



## City of Richmond

## Report to Council

---

**To:** Richmond City Council  
**From:** Mayor Malcolm D. Brodie  
Chair, General Purposes Committee  
**Date:** April 21, 2006  
**File:** 11-7000-01/2006-Vol  
01  
**Re:** **RICHMOND CHAMBER OF COMMERCE ARTS AND CULTURE TASK FORCE  
REPORT**

---

The General Purposes Committee, at its meeting held on Tuesday, April 18<sup>th</sup>, 2006, considered the attached report, and recommends as follows:

### **Committee Recommendation**

- (1) That the report entitled “Benefits, Opportunities and Recommendations for Linkages between Business, Arts and Culture in Richmond”, (as prepared by the Richmond Chamber of Commerce Arts and Cultural Task Force), be received for information;*
- (2) That City Council confirm its support for the Richmond Chamber of Commerce standing committee for Business, Arts and Culture, and the joint application to “Arts Now”; and*
- (3) That the question of staffing implications, including the Parks, Recreation & Cultural Services Division and the Economic Development Office, be referred to staff for review.*

Mayor Malcolm D. Brodie, Chair  
General Purposes Committee

Attach.

Dear Mayor and Council,

The Richmond Chamber of Commerce (RCC) Executive Committee passed a motion in October 2005 to create an Arts and Culture Task Force (ACTF).

The committee started its work on November 2, 2005 focusing its investigation on linkages between business, arts and culture in Richmond. The areas of investigation are:

- The cultural parameters in Richmond (language, ethnic groups, etc)
- The benefits of linking businesses with arts and cultural activities
- The current initiatives in the community
- The funding opportunities available to RCC
- The recommendations and next steps for RCC to consider.

The report presents an Environmental Scan of the Richmond community and then categorizes its findings into Benefits, Opportunities, and Recommendations. These three components facilitate business collaborations that promote the growth of arts and culture activities and contribute to the development of Richmond as a world-class city.

### **Benefits**

- "Branding" of the Community's Identity creating linkages between Business, Arts and Culture will strengthen the city's identity as a culturally rich, inclusive community.
- Community Betterment and Quality of Life committing to an enhanced quality of life will attract businesses and individuals to the city – making Richmond a destination as well as a Gateway.
- Direct Economic Impact through accommodations, restaurants, attractions, hospitality services and retail will accrue from increased activity in the arts, culture and tourism sectors
- Business Opportunities through participation and contributions to public festivals, events and performing arts venues will increase exposure, recognition and community partnerships
- Additional Pedestrian Traffic by visitors to arts and cultural locations will increase business exposure and activity.

### **Opportunities:**

- RCC could apply to "Arts Now" to fund an economic impact study focusing on the specific and measurable economic benefits arising from enhanced strategic collaborations between the business, arts, and culture organizations in Richmond, as part of an overall Business and the Arts plan for the city
- An increased awareness of the impact of arts and cultural activities on local businesses

- A definition of cultural parameters / partnerships / initiatives that exist and that could be developed in the future
- A development of a strategy for integrating arts and culture in the community
- A defining of opportunities for greater business participation in arts and culture

**Recommendations:**

- **The Arts and Culture Task Force recommends that the Richmond Chamber of Commerce create a standing committee for Business, Arts and Culture.**
- The mandate of the recommended standing committee for Business, Arts and Culture would **focus on advocacy for and development of linkages between businesses and the arts and culture community of Richmond.**

The mandate should include the following actions:

- **Participation in an joint application to “Arts Now” for funding to commission an economic impact study of business, arts, and culture in Richmond.**
- **Conduct ongoing reviews of strategies to facilitate collaboration between business and the arts and culture community.**

Examples:

- ♣ Festivals in the community
- ♣ Networking events
- ♣ Business venues for public art
- ♣ Participant database
- ♣ Communication strategy
- ♣ Luncheon speakers

The full report (40 pages) has been attached for your perusal. The Richmond Chamber of Commerce Arts & Culture Task Force would like to present the findings of the report at the next General Purposes Meeting on Tuesday, April 18, 2006. The findings of the report and recommendations will be presented by Co-Chair's Nicki Roberts and Simon Johnston in cooperation with committee members Rob Fleming, Craig Jones, Josh O'Connor and Suzanne Greening. Please let me know if I can provide any additional material for your consideration.

Josh O'Connor  
Chairman of the Board  
Richmond Chamber of Commerce

***Richmond Chamber of Commerce Arts and Culture Task Force Report:  
Benefits, Opportunities and Recommendations for Linkages between  
Business, Arts and Culture in Richmond***

**Prepared for the Richmond Chamber of Commerce**

**April 4, 2006**

**Arts and Culture Task Force Members:**

Simon Johnston (Co-Chair)  
Nicki Roberts (Co-Chair)

Gateway Theatre  
New Image Studios

Jane Fernyhough  
Tamaka Fisher  
Rob Fleming  
Suzanne Greening  
Tracy Lakeman  
James Liao  
Leslie Matheson  
Genevieve Miller  
Josh O'Connor  
Ray Segat

City of Richmond  
Steveston Village Gallery  
Kwantlen University College  
City of Richmond  
Tourism Richmond  
Leadership Now  
Richmond Centre  
Leadership Now  
The Richmond Review  
Vancouver Airport

### **Terms of Reference:**

On November 2, 2005, the Richmond Chamber of Commerce (RCC) Arts and Culture Task Force (ACTF) met for the first time to develop its terms of reference in keeping with the mandate established through the adoption of the RCC Executive Committee motion to create the Task Force in October, 2005 (See Appendix A).

The RCC Arts and Culture Task Force agreed to focus its investigation on five general areas of exploration in order to prepare a report that presents a synoptic overview of Benefits, Opportunities, and Recommendations for the RCC with respect to mutually beneficial linkages between business, arts and culture in Richmond. The general areas of exploration are as follows:

- Identify cultural parameters of the Richmond Community (language, ethnic groups, etc)
- Identify requirements and benefits for linking businesses with arts and culture activities
- Identify current initiatives in the community
- Identify funding opportunities
- Develop recommendations / next steps for RCC to consider

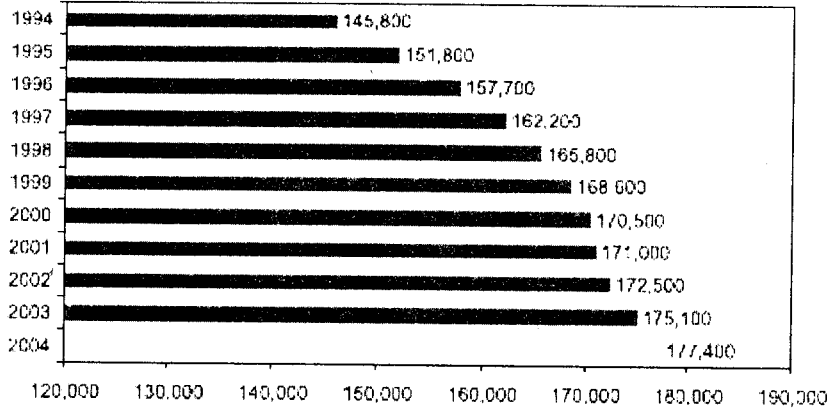
In keeping with its terms of reference, the ACTF report first presents an Environmental Scan of the Richmond community as a whole and then categorizes its findings into Benefits, Opportunities, and Recommendations for the RCC to consider in determining its future actions to facilitate collaborations between business, arts, and cultural organizations that will promote the growth of arts and culture activities and contribute to the development of Richmond as a world class city.

**Environmental Scan:**

The City of Richmond has grown steadily over the past ten years from a base of 145,800 residents in 1994 to 177,400 in 2004—an increase of approximately 22% (See Figure 1 below).

