

AMENDED AGENDA
CULTURAL COMMITTEE MEETING
BOWEN PARK COMPLEX CONFERENCE ROOM
WEDNESDAY, 2009-MAR-04, COMMENCING AT 4:00 P.M.

1. **CALL THE REGULAR CULTURAL COMMITTEE MEETING TO ORDER:**

2. **INTRODUCTIONS & NOMINATION / APPOINTMENT OF CHAIR:**

3. **CULTURAL COMMITTEE BINDER REVIEW:**

4. **REVIEW OF ROLES & RESPONSIBILITIES:**

5. **SELECTION OF MEMBERS FOR PROJECT COMMITTEES:**

(a) **Cultural Award Committee.**

(b) **Art in Public Places Committee Project Committee.**

(c) **Cultural Forum Project Committee.**

6. **MEETING DATES:**

7. **INTRODUCTION OF LATE ITEMS:**

8. **ADOPTION OF AGENDA:**

9. **ADOPTION OF MEETING NOTES:**

(a) Notes of the Special Grant Meetings of the Cultural Committee held Wednesday, 2008-NOV-19, Thursday, 2008-DEC-04, and Thursday, 2008-DEC-11 at 4:00 p.m. in the Bowen Park Complex Conference Room.

Pg.001-011

Motion to adopt the meeting notes of 2008-NOV-19, 2008-DEC-04, and 2008-DEC-11 as circulated.

10. **DELEGATIONS: (10 MINUTES) (none)**

11. **CHAIR'S REPORT:**

(a) Report on the Parks, Recreation and Culture Commission Meeting held 2009-FEB-25 in the Bowen Park Complex Conference Room.

Motion to receive the Chair's Report.

12. REPORTS OF PROJECT COMMITTEES:

- (a) **Cultural Award Committee.**
- (b) **Art in Public Places Committee Project Committee.**
- (c) **Cultural Forum Project Committee.**

Motion to receive the Project Committee Reports.

13. STAFF REPORTS:

- (a) **Cultural Strategy**

Pg. 012-059

Staff's Recommendation: That the Cultural Committee recommend that the Parks, Recreation and Culture Commission recommend that Council approve the updated 2008 Nanaimo Cultural Strategy.

14. INFORMATION ONLY ITEMS (Staff reports):

- 10.1 Cultural Awards to be held on 2009-MAR-11;
- 10.2 Art in Public Places - Kirsty MacDonald

15. CORRESPONDENCE: (Action) (None)

CORRESPONDENCE: (Information)

16. NOTICE OF MOTION:

17. OTHER BUSINESS:

18. UNFINISHED BUSINESS:

19. QUESTION PERIOD:

20. ADJOURNMENT:

Motion to adjourn with the next meeting to be held Wednesday, 2009-APR-01, commencing at 4:00 p.m. in the Bowen Complex Conference Room.

NOTES OF THE SPECIAL GRANT MEETING OF THE CULTURAL COMMITTEE
HELD IN THE BOWEN PARK COMPLEX CONFERENCE ROOM
ON WEDNESDAY, 2008-NOV-19 COMMENCING AT 4:00 P.M.

PRESENT: Ms. E. O'Rourke, Acting Chair

Members:

Commissioner D. Johnstone
Commissioner L. Fraser
Commissioner L. Avis
Ms. E. O'Rourke
Ms. M. Pettitt
Ms. J. Husband
Ms. J. McGladrey
Mr. M. Harmes

Staff:

B. Kuhn
S. Samborski

H. Richardson (Recording)

ABSENT: Commissioner S. Lance, Chair

1. CALL THE GRANT MEETING TO ORDER:

The Special Grant Meeting was called to order at 4:00 p.m.

2. ADOPTION OF AGENDA:

It was moved and seconded that the Agenda be adopted as circulated. The motion carried unanimously.

3. STAFF REPORTS:

(a) Arts and Cultural Event Grant Review. 12 Arts and Cultural Event Fund applications were reviewed by staff, which resulted in the Aboriginal Students Council, Nanaimo Highland Dance Association and Nanaimo Musicians' Association requiring interviews.

i) Aboriginal Students Council. This Snuneymeux First Nations group is based at Vancouver Island University (VIU), but is a foundation that fundraises for the University, and as such, does not qualify for a grant.

Recommendation: That the Aboriginal Students Council not be considered for an Arts and Cultural Event Grant as it is are a fundraising foundation of VIU and does not qualify for a grant. The motion carried unanimously.

- ii) Nanaimo Highland Dance Association. This organization has been in operation in Nanaimo for 14 years. They have been in partnership with Parksville Highland Dance Association in the past to put on an annual highland dance competition. This year, Nanaimo will hold their competition on Sunday, 2008-FEB-03, at VIU Theatre, with Parksville holding a competition on Saturday. Competitors come from all over BC and the Northwest Territories and will use many amenities in the Nanaimo area. This application meets the criteria for an Arts and Cultural Event Grant.
- iii) Nanaimo Musicians' Association. An event celebrating the history of music in Nanaimo is planned for 2009-NOV-21 entitled "Pygmy Ballroom Big Band Jazz Celebration 2009", named after the Pygmy Ballroom, a jazz club from the '30s. It is the hope of the Nanaimo Musicians' Association to make this an annual event. Many great musicians have come from Nanaimo, and there is still much talent to be drawn from here. The organization is asking for \$5,000 and it is their vision to not have to ask for funds every year. The Nanaimo Musicians Association was once a registered society, and are thinking of becoming a society again. Although this group is not a society, they meet the criteria for an Arts and Cultural Event Grant.

Recommendation: That the Nanaimo Musicians' Association be considered for an Arts and Cultural Event Grant even though their organization is not a society. The motion carried unanimously.

A late application was received from the African Heritage Society on 2008-NOV-12, 11 days after the 2008-NOV-01 deadline. The Cultural Committee is not in support of granting funds to late applicants.

Recommendation: That the Parks, Recreation and Culture Commission not recommend the African Heritage Society for an Arts and Cultural Event Grant because of the late nature of their application. The motion carried unanimously.

Staff will send a letter to the African Heritage Society setting out the date requirements for Arts and Cultural Event Grant applications.

Allocation of the Arts and Cultural Event Fund will take place when the interview process for all Cultural Grants is complete.

- (b) Cultural Operating Grants. – 20 Cultural Operating Grant applications were reviewed by Staff, which resulted in 11 organizations being invited for an interview by the Cultural Committee. Two Cultural Operating Grant applicants were interviewed at today's meeting:
 - i) Francophone Association of Nanaimo. The Francophone Association (AFN) have requested a Cultural Operating Grant of \$4,000 and an Arts and Cultural Event Fund Grant of \$10,000. These funds would assist in increasing cultural service to the City, and would assist in participation in Canada Day celebrations in 2009. With a view to the 2010 Olympics, the AFN would like to secure a promotional booth in Mallairdville for the 2010 Maple Sugar Festival. The AFN would like to work with Community Futures and the City of Nanaimo in bringing people to Nanaimo and set up

vacation packages to Nanaimo during the Olympics. Committee members felt that these funding requests should be reworked to more adequately reflect the funds needed for the operation of the Francophone Association and its operation and events. The Cultural Committee suggested that the Francophone Association change the amount of their funding request for the Arts and Cultural Event Grant to \$7,000, and the Cultural Operating Grant to \$7,000. The Francophone Association agreed in principle to this suggestion.

- ii) Crimson Coast. Since its establishment in 1998, Crimson Coast has produced over 200 events. Crimson Coast have applied for an \$18,000 Cultural Operating Grant and a \$3,500 Arts and Cultural Event Grant for the Body Talk Project. This project is youth based and consists of ten "Board of Directors". Workshops are held for youth and usually have 30 in attendance. The Operating Grant would assist in the support of creating local dancers and performing artists in Nanaimo.

Allocation of the Cultural Operating Fund will take place when the interview process for all Cultural Grants is complete.

The Cultural Committee is concerned that there is not enough funding for Arts and Cultural organizations. As Nanaimo's population is increasing, is per capita cultural funding staying in-line? Staff will investigate how much money has been requested by arts and cultural groups in the last three years versus how much money was available. A report will be prepared for the newly appointed Cultural Committee's review in the new year.

It was moved and seconded that the Staff Reports be received. The motion carried unanimously.

6. ADJOURNMENT:

It was moved and seconded at 7:00 p.m. that the meeting adjourn, with the next Grant Meeting of the Cultural Committee to be held on Thursday, 2008-DEC-04, at 4:00 p.m. at Bower Park.

The motion carried unanimously.

CERTIFIED CORRECT:

*

*

S. Lance, Chair
Cultural Committee

R. Harding, Director
Parks, Recreation and Culture

NOTES OF THE SPECIAL GRANT MEETING OF THE CULTURAL COMMITTEE
HELD IN THE BOWEN PARK COMPLEX CONFERENCE ROOM
ON THURSDAY, 2008-DEC-04 COMMENCING AT 4:00 P.M.

PRESENT: Commissioner L. Fraser, Acting Chair

Members:

Commissioner L. Avis
Ms. E. O'Rourke
Ms. M. Pettitt
Ms. J. Husband
Ms. J. McGladrey
Mr. M. Harmes

Staff:

B. Kuhn
S. Samborski

H. Richardson (Recording)

ABSENT: Commissioner S. Lance, Chair
Commissioner D. Johnstone

1. CALL THE GRANT MEETING TO ORDER:

The Special Grant Meeting was called to order at 4:00 p.m.

