



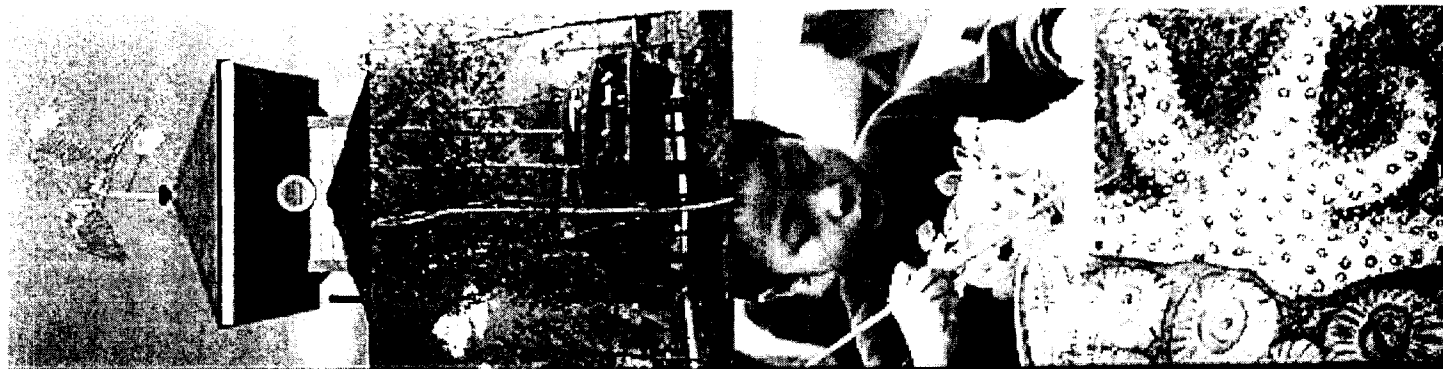
DRAFT

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



The Arts in Richmond

- visual arts
- performing arts
- literary arts
- professional and amateur arts
- arts festivals
- cultural industries
- artists
- participants
- patrons