**Figure 1**

**City of Richmond Population 1994 - 2004**

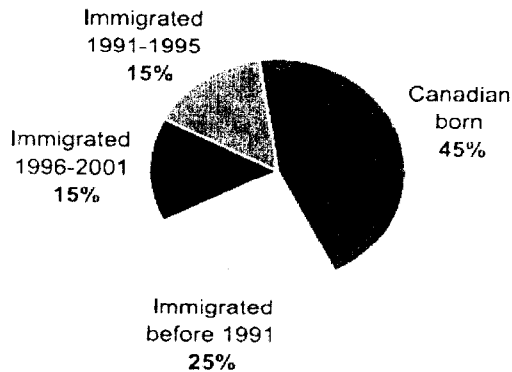


Source: City of Richmond Policy Planning Department.  
Note: Population includes an estimate of Census undercount.

The vibrant plurality of the population is evident in the fact that 55% of Richmond residents are first generation immigrants to the region (See Figure 2 below).

**Figure 2**

**Immigrant Status of Richmond Residents by Period of Immigration**

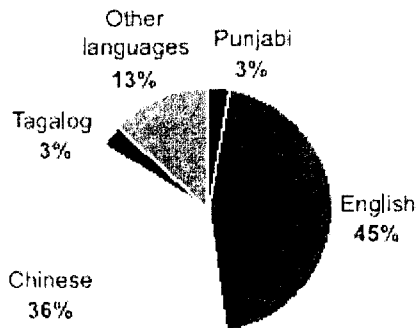


Source: Statistics Canada 2001 Census.

The cultural-linguistic diversity in Richmond (See Figure 3 below) reinforces its reputation as a region open to the world, a place where people of all ethnic heritages are welcome and can thrive.

**Figure 3**

### Richmond's Population by Mother Tongue



Source: Statistics Canada 2001 Census.

With the prospect of continued population growth very strong, given the boom in the local and B.C. economies in recent years and anticipated in the lead-up to the 2010 Olympics, Richmond seems well-positioned to develop as a **Gateway Community** attracting people from around the world as visitors and residents.

In its *2004 Annual Report*, the City of Richmond identifies its vision as “being the most appealing, livable, and well-managed community in Canada.” To achieve this vision, its priorities include “enhancing the City’s beauty, expanding community opportunities and services, ensuring community safety and environmental sustainability, and *fostering community celebration and engagement*” (emphasis added; 7). Two of the three prongs of this vision—Appealing and Livable—refer directly to arts and cultural initiatives as catalysts in contributing to development of Richmond as an “appealing city, drawing visitors for distinctive experiences and attracting new businesses and residents by its beauty, its services, and community opportunities” (9). (See Appendix B for a truncated list of **Achievements** identified in the *2004 Annual Report*.)

The benefits of an appealing, livable city “fostering community vibrancy and a sense of welcome” serve both businesses and individual citizens alike. The interrelatedness of commercial prosperity and a culturally rich community is clear:

In 2004, the City again experienced a boom in residential and commercial development as Richmond continues to be seen as an attractive city in which to live and work. *Public art projects throughout*



*the year and a new Arts Strategy also added to the visual appeal of the city and to celebrating and strengthening the contribution of the arts.*

As a host community for major special events, Richmond attracts international attention. This year the hugely popular World Junior Badminton Championships drew thousands of visitors and international athletes to Richmond, the first time this event was held in North America. This is but a precursor to the tens of thousands who will be drawn to Richmond in 2010 . . . for the 2010 Olympic and Paralympic Winter Games. Indeed Richmond has achieved and will continue to build on its international appeal as an excellent place to live, work, and play. (emphasis added; 9)

A key component of the City's livability is its multicultural character, which "adds richly to the city's vibrancy, diversity, and cultural opportunities, making Richmond a model for intercultural relations. In recognition of this fact, and looking toward the future, in 2004 the City "[created . . .] an Intercultural Strategic Plan, a forum on intercultural education, and outreach programs. Ongoing initiatives and commitment to a full spectrum of quality of life dimensions [will ensure] that Richmond remains a truly livable community" (13).

The City's recognition of the necessity of a comprehensive *Arts Strategy* and an *Intercultural Strategic Plan* as it looks towards the immediate future leading to the 2010 Olympics and the more distant future of Richmond as a dynamic and growing multicultural city speaks to the maturity of its vision. In order for the city to thrive, its businesses, the citizens who own and work in them, and the visitors who enjoy the services provided all must feel welcome in Richmond.

In keeping with this overall vision, the *Richmond Arts Strategy* articulates a City of Richmond vision for the arts that focuses on engagement of the whole community:

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)

Paramount in this vision and throughout the *Arts Strategy* is the conviction that arts and cultural activities build community in every sense of the phrase: historical, cultural, commercial, etc. The importance of active and ongoing community building in a city as culturally and linguistically diverse as Richmond is essential to the ongoing development of an inclusive, respectful, and livable society.

In relation to specific economic benefits and opportunities, the *Arts Strategy* points out that 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” (2). Direct economic benefits are derived through increased employment opportunities, cultural industries, cultural tourism, community revitalization, creativity in the new economy, and indirect and induced spending (3). (See Appendix C for the complete list.)

The many economic and community benefits to be derived through strong ties between business, arts and culture is evident in ongoing activities and commitments in Richmond today. The Vancouver Airport, Richmond’s largest business and biggest employer—the economic engine of the region—demonstrates its conviction that art, culture and business are necessarily intertwined through its own comprehensive arts and culture activities, which include its own Art Foundation and impressive art collection on display in its terminals.

This principle is best expressed in the following excerpts from “Land Sea Sky – Art at YVR”:

*Airports are more than buildings, runways and parking lots. They encompass the spirit and capture the imagination of a community. At YVR, we respect the important role an airport can play in a community and aim at creating an environment that is not only practical, but that also reflects, through the public art we have on display, the beauty and rich heritage of British Columbia.*

- *Graham Clarke, Chair, Vancouver International Airport Authority*

Twenty-first century travel has evolved from the days when the novelty of the mode of transportation itself was enough to define the experience. With new and multi-faceted expectations among travelers, airports have become vibrant hubs of commerce and distinct environments evocative of their particular regions.

In addition to constructing a state-of-the-art commercially viable facility, YVR has also established a commitment to creating a unique sense of place, wherein British Columbia’s distinctive cultural heritage and its spectacular natural beauty are celebrated.

YVR is not a museum and it is not an art gallery; it is a busy international airport – perhaps one of the most vibrant, culturally diverse and well-utilized public spaces of the twenty-first century. Still, in this very public place, YVR has ensured that magnificent installations of Northwest Coast native art, as well as the works of other artists who help characterize BC, are accessible to a local, national and international audience. On a daily basis, thousands of passengers, as well as “meeters and greeters,” view these works. Their level of appreciation will surely vary; yet all will take away, whether by a

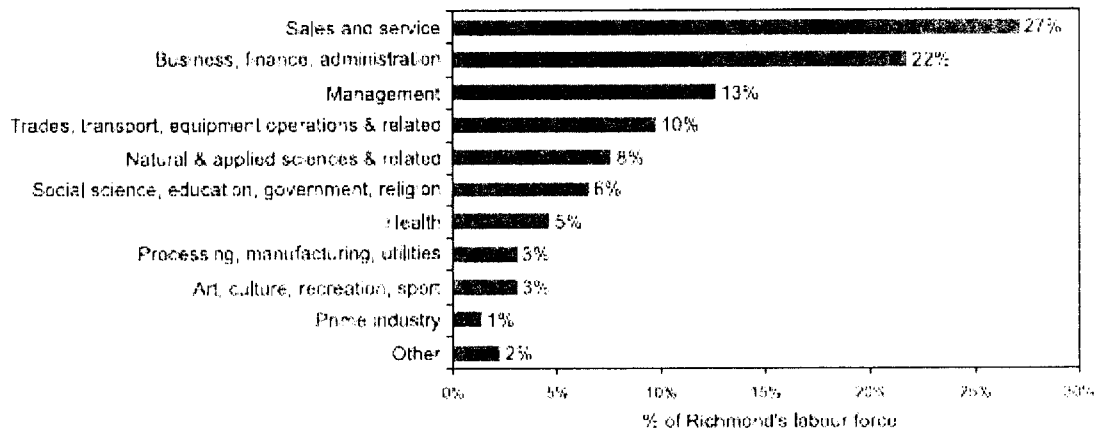
fleeting glimpse or through thoughtful contemplation, a distinct impression of YVR and of the place that is the province of British Columbia.

