



City of Richmond

## Report to Committee

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**To:** Parks, Recreation and Cultural Services Committee  
**From:** Kate Sparrow  
Director, Recreation & Cultural Services  
**Re:** **Richmond Art Strategy**

**Date:** February 12, 2004  
**File:**

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### Staff Recommendation

That Council direct staff to seek public and stakeholder input on the draft Arts Strategy.

Kate Sparrow  
Director, Recreation & Cultural Services  
(4129)

Att. 1

FOR ORIGINATING DIVISION USE ONLY

CONCURRENCE OF GENERAL MANAGER

## **Staff Report**

### **Origin**

In 2002 the City embarked on developing an Arts Strategy for the City of Richmond. The Arts Strategy purposes were to:

- outline a vision for the arts in Richmond;
- identify needs and gaps within the community and of the different sectors that contribute to the cultural life of the community;
- identify the role of the City in the development and growth of the cultural sector; and,
- identify opportunities for expanding the economic contribution of the cultural sector and enhance the cultural tourism opportunities within the community.

The starting premise was that the City wished to be seen as a city with a thriving cultural life where the opportunities for participation in the arts at all levels are accessible, where artists feel they have a place and are seen as contributing to the community, where cultural industries are welcomed and where cultural activity is visible and supported.

The Richmond Community Needs Assessment conducted in 2001 also indicated that there is an interest and a need to increase the priority placed on the arts.

A Steering Committee was appointed by Council to work with staff and the consultant in the development of the strategy. Representatives from the Community Arts Council, Richmond Art Gallery Association, Public Art Commission as well as the community at large were appointed. Councillor Linda Barnes was appointed the Council Liaison. Initial interviews with community stakeholders were conducted.

### **Analysis**

The Steering Committee believes that the arts, in all their forms from the visual arts to the performing arts to the literary arts, and from recreational to professional, have a strong role to play in achieving the City's vision of being the most appealing, livable and well-managed community in Canada. The strategy outlines the benefits of the arts in life, in community building and in economic development. It also outlines briefly where we are now and some of the challenges facing the growth of the arts sector in our community.

Using the input of stakeholders and relying heavily upon the expertise of the Steering Committee members and staff, a vision for the arts and a mission for the Arts Strategy were developed. Strategic goals and objectives were identified in order to achieve the vision.

### ***The Vision***

The vision statement adopted by the Steering Committee is:

*Richmond believes that a diversity of arts experiences and the arts and artists who express them are integral to an enriched quality of life. Therefore, Richmond is a welcoming and inclusive community where culture and arts activity are celebrated and supported.*

### ***Strategic Goals***

Five strategic goal statements were adopted in order to achieve the vision:

1. *Build capacity within and support for arts organizations.*
2. *Strengthen, support and enhance the artistic community.*
3. *Increase the variety and diversity of arts experiences and opportunities.*
4. *Expand public awareness and understanding of the value of the arts.*
5. *Broaden the economic potential and contribution of the arts.*

Each goal statement is accompanied by several objectives/outcome statements.

The Plan recommends that Council adopt the Strategic Plan and endorse the creation of an Arts Advisory Committee to oversee implementation of the Arts Strategy. When the Strategic Plan is brought forward for final adoption after gaining public input draft terms of reference for this group will also be included.

### ***Action Plan***

While the intent is that this is a strategic plan for the community of Richmond and it is recognized that the City is only one player in achieving these goals, the City has a strong role to play either alone or in partnership with others. To this end the City action plans for 2004 and 2005 that will contribute to the achievement of these goals are included in the Strategy document as an appendix. It is intended that the arts community be brought together annually to give input into City action plans as well as outlining their contributing actions to achieve the goals.

### ***Public and Stakeholder Input***

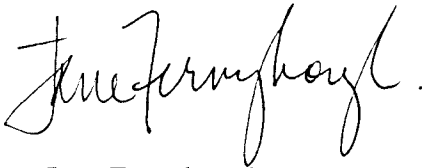
It is proposed that the Arts Strategy be taken to the public via the City Web site, notices in the City Noticeboard as well as display boards at the Cultural Centre, Gateway Theatre and City Hall. Copies of the Strategic Plan will be distributed to those stakeholders that were initially interviewed for input. Brochures will be distributed to Gateway Theatre patrons during two shows in April and May, to City Advisory Committees such as the Intercultural Advisory Committee, Public Art Commission and the Economic Advisory Committee, and to attendees at the Community Arts Council Film showings in April and May. It is recommended that staff report back to Council on the results of the community consultation in June 2004.

### **Financial Impact**

For Public Consultation: No financial impact.

## **Conclusion**

The Arts Strategy is an important component in the development of the cultural sector in Richmond. The Arts Strategy provides a vision and a blueprint for achieving that vision and will form a piece of the Parks, Recreation and Cultural Services Master Plan. This draft version is being presented to Council for endorsement in principle with the intent that it be reviewed by other City departments and presented to arts and community organizations and individuals through a variety of means. At the conclusion of the community input process the revised Arts Strategy will be presented to Council for adoption.



Jane Fernyhough  
Manager of Heritage and Cultural Services  
(4288)

JF:jf

RICHMOND  
*Island City, by Nature*

DRAFT

# Richmond Arts Strategy

February 2004

*"One can endlessly cite statistics to prove employment, economic impact and tourist magnetism. What the arts - given a chance - bring to a city is something in addition to all these material rewards. They give a great city an image of its soul."*

Tom Hendry, Playwright, Arts Policy Advisor and Officer of the Order of Canada



# Acknowledgements

## Art Strategy Steering Committee Members

Councillor Linda Barnes  
Margaret Dragu, artist  
Vickie McLeod  
Leo Mol, Public Art Commission  
Jullin O'Scheaur, Richmond Music Festival Society, music educator  
Adair Patterson, Richmond Art Gallery  
Kim Randall, Richmond Art Gallery  
Linda Shirley, Community Arts Council of Richmond and private business  
Barbara Williams, Community Arts Council of Richmond  
Patricia Whittaker  
Corrine Corry, Director/Curator, Richmond Art Gallery  
Suzanne Greening, Arts Coordinator  
Kari Huhtala, Senior Planner, Public Art Program  
Simon Johnston, Producer, General Manager, Gateway Theatre  
Jane Fernyhough, Manager, Cultural Services

## Consultants for Initial Public Consultation

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## Consultant/Writer

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Councillor Rob Howard  
Councillor Kichii Kumagai  
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Cathy Volkering Carlile, General Manager, Parks, Recreation & Cultural Services

Kate Sparrow, Director, Parks, Recreation & Cultural Services

Layout and Design: City of Richmond Production Centre

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## Executive Summary

Richmond is a vibrant, growing city that is evolving and growing. To guide its future the City has established a vision of being *the most appealing, livable and well-managed community in Canada*. The City is developing an awareness of the value of the arts and the vast contribution the arts make to the community. As the City has experienced rapid growth and changing demographics there have been immense pressures placed upon the arts community. The Community Needs Assessment conducted in 2001 by the Parks, Recreation and Cultural Services Division recommended that the arts receive a higher priority. The Community Needs Assessment also recommended there be more events and activities that celebrate different cultures in order to build stronger communities.

In 2002, the City embarked on the development of an Arts Strategy for the City to guide actions and development to make Richmond a city with a thriving cultural life where the opportunities for participation in the arts at all levels are accessible, where artists feel they have a place and are seen as contributing to the community, where cultural industries are welcomed and where cultural activity is visible and supported.

A Steering Committee was appointed by Council to work with staff in the development of the Strategy. Representatives from the Community Arts Council of Richmond, the Richmond Art Gallery Association, the Public Art Commission as well as the community at large and a City Council liaison were appointed. Initial interviews with representatives of arts organizations and individuals were conducted. The Strategic Plan was developed during 2002 and 2003.

A city's identity is defined in many ways through its arts and heritage, through its architecture, its natural environment, its safety and care of its citizens. The arts and culture are essential elements of our social fabric. They give voice to our histories, aspirations, joys and fears. They cause us to think and feel, be critical and humane. The arts contribute a sense of vitality and well being to a community.

