



ADMINISTRATIVE REPORT

Report Date: May 31, 2010
Contact: Margeret Specht
Contact No.: 604.871.6842
RTS No.: 8271
VanRIMS No.: 08-2000-20
Meeting Date: July 6, 2010

TO: Vancouver City Council

FROM: Margeret Specht, Director of Grants, Awards and Support Programs
Cultural Services, Community Services Group

SUBJECT: Celebrate Vancouver's 125th Year of Incorporation

RECOMMENDATION

- A. THAT Council approve the following allocation to deliver the programs and activities defined herein;
 - i. \$900,000 from the Cultural Tourism Strategic Planning Reserve held in reserve in 2007, 2008, 2009 and 2010.
 - ii. \$400,000 from the Cultural Tourism Product Investment Grant Program from 2010 and 2011.
 - iii. \$70,000 as balance remaining from Arts Partners in Creative Development Program in 2010.
- B. THAT Council approve in principle a \$1,000,000 one-time increase to the 2011 Cultural Services budget as financial support to deliver the programs and activities defined herein, subject to the 2011 budget process and contingent upon external support and partnerships;
- C. THAT Council approve in principle \$500,000 in advance of the 2011 Public Art Capital budget as financial support to deliver the programs and activities defined herein, subject to the 2011 capital budget process and contingent upon external support and partnerships;
- D. THAT Council direct staff to execute scalable programs and activities as defined herein within existing funds, expanding as additional support is secured; and to report back in December 2010 with financial status and programming updates.

CITY MANAGER'S COMMENTS

City Manager supports all recommendation herein as the efforts collectively demonstrate the strong commitment from the City of Vancouver to the Celebrate Vancouver's 125th Anniversary in 2011. The added \$1,500,000 in recommendations B. and C. will strengthen our position to leverage funds from various federal government sources and increase the likelihood of being awarded the Cultural Capitals of Canada designation in 2011.

COUNCIL POLICY

On February 27, 2007, Council approved an increase of \$300,000 to the 2007 Cultural Services Operating Budget and directed staff to report back with a planning process to develop cultural tourism initiatives such as the Junos in 2009 and the City's 125th Anniversary Celebration in 2011. On April 3, 2007 Council directed staff to develop a Cultural Tourism Strategy, and approved an additional allocation of \$300,000 to the Cultural Services budget each year for four years starting in 2008 to leverage support with other agencies and funders and in conjunction with the arts and cultural community toward the implementation of the cultural tourism strategy.

On January 29, 2008, Council approved the creation of a new Cultural Plan for Vancouver, 2008-2018.

On June 26, 2008, Council adopted the Cultural Tourism Strategy to inform the City's future roles, responsibilities and investment in cultural tourism. Council also approved the creation of a new "Cultural Tourism Product Investment Grant Program" to a total cost not to exceed \$600,000 to be available as follows: \$200,000 in each of the years 2009, 2010 and 2011. Council also directed staff to prepare an application for Culture Capitals of Canada designation and funding for 2011 in support of the City of Vancouver's 125th Anniversary Celebration as a cornerstone of our Cultural Tourism strategy.

PURPOSE

This report responds to Council's direction to develop a plan in support of cultural tourism strategy that will maximize cultural opportunities associated with the celebration of the City's 125th Anniversary Celebration in 2011 and to summarize available sources of funds to undertake those initiatives. This report seeks Council's approval of allocations of existing funds to support the engagement plans outlined herein and further requests additional support up to \$1,000,000, subject to the 2011 budget process and contingent upon external support and partnerships.

BACKGROUND

On November 3, 2009 Council directed staff to report back on initiatives planned to support the City of Vancouver's 125th Anniversary Celebrations. And on March 1, 2010 Council directed staff to report back with a summary of all funds in reserve relating to the Cultural Tourism Strategy.

Consistent with its consultative process implemented for the Creative City Task Force's Culture Plan 2008-2018 and the 2008 Cultural Tourism Strategy, which both took a multi-pronged approach to research, plan development and community consultation, the City of Vancouver established an Ad Hoc Advisory Committee, co-chaired by Councillor Heather Deal and Margeret Specht, Director of Grants, Awards and Support Programs in Cultural Services to inform the development of a comprehensive city-wide engagement and celebration plan for residents and visitors. The 36-member committee represents a broad cross-section of Vancouver's diverse community which includes a wide-range of perspectives and interests from Vancouver's cultural, tourism, business and educational communities as well as the general public: diversity of age, gender, sexual orientation, ability, and ethnicity with special consideration for First Nations and Urban Aboriginal perspectives. In addition, a range of perspectives from cultural organizations large and small are included and reflect a variety of artistic practices (see Appendix A).

Through seven sessions held in spring 2010, the Celebrate Vancouver's 125th Committee has undertaken an iterative process of learning, visioning and establishing clear and achievable goals to meet that vision. Further, they have identified and prioritized a number of advantages and challenges that are influencing—both positively and negatively—a successful outcome.

Working in favour of this undertaking are the vital networks of community groups including Community Centres, BIAs, resident groups, neighbourhood houses; all of which exist and have deep connections with their community members. Vancouver's cultural diversity is an asset that will provide voices and perspectives to the celebration. There are many strategic partnerships and collaboration between business and the arts which will also contribute to the success of the 125th anniversary.

Our challenges are a general lack of resources: time, people and confirmed funds to adequately meet community expectations. There was some concern expressed by the Advisory Committee that we are losing the window to harness post-Olympic energy and interest. The greatest challenge in the implementation of this plan is to scale the activities and programs according to available resources and to manage community expectations.

In addition to working with the Advisory Committee Cultural Services staff have consulted with 14 other City departments to discuss possible activities and initiatives. As part of the Olympic Village Plaza event on May 15th, 2010, staff spoke directly with 700 citizens to ask them how they would like to see Vancouver's 125th Anniversary be celebrated. Four to six more public consultation sessions will be planned between July and October 2010.