Peter Ladner, Vancouver City Councilor, points out that within the business community today there is limited understanding of the overall economic and cultural benefits of festivals: “With all the important work being done by various associations to attract meetings, conferences and conventions to town, another aspect of economic development gets relatively little attention: treating festivals and participatory sporting events as businesses that can be nurtured to grow jobs and economic spin-offs” (“The case for festivals – Festivals add to city life while spinning job-creating profits”).

Although many ongoing festivals and events in Richmond already contribute to the social and economic prosperity of the region (See Appendix D for a complete list), there is a great deal of opportunity for expansion of collaborations between business, arts and culture. Arts, culture, recreation and sport comprise a small portion of the Richmond economy (See Figures 4 and 5 below). There are 3% of Richmond residents employed in this sector and only 2% have jobs in this sector within the city. Opportunities presented by BC’s hosting of the 2010 Winter Olympics and the development of the Richmond Skating Oval reinforce the necessity of immediate expansion within this sector. Perhaps more importantly, the long-term prosperity of the city, its businesses, and its citizens seems integrally tied to the continued development of an appealing, livable city in which arts and cultural activities that engage a culturally and linguistically diverse population flourish.

**Figure 4**

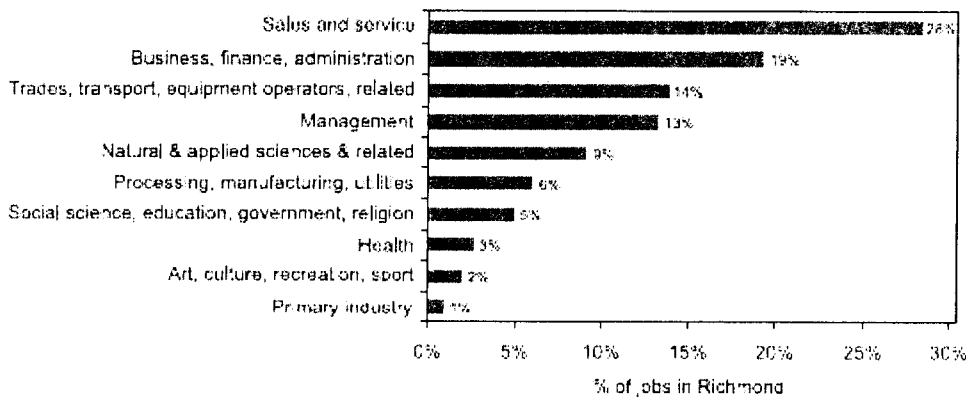
### Occupations of Richmond Residents



Source: Statistics Canada 2001 Census.

**Figure 5**

## Jobs in Richmond by Occupation



Source: Statistics Canada, 2001 Census, Custom Tabulations

Similar conclusions have been reached in western Canadian cities such as Kelowna and Edmonton, each of which is known—albeit in distinct fashions—for its vibrant arts and cultural activities. Edmonton has named itself "Canada's Festival City". Festival City is an initiative of Edmonton Tourism, a division of the Edmonton Economic Development Corporation, a corporation owned by the City of Edmonton. Festival City is dedicated to promoting and fostering Greater Edmonton's festival scene. They have over 30 festivals each year - music, performances, visual arts, cultural, sports and family fun. Presenting to a conference in Red Deer in 2001 on the results of a 1999 study of the economic impact of Edmonton's non-profit arts and festival organizations (Executive Summary is included as Appendix E), John Mahon of the Edmonton Arts Council cites a brief recently released by the National Governors Association (USA) on the Role of the Arts in Economic Development, which asserts that "the non-profit arts industry is a potent force in economic development nationwide."

States and communities have integrated the arts into their economic development arsenal to achieve a wide range of direct and indirect economic goals. Arts and festivals assist municipalities in the following ways:

They leverage human capital and cultural resources to generate economic vitality in underperforming regions through tourism, crafts, and cultural attractions;

They restore and revitalize communities by serving as a centerpiece for downtown redevelopment and cultural renewal;

They improve quality of life, expand the business and tax revenue, and create a positive community image; and

They make communities more attractive to highly desirable, knowledge-based employees thus stimulating new forms of knowledge-intensive production to flourish. ("Economic Impact of the Arts and Festivals on the Edmonton Region")

The city of Kelowna has recently launched (in 2003) the *Okanagan Cultural Corridor Project*, building on the recommendations of a 1998 report entitled, *The Economic Impact of Arts & Culture in the Central Okanagan* (Executive Summary is included as Appendix F). The economic impact "study quantified culture's GDP impact and the extent of regional employment attributable to culture. It also demonstrated how local government investment in the arts stimulated important economic activity" ("Introduction," para. 2). The *Okanagan Cultural Corridor Project* lays out a regional plan to enhance cultural activities and the revenue they generate through tourism:

The principal objective of the Okanagan Cultural Corridor Project is to diversify the Valley's tourism product, grow its long-haul markets, and increase visitor volume and revenues. At the same time, by increasing earned revenues for the Valley's cultural organizations, the Project will enhance the economic well-being of the Valley's cultural community. Finally, the economic impacts generated by cultural tourism and enjoyed by the entire Valley will provide an economic rationale for increased public and private sector investments in the Valley's cultural resources. ("Objectives," para. 1)

A uniquely-tailored plan for the City of Richmond would likely yield commercial benefits similar to those achieved and still anticipated in the Central Okanagan. Certainly, an economic impact study similar to that conducted for the City of Kelowna seems an appropriate course of action for Richmond. Economic impact studies of arts and heritage are tools to create public awareness of the economic value of arts and heritage and build support for government, private and public investments and policies. These investments and policies assist the growth of arts and heritage organizations, institutions and businesses, which, in turn, have a direct and induced impact on local economy, and in particular, cultural tourism.

## **Benefits:**

Arising from the environmental scan of current initiatives in Richmond and elsewhere, the ACTF has identified the following primary benefits for businesses and citizens of the region that would result from stronger, more prevalent linkages between business, arts and culture:

- “Branding” of the Community’s Identity
  - Integrated participation by business, community, and government in arts and culture activities, events and scheduling—combined with a comprehensive communication strategy by the City of Richmond and Tourism Richmond—will strengthen the City’s identity as a culturally rich, inclusive community
  
- Community Betterment and Quality of Life
  - Broadly supported arts and culture initiatives and events within the City of Richmond will promote a community environment in a large (and expanding) and diverse region
  - A thriving arts and culture environment is attractive to employees, residents and visitors, encouraging them to live, work, and play in the city
  - Longer term, the enhanced quality of life will continue to attract businesses and individuals to the region—making Richmond the destination as well as a **Gateway**
  
- Direct Economic Impact
  - Increased employment in arts and culture entertainment and tourism sectors
  - Residual economic activity in services sectors arising from increased arts and culture entertainment and tourism sectors
    - Accommodations
    - Restaurants
    - Hospitality Services
    - Retail
  
