

A vertical decorative bar on the left side of the slide, composed of four distinct geometric patterns in orange, red, white, and teal. The patterns include a circle, a zigzag, a triangle, and a diamond.

# Culture|Shift

Blanketing the City in Arts and Culture  
*Vancouver Culture Plan 2020-2029*

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Making Space for Arts and Culture  
Vancouver Music Strategy

September 10, 2019

# Welcome



संस्कृति  
Kultura

فرهنگ

문화

šx<sup>w</sup>təhím

Culture | **Shift**  
Wa lhtimá

文化

حضاره

Cultura

Blanketing the City in  
Arts and Culture

# Today's Presentation

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Welcome and Acknowledgements

Context

10 Year-Culture Plan:

Culture|Shift

- Making Space for Arts and Culture
- Vancouver Music Strategy

Financial Implications and Conclusion

Speakers

**art and culture** awaken open  
provoke crystallize inspire  
inquire connect catalyze  
unsettle clarify heal disrupt  
realize animate attune nourish  
dissolve reckon celebrate  
**lead the way**



# Local and Global Pressures

SHOULD I BE WORRIED?

1

Accelerating affordability crisis fuels displacement that challenges cities to prioritize in new ways.

2

Colonial ways of working prevent the visibility of the Local Nations and fair support for Indigenous culture.

3

Current grant funding practices and outcomes do not reflect representative diversity.

4

Cultural ecosystems are siloed and disconnected.

5

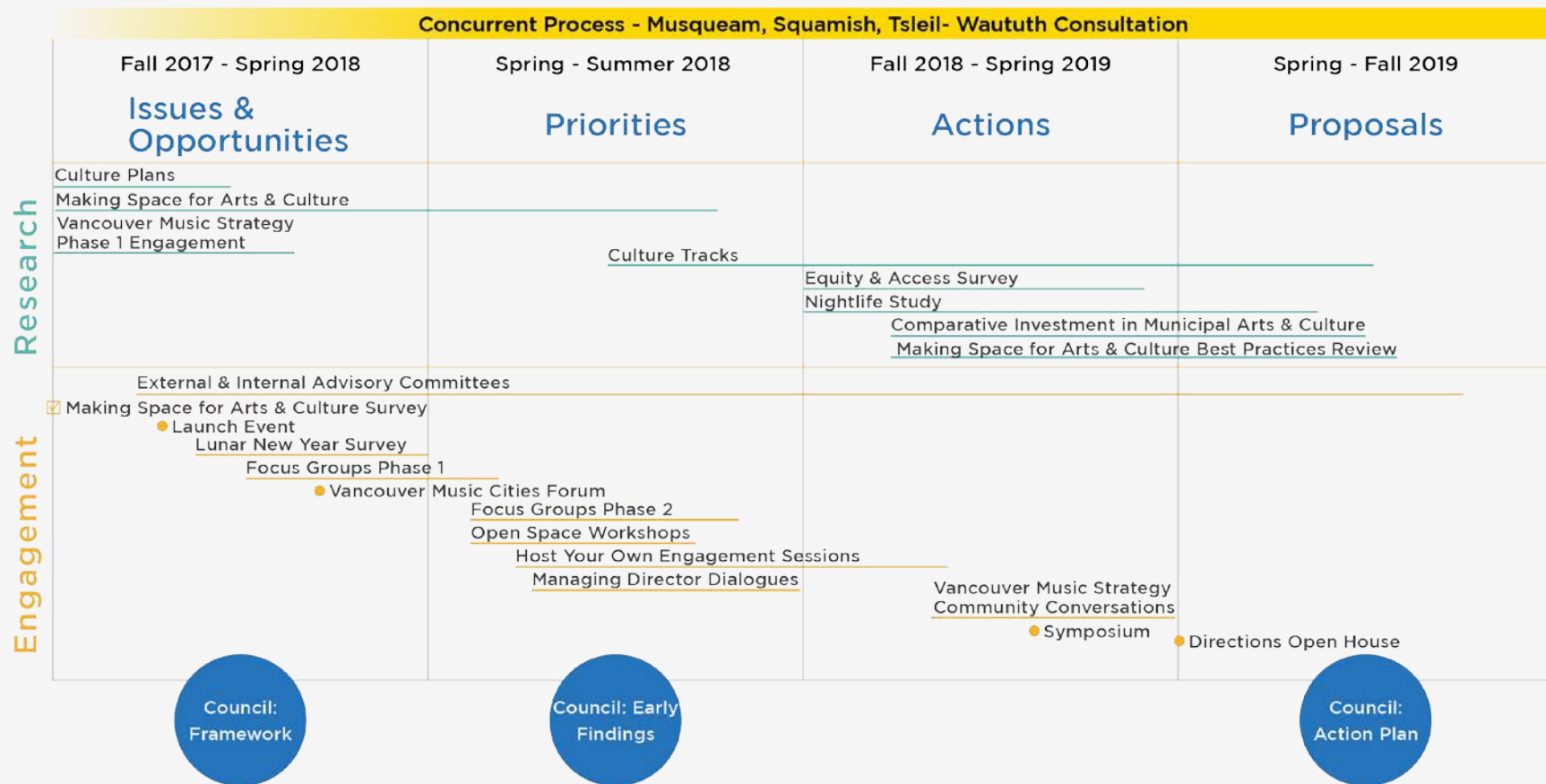
Unclear and complex processes create barriers.