Benefits of the Arts

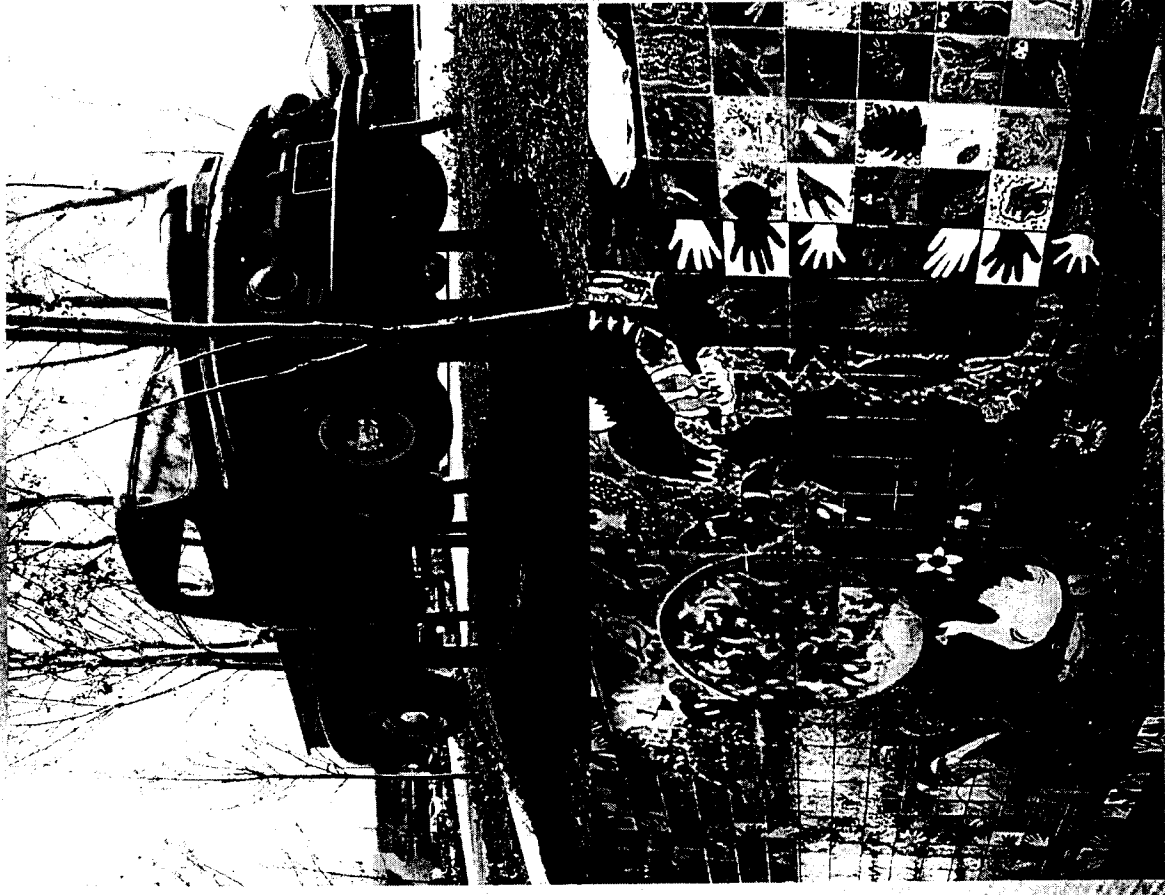
Arts in Life

- better health and well being of citizens
- development of skills such as creativity, initiative, teamwork
- increase in children's ability to learn
- increase in self esteem and confidence



Arts in Community Building

- enhance the livability of our community
- enhance community identity and pride
- enhance our physical surroundings and create distinctive neighbourhoods.
- build understanding between diverse cultures
- provide a way of communicating and interacting across multicultural boundaries
- revitalize communities



Arts and the Economy

- generate significant employment
