

Creative City Strategy

1. Background

2. Current Context

3. Approach & Timeline

1. Background

On May 17, 2017, Council directed staff to:

Develop a vision for culture and creativity in Vancouver which

- Addresses current and emerging challenges and opportunities
- Reflects the culture and history of the city
- Interfaces with other city policies and strategies

Work with stakeholders, including the Arts and Culture Policy Council, to inform a new strategy which includes specific goals and targets with timelines and deliverables

- 2004 Culture Plan Task Force established
- 2007 Public Consultation on Culture Plan Begins
- 2008 Council Approves:
 - Culture Plan for Vancouver 2008-2018
 - Culture Plan 2008-2018 - Implementation Plan:
Grants Review, Cultural Spaces Strategy,
Public Art Review, Cultural Tourism Strategy
- 2012 Arts & Culture Policy Council established
- 2013 Council Approves Culture Plan: Strategic Directions
for the Next 5 Years
- 2014 Maximizing Investment in Public Art program
- 2016 Public Art Boost

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

Grants

OPERATIONAL FUNDING

Overall increase

2007 \$5.9M

2017 \$7.8M

(\$6.7M Operating level + \$1.1M Annual Assistance level)

New operational program - Annual Assistance

2015 \$457,000

2017 \$1.1M

ORGANIZATIONAL CAPACITY

Annually 135 organizations access workshops & customized support

SUPPORT FOR EMERGING ARTISTS

2016: 48 applications funded; 55 participating artists; 1,974 participating youth

SERVICE ENHANCEMENTS

Streamlined Online Applications

Biennial Application Process

Public Art

COMMISSIONS

58 permanent works from local and international artists
21 new temporary projects
100+ new murals

INDIGENOUS VISIBILITY

6 new works by Indigenous artists for Canada 150+

COLLECTION

Public Art Registry

ARTISTS FIRST

Artist Initiated open calls
2009-2010 24 new works
2011-2012 13 new works
2017 in progress

Spaces

PARTNER ON NEW SPACES

12 new spaces

156,678 sq ft

30 Non Profit Organizations

Woodwards, BMO Theatre, The Post (CBC),
Arts Factory, The Annex , VSO Music School,
York Theatre

STRENGTHEN INFRASTRUCTURE & CAPACITY

\$8.3M in Cultural Infrastructure

Grants

226 projects

126 Non Profit Organizations

PROTECT EXISTING SPACES

Western Front, grunt gallery,
St. James Community Square,
Joy Kogawa House

REDUCE RED TAPE

Regulatory assistance

Developed Arts Event License

Reviewed regulations impacting live
performance venues & artists studios

COMMUNITY & AREA PLANNING

Working with community to integrate arts &
culture into planning

False Creek Flats, North East False Creek,
Cambie Corridor

Major Project Highlights

2010 Olympic and Paralympic Public Art Program

2011 Celebrate Vancouver 125

2016 Artist in Residence pilot in Sustainability

2017 Canada 150+

Snapshot 2016

\$12.1m

CULTURAL GRANTS TO
NON-PROFIT ORGS

463

NUMBER OF CULTURAL
GRANTS AWARDED

830,633 ft²

TOTAL SPACE PROVIDED
BY CULTURAL SERVICES

\$11.90

ADDITIONAL FUNDS RAISED
FOR EVERY DOLLAR INVESTED
THRU OPERATING GRANTS

82%

PERCENTAGE OF GRANT
FUNDS AWARDED COMPARED TO
FUNDS REQUESTED

\$3m

INVESTMENT IN
DEVELOPING NEW
CULTURAL SPACE

17,000

ARTISTS PARTICIPATING IN
GRANT-SUPPORTED WORKS

6.3m

ATTENDANCE AT
GRANT-SUPPORTED EVENTS

\$750k

INVESTMENT IN NEW
CITY-OWNED PUBLIC ART

2.