2. ADOPTION OF AGENDA:

It was moved and seconded that the Agenda be adopted as circulated. The motion carried unanimously.

3. STAFF REPORTS:

(a) Cultural Operating Grants. – 20 Cultural Operating Grant applications were reviewed by Staff, which resulted in 11 organizations being invited for an interview by the Cultural Committee. Six Cultural Operating Grant applicants were interviewed at today's meeting:

- (i) Nanaimo Arts Council. The Arts Council is requesting \$15,000. Their annual general meeting was held in September with eight new board members being elected. There are eight programs in progress, including seasonal gallery shows, bursary/achievement awards, literary arts, VI Short Film Festival, performing arts events and integrated arts, arts and culture workshops, Art in the Park and Arts-Based Community Development. A membership drive is being held and the Arts Council is working to establish a downtown presence. The Gallery is presently located at the Nanaimo North Town Centre Mall on a month-to-month basis, but would like to relocate downtown where there is more traffic.

- (ii) Nanaimo Blues Underground Society. The Blues Underground Society is requesting \$2,000. They are in the process of getting a society number. Although a Board of Directors has not yet been voted on, seven people have volunteered. The Cultural Committee stressed that when a Treasurer is appointed, the accounting will need to be beyond reproach. Acoustic and electric jams, private lessons, the Sidewalk All-stars Youth Group, and a youth jam on the last Friday night of every month are all held at this society's venue, located under the China Steps. Any profits the Blues Underground Society incurs are put into Sky High Productions, which is a company of Tom Dodge, who is the Director of the Blues Underground Society, which compensates Mr. Dodge for personal funds he has put into the Society.
- (iii) Pacific Coach Stage Company. \$2,000 has been requested. This organization was created to build a regional company in Nanaimo. The first board meeting was held Wednesday, 2008-DEC-18. Fundraising goals are extremely high. It was felt that their plans were too ambitious and that their budget was unrealistic. The initial year will be done frugally and within budget, and will be presented in a growing sequence, which will include an apprentice program, stage programs without décor, and a small-scale musical which singer/actress Joelle Rabu has committed to. A live performance theatre-in-the-round will set them apart from other theatre companies. They would like to hold their shows at Nanaimo Centre Stage.
- (iv) Snuneymeux First Nations (SFN). A request for funding of \$2,632 was submitted. This operating money would be used to put art and life into the community via garbage cans painted by the residents of the SFN community. This project was initiated by the South End Community Association and they have encouraged the SFN to participate. The SFN is considered a society under the Indian Act. They have received \$1,200 from the Snuneymeux First Nations towards the project. Some Committee members questioned whether this was an operating fund request, or whether it should be going to the Social Planning Committee.
- (v) TheatreOne. TheatreOne is asking for three-year funding, with \$36,000 being requested for 2009/2010. This group has a very strong Board, who would like their budget to run with a surplus to take care of any shortfalls. The budget includes a part-time Artistic Director. Some projects include Fringe Flicks, The Bite of Nanaimo Gourmet Food Fair, and a membership program which is designed to expand its support base, publicize TheatreOne offerings, and generate revenue. Plays will be directed by guest directors. 30% for ticket sales, and only five line items are yet to be met. Bingo funding of \$75,000 a year has been received. Canada Council and BC Arts Council applications for funding were not submitted by the previous Board.
- (vi) Tozan Cultural Society. This Society is asking for \$13,550 in funding. Great progress was made this year on the kiln. It is 95% complete with 40,000 bricks being laid in the summer. Some site work still remains to be done. Membership fees have been raised to \$100, and \$50 for associate memberships. Numerous firing requests have been received from out of the City. The first official firing will be the first week of March, 2009, with the opening on 2009-JUN-15. Fees for use of the kiln will be \$250, \$250 for a

supervisor, the cost of wood for burning, and a charge for each cubic foot of kiln space used. Operating funds were provided in 2008 for the move of the kiln.

Allocation of the Cultural Operating Fund will take place when the interview process for all Cultural Grants is complete.

It was moved and seconded that the Staff Reports be received. The motion carried unanimously.

6. ADJOURNMENT:

It was moved and seconded at 7:00 p.m. that the meeting terminate, with the next Special Meeting of the Cultural Committee to be held on Thursday, 2008-DEC-11, at 4:00 p.m. at Bowen Park.

The motion carried unanimously.

*

S. Lance, Chair
Cultural Committee

CERTIFIED CORRECT:

*

R. Harding, Director
Parks, Recreation and Culture

NOTES OF THE SPECIAL GRANT MEETING OF THE CULTURAL COMMITTEE
HELD IN THE BOWEN PARK COMPLEX CONFERENCE ROOM
ON THURSDAY, 2008-DEC-11 COMMENCING AT 4:00 P.M.

PRESENT: Commissioner S. Lance, Chair

Members:

Commissioner L. Fraser
Commissioner L. Avis
Ms. E. O'Rourke
Ms. M. Pettitt
Ms. J. Husband
Ms. J. McGladrey
Mr. M. Harmes

Staff:

B. Kuhn
S. Samborski

H. Richardson (Recording)

ABSENT: Commissioner D. Johnstone

1. CALL THE SPECIAL MEETING TO ORDER:

The Special Grant Meeting was called to order at 4:00 p.m.

2. ADOPTION OF AGENDA:

It was moved and seconded that the Agenda be adopted as circulated. The motion carried unanimously.

3. STAFF REPORTS:

(a) Cultural Operating Grants. 20 Cultural Operating Grant applications were reviewed by Staff. This resulted in 11 organizations being invited for an interview by the Cultural Committee. Three of the 11 Cultural Operating Grant applicants were interviewed at today's meeting:

(i) Vancouver Island Symphony ("VIS"). VIS is applying for \$60,000 in operating funds. 2008 was a 'watershed year' for the VIS as their Artistic Director resigned, and their President passed away. There was a very substantial cost in finding a new Artistic Director. 410 seasons tickets have been sold for 2009, up from 340 in 2008. Concert tickets are selling very well. The VIS would like to hold a piano festival in 2009, which would feature one or two pianists and a soloist. The VIS budget is conservative for 2009 and relies on 70% attendance. Two concerts have already sold out.

(ii) Western Edge Theatre Society. In 2008 Western Edge voted to dissolve because there was no venue for their plays, however, 25

Victoria Road opened and Western Edge did not disband. They have not performed at the Victoria Road location but have been using the Caprice Theatre. Mr. Frank Moher, the Artistic Director, has been paid \$2,500 which was owed to him for loans. The Board has increased from five to eight members. The Committee reminded Mr. Moher that according to Article 5 of the BC Societies Act, he cannot be on the Board of Directors and be paid a salary. Mr. Moher will remove himself from the Board if need be. Any funding considered by the Cultural Committee will be contingent on Mr. Moher stepping down from the Board.

- (iii) Vancouver Island Arts Festival Society (Children's Festival). It is anticipated that 2,000 children will attend the Children's Festival, which will be restructured in 2009 and will only be held in Nanaimo. Penticton and Vancouver are partnering with Nanaimo to assist with the Festival. An Executive Director is being sought. Local artists will be utilized for the two-day event and the Port Theatre has been booked as the mainstage. Accountants are working on the financial statements for the VI Arts Festival Society, which will be ready in the New Year. The Board will consist of five members, with the hope of one member being a chartered accountant.

Recommendation: That the Parks, Recreation and Culture Commission not approve Cultural Operating Grant funding for the Pacific Coast Stage Company because it was felt that their plans were too ambitious and that their budget was unrealistic. The Recommendation carried unanimously.

Recommendation: That the Parks, Recreation and Culture Commission recommend that TheatreOne receive three-year Cultural Operating Grant funding beginning in 2009 in the amount \$28,000. Funding for 2010 and 2011 will be subject to change after an annual review of 2009 and 2010 financial statements.

Recommendation: That the Parks, Recreation and Culture Commission approve Cultural Operating Grant funding for the Vancouver Island Arts Festival Society (Children's Festival) in the amount of \$8,500 pending receipt of 2008 Financial Statements and Form 11 by 2009-JAN-30.

Recommendation: That the Parks, Recreation and Culture Commission approve Cultural Operating Grant funding for Western Edge Theatre Society in the amount of \$4,500 pending receipt of 2008 Financial Statements and Form 11 showing that Mr. Frank Moher has been removed as a member of the Board of Directors, by 2009-JAN-30.

