

A Cultural Plan for a Creative Nanaimo

Strategies/Actions – Priority List

Strengthening the Creative Sector: Build stronger relationships with, and between, cultural organizations and businesses and increase opportunities for working together to build capacity within organizations.

Strategies/Actions	Current Priorities/Work Completed
5. Build relationships and good linkages among people, institutions and cultural organizations.	<ul style="list-style-type: none">▪ Work with SFN on Public Art initiative (2014-2017).▪ Culture Manager's Working Group Ad Campaign – Love Arts Nanaimo (2016/2017).▪ Canada 150 Celebrations Committee (2016/2017).
7. Provide and support regular networking opportunities, educational workshops, forums, etc.	<ul style="list-style-type: none">▪ Annual Heritage Summit (2014-2017).▪ Monthly Culture and Heritage e-Newsletter (2014-2017).▪ Senior's initiative - Living History – oral history events – (2016/2017).▪ Newcomer Event – One Community – Our City, Our Stories (2017)▪ Create Culture Summit -similar to Heritage Summit (2018).▪ Create a Culture Network (similar to Neighbourhood Network – 2018).

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Cultural Asset Mapping: Continue to inventory and map community cultural assets and resources in order to identify needs and opportunities for investing in future cultural development and to demonstrate the breadth and variety of cultural activity in our community.

Strategies/Actions	Current Priorities/Work Completed
12. Ensure that Nanaimo's cultural heritage resources (heritage buildings, historic sites, archaeological sites) are conserved.	<ul style="list-style-type: none">▪ City's Heritage Conservation Program currently under review and update (2016/2017).▪ Heritage Register updates (every 1-2 years – 2017).▪ Heritage building incentive programs (façade grants, property tax exemption, home grants):<ul style="list-style-type: none">- 1 façade grant (2016)- 2 façade grants, 1 home grant (2017)
13. Celebrate Snuneymuxw First Nation art, history and culture.	<ul style="list-style-type: none">▪ Collaborate on SFN culture and heritage initiatives as they arise:<ul style="list-style-type: none">- Public art at Water Treatment Plant and on Departure Bay Waterfront Walkway (2016/2017).▪ Work with SFN to tell their story through history, place names, etc.<ul style="list-style-type: none">- e.g. traditional place name signage for local rivers and creeks (2017).▪ Archaeological Mapping and Liaison Program – Archaeological Overview Assessment for City (2017/2018).

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Integration and Sustainability: Implement “Cultural Vitality” as the fourth pillar of sustainability and integrate cultural planning into municipal planning and decision making (city planning and development through a cultural lens).

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21. Facilitate grassroots arts/cultural opportunities from a young age.	<ul style="list-style-type: none">▪ Creation of a Youth Poet Laureate position (2016).▪ High School Poetry Competition (2016).▪ Collaborate with Youth Council (2016/2017).▪ Art in the SARC Program (2014-2017).
23. Provide education and awareness of the benefits of investing in cultural planning and development.	<ul style="list-style-type: none">▪ Production of annual Culture and Heritage Report Card (2014 – 2017).▪ Implement Parklet and Parking Day initiatives on Commercial Street (2014-2017).▪ Support Royal Architectural Institute of Canada (RAIC) street festival and open space design competition (2016).▪ Support Terminal/Nicol Upgrade Plan implementation (2016/2017).

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Investment: Invest in cultural planning and development as a core part of community building for a prosperous and successful community.

Strategies/Actions	Current Priorities/Work Completed
27. Support ongoing funding and stable core funding to nonprofit arts and cultural organizations.	<ul style="list-style-type: none">▪ Culture and Heritage Grants (Projects/Operating) are issued annually:<ul style="list-style-type: none">- 2016 Total Grant Funding: \$284,545.- 2017 Total Grant Funding: \$316,519.▪ In addition, operating subsidies for specific cultural facilities are provided, such as Museum, Art Gallery, and Archives.▪ Downtown Event and Revitalization Funding Program (DERF) - \$117,121 program budget – taken over from DNBIA (2017).