# Purpose and Integration

**Purpose:** To establish strategic directions, goals, and actions to align and direct increased support for arts and culture.



# Timeline





# Engagement and Research

## Research Study

Culture Plans Review

Municipal Investment Study

Equity & Access Organizational Survey

Statistics Canada 2016 Analysis

Culture Tracks: Vancouver

Key Gaps in Cultural Infrastructure

Nightlife & Night Economy Study

Music Ecosystem Study

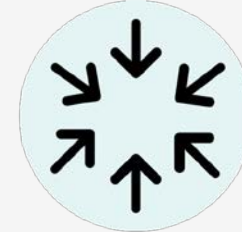
Economic Impact of Live Music in BC



**Back to  
Front**



**Ground Up**



**Margins to  
Centre**

| Engagement Activity                    | Total |
|--|-------|
| Advisories, Committees, & Focus Groups | 579   |
| Open Houses, Dialogues, & Symposium    | 1491  |
| Host Your Own Engagements              | 980   |
| Social Media                           | 2403  |
| Surveys                                | 1567  |
|  | 7020  |

# Findings – The Landscape

Per Capita Investment - Mid Range

Economic Impact- British Columbia



## Vancouver's Artist Profile

8,800 artists live in Vancouver

Artists make less than \$40,000 per year and a median income of \$22,000 a year

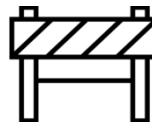
26% lower representation of visible minorities

On average, female artists and cultural workers in Vancouver earned 25% less than males in 2015

## Vancouver's Audience Profile



Highest Attendance Nation Wide



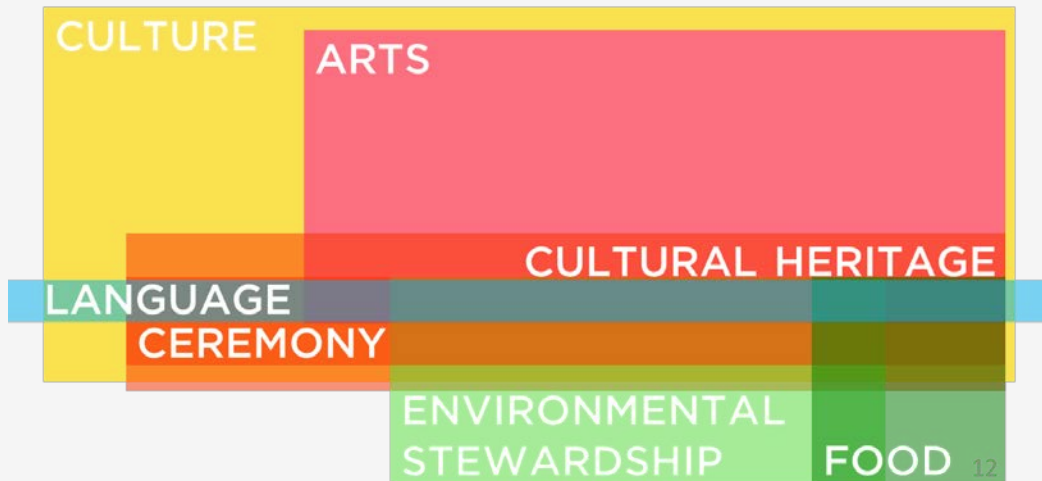
Prohibitive Ticket Costs



Higher Interest in New Experiences & Content

# Findings – Expanding The View

## Interconnection



## Municipal Equity Practices

- Mandate
- Priority groups
- Priority Policies
- Criteria
- Advisories
- Ambassadors
- Dedicated Staff Roles
- Training Benchmarking

## Sector Demand

- Training and Partnerships
- Mainstreaming practices
- Funding programs





# Proposed Plan



Creativity

Inquiry

Audacity

Humility

Accountability

## Guiding Principles:

### Reconciliation and Decolonization

- Respect Indigenous rights, authority, leadership and need for redress
- Support Indigenous cultural visibility and cultural, political and economic advancement
- Foster right relations

