift are well supported by the proposed budget.

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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.