



Richmond Arts Strategy

July 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



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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.

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 create both social and economic wealth and 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 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.

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.

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- 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.

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.

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

- 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.
- 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 Pacific Piano Competition offers sterling performance opportunities for young pianists. Adjudicated by Canada's most celebrated professional pianists the competition features a top award of \$5000.
- 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

People talk about racism, crimes, home invasions and gay bashings, but they can't attach an image to it. Presenting these issues in this format makes it easier for them to understand as everyday occurrences. After watching the show, or in my case, being in the show, now they do.

Participant in MISCELLANEOUS Productions "What You Carry With You ..."



Photo: Jamie Griffiths
Scene from "What You Carry With You ..." MISCELLANEOUS Productions

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

- Through interdisciplinary art, theatre and new artistic practices, MISCELLANEOUS Productions, the Young Associate Company of Gateway Theatre, mentors and collaborates with non-professional youth to develop projects that focus on issues that are relevant to their communities. MISCELLANEOUS Productions has formed alliances with many groups and agencies including the RCMP Youth Section, Richmond Youth Service Agency & Richmond Alcohol & Drug Action Team.

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.
- Awareness of the opportunities that are available and access to them can be a challenge for many in the community.
- Opportunities for training, mentoring and developing for the non-professional are limited.
- 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,



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



Drawing and painting class

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.

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.

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

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 3

Stakeholders Interviewed

Henry Beh, Executive Director, Richmond Chinese Community Society
 Kate Bourdon, Curator, Richmond Museum, City of Richmond
 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
 Corrine Corry, Director/Curator, Richmond Art Gallery, City of Richmond
 Margaret Dragu, Performance Artist
 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, Richmond Art Gallery Association
 Wenissa Huen, Marketing Manager, Aberdeen Centre; Secretary, Asia West Business Association
 Simon Johnston, Producer/General Manager, Gateway Theatre
 Stuart Jones, Planning Department, City of Richmond
 Angela Kan, Chinese Cultural Centre of Greater Vancouver
 Jon Lee Son, Tickle Me Pickle improv group
 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 Partovi, 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



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