- cultural industries provide clean, well-paying jobs
- cultural tourism – one of the fastest growing aspects of tourism market
- generate economic spin-offs in ancillary services such as restaurants, hotels
- new knowledge economy needs creative people





Arts Create Wealth in the Community

**Social, Cultural &
Economic**



Why an Arts Strategy?

- Identify challenges and clarify needs within the community
- establish a creative vision and strategic goals and objectives on which to base action plans
- Community Needs Assessment identified need to place more focus on the Arts

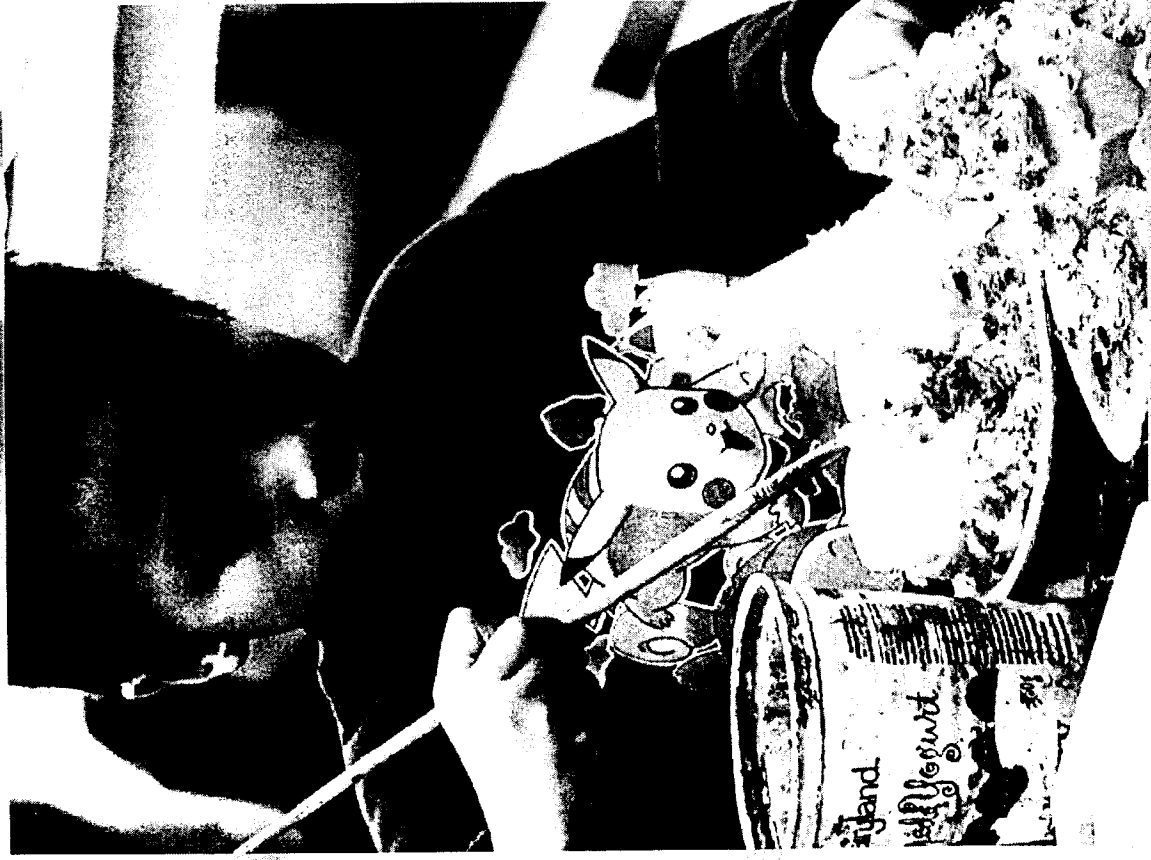
Richmond Community
Needs Assessment 2001:

Prepared for
City of Richmond Parks, Recreation and Cultural Services

Prepared by
Watson & Jones Consultants and
Professional Environmental Assessment Consultants Ltd.
(PEAC)
#206 1230 Quayside Drive,
New Westminster, B.C. V3M 8H1
Telephone: 604-526-1535

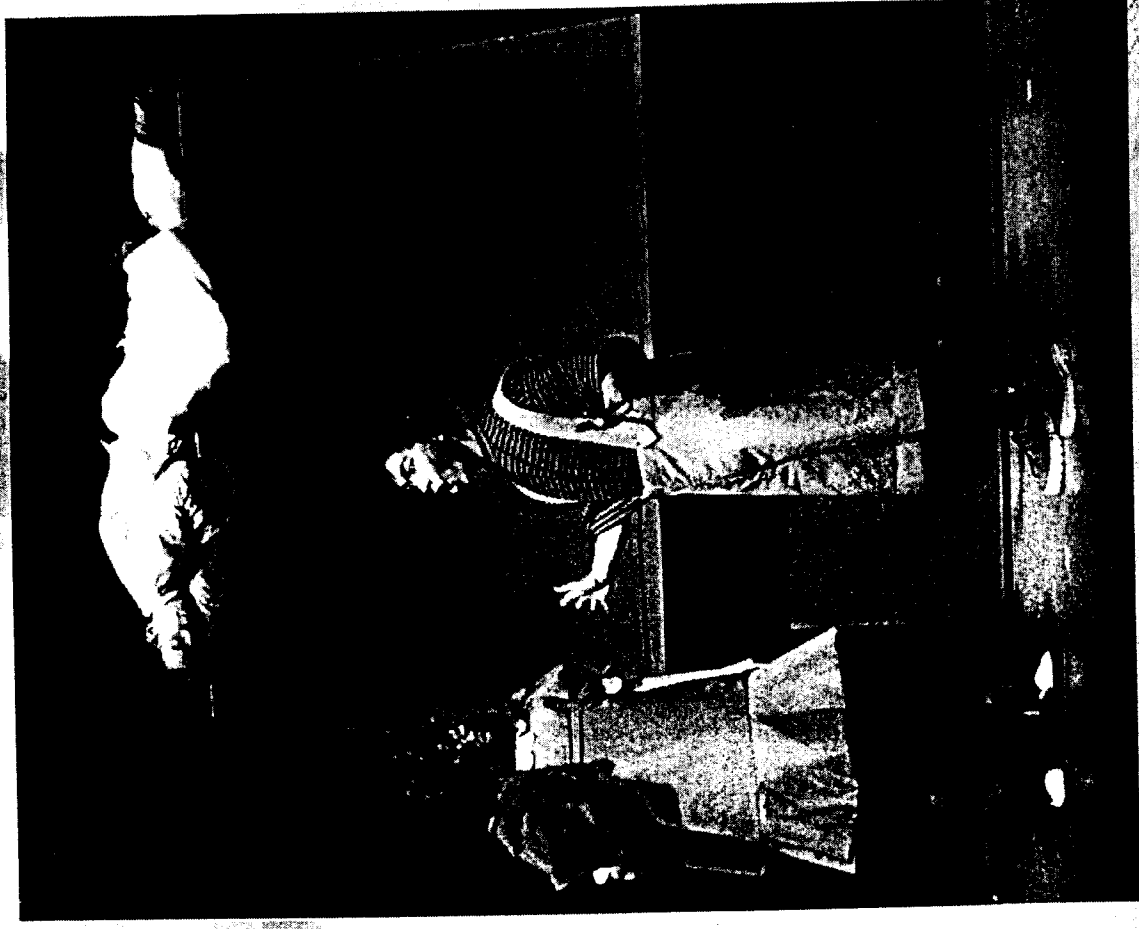
What We Want to Achieve

- recognize and build upon talent among our professional and amateur artists
- integrate the City's economic, tourism and community development with the arts
- ensure broadest possible public access to and awareness of the City's cultural assets



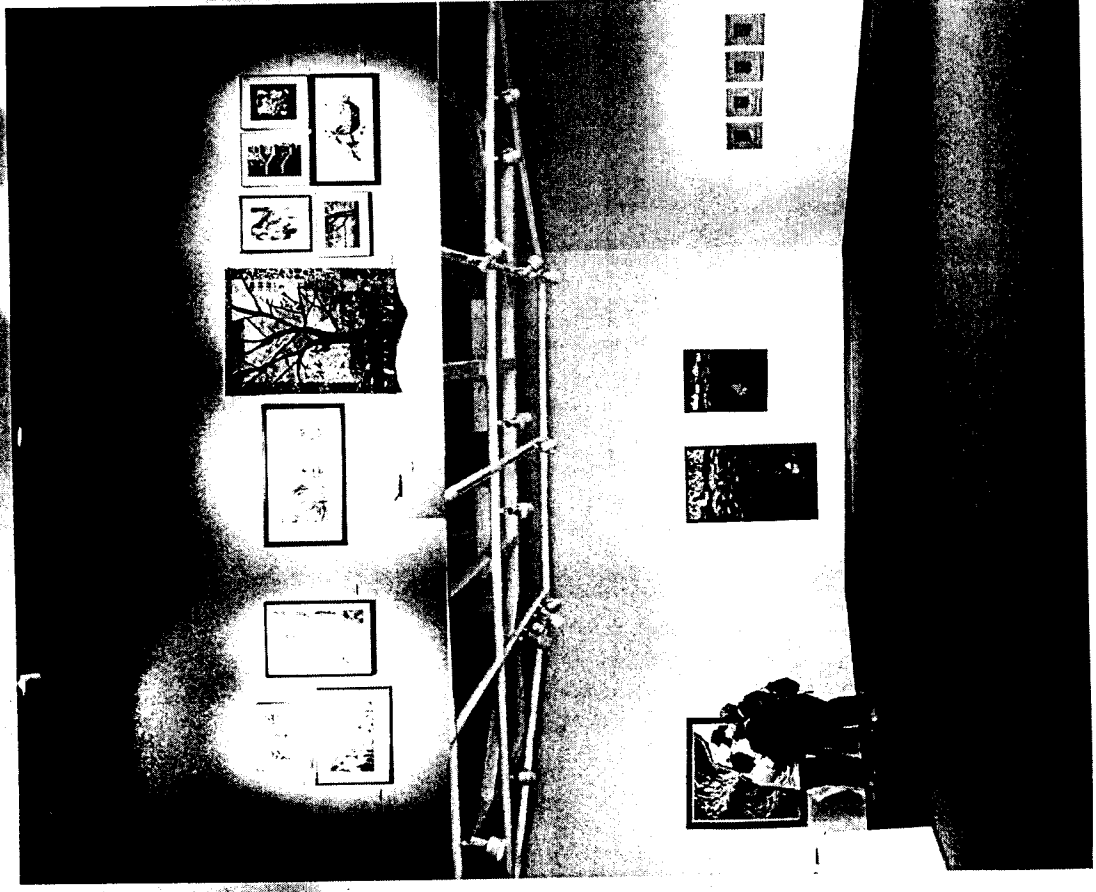
What We Want to Achieve

- bring to life public spaces to define and create a special sense of place
- encourage and facilitate cooperative relationships among government and non-government entities to deliver cultural services
- create an artist friendly community
- enhance opportunities for training in the arts