- Opportunities for businesses and individuals to participate and contribute
  - Jointly sponsored public festivals and events
    - e.g. Vancouver and Edmonton Fringe Festivals
    - street festivals with arts and culture focus
  - Public fine and performing arts venues
    - e.g. Vancouver Airport Art Collection
    - rotating public art displays in business venues

- Community Partnerships
  - Collaborative linkages between community groups, government organizations, educational institutions and businesses
    - e.g. participant / supporter recognition for businesses and other groups
    - Spirit of B.C.
  - Integrated planning and scheduling
    - e.g. summer arts and culture activities schedule
    - volunteer services and database
- Additional Traffic
  - Concentrated foot traffic in areas where arts and culture businesses, activities and events are concentrated
  - Increased visitor traffic to region to attend destination arts and culture events—facilitated by transit upgrades (Canada Line) and the Vancouver Airport as a regional, national, and international travel hub

## **Opportunities:**

Arising from the environmental scan of current initiatives in Richmond and elsewhere, the ACTF has identified the following opportunities for businesses and citizens of the region that would result from stronger, more prevalent linkages between business, arts and culture:

- Application to Arts Now for an economic impact study focusing on the specific and measurable economic benefits arising from enhanced strategic collaboration between the business, arts, and culture organizations in Richmond as part of an overall Business and the Arts plan for the city
  - Arts Now has several funding calls in the coming year that the RCC and/or individual businesses could participate in with governmental and community organizations
    - In the spring a joint application to Arts Now could be made for funding to commission an Arts and Culture Economic Impact Study similar to the *The Economic Impact of Arts & Culture in the Central Okanagan* study undertaken for the City of Kelowna (See Appendix D for the entire Executive Summary):

### **Excerpts:**

*“The Economic Impact of Arts & Culture brought about a sea change in the understanding of culture's role in the regional economy. The study quantified culture's GDP impact and the extent of regional employment attributable to culture. It also demonstrated how local government investment in the arts stimulated important economic activity”* (“Introduction,” para. 2).

*“This study begins by quantifying the direct impact and economic "ripple effect" generated by primary arts and cultural contributors within the Regional District of Central Okanagan (RDCO). Primary contributors are defined as those businesses, institutions, individuals and organizations that contribute directly to the production, facilitation, performance and servicing of arts and cultural activity within the regional economy”* (“Executive Summary,” para. 2)

- Increase awareness of impact of arts and culture activities for both participating and support businesses
  - Arising from a comprehensive economic impact study would be compelling, quantifiable data showing the direct economic benefits



- An RCC committee could take a lead role in liaising/communicating with member businesses and local arts and culture groups—acting as a catalyst for mutually beneficial collaboration
- Define cultural parameters / partnerships / initiatives that exist and that could be developed in the future
  - An RCC committee could play a facilitating role in liaising/communicating with member businesses, local government, community groups representing diverse ethnic and linguistic heritages, and local arts and culture groups in order to develop a comprehensive perspective on business, arts and culture in the region
- Develop a strategy for integrating arts and culture further in the community
  - An RCC committee could facilitate stakeholder participation in developing a strategy for business, arts and culture linkages in Richmond
- Define opportunities for participation
  - An RCC committee could take a lead role in liaising/communicating with member businesses and local arts and culture groups in identifying further opportunities for joint participation

## **Recommendations:**

Given the details of the Environmental Scan, and the many Benefits and Opportunities for the development of further mutually beneficial collaborations between business, arts and culture in Richmond that are identified in the preceding pages, the **Arts and Culture Task Force recommends that the Richmond Chamber of Commerce create a standing committee for Business, Arts and Culture.**

The ACTF recommends that the mandate of the standing committee for Business, Arts and Culture **focus on advocacy for and development of linkages between businesses and the arts and culture communities of Richmond.**

The ACTF further recommends that the mandate of the standing committee for Business, Arts and Culture include the following actions:

- **Participate in an joint application to Arts Now for funding to commission an economic impact study of business, arts, and culture in the Richmond community**
- **Conduct ongoing review of strategies to facilitate collaboration between business and the arts and culture community.** Examples of which may include:
  - Festivals in the community
  - Networking events
  - Business venues for public art
  - Participant database
  - Communication strategy
  - Luncheon Speakers

## References

- 2004 Annual Report*. City of Richmond. Richmond, B.C., Canada. 2005.  
<http://richmond.ca/shared/assets/annualreport200411283.pdf>
- The Economic Impact of Arts & Culture in the Central Okanagan*. City of Kelowna Arts Development Office. Kelowna, B.C., Canada. 1998.  
<http://collections.ic.gc.ca/okanaganvalley/project/economic/index.html>
- Ladner, Peter. "The case for festivals – Festivals add to city life while spinning job-creating profits." *Business in Vancouver Magazine* July 2002. Vancouver, BC.
- Mahon, John. "Economic Impact of the Arts and Festivals on the Edmonton Region." ARPA Conference Presentation. Red Deer, Alberta, 2001.
- Okanagan Cultural Corridor Project. City of Kelowna. Kelowna, B.C. 2003.  
[The Okanagan Valley - Cultural Corridor Project](#)
- Richmond Arts Strategy*. City of Richmond. Richmond, B.C., Canada. July 2004.  
<http://richmond.ca/shared/assets/Arts Strategy Final Report7296.pdf>
- Singh, Vic. *Focus on Culture*. Statistics Canada. 2002.
- ["A Whole New Mind by Daniel Pink." Review. \*Globe and Mail\*. Saturday, 22 June 2005. F10.](#)

# Appendix A

## Board of Directors, Richmond Chamber of Commerce

*We propose that the Richmond Chamber of Commerce strike an Arts and Culture Task Force to investigate issues and opportunities relating to the development of greater collaboration between Richmond businesses, government, and arts and culture groups. The Task Force would provide preliminary recommendations to the RCC by June, 2006.*

*Topics and activities to be explored by the Task Force could include but would not necessarily be limited to the following:*

- *Identifying issues of common interest and linkage opportunities between Tourism Richmond, Richmond businesses, and Arts and Culture organizations*
- *Raising the profile of the Richmond Chamber of Commerce through its affiliation with and support for civic, community and multicultural events.*
- *Reviewing the City of Richmond Arts Strategy document with a view to identifying opportunities for Richmond businesses already in the arts and culture fields and for mutually beneficial collaborations with those not directly linked to arts and culture organizations and activities*
- *Identifying business and partnership opportunities for arts and cultural development within the City of Richmond*

*We recommended that the composition of the Arts and Culture Task Force include representatives from the following areas:*

- *General business sector*
- *Arts and culture sector*
- *Media sector*
- *Education sector*
- *Richmond Arts Coalition*
- *Municipal government*
- *Tourism Richmond*
- *Richmond Chamber of Commerce*

## **Opportunity for the Richmond Chamber of Commerce**

Moving toward 2010, the rich cultural diversity of our city will be showcased to the world like never before, providing the residents and businesses of Richmond with an unprecedented opportunity to distinguish the community as an international destination for cultural activity, tourism, and business for generations to come. In order to take full advantage of this opportunity, the business community needs to acknowledge the significance of a flourishing arts community and facilitate its growth as an integral part of the social, cultural, and economic development of the city.

The Richmond Chamber of Commerce has had long standing success serving community arts and cultural organizations such as the Gateway Theatre, The Richmond Arts Council, The Arts Connection, The Mount Royal College of Business and Fine Arts, the Richmond Art Gallery, and the Richmond Orchestra and Chorus, to name a few. As well, the Richmond Chamber of Commerce is dedicated to building relationships with the City of Richmond and Tourism Richmond. By taking a leadership role in linking arts and culture organizations, tourism activities, government programs, and business partnerships, the RCC can contribute to the development of Richmond as a world class city!

“In Richmond, we believe 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.”