DISCUSSION

When Vancouver welcomed the world in 2010, the City was brimming with excitement, enthusiasm and pride to show its growth and redefined cultural identity. We are citizens of an increasingly sophisticated, creative, and diverse urban society, which Vancouver intends to recognize through our celebration plans. The full participation of Aboriginal peoples at the Games through the *Four Host First Nations* signaled a new era of openness and participation in the cultural life of the community, which we intend to honour and promote with the proposed celebration activities and existing Civic events. We also intend to promote the strengths of our artists and the diversity of our existing celebrations to cultural tourists to the City with the branding strategy (outlined in Appendix B). Lastly, through the proposed legacy

activities, we intend to build upon existing partnerships and forge stronger links between the municipality and various sector in the community including arts, culture, heritage and sustainability.

The celebration plans will build its measurable goals and outcomes upon the Celebration Vancouver's 125th Advisory Committee's Vision Statement which is, "Building on the momentum, energy and spirit generated during the Olympics, and through a growing awareness and understanding of our identities, first nations' heritage and cultural diversity, the people and neighbourhoods of Vancouver feel excitement, pride and enthusiasm for a celebration in recognition of Vancouver's 125th with activities that engage and enrich our society through the celebration of art and culture."

Goals include:

- To deepen dialogue and engagement with the Musqueam, Squamish and Tsleil-Waututh peoples noting Vancouver's celebrations will be held on their traditional and shared traditional Coast Salish territories that were occupied for 4,000 years before 1886;
- To engage Urban Aboriginal artists in commemorating Vancouver's 125th anniversary;
- To engage diverse communities in celebration in a way that meaningfully reflects the representation of current civic demographics, recognizing that the 2006 census recorded 51% of the city's total population to be of a "visible minority" background;
- To bring professional arts and culture communities together in stronger unity during difficult economic times;
- To maximize opportunities for neighbours to celebrate in all of Vancouver's 23 geographic neighbourhoods and many cultural neighbourhoods by engaging many of the City's neighbourhood-based associations in the celebration: including 20 Business Improvement Associations, nine neighbourhood houses, 10+ resident associations, 15+ facility-based cultural community centres, and 24 community centre associations;
- To host accessible and successful celebrations and conversations that capture some of our citizens' energy and spirit that grew during the Olympic Games;
- To build upon the partnership with Tourism Vancouver mapped out in the Cultural Tourism Strategy that seeks to invest in unique and authentic cultural experiences;
- To promote the international name recognition that Vancouver has achieved as a result of hosting the 2010 Winter Games with a branding strategy that increases cultural tourism to and within the city in 2011;
- To engage in substantive and diverse outreach to organizations and individuals;
- To provide wide-spread access to the 125th branding through user-friendly toolkits;
- To partner extensively, through its 125th Anniversary Partnership Grants, with professional arts, culture and convener (citizen dialogue groups) organizations;
- To create online legacies that will outlive the anniversary celebrations, multiplying the impact and interaction of cultural and heritage planning initiatives with the wider community; and
- To maximize private sector sponsorship, leveraging \$600,000 cash sponsorship for the celebration.

Expected outcomes include:

- The Culture Plan's continuous cycle of renewal—engagement and participation; vitality; capacity and quality, and awareness and recognition—will have deepened;
- As many participants as possible in the cultural ecosystem will have benefited from their participation in the 125th celebration and can clearly articulate those benefits;
- Networks will have been created or enhanced between creators and sponsors;
- Story sharing by citizens about the city's collective stories will have been documented;
- Increased cultural tourism and intra-city visits by residents will have been realized;
- Local access to and participation in the celebration will have been extensive;
- Citizens will have felt proud to see themselves reflected in the celebrations;
- Legacy projects and tools will be launched or installed and utilized by key stakeholders;
- Civic departments will have strengthened internal collaboration whilst enhancing external relationships with arts and culture organizations; and
- Increased openness between civic cultural workers and the cultural sector will have been realized with concurrent mutual benefit and respect.

IMPLEMENTATION PLAN

Staff have taken their high level vision statement and developed a celebration framework designed to encourage maximum awareness, engagement and creativity in the celebration. Whatever degree of public or private sector funding is secured, the 125th anniversary will be celebrated in a meaningful way respectful of the Committee's Vision Statement. This framework was reflected back to the Committee and has since been tested with 14 civic Departments interested in partnering to deliver the plan. The framework was further shared directly with 700 citizens at a public Open House held May 15, 2010 at the Southeast False Creek Olympic Village. Last, the framework was presented to Senior City Management and Vancouver City Council at briefings on May 25, 2010 and June 8, 2010.

Feedback for the full scope of the framework has been consistently enthusiastic as it offers multiple points of engagement to celebrate Vancouver's 125th birthday: from City-led legacy and free celebration events, to wide-spread engagement through branding, grant support, dialogues, symposia and open access to civic places and spaces.

The following is an overview of the framework which will create a place for any and all citizens, visitors and organizations, to engage in the celebration or create their own. All of the points of engagement indicated will have scalable activity level and will evolve as additional funds are secured.

CITY INITIATIVES - This category describes City multi-departmentally-led events and initiatives, some of which will have a legacy component. Financial allocation is to support the creation and production of materials, programs and events with no cash grants to external groups or associations.

Examples: artist-initiated public art calls, artists/conveners database, online calendar, Park Board and Vancouver Public Library events. (See Appendix B for a more in depth list.)

COMMUNITY SUPPORT - This category will link into 125th branding only through easily-accessible toolkits. Financial allocation is to support the creation and production of materials, programs and events with no cash grants to external groups or associations.

Examples: walking tours, block parties, small community events, including church and school events.

SMALL PROJECTS - This category is meant to support new or (enhanced) existing events which incorporate a 125th celebration component. There is direct financial support through a cash grant program administered through Cultural Services.

Examples: neighbourhood house, resident group and BIA events, community-based public art, and community-engaged dialogue events.

LARGE PROJECTS - This category is meant to support new or (enhanced) existing events or large-scale commissions and creations that specifically celebrate the 125th - significant financial support through a cash grant program administered through Cultural Services.

Examples: Festivals with targeted 125th focused programming, major commissions or conferences.

CELEBRATION - Lastly there will be a free, large-scale, interdisciplinary, intercultural event produced in summer 2011 by the City which will specifically and solely to celebrate its 125th anniversary.

