

संस्कृति

Kultura

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Culture | Shift

Wa lhtimá

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Cultura

**Blanketing the City
in Arts & Culture**

TERRITORIAL ACKNOWLEDGEMENT

What is now known as Vancouver is located on the traditional, unceded territories of the x^wməθk^wəy̓əm (Musqueam), Skwxwú7mesh (Squamish) and səliwətał (Tsleil-Waututh) Nations, who have lived throughout this region for thousands of years. Their ancient continuity on these lands is reflected in their oral histories, arts and culture practices, and deep relationships with the lands and waters — and in the archeological record.

The City of Vancouver's Cultural Services is committed to working in reciprocal relationships with the local Nations to advance their self-determination and meaningful forms of reconciliation.



**Susan Point -
People Amongst the People**
*Photo Credit:
Coast Salish Arts*

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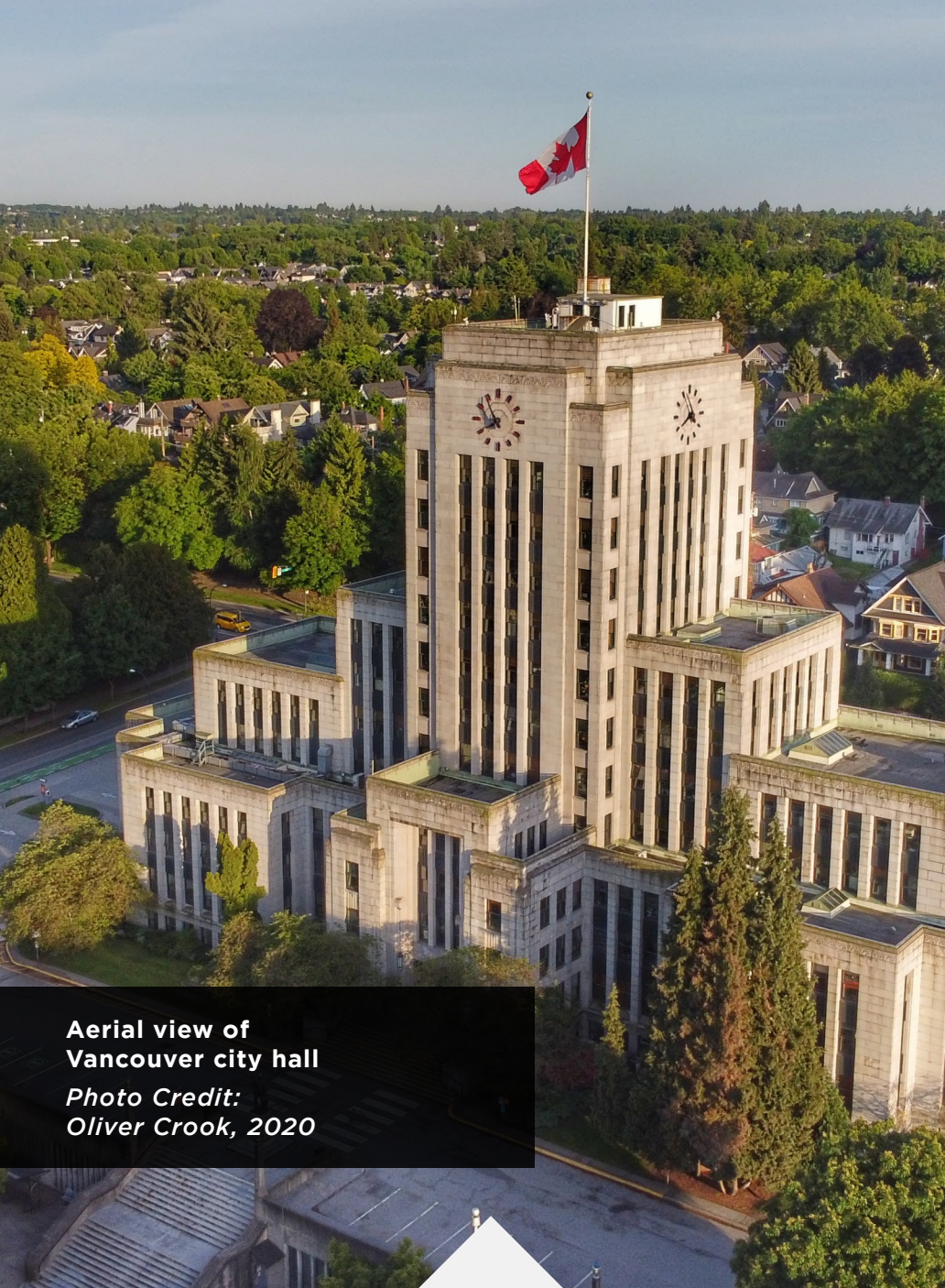
Multiculturalism Day -
Real Canadian Potluck -
Vancouver Biennale
Photo Credit:
Daniel Fox, 2020





PART 1

Introduction



Aerial view of
Vancouver city hall

Photo Credit:
Oliver Crook, 2020

Embarking on the 10-Year Plan During an Unprecedented Time

In the fall of 2019, Vancouver City Council unanimously approved *Culture|Shift*: Blanketing the City in Arts and Culture, a 10-year cultural plan that encapsulates the aspirations of thousands of people who lent their expertise to co-create an inclusive, ambitious vision for Vancouver's cultural fabric.

The plan includes the *Making Space* for Art & Culture report and the *Vancouver Music Strategy*, which, together, equip City of Vancouver to better support a more dynamic cultural sector, cultural infrastructure, and music ecosystem.

Developing the plan included new approaches to centering consultation with the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish) and səliwətał (Tsleil-Waututh) Nations, and prioritizing underrepresented voices, including Indigenous people, Black people, and people of colour (IBPOC), and disabled, Deaf, low-income, and LGBTQ2+ communities in the 6000+ engagement touchpoints. Communities were centered in the development of the plan, and this report strives to firmly center them in the plan's implementation.

In the opening pages, the plan affirmed how artists lead the way and prepare us for the possibilities before us. The plan expressed Cultural Services deep gratitude for the artists and cultural workers who awaken us to the challenges of our time and sustain us as we collectively grapple with climate change, the affordability crisis, structural racism and social inequities, and economic disruptions. The plan was grounded in a generations-long commitment to the work to reckon with ongoing legacy of colonialism and being situated on unceded lands.

Just months after embarking on implementing *Culture|Shift*, cultural landscape began to irrevocably transform before our eyes as a dramatic series of events simultaneously

underscored the importance of *Culture|Shift*'s directions and pointed us to new approaches and solutions to the emerging crisis. COVID-19 upended the landscape for arts and culture, and profoundly changed almost everything about our daily lives and work.

Then, the summer of 2020 unleashed a wave of grief, reflection, and grassroots action and brought calls for a global reckoning with systemic anti-Black racism. 2021 brought to light unmarked mass graves of Indigenous children across Canada at the sites of former residential schools; Indigenous communities mourned again for family members who never came home.

But for all the critical work they did and relief they provided, artists and cultural workers also disproportionately shouldered the impacts of the pandemic. Without the ability to gather indoors to listen, watch, perform, and rehearse, many artists and cultural workers lost their livelihoods. Still, artists and cultural organizations found innovative ways to inspire audiences, connect communities, and animate critical discussions. Cultural Services had to quickly respond, tend to relationships, and reimagine the collective work ahead, while remaining steadfast to commitments to decolonization, equity, redress, and accessibility.

This inaugural progress report explores the initial progress on actions during two tumultuous years of 2020-2021. Creating this report has been a process of reflection and iteration. Staff have taken stock of where they made strides and of how far there is still to go. This report invites communities to use this report to hold Cultural Services and the City accountable and be in dialogue about how communities want to see *Culture|Shift* implemented in the years to come, and to ensure that as the city moves through stages of the pandemic, Vancouver can return to live performances, bustling galleries, and community gatherings again in safe, equitable, and inclusive ways.

During these darkest moments
of uncertainty, artists and
cultural workers have given us
space to grieve, rage, reflect,
seek solace, renew, connect,
reorient, and mobilize.



The Road to Recovery: Supporting a Critical Sector

Culture|Shift illuminated the cultural sector's pivotal role in Vancouver's economic vibrancy, tourism and prosperity, and reasserted the fact that creative industries and cultural sector have a critical impact on growth, and attracting and retaining talent across sectors.