What We Want to Achieve

- celebrate and support the development and creation of art
- honour and celebrate those individuals, community organizations and corporate leaders who support the arts
- maximize the arts contribution to the economy



Richmond Art Gallery, installation, September 2003
Bettina Matzkuhn, *Inundation*



Our Vision

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.

5 Strategic Goals

1. Build Capacity Within and Support for Arts Organizations

- 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



5 Strategic Goals

2. Strengthen, Support and Enhance the Artistic Community

- 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



5 Strategic Goals

3. Increase the Variety and Diversity of Arts Experiences and Opportunities

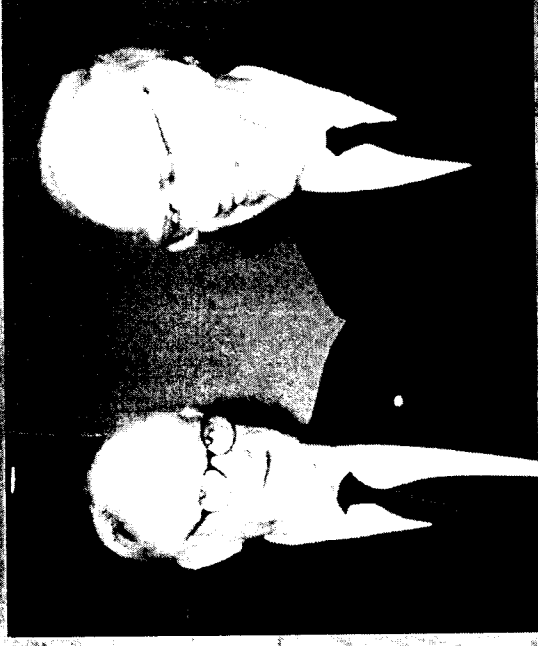
- increase opportunities for culturally diverse communities to showcase their arts
- enhance the quality of arts programming and instruction in community facilities
- develop programs that encourage interaction between arts professionals and the community
- cooperate with public and private educational institutions to increase, develop and support arts programming