For a community to embrace the arts as a vital part of everyday life requires a special kind of vision. It is a vision that embraces all aspects of the arts and recognizes that all arts are important to the development of the whole. The vision for the arts in the City of Richmond is:

***Richmond believes that a diversity of arts experiences and the arts and artists who express them are integral to an enriched quality of life. Therefore, Richmond is a welcoming and inclusive community where culture and arts activity are celebrated and supported.***

The arts in Richmond encompass a vast array visual arts, performing arts, literary arts, professional and amateur arts, arts festivals, cultural industries, artists, participants, patrons.

The arts provide significant benefits which contribute to the livability of our City. The arts enrich a community by helping people relate to their neighbours, their history and their environment. Public art and appreciation of our history and culture enhance our physical surroundings creating mini oases for thought and contemplation. The arts create distinctive neighbourhoods with interesting and varied physical characteristics.

The arts enhance economic development, particularly in sectors such as tourism, high technology and knowledge-based industries which are sectors responsible for considerable employment creation. Several areas identified where the arts contribute to the economic development of a city include employment, cultural industries, cultural tourism, community revitalisation, and indirect spending.

The arts create both social and economic wealth as an exciting arts scene attracts citizens, corporate head offices and visitors.

The mission of the Richmond Arts Strategy is to provide a 10 year creative vision, five year strategic goals and objectives, and a direction for long term facility development.



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The mission of the arts strategy is to:

- ensure the broadest possible public access to and awareness of the City's diverse cultural assets by all segments of the Richmond community.
- stimulate and recognize talent among the City's professional and amateur artists.
- ensure that the City's economic, tourism and community development are integrated with the arts.
- enhance and bring to life public spaces to define and create a special sense of place.
- encourage and facilitate co-operative partnerships among government and non government entities to deliver cultural services.
- ensure that policies are in place to support the arts and the promotion of arts activities.
- develop an environment where artists are welcomed, valued and supported within the community.
- enhance the opportunities for training in the arts.
- enrich the quality of life by celebrating and supporting the development and creation of art.
- honour and celebrate those individuals, community organizations and corporate leaders who support the arts.

The following strategic goals were identified from input from members of the arts community, City staff, cultural consultants, and the Arts Strategy Steering Committee.

- Build capacity within and support for arts organizations.
- Strengthen, support and enhance the artistic community.
- Increase the variety and diversity of arts experiences and opportunities.
- Expand public awareness and understanding of the value of the arts.
- Broaden the economic potential and contribution of the arts.

The Art Strategy provides an overall framework or context for future actions related to the arts. While there are many individuals and organizations that will help realize the vision, the City has a key role to play. City actions for 2004 and 2005 are included as an appendix.

Culture plays an essential role in building and sustaining a diverse urban community that is socially and economically healthy. The arts enhance our city and our lives in many unique ways. The arts are central to community life. They give communities a sense of identity, shared pride and a way to communicate across multicultural boundaries. The arts grow and strengthen the economy, creating jobs and promoting tourism. A strong arts presence is proven to be the catalyst to a healthier community.

Richmond enjoys a vibrant arts community that merits the solid foundation that the Arts Strategy will guarantee. The Arts Strategy will begin a critical process of development of arts policy and initiatives which will allow the arts in Richmond to flourish both creatively and economically.

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# 1.0 The Arts in Richmond

A city's identity is defined in many ways: through its arts and heritage, architecture, natural environment, and care of its citizens. Creative expression and the arts are essential elements of our social fabric. The arts are found in places ranging from museums and theatres to community centres, parks and schools. They give voice to our histories, aspirations, joys and fears. They cause us to think and feel, be critical and humane. The arts contribute a sense of vitality and well being to a community.

The arts in Richmond encompass a vast array: visual arts, performing arts, literary arts, professional and amateur arts, arts festivals, cultural industries, artists, participants and patrons. In order to gain all of the community and individual benefits the arts can offer, one must consider they are all parts of one whole. However, in order to promote and grow the entire arts community the unique benefits and needs of each part must be nurtured.

## 1.1 The Vision

For a community to embrace the arts as a vital part of everyday life requires a special kind of vision. This is a vision that recognizes that people need more than food and shelter if either individual or community potential are to be attained. It is a vision that embraces all aspects of the arts and recognizes that all arts are important to the development of the whole.

The vision for the arts in the City of Richmond is:

*Richmond believes that a diversity of arts experiences and the arts and artists who express them are integral to an enriched quality of life. Therefore, Richmond is a welcoming and inclusive community where culture and arts activity are celebrated and supported.*

## 1.2 The Benefits of the Arts

The arts enhance our city and our lives in many unique ways. The arts are central to community life. They give communities a sense of identity, shared pride and a way to communicate across multicultural boundaries. A strong arts presence is proven to be the catalyst to a healthier community.

The arts are an innate part of human nature. Access to and participation in the arts are integral to a vital community. As well as the work created by the artists themselves, the arts make a substantial contribution to our economy by providing job creation throughout the city in complimentary services such as restaurants and all aspects of the tourism industry. The arts create both social and economic wealth as an exciting arts scene attracts citizens, corporate head offices and visitors.

The arts encourage us to learn about the world, by reflecting our community and ourselves. Participating in the arts teaches valuable skills such as individual initiative, teamwork and creativity. Through the arts we learn to express ourselves more clearly and honour the expressions of others.

*We all have to help the arts. What counts in life is not the wealth we have, but how we use that wealth to make life meaningful and without the arts life loses a good part of its potential significance.*

Hon. Mitchell Sharp, former Deputy Prime Minister (1998)



Photo: Lee Massey  
Andre Thibault (guitar) and Jun Rong (erhu) performing at the Lulu Series, 2003

*Strong, creative communities are known to attract business and industry, bringing employment opportunities and additional wealth to the community. Industries of the emerging information-age economy value quality-of-life issues for their employees, and are attracted to communities, regardless of geography, that actively support arts and culture.*

"Creative Connections: Arts and Culture in British Columbia Communities, Union of British Columbia Municipalities, 1997

*Children whose hearts and minds are nourished and challenged in wholesome ways – such as by art, dance, theatre and sports – are much less likely to succumb to the lure of crime.*

Statement by Richard M. Romley, Maricopa County, Arizona, District Attorney, 1997



Photo: Kiyoshi Otsuji  
City and stone works: "Portals into the Future" by Alberto Replanski, Kathy Hill, Noemi Pullvers, Michael Hilde, Yoli Garcia, Vedran Jelincic, Gilles B. Herbert, Reto Marti, Erik Stainsby, Sandra C. Sinclair, and Mark Gallant (2003)

*Urban benefits from the arts have been found in four key areas:*

1. better health and well-being of citizens
2. enhanced community identity and social cohesion
3. community revitalization and the redevelopment of inner cities; and
4. economic development.

"Culture & Economic Competitiveness: An Emerging Role for the Arts in Canada": Canada West Foundation, A Western Cities Project Discussion Paper, March 2002

### 1.3 Arts in Life

Participating actively or simply enjoying the arts as a spectator provides a way for exploring both identity and spirituality. The more we are exposed to art the more we build self esteem and confidence. Children who are able to participate in art, theatre and musical programs experience far fewer social problems. In schools where participation in art is a major focus both bullying and violence are reduced. (1)

Studies have shown that the arts increase the ability to learn, that by studying the arts students score higher in mathematics tests of computation and estimation. (2)

We know that there is an important role for the arts in health care and that the arts work in tandem with sports to benefit the mind and body. (3) In general, the more art is part of our lives the more alive we feel and the more receptive and aware we are of the world around us.

### 1.4 Arts in Community Building

The arts provide significant benefits which contribute to the livability of our City.

The arts enrich a community by helping people relate to their neighbours, their history and their environment.

The arts build understanding between diverse cultures and enhance the perceived quality of life for individuals, families and communities by encouraging social interaction and understanding amongst an increasingly diverse ethnic population.

Communication is fostered among community members thereby building a community's confidence in and acceptance of others.

Public art and appreciation of our history and culture enhance our physical surroundings creating mini oases for thought and contemplation.

The arts create distinctive neighbourhoods with interesting and varied physical characteristics.