Economic impact studies conducted in 2019 to inform *Culture|Shift* directions and actions revealed that cultural economic production outperforms many traditional industries: the economic impact of the creative industries and cultural sector included a 2.7% makeup of British Columbia's Gross Domestic Product (GDP) and 4% of total employment. During 2018, culture's gross product came in at \$7.9B, exceeding Agriculture (\$5.8B) and Utilities (\$6.3B), and rivaled Accommodation and Food (\$8B), as well as Mining, Oil, and Gas (\$8.2B). Music alone had \$690 million in direct economic impact, with approx. 8,000 in direct music jobs and 6,500 in indirect jobs.

2016 data census showed that Vancouver had the highest per capita density of artists in Canada, with approx. 9,000 living and working in the city. However, while artists are the lifeblood of the cultural sector, they fail to receive proportionate shares of the benefits the sector generates, and have traditionally been those hardest hit during economic downturns. Vancouver artists had a median annual income of only \$22,000, while the median annual income for musicians was even lower, at \$18,000.

Then, in early 2020, with the arrival of COVID-19, theatres and venues fell silent; galleries, studios, and performance spaces shuttered their doors indefinitely — and some forever. Accordingly, cultural sector 2020 GDP fell dramatically. The largest impact in the sector were decreases in the live performance with a loss of \$146.5 million (down 30%) and in audio-visual and interactive media, with a loss of \$112.5 million (down 3.5%). Notably, across Canada, the GDP for the performing arts sector was 62.8% lower in the second quarter of 2021 than in the second quarter of 2019. In 2021, mid-pandemic, Statistics Canada Labour Force Survey data for 2021 indicated a 32.1% decrease from 2019 in the average annual employment in performing arts and related industries.

Timely government investments from all three levels, through swift allocation of funding and professional support, were critical to offset the wider decreases and impacts to the overall sector. When the pandemic hit in 2020, Cultural Services staff launched into action to work with Council to prioritize investment in the sector as a critical vehicle of support for the overall economy. Over the two pandemic years, Council approved \$1,249,000 in critical ongoing funding. This additional funding included \$455,000 dedicated to reconciliation and \$250,000 dedicated to equity and accessibility. The department also repurposed more than \$600,000 in funds to support the Vancouver Music Fund and directed further funds to leverage investment by other levels of government, as well as the private sector, to direct support to artists and organizations who experienced disproportionate impacts during the pandemic. The new Affordable

Spaces Grants provided critical forms of rent relief to space operators who lost their sources of income overnight. The City's public art created the Untitled program series to shift its focus to temporary projects offering immediate income through commissions to almost 60 working artists and ensuring their voices would carry across the isolation experienced by many of us in the first stages of the pandemic. The Chinatown Transformation Team supported community and non-profit organizations who were on the frontline in delivering support and initiatives responding to unprecedented rates of anti-Asian racism

During a time of great need and turmoil, City of Vancouver Council made a crucial strategic decision to support critical increases to investments in the sector, appreciating the significance of the creativity and resilience that artists, cultural workers and organizations have contributed to the community and economic recovery. As evident from the beginnings of a vibrant return to pre-pandemic levels of activity, this approach was pivotal to COV efforts to mitigate further and extensive negative community and economic loss. However, continued work and concerted efforts remain critical to ensure a full recovery as a foundation for more prosperous and equitable growth.

Outdoor spaces Vancouver

*Photo Credit:
Boris Prahst, 2021*

About Cultural Services

Cultural Services is City of Vancouver’s hub for support of arts, culture, and creative life, tasked with research, development, and implementation of long-range culture and arts related policy. The department leverages City investment, land and facilities, influence, and partnerships to support Vancouver’s dynamic and diverse cultural ecosystem. The City also owns and operates the Civic Theatres: Orpheum, Annex, Playhouse, Queen Elizabeth Theatre, **ᓄᓂᓐᓴᓂᓐ exən Xwtl’a7shn Plaza**

The department includes five teams: Grants and Awards, Cultural Spaces, Public Art, Strategic Priorities, and as of 2021, Chinatown Transformation. During 2021, through Cultural Services the City of Vancouver:

- » Invested \$16,400,000 in operating and capital grants and partnerships to 360 unique organizations, deemed to contribute to Vancouver’s cultural and economic vibrancy.
- » Supported 82 below-market, 886,000+ sq. ft. of City-owned or leased spaces for 172 non-profits.
- » Stewarded a public art collection of 300 permanent artworks.

Grants and Awards Team

This team celebrates, elevates, and supports diverse creative people, projects, and organizations through core operating funding grants, project-based grants, the Poet Laureate program, the City of and the Vancouver Book Award, with a focus on relational ways to cut red tape, reduce barriers for equity denied communities and prioritize practices that express and progress accessibility, equity, anti-racism, reconciliation, and decolonization.

Cultural Spaces and Infrastructure Team

This team is responsible working with communities to secure, enhance and develop affordable and accessible cultural spaces through city-wide and area planning, zoning and regulation, and major development processes, as well as for implementing Making Space for Arts and Culture. This includes a broad spectrum of cultural spaces, from historic music venues to independent performance spaces, and from major institutions to DIY artist studio spaces. The Cultural Spaces team also supports organizations by facilitating operating and capital infrastructure, planning, and urgent life-safety grants.

Public Art Team

This team supports artists’ led projects in the public realm and encourages critical explorations that reflect on the complexities of place, publics, and culture through artist commissions. The team collaborates with the Public Art Committee to guide art policy and art plans to shape commissions for public sites and private redevelopment sites, temporary works, and stewards the City collection of permanent artworks.

Strategic Priorities Team

Since the development of *Culture|Shift*, Cultural Services aligned staff efforts to ensure delivery of cross-departmental strategic projects, such as and advancing approaches to decolonization, equity, and accessibility in an integrated way, and implementing *Culture|Shift* and the *Vancouver Music Strategy*. The team’s work ranges from expanding staff’s capacity through training and tools related to relationship-centered planning approaches, to consultation with local Nations, community engagement, communication, and data best practices.

Chinatown Transformation Team (CTT):

This team celebrates, elevates, and supports diverse creative people, projects, and organizations through core operating funding grants, project-based grants, the Poet Laureate program, the City of and the Vancouver Book Award, with a focus on relational ways to cut red tape, reduce barriers for equity denied communities and prioritize practices that express and progress accessibility, equity, anti-racism, reconciliation, and decolonization.

The Aperture - Public Art
Photo Credit:
Marcus Petrunia, 2020

25 Stories Written by Kids -
Little Mountain Lion

Photo Credit:
Duy Nguyen, 2020

Progress in Numbers

DIRECTION 1.

Arts and Culture at the Center of City Building

\$1,952,822 in COVID recovery grants

23 temporary public art projects

17 Vancouver Plan policy directions committing City to focused integration of arts, culture, and heritage in land-use planning and city building

Creation of a dedicated Music Planner position

DIRECTION 2.

Decolonization & Reconciliation

\$626,000 to x^wməθk^wəy̓ əm (Musqueam), Sk̓wx̓wú7mesh (Squamish) and səlilwətał (Tsleil-Waututh) Nations for self-determined projects

5 Urban Indigenous organizations moved into ongoing support

\$150,000 in self determined cultural spaces grants to x^wməθk^wəy̓ əm (Musqueam) and Sk̓wx̓wú7mesh (Squamish), and \$75,000 pending to səlilwətał (Tsleil-Waututh) Nations

DIRECTION 3.

Cultural Equity & Accessibility

Created a dedicated Cultural Equity and Accessibility position to support departmental capacity by embedding equity and anti-racism principles and practices across teams and programs.

13 organizations with IBPOC mandates provided ongoing support through lower barrier processes

\$600,000 directed through Vancouver Music Fund to 106 Indigenous and underrepresented groups

35 IBPOC artists provided affordable housing

DIRECTION 4.

Making Space for Arts & Culture

70% of the 650,000sq ft.10 year goal for new cultural space is secured through rezoning

\$600,000 in new Affordable Spaces Grants over 2 years

\$4.8M invested in a new interest-bearing reserve to support large-scale community-led cultural spaces

DIRECTION 5.

Collaboration & Capacity

\$345,000 in Untitled program Public Art Grants

Research partnership with Greater Vancouver Professional Theatre Alliance (GVPTA) to identify the impacts of COVID on the sector and address it within the City's recovery responses

Key opportunities for internal staff training on equity, reconciliation, decolonization and accessibility



**Koco by Peter Gazendam,
Brewers Park**

*Photo Credit:
Rachel Topham, 2019*

Navigating this Report

The remainder of this report is organized into sections:

Advancing *Culture|Shift* Directions: Projects Pushing Progress

Featuring an illustrative set of 2020-2021 projects and programs that are moving the dial on change.