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Governance: Continue to inventory and map community cultural assets and resources in order to identify needs and opportunities for investing in future cultural development and to demonstrate the breadth and variety of cultural activity in our community.

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34. Establish effective linkages between cultural planning and other local planning processes.	<ul style="list-style-type: none">▪ Continual implementation and connection building.▪ Poet Laureate Poetry Map – Poetry in Transit (2016).▪ South Downtown Waterfront Master Plan (2016/2017).▪ Waterfront Walkway Implementation Plan (2017/2018).

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Quality of Life and Place: Make culture an important part of quality of life and quality of place factors when planning for a vibrant, attractive, livable and sustainable community.

Strategies/Actions	Current Priorities/Work Completed
38. Support the Official Community Plan in planning mixed use neighbourhoods and grassroots communities.	<ul style="list-style-type: none">▪ Staff comments on development projects through Planning and Design Department's referral process.▪ Promoted through policy contained in OCP and associated neighbourhood plans:<ul style="list-style-type: none">- Hospital Area Plan (2017).- Coordination of OCP Amendment process (2017).

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Creative Industries: Use cultural planning to stimulate the local economy towards greater economic growth.

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44. Create programs to retain/attract bright young minds to promote Nanaimo as a centre for innovation, creativity, technology and culinary tourism.	<ul style="list-style-type: none">▪ Participation on NEDC Board (2014-2016) – now City of Nanaimo Economic Development Office.▪ Participation in Inspire Nanaimo initiatives (2014-2016).
45. Use the Arts and Culture Economic Impact Study from NEDC.	<ul style="list-style-type: none">▪ Reference Impact Study whenever possible to underscore economic value of arts and culture sector.
46. Provide tax incentive for new, start-up creative/cultural business in the downtown core.	<ul style="list-style-type: none">▪ Research incentive programs in other municipalities (2017).▪ Develop a property tax incentive program concept to pitch to Council (2018).▪ If approved, amend OCP to set up program.
48. Promote Nanaimo as a cultural tourism destination.	<ul style="list-style-type: none">▪ Bloomberg/Trivago/Tripadvisor success by Tourism Nanaimo (2016).▪ Social media initiatives by Community and Cultural Planning – Facebook, Instagram, etc. (2014-Present)▪ “Seagull Eye View” 60 second aerial videos of 10 heritage buildings (2016/2017).

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Cultural Tourism: Leverage our cultural assets and resources to make Nanaimo a desirable place to visit for interesting and unique cultural experiences.

Strategies/Actions	Current Priorities/Work Completed
54. Identify and celebrate our First Nations culture and legacy through public gathering spaces, joint initiatives and celebrations.	<ul style="list-style-type: none">▪ Elder blessings and welcoming at City events and ceremonies.▪ Collaborate on SFN culture and heritage initiatives whenever possible (e.g. public art):<ul style="list-style-type: none">- Water Treatment Plant (2016/2017)- Departure Bay Waterfront Walk (2016/2017)▪ Participation in Heritage Conservation Program Update and Review (2016).
55. Showcase our cultural assets, resources and history, and heritage.	<ul style="list-style-type: none">▪ Expand heritage walking tour brochure series (2015-Present):<ul style="list-style-type: none">- Old City- Heritage Bike Tour- Cemeteries and Monuments▪ Installation of Italian Fountain Interpretive Sign (2016).▪ Expand heritage sign interpretation locations:<ul style="list-style-type: none">- Wellington/Claxton (2015-2017).- Newcastle Heritage Walk (2016/2017).- Harewood School (2017).▪ Temporary Public Art Brochure (2014-2017).▪ Culture and Heritage Awards/Strongitharm Gallery (2014-2017).▪ Inventory of Public Art – Mobile App (2015-Present).