FINANCIAL IMPLICATIONS

The following is a summary of Cultural Tourism Strategies Reserve Fund and the Cultural Tourism Product Investment Grant Program's current balances. Funds have been drawn down from the reserve and the grant program on two occasions. In April 2007 \$65,000 was used to pay for Cultural Services staff to further develop the Cultural Tourism Strategic Plan and \$100,000 was allocated to support the 2009 Juno Awards in Vancouver from the reserve. On March 1, 2010, \$199,100 was re-allocated from the Product Investment Grant Program to the Theatre Rental Grant Program in support of additional uses of the Civic Theatres during the Cultural Olympiad.

**Cultural Tourism Strategies Reserve Fund and
Cultural Tourism Product Investment Grant Program Balances**

Date Council Approved	Item	Amount	Budget Year	Accumulated Balance	
Feb 27, 2007 Motion	Cultural Tourism Strategies	\$300,000	2007		
April 3, 2007 RTS #6634	Cultural Tourism Strategies	\$300,000	2008		
Junos and staff	Expensed	(\$165,000)	2008		
	Cultural Tourism Strategies	\$300,000	2009		
	Cultural Tourism Strategies	\$300,000	2010	\$1,035,000	Current Balance
	Cultural Tourism Strategies	\$300,000	2011	\$1,335,000	
	Recommendation A.1.	(\$900,000)	2011	\$435,000	.

June 26, 2008 RTS# 7316	Cultural Tourism Product Investment Grant Program	\$200,000	2009		
March 1, 2010	Expensed	(\$199,100)	2010		
	Cultural Tourism Product Investment Grant Program	\$200,000	2010	\$200,900	Current Balance
	Cultural Tourism Product Investment Grant Program	\$200,000	2011	\$400,900	
	Recommendation A.2.	(\$400,000)	2011	\$900	

Source of Funds

The following is a table of the sources of funds broken in to two groups: secured funds in the amount of \$1,370,000 which this report seeks approval for allocation to the Celebrate 125th Anniversary initiatives, and unsecured funds which represent anticipated sources of funds that have not been confirmed.

CULTURAL TOURISM STRATEGY RESERVE

In 2007 Council approved increases to the Cultural Services Operating budget over a 5 year ending in 2011 at a rate of \$300,000 each year and for those funds to be directed to the development of a Cultural Tourism Strategy. Those funds are held in reserve and will total \$1,335,000 in 2011. Staff are recommending \$900,000 be allocated to support the Celebration of Vancouver's 125th Anniversary in 2011 and \$435,000 be held back to fulfill the goals of the strategic plan beyond the scope of the 125th celebrations described herein.

CULTURAL TOURISM PRODUCT INVESTMENT GRANT PROGRAM

On June 26, 2008, Council adopted the Cultural Tourism Strategy to inform the City's future roles, responsibilities and investment in cultural tourism. Council also approved the creation of a new "Cultural Tourism Product Investment Grant Program" for a total cost not to exceed \$600,000 to be available as follows: \$200,000 in each of the years 2009, 2010 and 2011. In early 2010, \$199,100 was redirected to the Theatre Rental Grant Program and targeted to support additional events that were part of the Cultural Olympiad. Staff are recommending that the remaining balance of \$400,000 from 2011 be used towards the 125th Anniversary celebration.

ARTS PARTNERS IN CREATIVE DEVELOPMENT (APCD)

Prior to 2007 Cultural Services dedicated \$170,000 to the creation of new work through a commissioning grant program administered by the City of Vancouver. In 2007 the City, in partnership with 2010 Legacies Now, Vanoc, Canada Council for the Arts and the Province of BC, established a pool of funds totaling \$6,500,000 for the same purpose. It was decided to not continue the program after that original pool of funds was fully awarded. In 2010 \$100,000 is held for distribution for the creation of new work, with the remaining \$70,000 recommended to support the City's 125th Anniversary celebration.

DEPARTMENT OF CANADIAN HERITAGE

There are three funding opportunities offered through the Department of Canadian Heritage to which the City of Vancouver as a Municipality and to the Celebrate Vancouver Advisory Committee is eligible to apply. The amounts noted in the budget are the maximum levels of support offered in each of those programs or program component.

i) BUILDING COMMUNITIES THROUGH ARTS AND HERITAGE (BCAH) PROGRAM

The Building Communities Through Arts and Heritage Program supports a community to celebrate its past and its present. The Program increases opportunities, through festivals and other events and activities, for local artists and artisans to be involved in their community and for local groups to commemorate their local history and heritage.

The Building Communities Through Arts and Heritage Program delivers its funding through several separate components.

Community Anniversaries (\$200,000) maximum grants awarded

The Community Anniversaries component provides funding to local groups for non-recurring local events that commemorate an anniversary of 100 years or greater.

Legacy Fund (\$500,000) maximum grants awarded

The Legacy Fund provides funding for community capital projects that commemorate a local historical anniversary of 100 years or greater.

ii) CULTURE CAPITALS OF CANADA (\$2,000,000) maximum grants awarded

Cultural Capitals of Canada recognizes and supports Canadian communities that have a record of harnessing the many benefits of arts and culture in community life. Its objective is to stimulate sustained community support for the arts and heritage. A designation as a Cultural Capital of Canada enables communities to invest more in arts and culture, increase and improve cultural services, strengthen connections with other communities through shared cultural experiences, enhance partnerships with local cultural and community organizations and other stakeholders, and advance cultural development by further integrating arts and culture in municipal planning.

Each year, Canadian municipalities compete to receive a designation under the Cultural Capitals of Canada Program. Up to three communities can receive this designation annually, based on population size, which includes a contribution to support special activities that celebrate the arts and culture and build a cultural legacy for the community by integrating arts and culture into overall community planning. The designated municipalities receive street banners and a commemorative sign for outdoor display.

The Cultural Capital of Canada designation will be awarded to municipalities with an excellent track record of past achievements, coupled with the best and most ambitious (while still realistic) program of proposed activities for a community of its size.

SPONSORSHIP (\$600,000) estimated

Staff consulted with development professionals for a reasonable estimate of securing sponsorship for this initiative, given the nature of the event and the current challenging economic times. This amount is based on that advice. Staff have already been approached by potential sponsors eager to partner with the City on this celebration.

PUBLIC ART CAPITAL (\$500,000)

These funds are part of the 2009-2011 Capital Plan but have not yet been allocated or prioritized. The funds are subject to the 2011 capital budget process and will require Council approval.