The information is organized by the original Culture|Shift directions and goals:

- Direction 1: Arts + Culture in City Building
- Direction 2: Reconciliation + Decolonization
- Direction 3: Cultural Equity + Accessibility
- Direction 4: Making Space for Arts + Culture - Summary
- Direction 5: Collaboration + Capacity

Moving *Culture|Shift* Forward: Work to Come

Featuring a non-exhaustive set of priority projects that will continue to advance *Culture|Shift* goals.

The information is organized by the original Culture|Shift directions and goals:

- Direction 1: Arts + Culture in City Building
- Direction 2: Reconciliation + Decolonization
- Direction 3: Cultural Equity + Accessibility
- Direction 4: Making Space for Arts + Culture - Summary
- Direction 5: Collaboration + Capacity



PART 2

Advancing Directions:

Projects Pushing Progress



Un-leased Jonas Jones
Royal Centre

Photo Credit:
Sabrina Miso, 2022

DIRECTION 1:

Arts and Culture at the Center of City Building

G1. Elevate Role + Increase Investment

1. Covid-19 Recovery Grants
2. Integrate Arts and Culture into City Planning
3. Platforms - *We Are Here, Live*
4. Commemoration Framework – Monuments, Memorials, and Naming
5. World Cities Culture Forum

G2. Advance the *Vancouver Music Strategy* to Support the Diverse Spectrum of Music Activities

1. Vancouver Music Fund
2. Music Planner Established

G1.

Elevate Role + Increase Investment

1. Covid-19 Recovery Grants

The impacts of COVID-19 on the arts and culture sector cannot be overstated. According to the 2021 COVID-19 Impact Reports by the Greater Vancouver Professional Theatre Alliance (GVPTA), artists in British Columbia faced sustained challenges to deliver their programs.

The report projected local artists, cultural workers, and cultural organizations would experience total losses of \$90 million as a result of COVID-19. Moreover, 62% of artists and cultural workers were dealing with a shortage of work opportunities, and 40% of respondents were working with less than half of their hours before the pandemic. Ongoing stress related to the future of their spaces, organizations, and livelihoods will have adverse impacts for years to come. Organizations that run venues were hit the hardest, and the performing arts sector is expected to be the last to recover.

As a key recovery action, Council took decisive action to expedite funding to cultural non-profits during this critical and challenging time. Council approved the repurposing of grants and funded COVID-19 recovery grants to allow 103 of cultural non-profits to adapt and deliver programs and services, while adhering to COVID-19 health and safety guidelines and responding to community needs.

One-time grant funding was made available for both operations and capital projects through the expedited process to groups disproportionately impacted by COVID-19. Operating grants included \$1,459,411 for 84 organizations in 2020, and \$1,466,264 to 90 organizations in 2021. \$500,000 in critical one-time Cultural Spaces Grants assisted 32 arts and cultural nonprofits with COVID rent relief due to the loss of venue revenues as well as capital improvements to support recovery.

2. Integrate Arts and Culture into City Planning

Staff worked to integrate arts and culture priorities within the City’s significant, once-in-a-generation planning efforts that will shape Vancouver for the next 30 years including:

Vancouver Plan (30 year land-use plan): priorities were integrated in the plan foundations, aspirations, land use strategy, and policies. The arts, culture, and heritage chapter focused on (1) embedding arts and culture in city-building; (2) expanding and supporting spaces to produce, present, and experience the arts; and, (3) ensuring meaningful and respectful stewardship of tangible and intangible heritage resources, in particular supporting Indigenous and equity-denied communities’ perspectives and approaches.

Employment Lands and Economy Review (economy and job growth strategies): updated commercial and industrial lands policy including: (1) removing regulatory barriers and ensuring employment space, (2) exploring new strategies for co-location, flexible work space arrangements, and alternate ownership models to address displacement, and, (3) exploring regulatory changes to lower costs when reusing older buildings and expand opportunities to support temporary use.

Broadway Plan (growth plan for Broadway Subway area): Key directions included increasing visibility and self-determination of xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish) and səliłwətał (Tsleil-Waututh) Nations in all aspects of the plan, focusing on retention, expansion, and support of new cultural and music spaces, ensuring access to industrial areas, removing regulatory barriers, supporting affordable housing for artists, and focusing public art investment.

3. Platforms - We Are Here, Live

Platforms is a City of Vancouver Public Art initiative that commissions artists working in two-dimensional media, to present work on a series of public facing platforms throughout the city. During the Covid-19 pandemic, Public Art has run two calls for artwork (in 2020 and 2021-2022) that offered opportunities for artists to explore the pandemic’s impacts on isolation, resilience, grief, and uncertainty, with a focus on increased opportunities for artists from under-represented communities. The program commissioned almost 60 artist projects over that span, and is developing a third series for 2023 focusing on Indigenous artists.

4. Commemoration Framework – Monuments, Memorials, and Naming

Cultural Services finished the preliminary research, consultation, and engagement phase with the Vancouver Park Board to co-develop a City-wide Commemoration Framework for monuments, memorials, and honorific naming. The process to develop a framework and administrative policies will center City and Park Board commitments to decolonization and reconciliation, address pervasive patterns of erasing the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish) and səliłwətał (Tsleil-Waututh) Nations’ and exclusion of equity-denied communities’ histories in the commemorative landscape, and support commemorative practices that foster a more equitable sense of belonging and connection across all communities.

5. World Cities Culture Forum

Vancouver joined the Forum to foster stronger global relationships and learn best practices in key areas of equity-related cultural planning, cultural infrastructure, and preservation of intangible cultural heritage.

Le Festival culturel francophone de Vancouver 2020 - Gaetan Nerincx
Photo Credit: Audrey Chaboche, 2020

G2.

Advance the *Vancouver Music Strategy* to Support the Diverse Spectrum of Music Activities

1. Vancouver Music Fund

In collaboration with Creative BC, the City launched The Vancouver Music Fund (VMF) to support work by new and emerging Indigenous and underrepresented artists within the City of Vancouver and the unceded traditional homelands of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish) and səlilwətał (Tsleil-Waututh) Nations.

VMF provided support for three distinct programs:

- (1) Demo Program – mentorships with emerging artists and BC producers to create demo recordings.
- (2) Music Video Program – the creation of music videos to build audiences.
- (3) Industry Catalyst Program – projects that build the capacity of underrepresented groups.

VMF has granted \$600,000 through two cycles of funding, supporting 106 projects by artists who typically face barriers accessing industry grants. In the 2020-2021 funding cycle 77% identified as people of colour, 23% as LGBTQ2+, 15% as Indigenous, 13% as a person with a disability, and 3.5% from the local First Nations.

2. Music Planner Established

The new Music Planner position provides support for industry and community relations, and has been critical in creation and delivery of the Vancouver Music Fund, pandemic-related responses on venue guidelines, advancing the preservation and expansion of music-related spaces, addressing regulatory changes, and creating the Sound of the City partnership, a weekly series of curated playlists by local artists showcased Vancouver's diverse music scene, highlighting IBPOC and underrepresented artists.



Submitted by:
The Cultch



DIRECTION 2:

Decolonization & Reconciliation

G1. Centre x^wməθk^wəyəm (Musqueam), Sk̓wx̓wú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) Visibility & Voice on the Land & Across the City

1. Cultural Liaising with x^wməθk^wəyəm (Musqueam), Sk̓wx̓wú7mesh (Squamish), and səliłwətał (Tsleil-Waututh)
2. x^wməθk^wəyəm (Musqueam), Sk̓wx̓wú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) Cultural Heritage Project

G2. Increase Investment & Leadership Opportunities for x^wməθk^wəyəm (Musqueam), Sk̓wx̓wú7mesh (Squamish), and səliłwətał (Tsleil-Waututh), & Urban Indigenous Arts & Culture

1. Cultural Indigenous Grants
2. Seed Funding for Self-Determined Cultural Spaces

Un-leased Jonas Jones
Royal Centre

Photo Credit:
Sabrina Miso, 2022

G1.

Centre x^wməθk^wəyəm (Musqueam), Sk̓wx̓wú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) Visibility & Voice on the Land & Across the City

1. Cultural Liaising with x^wməθk^wəyəm (Musqueam), Sk̓wx̓wú7mesh (Squamish), and səliłwətał (Tsleil-Waututh)

During the development of *Culture|Shift*, the inaugural Indigenous Arts and Culture Planner worked with the Nations to create dedicated liaisons positions to inform the development of the plan and included a *Culture|Shift* action to sustain the relationships and options for the liaison positions. The Indigenous Arts and Culture Planner role has continued to work with the Nations to advance self-determined approaches to collaboration with the Nations and City staff, including options to hire ongoing, part-time positions or provide capacity support for staff within each Nation to liaise with Cultural Services on priority C|S actions.

