



# City of Richmond

## Report to Committee

**To:** Parks, Recreation and Cultural Services Committee      **Date:** June 13, 2018

**From:** Jane Fernyhough, Director, Arts, Culture and Heritage Services      **File:** 11-7000-01/2018-Vol 01

**Re:** **Richmond Arts Strategy Progress Update and Guiding Principles**

### Staff Recommendation

1. That the Richmond Arts Strategy 2018-2023 Guiding Principles as detailed in the staff report titled “Richmond Arts Strategy Progress Update and Guiding Principles” dated June 13, 2018, from the Director, Arts, Culture and Heritage, be adopted; and
2. That the Guiding Principles as described in the staff report titled “Richmond Arts Strategy Progress Update and Guiding Principles” dated June 13, 2018, from the Director, Arts, Culture and Heritage, be used to guide the development of the Richmond Arts Strategy 2018-2023.

Jane Fernyhough  
 Director, Arts, Culture and Heritage Services  
 (604-276-4288)

Att. 3

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Community Social Development Recreation Services	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: 	APPROVED BY CAO 

## Staff Report

### Origin

In 2016, through the City's budget process, Council approved one time additional level funding to complete an update to the Richmond Arts Strategy and a Cultural Facilities Needs Assessment. The Richmond Arts Strategy 2018-2023 is currently being developed to provide a blueprint for the delivery of arts services over the next five years to enable the broadest possible access to, and awareness of, the City's diverse arts opportunities and, thereby, enrich quality of life through engagement with the arts.

A collaborative and holistic approach is being taken to its development in order to access feedback from the broader community as well as stakeholders. The purpose of this report is to outline the public engagement process for the Richmond Arts Strategy 2018-2023, describe the guiding principles and present the next steps for preparing the strategy.

This report supports Council's 2014-2018 Term Goal #2 A Vibrant, Active and Connected City:

*Continue the development and implementation of an excellent and accessible system of programs, services, and public spaces that reflect Richmond's demographics, rich heritage, diverse needs, and unique opportunities, and that facilitate active, caring, and connected communities.*

2.1. *Strong neighbourhoods.*

2.3. *Outstanding places, programs and services that support active living, wellness and a sense of belonging.*

2.4. *Vibrant arts, culture and heritage opportunities.*

This report supports Council's 2014-2018 Term Goal #3 A Well-Planned Community:

*Adhere to effective planning and growth management practices to maintain and enhance the livability, sustainability and desirability of our City and its neighbourhoods, and to ensure the results match the intentions of our policies and bylaws.*

This report supports Council's 2014-2018 Term Goal #5 Partnerships and Collaboration:

*Continue development and utilization of collaborative approaches and partnerships with intergovernmental and other agencies to help meet the needs of the Richmond community.*

5.2. *Strengthened strategic partnerships that help advance City priorities.*

This report supports Council's 2014-2018 Term Goal #9 A Well-Informed Citizenry:

*Continue to develop and provide programs and services that ensure the Richmond community is well-informed and engaged on City business and decision making.*

This report supports the goals of the Social Development Strategy's Action 45:

*Implement, monitor and update the Richmond Arts Strategy recognizing that the arts can be an important social development tool.*

## **Analysis**

### Background

The City of Richmond recognizes that the arts are integral to vibrant communities. Participation helps people get to know one other and positively impacts health and overall well-being for children, youth, adults and seniors alike. Creativity and imagination inspire innovation, contributing to quality of life and, in turn, the ability to generate social and economic growth. Moreover, the arts give depth and meaning to our lives.

Over the past five years, the Richmond Arts Strategy 2012-2017 has served as a guide to advance the arts in Richmond. Created on the heels of the 2010 Olympic Games and following a period of new investment in the arts, the 2012-2017 Strategy updated Richmond's first Arts Strategy, which was created in 2004. The 2012-2017 Strategy was developed with involvement of a steering committee comprised of a mix of representatives of the arts community and City staff and was supported by input from three public meetings for community consultation.

The Richmond Arts Strategy 2012-2017 has reached the end of its intended life and the Richmond Arts Strategy 2018-2023 is necessary to align with current community needs and build on successes and lessons learned.

The purpose of the Arts Strategy is to:

- understand the current state of the arts in Richmond;
- provide a blueprint for the City over the next five years with key principles and criteria for decision-making to enable the broadest possible access to, and awareness of, the City's diverse arts opportunities to enrich quality of life through engagement with the arts;
- provide strategies to integrate the arts into the broader community with a collaborative plan that strengthens arts groups to meet community needs; and
- through engagement, access the wisdom of the broader community to champion the provision of arts activities, facilities and opportunities as integral and essential to a healthy society.

### Community Engagement

The project started in late 2017 with extensive background work that informed the stakeholder and community engagement.

A multi-platform promotional campaign branded as ArtWorks with a dedicated website at HowArtWorks.ca invited community participation and feedback via a range of channels and activities including interactive pop-up kiosks, public events, an online survey and social media.