ONE-TIME ANNUAL INCREASE TO CULTURAL SERVICES BUDGET (\$1,000,000) requested

This one-time request to approve additional funds in support of the programs and initiatives described herein is an important contribution to the overall cultural health of the community and will produce a legacy for citizens and local organizations. The funds are subject to the 2011 budget process and will require Council approval.

IN-KIND PARTNERSHIPS (\$830,000) estimated

Given the marketable nature of the initiatives and programs noted (in Appendix B), it is anticipated that this is a reasonable measure of in-kind partnerships that could be secured. Staff have already been approached by significant media sponsors.

	Source of Funds	Amount	Status
Secured Funds	Cultural Tourism Strategy Reserve	\$ 900,000	<i>In 2011, \$1.335m less \$435K needed to deliver on Cultural Tourism Strategy</i>
	Cultural Tourism Grant Program	\$ 400,000	<i>\$200k in 2010 plus \$200k in 2011</i>
	APCD unspent portion	\$ 70,000	<i>2010 - Already in Grants budget</i>
	Sub total	\$ 1,370,000	
Unsecured Funds	External Sources		
	BCAH - Legacy	\$ 500,000	<i>Application deadline September 30th, 2010</i>
	BCAH - Anniversary	\$ 200,000	<i>Application deadline September 30th, 2010</i>
	Culture Capitals of Canada	\$ 2,000,000	<i>Application deadline June 15th, 2010</i>
	Sponsorship	\$ 600,000	<i>Yet to be secured</i>
	In Kind	\$ 830,000	<i>Yet to be secured</i>
	Funding from the City		
	Public Art Capital	\$ 500,000	<i>2011 Capital Plan Allocation - Subject to Council Approval</i>
	One time annual increase to CS Budget	\$ 1,000,000	<i>Subject to 2011 Budget Process and Council approval</i>
	Sub total	\$ 5,630,000	
	TOTAL	\$ 7,000,000	

SCALING OF PROGRAMS, INITIATIVES AND EVENTS

One of the greatest challenges in the coordination of the activities, initiatives and programs outlined in this report will be the scaling of activities to stay in step with available sources of funds.

The following is an illustration of level of activities and grants that would be achievable should no additional resources be realized (low end), compared with what would be possible should all resource partnerships be realized (high end).

KEY EVENTS	LOW END With Secured Funds Only (total \$1.37 M)	HIGH END Includes Unsecured Funds (total \$7.0 M)
January 2011 Launch	Small scale media launch announcing event during the year with no entertainment.	Large scale media launch announcing event during the year with entertainment.
April 6, 2011 Date of incorporation	Small scale celebration in and around City Hall Campus.	Large Scale celebration at large indoor facility such as the Orpheum or GM Place.
Throughout 2011	Community and City Initiatives (minimized)	Community and City Initiatives (maximized)
Throughout 2011	Large Projects Grants (\$400,000) Small Project Grant (200,000)	Large Projects Grants (\$1,000,000) Small Project Grant (700,000)
Summer Celebration July 2011	Not possible	Free, outdoor, large-scale, interdisciplinary, intercultural event produced at one or more locations over 3 - 9 day period in July.

The following table identifies expenditures which utilize ONLY existing funds on the low end and on the high end assumes all anticipated support from all resource partnerships will be fully realized. The reality will be scaled somewhere in between these proposed budgets.

Financial Resources Required	LOW END			HIGH END		
	Staff Cost	Grants / Production	TOTAL	Staff Cost	Grants / Production	TOTAL
STAFF						
Producer	\$70,000	\$ 50,000	\$120,000	\$120,000	\$2,800,000	\$2,920,000
Production Manager	\$30,000		\$30,000	\$80,000		\$80,000
Technical Director	\$30,000		\$30,000	\$50,000		\$50,000
Outreach Coordinator	\$20,000		\$20,000	\$50,000		\$50,000
Volunteer Coordinator	\$20,000		\$20,000	\$50,000		\$50,000
Marketing Director	\$80,000		\$80,000	\$110,000		\$110,000
Sponsorship Director	\$70,000		\$70,000	\$80,000		\$80,000
Planner	\$77,000		\$77,000	\$77,000		\$77,000
Planning Analyst	\$113,000		\$113,000	\$113,000		\$113,000

Larger Projects		\$300,000	\$300,000		\$1,000,000	\$1,000,000
Small Projects		\$150,000	\$150,000		\$700,000	\$700,000
Community Initiatives		\$130,000	\$130,000		\$770,000	\$770,000
City Initiatives		\$230,000	\$230,000		\$1,000,000	\$1,000,000
TOTAL	\$510,000	\$860,000	\$1,370,000	\$730,000	\$6,270,000	\$7,000,000

COMMUNICATIONS PLAN

Cultural Tourism, Branding the Open City

The 2008 Cultural Tourism Strategy aims to lever opportunities to cultivate long-term and sustainable benefits for both the cultural and tourism sectors. The four-pronged strategy included branding, product investment, marketing and engagement, and participation. The *Cultural Tourism, Branding the Open City Project* uses the opportunity of the 125th anniversary as a means to launch a cultural tourism brand for Vancouver. Staff are in the process of issuing a Request for Proposals (RFP) for qualified brand agencies to create a professional brand and branding strategy and/or adapt the City's existing that gives the City the tools to enhance cultural tourism and engage neighborhoods and communities in celebrating the its 125th anniversary. The successful proponent to the RFP will build upon three key components: the framework set out in the **Cultural Tourism Strategy**, the Celebration Vision Statement and Vancouver's existing civic emblem that was created in 2006. The brand should:

- Establish Vancouver and its year-long celebration as a cultural tourism destination
- Reflect the distinct character and unique culture of Vancouver

Cultural Services staff will work with Corporate Communications through this branding process and the development and execution of a comprehensive marketing plan.

CONCLUSION

The proposal to celebrate the City's 125th anniversary that leaves meaningful legacies for the arts and cultural community and civic life is ambitious and bold. The City has recharged after the Games and is again ready to develop new networks among arts and cultural organizations, collaborations between artists and citizens, and partnerships with sponsors, donors, and the media. With the support of City Council and Senior Management, the enthusiasm of the Celebrate Vancouver's 125th Advisory Committee, the strong interest of key media and private sector partners, business and tourism support, the readiness to celebrate of arts and cultural organizations, the project is well positioned to achieve the projected results.

