



Making a difference...together

**REPORT TO THE ARTS COMMITTEE
MEETING OF WEDNESDAY, SEPTEMBER 10, 2014**

SUBJECT 2012-14 WORK PLAN

ISSUE

Results of 2012-14 work plan

BACKGROUND

A joint meeting of the Arts Committee and Arts Advisory Council held in early 2012 produced the Arts Development 2012 - 2014 strategic plan. The plan was received by both committees and adopted by the Arts Committee in May 2012.

The plan reflected a revised and refined mission and vision statement, established five goals and resulted in a six point work plan for 2012-14. The five goals were: to increase access; sustain growth; increase awareness; provide responsive, effective, accountable granting; and increase funding.

COMMENTS

Successes and Achievements

- The IDEA grant program was implemented in a pilot program and subsequently renewed. While not attracting as high a number of applications as initially anticipated the program provided and continues to provide new access to many organizations not previously eligible and has enabled the production of interesting, varied and significant arts-based programming by organizations that would not otherwise have been able to consider such programming.
- The Arts Service supported the artsVest Program, a partnership with other public-sector funders and Business for the Arts. This program provided workshops and training to arts organizations to assist them in creating meaningful and sustainable relationships with the private sector. From the artsVest final report: “artsVest Capital Regional District reached 60 arts professionals for sponsorship training workshops. We have seen 17 participating cultural organizations partner with 54 businesses of which 38 are first-time business partners and 47 are long-term sponsorships, generating \$199,872.63 in new private sector investment from \$66,966 matching funds to date, and resulting in an influx of \$266,839 to Capital Regional District’s cultural economy.”
- Group 1 participants supported small increases in the operating grant fund in the last two years of the current budget cycle and two out of three non-group 1 participants have increased their contributions to the recommended 30% of group 1 level. In addition, a nonparticipating municipality made a cash contribution to the service in both 2013 in 2014.

Arts Committee – September 10, 2014
2012-14 Work Plan

2

- The revised vision and mission statements from the 2012-14 Arts Development Service Strategic Plan were endorsed by the CRD Board in June 2012.
- “Maintaining support for arts and culture” was added as a sub-goal to the CRD Strategic Plan.
- A follow-up study, completed in 2013 showed that the economic activity of the arts has grown slightly since the initial study in 2011.
- Refinement of the adjudication processes continue. Annual examination of the adjudication systems are intended to provide increased assurance and accountability that support the recommendations provided to the Arts Committee.
- Steady growth continues in activity on the Arts Development Facebook site.

Challenges and Lack of Progress

- Esquimalt, a group 1 participant, has expressed a desire to examine the possibilities for reduction or withdrawal of its participation in the service.
- Fewer Arts Updates than that specified in the work plan were produced.
- Little action has been taken on the development of a public art policy for the CRD.

Past practice calls for a joint meeting between the Arts Committee and Arts Advisory Council early in 2015 to review and establish work priorities and goals for the upcoming mandate.

SUMMARY

There have been notable achievements in the work plan which is in addition to those related to the core granting programs.

Potentially the most notable challenge requiring attention is Esquimalt’s examination of its current status as a group 1 participant.

RECOMMENDATION

The recommendation is to receive this report for information.



James Lam, Manager
 CRD Arts Development Service

JL:sb

Attachment: Appendix 1 – 2012-14 Strategic Priorities Work Plan

Complete	Actions taken, ongoing or completion pending	Action required
----------	--	-----------------

1. Develop a public art policy

STRATEGIES	ACTIONS	ACCOUNTABILITY	TIMING	PERFORMANCE MEASURES	STATUS
Demonstrate the benefits of public art to municipalities in the CRD and use this information to build support for a CRD specific public art policy.	Research best practices and policies, identify requirements for a model that would work in the CRD environment	Staff	TBD	Policy is developed	Action required
	Build political support for adoption of a CRD public art policy	AC	TBD	Policy is adopted	Action required

