



City of Richmond

Report to Committee

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

Date: June 11, 2004
File:

Staff Recommendation

1. Based on the results of the public consultation, the Richmond Arts Strategy (attached to the report dated June 11th, 2004, from the Director, Recreation & Cultural Services), be adopted as the guide for developing the Arts Sector in the City.
2. That letters of thanks be sent to the members of the Arts Strategy Steering Committee and the committee be disbanded.

K. Sparrow

Kate Sparrow
Director, Recreation & Cultural Services
(4129)

Att. 2

FOR ORIGINATING DIVISION USE ONLY			
ROUTED TO:		CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Parks Design, Construction & Programs...		Y <input checked="" type="checkbox"/> N <input type="checkbox"/>	<i>K. Sparrow</i>
Policy Planning		Y <input checked="" type="checkbox"/> N <input type="checkbox"/>	
REVIEWED BY TAG		YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>	REVIEWED BY CAO
			YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>

Staff Report

Origin

At the City Council meeting of March 8, 2004 the draft Richmond Arts Strategy was presented and Council adopted resolution R04/4-16:

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

The strategy document and power point presentation are posted on the City Website:

www.city.richmond.bc.ca/leisure

This report summarizes the findings from the public input.

Analysis

The purpose of the Arts Strategy is to provide a vision and direction for the arts in Richmond; identify needs and gaps within the community; identify areas of focus for the City and identify opportunities for expanding the economic contribution of the cultural sector.

1. Public Input Process

Public input was sought in a variety of ways. The document, feedback survey and the power point presentation were posted on the City website. Notification of this was via the City Noticeboard as well as being the subject of an article in the local newspaper.

The Strategy and the feedback survey were sent to a variety of stakeholders including all of those who participated in the initial consultation process.

Presentation boards outlining the Vision and Goals and the Strategies and Objectives were set up in three locations:

- ☐ Cultural Centre lobby – May 13th to June 14th
- ☐ Gateway Theatre – May 20th to June 7th
- ☐ City Hall – June 7th to June 14th

The intent of the public and stakeholder survey was to:

- ☐ increase awareness of the Arts Strategy and the vision, goals and objectives;
- ☐ determine level of support for the vision and goals and objectives;
- ☐ identify any further key areas of focus; and,
- ☐ elicit general comments.

2. Public Input Results

In total, 117 survey forms were received from individuals and organizations (see attachment 1 for a copy of the survey) as well as face to face feedback from several stakeholders.

91% of those responding supported the Vision and agreed that it was an important vision to pursue (61% strongly agreed; 30% agreed).

Support for each of the five strategic goals averaged between 1.5 and 1.8 with 1 being strongly agree and 2 being agree.

While the survey did not identify any areas of the arts that were not covered by the strategy and goals, several areas were identified by several respondents as needing more focus:

- ☐ performing arts – theatre and performance art
- ☐ music
- ☐ literary arts
- ☐ opportunities for children and youth in all art forms
- ☐ art in public places including public art, festivals and outdoor concerts
- ☐ more opportunities that are accessible (in different areas of Richmond) and affordable

A list of areas identified as needing the most focus is attached (attachment 2).

Next Steps

It is recommended that Council adopt the Arts Strategy to guide the direction and focus of City initiatives and to develop the arts sector in the City in order to ensure the ongoing and increased contribution of the arts to making Richmond the *most appealing, livable and well-managed community in Canada*. An annual report to Council on the implementation of the strategy will keep the strategy alive.

The development of the Arts Strategy was under the direction of a Council appointed Arts Strategy Steering Committee. The Committee members dedicated many hours to the process and freely gave of their time and considerable expertise. It is recommended that a letter of thanks on behalf of City Council be sent to the members of the Arts Strategy Steering Committee and that the Committee be disbanded.