Arts facilities create business communities around them. Restaurants benefit from being close to theatres and galleries.

Arts and cultural districts which feature performance spaces, theatre and dance schools, and galleries are all viewed as welcoming and safe environments for individual and group visitors. Children and seniors are made to feel especially welcome with directed programming.

The arts enhance economic development, particularly in sectors such as tourism, high technology and knowledge-based industries which are sectors responsible for considerable employment creation.

### 1.5 Arts and the Economy

The cultural sector is a significant industry with the potential to provide economic diversity and vitality to the City's economy. The quality of life resources provided by a culturally vibrant city are significant in attracting new citizens and job creation. Cultural industries are clean, labour intensive, and highly technical fields providing year round employment. An environment supportive of its citizens' creativity in the arts is a proven catalyst to creativity in commercial enterprise, life long learning, and all other areas of life.

Several areas identified where the arts contribute to the economic development of a city are:

- **employment:** the arts employ a significant number of people both in the for-profit and not-for-profit (including public) sectors. Statistics Canada data shows that the arts are one of the fastest growing occupational categories in the labour force. (4/5)
- **cultural industries:** cultural industries include film, television, video, music recording, publishing, multimedia and broadcasting. It is estimated that for every direct job in this sector there is the equivalent of 0.64 of a job supported in other sectors. (6)
- **cultural tourism:** cultural tourism is one of the fastest growing areas in the world wide tourism market. Cultural tourists earn more money and spend more money while on vacation; are more likely to stay at hotels or motels; are more likely to shop; and are more likely to spend more time in an area while on vacation. (7)
- **community revitalization:** artists have long been recognized as rebuilders of economically disadvantaged areas. When artists move into 'Lofts', neighbourhoods begin to turn around. A theatre opens - a new business district is created. Dollars to artists turn into dollars for the entire community.
- **creativity in the new economy:** the new knowledge economy needs creative people. Creative communities attract business and industry which bring wealth to the community. The arts are important in that they provide the most effective and, in some cases, the only exercise of many tools of thinking – both in expression and imagination. Cultural participation sharpens the creative skills required of a knowledge-based workforce.
- **indirect and induced spending:** direct and indirect spending on the arts has an impressive and positive effect on the economic health of the city. Cultural activities attract tourists which in turn spur creation of ancillary facilities such as restaurants, hotels, and other services; artists spend earned income within the community in which they live. (8)

## 1.6 Mission of the Arts Strategy

The Arts Strategy helps us to identify the challenges and clarify the needs both within the arts community and in the general community in order to provide a 10 year creative vision, five year strategic goals and objectives and long term facility development direction. From this Strategy follows detailed actions and annual work plans to accomplish the strategic goals.

Our mission is to:

- ensure the broadest possible public access to and awareness of the City's diverse cultural assets by all segments of the Richmond community.
- stimulate and recognize talent among the City's professional and amateur artists.
- ensure that the City's economic, tourism and community development are integrated with the arts.
- enhance and bring to life public spaces in order to define and create a special sense of place.
- encourage and facilitate cooperative partnerships among government and non-government entities to deliver cultural services.

*The arts are emerging as a potent force in the economic life of cities ... and assuming an important role as a direct and indirect contributor to state economies.*

"The role of the Arts in Economic Development"  
National Governors Association  
– Centre for Best Practices June 2001



Photo: Dorothy Lau  
Pacific Piano Competition 2003  
Gateway Theatre

*In a 1998 study of employment in Greater Vancouver it was found that 62,000 people were directly employed full and part-time in arts and culture in 1996, nearly seven percent of employment in Greater Vancouver. A further 37,000 indirect and induced jobs were supported by arts and culture spending. This is a total of 99,000 jobs in the region, 11% of regional employment. This was estimated at \$2.3 billion in wages and salaries and \$3.5 billion in direct, indirect and induced goods and services.*

"Artists in the labour Force – Arts Sector Profile" Canada Council for the Arts, July 1999

*People who create in our companies – whether they be scientists, marketing experts or business strategists – benefit from exposure to the arts.*

*People cannot create when they work and live in a culturally sterile environment.*

John D. Ong, Chairman Emeritus of The B.F. Goodrich Company



Arts combo 3-5 years old

*I can assure you, there is little in my own experience which is so consistently rewarding as helping to realize works of art... The arts are intrinsic to a sense of nation. They are intrinsic to the cultivation of a shared identity. They are intrinsic to a prosperous economy.*

David Lemon, Vancouver businessman, arts supporter, in an address to the Board of Trade Business and Arts Awards luncheon, November 1993

*Any individual who is required to think – and in a democracy one must pray that this includes the majority – will think more effectively if she or he has at some time experienced the creative process through the arts.*

John C. Polyani, Professor of Chemistry, University of Toronto, co-winner of the Nobel Prize for chemistry in 1986

- ensure that policies are in place to support the arts and the promotion of arts activities.
- develop an environment where artists are welcomed, valued and supported within the community.
- enhance the opportunities for training in the arts.
- enrich the quality of life by celebrating and supporting the development and creation of art.
- honour and celebrate those individuals, community organizations and corporate leaders who support the arts.

## 1.7 Context of the Arts Strategy

The focus of the strategy is on the arts. Multicultural and heritage aspects are combined within the wide interpretation given to the arts.

As it applies to this document and as determined by the Task Force, the term 'arts' denotes a wide range of mediums of expression. Art is the finished expression of the combined work, skill, creativity, and knowledge of the artist. The arts include, but are not limited to:

- **visual arts:** includes the work of painters, illustrators, sculptors, architects, photographers, graphic designers, crafts people and others who express themselves visually.
- **literary arts:** includes the work of writers, poets, dramatists and others who express themselves in words.
- **performing arts:** includes the work of artists who perform for audiences including theatre, dance, music.

See Appendix 1 for other definitions used within this document.

## 2.0 Where We Are Now

Richmond is a vibrant, growing city with a diverse population — many of whom frequently participate in and enjoy the arts.

- Richmond is home to almost one hundred arts organizations, the majority of which are community based.
- Richmond plays host to a number of visiting professional theatre, dance and music touring companies throughout each season.
- Dozens of schools and community centre programs serve citizens of all ages as they study dance and theatre, sing in choirs, play in bands or take art classes while they enrich their lives.
- The award-winning Gateway Theatre offers patrons exciting professional live theatre featuring unique and culturally diverse plays. A full season of both Main Stage productions and the New Play Series offer Richmond audiences a broad choice in entertainment. The Gateway Academy for the Performing Arts offers excellent training to youth from 8 to 18 in acting, musical and technical theatre, taught by professionals in each field.
- The Gateway Theatre hosts the Pacific Piano Competition which offers sterling performance opportunities for young pianists. Adjudicated by Canada's most celebrated professional pianists the competition features a top award of \$5000. The Gateway Theatre facilities are also used by many other professional and community groups. Indeed, in 2002 it was rented 541 times!
- The Richmond Art Gallery offers year round innovative exhibitions of significant contemporary art. The Gallery offers a wide range of inspiring art classes for youth, working in partnership with the Richmond School Board. The Gallery's Outreach programs at The Gateway Theatre and City Hall give local artists the opportunity to have their work displayed to a wider audience. Of major influence in the encouragement of emerging artists in Richmond, the Gallery also offers special development workshops.
- The Richmond Arts Centre offers many classes in various arts from dance to clay sculpture to drawing and painting. Specialized studios in the Arts Centre are home to many clubs and groups practicing their arts.
- Young musicians enjoy many opportunities for development and training through a number of organizations, competitions and festivals.
- Multicultural societies celebrate treasured traditions and crafts throughout the community.
- The City of Richmond provides the buildings, maintenance and core staffing for the Gateway Theatre, the Richmond Art Gallery, the Arts Centre as well as for community centres. Minor financial grants are made available for special projects for other organizations.
- The Public Art Policy and Program has resulted in 21 public, private and community projects since its adoption in 1997.
- The arts provide thousands of jobs for Richmond residents, as well as an enhanced quality of life for all citizens.