Recommendation: That the Parks, Recreation and Culture Commission recommend the following Cultural Operating Grants to Council:

	2006 Approved	2007 Approved	2008 Approved	2009 Requested	2009 Recommended
Arts Alive	1,200	1,300	1,400	2,000	1,600
Arts Council	8,500	8,750	8,350	15,000	9,700
BelCanto Singers	500	500	500	1,000	600
Blues Festival Society	5,000	7,250	8,050	14,000	8,700
BC Drama Association / Theatre BC	n/a	n/a	n/a	12,500	5,500
Centre for the Arts	5,000	4,300	4,800	7,500	5,500
Chamber Orchestra	2,000	2,400	2,300	8,000	2,400
Children's Festival	11,000	11,200	11,200	12,000	8,500
Crimson Coast Dance	14,000	14,000	14,000	18,000	14,400
Francophone Association	7,000	7,200	7,000	7,000	6,000
Malaspina Choir	n/a	2,200	2,350	3,500	2,600
Nanaimo Blues Underground Society	n/a	n/a	n/a	2,000	200
Pacific Coast Stage Company	n/a	n/a	n/a	2,000	0
Pacific Institute of Bagpiping	n/a	n/a	1,250	3,000	1,400
Snuneymuxw First Nation	n/a	n/a	n/a	2,632	400
TheatreOne	37,500	33,000	33,600	33,300	28,000
Tidesmen Barbershop Chorus	750	650	750	2,000	800
Tozan	-	5,300	6,150	13,550	9,000
VI Symphony	57,000	57,200	57,200	60,000	59,300
Western Edge Theatre	1,000	2,250	n/a	14,500	4,500
				\$224,482	\$169,100

2009 Cultural Operating Grant Funds Available: \$172,565
 Grants Recommended: \$169,100
 Total Operating Grant Funds Remaining: \$ 3,465

009

- (b) Arts and Cultural Events Grants. 13 Arts and Cultural Event Grant applications were reviewed by Staff at previous meetings, with the following recommendations being made:

Recommendation: That the Parks, Recreation and Culture Commission not approve Arts and Cultural Event Grant funding for the Aboriginal Students Council as it did not meet the funding criteria.

Recommendation: That the Parks, Recreation and Culture Commission not approve Arts and Cultural Event Grant funding for the African Heritage Society as the application was received after the deadline.

Recommendation: That the Parks, Recreation and Culture Commission not approve Arts and Cultural Event Grant funding for the Emerald Sea Cosmos as it did not meet the funding criteria.

Recommendation: That the Parks, Recreation and Culture Commission not approve Arts and Cultural Event Grant funding for the Morrell Sanctuary Society as it did not meet the funding criteria.

Recommendation: That the Parks, Recreation and Culture Commission recommend the following Arts and Cultural Event Grants to Council:

	2006 Approved	2007 Approved	2008 Approved	2009 Requested	2009 Recommended
Aboriginal Students Council	n/a	n/a	n/a	1,000	0
African Heritage Society	0	700	0	3,500	0
BC Drama Association/TheatreBC	1,980	2,000	3,170	5,000	1,900
Crimson Coast Dance Fest	2,360	4,000	3,100	3,500	3,200
Emerald Sea Cosmos	n/a	n/a	n/a	12,000	0
Francophone Association	n/a	n/a	n/a	7,000	5,000
Friends of Nanaimo Jazz Society	0	2,600	2,530	5,000	3,500
Harbour City Jazz Society	n/a	n/a	n/a	2,500	1,600
Highland Dance Association	0	0	1,000	2,500	1,200
Morrell Sanctuary Society	0	0	0	400	0
Nanaimo Arts Council	n/a	n/a	n/a	2,500	2,000
Nanaimo Musicians Association	n/a	n/a	n/a	5,000	1,200
V.I. Symphony in the Harbour	6,600	6,700	6,200	6,700	6,400

Total 2009 Grants Requested: \$59,600 \$26,000

2009 Arts and Cultural Event Funds Available: \$26,010

Grants Recommended: \$26,000

Funds Remaining: \$ 10

010

It was moved and seconded that the Staff Reports be received. The motion carried unanimously.

4. ADJOURNMENT:

It was moved and seconded at 7:00 p.m. that the meeting adjourn, with the next Meeting of the Cultural Committee to be held on Wednesday, 2009-MAR-04, at 4:00 p.m. at Bowen Park.

The motion carried unanimously.

CERTIFIED CORRECT:

*

*

S. Lance, Chair
Cultural Committee

R. Harding, Director
Parks, Recreation and Culture

2009-FEB-16
File: A2-11 / A3-35-1
G:\Admin\PRCC\CulturalCommittee\MeetingNotes\CC081211SM.doc

011

REPORT TO: THE CULTURAL COMMITTEE

FROM: SUZANNE SAMBORSKI, SENIOR MANAGER OF RECREATION AND
CULTURE SERVICES

RE: CULTURAL STRATEGY

RECOMMENDATION:

That the Cultural Committee recommend that the Parks, Recreation and Culture Commission recommend that Council approve the updated 2008 Nanaimo Cultural Strategy.

EXECUTIVE SUMMARY:

In 2007, a Cultural Strategy Review Project Committee comprised of the Cultural Committee and community members was struck to review and update the Nanaimo Cultural Strategy. Over the course of the next year and one half, the Strategy underwent lengthy review and finalization. At the 2008-NOV-05 meeting of the Cultural Committee it was agreed that the newly-revised Strategy should be submitted to the Parks, Recreation and Culture Commission for submission for Council approval.

BACKGROUND:

In 2007, a Cultural Strategy Review Project Committee comprised of the Cultural Committee and community members was struck to review and update the Nanaimo Cultural Strategy.

After months of review, public input and open houses, the Project Committee presented a document to the Parks Recreation and Culture Commission at the 2008-APR-23 meeting. It was moved and seconded that the Parks, Recreation and Culture Commission be invited to attend the Cultural Committee meeting 2008-MAY-07 to discuss and clarify the Draft Cultural Strategy. The motion carried unanimously.

Commissioner Field attended the 2008-MAY-07 Cultural Committee meeting. After a lengthy discussion the strategy was referred back to Cultural Strategy Review Project Committee to reformat the document to bring it in closer alignment with other department strategies.

Throughout the summer and fall of 2008 the Project Committee worked with staff to reformat the document. At the 2008-NOV-05 Cultural Committee meeting a recommendation was made by Committee Member E. O'Rourke that the 2008 Nanaimo Cultural Strategy be presented to the new Commission once they were appointed. Unfortunately, the discussion did not conclude with a formal recommendation being made and passed.

Based on the informal recommendation of the previous Cultural Committee, staff request that the newly appointed Cultural Committee recommend to Commission that Council approve the updated 2008 City of Nanaimo Cultural Strategy.

Respectfully submitted,



Suzanne Samborski, Senior Manager
Recreation and Culture Services

2009-FEB-24 / File: A2-6 / A2-11-1
G:\Admin\PRCC\CulturalCommittee\ReportsToCulturalCommittee\090304CulturalStrategy.doc

Nanaimo Cultural Strategy 2008



Executive Summary

Nanaimo is a dynamic, maturing city which is continually growing and changing. In the 2005 Parks, Recreation and Culture Master Plan, the desire for increased opportunities in recreation, sport and cultural expression and experience was expressed by residents.

As our community's cultural resources grow and mature the positive impact on our city increases dramatically. Cultural organizations, in partnership with the City of Nanaimo, will be instrumental in further developing an aesthetic environment and cultural opportunities. This Nanaimo Cultural Strategy sets community vision and direction for future cultural planning and development.

Cultural planning is vital for realizing the cultural amenities that attract a vibrant workforce to live, work, and play in our community. Nanaimo is moving from a resource-based to an information-based economy and creativity is becoming one of the most sought after commodities. The City of Nanaimo recognizes that what were once "amenities" are now "necessities" and that culture and creativity are an essential part of sustainable municipal planning.

The City's response to these needs has resulted in significant additions to Nanaimo's cultural scene such as:

1. The Nanaimo Cultural Strategy
2. The adoption of the "Art in Public Places Guidelines and Procedures"
3. The creation of an "Arts District" in the downtown core
4. Notable increases in funding to arts organizations
5. Increased cultural activities and new and expanded festivals
6. Significant budget allocation to public art
7. Expanded arts and cultural programming

By meeting these needs and developing programs to support arts and culture within Nanaimo, a strong and vibrant culture will be fostered.

TABLE OF CONTENTS

Executive Summary

1.0 Background

- 1.1 Arts and Culture in Nanaimo
- 1.2 Demographic Trends in Nanaimo
- 1.3 Benefits of Arts and Culture
- 1.4 Culture Planning and Development

2.0 Strategy Development

- 2.1 Purpose of the Arts and Cultural Strategy
- 2.2 Process and Methodology

3.0 Vision

4.0 Goals and Implementation Strategies

5.0 Future

Appendices:

- 1.0 Definitions
- 2.0 Roles and Responsibilities
- 3.0 Cultural Grants
- 4.0 Culture Awards
- 5.0 Open House Responses
- 6.0 Endnotes and references



CITY OF NANAIMO
THE HARBOR

THE NEW YORK PUBLIC LIBRARY

According to 2006 Census data, 21.8 percent of the population is 65 or older, and another 10,000 residents will be over the age of 65 by 2010. This number may increase as Nanaimo is sought out as an ideal place to retire. Retirees often have more time to support and enjoy arts events that take place within the city. However, the Arts are enjoyed by people of all ages and abilities and it is often through the arts that culture and heritage are shared among family and community members.

As our cultural demographics change, diversity in the arts will increase.

1.3 Benefits of Arts and Culture



There are health, social and economic benefits in developing opportunities and participation in arts and cultural activities. The arts enrich communities in Nanaimo by helping people relate to their neighbours, their history and their environment. Creative art experiences also help to "increase self-esteem, self confidence, and attention span; enhance cognitive and fine motor skills." (Hereford et al 1998). These skills are beneficial for the enhancing and retaining of cognitive and fine motor skills in young and old. Art also allows people to express and share their cultures and ideas with members of the community.

Arts and Culture is one of the fastest growing economic drivers in British Columbia.