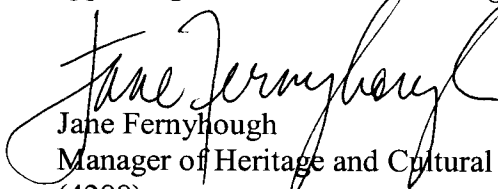
The Arts Strategy recommended that Council create an Arts Advisory Committee to oversee implementation of the Arts Strategy. It is recommended that the formation of any such committee be delayed pending the outcome of the Parks, Recreation and Cultural Services Master Plan and Service Delivery System review.

Financial Impact

There is no financial impact of adopting the Arts Strategy. Any City initiatives will be funded through existing operating budgets or Council approval sought for those requiring additional funding.

Conclusion

Public and stakeholder input indicated a high degree of support for the vision and goals and objectives outlined in the Arts Strategy. The strategy provides the vision and focus to increase the opportunities and contribution of the arts to achieve the City's vision of being the *most appealing, livable and well-managed community in Canada*.



Jane Fernyhough
Manager of Heritage and Cultural Services
(4288)

JF:jf



Richmond Arts Strategy Public Survey

Thank you for taking the time to fill in this survey. Your input is valuable to us.

1. Do you or members of your family participate in the Arts in Richmond?

☐ Yes ☐ No

If so, in what ways – Tick as many as apply

- ☐ class participant
- ☐ visitor/attendee (gallery, theatre, music/dance performance)
- ☐ member of an arts organization
- ☐ patron
- ☐ arts festival
- ☐ Other _____

2. Do you or members of your family participate in arts activities outside of Richmond?

☐ Yes ☐ No

If so, in what ways – Tick as many as apply

- ☐ class participant
- ☐ visitor/attendee (art gallery, theatre, music/dance performance)
- ☐ member of an arts organization
- ☐ arts festival
- ☐ Other _____

3. The vision for the arts in 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.

Do you agree that this is a vision worth striving for?

☐ Strongly agree ☐ Agree ☐ Disagree ☐ Strongly Disagree

4. The Richmond Arts Strategy identifies five (5) key strategic goals for the City to focus on.

Please indicate your level of agreement with each of these goals.

Give each goal a rank from 1 to 4.

1 = strongly agree 2 = agree 3 = disagree 4 = strongly disagree

_____ 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

3. Are there other areas of the arts that you feel need focus and are not covered in these goals?

4. What area of the arts do you feel requires the most focus in Richmond? And why?

5. Are there any other comments you would like to make?

6. To help us ensure we have broad community input please provide the first three (3) digits of your postal code or representative of an arts group ☐

Thank you for your participation!

To return your completed comment sheet please:

drop off or
send to: **Richmond City Hall**
Recreation & Cultural Services
6911 No. 3 Road
Richmond, B.C. V6Y 2C1

or Fax to: **604-276-4132**

or drop off at:
Richmond Cultural Centre

Richmond Arts Strategy Public Survey Responses

Areas that require the most focus:

Access

- ☐ make use of more facilities in other areas of Richmond
- ☐ ensure access to arts opportunities regardless of economic status
- ☐ increased venues for exhibiting and selling work
- ☐ increase venues for experiencing the arts
- ☐ need for a concert/performing arts venue

Awareness

- ☐ increase awareness of the value of the arts and opportunities available
- ☐ awareness of the value of the arts in linking cultures

Collaboration

- ☐ increased collaboration with the media to cover the arts and arts events
- ☐ increased collaboration with private & commercial entities to support the artistic communities
- ☐ connections between the arts and health care organizations and agencies
- ☐ need for collaboration between groups delivering like services – ie. vocal and instrumental groups
- ☐ use art to link cultures

Opportunities

- ☐ opportunities to stimulate creation versus a focus on viewing
- ☐ an arts festival to showcase local talent
- ☐ opportunities for the literary arts
- ☐ art in public places – this included public art, outdoor sculptures, outdoor concerts, festivals
- ☐ music
- ☐ opportunities for youth
- ☐ dance
- ☐ increased opportunities for theatre – from children's theatre to professional
- ☐ art for persons with disabilities
- ☐ textile arts
- ☐ art that reflects history
- ☐ more art in schools