2. x^wməθk^wəyəm (Musqueam), Sk̓wx̓wú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) Cultural Heritage Project

Work has begun on a multi-year project exploring how to center x^wməθk^wəyəm (Musqueam), Sk̓wx̓wú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) Indigenous cultural heritage interests and practices within City decision-making, with a focus on ways the Nations want to see their cultural heritage reflected on the land, in naming, and in planning projects. Through the Vancouver Plan, City staff and Nations' representatives collaborated to create a Terms of Reference to guide future partnerships related to this critical cultural heritage work.



Sea to Sky by Kelly Cannell

Photo Credit:
Rachel Topham, 2023

G2.

Increase Investment & Leadership Opportunities for xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətaʔ (Tsleil-Waututh), & Urban Indigenous Arts & Culture

1. Cultural Indigenous Grants

A Cultural Indigenous Grants program was created to provide relationship-oriented approaches to accessing funding. The Indigenous Cultural Planner worked with the Grants team to create protocols to meet with the local Nations and provided support to develop grants that supported their self-determined projects for arts and culture. To date, each Nation has received \$120,000 over three years with subsequent grants estimated to be approx. \$40,000 per Nation annually.

Grants and Awards team has made significant steps in their efforts to reduce burdens for Indigenous-led non-profit organizations to make first time grant applications, as well as to increase pathways for existing recipients within both projects and operating level streams. Five Urban Indigenous groups were supported with Indigenous Grants totaling \$115,000 annually through this program.


2. Seed Funding for Self-Determined Cultural Spaces

Key capital grant investments were provided to xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətaʔ (Tsleil-Waututh) Nations and urban Indigenous non-profit associations to plan for, or renew Indigenous-led cultural spaces, including:

- » xʷməθkʷəy̓əm (Musqueam) Nation
 - Long House
 - Upgrades (2021)
 - \$75,000 granted
- » Skwxwú7mesh (Squamish) Nation
 - Language Center
 - Planning (2020)
 - \$75,000 granted
- » səliłwətaʔ (Tsleil-Waututh) Nation
 - Self
 - Determined Spaces (2020-2021)
 - \$75,000 pending
- » Aboriginal Friendship Centre
 - New Cultural Centre
 - Planning
 - \$25,000 granted
- » Urban Ink Productions
 - Indigenous Arts Centre
 - Needs Assessment
 - \$16,000 granted



**Multiculturalism Day -
Real Canadian Potluck -
Vancouver Biennale**
*Photo Credit:
Daniel Fox, 2020*

A photograph of a man wearing a red baseball cap with a logo, glasses, a grey t-shirt, and light-colored shorts. He is smiling and looking down at a small object in his hands, possibly a piece of art or a craft. He is standing in an outdoor play area with colorful ground mats and some tall, thin, dried plant-like structures. Two young children are visible in the foreground, looking towards the man. The entire image has a warm, orange-yellow tint.

DIRECTION 3: **Cultural Equity & Accessibility**

G1. Advance Equitable & Accessible Funding, Leadership, & Organizational Practices

1. Cultural Equity Grants
2. Cultural Operating Funding, Communities and Artists Shifting Culture
3. Equity Framework Precedent & Partnership with Cultural Equity & Accessibility Planner
4. SEARA - Grants to individual BIPOC artists
5. Vancouver Artist Studio Awards
6. Building Cultural Services Staff Competencies

G2. Prioritize Intangible Cultural Heritage & Promote Cultural Redress

1. Chinatown Cultural Heritage and Assets Vancouver Heritage Program

**Laro Na Tayo Let's Play by
Paul de Guzman**

*Photo Credit:
Ash Tanasiychuk, 2022*

G1.

Advance Equitable & Accessible Funding, Leadership, & Organizational Practices

1. Cultural Equity Grants

The Grants and Awards team piloted a dedicated Cultural Equity Grants program, an invitation-based, non-competitive process for multi-year grants to support greater equity for the arts and culture sector. This process strengthens relationships between the City and the grant recipients with staff working directly with invited organizations to complete applications. In turn, grantees share their knowledge by recommending future grant recipients and working with staff to integrate equitable approaches to funding. Past grantees include the Vancouver Asian Film Festival, Afro Van Connect, Open Access Foundation for Arts and Culture, and Punjabi Market Regeneration Collective Society.

2. Cultural Operating Funding, Communities and Artists Shifting Culture

Staff worked to integrate equity into existing Cultural Grant programs, which have been streamlined from four programs to two: Cultural Operating Funding - Annual (COFA), and Communities and Artists Shifting Culture (CASC) cultural project grants. As well, staff integrated equity and accessibility funding questions into assessment criteria and created assessment frameworks that incorporate equity and accessibility in more significant ways in adjudication consideration, panel representation, and ongoing evaluation

3. Equity Framework Precedent & Partnership with Cultural Equity & Accessibility Planner

Culture|Shift contributed to key foundations for the development of the City-wide equity framework and continues to support and add momentum to the systems-wide changes underway. Over the last two years, the City hired the City’s first Chief Equity Officer, established the Equity Office, and started the implementation of the Equity Framework. Cultural Services’ collaboration with the Equity Office has expanded the team’s capacity to integrate equity into new ways of working and sharing the learnings with the sector.

In addition, hiring of the inaugural Cultural Equity & Accessibility Planner has created the opportunity to develop City-wide and departmental approaches to people-centered and community-engaged equity practices in partnership with the City-wide Equity Office.

4. SEARA - Grants to individual BIPOC artists

The City provided repurposed funds to contribute to the community-lead micro grants program SEARA (Sector Equity for Anti-Racism in the Arts) to support individual artists who are most disproportionately impacted by COVID-19. In 2020 the City repurposed funds granted to Vancity Community Foundation (\$50K), and in 2021 contributed \$100K through the Project funds. \$270K was raised across 104 organizations, the general public, and government entities. 286 IBPOC artists were supported through this initiative.

5. Vancouver Artist Studio Awards

In 2021, the program awarded 7 low-cost studios (5 live-work, 2 work-only) for approximately 3 years to seven IBPOC artists.

6. Building Cultural Services Staff Competencies

As part of the commitment to advancing more equitable organizational practices, Cultural Services staff participated in trainings, self-reflection, and team building exercises to increase decolonization and equity competencies, with the aim to increase the capacity of staff to understand the intersectional realities for Cultural Services staff with lived experience, and to support more equitable organizational practices within the sector.



Live-work artist studio in City’s Artist Studio Awards program

Le Festival culturel francophone de Vancouver 2020 - GaetanNerincx
Photo Credit: Audrey Chaboche, 2020

G2.

