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

Making Space for Arts and Culture
Vancouver Music Strategy

September 10, 2019
Blanketing the City in Arts and Culture
Today’s Presentation
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

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

## Concurrent Process - Musqueam, Squamish, Tsleil- Waututh Consultation

<table>
<thead>
<tr>
<th>Fall 2017 - Spring 2018</th>
<th>Spring - Summer 2018</th>
<th>Fall 2018 - Spring 2019</th>
<th>Spring - Fall 2019</th>
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<tr>
<td><strong>Issues &amp; Opportunities</strong></td>
<td><strong>Priorities</strong></td>
<td><strong>Actions</strong></td>
<td><strong>Proposals</strong></td>
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<td>Culture Plans</td>
<td>Culture Tracks</td>
<td>Equity &amp; Access Survey</td>
<td>Comparative Investment in Municipal Arts &amp; Culture</td>
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<td>Making Space for Arts &amp; Culture</td>
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<td>Nightlife Study</td>
<td>Making Space for Arts &amp; Culture Best Practices Review</td>
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<td>Vancouver Music Strategy</td>
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<td>Phase 1 Engagement</td>
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<td><strong>External &amp; Internal Advisory Committees</strong></td>
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<td>Making Space for Arts &amp; Culture Survey</td>
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<td>• Launch Event</td>
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<td>Lunar New Year Survey</td>
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<td>Focus Groups Phase 1</td>
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<tr>
<td>• Vancouver Music Cities Forum</td>
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<td>Focus Groups Phase 2</td>
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<td>Open Space Workshops</td>
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<td>Host Your Own Engagement Sessions</td>
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<td>Managing Director Dialogues</td>
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<td>Vancouver Music Strategy</td>
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<td>Community Conversations</td>
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<td>• Symposium</td>
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<td>Directions Open House</td>
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**Engagement**

- Council: Framework
- Council: Early Findings
- Council: Action Plan
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

Engagement Activity

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<tr>
<th>Engagement Activity</th>
<th>Total</th>
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<td>Advisories, Committees, &amp; Focus Groups</td>
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<tr>
<td>Open Houses, Dialogues, &amp; Symposium</td>
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<td>Host Your Own Engagements</td>
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<td>Social Media</td>
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<td>Surveys</td>
<td>1567</td>
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Findings – The Landscape

Per Capita Investment - Mid Range

Economic Impact - British Columbia

<table>
<thead>
<tr>
<th>Sector</th>
<th>GDP</th>
<th>Employment</th>
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<tbody>
<tr>
<td>Agriculture, Fishing, Forestry &amp; Hunting</td>
<td>$5.8B</td>
<td>2.7%</td>
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<tr>
<td>Utilities</td>
<td>$6.3B</td>
<td>4%</td>
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<tr>
<td>Culture</td>
<td>$7.9B</td>
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</tr>
<tr>
<td>Accommodation &amp; Food</td>
<td>$8B</td>
<td></td>
</tr>
<tr>
<td>Mining, Oil &amp; Gas</td>
<td>$8.2B</td>
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</table>

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
## 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
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.
### Highlighted Actions

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.
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

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.
Reconciliation and Decolonization

Highlighted Actions

1 Support opportunities to identify, steward, and access places of cultural significance, cultural facilities, and integrate hən̓q̓əmin̓əm and Sḵwx̱wú7mesh language naming signage, and visibility.

2 Support self-determined xʷməθkʷəy̓əm (Musqueam), Sḵwx̱wú7mesh (Squamish) and səl̓ílwətaʔɬ (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.
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.
<table>
<thead>
<tr>
<th>Highlighted Actions</th>
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<tbody>
<tr>
<td><strong>1</strong> 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.</td>
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<tr>
<td><strong>2</strong> Create a Cultural Equity and Accessibility position to deliver programs.</td>
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<tr>
<td><strong>3</strong> Support equity and accessibility learning opportunities.</td>
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<td><strong>4</strong> Improve Vancouverites’ affordable access to cultural experiences.</td>
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<td><strong>5</strong> Support intangible and tangible cultural heritage and cultural redress in neighborhoods where communities have faced discrimination.</td>
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Collaboration and Capacity

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.
Highlighted Actions

1. Expand collaborative capacity programs.
2. Explore additional support for creative entrepreneurs and industries.
Making Space for Arts and Culture
“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

Reduce Barriers and Expand Tools

Highlighted Actions

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
Highlighted Actions

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
Cross-sectoral initiative between City, industry, and community

Vancouver is the 3rd largest centre for music production in Canada

2nd 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
Directions

1. Municipal Support
2. Spaces and Places
3. Music Ecology
Highlighted Recommendations

For the City

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

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

<table>
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<tr>
<th>Year</th>
<th>Amount</th>
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<tr>
<td>Year 1</td>
<td>$899.5k</td>
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<tr>
<td>Year 2</td>
<td>$879.5k</td>
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<tr>
<td>Year 3</td>
<td>$804.5k</td>
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<tr>
<td>Year 4</td>
<td>$595k</td>
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Total: $3.18m cumulative investment over four years

*subject to 2020 budget prioritization process*
# Financial Implications – Operating and Capital

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<tr>
<th>Section</th>
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<th>Operating: $3.18m</th>
<th>Capital: $10.3m</th>
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<tr>
<td>Centre Arts and Culture In City Building</td>
<td>$1.17m</td>
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<tr>
<td>Reconciliation + Decolonization</td>
<td>$825k</td>
<td>$300k</td>
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<td>Cultural Equity + Accessibility</td>
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<td>Affordable, Accessible, Secure Spaces</td>
<td>$300k</td>
<td>$10m</td>
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<td>Collaboration + Capacity</td>
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**Total: $13.48m over four years**

*subject to 2020 budget prioritization process*
Outcomes

- 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