

2016 CULTURE & HERITAGE REPORT CARD

Culture Heritage

INTRODUCTION

This Report Card provides a summary of the events, initiatives and economic activity that defined Nanaimo's cultural sector in 7NIG

Culture is what defines us as a community and a people. It is about our history, our values and beliefs and evolves over time. It is central to our identity. Our culture is what makes our city unique, distinctive and vibrant. It is everything that enriches our lives. It is about quality of life and pride of place and makes our city look and feel the way it does. Culture is why people love where they live.

Nanaimo is located within the Snuneymuxw First Nation Traditional Territory and is the home of the Coast Salish people who have inhabited the land since time immemorial. The name Nanaimo is actually a variation of the Salish word "Sne-neymous" which means "gathering place". A mix of many cultures and demographics now gather and comprise our city.

"Culture and heritage defines us as a community and a place. It is not something we have, it is who we are. It's everything we were and will be."



MESSAGES

Message from the Mayor

Cultural vitality is one of five values identified in the City's Strategic Plan required to ensure a successful community, and is a major driver in building a prosperous and successful city. Our balance of cultural, economic, environmental, social and active lifestyle policy helps to ensure that Nanaimo remains culturally vibrant and provides a high quality of life for our citizens.

- Bill McKay, Mayor

Message from the Chief Administrative Officer

Adopted by Council in 2014, Nanaimo's "Cultural Plan for a Creative Nanaimo" provides a policy and planning blueprint for achieving the City's goals and objectives in supporting and expanding the capacity of Nanaimo's cultural sector. This report card provides a summary of the progress made with respect to these goals and objectives in 2016. It underscores the City's commitment to applying a cultural lens to its policy, planning and actions which ensures that Nanaimo is a culturally vital city, with the consequent social and economic benefits that this entails.

- Tracy Samra, Chief Administrative Officer

CULTURAL PLAN FOR A CREATIVE NANAIMO

We recognize the growing importance of the role played by creativity, innovation, arts and culture and quality of place, for a healthy vibrant community.

In 2008, the City was named a Cultural Capital for Canada. In 2012, the City identified Cultural Vitality as one of the four pillars of sustainability, with a goal of balancing social, environmental, economic and cultural perspectives for generations to follow.

Adopted by Council in 2014, the Cultural Plan for a Creative Nanaimo was developed with input from thousands of residents and numerous cultural organizations. It is a guiding document for the community and the City's Community and Cultural Planning Section.

"Nanaimo is a healthy, vibrant and prosperous community that recognizes the importance of creativity and cultural vitality for quality of life and place"



CREATIVE SECTOR ECONOMIC IMPACT



\$94 million*

total estimated direct gross output attributed to Nanaimo's Arts & Culture sector

\$7 million*

tax revenue paid to all levels of government

1,500-3,000

estimated # of volunteers in Arts & Culture sector *

874

creative sector workers *

202

businesses in the Arts, Information, Culture & Recreation Sector [2014 BC Stats & Statistics Canada]

* 2012 Nanaimo Arts & Culture Economic Impact Study



1.8%

workers in creative sector as % of entire City/Region workforce *

ARTS IN ACTION



Nanaimo Resident Survey Grade for "Arts and Culture" (2015 Vital Signs Report)



\$23 /citizen
cost for art & culture projects,
initiatives & facilities /year



less than 10% arts budgets provided by local govt



\$2,165,290 Port Theatre ticket revenue



\$1,260,000
total economic output generated by the
Vancouver Island Symphony
[via. 2009-2010 VIS Economic Impact Assessment]

FACILITIES

Many of Nanaimo's iconic culture and heritage places and spaces are managed by long-term, dedicated non-profits. Thanks to the dedicated and talented efforts of our managing partners; residents, artists and cultural organizations have affordable, quality space in which to create, perform, exhibit, learn, engage and be entertained.

Port Theatre Managed by the Port Theatre Society

108,837

davs of use

284 shows, performances & contracted events

Nanaimo Art Gallery Managed by the Nanaimo Art Gallery

20,000+

32U days of use 11,842 kids participating (TD Artist in Schools program)

Nanaimo Community Archives Managed by the Nanaimo Community Archives Society

1,000+
on-site inquiries

16,UUU web visits **20,000** youtube channel visits

Harbour City Theatre

Managed by the Harbour City Theatre Alliance

8.365 visitors

257 days of use

737 shows. performances &

contracted events

Nanaimo Museum & Bastion

Managed by the Nanaimo District Museum Society

66,626

199

visitnrs

days of use

temporary exhibits, school programs, presentations & guided tours

Vancouver Island Conference Centre

Managed by Atlific Hotels

43.922

visitors

428 events

\$8,369,550 economic impact

Vancouver Island Military Museum

Managed by the Vancouver

6,429 visitors



PUBLIC ART

A successful public art program can help communities interpret their environment and develop a sense of pride and ownership for public places and their neighbourhoods.