Photo: Sherry Elasoff  
*Funny-faced Ogre*  
 Actors: Lenard Stanga,  
 Maiko Bae Yamamoto



*Drawing and painting class*



*The arts contribute to the economic vitality of our communities. The arts help us understand other cultures in the worldwide markets we serve. The arts inspire the innovation and creativity that we need to stay competitive. The arts make our communities desirable places to live, enabling us to attract and retain quality people our businesses need to survive and grow. Business contributions are far more than charitable contributions. They are an investment in the economic and cultural well being of the community.*

John D. Ong, Chairman  
Emeritus, The B.F. Goodrich Co.



Richmond Art Gallery: *Thinking Textile* installation, December 2003

Background: Gu Xiong, *I am Who I am*

Foreground: Rebecca Belmore, *tarpaulin*

The City of Richmond is beginning to develop an awareness of the immense value of the arts and the vast contribution the arts make to the community. However, given the rapid growth of the municipality and the pressures placed upon the arts community the time has come for the City to focus on the essential needs of that community.

- The Community Needs Assessment conducted in 2001 by the Parks, Recreation and Cultural Services Division recommended that the arts receive a higher priority. It found a perception amongst citizens that the arts were seen as having a low priority and in need of investment of resources.
- The Community Needs Assessment also recommended there be more events and activities that celebrate different cultures in order to build stronger communities. It was felt these events should focus on cultural aspects such as dance, art and food.
- Our professional arts organizations experience a critical need for increased and stable funding and upgraded facilities.
- Individual artists need studio space, access to grants and gallery exposure in order to fulfill their creative visions and build their audiences here in Richmond.
- Artists need to see that the City of Richmond has a deep commitment to the arts; in turn artists will commit their talents for the betterment of the community.
- At present Richmond is in its infancy in providing a strong corporate base for the arts.

The City of Richmond needs a declared policy of support for the arts for many reasons, one of which is to encourage both the corporate and individual sectors to play their integral parts in the growth of a healthy arts and cultural ecology.

## 2.1 Trends

Several trends, both global and local, impact directly on the arts.

- **The population is aging:** The impacts of this trend on society in general reach into many sectors of the community. However, the impact on the arts should be positive. The aging population has more money, is more likely to participate in arts activities, has more leisure time both for participating and for volunteering and is more likely to participate in cultural tourism. The largest growth will be in the 45 and over age group which is the age group that produces the most committed volunteers with the most time to contribute to the arts.
- **The population is increasing:** Richmond's population is expected to increase from 170,000 in 2003 to approximately 212,000 in 2010. In British Columbia it is estimated that one third of the growth will come from natural growth, one third will come from other parts of Canada and one third from other parts of the world, in particular the Pacific Rim.
- **There is increasing cultural diversity:** In 2003 approximately 50% of Richmond residents are Canadian by birth and half are immigrants. 43% of all immigrants are recent immigrants who arrived between 1991 and 1996. Among these new Canadians are many accomplished artists. As these artists connect into the larger community, these meetings will result in exciting cross-cultural adventures as local artists share their skills and talents. Time, patience, funding and encouragement are critical ingredients for success as contrasting arts and cultures fuse their works into entirely new creations.

- Many arts groups will concentrate on presenting universally understood non-language based art forms such as physical theatre, dance and music over the next few years. Language based arts will eventually reassert their popularity as first generation children graduate from colleges and universities. In the meantime it is important that language based art is encouraged to flourish.
- The new immigrant's appetite for the arts will expand dramatically once basic needs are met and volunteer opportunities are seen as a way to network in the community.
- Richmond is perceived as a family-friendly city. It can be predicted that parents will demand more classes and arts organizations will respond with quality arts training programs for children and youth. Connection and ongoing involvement with the children of new Canadians is important to the continuing success of arts groups and programs. Schools will continue to be challenged by ESL demands and all support should be given to arts programs to encourage cross-cultural arts exploration and development of the community.

## 2.2 Challenges

A major demographic shift has taken place in recent years as Richmond has welcomed many new citizens. This presents an interesting challenge for the existing arts organizations in Richmond. The immediate challenge is to introduce a perhaps unfamiliar art to a new audience and to keep the new audience's interest. While the question of specific ethno-cultural programming has been raised, it is certainly not the only route available for audience development.

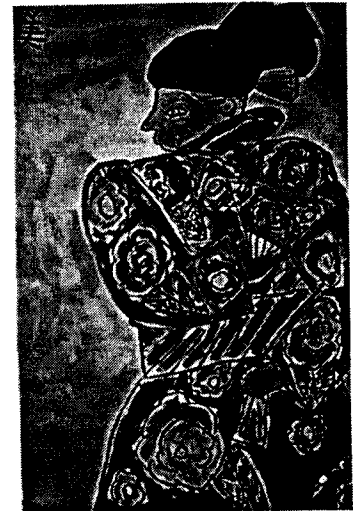
The arts will continue to demand increasingly more informed and skilled volunteers as more professional and semi-professional organizations develop. A challenge will be to attract, train and retain the volunteers to ensure that the arts can thrive.

The City of Richmond must explore ways for Richmond artists and arts organizations to become involved and benefit from the opportunities of the 2010 Olympics being planned for Vancouver/Whistler and the planned inclusion of a strong cultural component.

It is imperative that the arts do not become available only to those who can afford them. As the wage gap has increased in Richmond it is critical that broad delivery systems for the arts are encouraged through the school system, community centres, and city facilities. The opportunity to experience art is considered a community health benefit and this benefit must be made widely available to all citizens.

Technological industries require creative minds which can only be developed in creative atmospheres and environments. Richmond has the opportunity to develop both those minds and those industries by investing in the arts.

Richmond is rapidly changing from a traditional suburban environment to a bustling urban centre. This change requires a rethinking of the landscape and of the arts and cultural needs of the whole population. It is important that we move now to ensure that the services and opportunities are in place to prepare the next generation of creative citizens to thrive in the new economy.



*Drawing and painting class  
Catherine Kluthe, teacher and  
photographer*

*Culture should not be ghettoized. It is a very modern, futuristic way of understanding urban reality... you have to stress the importance of culture to a city's quality of life.*

Jean-Paul L'Allier,  
Mayor, Quebec City



## 3.0 Strategic Goals and Objectives

The following goals and objectives were identified with input from members of the arts community, city staff and the Arts Strategy Steering Committee. The goals naturally form five categories with supporting objectives. (See Appendix 2 for the City action plan for 2004/2005 that supports these goals and objectives.)

### 3.1 Build Capacity Within and Support for Arts Organizations

Much of the community's artistic activity is delivered by not-for-profit organizations. These endeavors range from producing a professional concert series, to a full season of professional plays, to youth orchestras and community choirs, to ethnic dance classes ...and a broad range of amateur artists. Many of these organizations struggle to maintain operations with limited funding and with Boards and Staff who need additional training and adequate administrative resources. In order for the arts to develop in the community these arts organizations should be nurtured and assisted. The objectives of this goal are to:

- add strength to the infrastructure of arts organizations.
- encourage collaboration and partnerships within the arts community and build links with other related sectors.
- increase funding for the arts in Richmond.

### 3.2 Strengthen, Support and Enhance the Artistic Community

A lively and engaged artistic community offers many benefits to the City by creating a vibrant, livable, healthy cultural life for its citizens. In order to encourage artists to live and work in a community, factors such as live/work spaces and policies, studio and rehearsal spaces, exhibit and performance spaces, work opportunities and ancillary services all need to be in place. The objectives of this goal are to:

- make Richmond an artist friendly City that recognizes the various needs of artists by creating an environment for artists to successfully live, exhibit and perform in Richmond.
- support and enhance the ability of the arts community to provide cultural opportunities throughout the City.