Current Context

Vancouver Today

1

Consistently ranked one of the top 5 most liveable cities in the world

THE ECONOMIST

2

Globally recognized as a Greenest City leader

C40, UN

3

Fastest growing economy in Canada

CONFERENCE BOARD OF CANADA, RBC

4

Diverse population

- 150 languages spoken
- 44% of residents are immigrants
- 'most Asian city outside Asia'

STATS CAN, VANCOUVER SUN

5

City of Reconciliation

PROCLAMATION IN 2013, ADOPTED BY COUNCIL IN 2014

- **4th Industrial Revolution: The Digital Age**
Shifting modes of production, consumption & participation
- **Affordability & increasing inequality**
Displacement & Migration
Housing & Public Health Crises
Neighbourhood Inequities
- **Climate Change**
Adaptation & Resilience
- **Reconciliation**
Requires paradigm-shifting narratives & practice

CREATIVE CANADA

Led by Canadian Heritage, the vision for Canada's cultural and creative industries in a digital world

- Invest in creators, cultural entrepreneurs & their stories

- Promote discovery & distribution

- Strengthen public broadcasting & support local news

CREATIVE HUBS

Canadian Heritage to invest \$300M

CANADA COUNCIL FOR THE ARTS

Budget doubling over 5 years

Equity: addressing unequal access to resources

Digital Manifesto & Digital Strategy Fund

- Digital Literacy

- Public Access to the Arts & Civic Engagement

- Transformation of Organizational Models

- BC Arts Council budget to be doubled over 4 years
- Creative BC budget to be increased over 4 years
- Establish an arts infrastructure fund

Creative Industries (data from CreativeBC)

- \$3B+ in revenues from film, TV & digital media
- 65,000 fulltime workers employed in creative industries
- 1,800 companies in the creative sector
- World's largest visual effects cluster with 60+ studios
- Video game cluster: 120+ studios; 5,500 professionals

City of Vancouver

7,925
Artists

2.3% OF THE LABOUR FORCE

33,020
Cultural
Workers

9.7% OF THE LABOUR FORCE

51%

LABOUR
FORCE WITH
TOTAL INCOME
UNDER \$40K

65%

ARTISTS
WITH TOTAL
INCOME
UNDER \$40K

3.