*Richmond Arts Strategy*

## **Arts, Culture, and Business in Richmond**

In 2004 the City of Richmond launched their *Arts Strategy*. This strategy was brought together by a steering committee of Arts Organizations and business people throughout the community. Together they identified the important roles the arts play in life, in community building, and in the economy. In addition to outlining how the arts build social and economic wealth in a community generally, the report identifies six areas of the economy that would benefit as a result of developing the arts and cultural identity of the city:

- Employment
- Cultural Industries
- Cultural Tourism
- Community Revitalization
- Creativity in the New Economy
- Indirect and Induced Spending

Having a well-developed strategy that fosters meaningful links between business and arts and cultural communities will attract companies seeking qualified workers and people seeking a place to live where there are job opportunities, diverse cultural activities, and strong community spirit.

Such a strategy acknowledges the value of cultural differences and the need to respect them. It also promotes the global mindset needed for economic development in the era of globalization. All this will strengthen Richmond's position as an international centre and a Gateway to Asia, particularly to China and India, recently identified by Thomas L. Friedman, New York Times Foreign Affairs Columnist, as the economic powerhouses for the 21<sup>st</sup> century.

Further strengthening the value of a strong cultural community, the Federal Government has identified four dimensions to the sustainability of cities and communities: economic, environmental, social and cultural. By identifying culture as one of these dimensions it acknowledges the important role arts, culture and heritage play in ensuring a vibrant, healthy, sustainable community.

## The Economic Importance of Arts and Culture

- Richard L. Florida, a Professor of Economic Development at Carnegie Mellon University, has identified factors that drive economic development in a knowledge based economy. Florida found that the cities or regions that flourish are the ones that take a comprehensive approach to development; they promote the advancement of socio-cultural initiatives as well as stimulate economic drivers. He determined that the greatest asset in a knowledge-based economy is creative people. In order to attract and retain creative people, a region must create an environment with a “people climate.”

Cultivating community spirit, promoting cultural activities, supporting artistic production, and creating opportunities that foster growth and development in a knowledge-based economy are vital. In a knowledge-based world our ability to stimulate the creative ideas leading to innovation will determine whether we succeed as a society and as an economy.

- In his intriguing new book, A Whole New Mind, Daniel Pink discusses the movement from the “Information Age” to the “Conceptual Age” in the West. Roughly stated, his thesis is that traditional specific skills related professions . . . are in jeopardy as a result of abundance of trained individuals, automation of rote tasks, and Asian competition. The extent to which these professions will thrive will be determined by the extent to which they become “Conceptual” professions informed by the ability to conceptualize and tell a story—creative as well as critical expression. Philosophy, Art and literature might supplant more “sensible” program choices. He cites many business leaders, saying such things as . . . “Get me some poets as managers. Poets are our original systems thinkers.” and “The essence of persuasion, communication and self-understanding has become the ability also to fashion a compelling narrative.” (Globe and Mail. Saturday, 22 June 2005. F10.)
- In 2002, economic output from Canada's culture industry surpassed the \$39 billion mark, up 37% from \$29.2 billion in 1996 (Singh, Vic. *Focus on Culture*. Statistics Canada. 2002.). Singh's document also records that 611,000 Canadians (4.1% of Canada's workforce) draw their income from the cultural sector. Between 1996 and 2001 employment in the cultural sector rose at an annual average of 3.4%, ahead of the 2.3% growth for the economy as a whole. One in four workers in the cultural sector was self-employed (26%) compared with 16% across all industries, on average over the period of 1996 to 2001. The cultural labour force is indeed very

dynamic and flexible. The high incidence of self-employment and multiple job holding exemplifies emerging labour market trends and calls for innovative approaches to training and development.

“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 Advisor, Officer of the Order of Canada



## Appendix B

On pages 10-11, and 14-15 of the *2004 Annual Report*, the City of Richmond cites numerous **Achievements** of arts and cultural activities and projects initiated and delivered by businesses, community groups, educational organizations and government. These activities and projects are recognized as making essential contributions to the creation of Richmond as an appealing, livable city that attracts visitors and businesses. A truncated list of **Achievements** is provided below:

- Richmond was selected as the site for the long track speed skating oval for the 2010 Olympic and Paralympic Winter Games. The Oval will serve as an international gathering place and centre of excellence for sports and wellness long after the Games.
- A concept plan for the Terra Nova Rural Park was approved. As a significant natural and historical area, this park will feature a heritage district with five heritage homesteads, a farm centre with community gardens, old-field and slough habitats, creative interpretive features, public art, lookout structures, trails, and boardwalks.
- Richmond celebrated its maritime history with the visit of two tall ships. Both the 361 foot Kaiwo Maru from Japan and the 188 foot barquentine, Concordia, are youth sail training vessels. The Kaiwo Maru is the sister ship to the Nippon Maru which took part in the 2002 Richmond Tall Ships Festival. The Concordia offered day sailing programs for youth and both ships offered public tours during their stay in Richmond.
- Complementing the tall ship visits was the inaugural maritime festival at Britannia Heritage Shipyard. Activities included model boat making, fish printing, maritime demonstrations such as net mending, rope making, knot tying, and flag raising by the Sea Dragons Sea Cadets. Approximately 20 boats were on display, including a visit by the Coast Guard hovercraft.
- The City hosted its first PlayDay, designed to bring together children, families, organizations, and businesses in an inventive celebration of play. The day was hugely successful with 11,000 participants and 400 volunteers engaged in a variety of theme-based activities around art, building, gardening, science, the circus, games, and noise making. The event also included historic activities in honour of Richmond's 125th celebration.
- In 2004, the City of Richmond initiated an area plan review process for

the West Cambie neighbourhood. Through a series of open houses and public consultation, a preferred land use option was developed with the goal of creating a distinctive, vibrant neighbourhood as a complete and balanced community with a mix of retail, commercial, and community uses.

- Richmond played host to the 2004 World Junior Badminton Championships featuring more than 400 of the world's top young players, many of whom are preparing to compete in the 2008 Olympic Summer Games in Beijing. This was the first time this tournament was held in North America. The event held at Minoru Arenas attracted 12,500 spectators and was supported by 500 volunteers. Richmond also hosted the 2004 Canadian Wheelchair Curling Championships at the Richmond Winter Club.
- A Richmond Arts Strategy was developed with community input, providing vision and direction for the arts, arts festivals, and cultural industries in Richmond. Key goals of the strategy are to strengthen, support, and enhance the artistic community, increase the variety and diversity of arts experiences, expand public appreciation for the arts, and broaden the economic contribution of the arts.
- New public art projects created this year in partnership with residential developers included "The Lions" and "Bug Gate." The Lions, at Alderbridge Way and Garden City Road, symbolize harmony, happiness, and stability. Other public art works in progress include projects for the Terra Nova Rural Park, for the new fire halls, and for the West Richmond Community Centre.
- As part of the East Richmond Healthy Community Project, students from Cambie Secondary School designed and planned a public art project at King George Park. The project involved painting artworks on the park's gazebo, enhancing the beauty of the neighbourhood and celebrating art and culture.
- Heritage restoration work this year included upgrading of the docks at Britannia Heritage Shipyard and the No. 3 Road Pier, pile stabilization of the Phoenix net loft, and installation of a vinyl room membrane to protect the net loft.
- Land purchased in 2004 as part of the McLennan South Community Park contains a 60 year old ornamental perennial garden that will be maintained and incorporated into the park plan. Development of the park began in 2004. Another park project this year included playground development and tree planting at Birch Park.