Richmond Art Gallery's premiere gala and auction, *Life is a Masquerade 2003*  
l to r: Mayor Malcolm Brodie with wife Christine Brodie and Coast Capital's Barbara Tinson

*A growing body of research indicates that successful cities are creative centres, where the arts and culture flourish. Federal funding to the arts is a critical development tool for Canada's cities... [Arts] organizations help drive tourism and play a significant role in attracting and retaining globally mobile talent and companies.*

David Pecaut "the urban agenda stampede", *The Globe and Mail*, January 30, 2004, p. A11



Photo: David Cooper  
*You're a Good Man Charlie Brown*, Gateway Theatre  
Actors: Jennifer Lines, Neil Minor, Norman Yeung

*Cities of the future are "creative communities" in the sense that they recognize that art and culture are vital not only to a region's livability, but also to the preparedness of its work force. They understand that art-infused education is critical to producing the next generation of leaders and workers for the knowledge economy.*

"The Creative Community – Forging Links between Art, Culture, Commerce and Community" John M. Eger, The California Institute for Smart Communities p 8



Photo: Lee Massey  
Lister Sinclair and Michael Audain  
Speakers at the Lulu Series 2003:  
Lulu and Her Groupies

*The function of art is to do more than tell it like it is – it's to imagine what is possible.*

Bell Hooks African American author, feminist and human rights advocate. *Outlaw Culture* 1994

### 3.3 Increase the Variety and Diversity of Arts Experiences and Opportunities

As our community grows and changes, access to an even wider range of arts opportunities will be required. Both hands-on workshops and the opportunity to view virtuoso performances of every variety are equally important. Participatory creative activity contributes significantly to the health of a community and the well-being of its citizens. The arts help us to understand ourselves and others, and to celebrate different backgrounds and cultures thereby increasing acceptance and harmony. Access to arts programming, access to the arts and practicing artists fosters the creativity required in the new economy. The objectives of this goal are to:

- increase opportunities for culturally diverse communities to showcase their arts.
- enhance the quality of arts programming and instruction in community facilities.
- develop programs that encourage interaction between arts professionals and the community.
- cooperate with public and private educational institutions to increase, develop and support arts programming.
- encourage and support youth participation in the arts.
- ensure a broad range of programs and services from entry level and recreational to professional.
- work in partnership with training and educational organizations and institutions to improve the standards and availability of arts education at all levels.

### 3.4 Expand Public Awareness and Understanding of the Value of the Arts

When citizens are made aware of the opportunity for participation and enjoyment of the arts in their own community, they are far more likely to participate in and support the arts. When people are allowed to know and celebrate the 'stars' who live in their midst they acquire a pride and ownership in that artist's talent. The connection with Public Art involves the community on a continuing basis. The objectives of this goal are to:

- market the arts in Richmond and acknowledge the opportunities created by the diversity of our audience.
- recognize outstanding accomplishments in the arts in order to acknowledge those artists, arts organizations and patrons who contribute in a major way to the cultural life of Richmond.
- educate the community on the value of the arts.
- enhance public awareness and understanding of the importance of Public Art.
- increase the amount of public art.

### 3.5 Broaden the Economic Potential and Contribution of the Arts

The arts contribute in many ways to the economics of a community. Public art helps create a sense of place and livability. Cultural industries are growing, sustainable and clean industries that provide high paying jobs. These industries locate in areas that attract and support artists and creators. Artists purchase supplies both to produce their art and for their everyday needs. A vibrant arts community attracts businesses, corporations, tourists and tourism dollars. The objectives of this goal are to:

- strengthen the collaborative role of the arts and business community in the economic growth of Richmond.
- encourage Tourism Richmond to enhance and support arts destinations and strengthen the role the arts play in Richmond’s tourism initiatives.
- identify, develop and promote specific arts, entertainment and cultural areas.
- ensure that City policies and administration position Richmond as a film friendly location.
- develop a master plan for arts facility development for the City of Richmond.

### 4.0 Recommended Implementation

- Council to adopt the Arts Strategy.
- Council to endorse the creation of an Arts Advisory Committee to oversee implementation of the Arts Strategy.

*The most successful city-regions are the ones that have a social environment that is open to creativity and diversity of all sorts. The ability to attract creative people in arts and culture fields and to be open to diverse groups of people of different ethnic, racial and lifestyle groups provides distinct advantages to regions in generating innovations, growing and attracting high-technology industries, and spurring economic growth.*

M. Gertler, R. Florida, G. Gates and T. Vinodrai in "Competing on Creativity: Placing Ontario's Cities in North American Context" Nov. 2002. Report prepared for the Ontario Ministry of Enterprise, Opportunity and Innovation and the Institute for Competitiveness and Prosperity.



Abby Ross, drawing and painting Winter 2004 6-7 years old

*...there is no validity to the idea that art is a frivolous frill for an elegant elite. We need art... We need art to learn about ourselves as we react and interpret. We need art to know ourselves. And knowing ourselves is the sound foundation of all life that develops beyond the purely physical. Artists help us to know ourselves.*

Governor General Adrienne Clarkson, speech for the GG Awards for Visual and Media Arts, 23 March 2000 as reported in the National Post



## 5.0 The Future: Results 10 years from now if we follow the Arts Strategy

Imagine this... the City of Richmond is a remarkable community whose citizens lead North America in participation and enjoyment of the arts. A forward thinking Mayor and City Council, a creative Cultural Affairs staff, committed arts and business communities... have all joined together to build upon the action plan in the Richmond Strategy for the Arts.

The results of the Strategy have led to a healthy arts ecology. Young people are offered a broad range of training in every aspect of the visual and performing arts throughout the city. Music, dance, theatre, visual arts - community facilities and private academies offer work to professional artists who share their skills with eager students. Youth are exposed to the arts through participation in arts courses offered by the Richmond School Board, enriched with field trips and frequent visits from professional artists and arts organizations. Our citizens grow up aware and appreciative of the arts in all aspects of their lives and the City's actions have made sure that art is everywhere to be appreciated.

A vibrant public art program has put Richmond on the map as tourists come from far and wide to gaze at the many colourful ways our local artists have found to bring our streets and squares alive with imagination and adventure in design. Local arts organizations are contracted to create innovative events involving public art sites. The whole community feels a great pride in the development of this magnificent collection.

Tourists view Richmond as a destination market for the remarkable number of arts and cultural events from which they have to choose. Visitors thrill to see annual major creative performances involving hundred of citizens. Multicultural festivals and the fascinating exploration of Richmond's history at our Heritage Sites make this cultural bouquet a must-see on any traveler's route.

Richmond's annual Arts and Cultural Festival is now truly established as the event of the year as it showcases the arts in Richmond in a joyous casual atmosphere. Lower mainland visitors all enjoy this creative and inspiring artistic adventure.

Professional organizations are funded on a stable multi-year basis and therefore are able to grow and plan their seasons in a secure environment. This state has allowed them to flower artistically, develop new audiences, create new works and develop emerging artists from Richmond's new and long-time citizens. Audiences have eagerly responded to this ever growing feeling of artistic excitement.

The Gateway Theatre enjoys more successful seasons as The Gateway's Board fully represents the diversity of the community as does its programming. Gateway productions are internationally renowned and frequently tour abroad. The Gateway Performing Arts Academy, specializing in a cross-cultural focus, has expanded to include a professional training division. The beautiful new studio theatre and lobby are in constant use.

The music community has developed vibrant professional organizations, from the many professional musicians who live and teach in Richmond. The annual Pacific Piano Competition is internationally renowned for the remarkable caliber of its adjudicators and competitors and is now televised. Concerts, both from visiting artists and local stars are an almost nightly occurrence in the lovely new concert hall.

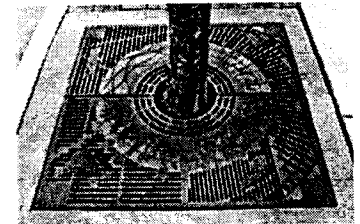


Photo: Kiyoshi Otsuji  
Tree grate: "The Four Corners"  
by Colleen Dixon (2000)

*...In an economic climate where we hear so much about crisis in health and education, it is important to remember that culture too, is an essential element of a healthy society. It's not an either-or situation. Health is necessary for life; culture makes life worth living.*

Max Wyman, Officer of the Order of Canada, Journalist



*Art is not a treasure in the past  
or an importation from  
another land, but part of the  
present life of all living and  
creating peoples.*

Franklin D. Roosevelt



Photo: Sherry Elasoff  
Simon Hayama

*Throughout history, science,  
math and technology have  
flourished only where and  
when all the arts have  
flourished. No evidence exists  
that this will not be the case in  
the future.*

John M. Eger, Professor of  
Communication and Public  
Policy, San Diego State  
University; Executive Director,  
The California Institute for Smart  
Communities

The Richmond Art Gallery enjoys an expanded permanent collection and has benefited from the increased involvement of arts professionals from across Canada and throughout the world. The imaginative exhibitions have achieved national recognition, drawing large audiences to enjoy the work of both local and international artists. A remarkable level of interest in visual arts education has been fostered and emerging artists are proud to launch their careers at the Gallery.