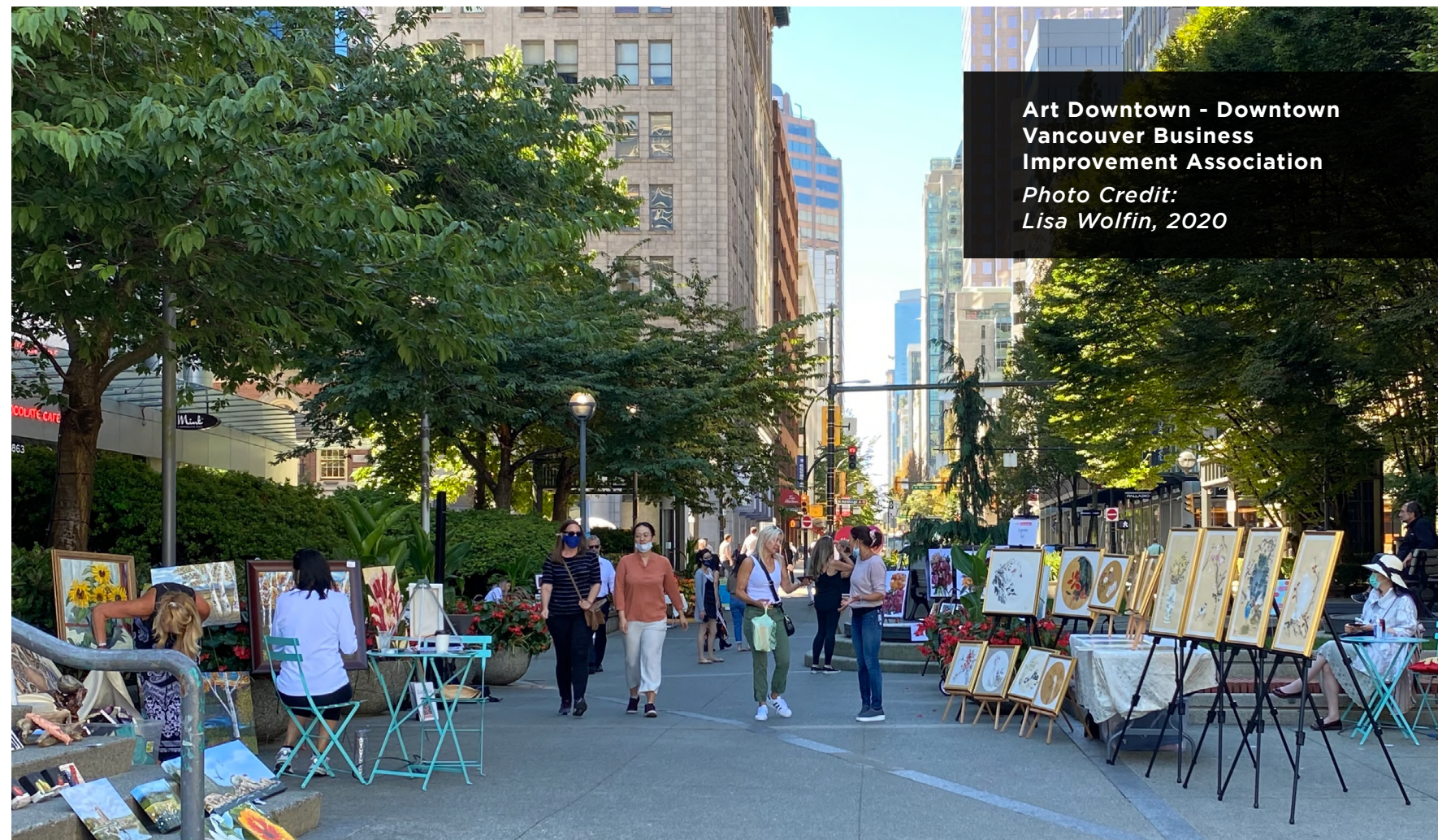
Prioritize Intangible Cultural Heritage & Promote Cultural Redress

1. Chinatown Cultural Heritage and Assets Vancouver Heritage Program

The Chinatown Transformation Team worked with the community-led Chinatown Legacy Stewardship Group to develop the Vancouver Chinatown Cultural Heritage Assets Management Plan (CHAMP) Strategic Framework (CHAMP). Approved by Council in 2022, CHAMP proposes priority projects, actions, partners, policy work, and resources to foster a vibrant Chinatown, and provides a foundational document towards a potential UNESCO World Heritage Site designation for the area. The team worked to center cultural heritage in all aspects of neighbourhood and area planning, including approaches on how the City currently does heritage planning.

In 2020-2021, the City provided capital infrastructure grants to support upgrades to the Chinese Cultural Centre, Chinese Canadian Museum, and the Dr. Sun Yat-Sen Classical Chinese Garden. The City has also supported the Legacy Stewardship Group in a number of key priority community projects, including the Fire Dragon Festival, the Vancouver Chinatown BIA, laneway activation and mural projects, and other storytelling projects.

Cultural Services also supported the Province's Ministry of Tourism, Arts and Culture in the early development and establishment of the provincial Chinese Canadian Museum in Vancouver's Chinatown, along with its first exhibition A Seat at the Table.



**Le Festival culturel
francophone de Vancouver
2020 - GaetanNerincx**

*Photo Credit:
Audrey Chaboche, 2020*



DIRECTION 4:

Making Space for Arts & Culture

G1. Implement Cultural Space Targets

1. Incorporate Cultural Spaces in City-led & City-Partnered Development Projects

G2. Expand Planning Tools & Reduce Regulatory Barriers

1. Artist Studio By Law Amendments
2. Community Amenity Contribution (CAC) Policies

G3. Support Community-Led Ownership & Community-Led Projects

1. Vancouver Cultural Land Trust
2. Community Led Knowledge Sharing
3. Vancouver Cultural Spaces Fund
4. Affordable Cultural Spaces Grants

Downtown Vancouver

Photo Credit:
Fang Xia Nuo, 2019

G1.

Implement Cultural Space Targets

1. Incorporate Cultural Spaces in City-led & City-Partnered Development Projects

Making Space for Arts and Culture set out a 10-year target to secure 650,000 sq. ft. of new arts and cultural space to address the alarming rate of displacement faced by the sector. Staff worked with the planning department to prioritize cultural infrastructure in community benefit agreements and rezoning processes. To date, more than 70% of the 10-year target for new cultural spaces have been secured through rezoning, 23 projects have been secured for development, and two have been completed.

The list below, and the map on the following page, provides further detail on a several key projects that demonstrate the breadth of departmental initiatives.

Key Projects

Completed

Howe Street Studios in downtown south

10,000 sf of artist studios operated by 221A, as well as home to Malaspina Printmakers.

Artist Housing at Main & 3rd

30 units of affordable housing for 30 IBPOC and equity-denied artists who share 4000 sq ft. of production space with Ethos Lab. Operated by 221A Artist Housing Society and the Community Land Trust.

Underway

20,000 sf cultural hub in downtown south

(Opening 2023) A 7 storey standalone cultural hub that will include a presentation and production space operated by 221A. In 2023 the space will be launched and new tenants will move in.

Oakridge Civic Centre

Will include an accessible 8,000 sq ft, 199 seat Roundhouse-style theatre. The Centre also includes outdoor performance spaces, three artist studios (2,300 sf), with and one dedicated to Indigenous Cultural Practices.

Music Production Space (Fir & 7th)

Construction of a 5800 sq ft of music production space intended for musicians and music organizations over 3 floors, in an 11-storey mixed-use building. Next step will include a call for non-profit space operator.

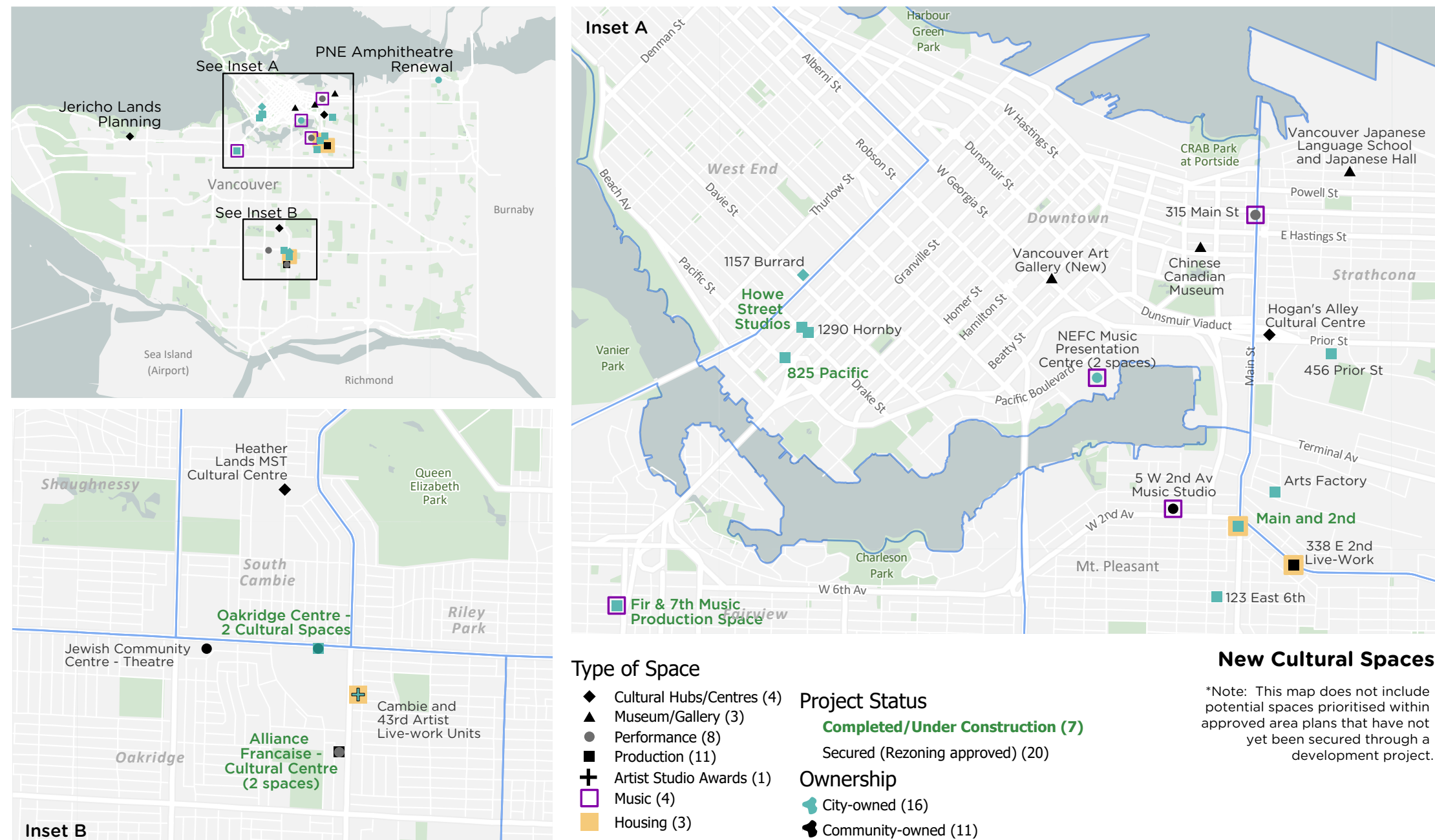
**Eyes Water Fire - Fight
with a stick performance
by Tomoyo Ihaya**

