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**REPORT TO ARTS COMMITTEE
MEETING OF WEDNESDAY JULY 14, 2010**

SUBJECT **Raising Awareness of the Arts Service (Strategic Priority)**

ISSUE

A strategic priority of the Arts Committee is to raise the awareness of the Arts Service and the benefits of the arts. This is an information report on the results of actions to date as outlined in the Strategic Priority Actions Plan.

BACKGROUND

The strategic priority to raise awareness of the Arts Service and the benefits of the arts was adopted May 2010. This table lists the actions and summarizes the results to date.

Results have been achieved for items a, d, e and g with additional successes summarized after the table.

Action	Results
a) Encouraging organizations to provide complimentary admissions to events	The minutes of the June 9, 2010 Arts Committee minutes record that committee members appear to be receiving more frequent invitations to events.
b. 1) hosting or attending receptions 2) creating a standing agenda item for organizations to present at Arts Committee	1) Plans for a hosted reception are not currently in development although possibilities exist for an event to be held in conjunction with the Arts and Culture Trade Show (second annual) proposed for the fall of 2010. 2) not created as processes exist for organizations to present to committee as well as to be invited to provide information.
c) Semi-annual report to CRD board	A schedule of semi-annual reports to the CRD board has not been set.
d) Creation of an Arts Development report for distribution to Councils	The first "Arts Development Update" was distributed in April 2010. The second update is attached to this report with copies available for distribution.
e) Engaging CRD corporate communications to develop a communications plan	A CRD Corporate Communications proposal was approved at the June 9 meeting to provide the following: an information brochure and PowerPoint presentation, develop an "earned media campaign" to include media appearances and interviews, editorials, drop-in articles, letters to the editor, response letters and the use of social networking. A brochure design is being considered with content pending Arts Committee decisions on target audiences for the brochure as well as final decisions on funding models for municipal participation (under review). Corporate Communications recently obtained an interview of the Chair on CFA's <i>Eye on the Arts</i> .

Action	Results
f) Reviewing requirements for recognition of funding	A review of the requirements for recognition of funding should be considered as part of the priority to review eligibility criteria.
g) Ensuring implementation of (f)	Tracking of recognition of the CRD by funded organizations is an ongoing task.

Following the adoption of the Strategic Priorities Action Plan at the May 12, 2010 Arts Committee Meeting and prior to approving the Corporate Communications proposal on June 9, Arts Development staff had obtained the following:

- letter to the editor, signed by the Chair, Focus Magazine, June 2010 re: CRD support of the arts *
- letter to the editor, signed by the Chair, Times Colonist, June 20, 2010 re: CRD public art website *
- cover article, Monday Magazine, June 17-23 issue, "Orchestrating Support: The CRD Arts Development Office Remains a Bright Light in the Darkness of Continuing Arts Cuts". One positive response letter was published in the June 24-30 issue. *
- CFAx interview with Liz McArthur, June 16, 2010, Arts Service Manager subbing for Chair who was unavailable.

ALTERNATIVES

That the Arts Committee receive this report for information.

CONCLUSION

Some success has been obtained in placing the Arts Service in the media and in front of the public eye. Following clarification of key messages and target audiences it is expected that Corporate Communications will provide additional results as specified in the proposal approved by the Arts Committee on June 9.

RECOMMENDATION(S)

It is recommended that the Arts Committee receive this report for information.



James Lam
 Manager
 CRD Arts Development

* Items attached