More and more arts organizations have developed artist-in-residence programs. Seniors centres, hospitals, schools, community centres and religious centres are all benefiting from extended interactions with professional artists.

As the professional organizations have grown, so have the thousands of jobs they provide and most of the employees prefer to live in Richmond, which benefits the city financially.

A highly successful film industry has developed in Richmond over the years. Citywide policies have made the industry very welcome. A number of related businesses have developed and this has also added to Richmond's economic health.

An arts and entertainment district has organically grown up close to the theatre complexes and gallery row. A performance there combined with a visit to late night restaurants and cafes makes for a safe and pleasant evening's enjoyment.

Artists feel welcomed and appreciated in Richmond. An excellent grant program exists for artists of all ages through the Civic Arts Foundation. Generous local business and corporate sponsorship is well established. Artists' contributions to the community are celebrated by the Mayor and Council at an Award Ceremony each year. Live/work spaces and arrangements have made it particularly attractive for visual artists to settle in Richmond and galleries are alive with local work. Professional artists are respected and celebrated, they serve on civic committees and contribute time and skills to the city.

The corporate community has made a major contribution to the city by successfully involving corporate leaders as major sponsors of civic projects. Arts leaders have brought their talents to invigorate creativity in local business. City Council's Arts Advisory Committee advises Council on issues affecting the arts and works with city staff to update cultural policies and recommend effective solutions to challenges facing the artistic and cultural community.

No matter where one travels in Richmond: the Malls, a neighbourhood bus stop, a local store, a community centre, the auto mall, a place of worship, or a school..... one is sure to see some sign of the arts. It is obvious that Richmond is a community where people care about the richness of their inner lives and they know and appreciate that art brings them closer to their neighbours. Art is in the streets, theatres are filled, concerts are sold out, paintings are treasured and the citizens of Richmond know that they live in a very special community indeed.

**We can make this vision come true!**

# Appendix 1

## Definitions

**amateur:** persons engaged in cultural practices as a leisure pursuit.

**artist:** creator in any form or discipline.

**arts education:** formal academic or technical training to students through classroom or correspondence instruction.

**arts festivals:** includes the involvement and presentation of many styles of art by a variety of artists at indoor and outdoor public events. (periodic commemorations and celebrations with a cultural theme such as a music festival).

**community arts:** a collaborative creative process between an artist and a community. It is a collective method of art making engaging artists and self defined communities through collaborative artistic expression. It is as much about process as it is about the artistic product or outcome.

**crafts:** the production of original pieces, unique or in several copies, aimed at a utilitarian, decorative or expressive function and is related to the transformation of wood, leather, textiles, metals, silicates or any other materials.

**cultural diversity:** the presence and participation of many different cultural communities within the general culture of a society, and the explicit recognition that the contribution and participation of all cultural communities have the potential of equal value and benefit to the society at large.

**cultural industries:** include but not limited to film, television, music recording, publishing, broadcasting, multimedia.

**cultural workers:** personnel involved directly or in support functions in the production, presentation and distribution of works.

**culture:** includes the arts as well as heritage including explorations of our history as a community or as individuals. It relates to the interaction of society with arts in formal and informal settings.

**ethno-cultural:** habits and customs specific to one group of people from a specific ethnic or religious background.

**heritage:** architecture, documents, artifacts and preserved memories relating to the city's collective history.

**new media:** encompassing, singly or in combination, and whether interactive or not, services and products that make use of video, audio, graphics and alpha-numeric text, and involving, along with other more traditional means of distribution, digital delivery over networks interconnected on a local or global scale. (CRTC Final Report: New Media)

**professional:** someone who has specialized training in their artistic field, who is recognized as such by their peers, who is committed to devoting more time to the artistic activity, if financially feasible and who has a history of public presentation.

# Appendix 2

## City Action Plan - 2004/2005

Cultural Services (CS); Gateway Theatre (GT); Richmond Art Gallery (RAG); Community Arts (including the Arts Centre) (CA); Public Art Program (PAP)

### Goal #1: Build capacity within and support for arts organizations.

#### Objectives/Outcomes

- Add strength to the infrastructure of arts organizations.
- Encourage collaboration and partnerships within the arts community and build links with other related sectors.
- Increase funding for the arts in Richmond.

Action	Lead Group	Expected Outcomes	Timeframe
Work with Volunteer Richmond to offer 2 workshops per year for arts organizations on board development; volunteer management or fundraising.	CS	Strengthen arts organizations.	2004 and 2005
Build community capacity for arts advocacy and provision of resource services for artists and arts organizations and establish appropriate relationships.	CS	Strengthen arts organizations.	2004
Host a community arts forum annually bringing together representatives of all arts organizations to share information and build on the actions needed to achieve the goals and objectives of the plan.	CS	Networking between organizations; community input into actions.	Annually
Through the PRCS Master Plan develop different options for supporting arts organizations.	CS	More stable, stronger organizations.	2004
Develop relationships with other levels of government in order to advocate for increased arts funding for artists and organizations.	CS	Increased funding for the arts in Richmond.	Ongoing
Work with small and emerging theatre groups in a mentor role to increase their capacity.	GT	Strengthen capacity; more opportunities for artists.	Ongoing
Enhance the rental program for community groups.	GT	Increased participation in the performing arts by community groups.	2004
Investigate the feasibility of establishing an Arts Foundation to fund the arts in Richmond.	CS	Increased funding for the arts; more stable organizations.	2005
Work with RAGA to implement the Financial Sustainability Plan which has a three year roll-out and addresses opportunities and challenges facing the organization.	RAG	Improved capacity to attain funds required to strengthen the RAG's ability to provide exhibition and programming services.	2004
Negotiate a renewed operating agreement with Richmond Art Gallery Association.	RAG	Increased accountability of RAGA to the City strengthening RAG's ability to provide exhibition and programming services.	2004

Action	Lead Group	Expected Outcomes	Timeframe
Work with RAGA to upgrade their governance, functioning and board composition.	RAG	Strengthen the organization and increase its capacity to support the Gallery.	2004-05
Work with RAGA in order to hire an Assistant Curator with a 3 year plan to obtain a fulltime Curator on staff at the RAG.	RAG	Expanded granting support and advanced exhibition excellence.	2004-06
Develop a plan with RAGA to add a fulltime fundraising/marketing position.	RAG	Enhanced fundraising and marketing capabilities.	2004
Prepare and implement a professional development program at the RAG.	RAG	Further capacity building through enhanced human resources.	2004-06
Improve infrastructure systems and RAG physical aspects.	RAG	Staff more efficient; the mounting of major exhibitions will become feasible.	2006
Support existing and encourage new partnerships with and between organizations and agencies: ie. GT and RAG; RAG and Gulf of Georgia Cannery; RAG, GT, CA and Richmond School District; CA and YVR; CA and Aberdeen Centre.	CS	Increased educational and exhibition opportunities; increase profile of the arts to new audiences.	Ongoing
Optimize the potential for the Life is a Masquerade Gala as Richmond's pre-eminent fine arts gala.	RAG and RAGA	Increase income for RAG and increased relations with the corporate and professional community.	2004

## Goal #2: Strengthen, support and enhance the artistic community.

### Objectives/Outcomes

- Make Richmond an artist friendly City that recognizes the various needs of artists by creating an environment for artist to successfully live, exhibit and perform in Richmond.
- Support and enhance the ability of the arts community to provide cultural opportunities throughout the City.