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CV 125 Advisory Committee Members

Jeff Alexander	President and CEO, Vancouver Symphony
Amir Ali Alibhai	ED, Greater Vancouver Alliance for Arts and Culture
Suzanne Anton	Councillor, City of Vancouver
Wendy Au	City of Vancouver, Assistant City Manager
Patricia Barnes	Executive, Director, Hastings North Business Improvement Association
Tracey Campbell	Executive Director, Events and Business Development, Vancouver Board of Trade
Brad Cran	City of Vancouver Poet Laureate 2009-2011
Mary Anne Davidson	Standing Committee Chair of Community Affairs, Vancouver Board of Trade
Heather Deal	Councillor, City of Vancouver
Mo Dhaliwal	Board Member, Alliance for Arts and Culture, Vanc. Celebrates Diwali, Vancouver Int'l Bhangra Celebration
Larry Donen	Board Member, and Tourism Vancouver and Chief Brand Steward, jamjar
Saeed Dyanatkar	Chair: City of Vancouver's Advisory Committee on Diversity Issues
Elisabeth Geller	Manager, Community and Environment Programs, VanCity Credit Union
Wade Grant	Council Delegate, Musqueam First Nation
Philip Heard	CEO, Vancouver Economic Development Commission
Terry Hunter	Executive Producer, Vancouver Moving Theatre/Heart of the City Festival
Howard Jang	Executive Director, Arts Club Theatre
David Lemon	Executive and Artistic Director, Health Arts Society

Raymond Louie	Councillor, City of Vancouver
Fred Mah	Chinatown Society Heritage Buildings Association
Les Mobbs	City of Vancouver, Director of Records and Archives
Don Montgomery	Executive Director, Vancouver Asian Heritage Month Society
Richard Newirth	City of Vancouver, Managing Director of Cultural Services
Bryan Newson	City of Vancouver, Public Art Program Manager
Nancy Noble	Executive Director, Museum of Vancouver
Lyndsay Poaps	Founder and Former Commissioner, Check Your Head, Vancouver Park Board
Marnie Rice	City of Vancouver, Cultural Services
Vanessa Richards	Director, Community Engagement, SFU School for the Contemporary Arts at Woodward's
Klodyne Rodney	City of Vancouver, Cultural Services
Margeret Specht	City of Vancouver, Director, Grants Awards and Support Programs, Cultural Services
Diane Switzer	Executive Director, Vancouver Heritage Foundation
Susan Tatoosh	Executive Director, Vancouver Aboriginal Friendship Centre Society
Carleen Thomas	Council Delegate, Tsleil-Waututh Nation
Shya-Fen Tsai	Secretary General Taiwanese Canadian Cultural Society and artist
Baldwin Wong	City of Vancouver, Social Planner, Multiculturalism and Diversity
Bruce Wright	Partner, Goodmans LLP

Proposed Celebrate 125 cultural activities

The City of Vancouver will host a bold and comprehensive suite of cultural activities with *Vancouver Celebrates 125: Open City*. Based on extensive partnerships and unique collaborations, cultural celebrations will begin in January 2011 and continue all through the year. Throughout the City there is tangible excitement for the anniversary which will include celebrations, dialogues, symposia, and open access to civic venues, streets and parks. Public art commissions and community-engaged artwork will be installed and exhibited and valuable digital legacies will be launched that implement cultural tourism, archival, and heritage plans.

Open City: Vancouver's 125th Anniversary Celebration

The City of Vancouver will host a free five-day, interdisciplinary and intercultural celebration of its 125th birthday in July 2011 in Stanley Park—one of the city's main tourist attractions. In 1886, the first City Council petitioned the Federal Government to lease 1,000 acres of a largely logged peninsula that was soon opened as the City's first official Green Space. Historically, the land was home to traditional Coast Salish territories of the Musqueam, Squamish, and Tsleil-Waututh First Nations.

The celebration will build on the momentum, energy and spirit generated at the City's LiveSites during the 2010 Winter Games. Cultural Services' Director of Grants and Awards will oversee a team that will procure sponsorship and partnerships for the new civic celebration. A professional Event Producer and operational staff (see Organizational Chart, Question 25), will curate interdisciplinary and intercultural programming in the park to create a welcoming and open space for community participation.

The Celebrate Vancouver 125th Advisory Committee envisions a grassroots, community-engaged and Vancouver-focused festival that prioritizes participation of local professional artists. The celebration will focus on Vancouver's location and culture situated in a temperate rain forest beside the Pacific Ocean. Inspired by our forest surroundings and Vancouver's environmental reputation, the City will celebrate its ambition to be the world's Green Capital together with its current and historic connection to surrounding waterways.

Vancouver 125 Poetry Conference and Festival

Curated by Vancouver's current Poet Laureate Brad Cran, the *Vancouver 125 Poetry Conference and Festival* will be an unprecedented collaboration among Vancouver's poetry communities to create a five-day literary event at Simon Fraser University's Harbour Centre campus in October 2011. The two most important poetry conferences in North America were held in the Sixties, in Berkeley, California in 1965 and in Vancouver in 1963. The 1963 Vancouver conference brought Allen Ginsberg, Denise Levertov and Robert Creeley to Vancouver where they shared ideas and inspired a generation of Canadian writers. The event still defines and influences Vancouver's poetry landscape.

With partners including the Vancouver International Writers Festival, the SFU Writing and Publishing Program, *Geist Magazine*, and the English Departments at SFU and UBC, the *Vancouver 125 Poetry Conference and Festival* will leave an equally important intellectual legacy by bringing together all sectors of the poetry community to exchange ideas and poems with some of the greatest living poets from Canada, the US and abroad. Organizers will work with publishers, granting agencies, private donors and international arts councils to bring

poets of the highest caliber to Vancouver. Programming will include seminars and discussions for poets of all styles, ages and abilities and will take place in venues around the city.

The *Vancouver 125 Poetry Conference* will make 2011 the year Vancouver's literary community came together to create a world class event. This cooperation will leave a legacy of goodwill amongst the poetry communities of Vancouver and this, coupled with the inspiration of the festival itself, will make Vancouver's 125th year a defining one in the history of our literature.