Nanaimo's Downtown Arts district is just one example of a neighbourhood brought back to life by galleries and performance spaces. John Naisbitt, author of *Megatrends* states that a vibrant arts community is critical when people decide where to work and live and where corporations decide where to locate (Megatrends and Megatrends 2000, John Naisbitt). This sector stimulates growth in restaurants, retailers and new residents, stabilizing neighborhoods while creating jobs and social awareness.

1.4 Cultural Planning and Development

Cultural Development is widely recognized across Canada and in Nanaimo to be of vital importance to the quality of community life and for its economic and social benefits. Cultural planning and development is an important role local government must play in the growth of our community to ensure that we have a creative and livable city.

Cultural planning and development requires collaboration from all City Departments and partners, in particular:

1. Planning and Development (Plan Nanaimo and the Official Community Plan)
2. The Economic Development Office (Cultural industries, such as film and video, cultural tourism and destination marketing etc. and the Economic Development Strategy)
3. Engineering and Public Works (integrating public art and ensuring an aesthetic City infrastructure)
4. Tourism Nanaimo
5. The Downtown Nanaimo Partnership Society
6. Private Partners

The City also actively seeks input from the cultural sector, business and citizens. All partners need a clear understanding of why public investments are integral to cultural development. The cultural sector provides more than economic prosperity to Nanaimo; it defines who we are as a society and community.

2.1 Purpose of the Cultural Strategy

The Cultural Strategy for Nanaimo includes goals and actions to be implemented in the following areas:

1. Administration
2. Investment
3. Art in Public Places
4. Facilities
5. Marketing
6. Cultural Tourism
7. Economic Development
8. Programming/Education



2.2 Process and Methodology

The City of Nanaimo has grown, increasing and diversifying cultural activities and organizations. This growth is driving the need for effective cultural policy, goals and strategies to direct future cultural development.

In the early 1990s the Nanaimo Cultural Committee was formed to advise the Parks, Recreation and Culture (PRC) Commission and City Council on issues regarding arts and cultural development. Since then, the City has been committed to develop common goals and civic strategies for future cultural development in our community. In June 2001, a "Nanaimo Cultural Strategy" was adopted by Council as a guideline for cultural development in Nanaimo. In 2007 a process to update the 2001 Cultural Strategy was implemented by Staff and members of the Cultural Committee in the following 5 phases:

Phase 1—External Research

Best practices and cultural strategies in other municipalities around Canada were researched on the internet and by phone interview. It was found that many Canadian cities have existing Cultural strategies or policies that could serve as a model in Nanaimo.

Phase 2—Strategy Drafting

Staff and members of the Cultural Strategy Review Project Committee used the information obtained from the external research and the previous Cultural Strategy and drafted a revised Cultural Strategy.

Phase 3 – Stakeholder Review

Arts and cultural organizations were given the opportunity to review the draft and provide feedback to the project committee either in written form or at the public open house.

Phase 4—Public Review

A public open house took place on February 21, 2008 at the Oliver Woods Community Centre. Members of the public who attended the event provided feedback to the plan and participated in discussion with the Review Committee. Input was also sought from cultural organizations around Nanaimo which led to further development of the plan.

Phase 5—Report Back and Final Strategy

The final strategy draft was presented to the Cultural Committee in the fall of 2008 with a recommendation that the newly appointed 2009 Parks Recreation and Culture Commission recommend adoption of the strategy to City Council.

3.0 Vision

Nanaimo will be a city that recognizes the integral contribution generated by arts and cultural activities to the City's social and economic progress, as well as the value of artistic and cultural expression and enjoyment by its citizens and will have an ongoing commitment to encourage, support and celebrate an active and successful arts and culture sector within the community.

This vision will:

1. Ensure that Arts and Culture will be widely recognized as a significant contributor to the life and soul of our community.
2. Encourage artists to live, create and sell their work in Nanaimo.
3. Allow Nanaimo citizens and visitors to encounter art in public places as part of their daily experiences in our city.
4. Ensure that a variety of programs, activities, events, festivals, attractions, entertainment, arts and craft products and displays will be available year round for residents and visitors to enjoy.
5. Encourage conferences, conventions, trade shows and other major events to select Nanaimo because of its uniqueness, cultural attractions and its natural beauty.
6. Enable residents of all ages and abilities to explore their individual creativity through a wide variety of arts and cultural opportunities.
7. Ensure that cultural organizations will have excellent facilities and meaningful funding based on identified community needs and long range plans.
8. Ensure that our heritage will be preserved and presented in an engaging and informative manner for residents and visitors to experience and enjoy.
9. Promote Nanaimo as a popular cultural tourism destination.
10. Ensure that Arts and Culture will be a valuable marketing tool for Nanaimo's Economic Development Strategy.
11. Ensure that Nanaimo will have a strong and vibrant culture which evolves with a coordinated and collaborative effort leading to greater popularity as a place to visit, live, work and play.

As our community's cultural resources grow and mature the positive impact on our city increases dramatically. Cultural organizations, in partnership with the City of Nanaimo, will be instrumental in further developing the aesthetic environment and cultural activities.

In the Official Community Plan, it is stated that Nanaimo "will be a city of social and economic opportunity that has a diverse economy and a wide range of social, recreational, cultural and artistic amenities and services." This Cultural Strategy for Nanaimo sets community vision and direction for future cultural planning and development.

4.0 Goals and Implementation Strategies

An implementation plan to achieve the goals of the Nanaimo Cultural Strategy follows.



ADMINISTRATION:

To facilitate cultural awareness and education in the community, staff works through the Parks, Recreation and Culture Commission with the Culture Committee to develop a strong cultural development program in Nanaimo.

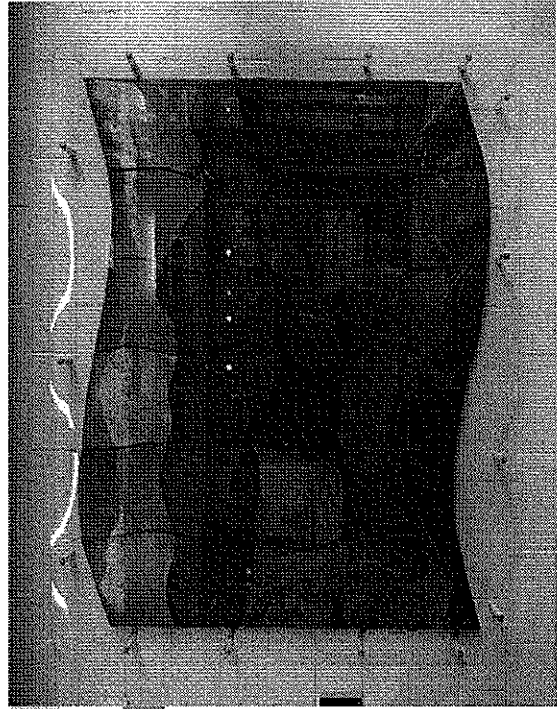
Goal	Action	Responsibility	Resources	Timeframe	Measuring Stick
To develop an effective and efficient administrative structure that will foster cultural development.	Ensure an effective relationship between Council, the Parks, Recreation and Culture Commission (PRC) and the Cultural Committee.	PRC Commission Cultural Committee	Staff	Ongoing	Communication Support for initiatives
To ensure that the Nanaimo Cultural Strategy is implemented and reviewed regularly.	To maintain a Cultural Committee of the PRC Commission that is comprised of nine members whose mandate is outlined in Appendix 2. Develop and distribute information regarding the Nanaimo Cultural Strategy and the process for providing feedback and suggestions regarding cultural development to the City.	PRC Commission Staff	Staff PRC Marketing Media	Every three years Ongoing	 Information out Communication Plan developed
	Carry out a regular review (at least every five years) of Nanaimo's Cultural Strategy, to ensure its effectiveness, efficiency, integration with all City departments and the evolving needs of the community.	Staff Cultural Committee	Community CCN of Canada City Departments	Five years	Plan reviewed
	Develop specific objectives and action plans that will be instrumental in accomplishing the goals of the Nanaimo Cultural Strategy.	Staff Cultural Committee	Arts and Culture Organizations City Departments	Ongoing	Plan fully implemented
To move towards the creation of a "Cultural Division" of the Parks, Recreation and Culture Department.	Actively promote partnerships with community and business groups in the development of cultural programs and services.	Manager of Recreation and Culture Culture Coordinator PRC Director Senior Manager, Recreation and Culture	Chamber of Commerce Economic Development	Ongoing	Two new partnerships per year

INVESTMENT:

There are practical examples of success in Nanaimo and other communities as well as academic research (e.g. Dr. Richard Florida "The Rise of the Creative Class") that have convinced municipalities that it pays to invest in arts and cultural development and make it an essential part of its core business. Investing in arts and culture will strengthen our economic base, improve quality of life for residents and visitors and enhance community identity and reputation.