Community Plan for Public Art

Adopted in 2010 and developed through a community planning process, the plan identifies the benefits of public art in the urban fabric, Nanaimo's vision and goals for public art.

Temporary Public Art Program

Each year, artwork is installed on a temporary basis in City parks and public spaces. The parks essentially become outdoor art galleries showcasing artworks for a limited period of time.

public art installations in the Community Public Art Inventory as of July 2016



2016/17 Street Banner **Design Competition**

Each year, we invite artists to submit designs for the City Street Banner Program. The successful design is installed on major streets throughout the City for a two-year period.

[Photo: 2016/17 Street Banner Design by Patrick Belanger]

Art in the SARC Program

A collaboration between the City and John Barsby Community School's visual art and photography students, the program highlights the talent of Nanaimo's young artists by displaying their works in the City's SARC Building for public viewing. Every few months, the artworks are replaced with a new series.



Functional Urban Art Reference Guide

Created as a visual guide (for staff reference) for the creation of private and public art. It provides examples of how mundane components of the urban environment can become a magical doorway into the human experience through the mind of an artist.

new temporary
public art installs in 2016
[installed as part of Public
Art Week] and promoted
through the Self-Guided
Public Art Tour Brochure



HERITAGE CONSERVATION & PROMOTION

The City is committed to nurturing and promoting the protection and conservation of Nanaimo's built heritage resources, which help create a community with a unique sense of place for residents and visitors alike.

Community Heritage Register



Heritage Conservation Program Review & Update

Continued to look at the program under a cultural lens in order to align the program's operational objectives with the Department's mandate and the policy/action objectives in the Cultural Plan for a Creative Nanaimo.



2016 Amendments to the Community Heritage Register include removal of Harewood School due to demolition.

Heritage Facade Grant Project Completed

426 Fitzwilliam Street (Angell's Trading Building)



"Seagull Eye" Aerial View Videos

A series of 10 short videos featuring "Seagull Eye" aerial views of Nanaimo's downtown heritage buildings were released starting in November 2016. The 60-second videos promote awareness of Nanaimo's built heritage with each building being featured from a unique aerial perspective.



2016 Heritage Summit

Annual gathering of culture and heritage groups held in February to celebrate Provincial Heritage Week and share information regarding local heritage initiatives.



CREATIVE PLACEMAKING

Creative Placemaking intentionally leverages the power of the arts, culture and creativity to serve a community's interest while driving a broader agenda for change, growth and transformation in a way that also builds character and quality of place. It be used to engage residents locally, enhance public space and contribute to healthy sustainable communities.



Public Pianos Project

Designed to provoke people into engaging with, and claiming ownership of their urban landscape. A piano was placed in downtown Nanaimo outside Serious Coffee on Commercial Street, giving residents and visitors the opportunity to express themselves.



Third Annual PARK(ing) Day Event

A concept developed to create opportunities to animate and activate public space. The overall goal is to engage the public in thoughtful discussions around the activation and use of public space in Nanaimo.

PUBLIC RECOGNITION

Culture and Heritage Awards

Each year, we celebrate the best of Nanaimo's culture and heritage at a special awards ceremony held at the Port Theatre and featuring a lineup of entertainment by local talent.

Emerging Cultural Leader Award

Alyssa Glassford

John Thomson Heritage Memorial Award

John Hofman

Honour in Culture Award

Debbie Trueman

Excellence in Culture Award

Susan Juby



Civic Merit Awards

These awards recognize those who bring honour to Nanaimo for outstanding achievements in sports, arts and culture.

International Champions!

Wellington Secondary Jazz Academy (Kenton Dick, Ethan Olynyk, Carmella Luvisotto)

GRANTS

Many of Nanaimo's Culture and Heritage organizations have been instrumental in leveraging the City's investment which shows the impact and understanding these groups have of the benefits of building a strong and sustainable cultural community.

culture and heritage grants \$287,792

total Project & Operating grants provided to 24 culture and heritage organizations (in 2016) \$3,046,530

total grants, donations & revenues leveraged from other levels of gov't/corporations/foundations, individual donors & ticket sales to support organizations, groups & projects [in 2016]

\$1,012,951

Total operating grants for City-owned facilities [Museum - Port Theatre - Art Gallery - 25 Victoria Road]

\$5,171,492

leveraged in private investment

heritage facade grants

\$135,216provided from 2008 to 2015

Provides financial assistance (up to \$10,000 per street-facing facade) for rehabilitation and enhancement of heritage buildings in the downtown core; and promotes economic growth and investment.



heritage home grants

\$30,672 provided [from 2008 to 2015] \$125,100 leveraged in private investment

Provides financial assistance (up to \$2,500 per home) for structural and exterior building improvements of residential heritage buildings.