*Photo Credit:
Alex Lazaridis F, 2020*

G1. Implement Cultural Space Target

Map 1: New Cultural Spaces

The map below shows the locations of new cultural spaces across the city secured through the work of the City.



G2.

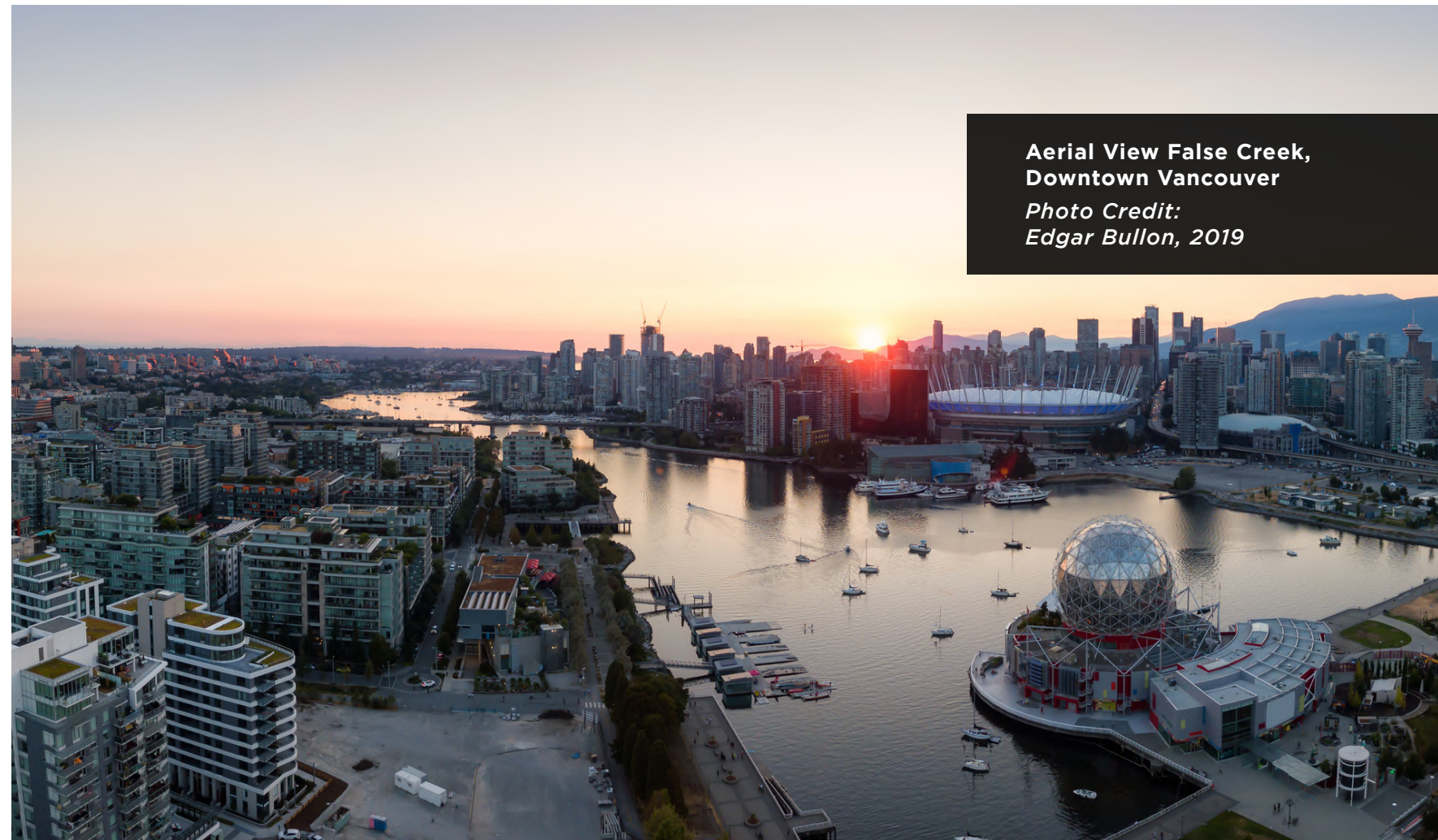
Expand Planning Tools & Reduce Regulatory Barriers

1. Artist Studio By Law Amendments

Staff worked with the Planning Department to amend the Zoning and Development By-Law to allow new work-only artist studios to be developed in industrial zones.

2. Community Amenity Contribution (CAC) Policies

In order to prioritize the development of arts and culture spaces in city-building and increase opportunities for community ownership, staff worked with the Planning Department to include arts and culture in the list of eligible in-kind or cash CAC contributions, as well as to allow local band offices, co-operative, or non-profit ownership models



Aerial View False Creek,
Downtown Vancouver

Photo Credit:
Edgar Bullon, 2019

G3.

Support Community-Led Ownership & Community-Led Projects

1. Vancouver Cultural Land Trust

The City provided \$200,000 to 221A to lead a research initiative looking at the planning, business case, and governance of a community land trust, which was established and incorporated as the Vancouver Cultural Land Trust in 2021.

2. Community Led Knowledge Sharing

Grants to support community-led knowledge sharing, mentorships and research have included research by the Vancouver Mural Festival (Un-leased) to examine opportunities and barriers around using vacant retail spaces for temporary artist studios, Other Sights (Fleet) to explore moveable temporary artist studios, the Eastside Arts Society to support research on lost spaces as well as an Eastside Arts District. Grants were also provided to support space mentorships for EthosLab, leading to a new home in a City owned space, and Afro Van Connect Society on the feasibility of a hip hop cultural centre. A grant was also provided to research a process for decolonizing Carnegie Community Centre.

3. Vancouver Cultural Spaces Fund

The Vancouver Cultural Spaces Fund was launched with \$4.8M as an interest-bearing reserve to support the development of large-scale community-led cultural space projects to research, plan, develop, and acquire affordable cultural spaces with a focus on local run and owned spaces. Staff are exploring ways to support new opportunities for cash contributions to expand the fund, such as requesting cash rather than in-kind community amenities in some cases and including culture in commercial linkage fees.