- A Farmers' Market and Agricultural Festival were hosted by the City and the East Richmond Community Association in celebration of Richmond's agricultural heritage and in support of the city's thriving farming industry.
- A second community garden was developed at the south end of Gilbert Road, offering expanded opportunities for residents without their own garden plots to enjoy small-scale organic gardening.
- Richmond Public Library opened the new Cambie branch in 2004, located in the Cambie Shopping Plaza. The branch offers multilingual books, magazines, newspapers, and multi-media resources. Programming focuses on childhood literacy, life long learning, new immigrant orientation, and enhancing English as a second language.
- Gateway Theatre celebrated its 20th season in 2004. Marking the milestone was an anniversary gala and the refurbishing of the theatre lobby. This year was one of Gateway's most successful seasons, with 60,000 patrons, a 16% increase in program subscription, a 50% increase in theatre academy classes, and over 500 community and rental uses.
- The Richmond Safe Communities Alliance was formed in 2004 to increase the awareness of safety and injury prevention, to provide a forum for community dialogue on safety and health, and to enhance existing programs and resources. The Alliance has broad representation from government agencies, community service organizations, and businesses. Their combined efforts resulted in Richmond being designated as a Safe Community by the Safe Communities Foundation of Canada.
- In an effort to provide positive outreach and rapport with South Asian youth, the Indo-Canadian members of the RCMP established the Izzat Team (meaning 'respect' in Punjabi). As well, Richmond was represented on the Lower Mainland's Indo-Canadian/Police Communications Committee involving municipal police forces, the RCMP, and community representatives.
- Richmond City Council adopted an Intercultural Strategic Plan, which was prepared by the Richmond Intercultural Advisory Committee. The plan outlines the City's role of working with community cultural organizations to enhance intercultural welcome, inclusion, and harmony. The Committee also hosted a forum for community organizations, businesses, and public on various approaches to intercultural education.

- An outreach program was initiated in East Richmond to provide support, information, and proactive programs for South Asian Canadian youth at risk and their families. This is a multi-agency collaboration under the leadership of the East Richmond Community Association and with the involvement of the City, the Richmond School Board, the RCMP, and other agencies.

## Appendix C

Page 3 of the *Richmond Arts Strategy* cites numerous areas where arts and cultural activities contribute to economic development. The list is reproduced below:

- **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.
- **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.
- **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.
- **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.

## Appendix D

### Parks, Recreation and Cultural Services City and Partner Special Events *as of November 2005*

#### **LEVEL ONE:**

*(est. greater than 10,000 attendance)*

CANADA DAY PARADE July 1	Steveston
SALMON FESTIVAL July 1	Steveston Community Centre
CITY CENTRE CELEBRATION July <i>Association)</i>	Minoru Oval <i>(City Centre Community</i>
PLAYDAY July	South Arm Park <i>(City of Richmond)</i>
MARITIME FESTIVAL August	Britannia Heritage Shipyards
THOMPSON'S NIBBLES AND BITES September	Thompson Community Centre
NATURE COMES TO LIGHT December 1-30	Richmond Nature Park
DECEMBER MUSICAL December	Gateway Theatre

#### **LEVEL TWO:**

*(est. greater than 5,000 attendance)*

SPRING PRODUCTION April	Gateway Theatre
GARDEN CONTEST May 1 - June 30	throughout Richmond <i>(Parks, City of Richmond)</i>
MULTIFEST & ENVIRO FAIR June	Cambie Community Centre

HALLOWEEN FIREWORKS October 31	Minoru Park <i>City of Richmond)</i>
FALL PRODUCTION October	Gateway Theatre
WINTER WONDERLAND December	Minoru Arenas
<b><u>LEVEL THREE:</u></b> <i>(est. greater than 1000 attendance)</i>	
HOCKEY TOURNAMENTS Winter season	Richmond Ice Centre & Minoru Arenas <i>(RMHA, SMHA, or RGIH)</i>
LULU SERIES: ART IN THE CITY January, February, March, April	City Hall Council Chambers <i>(Richmond Arts Centre)</i>
MUSICAL EXPRESSIONS Once/month – <i>avg attendance: 100/event</i>	Richmond Cultural Centre <i>(Richmond Arts Centre)</i>
STAGE PRODUCTIONS Feb, Mar, May	Gateway Theatre
TAS Senior Circuit 2 SWIM MEET January	Watermania <i>(Richmond Rapids)</i>
LE CARNAVAL February	City Hall Courtyard <i>(City Centre Community Assoc.)</i>
HERITAGE WEEK February	Aberdeen Mall <i>(Heritage Services)</i>
CHINESE NEW YEAR February	Richmond Cultural Centre <i>(Richmond Arts Centre &amp; Library)</i>
YOUTH WEEK - <i>various activities</i> May	various locations
DANCE RECITAL May	Gateway Theatre <i>(Richmond Arts Centre)</i>
HAMILTON FESTIVAL June	Hamilton Community Centre

ARTISTS AMONG US June	Richmond Art Gallery
BURKEVILLE DAZE June	Sea Island Community Centre
CONCERTS IN THE PARK July & August	various locations
FAMILY FARM FAIR August	London Heritage Farm
FRASER SOUTH REGIONAL SWIM MEET August	Watermania (Richmond Kigoos)
EAST RICHMOND COMMUNITY LANTERN FESTIVAL October	Cambie Community Centre
FAST SWIM CLASSIC December	Watermania (Richmond Rapids)
<b><u>LEVEL FOUR:</u></b> (est. less than 1,000 attendance)	
HOCKEY or RINGETTE TOURNAMENTS Winter season	Richmond Ice Centre & Minoru Arena (RMHA, RR, ROHL or Top Shelf)
LIVE AT THE CULTURAL CENTRE Once/month – avg attendance: 80/event	Richmond Cultural Centre (Richmond Arts Centre)
TICKLE ME PICKLE (Youth Improv) Once/month – avg attendance: 40/event	Richmond Cultural Centre
PARKS OPENINGS Various times	Various locations (Parks, City of Richmond)
SPIRIT of B.C. SKATE February	Minoru Arenas (City of Richmond)
SENIOR'S WEEK AND WELLNESS FAIR April - various activities	Minoru Place Activity Centre



ASIAN HERITAGE MONTH May - <i>various activities</i>	Richmond Arts Centre
RICHMOND REGIONAL HERITAGE FAIR May	Richmond Museum
BULLHEAD CHILDREN'S DERBY June	Garry Point ( <i>Steveston Community Assoc.</i> )
SLUGFEST AT RICHMOND NATURE PARK June	Richmond Nature Park
THOMPSON COMMUNITY PICNIC June	Thompson Community Centre
CHILDREN'S FESTIVAL August	Cultural Centre Plaza ( <i>City Centre Community Assoc.</i> )
OLD FASHION GARDEN PARTY August	Minoru Cultural Centre Plaza ( <i>Minoru Place Activity Centre</i> )
LIFE IS A MASQUERADE October	Richmond Art Gallery
RMD HIGH SCHOOL DISTRICT MEET October	Watermania ( <i>Richmond High Schools</i> )
WINTER HAYRIDES December	Steveston Community Centre
WATER POLO INVITATIONAL December	Watermania ( <i>Lower Mainland Water Polo</i> )

## **Appendix E**

### **Economic Impact Of The Arts And Festivals On The Edmonton Region**

***John Mahon (Edmonton Arts Council)***

Presented at the October 2001 ARPA Conference, Red Deer, AB

#### **Background**

The Edmonton Arts Council and Economic Development Edmonton have collaborated on two studies of the economic impact of Edmonton's non-profit arts and festival organizations on the economies of the Edmonton region and on the Province of Alberta. Those studies were conducted on data gathered on 1996 and 1999 expenditures. The motivation for the studies was initially in reaction to questions about the economic value of direct municipal support via Community Investment Grants. There had been a number of informal investigations and estimates of the economic value of this sector but no substantial and objective reports. Other motivations included a curiosity about the size of Edmonton's non-profit arts and festival community and, in the case of the 1999 study, about the growth of that community in the three years between studies. The study was purposely confined to the expenditures of the arts and festival organizations that applied to the Edmonton Arts Council for City of Edmonton Community Investment Grants. Detailed information on the expenses of those organizations was gathered and verified against audited or reviewed financial statements from those organizations. The impact analysis was completed using the Tourism Economic Assessment Model (TEAM)-a computer model developed by the Canadian Tourism Research Institute that was calibrated by the Conference Board of Canada to reflect the unique structure of the Edmonton area economy.

