

culture plan for vancouver 2008 - 2018



Arts, Culture, and Heritage Forum
Downtown Vancouver Association



Culture Plan 2008 - 2018



- Background and Context
- The Creative City Task Force
- Culture Plan 2008 – 2018
- Implementation and Next Steps

A growing city...



- Metro Vancouver 2.1 million people
- City of Vancouver 578,041
- 5.9% growth (2001 to 2006 census)
- 63% of regional growth in Vancouver
- Increased density in downtown core
- Increase in +45 yr old residents
- 21% of population has University degree

A growing sector...



- Highest proportion of total labour force employed as cultural workers in Canada
- Growing 4 x faster than general workforce
- Equal to Vcr. retail sector
- High level of participation by immigrant artists
- High level of participation by audiences

Growing challenges...



- High cost of real estate
- Artists' avg. annual income - \$23,500
- Limited cultural institutional employment
- Highest % self employed in Canada
- Highest % PT employment in Canada
- Increasing number of arts organizations
- Limited regional coordination
- Limited government support
- Limited private sector support

The opportunities...



- Rich and diverse creative sector
- Large & growing public demand
- Awareness of knowledge-based value
- Major opportunities to leverage & catalyze:
 - 2009 BC Scene
 - 2010 Winter Olympic & Paralympic Games
 - 2011 City's 125th Anniversary

Realizing the opportunities



- Increased City Investment
- Creative City Task Force
- Extensive Community Dialogue
- Creation of a New Culture Plan

City's role to date



- Grant Programs
- Awards
- Advertising Programs
- Public Art Programs
- Cultural Planning
- Facility development support
- Nominal rent of City-owned facilities
- Vancouver Civic Theatres
- Pacific National Exhibition

- Catalyst.. Facilitate ...Support

Creative City Task Force



- Community nominees
 - Alliance of Arts and Culture
 - Post secondary educations institutions
 - Cultural Industries
 - Major Exhibiting Institutions
 - Vancouver School Board
 - Tourism Vancouver
 - Board of Trade
- City Councillors
- Senior City Staff

Extensive Consultation



- Focus Groups
- Online Toolkit, Quiz and Surveys
- Creative Conversation Days
- Advisory Committees
- Open Houses

... hundreds participated

...thousands of comments and ideas

A New Culture Plan



- New vision, values and strategic directions to guide the City's role
- Approved by City Council in January
- Implementation Phase 1 Approved by Council in June

The Vision



Building on Vancouver's diverse and plentiful artistic and entertainment offerings we will **support, develop, enliven, enhance and promote** the culture and creative diversity of Vancouver to the benefit of our citizens, our creative community, and our visitors and create a new dynamism and pride in our cultural life.

Core Cultural Values



- Creativity
- Excellence
- Diversity
- Openness
- Accessibility
- Collaboration

So What's Different?



- An interconnected Cultural Ecology
 - Non-profit and for-profit
 - Individuals and organizations
 - Arts, culture, entertainment & creative industries
- Part of City-building
 - Community engagement
 - Collective expression
- A shared responsibility
 - Governments
 - Business
 - Educators
 - Artists
 - Community

Strategic Themes



- Innovation
- Learning
- Connecting People, Ideas & Communities
- Neighbourhoods
- Valued and Valuable

Making It Real



Phase 1:

- Grants Review
- Public Art Review
- Facilities Priorities Plan
- Cultural Tourism Strategy

Phase 2:

- The Learning City
- Community Cultural Plans
- Awareness and Engagement Plan
- Partnerships Plans

Cultural Grants Review



Learning:

- Gaps & unmet needs
- Accessibility issues
- More opportunities for innovation, professional development, support for emerging artists and diverse groups
- Programs too complex with unsustainable administration

Cultural Grants Review



- Restructure & streamline programs
- Expand eligibility criteria
- Phase in over two years
- Work with a Program Design Committee
- Increase outreach
- Invest in systems
- Seek out strategic granting partnerships

Civic Public Art Program

- Expand opportunities - artist-initiated projects, artist residencies, curator partnerships, temporary projects
- Streamline administration
- Develop public art master plans in conjunction with all public realm, transportation, and interpretive planning processes - include artists on the planning teams
- Phased capital budget increases



Cultural Facilities Priorities Plan



- A 15+ year plan
- A decision making framework
 - Current gaps and needs
 - Demand analysis
 - Assessment Criteria
- Developing Environment for Success
 - Develop Capacity
 - Enhance Resources
 - Build Partnerships

DEVELOP CAPACITY

- Networking and training opportunities through partnerships
- Explore not-for-profit independent cultural development organization
- Expand our online resources
- Expanded staff resources (from 1 to 3 FTEs incl. facilitator to work with arts & culture groups through City's regulatory processes)
- Add an artist to the Urban Design Panel



ENHANCE RESOURCES

- Restructure and increase cultural capital funding
- Explore new models for facility operations
- Undertake Strategic Plan for Civic Theatres
- Review possible alternate financing tools to motivate community-initiated development