4. Affordable Cultural Spaces Grants

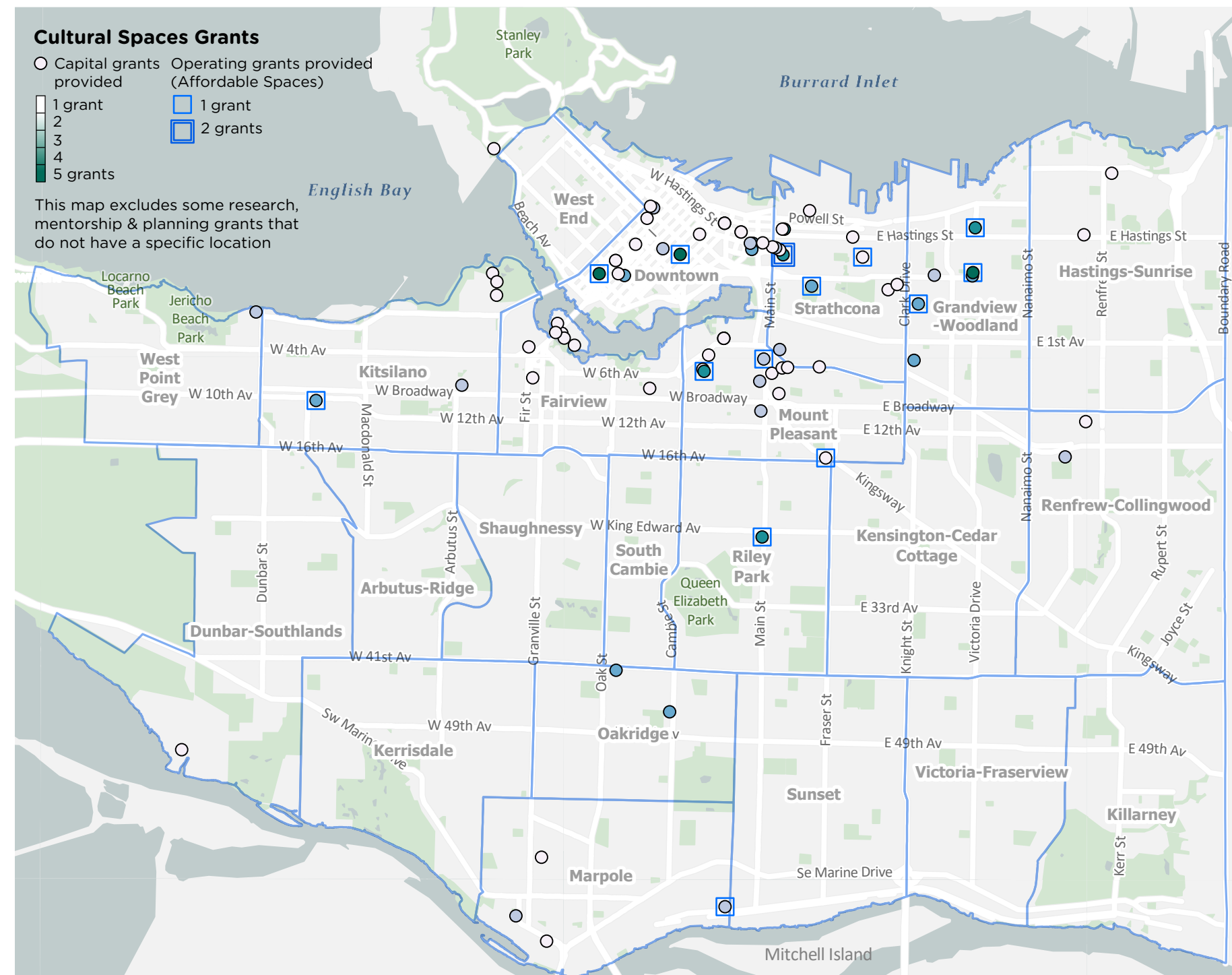
The new program provided non-profit cultural space operators funding to subsidize affordable spaces for professional artists and cultural organizations. Funding to date has included \$350,000 to 21 groups in 2020, 14 grants totaling \$306,000 in 2021 and 306,000 in spring 2022.

Le Festival culturel
francophone de Vancouver
2020 - GaetanNerincx

Photo Credit:
Audrey Chaboche, 2020

G3.

Support Community-Led Ownership & Community-Led Project



Map 2: Cultural Spaces Grants

This map shows cultural infrastructure grants delivered through the Cultural Infrastructure Grants, Small Grants for Cultural Spaces, Affordable Spaces Grants, Critical Assistance Grants, and Permit Assistance Grants programs.



Laro Na Tayo Let's Play by
Paul de Guzman

Photo Credit:
Ash Tanasychuk, 2022

DIRECTION 5: **Collaboration & Capacity**

- G1. Work with City Partners to Align Work
& Leverage Investment
1. GVPTA COVID Impacts Sector Survey
 2. COVID-19 Economic and Business Recovery program
 3. Cultural Learning and Sharing (CLS) program
 4. Creative City Summit – Host City 2024

G1.

Work with City Partners to Align Work & Leverage Investment

1. GVPTA COVID Impacts Sector Survey

The City worked with the Greater Vancouver Professional Theatre Alliance (GVPTA) to support and promote a rapid response survey during the first lockdown to assess immediate and long-term potential impacts on the sector. Research findings informed cultural services departmental repurposing of funds, the overall City of Vancouver pandemic response priorities, and contributions to Vancouver Foundation support.

2. COVID-19 Economic and Business Recovery program

Council facilitated critical, timely supports through the pandemic recovery program by approving additional uses for grants, redirecting grant funds to areas of highest need, and streamlining processes. This included Council approval for a new delegated authority to Cultural Services to reduce grant application wait times and grants to cultural non-profits and other organizations providing critical, front-line services.

3. Cultural Learning and Sharing (CLS) program

The program was launched to better support capacity and collaboration within the sector. The program provides up to \$20,000 to artists and cultural leaders working with non-profit arts and cultural organizations to access or deliver learning opportunities that will build and strengthen skills, knowledge, relationships and experiences in order to enhance individual, organizational, or sectoral practices. In 2020 and 2021 funding in this program was repurposed to provide support to groups disproportionately impacted by COVID-19. In years to come, the program will support individual artists and groups with skill building and professional development opportunities such as residencies, mentorships, gatherings, workshops and courses, research, organizational planning, and other self-determined learning opportunities.

4. Creative City Summit – Host City 2024

The City of Vancouver submitted a bid and was awarded the Host City of the 2024 Creative City Summit, an annual meeting to share ideas and best practices, build and deepen relationships, and collaborate to build critical municipal funding knowledge and infrastructure for arts and cultural development across Canada. The large-scale convening with stakeholders from across the national cultural ecology will connect participants with the cultural diversity of the arts and culture community in Vancouver and with the local Nations and Urban Indigenous communities.



PART 3

Moving Forward



Culture|Shift Investment Progress

Throughout 2020 and 2021, Council moved in significant ways to support the sector during ongoing stages of the pandemic and to enable staff to fulfill their commitments to implement *Culture|Shift* and advance its actions. The table below includes details of the Council approved budget recommendations in 2019, and the subsequent budget allocations made during each of the annual budget processes.

Staff will work with the incoming Council to determine which items should be advanced during the 2023 remainder of the first four-year term of the plan, as well as on creating the next four-year implementation budget to be brought forward during the 2024 budget process.

Culture Shift Action Plan Budget	One Time			On going			
	2020	2020	2021	Total 2020-2021	2022	2023	Total 2020-2023
D1. Arts & Culture at the Centre of City Building			\$375,000	\$375,000	\$300,000	\$275,000	\$950,000
D2. Reconciliation & Decolonization	\$150,000	\$210,000	\$135,000	\$495,000	\$155,000	\$175,000	\$825,000
D3. Cultural Equity & Accessibility	\$30,000	\$100,000	\$240,000	\$370,000	\$205,000	\$125,000	\$700,000
D4. Affordable, Accessible, Secure Spaces		\$300,000		\$300,000			\$300,000
D5. Collaboration and Capacity Building			\$20,000	\$20,000	\$35,000	\$20,000	\$75,000
Staffing		\$109,500	\$109,500	\$219,000	\$109,500		\$328,500
Total recommended	\$180,000	\$719,500	\$879,500	\$1,779,000	\$804,500	\$595,000	\$3,178,500

Culture Shift Action Plan Budget Approved	One Time			On going			
	2020	2020	2021	Total 2020-2021	2022	2023	Total 2020-2023
D1. Arts & Culture at the Centre of City Building				\$ -	\$300,000*	TBC	\$300,000
D2. Reconciliation & Decolonization		\$75,000	\$380,000**	\$455,000		TBC	\$455,000
D3. Cultural Equity & Accessibility		\$100,000	\$150,000	\$250,000		TBC	\$250,000
D4. Affordable, Accessible, Secure Spaces		\$300,000	\$25,000	\$325,000		TBC	\$325,000
D5. Collaboration and Capacity Building				\$ -		TBC	\$ -
Staffing		\$109,500	\$109,500	\$219,000		TBC	\$219,000
Total recommended	\$ -	\$584,500	\$664,500	\$1,249,000	\$300,000	\$ -	\$1,549,000

Difference	\$180,000	\$135,000	\$215,000	\$530,000	\$504,500	\$595,000	\$1,629,500
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* 2022 was granted as one time funding, not ongoing funding.
** In 2021, Council approved funds for requests delayed from the previous year.