Action	Lead Group	Expected Outcomes	Timeframe
Develop a communications plan to ensure communication for opportunities surrounding the 2010 Olympics to artists and arts groups.	CS	Increased opportunities.	2004
Host a workshop for City staff with artists to build awareness of the needs of artists and how city policies affect them.	CS	More artist friendly community.	2004
Explore alternative funding sources to increase resources dedicated to the public art program.	Policy Planning/C.S.	Increased public art projects better public awareness for public art.	2004/05
Grow the Studio Series and the development of new work.	GT	Opportunities for writers, directors, actors with space and admin support.	2004
Increase venues for exhibit space like current outreach spaces in Gateway Theatre and City Hall.	CS	Increased opportunities for exposure of emerging artists.	2004
Work with Tourism Richmond to ensure that arts are incorporated into the design of the T&E including exhibition space.	CS	Increased opportunities for artists and arts organizations.	2004/05
Revitalize the Art Access program.	RAG	Broader economic opportunities for artists and for the RAG.	2004

### Goal #3: Increase the variety and diversity of arts experiences and opportunities.

#### Objectives/Outcomes

- Increase opportunities for culturally diverse communities to showcase their arts.
- Enhance the quality of arts programming and instruction in community facilities.
- Develop programs that encourage interaction between arts professionals and the community.
- Cooperate with public and private educational institutions to increase, develop and support arts programming.
- Encourage and support youth participation in the arts.
- Increased availability and quality of arts education at all levels.
- A broad range of programs and services from entry level and recreational to professional are available.

Action	Lead Group	Expected Outcomes	Timeframe
Prepare a Festival and Special Events Policy for Council consideration.	Corporate Group	Better support for festivals and events; framework for decision making.	2004
Develop two artist-in-residence programs per year.	CS/CA/RAG	Opportunities for interaction between arts professionals and community; increased opportunities for artists.	2004 and ongoing
Establish and implement a community based arts plan.	CA	Art in the community; increased opportunities.	2004
Incorporate public art into the development or renovation of civic infrastructure, buildings, parks, and bridges. Develop mechanisms and funding sources to incorporate an arts component in all appropriate City Capital projects.	PAP/CS	Increased public art projects.	2004
Develop a program of public cultural events at City Hall.	Customer Service/CS	Increased opportunities; vibrant Civic Plaza.	2004
Facilitate 2 ethno-cultural festivals/events per year.	CS - Diversity Services	Enhanced opportunities for celebrating cultures.	2004 and ongoing
Prepare an arts facility master plan.	Master Plan Team/CS		2004
Host first annual signature arts festival in Richmond.	CS	More opportunities for citizens as well as artists.	2005
Continue and promote the policy of colour blind casting.	GT	Increased opportunities for actors regardless of ethnicity.	Ongoing
Actions to recruit an ethnically and gender diverse workforce in administration.	GT	Advertising in non-traditional media; new hiring will require language skills commonly used in our community.	
Explore opportunities to enhance culturally diverse artistic activity.	GT	Presentation of programs and activities that represent Richmond and the citizens of Richmond.	2004

Action	Lead Group	Expected Outcomes	Timeframe
Actively promote an inclusive volunteer component.	GT	Physically and mentally challenged persons will be included in the volunteer program.	
Create mural on the flytower at Gateway Theatre.	GT/PAP		2004/05
Organize 1st annual community Performing Arts Series for 125th Celebration.	CA	Increased awareness of the arts; higher profiles for community organizations; provide opportunities for collaborations.	2004 and annually
Expand School Arts Program utilizing the Arts Centre and Gallery.	CA/RAG	Greater exposure to wider variety of arts media for students.	Fall 2004
Continue to grow the RAG School Studio Arts Program including the development of artist-in-resident program, a van for outreach to schools and continued development of programs for teachers.	RAG in partnership with RAGA and School District #38.	This is already a very strong and complex program advancing an understanding of art and the appreciation of contemporary art.	2004
Create Youth Art Month celebration (1st in Canada). Launch it with the painting of the Art Van.	CA/Youth Services	Increase profile of youth art.	March 2004
Coordinate Asian Heritage Month activities.	CA/Diversity Services	City-wide celebration; increase organizations participation.	May 2004
Coordinate the WALK Art Contest in conjunction with the Walk to School campaign.	CA/Marketing	Partnership with schools heighten profile of the arts.	2004 and ongoing
Increase opportunities for youth participation in the arts - ie. Improv Theatre/Tickle me Pickle at the Cultural Centre; Mystery Tours; drop-in evenings for youth at Arts Centre.	CA/Youth Services	Increase exposure for youth and general public; expose youth to various art mediums.	Immediate and ongoing for 2004
Develop RAG Academy for the appreciation of contemporary art.	RAG in partnership with RAGA.	This follows the work laid down in the RAG School Studio Arts Program but also reaches a diverse adult population.	2006
Expand RAG Studio Night.	RAG and RAGA in partnership with TD Canada Trust	Designed for youth interested in continuing in a career in the arts, this program will further their success.	2004
Increase frequency of RAG Family Sundays from an occasional basis to monthly.	RAG in partnership with RBC Foundation	Inclusive and free art programming which is growing tremendously in popularity.	2004

Action	Lead Group	Expected Outcomes	Timeframe
Work with post secondary schools in the GVRD through apprenticeships, educational programs and co-op opportunities to enhance opportunities for students interested in a career in the arts.	RAG	Developing opportunities for Richmond students attending not only Kwantlen but post secondary schools through-out the GVRD and developing stronger ties with these institutions. Bring in expertise from a variety of sources.	2004
Explore options for creating a glass blowing studio and work with Youth Services, Social Agencies, RCMP, School Board to develop programs for youth-at-risk.	CA	Increased opportunities especially for youth.	2004
Coordinate one artist initiated public art project per year in a park, and/or neighbourhood, and that such projects represent a range and variety of public art proposals over the years.	PAP		
Encourage the private sector to support the integration of public artworks in the community (i.e. through donation sponsorship, partnership, and funding), and the collaboration of artists, the community, and design professionals in the design of that art.	PAP		
Encourage voluntary private sector financial donations to the Public Art Reserve and gifts of art to the City.	PAP		
Coordinate one community initiated public art project per year in a park, and/or a neighbourhood, and to ensure that such projects represent a range and variety of public art proposals over the years.	PAP/CA	Provides opportunities for artists and the public to express their individual and collective ideas through public art as a means to support the arts, build community pride, enhance local character, and strengthen Richmond's identity.	
Investigate alternative ways and means for the public to participate in the provision of community-based public art projects.	PAP	Increased participation of citizens.	2004
Monitor and evaluate the Public Art Program every three years, during which further changes may be recommended for City Council consideration (e.g. formula or criteria to guide private sector contributions for public art; review of the Public Art Program staffing and administrative resources; etc.).	PAP	Public Art program which is responsive to the changing needs of the community.	Ongoing
Consider opportunities for creative interpretation, a marrying of public art and interpretation, as an alternative where appropriate to traditional signage on the trails system.	Parks	Community stories told; awareness of community heritage.	Ongoing
Establish a list of potential public art projects for implementation along the trails.	Parks		2004/05



Action	Lead Group	Expected Outcomes	Timeframe
Use public art where appropriate to identify City-wide and community trails and routes.	Parks	Increased community identity.	Ongoing
Promote collaboration between the City, community and artists to create public art projects that provide community identity to public places and trails.	Parks	Increased community identity and pride.	Ongoing
Consider and use effectively public art as a tool to create community themes, image making, symbolism and storytelling along the trail system.	Parks	Enhanced community identity and character.	Ongoing
Determine the most appropriate use of the Plaza Café space and implement.	CS		2004

## Goal #4: Expand public awareness and understanding of the value of the arts.

### Objectives/Outcomes

- Market the arts in Richmond and acknowledge the opportunities created by the diversity of our audience.
- Recognize outstanding accomplishments in the arts in order to acknowledge those artists, arts organizations and patrons who contribute in a major way to the cultural life of Richmond.
- Educate the community on the value of the arts.
- Enhance public awareness and understanding of the importance of public art.
- Increase the amount of public art.