Provides financial incentive in the form of a tax exemption [up to 10 years in length] for major rehabilitation of commercial heritage buildings.

POETRY

Poet Laureate

Naomi Beth Wakan, Nanaimo's Inaugural Poet Laureate, completed her three-year term in 2016. Naomi served as a true "people's poet" and during her tenure raised awareness of poetry and the positive impact it can have on community life.

Mayor's City Poetry Challenge

Initiated by the Mayor of Calgary as a way to celebrate National Poetry Month (April), the Poet Laureate and high school students read poems to Mayor and Council at a Council meeting.

Nanaimo Poetry Walk

The Poetry Walk captures poems written by the outgoing Nanaimo Poet Laureate. This project highlights Nanaimo's support for Poetry and the Literary Arts and also reinforces the success of the Poet Laureate program started in 2014.

Nanaimo Poetry Map

Inspired by our Poet Laureate, the Poetry Map was created on the City website and a public call for poetry initiated. Selected poems continue to be added to the interactive map on a regular basis.

Youth Poet Laureate Program

Council approved establishing a Youth Poet Laureate Program for poets aged 13 to 21 years to serve a one-year term.



3U+ appearances in 2016



Naomi reading to the audience at her end of term Farewell Celebration.

SOCIAL MEDIA

We encourage knowledge and creative dialogue with residents through social networking on Instagram, Facebook and Twitter, our monthly eNewsletter and contests



Instagram [www.instagram.com/cultureandheritage]

followers

posts

4,441

likes



Facebook [www.facebook.com/cityofnanaimo]

6,931

posts

likes



subscribers

COMMUNITY & CULTURAL PLANNING SECTION

The Community and Cultural Planning Section brings Nanaimo's culture and heritage to life every way, every day. Externally focused, the section leads the planning, design, development, operation and maintenance of Culture and Heritage services and programs, and is responsible for building relationships, liaison and (in some cases) contract maintenance with community organizations, businesses and all levels of government.

Bruce Anderson

Manager, Community & Cultural Planning

Chris Sholberg

Culture & Heritage Planner

Chris Barfoot

Culture & Heritage Coordinator

Rebecca Buckler

Administrative Assistant

Contact

Email: cultureandheritage@nanaimo.ca

Phone: 250-755-4483

Office: 411 Dunsmuir Street (Service & Resource Centre)
Mailing: 455 Wallace Street, Nanaimo BC V9R 1R2



"Culture and heritage defines us as a community and a place. It is not something we have, it is who we are. It's everything we were and will be."

KEY PARTNERS

The 2014-2020 Cultural Plan for a Creative Nanaimo recognized that partnerships and collaborations are critical to Nanaimo's ongoing and future success

The Community and Cultural Planning Section works with many government and community partners and stakeholders to strengthen the creative sector. Diversity and capacity are key drivers of collaborative success. Recognizing, connecting and celebrating all parts of our community build capacity and opportunity. The list below represents just some of the key partners that are integral to the implementation of the Plan.























GREATER NANAIMO

















MORE 2016 SUCCESSES



2016 Culture and Heritage Awards Ceremony



"Seagull Eye" Aerial View Videos of Heritage Buildings



Poet Laureate End of Term Celebration



Living History Speaker Series



First poem for Nanaimo Poetry Walk by Naomi Beth Wakan



Self-guided Tour Brochure created for new public art installations



Installation of Colliery Dam Park Historical Interpretive Signs



Staff attended 2016 Creative Cities Conference in Surrey



The Frame - Rehab Work



St. Paul's Church Hall Completion Ceremony



Participation in 2016 Mayor's City Poetry Challenge



Instagram@cultureandheritage



Royal Architectural Institute of Canada Conference - Downtown Design Charette



Food Truck Festival



Toolbox for Change



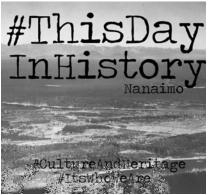
Poetry in Transit Unveiling Ceremony



Where is Here? Campaign with Vancouver Island University



E&N Train Station - Island Rail 130th Anniversary Celebration



#ThisDayInHistory facebook postings



2016 Heritage Summit held at Nanaimo Museum



Robins' Garden Mounting Stone Relocation



Italian Fountain restoration project



Parklet project continues on Commercial Street



Public piano at Diana Krall Plaza



Little Libraries installed in neighbourhoods across City



New poetry added to Nanaimo Poetry Map



The World Remembers Project in partnership with VIU



2016 PARK(ing) Day held along Commercial Street