Goal	Action	Responsibility	Resources	Timeframe	Measuring Stick
To stimulate cultural and economic growth through increased investment.	Identify cultural planning and development priorities to facilitate the growth and economic impact of arts and culture in Nanaimo.	PRC Staff Economic Development	Economic Development Community Arts and Culture Organizations	Annually	Priorities developed
	Provide, through municipal operating grants to cultural groups, the annual financial investment of two dollars per capita (based on Provincial statistics). This investment is to facilitate funding from other government and private sources which in turn provides net financial benefit to the community. All grants outlined in Appendix 3.	City Council PRC Commission Cultural Committee	Operating Budgets	Annually	Dollars in Budget
	Provide annual funding to assist groups in the production and growth of arts and cultural events.	City Council PRC Commission Cultural Committee	Operating Budgets	Annually	Dollars in Budget
	Refer all applications for cultural operating and event funding to the Cultural Committee of the PRC Commission for recommendations to the Commission and Council for the distribution of municipal grants.	Cultural Committee Staff	Grant Guidelines Staff	Annually	Grants continue to be awarded.
	Encourage good financial management and accountability within cultural organizations and maximize a variety of revenue sources including grants, donations, sponsorships and earned revenue.	Cultural Committee Staff	Finance Department Chamber of Commerce Volunteer Nanaimo	Ongoing	
	Facilitate the financial support from other levels of government, foundations and corporate donors.	Cultural Committee Staff	Finance Department	Annually	Receive grants annually

Increase funding levels when appropriate, to ensure that the goals of this strategy are being realized and make recommendations to the PRC Commission in that regard.	City Council PRC Commission Cultural Committee Staff		Annual Review
Review extraordinary funding requests and make recommendations to Council through the PRC Commission.	Cultural Committee Staff		As needed



ART IN PUBLIC PLACES:

For the purposes of the Nanaimo Cultural Strategy, public art is defined as: two and three-dimensional work such as sculptures, murals, paintings, installation, environmental and infrastructure art.

Goal	Action	Responsibility	Resources	Timeframe	Measuring Stick
To make Nanaimo a place where citizens and visitors will encounter various forms of visual arts as part of their daily experience.	Strive to integrate public art into city infrastructure where feasible and consult the Cultural Committee regarding all projects where it would be appropriate to include art in public places.	Staff	Public Works Development Service	Ongoing	Art incorporated
	Develop the Community Plan for Public Art as part of the Culture Capital of Canada legacy.	Staff	Community	2009	Plan adopted by Council
	Follow the City of Nanaimo's Community Plan for Public Art.	Staff		Ongoing	Plan followed
	Use art to enhance public spaces and plazas as active and attractive, people-friendly places.	Staff		Ongoing	
	Review and revise the Community Plan for Public Art document (in consultation with artists, other city departments and the cultural sector) at least every three years.	Staff	Artists Community	Every three years	
To administer a Public Art Reserve Fund for the purpose of purchasing and/or commissioning and staging public art.	Maintain a "public art reserve fund" to be used to purchase and/or commission, maintain, document and catalogue works of public art for display in municipal and/or public places.	City Council PRC Commission Staff		Ongoing	
	Policy A minimum of \$100,000 will be added to the Public Art Reserve Fund on an annual basis from the Parks, Recreation and Culture Budget.				
To encourage public art in appropriate private developments within the City	Encourage private contributions to public art	Development Services PRC Staff			

FACILITIES:

Arts and cultural facilities (including redeveloping old buildings for new creative uses) bring economic prosperity and revitalization to neighborhoods and in particular the downtown core.

Goal	Action	Responsibility	Resources	Timeframe	Measuring Stick
To ensure that excellent facilities are available for the creation, preservation and presentation of arts and culture within the City	Conduct a cultural facilities needs assessment every three to five years.	Staff	CCNC	3-5 years	Assessment completed
	Create and maintain a Cultural Facilities Development Plan to be integrated into the Parks, Recreation and Culture Department Five Year Capital Plan.	Staff	Consultant	2010	Plan completed
	Maintain and keep current a Cultural Facilities Resources Inventory.	Staff	IT	ongoing	Inventory up to date
	Continue to facilitate the growth of the downtown "Cultural District". This will be accomplished by locating new facilities, or re-developing facilities suited for cultural purposes.	Staff Downtown Businesses Centre for Arts, Nanaimo			
	Explore innovative solutions to accommodate building uses that include the arts and artists.	Staff Development Services			
To encourage live / work spaces for artists in the city with an emphasis on the downtown core	Be proactive in taking advantage of acquiring cultural spaces that may become available	City Staff Downtown Businesses Centre for Arts, Nanaimo			
	Actively encourage property owners and developers to include artist live / work spaces in the Downtown core	Staff Economic Development			
	Develop partnerships with the private and non-profit sectors and with other levels of government to develop artist live / work spaces.	Staff			

MARKETING:

The City and the cultural sector will work collaboratively to develop a coordinated marketing strategy that will ensure the best exposure possible for cultural programs and services in our community.

Goal	Action	Responsibility	Resources	Timeframe	Measuring Stick
To develop coordinated marketing strategies that will increase exposure for cultural organizations, programs and services.	Assist local cultural organizations in developing collaborative strategies to increase marketing efficiencies, audience awareness and participation in cultural activities.	Staff Cultural Committee	PRC Marketing Media	Ongoing	
	Maintain a Cultural Resources Inventory and Information Service. This will be updated regularly with information on all cultural organizations and facilities available online and in printed form.	Staff	Arts and Cultural Organizations	Complete 2009 Ongoing	List online and up to date
	Maintain a current "Community Media Guide" online and in print form.	Staff	PRC Marketing	Ongoing	List online and up to date
	Work cooperatively with relevant organizations to maintain a comprehensive arts and cultural calendar of events.	Staff	Harbour Living Tourism Nanaimo	Ongoing	
	Encourage all cultural groups to promote their programs and services through ads in the Parks, Recreation and Culture "Leisure Guide"	Staff	PRC Marketing	Ongoing	Increased use of Leisure Guide
	Maintain an annual Cultural Awards program (see Appendix 4).	Staff Cultural Committee		Annually	Award given out annually

CULTURAL TOURISM:

Tourism based around arts and cultural events, festivals, museums, art galleries and heritage attractions has a profound economic impact on the community.

Goal	Action	Responsibility	Resources	Timeframe	Measuring Stick
To develop Nanaimo as a cultural tourism destination.	Develop a coordinated marketing strategy for increased tourism potential through community partnerships between City Departments, arts and cultural groups, business and Tourism Nanaimo.	Staff Economic Development Tourism Nanaimo	Downtown Businesses Chamber of Commerce Media		
To encourage arts and cultural organizations to plan events and festivals by removing barriers and providing financial investment and other support.	Maintain an Arts and Cultural Event Fund (\$26,000 in 2009) to assist groups in planning and running of events and to provide seed money for new events. The amount of this fund should be reviewed annually with recommendations for increases based on needs.	Staff PRC Commission		Annual	Funding reviewed annually and increase by 2010
	Maintain a Festivals Fund separate from a Tournament Fund to assist groups in planning and running of arts and cultural festivals. The amount of this fund should be reviewed annually with recommendations based on needs.	Staff PRC Commission		2010	Funding split
	Provide support by the way of logistics equipment (Community Event Equipment Loan / Rental Program), administration and information support to event and festival organizers (The City and Tourism Nanaimo).	Staff Tourism Nanaimo		Ongoing	
	Update and maintain a "Community Events Resource Manual" online and in print form	Staff		2009	Manual up to date

To determine what is unique and special about Nanaimo's culture and heritage, and market these experiences to potential cultural tourists	Preserve, maintain and celebrate Nanaimo's heritage assets (in compliance with the Nanaimo Heritage Strategy and the Nanaimo Heritage Action Plan).	Staff NCHC	Development Services		
	Develop a cultural map of Nanaimo's cultural assets including human resources, physical resources and written history. The map will draw attention to the existence and importance of cultural resources and prepare the ground for effective cultural planning.	Staff	IT CCN	2010	Map completed
	Actively promote and celebrate our city through festivals, cultural celebrations, and arts and cultural activities.	Staff Event Organizers	PRC Department	Ongoing	Events successful



ECONOMIC DEVELOPMENT:

"Cities will attract new business and investment, and see job growth if 'creativity' is a component of economic and strategic plans. Creativity is the engine of the new economy" (Creative City News, Special Edition # 1).

"Cultural industries create job growth, turn ordinary cities into 'destination cities,' create interconnections between arts and business, revitalize urban areas, attract skilled workers and create spin-off businesses." (Creative City Network of Canada, 2005; Culture as an Economic Engine, Making the Case for Culture).

Goal	Action	Responsibility	Resources	Timeframe	Measuring Stick
To develop a process that educates the community and funders as to the value of arts and culture as a driver for the City's economic prosperity.	Recognize and measure the economic impact of investing in cultural planning and development in the City of Nanaimo by conducting an economic impact study.	Staff	Development Services Chamber of Commerce Economic Development	2010	Study complete
	Foster closer ties between local business and the arts in order to generate profitable arts and cultural industries and beneficial partnerships.	Staff Economic Development Chamber of Commerce		Ongoing	
	Promote the benefits of investing in arts and culture through the City's website, workshops, forums, and press releases.	Staff	PRC Marketing Media IT	Ongoing	
To include cultural facilities, cultural spaces, arts and cultural programming and public art in neighborhood and downtown revitalization strategies	Include arts, culture and heritage in Nanaimo's planning (The Official Community Plan) and economic strategies	Staff Development Services Economic Development	EDG	Ongoing	

PROGRAMMING / EDUCATION:

To promote and develop opportunities for all Nanaimo residents and visitors to become involved in a wide range of cultural programs, courses, activities and special events.