Approach & Timeline

Reconciliation

Equity, Diversity & Inclusion

Vision, Values, Context

Strategic Priorities & Goals

Targets, Key Performance Indicators, Metrics

Implementation Plan

Steering Committee

Internal Advisory Committee

External Advisory Committee

Musqueam, Squamish, Tsleil-Waututh (MST) Intergovernmental Framework

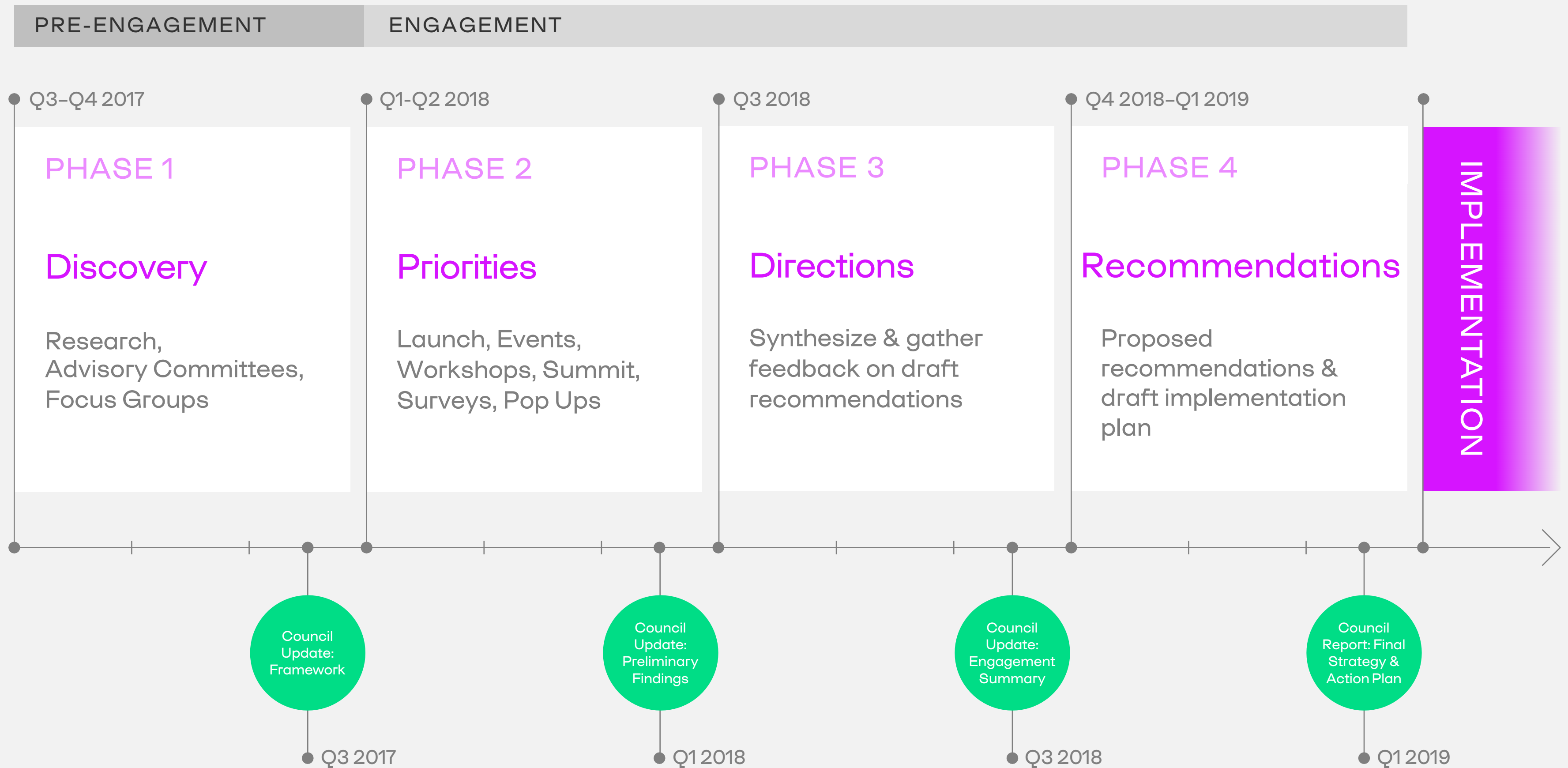
Discovery

Priorities

Directions

Recommendations

Approach & Timeline — Creative City Strategy



DEMOGRAPHICS

Census data - Statistics Canada

Audiences - Culture Tracks

COMPARATIVE DATA

Investments – World Cities Forum, independent research

Strategies – Culture plans by other Canadian and global cities

ECONOMIC DATA

Creative BC, Vancouver Economic Commission

ORGANIZATIONAL PROFILES

Key Gaps study - Making Space for Art, Performance Venues research

Music City Strategy research

Equity, Diversity & Inclusion baseline

SOCIAL INDICATORS

Vancouver Foundation research

Internal Research & Alignment

Interdepartmental Alignment

Greenest City Strategy
Healthy City Strategy
Engaged City Strategy
Housing Vancouver Strategy
Digital Strategy
City of Reconciliation (CoV and Parks)
Community Plans
Special Events Motion (CoV and Parks)
VanPlay
Places for People
Social Infrastructure Plan
Places of Worship Study
Heritage Action Plan
Indigenous Design Guidelines
Historic Discrimination Against Chinese People

Cultural Services

Making Space for Art + Performing Arts Study
Organizational Health & Capacity Survey
Industrial Lands Study
Artist Studio Guidelines

Vancouver Civic Theatres Business Review
Music City Strategy

Constituencies

Artists

Arts-mandated Orgs: < \$300k, > \$300k

Culture Mandated Orgs

Indigenous Culture Mandated Orgs

Social Mandated Orgs

Space Operators

Public Art

Commercial Arts Orgs

Neighbourhoods

Community Engaged Practitioners

Disciplines

Collecting Institutions

Creative Industries – Film, TV

Creative Industries – Digital

Creative Industries - Design

Creative Industries - Music

BIAs

Social Enterprises

Professionals

Philanthropists, Sponsors, Foundations

Universities

Urban Aboriginal practitioners

Intercultural practitioners

Intergenerational practitioners

Disability & Deaf arts practitioners

Language communities

Other key constituencies

Launch + Events & Pop-Ups

Festivals

Workshops

Summit

Surveys & Briefs

Social Media

Connect

disparate communities & align
divergent interests

Identify

priorities to guide the City's future efforts
& investments in the sector

Address

the critical needs & opportunities facing
the sector in a phased action plan

Create

more equitable practices that better
reflect & connect the diversity of our city

Build

a culture of Reconciliation
throughout Vancouver

Thank
You

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