Doors Open: Vancouver's 125th Birthday

On Wednesday April 6, 2011 Vancouver will celebrate the 125th anniversary of its date of incorporation by opening doors to City Hall and other civic facilities and venues at *Doors Open Vancouver*. The Art Moderne City Hall (designated a heritage site in 1976) will turn 75 in 2011 and will serve as the site of the public birthday party in the indoor rotunda and outdoor circular drive which will be programmed with historic displays and promotional tables for civic departments and participant cultural organizations.

At additional civic places and spaces, *Doors Open Vancouver* will provide free access to unusual or hidden locations (i.e. the backstage of the historic Orpheum Theatre, the Coroner's Court in the heritage building housing the City's Police Museum, and the cavernous mechanical room in the new Hillcrest Community Centre which opens in 2011). The City will underwrite the cost of professional artists who will perform at *Doors Open Vancouver* sites. Civic spaces will house exhibitions and historic displays, such as the City's exhibit at the Vancouver Pavilion at Expo 2010 Shanghai. The exhibit chronicles 25 years of planning of Southeast False Creek (SEFC). The development of SEFC is book-ended by two momentous events hosted in Vancouver—Expo '86 and the 2010 Winter Olympics Games.

Also turning 125 in 2011 will be Vancouver's only cemetery, Mountain View, which recently opened the stunning new Celebration Hall—winner of the 2010 Lieutenant Governor of BC Merit Award in Architecture. The Cemetery's Council-approved *Master Plan* (2000) promoted cultural and community engagement, leading to its innovative Artist in Residence program. Paula Jardine, the current Resident Artist, will program cultural activities, walking tours and hands-on family events for the Cemetery's 125th.

In order to build momentum for the year-long suite of activities and ensure grassroots engagement in the early stages of the anniversary year, the City will issue an invitation to Vancouverites at a January 2011 media launch to share Vancouver stories and artefacts on April 6th at *Doors Open Vancouver*. This will allow for a Vancouver heritage-focused Antiques Roadshow at civic venues, with appraisals offered by Maynards Auction House, which itself has operated since 1902 for the sale of antiques and fine arts.

Open Streets

In summer 2011, the City will host an *Open Streets Program* which builds upon the 2009 pilot *Summer Spaces Program*. Following a fall 2010 call for proposals process, the City will identify between three and five not-for-profit community groups who would like to transform a section of street space within their respective neighbourhoods. Road space along a commercial street will become accessible quality community public space on a weekly, biweekly or monthly basis. Community groups will convert space typically dedicated to cars into a new recurring venue for pedestrian-based community activities that will include a mix

of active programming (i.e. exhibits, markets and free dance classes) and passive programming (i.e. temporary public seating and temporary public art).

Open Streets will take place between July and September 2011. Experienced municipal staff will oversee the high-level planning of the program, including community workshops, the proposal call and selection process, and the monitoring of the program. Selected community organizations will activate the *Open Street* sites.

The most important legacy *Open Streets* is meant to build is a change in the community's perception about how street space can be used. This change in perception could lead to more inclusive and resilient neighbourhoods and transform transportation routes into unique pedestrian venues with creative potential.

125th Anniversary Partnership Grants

The Celebrate Vancouver's 125th Advisory Committee set a clear direction for the City to build upon existing events, to partner extensively, to encourage discussion about its heritage, diverse identity and future, and to empower cultural community members to participate meaningfully in the year-long celebration. To help achieve this goal, the Cultural Services Department will establish a new one-time-opportunity grant program called *125th Anniversary Partnership Grants*. The program will honour the vibrant and creative arts and cultural community, which has pro-actively expressed its interest in marking the anniversary by dedicating resources and programming for the upcoming year. The program will provide resources for cultural non-profits to commission new works, to produce events or to host one-time conferences. The program will also support existing events and initiatives that have been expanded specifically to celebrate the City's anniversary in 2011.

In summer 2010, Cultural Services will send out a call for submissions with a program deadline in late September, with adjudication and review in the fall and results announced in November. Priority will be given to professional cultural non-profits and convener organizations that have a track record of commissioning and/or producing events and initiatives of a significant scale and who will be able to realize their plans prior to the end of 2011. Their goals must strongly intersect with the Advisory Committee's Vision Statement (outlined in Question # 27) and meet some key Program Objectives below:

- To engage diverse communities in celebration in a way that meaningfully reflects the representation of current civic demographics;
- To deepen dialogue and engagement with the Musqueam, Squamish and Tsleil-Waututh and Urban Aboriginal peoples;
- To foster dialogue about civic issues that recognizes our City's heritage and provides thoughtful planning for its future;
- To maximize opportunities for neighbours to celebrate in all of Vancouver's 23 geographic neighbourhoods and distinct cultural neighbourhoods;
- To encourage innovation, risk-taking and openness to new ideas and practices;
- To support high levels of artistic merit and/or public community benefit; and
- To build excitement, pride and enthusiasm for Vancouver's 125th with arts and cultural activities that engage and enrich our society.

125th Anniversary Public Art Projects

The City will create two public art projects for Vancouver's 125th anniversary. Both projects have the potential to result in several significant new works by Canadian artists.

The first project will be a contemporary public artwork by a First Nations artist with a strong connection to Vancouver and its location on Coast Salish Territory. This commission will seek artwork that reflects on the knowledge, diversity, contributions, and unique perspectives of Aboriginal people in this historic moment. First Nation or Urban Aboriginal youth will mentor with an established artist to learn about contemporary Aboriginal art production and practice. The project will build on processes and protocols utilized in a major First Nations public art project, Susan Point's *People Amongst the People*. (See attachment with image samples.) Point's 2008 monumental carved gateways at three entrances to the totem site at Brockton Point in Stanley Park was the first Coast Salish work to be installed at that famous location. In late fall 2010, the *First Nations Artist Commission* will bring together First Nation advisors and partners to define the opportunity and honour a culturally-specific commissioning process.

The second project will employ a new and innovative approach to commissioning public art, one that is not driven by pre-defined parameters. Artists with a strong connection to Vancouver will be invited to propose, for sites of their choosing, artworks consistent with their ideas, art practices, and experience of the city. This *Artist-Initiated Program* will commission works throughout Vancouver that explore unanticipated sites, new art practices, and diverse communities. Three or four artworks will be commissioned through this process.