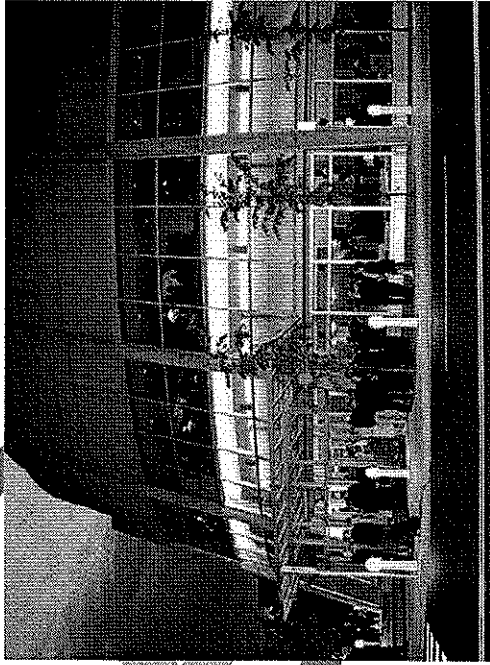
Goal	Action	Responsibility	Resources	Timeframe	Measuring Stick
To promote and develop opportunities for all Nanaimo residents and visitors to become involved in a wide range of cultural programs, courses, activities and special events	Co-ordinate the provision of educational and recreational cultural programs and activities to ensure that a full range of opportunities are reasonably available at all stages of a person's life, regardless of socio-economic status, in accordance with community needs and initiatives.	Arts and Culture Coordinator		Ongoing	
	Maintain a staff position (Arts and Cultural Coordinator reporting to the Manager of Arts and Culture Development) responsible for arts and cultural programming/community development and liaising with arts and cultural groups.	Manager Recreation and Culture		Ongoing	
	Develop community arts programs (arts, crafts, dance, music, theatre) that engage youth, build self esteem, facilitate learning and leadership development opportunities, and provide positive use of leisure time for youth.	PRC Department Staff		Ongoing	
	Encourage and support new and established festivals that promote the celebration of civic identity and pride and the awareness of cultural diversity.	Staff		Ongoing	
	Affirm the importance of the provision of art and cultural programming and education at all levels.	Staff	PRC Marketing Media	Ongoing	
To promote awareness about the benefits derived from a vibrant arts and culture aspect to the community	Inform and educate the community about the benefits of participation in the arts (including recreational arts).	Staff	PRC Marketing Media	Ongoing	

5.0 Future

Nanaimo's current ability and interest in facilitating art and cultural events has increased over the past few years. The city has several new facilities with a focus on arts and or culture, and several events take place around Nanaimo each year highlighting the diversity of arts and culture within Nanaimo.

Municipal cultural amenities include:

1. The Port Theatre
2. New Nanaimo Museum
3. The Nanaimo Art Gallery
4. Diana Krall Plaza
5. Harbourfront Walkway
6. Lion's Pavilion
7. Pioneer Plaza
8. CIBC Nanaimo Arts Centre
9. Public Art: See Nanaimo's Public Art Inventory web link
<http://www.nanaimo.ca/EN/main/departments/parks-recreation-culture/PublicArt.html>



The City collaborates with businesses, neighborhoods and various organizations, cultural and otherwise, to develop the cultural component of major events. Many of these events are listed through the Tourism Nanaimo website <http://www.tourisminnanaimo.com/calendar/>.

With the completion of the Cultural Strategy, Nanaimo's community will grow in appreciation, participation, and encouragement for art and cultural events allowing Nanaimo to celebrate its multicultural, multitalented community.

As the implementation of the plan moves forward, it will be important to measure the short-term and long-term effectiveness and progress on the elements adopted in Nanaimo's Cultural Strategy Plan. Two reviews should be created to monitor the development on the plan- a five and a 10-year review of the Cultural Strategy.

Appendix 1 Definitions

DRAFT

Definitions

The following terms are defined for the purposes of this document

CULTURE (CULTURAL):

Culture is the artistic, intellectual and spiritual characteristics that reflect the heritage of our community.

ART:

Art, in its broadest meaning, is the expression of creativity or imagination, and is a reflection of our society.

Art stimulates an individual's thoughts, emotions, beliefs or ideas (e.g. Fine or applied art, music, drama, literature and dance).

RECREATIONAL ART:

Recreational art is any creative endeavour that people participate in for lifelong learning, social networking and leisure, and not for financial gain.

PUBLIC ART:

Public art is art such as sculptures, murals, paintings, installations, environmental and infrastructure art that is encountered by the public free of charge

INSTALLATION ART:

Installation art uses sculptural materials and other media (sound/performance / computers/ fabric etc) to modify the way we experience a particular space. Installation art can be site specific and not necessarily confined to gallery spaces nor is it time restrictive.

CULTURAL POLICY OR POLICY STATEMENTS:

Cultural Policy is a statement that defines the course and methods of action selected to guide and determine present and future decisions or practices regarding cultural development in Nanaimo.

CULTURAL DISTRICT:

For the purpose of this document "The Nanaimo Cultural District" includes the "Arts District", the "Old City Quarter", the Harbourfront Walkway, and the areas encompassing the "Downtown Heritage Walk".

GOALS:

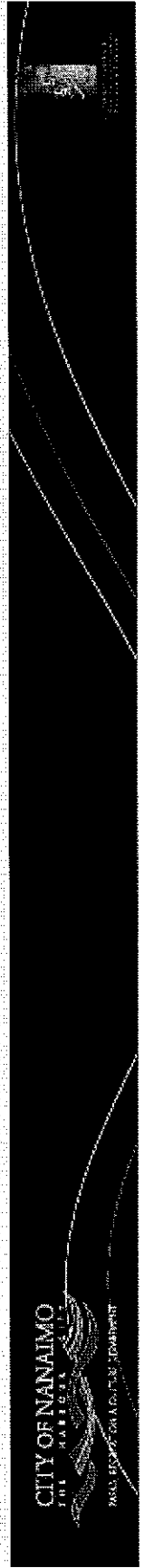
Goals are statements of what the City wants to achieve regarding cultural development. Goals precede strategies.

STRATEGIES:

Strategies are actions or means to be used to attain goals.

OBJECTIVES:

Objectives are specific tasks or projects intended to be accomplished by a specified date. Objectives must be measurable and are used to implement strategies and accomplish goals.



Appendix 2 Culture Committee Roles and Responsibilities

DRAFT

Parks Recreation and Culture Cultural Committee Structure and Roles

The Cultural Committee is a Committee of the Parks, Recreation and Culture Commission (PRCC) comprised of nine members as follows:

- Three members appointed from the PRC Commission, and
- Six members-at-large selected and recommended from applications submitted to the PRC Commission.

The Cultural Committee is responsible for coordinating the City's Arts and Culture Initiatives by:

- Overseeing the implementation of cultural strategy and conducting regular cultural strategy reviews (every three years).
- Advising the Commission and Council on cultural issues.
- Reviewing all applications for funding and making recommendations to the PRCC, based on criteria and guidelines established regarding the distribution of cultural operating grants and arts and cultural event grants (see Investment Section).
- Investigating all sources of funds available to the City of Nanaimo for the purpose of supporting arts and cultural organizations and cultural planning, development and infrastructure initiatives
- Developing new cultural initiatives for Nanaimo's cultural development in close cooperation with all City Departments, Nanaimo's cultural groups, businesses, School District 68, Post Secondary Institutions and Tourism Nanaimo.
- Developing and maintaining a current awareness of artistic and economic trends, opportunities and status regarding Arts and Culture both locally and in other municipalities, and recommending initiatives which could be of value to Nanaimo economically, socially and aesthetically.
- Ensuring a close cooperation, more formal networking and sharing of resources among all Nanaimo Cultural groups in pursuing the aims and objectives of this strategy.
- Promoting public awareness of cultural organizations and cultural activities in our community, and maintaining an annual cultural awards program.
- Identifying gaps or overlaps in City support programs that relate to arts and culture.
- Maintaining an ongoing liaison with Federal, Provincial and Regional agencies relating to arts and culture including groups such as The BC Arts Council, Canadian Heritage and the Creative City Network.
- Commissioning and purchasing works of art for display in municipal public spaces and buildings.
- Helping cultural organizations and individual artists to become strong and effective.
- Sponsoring annual educational opportunities for arts and cultural organizations.

Appendix 3 Cultural Grants

DRAFT

Arts and Cultural Events

Grant Guidelines

General Information.

Many cities across North America are including arts and cultural events to attract both residents and visitors. Groups can access these funds for the purpose of putting on events that will encourage residents and visitors to participate in Nanaimo events and promote and showcase community arts and cultural talent.

The City of Nanaimo works with community groups to attract visitors to our City. Tourism is a major economic generator for Nanaimo.

Nanaimo Parks, Recreation and Culture had a budget of \$26,010 for 2008 grants to assist groups hosting arts and cultural events. Our objective is to assist as many groups as possible.

Application Timeline.

Applications for the following year must be received by November 1st of the current year.

Applicants will receive written notification of Council's decision within 90 days of the application deadline date. Applications received following the submission deadline will be considered in the next evaluation review. In exceptional or unforeseen circumstances, the Cultural Committee will determine if late requests warrant special consideration.

Applications after this date will only be considered if there are unused funds.

Application Criteria.

- The event will have a good potential for attracting both residents and visitors to participate in Nanaimo events and will promote Nanaimo as an arts and cultural centre.
- The event must showcase local arts and cultural talent.

- The event should demonstrate a good potential for an economic impact on Nanaimo.
- Preference will be given to activities or events that will be ongoing and have potential as a good long-term investment for the City (i.e. - a yearly cultural event that has good potential for growth).
- This grant is designed specifically to assist arts and cultural events that utilize services and facilities within the City of Nanaimo.
- The applicant must adhere to sound standards of corporate governance

Organizations will not be eligible for funding if they have received other funding assistance through the City of Nanaimo for this event.