### Cultural Equity and Accessibility

- Cultural equity promotes fair and equitable support for artistic and cultural work and life
- Identify and address how discrimination is 'baked in'
- Social disability model
- Audience accommodations
- Creator-focused supports



# Strategic Framework

**D1: Arts and Culture at the Centre of City Building**

**D2: Reconciliation and Decolonization**

**D3: Cultural Equity and Accessibility**

**D4: Affordable, Accessible, Secure Spaces**

**D5: Collaboration and Capacity**

**Vancouver  
Music  
Strategy**

**Making  
Space for  
Arts &  
Culture**

# Arts and Culture At The Centre Of City Building



## **Champion creators and elevate arts and culture.**

**Outcome:** Vancouver's arts and culture are renowned for a distinctive cultural vitality and sense of place.

**Challenge:** Arts and culture is not hardwired into municipal strategy and investment.

**G1. Elevate Role and Increase Investment**

**G2. Artist-Led Initiatives**

**G3. Advance the Vancouver Music Strategy to Support the Diverse Spectrum of Music Activities**

## Highlighted Actions

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- 1** Integrate arts, culture and creative life and work in City-wide Plan core priorities.
- 2** Align City staffing, structure, and processes related to arts and culture.
- 3** Provide an Arts and Culture City Navigator to creators.
- 4** Align the private development public art process with City priorities and explore diversifying funding.
- 5** Increase operating grants to support the ongoing vitality of the cultural ecosystem.

# Reconciliation and Decolonization

**Recognize and support Indigenous cultural knowledge and presence through decolonizing practices.**

**Outcome:** Local Nations' cultural presence is visible citywide, as well as Urban Indigenous culture.

**Challenge:** Colonial practices prevent visibility of Local Nations and fair support for Indigenous culture.

**G1. Centre Musqueam, Squamish, and Tsleil-Waututh Visibility and Voice on the Land and Across the City**

**G2. Increase Investment and Leadership Opportunities for Musqueam, Squamish, Tsleil-Waututh, and Urban Indigenous Arts and Culture**

**G3. Support Right Relations Between Non-Indigenous and Indigenous Peoples**

## Highlighted Actions

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- 1** Support opportunities to identify, steward, and access places of cultural significance, cultural facilities, and integrate hən'qəmin'əm and Skwxwú7mesh language naming signage, and visibility.
- 2** Support self-determined xwməθkwəy'əm (Musqueam), Skwxwú7mesh (Squamish) and səlilwətaʔł (Tsleil- Waututh) and Urban Indigenous cultural spaces.
- 3** Continue Arts and Culture Liaison Roles.
- 4** Develop Indigenous grant programs.
- 5** Support Indigenous Public Art Programs.



# Cultural Equity and Accessibility



**Advance diverse and inclusive leadership and practices by offering equitable and accessible support.**

**Outcome:** Vancouver is a model for cultural leadership and programs reflecting the city's diversity with the participation of all its residents.

**Challenge:** Inequitable distribution of and access to resources.

**G1. Advance Equitable and Accessible Funding, Leadership, and Organizational Practices**

**G2. Improve Access for Vancouver Audiences to Experience Arts and Culture**

**G3. Prioritize Intangible Cultural Heritage and Promote Cultural Redress**

## Highlighted Actions

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- 1** Conduct an equity audit of Cultural Services to develop a 3-5 year phased plan to integrate equity within all grant programs and develop dedicated grant programs.
- 2** Create a Cultural Equity and Accessibility position to deliver programs.
- 3** Support equity and accessibility learning opportunities.
- 4** Improve Vancouverites' affordable access to cultural experiences.
- 5** Support intangible and tangible cultural heritage and cultural redress in neighborhoods where communities have faced discrimination.

**Strengthen sector resilience through facilitating partnerships & leveraging investment.**

**Outcome:** Stronger networks accelerate resource sharing and deepen collective impact.

**Challenge:** Cultural ecosystems are fragmented and disconnected.

**G1. Support Opportunities to Build and Strengthen Community Partnerships Within the Field**

**G2. Work with City Partners to Align Work to Leverage Investment**

## Highlighted Actions

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- 1** Expand collaborative capacity programs.
- 2** Explore additional support for creative entrepreneurs and industries.
- 3** Support art in everyday life.

# Making Space for Arts and Culture

A man in traditional Indigenous regalia, including a feathered headdress and a beaded necklace, stands holding a drum. He is positioned in front of a large, stylized mural featuring bold, organic shapes in shades of yellow and black. The background on the right side of the image is a vertical wooden plank wall.