BUILD PARTNERSHIPS



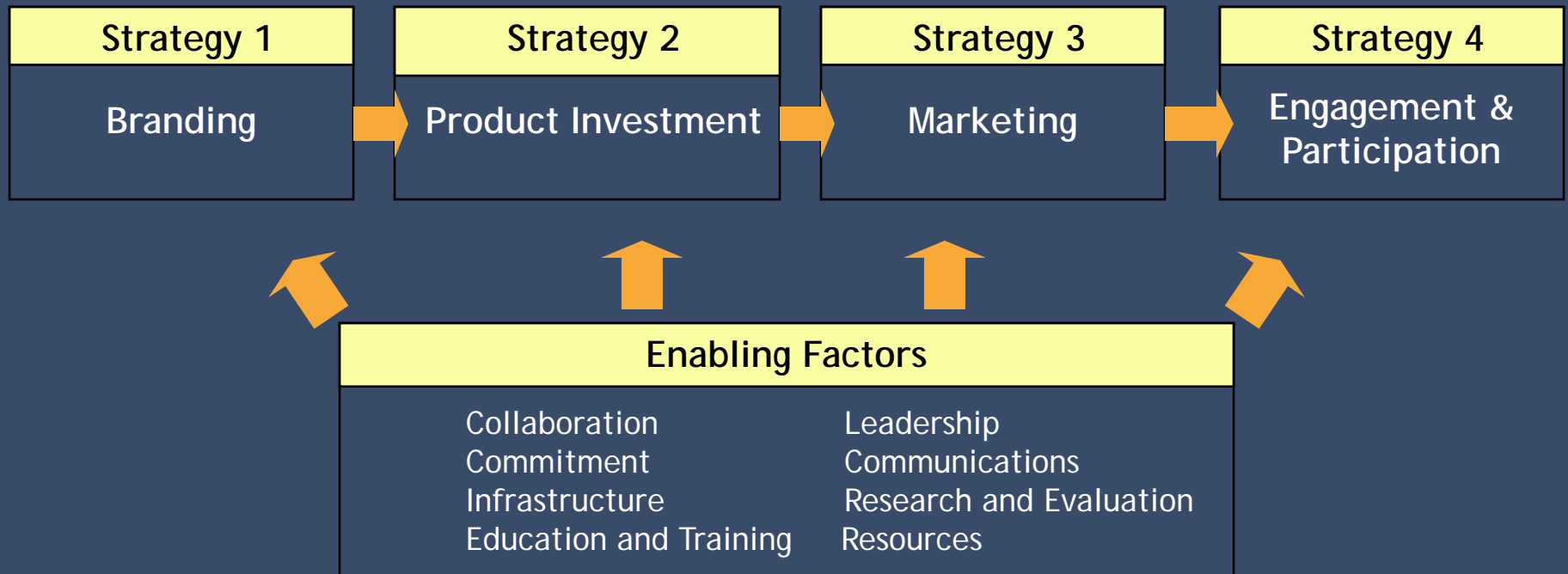
- Harmonize regulatory environment for arts and culture
- Enhance cultural planning within planning and policy processes
- Report back on feasibility of two pilot projects – artist studios within a housing site and market studios within City property
- Work with other governments, agencies and private sector to advance cultural facilities strategies

Cultural Tourism Strategy

23-member Working Group

- Tourism Vancouver/City of Vancouver Co Chair
- Tourism BC
- Canadian Tourism Commission
- Aboriginal Tourism Commission
- Tourism sector reps
- Cultural Sector reps
- Vcr Economic Development Commission
- Province of British Columbia
- Legacies Now

Cultural Tourism Strategy



Cultural Tourism Implementation

2009:

- Formalize relationship between Tourism Vancouver and City
- Develop Brand
- Invest in learning
- Pilot Project

2010:

- Launch the New Brand
- Marketing Support
- Product Investment

2011:

- 125th Anniversary



Next Steps

Final 4 Implementation Plans

- Learning City
- Neighbourhood Cultural Plans
- Awareness and Participation Plan
- Partnerships Plan

Accountability Framework

- Performance Measures
- Annual Report



Meanwhile...



- Olympic Readiness Strategy
 - Artistic R & D
 - Arts Partners in Creative Development
 - \$3 million increase
 - Facilities
 - Cultural Precinct Planning
 - QE Revitalization
 - Engagement
 - LiveCity Vancouver

Ongoing Conversations



- Annual Creative City Conversation Day
- Council Advisory Committee on the Creative Sector
- Implementation Committees
- Assessment Panels

An Enabling Environment



Enabling People

- Artists, audiences, visitors, staff

Enabling Creativity

- Open to risk-taking
- From "enforcer" to "enabler"

Enabling Shared Responsibility

- Leveraging through partnerships
- Sharing decision-making with the community

Enabling Flexibility

- Adaptable over time



www.vancouver.ca/creativecity