Who Can Apply?

1. Generally, organizations requesting funding will be established non-profit organizations with experience in organizing events and managing funds. Groups or individuals that do not fit these criteria have an opportunity to receive funding at the discretion of the Cultural Committee.
2. Applicants must be able to demonstrate a broad community participation or significant potential audience.
3. Applications will be considered on the following criteria:
 - Evidence of benefit to the community.
 - Evidence of financial need by the sponsoring organization
 - Demonstration of community support for the arts and cultural event as measured by volunteer participation, membership, and/or audience participation.
 - Evidence of competent management and fiscal responsibility (i.e. proven track record, business and marketing plan, sound financial controls and performance)
 - Secured commitment from other funding sources.
 - Potential financial impact (i.e. jobs created, spending, number of visitor days created and how this information might be tracked).
 - Public recognition of the municipal contribution.
 - Level of event profile and media exposure.
 - Funding for capital expenditures will not be considered.

How Funds are Distributed.

- Any unallocated grants in a given year will be carried over to the next budget year.

Review Process.

The Cultural Committee screens applications and makes recommendations to the Parks, Recreation and Culture Commission which then makes recommendations to City Council for the distribution of funds.

What Do Organizations Need to do to Apply for Funds?

- Organizations need to complete an application form.
- For an application to be considered, it cannot be longer than 10 pages in length, including the application form.
- All pages must be single sided with a font size of at least 10.
- The application will be photocopied for the committee members.

Appeals.

Statement of Purpose: The mandate of the Grants Advisory Committee is to review appeals for process issues only. That is, to determine whether the original Advisory Committee had all the correct information and used the appropriate criteria to make their recommendation. **The Grants Advisory Committee will not revisit actual decisions, i.e. amount of grant.**

Criteria for Allowing an Appeal.

- Was the original advisory committee's decision based on the application not meeting certain criteria or submitting incomplete or incorrect information? Did the advisory committee misinterpret some of the information submitted?
- Did the original committee notify the applicant of its recommendations two weeks before it was sent to the next level (either to Council or to the Parks, Recreation and Culture Commission), thereby giving the applicant time to respond?
- Does the applicant believe that the recommendation was based on incorrect or incomplete information? Does the applicant believe its information was misinterpreted?
- Did the original advisory committee determine the application should be reconsidered based on this new/different information?

Cultural Operating Grant Grant Guidelines

General Information

1. These grants are only open to arts and cultural organizations registered as non-profit societies in British Columbia in good standing with the registrar and based in Nanaimo.
2. Grants are intended for arts and cultural organizations, not for religious, sports, or social service groups; nor for groups whose primary purpose is to educate through course work, and/or training, as distinct from those that educate through community outreach and programming.
3. Only activities related to arts and culture are eligible – these activities must have a high standard of artistic quality, be open to the public and publicized city-wide. The following activities are not eligible: club or community centre programs, conferences, tours, or any form of staff training. Grant funds may not be applied to scholarships or bursaries, capital expenses, nor to reduce or eliminate existing accumulated deficits.
4. Grants are given to defray a portion of the expenses of organizations that also receive revenue from other sources (ticket or membership sales, donations from private sector, and support from foundations and other levels of government.) The applicant must have completed at least one full year of operation, provide an audited or independently prepared financial statement for the organization's most recently completed fiscal year and firm program proposals and budget forecast for the following year.
5. New and Emerging Organizations who have applied but are not yet registered as a non-profit organization or who have not completed one full year of operation must produce letters of support or demonstrated community interest.
6. Organizations applying for funding of \$15,000 or greater and/or three-year operating funding, must include a three-year program plan and three-year proposed budget, including detail of anticipated funding from Canada Council, BC Arts Council and other funding sources.
7. Grants are to be applied to annual operating expenses and will not be given to assist with a specific event or festival. (Event and festival funding is available through the Arts and Cultural Events Fund)

8. To be considered for a grant, an organization must complete the application form and provide all documents requested.
9. The applicant must adhere to sound standards of corporate governance.
10. The organization must acknowledge the contribution from the City of Nanaimo in any brochures or pamphlets.

Please note: The term of a Cultural Fund Grant is 12 months, and only one application per category per year will be accepted. ***Not all organizations meeting the above criteria will automatically receive a grant.***

Three-Year Operating Funding.

Three-Year Operating Funding is available to established not-for-profit professional arts organizations that have been in existence for at least four (4) years. In order to be eligible, applicants must have received at least one annual grant through the City of Nanaimo's Cultural Funding Program. The organization must have an arts mandate, be recognized for excellence in their artistic discipline, provide annual programming to the community, demonstrate long-range financial stability and be able to articulate long-term artistic visioning and planning.

Definition of Professional Organization: Those organizations that employ professional artists and pay industry standard artist fees and that have paid competent artistic and administrative leadership.

Evaluation Guidelines.

In addition to demonstrated financial need, the following considerations are used to assess requests for grants:

1. **Quality of Programs:** This includes artistic achievement, unique contribution to the city's cultural life, innovation, and in the case of new organizations, potential for development. Qualifying organizations will be recognized for the highest level of artistic quality in their presentations and programs.
2. **Organizational Competence:** Benchmarks include general administrative competence, a functional board, clear mandate and policies, strategic planning, good personnel management, artist remuneration appropriate to the art-form and fundraising effectiveness.

3. **Financial Management:** Accountability, financial track record, current financial status, and ability to secure revenue from sources other than the City are evaluated.
4. **Community Relevance:** In addition to an assessment of general community access and levels of participation, consideration is given to cooperation with other artists, arts organizations, and community agencies: responsiveness to cultural diversity; involvement with priority groups and neighborhoods.
5. **Economic Impact:** Benefits to the community's economy through employment, rentals, purchases and sales stimulated by your organization's activity/project will be considered. Please ensure to provide specific details including ticket sales, out of town attendees, funds spent locally for employment, supplies and venue rentals.
6. **Audience Development:** Applicants' initiatives in marketing and promotion, school and community outreach, and strategic programming are considered. Please highlight the achievements of last year's programs.
7. **Accountability:** Organizations successful in obtaining a City grant for the preceding year will be asked to complete a final report on the previous year's activity or project and to enclose it with the current application. Please use the grant eligibility and evaluation guidelines when completing your report. Applicants will not be considered for any future grant request until this report has been submitted.

Adjudication process.

The Cultural Committee screens applications according to eligibility and makes recommendations to the Parks, Recreation and Culture Commission which then makes recommendations to City Council for the distribution of grants from the City of Nanaimo Cultural Fund. Council decisions are final.

Appeals.

Statement of Purpose: The mandate of the Grants Advisory Committee is to review appeals for process issues only. That is, to determine whether the original Advisory Committee had all the correct information and used the appropriate criteria to make their recommendation. **The Grants Advisory Committee will not revisit the actual decisions, i.e. amount granted.**

- [illegible]

Appendix 4
Nanaimo Cultural Awards

DRAFT

Cultural Awards

The Nanaimo Cultural Committee invites organizations to nominate either an organization or an individual for the "Excellence in Culture" or the "Honour in Culture" Awards. This is our arts and culture community's chance to pay recognition to people and groups that have made a significant contribution to Nanaimo's cultural sector. The awards offer an opportunity to honor an organization or individual who have achieved regional and/or national recognition in the field of arts and culture, or an organization or individual who have been extremely dedicated and supportive of the development of the cultural fabric which identifies this City.

The "Excellence in Culture" Award is to be given to an individual or group for outstanding achievement in a cultural or arts field (e.g. a local artist with national or international recognition). The recipient of this award would be well recognized as a "Nanaimo Artist", having demonstrated excellence in their field, and as being a significant inspiration to others. Previous recipients of this prestigious award have been music teacher Brian Stovel; the award winning Nanaimo Concert Band; internationally acclaimed jazz pianist / singer Diana Krall, author / historian Lynne Bowen, Jazz trumpeter player Ingrid Jensen, Vancouver Island Symphony Conductor Marlin Wolfe, visual artist Sandra Good, the Kirkwood Academy of the Performing Arts; internationally acclaimed singer / performer Joelle Rabu and the Vancouver Island Children's Festival.

The "Honour in Culture" Award is awarded to an individual, group or corporation for outstanding service, dedication or support to the development of arts and culture in our City. Previous recipients of this prestigious award have been arts administrator / volunteer Joyce Horner, theatre supporter Gordon Kirby, arts in the schools proponent and community theatre supporters Alastair and Isabel Hightet, performing arts supporter Roger Desprez, literary arts supporter Thora Howell, the Nanaimo Theatre Group; the Upper Island Music Festival; the Coastal Community Credit Union and the Arts Alive Summer School of the Fine Arts.

The Cultural Committee reviews nominations for both awards with recommendations to the Parks, Recreation and Culture Commission for their endorsement. The awards will be presented by City Council, in the form of a framed photograph of the recipient that will be displayed in the Margaret Strongtharm Gallery at the Port Theatre. The Nanaimo Cultural Committee gratefully acknowledges the generous donation of professional photographic services by local photographer Gary Peters.