Projects will be managed by experienced City staff after selection by peer-panel processes independent of the City. Once projects are identified, concept and design-development will take place in late fall 2010, along with site preparation. The projects will be built and installed throughout 2011 with more complex projects completing in 2012. Documentation and evaluation will be done throughout the process. A book will be published commemorating the Public Art Program's 25th anniversary and its significant inventory of artworks.

Community-Engaged Initiatives: Remarkable Women Poster Series

Vancouver Board of Parks and Recreation will significantly expand its art-based community-development project, the *Remarkable Women Poster Series* as part of the 125th anniversary. For 2011, the theme will be Community Builders in recognition of the women that have helped to shape the City over 125 years. The posters will feature women who have demonstrated a passionate commitment and desire to improve their neighbourhoods and promote social justice through community participation.

Citizens will be asked to nominate candidates from their community for inclusion in the poster project. A selection committee, led by experienced City staff, will then choose the women to be featured on a series of 10 posters. Standard-sized posters (17" x 25") will be distributed city-wide to community centres, libraries and schools. Large-format (47.25" x 68.25") compilation posters will also be designed for display in Transit Shelters throughout March 2011. Free, artist-led workshops will be held in several community centres in January and February 2011 leading up to International Women's Day (March 8) to engage community members through hands-on participation by creating a poster of a remarkable woman from their own life.

Community-Engaged Initiatives: Digital Media Artist in Residence

In spring and summer 2011, Vancouver Board of Parks and Recreation will host a *Digital Media Artist in Residence* for five months to gather and film community stories in community centres across the city. The artist will create a digital film that can be replicated into several formats: DVD, *Vancouver Live!* downtown video screens and television broadcast. Working with a professional facilitator, the media artist will host workshops to gather stories and images from local residents that capture oral histories about their neighbourhood.

After gathering community stories, the artist will compose and edit a film with a narrative arc that can be shown at public events in neighbourhood Community Living Rooms. The community living room concept was launched during the 2010 Winter Games as a place for neighbours to watch the sporting events and medal ceremonies on donated state-of-the-art 50" plasma screen TVs at every community centre in the city. The Community Living Rooms were highly successful gathering places during the Games, but require a new communal focus to draw neighbours together and re-animate the living rooms: the 125th anniversary will serve as that shared draw.

The legacies of both the *Remarkable Women Poster Series* and the *Digital Media Artist*-led neighbourhood oral histories project will be the community-engaged process and documentation of citizens' stories that will be shared and promoted in the public realm.

Community-Engaged Initiatives: 125th Anniversary Mural Projects and Guide Map

In fall 2010, using a call for proposals process, the City will launch its *125th Anniversary Murals Program*. The City's anti-graffiti Mural Program had to be cancelled in 2009 during budget cutbacks, but community members have called for its return, citing its role in developing community pride and mentoring young mural artists. In 2011, the City will work with community groups to create five murals that tell their collective neighbourhood stories.

Professional artists will guide the community-engaged process and concept design and they will oversee mural application in order to ensure quality, safety and timely delivery. Artists will mentor youth participants to build their creative and technical skills, establish peer-to-peer support, and provide positive role-modeling and asset building. All projects will be documented in a legacy component of the project, the *125th Anniversary Mural Guide Map* that will feature stories, images and historical photos that inspired the creation of nearly 160 community murals in Vancouver since 2003.

Experienced City staff will coordinate the project and provide oversight for selected murals and Guide Map. Possible partners include ethno-cultural organizations, BIAs, Community Centres and non-incorporated community groups. Planning and design of the murals would begin in late fall 2010 and installation would take place from May to September 2011, with more complex projects completing in 2012.

The legacy of the Murals Project will be two-fold. Firstly, the murals themselves will be a legacy as they will be created through an artist-led, community-engaged process to exhibit community stories in the public realm. Secondly, the guide map will inventory the collection of 160+ murals in Vancouver and document them in an accessible format for Vancouver residents to tour the public artworks.

Upgrading the Vancouver Heritage Register

Beginning in January 2011, the City of Vancouver will create a new Thematic Framework for the Vancouver Heritage Register (VHR) during phase 2 of 4 of the Register upgrade. This official list of historic places, established in 1986, lists approximately 2,300 resources. Vancouver is maturing as a city and so is its understanding of its heritage values. In the 25 years since the creation of the VHR, our sense of place has solidified and we have a greater self-awareness, pride in our built environment and respect for our heritage. The *Upgrade of the Vancouver Heritage Register: Thematic Framework* constitutes one year of a 3.5-year process to better align the Register with global and community heritage values. This is a significant shift away from the current inventory which is heavily weighted towards structures with primarily architectural and stylistic merit.

The first shift moves the Register from a materials-based focus to a values-based approach that includes aesthetic, historic, scientific, cultural, social, and spiritual significance for past, present and future generations. The second shift moves away from the reliance of a heritage expert to determine historic value to a community-based approach for the identification of historic values. Locally, citizens have increasingly lamented the loss of non-registered sites that they deem to have heritage value. They have challenged the City to review and update the VHR to recognize these places and spaces on the register. The creation of a Thematic Framework focuses on this issue. It will include a year-long engagement process that will work with a consultant team, Task Force, community organizations, the general public and advisory committees inform the next stage of the VHR Upgrade in 2012: Phase 3, Selection Criteria.

Digitizing Archival Resources: Yaletown Productions

The Vancouver Archives will digitize the film materials of *Yaletown Productions*, recently donated by the company founder, describe them and make them available on the Archives' website. In addition, a public screening at the Vancouver International Film Centre will be organized to celebrate this significant cultural resource and its acquisition by the City Archives. Digital high-resolution footage will also be available for re-use by Archives' users.

For 25 years *Yaletown Productions* was an award-winning Vancouver production company specializing in documentaries. The company produced the official video postcards for Expo 86, the key celebration for the City's centennial. Film materials will be physically re-housed, preserved, digitized, and descriptions included in the Archives' database so that footage can be located and viewed online. *Yaletown Productions'* film material has substantial aerial footage of Vancouver circa 1980 and will be made available for free to film and video producers.