5 Strategic Goals

4. Expand Public Awareness and Understanding of the Value of the Arts

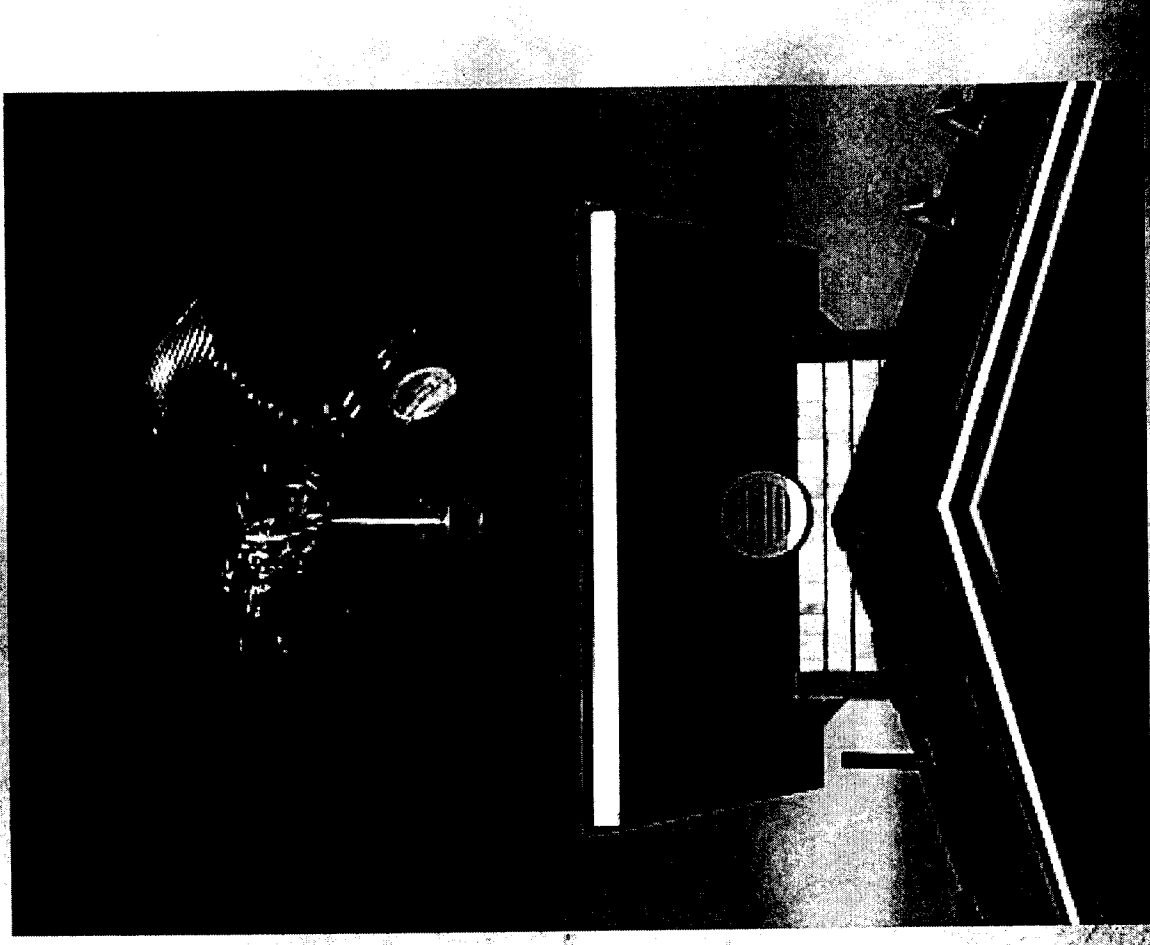
- market the arts in Richmond and acknowledge the opportunities created by the diversity of our audience
- recognize outstanding accomplishments in the arts in order to acknowledge those artists, arts organizations and patrons who contribute in a major way to the cultural life of Richmond



5 Strategic Goals

4. Expand Public Awareness and Understanding of the Value of the Arts

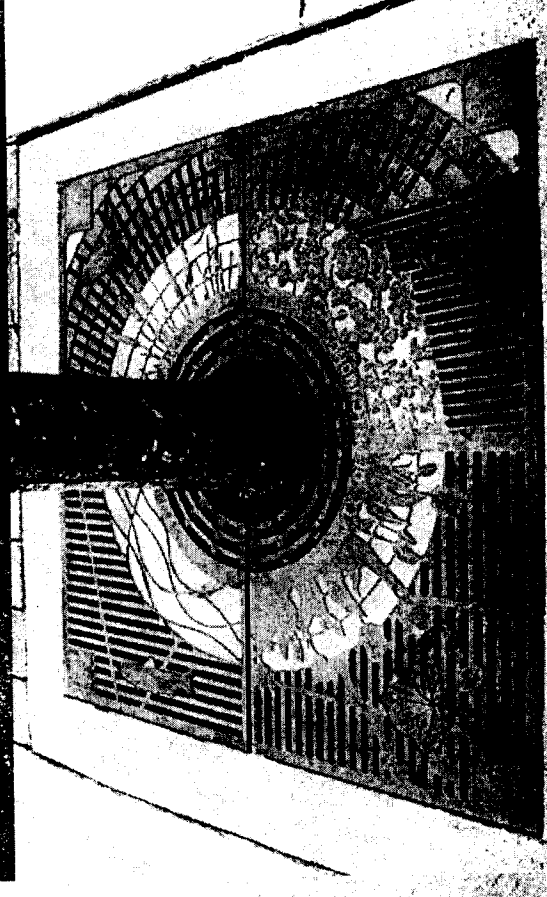
- educate the community on the value of the arts
- enhance public awareness and understanding of the importance of public art
- increase the amount of public art