One Launch Event - DanceHouse
Photo Credit: Maja Giannoccaro, 2020



Art Downtown -
Downtown Vancouver
Business Improvement
Association with Taisha Teal

Photo Credit:
Lisa Wolfin, 2020

Direction 1: Arts and Culture at the Center of City Building

- » **Public Art Policy Review** - the review will continue the work related to private sector public art requirement policies, collection management and deaccessioning, City public works capital funding practices, and temporary projects by partners to better align with *Culture|Shift* directions on artist leadership, decolonization, and equity, and address the related challenges of private sector delivered program.
- » **Commemoration Policy** - the development of a commemoration framework will enter phase two, which includes administrative policies on monuments, memorials, plaques, and naming that center decolonization and redress, in partnership with Cultural Services and the Vancouver Park Board.
- » **Music Task Force** - staff will work with leaders from music industry and community to renew the Task Force and initiate the next phase of implementation of the Music Strategy.
- » **Implementation of Vancouver Plan and Broadway Plan** - in collaboration with the Planning, Urban Design, & Sustainability (Planning) department staff will continue to ensure that arts and culture priorities are centered in ongoing planning and development.
- » **Planning for Granville Street and Rupert Renfrew** - staff will work with the Planning department to ensure *Culture|Shift* integration into the area plans for Rupert Renfrew and Granville Street, including any relevant work on the Granville Entertainment District and necessary base building upgrades to the Orpheum theatre.
- » **Eastside Arts District (EAD) motion** - staff will work with the Eastside Arts Society to explore an EastSide Arts District and aim to report back to Council.



Multiculturalism Day -
Real Canadian Potluck -
Vancouver Biennale

Photo Credit:
Daniel Fox, 2020

Direction 2: Decolonization & Reconciliation

- » **City's United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP) Strategy** – work will begin to integrate recommendations in the Council approved citywide UNDRIP on cultural matters such as support for the Nations' cultural institutions, land-based sites for cultural practice, access to cultural sites, repatriation policies, public awareness and public education, public art, disposition of City-owned lands, shared decision-making, languages, and early actions related to Indigenous cultural heritage and support for atlases and educational resources.
- » **Indigenous Languages and Cultural Heritage Projects** – initiatives will continue to support work related to the revitalization and visibility of hə́nq̓ əmíḡəm & Skwxwú7mesh, as well as offer continued support for cultural heritage projects including work related to sites of cultural significance.
- » **Cultural Indigenous Grant** – staff will continue to work to increase investment, leadership opportunities, self-determined cultural projects, ongoing operations and programming support for the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish) and sə́ilwətaʔ (Tsleil-Waututh) Nations, and Urban Indigenous non-profit organizations.
- » **Heatherlands and Jericho lands redevelopment projects** – staff will continue to support City work with Planning department and MST Development Corporation to advance work within Jericho Lands redevelopment and Heather Lands for a ~22,500 sf xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and sə́ilwətaʔ (Tsleil-Waututh) owned and run cultural centre and plaza.
- » **Platforms** – the program will continue to use xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and sə́ilwətaʔ (Tsleil-Waututh) practitioner selection panels to support commission Indigenous artists to create 2D works on digital screens, billboards, and transit shelters.
- » **River District** – the development of a public art plan will move into first phase of work with focuses on consultation and leadership from local Nations, particularly xʷməθkʷəy̓əm (Musqueam), with a goal to create Indigenous Art Hub and residencies. By-Laws/land use policies to support Cultural Heritage – staff will continue to work with the Planning department to better integrate decolonial and equitable cultural heritage in land use policies in the next phases of developing the Vancouver Heritage Program (2020).
- » **Integrating xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and sə́ilwətaʔ (Tsleil-Waututh) Major Space Projects** – staff will work to ensure consultants connected xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and sə́ilwətaʔ (Tsleil-Waututh) Nations are included in planning and architectural teams for major cultural space projects.



**Birds of a Feather -
Tota Project by Minahil
Bukhari and Mustali Raj
2020**

Direction 3: Cultural Equity & Accessibility

- » **Cultural Equity Grant** – work will continue to lower barriers to access to core operating support for equity-deserving artists with funds used for operations, capacity building, for artistic and cultural programming, or any other need.
- » **Cultural Operating Funding Streams** – staff will continue work to advance recommendations and calls to action from Truth and Reconciliation Canada, UNDRIP, and other industry co-lead Reconciliation initiatives, and embedding equity, diversity and inclusion in core funding criteria.
- » **Equity Leadership Cohort** – work will continue to support a cohort of equity deserving artists by offering a space of respite and reflection following a period of instability and uncertainty caused by the pandemic.
- » **Chinatown Cultural Heritage Assets Management Plan (CHAMP) Implementation Planning** – the next phase of work will focus on implementing the strategies in the CHAMP Strategic Framework, to center cultural heritage, supporting intangible heritage, cultural infrastructure, multilingual services and amenities, public space activation, City by-laws, guidelines, and heritage policies, and cultural heritage-focused economic development.
- » **Hogan's Alley Cultural Centre** – work will continue to support the development of a Hogan's Alley Cultural Centre as part of a long-term lease of the 898 Block of Main Street between Hogan's Alley Society and the City to create a community land trust stewarded by Black residents.
- » **Firehall Theatre Accessibility Renewal** – work will begin to design for renewal of the 40-year-old Firehall Theatre in a 110-year-old building will include a new entrance and elevator, accessible dressing rooms, washrooms, stage, lounge, lobby access.



**Birds of a Feather -
Tota Project by Minahil
Bukhari and Mustaali Raj
2020**

Direction 4: *Making Space for Arts & Culture*

- » **Advancing secured cultural spaces in development** – staff will continue to work with Planning on secured cultural space projects to advance them through various stages of development. Secured spaces include:
- » **xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) Cultural Centre (Heather Lands)** – Council approved Heatherlands rezoning will include a self-determined, shared cultural centre with a ceremonial plaza, performance and gallery space, studios, kitchens, and elder and youth spaces. The Centre will be operated and owned by the Nations.
- » **Artist Live/ Work Studios at Cambie/43rd** – 9 new live/work artist studios to be part of the current City Artist Studio Award Program. Includes family units, a fully accessible unit, and a larger space accommodate dance.
- » **Cultural Hub at 1157 Burrard** – 14,000 sq ft. of multi-use office, administration, and multipurpose space.
- » **Plaza of Nations Music Presentation Centre** – 20,000 sq ft. acoustically superior independent music presentation centre including two of independent performances and lounge space.
- » **Industrial Production Space** – 456 Prior Street Council approved rezoning of 6,000 sq ft. industrial artist production space to replace displaced a 30-year established maker space supporting film industry and local artists. Next step space design.
- » **Shared production space at 123 East 6th** – Staff are working on a project to repurpose a 10,000 sq ft. heritage building to be repurposed as artist production space at 123 east 6th avenue. Staff are consulting working with the community on the space design.
- » **Chinese Canadian Museum** – A Province led initiative to develop a new 27,000 sq ft. Chinese Canadian Museum in the Wing Sang Building is underway.
- » **Vancouver Art Gallery (VAG)** – Two acres of City land will enable the gallery to build a new, purpose-built 311,000 sf gallery that will double exhibition space, include education facilities, and feature a xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) wood and copper façade. To date the Gallery has raised over 85% of the \$400M construction budget.
- » **Pacific National Exhibition Centre (PNE) Amphitheatre Renewal** – The PNE amphitheater will be renewed and expanded to provide a covered stage and audience space with a capacity up to 8,000 attendees.
- » **Upgrades to Civic Theatres** – Renovations to the Playhouse Theatre to improve accessibility and expand usable space.



Borrowed Time - Inverso
Productions by Lesley Telford

Photo Credit:
Davis Cooper, 2023

Direction 5: Collaboration & Capacity

- » **Creative City Network of Canada's (CCNC) Annual Summit** – The City submitted a bid and was awarded the opportunity to host the 2024 CCNC annual Summit to raise Vancouver's cultural profile, amplify the extraordinary artistic and cultural work, and center the histories and cultural practices of the x^wməθk^wəyəm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) Nations.



STAY CONNECTED

If you'd like to stay updated on our work or give us feedback, follow us on Instagram, Twitter, and Facebook and subscribe to our newsletter at the bottom of this page. You can also email us at our general email address, Cultural.Services@vancouver.ca for more information about our work and policy projects, or reach out to us individually; the contact information is in the table below. We look forward to hearing from you.