2. Integrate the Arts Service into the CRD Sustainability Strategy

STRATEGIES	ACTIONS	ACCOUNTABILITY	TIMING	PERFORMANCE MEASURES	STATUS
Network with other CRD committees, Corporate Communications and staff to identify areas where the arts can be integrated into the CRD strategic plan.	Work with CRD board and municipal councils to include arts.	AC	Summer 2012	Arts priorities and issues are integrated into CRD sustainability issues	"Maintain support for Arts and Culture" was added to the CRD 2012-14 Strategic Plan as a sub-goal.
	Participate in business case analysis for a CRD Sustainability Centre	Staff	Business case analysis Sept-Dec. 2012	Arts integrated into sustainability centre	First meeting Sept 24/12. * Update - sustainability Centre project on hold (June 2013) as lead CRD staff person has been seconded.

3. Raise awareness of the Arts Service and the benefits of the arts

STRATEGIES	ACTIONS	ACCOUNTABILITY	TIMING	PERFORMANCE MEASURES	STATUS
Build on current information networks as well as identify and develop new opportunities to connect with target audiences: local politicians, organizations (currently funded or not), the general public;	Continue with regular "Arts Updates" for distribution to all municipalities.	staff/AC	3x year	PG Update March 2012	distributed
				IDEA Update June 2012	distributed
				OP Update November 2012	distributed
				OP Update February 2014	distributed
Identify and build on ways to disseminate information on the Arts Service to those audiences	Keep the Arts Service in the public eye through regular media releases on key activities.	staff	Per schedule	Increase in media hits. Increase in number of applications	ongoing
	Build activity on social media sites	staff	ongoing	Growth in Facebook "likes". Increase in Twitter followers.	Ongoing (tracked viaFB stats)
	Continue with advocacy aimed at increasing support of the Arts Service	AC	ongoing	Increased contributions and/or new municipalities supporting the Arts Service	<ul style="list-style-type: none"> Revised Group 2 funding proposed (30% of Group 1, June 2013) Highlands & Metchosis agree. Presentation to Sidney made July/13. Sidney will consider at Oct. 2013 planning meeting.

4. Maintain the collection and communication of economic indicators of the arts

STRATEGIES	ACTIONS	ACCOUNTABILITY	TIMING	PERFORMANCE MEASURES	STATUS
Identify areas where economic indicators of the arts are collected and report that information in strategic ways.	Continue to collect economic data through application forms. Use this information in Arts Updates.	staff	ongoing	Data collected. Arts Updates produced.	Data recorded <ul style="list-style-type: none"> 2014 Operating grant d/I Sept 18/13

	Allocate funding to repeat the economic activity study of the arts in the capital region.	AC	September 2013	Study commissioned	Funding from reserve approved (AC June 13/12). Funds from Victoria Foundation confirmed. Report complete. Media event held. Data incorporated into Victoria Foundation Vital Signs
	Collaborate with Victoria Foundation's Vital Signs Report to release the report's information	Staff		Study released	<ul style="list-style-type: none"> • 1st planning meeting scheduled Sept. 11/12 • Report complete • Media event with Victoria Foundation Vital Signs, Oct. 2013.

5. Pursue the CRD Board's adoption of the Arts Service vision and mission

STRATEGIES	ACTIONS	ACCOUNTABILITY	TIMING	PERFORMANCE MEASURES	STATUS
AC members brief their CRD Board reps to support the motion.	Forward report to Board	Staff	June 2012	Arts Visions and Mission endorsed by CRD Board	Strategic Plan received and Vision and Mission statements endorsed (CRD Board meeting, June 13 , 2012)
	Advocate for endorsement with local councils and CRD Board reps.	Arts Committee	June 2012		

6. Develop a strategy for enhancing relations with the CRD board

STRATEGIES	ACTIONS	ACCOUNTABILITY	TIMING	PERFORMANCE MEASURES	STATUS
Identify opportunities to profile the arts and the Arts Service to the Board	Report to the CRD Board Distribute Arts Updates	AC/Staff	TBD	Reports received by CRD Board	• (see #5)
					• "Arts Updates" distributed as produced