5 Strategic Goals

5. Broaden the Economic Potential and Contribution of the Arts

- 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

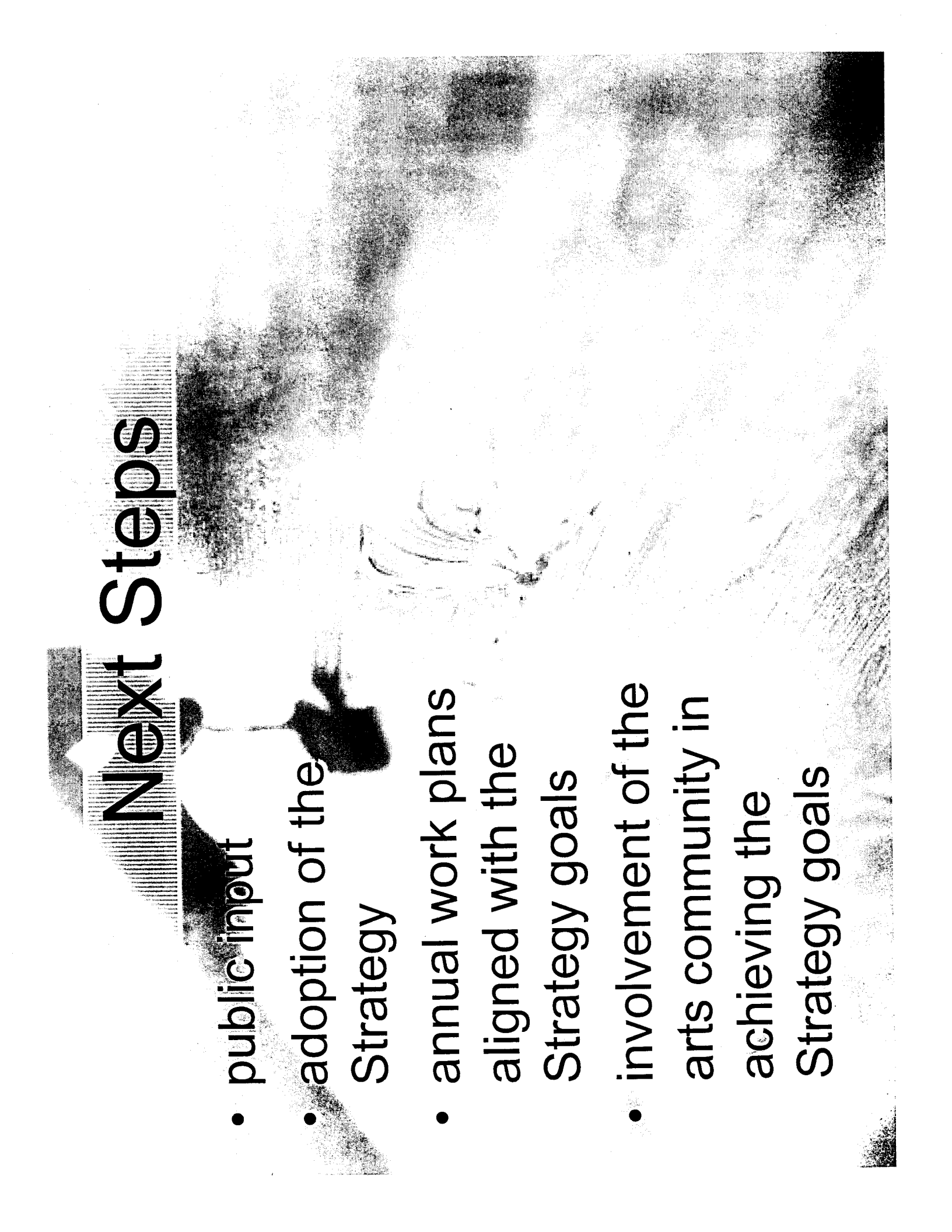


5 Strategic Goals

5. Broaden the Economic Potential and Contribution of the Arts

- 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





Next Steps

- public input
- adoption of the Strategy
- annual work plans aligned with the Strategy goals
- involvement of the arts community in achieving the Strategy goals



The Arts can play a
significant role in
achieving our vision.

*Richmond, the most appealing,
livable and well-managed
community in Canada.*