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Events and Festivals: Encourage and support events and festival organizations to collaborate in providing interesting, vibrant and timely events and festivals throughout the year and to elevate Nanaimo's tourism potential as an events and festivals destination.

Strategies/Actions	Current Priorities/Work Completed
57. Provide greater support to events and festivals.	<ul style="list-style-type: none">▪ Ongoing promotional and funding support for annual Culture Days, Multi-Cultural Festival, Heritage Days, Bathtub Festival Street Fair, etc.▪ Promotion of Nanaimo Hospitality Society funding program (2015-Present).▪ Downtown Event and Revitalization Funding Program (DERF) - \$117,121 program budget – taken over from DNBIA (2017).

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Connecting People, Communities and Ideas: Improve connectivity in Nanaimo, including physical connectivity for cars, transit, bicycles and pedestrians and people connectivity through ongoing community engagement, information sharing and consultation.

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78. Implement the waterfront walkway expansion. (Departure Bay to Cruise Ship Terminal).	<ul style="list-style-type: none">▪ Develop Downtown Cultural Trail/Coal Town Trail concept with Parks and Recreation Department (2016/2017).▪ Support South Downtown Waterfront Master Plan process with respect to public art, heritage interpretation and archaeological sites (2016/2017).▪ Work with SFN on new art placement along Departure Bay Waterfront Walk (2016/2017).▪ Support development of Waterfront Walkway Implementation Plan (2017/2018).
79. Enhance and expand the Nanaimo Cultural Awards Program.	<ul style="list-style-type: none">▪ Annual celebration held at the Port Theatre to celebrate artists, creative professionals, arts, culture, heritage leaders, and heritage projects. Average attendance in the 300-400 range.

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Cultural Spaces and Places: Encourage our community at large to value our culturally rich spaces and places as essential assets that we can leverage for economic growth and for making Nanaimo as desirable place to live. Ensure that we have quality, affordable, interesting and sustainable cultural spaces and places.

Strategies/Actions	Current Priorities/Work Completed
83. Fully support and continue to implement the 2010 Community Plan for Public Art.	<ul style="list-style-type: none">▪ Temporary Public Art Program showcases numerous pieces of art along the downtown waterfront and in Diana Krall Plaza area. Annual budget in \$20 – 30,000 range.▪ Street Banners (annual program).
84. Update the Community Plan for Public Art to incorporate one percent for public art for all civic building projects (above ground).	<ul style="list-style-type: none">▪ Need a report to Council and Council approval to make this policy change (2017/2018).

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Strategies/Actions

87. Implement the cultural spaces and places (new and existing) Cultural Asset Priority Plan.

- Extend Waterfront Walkway (Departure Bay to Cruise Ship Terminal, and animate with heritage and public art.
- Support Diana Krall Plaza development plan and animate the plaza.
- Support construction of outdoor performance space (outdoor amphitheatre) in Maffeo-Sutton Park.
- Support the Nanaimo Art Gallery phased development plan to create a “Class A” public art gallery.
- Support creation of purpose-built, small performance space and rehearsal spaces.
- Support the Port Theatre’s plan for building a small performance and rehearsal space expansion.
- Support options for creating other small performance space.

Current Priorities/Work Completed

- Ongoing funding support and advocacy for City-owned cultural facilities including Museum, Military Museum, Art Gallery, Port Theatre, and Harbour City Theatre.
- Active support for Port Theatre expansion project - Community Performing Arts Centre (2017/2018). City has committed 4.6 Million to the project.

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91. Continue to improve existing urban design policy/guidelines.	<ul style="list-style-type: none">▪ Review and provide input to Planning and Design section development referrals.▪ Update Downtown Heritage Building Design Guidelines (\$50,000 budget) and combine with Planning and Design Section's Downtown Design Guidelines update process (2017/2018).▪ Creation of Integrated/Functional Urban Art Reference Guide (2016).