Action	Lead Group	Expected Outcomes	Timeframe
Develop a comprehensive marketing strategy for the arts in Richmond.	CS	Better understanding of the role arts can play in the community.	2004
Initiate a community public art education and information program to raise awareness, opportunities, and experience using public art as a community building tool aimed at building community pride, neighbourliness, and a stronger sense of ownership.	PAP	Increased awareness, pride and ownership of public art.	
Facilitate one Chamber of Commerce luncheon keynote address on the arts.	CS	Increased awareness in the business community.	2004
Develop street-side information plaques, brochures and interactive web-site programs featuring artists' statements and biographies.	PAP	Increased understanding of importance of public art.	2004
Create a City of Richmond Arts Awards program which recognizes outstanding accomplishments in the arts in order to acknowledge those artists, arts organizations and patrons who contribute in a major way to the cultural life of Richmond.	CS with other arts organizations and business community	Recognition of achievements.	2005
Encourage the development of a scholarship program for the arts.	CS	Increased opportunities for student learning.	2005
Continue development of The Lulu Series.	CS/PAP	Enhanced public awareness of the importance of the arts.	2004
Strengthen the position of Cultural Services within the City corporate structure.	CS	Increased opportunities to ensure inclusion of the arts.	Ongoing
Develop two community art projects: Soul Salmon and Stream of Dreams.	CA; PAP; Schools	Public art identity; community arts programming; collaboration with schools.	Fall 2004
Facilitate collaboration between the Richmond Potters Club and the City on a project to celebrate the City's 125th Anniversary and the Public Works 50th.	CA; PAP; Parks	Heightened public awareness public involvement community development.	2004
Explore the development of a youth web site for the arts as a part of the schools program.	RAG in partnership with RAGA and School District	Increased understanding of and access to the arts for youth.	2004-05

Action	Lead Group	Expected Outcomes	Timeframe
Develop programs and exhibits that build on and take advantage of the opportunities afforded by the hosting of the 2010 Olympics.	RAG; GT; CA; PAP; CS	Raise awareness of the value of the arts in Richmond.	2005 and beyond
Celebrate the 25th anniversary of the RAG by profiling past successes and future plans.	RAG	Raise awareness of Richmond as a City which supports the arts and recognize the influence that the RAG has had in promoting the growth of the arts.	2006
Establish RAG archive material and make it available to the general public.	RAG in partnership with Richmond Archives	Enhanced understanding of the work done by the RAG and the artwork exhibited.	2004
Explore opportunities for temporary art installations on city streets.	RAG in partnership with RAGA and the Public Art Commission	Flag/banners such as those recently displayed in the RAG by Gu Xiong create a positive message and make contemporary art accessible to a wide audience.	2005-2006
Continue to develop the education outreach program - ie. student dress rehearsal nights.	GT	Development of new audiences.	Ongoing
Enhance and grow sponsor appreciation nights.	GT	New corporate support.	Ongoing
Organize volunteer appreciation nights for all Theatre volunteers.	GT	New participants in the arts.	Ongoing
Further enhance and develop the RAG Volunteer Program.	RAG	Volunteer education, recognition and the opportunity for involvement.	2004
Prepare presentation to service clubs - 6 times per year.	GT	Development of new community partners.	Ongoing

## Goal #5: Broaden the economic potential and contribution of the arts.

### Objectives/Outcomes

- Strengthen the collaborative role of the arts and business community in the economic growth of Richmond.
- Encourage Tourism Richmond to enhance and support arts destinations and promote the role the arts play in Richmond's tourism initiatives.
- Identify, develop and promote specific arts, entertainment and cultural areas.
- Ensure City policies and administration position Richmond as a film friendly location.
- Develop a master plan for arts facility development for the City of Richmond.

Action	Lead Group	Expected Outcomes	Timeframe
Develop a plan to attract and establish cultural industries in Richmond.	CS	Increased number of cultural industries located in Richmond.	2004/05
Work with the Economic Development Task Force and the Economic Development Strategic Team to ensure that the arts are acknowledged and that they play a strong role in the economic sustainability of the city.	CS	Increased role the arts play in the economic sustainability of the city.	2004
Develop a City policy stating that the City is "film friendly" and supports the industry operating in the community.	Economic Development Strategy Team		2004
Work with Tourism Richmond marketing Committee to ensure that the arts play a key role in the marketing of Richmond.	CS		2004
Work with RAGA to recruit representative from the business community onto the board.	RAG/RAGA	Reinforce connections to the business community.	2004/05
Develop initiatives and outreach to the tourism industry to bring day visitors from the lower mainland and tourists from the Pacific Northwest.	RAG; GT; CS in partnership with Tourism Richmond	Increased opportunities for tourists; enhancement of tourism in Richmond.	2004

## Appendix 3

### Endnotes and References

1. "Culture Counts: The Case for the Arts and the Humanities in Youth Development" President's Committee on the Arts and Humanities, 1999.
2. "The Arts and Academic Improvement: What the Evidence Shows", E. Winner & L. Hetland, 2000.
3. "Arts Impact: the arts in healthcare" Jennifer Milner, *Arts in Community*, Alliance for arts and culture, June 2003.
4. "Artists in the Labour Force – Arts Sector Profile" Canada Council for the Arts, July 1999.
5. Quarterly Bulletin from the Culture Statistics Program, Statistics Canada, Winter 1998 (vol. 10, no. 4). In a 1998 study of employment in Greater Vancouver it was found that 62,000 people were directly employed full and part-time in arts and culture in 1996, nearly seven percent of employment in Greater Vancouver. A further 37,000 indirect and induced jobs were supported by arts and culture spending. This is a total of 99,000 jobs in the region, 11% of regional employment. This was estimated at \$2.3 billion in wages and salaries and \$3.5 billion in direct, indirect and induced goods and services. A recent report from Statistics Canada found that full-time employment in the cultural sector grew by 14% between 1987 and 1997.
6. "The Art of Revitalizing Communities", Karen Joan Watson, Forum Magazine, May/June 2000.
7. Historic/Cultural traveler, 2003 edition, study done by Travel Industry Association of America & Smithsonian Magazine as reported in Canadian Tourism News, August 2003.
8. **indirect:** when a business or organization spends money earned or received on goods and services provided by other businesses or organizations in a community.  
**induced:** when individuals (who earn income regardless of whether it is earned in the community or elsewhere) spend it on goods and services earned locally.

## Appendix 4

### Stakeholders Interviewed

Henry Beh, Executive Director, Richmond Chinese Community Society  
Kate Bourdon, Curator, Richmond Museum  
Steve Bridger, Arts Advocate/Arts Writer  
Dan Campbell, Chair, Richmond Public Art Commission  
Cathy Carlile, General Manager, Parks, Recreation, and Cultural Services, City of Richmond  
Ivy Chan, Richmond Chinese Folk Dancers  
Margaret Dragu, Performance Artist  
Corrine Corry, Curator and Sally Houston, Board member, Richmond Art Gallery Association  
Jane Fernyhough, Manager, Cultural Services, City of Richmond  
Paolo Gallina, Marketing Manager, Tourism Richmond  
Mark Glavina, Gallery Owner/Artist  
Suzanne Greening, Arts Coordinator, City of Richmond  
Florence Gordon, Richmond Chamber of Commerce  
Irene Ho, Richmond Chinese Folk Dancers  
Sally Houston, Board member, Richmond Art Gallery Association  
Wenissa Huen, Marketing Manager, Aberdeen Centre; Secretary, Asia West Business Association  
Simon Johnston, Gateway Theatre  
Stuart Jones, Planning Department, City of Richmond  
Angela Kan, Chinese Cultural Centre of Greater Vancouver  
Jon Lee Son, Tickle Me Pickle  
Jim Martens, School District 38, Richmond  
Lawrence Northey, Artist  
Pat Oleksiew, Urranian Community Society  
Jullin O'Scheaur, Richmond Music Festival  
Corisande Percival-Smith, Arts Advocate and former Councillor  
Nicole Porter, School District 38, Richmond  
Susan Senkow, Richmond Registered Music Teachers Association  
Linda Shirley, Arts Connection; Community Arts Council of Richmond  
Kate Sparrow, Director, Recreation and Cultural Services, City of Richmond  
Gordon Tortovi, Multicultural Concerns Society  
Linda Watson, School District 38, Richmond  
Barbara Williams, Community Arts Council of Richmond  
Wayne Yee, Coordinator, Youth Services, City of Richmond  
Kitty Yeung, Richmond Registered Music Teachers Association