Digitizing Archival Resources: Early Vancouver

Early Vancouver is an unpublished seven-volume, 3,300-page work by Vancouver's first City Archivist, Major James Skitt Matthews, who set himself the task in 1931 of recording all he could about the early history of Vancouver prior to incorporation in 1886—the same year the City burned in the Great Fire. Matthews spoke with prominent society members and many ordinary men and women from a wide variety of backgrounds, including aboriginal people. *Early Vancouver* is consistently one of the most utilized sources of information in the Archives' holdings on the very early beginnings of Vancouver and its early residents.

Only one copy exists of some volumes of *Early Vancouver* and all of the volumes are showing their age. Wear and tear from regular use is a serious problem. Significant work is required to transcribe the volumes into a web-based edition and launch that edition at a public event.

Digital Portal: Artist-Conveners Database, Online Events Calendar, Branding Toolkits

In fall 2010, the City of Vancouver will issue a Request for Proposals (RFP) for qualified web developers and/or database agencies to create the “go-to” civic cultural portal—a robust and easily-navigated website and database—that provides the City and the cultural community with tools to connect artists and event producers (or conveners) and creates a comprehensive online events calendar showcasing the depth and variety of anniversary year events. There is a clear need to provide communities with access to an umbrella brand and events calendar so many types of organizations can celebrate the anniversary without the need for cash funding. Online branding tools will be a feature of this portal and easily available for download.

The most important legacy of this project will be the portal itself, which, as a key deliverable of the RFP, must continue to exist past the year-long celebrations. Consequently, the portal will archive a list of activities from 2011 and make them easily accessible for future research.

Cultural Tourism, Branding the Open City

The 2008 Cultural Tourism Strategy aimed to lever opportunities to cultivate long-term and sustainable benefits for both the cultural and tourism sectors. The four-pronged strategy included branding, product investment, marketing and engagement, and participation. The *Cultural Tourism, Branding the Open City Project* uses the opportunity of the 125th anniversary as a means to launch a cultural tourism brand for Vancouver. In fall 2010, the City of Vancouver will issue a Request for Proposals (RFP) for qualified brand agencies to create a professional brand and branding strategy that gives the City the tools to enhance cultural tourism and engage neighborhoods and communities in celebrating the its 125th anniversary. The successful proponent to the RFP will build upon three key components: the framework set out in the **Cultural Tourism Strategy**, the Celebration Vision Statement (Outlined in Question 27) and Vancouver’s existing civic emblem that was created in 2006. The brand should:

- Establish Vancouver and its year-long celebration as a cultural tourism destination
- Reflect the distinct character and unique culture of Vancouver

Open City: 125th Anniversary Symposia

The City will convene four symposium events under the Project title *Open City: 125th Anniversary Symposia* in winter, spring, summer and fall at locations around the municipality. The four sessions will build upon meaningful and on-going engagement between municipal cultural and heritage planners and cultural community members. The project implements a key recommendation in the **2008 Review of Grant Programs**. The recommendation mapped out an outreach strategy that uses dialogue to encourage access and increase inclusiveness to municipal cultural programs and planning. Similarly, the project builds on interest by the City’s *Public Art Committee* to hold a symposium about the significant achievements of the 25-year old *Public Art Program* and publish a book of its significant inventory of artworks.

Led by experienced City staff and the 125th Celebration Producer, the dialogues will highlight some key goals of the Celebrate Vancouver 125 Advisory Committee’s Vision Statement: to celebrate our growing awareness and understanding of our identities, first nations’ heritage

and cultural diversity. These will be coupled with opportunities for exchange about the City's five strategic cultural themes from its 2008-2018 Culture Plan (See Question #22).

Importantly, the dialogues can serve as an opportunity to share processes and implementation plans of other projects in this proposal (i.e. the *Open Streets* plans, *Update of the Heritage Register*, public art and community-engaged mural processes, etc.). A legacy of this project will be increased openness and communication between cultural and heritage planners and the arts and cultural community. Ideally, these conversations will continue in 2012 and beyond.

Dialogues between Aboriginal and Immigrant Communities—Building Shared Vision and Partnerships

The *Dialogues between Aboriginal and Immigrant Communities Project* brings together diverse Aboriginal and immigrant communities to create stronger relationships and develop shared interests. Between 2010 and 2011, various aspects of the project are being implemented, including dialogue circle discussions, a youth and elder program, cultural exchanges, and a production of a DVD chronicling project milestones. For Vancouver's 125th anniversary, the City will expand the *Dialogues Project* to undertake two significant new initiatives that will integrate professional artists into the process.

Firstly, the City will commission a multi-media performance piece by Urban Ink Productions that will be based on Aboriginal and diverse cultural practices. Developed through robust community engagement and presented at a celebration in July 2011 at UBC's First Nations Longhouse, the commission will be inspired from the *Dialogues Project* process, incorporating stories from participants. Artists and researchers will document how communities inter-relate, how personal stories are shared, and how the cultural tapestry of the city can be reflected through sounds, images and movement. Three months ago, at the April 2010 launch of the *Dialogues Project*, artists from Aboriginal and other backgrounds presented personal stories about Vancouver, culminating in the *Warrior Song* by Lil'wat vocalist Russell Wallace, who ended his performance with a roaring call for action. The experience was transformative.

Secondly, the City will launch the *Deep Roots and New Beginnings Project* as part of the expanded *Dialogues Project*. *Deep Roots and New Beginnings* will explore the intertwining stories of people and neighbourhoods, past and present. In the Grandview Woodlands neighbourhood, there is a strong Coast Salish and immigrant presence. Agencies such as the Aboriginal Friendship Centre, the Britannia Community Centre and MOSAIC serve many Aboriginal and new immigrant families. Commercial Drive is also a key hub for local Italian and Portuguese businesses and residents. The *Deep Roots and New Beginnings Project* will interview First Nations and immigrant individuals to find out how their stories interweave. The interviews will yield rich stories and insights into how connections are effectively made at a local level among diverse communities.

The initiative will require research and community consultation to identify who will participate. This will be undertaken by the Project Lead with input from the Steering Committee members from the Musqueam First Nation, Aboriginal Friendship Centre and UBC's Department of Asian Studies. The Committee is focused on creating tangible legacies for future learning and sharing such as video, recordings, photos, and artifacts from participant individuals and groups.