#### **Executive Summary of the 1999 results**

The "Arts and Culture " community in Edmonton is an established and very vibrant part of Edmonton 's mosaic. This study provides an analysis of the economic/financial impacts that the "Arts and Culture " sector has on the economy of the Greater Edmonton Region. As noted in the previous 1996 study, it is a challenge to define and capture information on all activities in the Edmonton area that might be considered part of the arts or culture industry. The term "Arts and Culture " throughout this study is limited to 101 arts and festival organizations that applied for an operating grant from the City of Edmonton in 2000 and which contributed detailed information on their operations and attendance during their 1999 season. As a result, the conclusions of this study represent only a portion of the total possible impact of "Arts and Culture " in the

Greater Edmonton Region. The impact analysis was completed using the Tourism Economic Assessment Model (TEAM)-a computer model developed by the Canadian Tourism Research Institute. During the 1999 season the 101 participating organizations (representative of the "Arts and Culture " community in the Greater Edmonton Region) entertained an estimated total of 2,737,268 patrons including approximately 590,264 patrons visiting from outside Edmonton. The results show that each local resident attends approximately 3 performances or venues per year. Patrons spent an estimated \$57.7 million in Edmonton during their trips to participate in Edmonton's "Arts and Culture " activities. The "Arts and Culture " organizations themselves spend approximately \$40.3 million annually on local goods and services. These expenditures and the expenditures of visiting patrons result in a total net impact of \$82.5 million on the Greater Edmonton Region. When spin-offs to other parts of Alberta are included the total impact that Edmonton 's "Arts and Culture " has on the province of Alberta grows to approximately \$116.6 million. While the two studies indicate a notable economic impact of non-profit arts and festival organizations on the economies of Edmonton and Alberta, the information must be placed in a larger context. Economic impact is not just about direct or directly-induced expenditures. In a brief recently released by the National Governors Association (USA) on the Role of the Arts in Economic Development, it was noted that "the non-profit arts industry is a potent force in economic development nationwide. States and communities have integrated the arts into their economic development arsenal to achieve a wide range of direct and indirect economic goals. Arts and festivals assist municipalities in the following ways:

They leverage human capital and cultural resources to generate economic vitality in underperforming regions through tourism, crafts, and cultural attractions;

They restore and revitalize communities by serving as a centerpiece for downtown redevelopment and cultural renewal;

They improve quality of life, expand the business and tax revenue, and create a positive community image; and

They make communities more attractive to highly desirable, knowledge-based employees thus stimulating new forms of knowledge-intensive production to flourish."

## **Appendix F**

### ***Economic Impact of Arts & Culture in the Central Okanagan***

#### ***Executive Summary***

The overall objectives of this study are: (a) to profile the cultural economy as it exists today; (b) to identify and analyze opportunities within the cultural economy; and (c) to make recommendations to develop the cultural economy.

This study begins by quantifying the direct impact and economic "ripple effect" generated by primary arts and cultural contributors within the Regional District of Central Okanagan (RDCO). Primary contributors are defined as those businesses, institutions, individuals and organizations that contribute directly to the production, facilitation, performance and servicing of arts and cultural activity within the regional economy.

The primary contributors analyzed in this study are grouped within the following ten sectors:

- Art Galleries & Dealers (Commercial Art Galleries, Art Dealers, Art Distributors and Publishers.)
- Arts Instruction & Education (Music, Drama and Art Teachers, Music Schools, Dance and Acting Schools.)
- Commercial Arts (Commercial Artists, Graphic Designers, Photographers.)
- Performing Arts (Musicians, Musical Ensembles, Bands, Orchestras, Comedy Groups, Theatre Companies, Touring Entertainers.)
- Visual Arts (Painters, Sculptors, Ceramic Artists, Craftspersons.)
- Literary Arts (Creative Writers.)
- Events & Festivals (Coordinators, Administrators, Featured Performers.)
- Cultural Facilities (Public Art Galleries, Museums, Libraries, Theatre Venues.)
- Service & Material Providers (Artists' Suppliers, Picture Framers, Craft Retailers and Suppliers, Dance, Masquerade and Theatrical Suppliers, Musical Instrument Retailers, Audio/Video Service and Equipment Providers, Arts Consultants, Ticket Outlets, Live Music Venues.)

- Societies & Associations (Cultural Service Organizations, Recreational Arts Groups.)

### **The Economic Impact of Arts & Culture**

In the Central Okanagan, arts and culture accounts for a total of 2,368 full and part-time jobs (or 1,896 full-time equivalent jobs). Of this total, 1,592 jobs (or 1,198 full-time equivalent jobs) are created directly through expenditures made by the cultural sectors. The remaining 776 jobs result from the "ripple effect": the induced impact of arts and culture on employment in other sectors through the spending and re-spending of incomes earned by cultural workers, and by workers in other supporting sectors. All told, 3.8 percent of regional employment is due to the cultural economy.

Of the 1,592 jobs created directly through expenditures made by the cultural sectors, 1,164 jobs (or 814 full-time equivalent jobs) are cultural jobs, employing cultural workers. This figure represents 1.9 percent of regional employment. Along with job creation, arts and culture accounts for \$37.3 million in direct GDP impact. Adding the induced impact of arts and culture on other sectors, the cultural economy accounts for \$67.1 million in total GDP impact. Between 1,300 and 1,700 volunteers are involved with the region's cultural organizations. The dollar value of the hours donated by these volunteers is between \$780,000 and \$1 million. While helping to sustain the cultural economy, this volunteerism also demonstrates a strong support for, and commitment to, community participation in arts and culture.

Finally, the economy enjoys almost \$1 million in peripheral impacts due to the performing arts. Peripheral impacts are expenditures on restaurants, babysitters, dry cleaners, etc., associated with performing arts attendance. Along with the value of volunteerism, the value of peripheral impacts is in addition to the direct and induced economic impacts of arts and culture (Table 1, below).

**TABLE 1  
DIRECT AND INDUCED ECONOMIC IMPACTS OF ARTS AND CULTURE  
(FISCAL YEAR 1995-96)**

<b>Type of Impact</b>	<b>Direct Impact</b>	<b>Induced Impact</b>	<b>Total Impact</b>
Employment (full-time equivalents)	1,592 (1,198)	776 (698)	2,368 (1,896)
Gross Domestic Product (\$)	37,298,000	29,838,000	67,136,000

## **The Cultural Sectors**

The cultural economy of the Central Okanagan has been analyzed within ten cultural sectors.<sup>1</sup> The art galleries and dealers sector is comprised of 23 commercial art galleries, art dealers, distributors and publishers. This sector accounts for \$3.4 million in total GDP impact (i.e., including induced impacts). Direct employment totals 64 jobs (including 42 cultural jobs), while total employment (including induced impacts) accounts for 103 jobs.

The arts instruction and education sector is comprised of two distinct sub-sectors: the academic and the private, with the latter consisting mainly of home-based music teachers. The total GDP impact of this sector is \$15.6 million. Direct employment totals 255 jobs (including 190 cultural jobs), while total employment accounts for 435 jobs.

The commercial arts sector is comprised of commercial artists, graphic designers, and photographers. This sector has emerged as one of the strongest over recent years, accounting for \$7 million in total GDP impact. Direct employment totals 147 jobs (including 112 cultural jobs), while total employment accounts for 228 jobs.