“The challenge of making space for culture is inseparable from the broader affordability crisis.” - *World Cities Culture Forum*

**Vision: a city in which artists can live, work and share their work**

# Cultural Spaces Context



- 400 cultural spaces mapped
- 1/3 spaces renting month to month, 2/3 less than 5 years, 5 own their own space
- 16 studios (>300 artists) closed or under threat
- In 5 years 77% average tax increase for 11 studios
- Rapid culture/creative industry growth
- 60% of artists living below poverty line
- 1.3 M sq. ft. more space needed
- Highest demand for studios & production space

# Affordable, Accessible, Secure Spaces



**Prevent displacement and support community-led spaces through enabling partnerships.**

**Outcome:** A thriving continuum of diverse, affordable, accessible, secure spaces.

**Challenge:** The affordability crisis exacerbates displacement.

**G1. Implement Cultural Space Targets**

**G2. Expand Planning Tools and Reduce Regulatory Barriers**

**G3. Support Community-Led Ownership and Community-Led Projects**

# Reduce Barriers and Expand Tools

## Highlighted Actions

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- 1** Expand Arts Event Licenses to allow more arts events in non-traditional venues
- 2** Policy to preserve spaces and incorporate cultural heritage into Heritage Program
- 3** Support affordable NPO commercial and industrial space



Eastside Culture Crawl Studio 101.  
Credit J. Ponto

# Increase Community Ownership Support Land Trust

## Highlighted Actions

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- 1 Launch Affordable Spaces Grants
- 2 Support Community Created and Led Cultural Land Trust
- 3 Cultural Spaces Fund



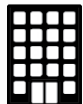


# 10 Year Cultural Space Targets

## OVERALL | 800,000 sq. ft.



**GROWTH | 650,000 sq. ft.**



**HOUSING | 400 UNITS**



**PRESERVATION | No Net Loss**



**RENEWAL | 150,000 sq. ft.**

## PRIORITIES

- Designated space in community centres and libraries
- 50% community owned/secured
- Artist studios, music and production space
- Cultural heritage, redress, equity
- Musqueam, Squamish and Tsleil-Waututh Nations and Urban Indigenous self-determined spaces
- Accessibility and Greening
- Hubs, home bases
- Performance and exhibition, outdoor



# Vancouver Music Strategy

The Vancouver Music Strategy aims to make Vancouver a music-friendly city, where music, audiences, artists, community and industry can thrive.

**Vision: to amplify the sound of Vancouver**

# Strategic Context

- Cross-sectoral initiative between City, industry, and community
- Vancouver is the 3<sup>rd</sup> largest centre for music production in Canada
- 2<sup>nd</sup> in Canada for live music and concerts



**\$690M**

in economic impact generated by  
Vancouver's music industry

**14,500+**

jobs supported by Vancouver's  
music ecosystem

# Priorities

- Accessible, all-ages, & non-traditional music spaces
- Elevate Indigenous and underrepresented artists
- Foster collaboration and growth across the sector
- Collective voice and representation
- Amplify all genres and music cultures
- Opportunities for mentorship & knowledge sharing
- Attract, celebrate, and retain talent
- Strengthen local music economy
- Support music tourism and education





- 
- 1 Municipal Support
  - 2 Spaces and Places
  - 3 Music Ecology



## For the City

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- 1** Create Music Staff position
- 2** Endorse creation of Music Task Force
- 3** Expand City's music granting
- 4** Enable more spaces for music across Vancouver

## For the Industry

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- 1** Explore establishing Metro Vancouver Music Development Office
- 2** Create an Industry-led Music Development position
- 3** Explore creation of a community music hub and incubator space

# Financial Implications and Conclusion

# Financial Implications - Operating

**Total: \$3.18m cumulative investment over four years**

**YEAR 1**

**\$899.5k**

**YEAR 2**

**\$879.5k**

**YEAR 3**

**\$ 804.5k**

**YEAR 4**

**\$ 595k**

\*subject to 2020 budget prioritization process

# Financial Implications – Operating and Capital



Four Year Subtotals

Operating: \$3.18m

Capital: \$10.3m

|  |         |        |
|--|---------|--------|
| Centre Arts and Culture In City Building | \$1.17m |        |
| Reconciliation + Decolonization          | \$825k  | \$300k |
| Cultural Equity + Accessibility          | \$810k  |        |
| Affordable, Accessible, Secure Spaces    | \$300k  | \$10m  |
| Collaboration + Capacity                 | \$75k   |        |
| <b>Total: \$13.48m over four years</b>   |         |        |

\*subject to 2020 budget prioritization process

- A thriving continuum of diverse, affordable, accessible, secure spaces.
- Stronger networks accelerate resource sharing & deepen collective impact.
- Local Nations' cultural presence is visible citywide, as well as Urban Indigenous culture.
- Vancouver is a model for cultural leadership & programs reflecting the city's diversity with the participation of all its residents.
- Vancouver's arts & culture are renowned for a distinctive cultural vitality & sense of place.



# Thanks & Acknowledgements