Appendix 5
Open House Responses

DRAFT

Open House Responses

A Cultural Strategy for Nanaimo - Feedback from Arts and Cultural Organizations

OVERALL

1. Develop Index.
2. Needs consistent headings, numbering, etc.
3. Put "City of Nanaimo Community Vision", "A Community Vision for Nanaimo's Cultural Development" and "City of Nanaimo Cultural Policy Statement" first in the current document.
4. Bold venture – hopes that it will come into being with funds to support it.
5. With growth in retired population, the ground is fertile with people to enjoy the arts.
6. Well laid out in explaining the various aspects of the program.
7. What are cultural policies for City of Nanaimo? Why are there not more policies?
8. Doesn't like first sentence "In the early 90s Nanaimo began a process of cultural development." Process of cultural development began long before the City got involved.
9. Only pressing need is year-round, long-term, planning calendar of events to alert groups to potential conflicts to collaborate with each other's events.
10. Who is responsible for goals/strategies?
11. Identify who is assigned and who measures each strategy.
12. Public relations needed to ensure buy-in from key organizations.
13. Private/public partnerships – develop specific tasks/outputs to achieve this.
14. 3-year operating grants – kudos!
15. "Creative Class" recognition would be good. Boston has "business incubators" that include dance companies, graphic designers, theatre groups, game designers, marketers, etc. The synergy of these groups is excellent and has created new economic drivers.
16. Art Gallery not listed in first section as being integral part of enhancing the cultural environment in Nanaimo.
17. Nanaimo needs civic public art gallery to bring all galleries responsibilities under one roof.
18. A strong civic art gallery needs to be a priority in strategy discussions as key building block in Nanaimo's cultural infrastructure.
19. Since TheatreOne cancelled half their season, what will happen to their operating grant?

INTRODUCTION AND TERMS OF REFERENCE

1. Line 3 – "The City has been committed....." How are they presently showing commitment beyond funding this Committee?
2. Paragraph 2, line 5 – "requires that the City be committed....." Absolutely! Hasn't happened yet – go to page 5 – Cultural Policy Statement. This suggests that the City of Nanaimo has a Cultural Policy Statement....???

GOALS, STRATEGIES, POLICIES

1. Not all goals have policies or strategies attached.
2. Difficult to isolate policies from action plans or strategies.
3. Clearer concept and definition of terminology required in area of culture per capita (\$2).

RELATIVITY OF DRAFT CONTENT

1. Parks, Recreation and Culture five-year/ten-year plan
2. Expansion of title to Manager of Recreation and Culture.
3. Increased profile of Cultural Committee as committee of Parks, Recreation and Culture Commission.
4. Coming into force of the Community Charter.
5. City Bylaw 2007 No. 7060 relating to Sec. 124 of Community Charter.
6. Development of plan for Public Art under Cultural Capitals of Canada committee.

QUESTIONS RE: WORDING

1. Appendix A, definitions need to be reviewed – specifically definitions for Art and Culture.

REMOVAL OF SPECIFICS FROM DRAFT

1. Don't include specific dollar amounts in general strategy – put details in supporting documents.
2. Leave mandate of Cultural Committee out of strategy. It should be sufficient to outline the establishment of the Cultural Committee as reporting to the PRC Commission with involvement of the Committee to items related to the general subject indicated by the name of the Committee (as is done for the Parks and Recreation Committees of the PRC Commission), and as per City of Nanaimo by-law 2007 No. 7060, Sec. 39.1. (a).

CULTURAL FESTIVALS AND EVENTS

1. No mention of Island Fantasy Ball – BC Championships for competitive ballroom dancing, which was supported by the City last year, with 600 in attendance.
2. Which combination of cultural resources might best be developed into a long-term permanent festival or cultural institution based in Nanaimo such as the Stratford Festival (e.g. the scale of long-term planning that can be envisioned).

COMMUNITY VISION

1. New art gallery key to achieving vision. See statements 6, 7 and 8.

ADMINISTRATION

1. Goal Three – creation of cultural division of Parks, Recreation and Culture
2. Supervisor of Arts and Culture will demonstrate the City's commitment to cultural development and is absolutely necessary for the cultural strategy to be implemented.
3. Can we afford an Arts and Culture Supervisor without decreasing cultural programs?
4. Great plan – hope this person will be an arts manager experienced in working in the arts in a former position. This is crucial for the goals to move forward.
5. Kamloops has really benefitted from an Arts and Culture Supervisor.
6. Many mentioned that having a full-time Cultural Liaison/Manager to represent and advocate to the arts is essential.
7. Overall coordinator of arts groups lacking due to not having a single contact person at City to streamline event/support requests.
8. Rather see the \$100,000 divided annually in municipal program giving direct support to small festivals and similar events. Is adding to staff compliment best way to support local groups?
9. Item 2.1.2 says that the Cultural Committee will comprise nine members, including "Six Members at Large selected and recommended from applications submitted to the PRC Commission." My question is, selected by whom? By the PRC Commission? If so, you could change 2.1.1 to read "Nine members appointed by the PRC Commission" and leave 2.1.2 out. If the Six Members At Large are to be selected by someone else, you should say by whom.
10. 2.2.7 – very important.
11. Goal Three, Strategy 1 – This is extremely important, especially with a focus on coordinating efforts. Artists in any field struggle to balance time for creation with time for admin – there is never enough time for both.

INVESTMENT

1. \$2 per capita very low for support for operating grants. This should be reviewed regularly and pressure applied at political level to achieve reasonable increases.
2. Oliver Woods looks good, too bad floor is rubber – can't dance on it. Double gym not suitable for dancing. Which purposes were considered for this "multi-purpose" facility?

GUIDELINES FOR MUNICIPAL CULTURAL OPERATING GRANTS

1. Be careful not to sacrifice arts for financial gain.
2. New movements in cultural field often not understood or popular at first. They may not get much return at first. Don't want to stymie new development.
3. Para 2 – This effectively eliminates professional arts organizations (not for profit) that have not applied for or received an annual grant from the City's cultural funding program i.e. Nanaimo Chapter, Federation of Canadian Artists – has been in existence in Nanaimo for over 30 years – meets all other criteria.

ART IN PUBLIC PLACES

1. Consider staff of Nanaimo Art Gallery as a resource for Art in Public Places.
2. Initiative is laudable and should really be encouraged strongly.

FACILITIES

1. Excellent start.
2. To encourage development of downtown arts core business tax incentives or rebates could reduce risk.
3. Create arts centre to house artists' studios/sales space with small theatre, art gallery, coffee house, etc. examples of "cultural hubs" on Creative City's website.
4. Create civic public art gallery.
5. Many new facilities for sports, but nothing for culture.
6. Need focus on dance floor – hardwood, sprung if possible – accessible at affordable rate.

7. City should be proactive in acquiring cultural space available e.g. former dance hall with sprung floor that has not been accessible for decades that is now available.
8. No mention of arts and cultural facilities outside of the downtown core.
9. Only one purpose built cultural facility in Nanaimo.
10. Lacking small performance space, rehearsal facilities, Art Gallery, ballroom dance facility (for less than \$300 per night).
11. Of utmost importance!

MARKETING

1. Important to work with cultural sector to collaboratively develop coordinated marketing strategy for arts and cultural activities.
2. Strategy 4 – Isn't this already being done very efficiently by HarbourLiving.ca? Why duplicate their effort?
3. Strategy 6 – Who will decide on awards? Will there be any public input? For cultural awards to have any credibility, or value, the process will have to be transparent and fair.

CULTURAL TOURISM

1. Proposal for financial and other support is good. Kamloops uses formula per head for funding and pays in advance of event.
2. A new civic art gallery – "The building itself should be of interest, and should be placed in an attractive setting in the heart of the city. By offering traveling exhibitions of interest, an opportunity to see the permanent collection, and the work of local and regional artists, we believe it will become a destination point for visitors to the city."
3. Include dance events in Nanaimo in plan as example of why people come to Nanaimo.
4. Difficult for Nanaimo Ballroom Dance Society to obtain information on requests(?) to facilitate tours to Nanaimo.
5. Include Newcastle (Pavilion) as part of cultural strategy.
6. Incorporate "international" into culture in Nanaimo.
7. Sister cities can be developed for cultural and business ties.
8. International biennial (??) that welcome sister city culture participation enhance both culture and tourism.

ECONOMIC DEVELOPMENT

1. Business involvement is essential in a cultural program because of ever rising costs. The program could not be viable without their support.



PROGRAMMING / EDUCATION

1. Least developed strategy.
2. Concern of all groups.
3. How groups measure their success and are judged by others, especially funding bodies.
4. City needs to host annual cultural symposium where information can be shared among organizations and programming responsibilities can be identified and discussed.
5. Some facilities are not affordable.
6. Implied strategy is to make groups go elsewhere for lower rent e.g. the cost of an evening at Bowen Park Auditorium is now \$300. The strategy needs to include an explicit policy to keep costs low enough to be affordable to non-profit groups.

Appendix 6 Endnotes and References

DRAFT

Endnotes and References

1. BCStats, (2007). 2006 Census Profile: Nanaimo, CD.
2. BCStats, (2007). Profile of Immigrants in BC Communities 2006: Nanaimo City.
3. Hereford, N, Schall, J., and Bos, B. 1998 Learning Through Play: Art: A Practical Guide for Teaching Young Children, Teaching Resources/Scholastic. New York, NY
4. Naisbitt, J., and Aburdene, P. 1990. Megatrends 2000: Ten New Directions for the 1990's. William Morrow. New York.

The City's continued investment in arts and cultural organizations will ensure their stability and growth in the community

CITY OF NANAIMO