The performing arts sector includes the Okanagan Symphony Orchestra, Sunshine Theatre, other non-profit theatrical and musical groups, local bands and individual performers, and touring entertainers who visit Kelowna and region. The performing arts sector accounts for \$3.3 million in total GDP impact. Direct employment totals 77 jobs (including 63 cultural jobs), while total employment accounts for 115 jobs.

The visual arts sector includes painters, sculptors, ceramic artists and craftspersons, most of whom work from home-based studios. The visual arts sector accounts for \$3.8 million in total GDP impact. Direct employment totals 114 jobs (including 96 cultural jobs), while total employment accounts for 158 jobs.

The events and festivals sector is comprised of a variety of performances and celebrations, ranging from the Kiwanis Music Festival, to the Fringe Theatre Festival, to the Central Okanagan component of the Okanagan Wine Festival. Events and festivals account for \$851,000 in total GDP impact. Direct employment totals 88 jobs (including 81 cultural jobs), while total employment accounts for 98 jobs.

Cultural facilities are the public art galleries, museums, libraries and theatre venues located in the Central Okanagan. Major cultural facilities include the Kelowna Centennial Museum and its satellite museums (the BC Orchard Industry Museum and the Wine Museum), the Kelowna Community Theatre, the Kelowna

Library, and the Kelowna Art Gallery. Cultural facilities account for \$6.2 million in total GDP impact. Direct employment totals 158 jobs (including 124 cultural jobs), while total employment accounts for 230 jobs.

The service and material providers sector is the largest of the sectors in terms of jobs, wages and salaries, and GDP. This sector includes picture framers and suppliers of materials for artists and craftspersons, suppliers of musical instruments and related materials, and theatrical and dance suppliers, along with craft retailers. Audio/video service and equipment providers also belong to this sector, along with arts consultants, ticket outlets, and live music venues. Service and material providers account for \$26.6 million in total GDP impact. Direct employment totals 666 jobs (including 436 cultural jobs), while total employment accounts for 973 jobs.

The societies and associations sector is comprised of 23 non-profit cultural service organizations and recreational arts groups. This sector accounts for \$432,000 in total GDP impact. Direct employment totals 15 jobs (including 13 cultural jobs), while total employment accounts for 20 jobs.

*<sup>1</sup> Although the literary arts sector was identified as part of the cultural economy, insufficient data was gathered to permit a detailed analysis.*

### **Economic Development Opportunities**

Arts and culture presents the Central Okanagan with two significant opportunities for economic development.

Foremost among these is the opportunity to develop Kelowna into a cultural tourism destination. Cultural tourism -- tourism centred around arts events, cultural festivals, museums, art and craft galleries, and heritage attractions and sites -- is a rapidly growing sector of the world tourism industry. The World Tourism Organization estimates that cultural tourism is growing by 15 percent annually, while the Canadian Tourism Commission has identified cultural tourism as a "critical area of development" for the future of tourism in Canada. However, other than the town of Chemainus on Vancouver Island, no community in British Columbia has aggressively developed and marketed itself as a centre for cultural tourism. Possessing a well-developed recreational tourism industry and marketing infrastructure, the allure of "wine country", and a cultural district in its downtown north end waiting to be developed, Kelowna is ideally positioned to become the leading cultural tourism destination in Western Canada.

The second opportunity for the Central Okanagan lies with developing the cultural industries.

Cultural industries are for-profit creative enterprises which include film and video production, sound recording, publishing, multi-media production, the production of commercial and fine art, ceramic and glass production, and the manufacture of other products with a high design element.

In British Columbia, the cultural industries are concentrated in the Lower Mainland, where they make a significant contribution to the provincial economy. However, the Central Okanagan's quality-of-life appeal, its relative affordability of commercial land and residential housing, its well-developed transportation system, and its state-of-the-art communications make the region an attractive alternative for cultural producers. Moreover, unlike numerous cities in the United States and Europe, no city in Canada has implemented a strategy to attract cultural producers. Kelowna is well-positioned to do so.

## **Recommendations**

### ***Cultural Tourism***

To develop the Central Okanagan as a cultural tourism destination, the Arts Development Office recommends:

1. That the City of Kelowna assume a leadership role in working with the Kelowna Chamber of Commerce, the Downtown Kelowna Association, the Economic Development Commission of the Central Okanagan, the Kelowna Hotel Motel Association, the Restaurant and Food Services Association, the cultural community, and other interested parties seeking to develop Kelowna's cultural tourism potential.
2. That the City of Kelowna create a strategic plan for developing the Kelowna Cultural District, including a strategy for coordinating cultural activity within the District, and recommendations for District financing, marketing, signage, and a compatible retail/commercial component.
3. That the City of Kelowna implement all recommendations contained in the 1997 management review of the Kelowna Community Theatre, enabling the Theatre to become the performing arts "anchor venue" within the Cultural District.
4. That the City of Kelowna consider means by which to increase its investment in non-profit arts organizations, including contributing to a new fund administered by the Kelowna Arts Foundation to help launch cultural tourism initiatives.



5. That the development of local arts festivals be encouraged, and, to this end, that the City of Kelowna and the Arts Development Office create a strategic plan for developing arts festivals.
6. That, in developing arts festivals, every effort be made to position such festivals in the shoulder seasons and the off-season, when Kelowna's tourism industry can benefit most.
7. That the City of Kelowna animate its downtown parks with entertainment throughout the summer and, to this end, that the City provide stable funding to its Parks Alive! program.
8. That the City of Kelowna, in partnership with corporate or community interests, upgrade Island Stage in Waterfront Park to provide the dressing rooms, washrooms, lighting and sound system, and audience seating required for a fully functioning outdoor venue.
9. That the City of Kelowna, the Regional District of Central Okanagan, the Central Okanagan Historical Society, the Catholic Church, the Arts Development Office, and other interested parties work to restore the Father Pandosy Mission and develop its tourism potential.
10. That the wineries of the Central Okanagan integrate art and music into the Okanagan Wine Festival and other winery events, and, to encourage this activity, that artists and arts organizations approach wineries and propose partnership initiatives.
11. That the development of cultural tourism in Kelowna be aided by:

The creation of cultural tourism marketing vehicles, including: (a) a destination marketing vehicle (for distribution outside the Okanagan) that clusters Kelowna's exportable, "market-ready" cultural products; and (b) an event marketing vehicle (for distribution within the Okanagan) that promotes the full range of Kelowna's cultural events.

The creation of shared cultural/non-cultural product packages where the cultural product provides entertainment in the evenings and in the event of poor weather. (Golf offers a particular opportunity in this regard.)

The creation of shared marketing vehicles for cultural attractions and Central Okanagan wineries. (Cultural attractions and wineries share a large crossover demographic.)

Targeting the in-bound tour-bus market, which caters primarily to mature markets and international travellers (both of which have a high cultural participation rate).

12. That the City of Kelowna's new public art program encourage sculptures, murals, and other significant works of art at the gateways to the city, and within the Cultural District and the downtown core.
13. That every effort be made by the City of Kelowna, the Regional District of Central Okanagan, the Kelowna Chamber of Commerce, and other relevant players to improve the aesthetics of Highway 97 and discourage the billboard development on the Westside approach to the floating bridge.

### ***The cultural Industries***

To develop the Central Okanagan as a cultural industries centre, the Arts Development Office recommends:

1. That the Economic Development Commission of the Central Okanagan and the Arts Development Office research a cultural industries strategy appropriate to the region, identifying the support infrastructure, the development partners, and the funding required.
2. That the City of Kelowna investigate appropriate sites for the establishment of artists' live/work studios, and amend zoning by-laws to encourage such developments.
3. That the newly created Okanagan-Similkameen Film Commission work to:  
(a) attract film and television projects to the region; (b) identify local technicians, talent, and service companies to service such projects; and  
(c) determine training needs and opportunities