An Arts Strategy Task Group was assembled in January 2018. It is comprised of stakeholders (including individual artists, cultural organizations and creative businesses) and a diverse selection of community members from a range of sectors, cultural backgrounds and generations. The Task Group also involves City staff from several departments (Community Social Development, Recreation Services, Planning and Development and Business Development) to inform the overall development of the Strategy. (Attachment 3)

Members of the Task Group provide support, direction and feedback and serve as community ambassadors and champions to actively promote public involvement in the planning process and act as a sounding board to assist staff during the engagement phase of the project. Members are individuals who live, work, provide services, own property and/or operate a business in Richmond.

On March 19, 2018, arts and culture stakeholders were invited to a Community Dialogue Session at City Centre Community Centre. Sixty-eight participants were led through a series of exercises and discussions to collect their insights regarding the state of the arts in Richmond answering questions like “What are our key strengths?”, “What are our key needs surrounding cultural venues?” and “Do you have any Big Ideas you’d like to share?”

Two drop-in “cultural cafes” were offered in April for less structured conversations about the role of the arts in Richmond. On April 19, 2018 there was an event specifically for artists at the Richmond Performance Hall and on April 23, the public was invited to drop by Rocanini’s Coffee in Steveston for conversation regarding the role of the arts in shaping the city.

Throughout spring 2018, the ArtWorks staff team appeared at public events in Richmond, including the Children’s Arts Festival, Cherry Blossom Festival, Richmond Chinese Arts and Culture Festival and Kwantlen Farmers Market to gather feedback and ideas from the community.

These kiosks typically included “sounding boards” and interactive activities (such as contributing handwritten ideas onto paper blossoms attached to a portable cherry tree sculpture) to involve participants in a fun, visually-appealing way.

With the support of community partners, “sounding boards” also appeared at ten locations and events including Kwantlen Design Week, Richmond Youth Dance Company Showcase, Gateway Theatre and Branscombe House artist-in-residency events. More than 300 responses were received via these boards that invited passers-by to write their responses to questions such as “What arts opportunities would you like to see for children, youth and families in Richmond?,” “What should Richmond do in the next five years to enhance and improve our existing spaces and places?” and “How do the arts enrich the quality of life in Richmond?”

A detailed online survey was available from April 25 to June 3, 2018. A total of 471 online surveys were completed during this period (34 using the Chinese language version) with an additional 130 incomplete surveys received with useful information. Respondents learned about and accessed the survey via Let’s Talk Richmond, direct emails, social media, print advertising, news releases, print collateral and online advertising. The survey included questions regarding

participation in arts activities, satisfaction levels with programs and facilities and what kinds of activities and programs respondents would like to see in Richmond.

See Attachments 1 and 2 for a summary of community engagement and marketing activities.

### Richmond Arts Strategy Guiding Principles

The following Guiding Principles will inform the Arts Strategy 2018-2023 which will guide strategic priorities, actions and decisions of the City of Richmond in arts development over the next five years.

- Striving for **EXCELLENCE** among all who participate in and contribute to the artistic life of Richmond from City services to community organizations to individuals of all ages and skill levels.
- **SUSTAINABILITY** to ‘future-proof’ the arts through funding, education, infrastructure, mentorship and the integration of the arts into the everyday fabric of our city.
- Expressing **CREATIVITY** through experimentation and fostering collaboration among diverse voices.
- Providing broad **ACCESSIBILITY** to arts experiences and advancing **INCLUSIVITY** to connect people through the arts.
- **COMMUNITY-BUILDING** through creative engagement and dialogue, and honouring the spirit of Reconciliation.
- **CELEBRATION** to showcase and inspire Richmond’s artistic vibrancy.

They represent the feedback and direction of the 25-member Task Group which includes artists and creative practitioners, tourism, economic development, arts organizations, cultural advocates, recreation, youth, residents, Chinese-speaking community members and staff representatives from several City departments. Their input was further validated by 68 members of the public who attended the Community Dialogue Open House in March 2018 and align with the survey findings and information gathered through nearly 40 engagement activities.

### Next Steps

Pending Council’s adoption of the Richmond Arts Strategy 2018-2023 Guiding Principles, the development of strategic priorities, action plans and an evaluation framework will proceed. This process will result in a Draft Richmond Arts Strategy 2018-2023 (Draft Strategy). The Draft Strategy will then be presented to external stakeholders and the public through an Open House event. The final Richmond Arts Strategy 2018-2023 will then be developed and presented to Council for adoption by the end of 2018.

The development of a Cultural Facilities Needs Assessment is happening concurrently and is expected to be completed and presented to Council within the same timeframe.


**Financial Impact**

None.

**Conclusion**

Arts and culture are fundamentally linked to quality of life and to the health and wellness of all citizens, shaping identities, fostering life-long learning, promoting creativity and innovation, and engaging citizens across generations.

A collaborative, extensive and inclusive approach to engaging Richmond residents has provided essential feedback to articulate the Guiding Principles of the Richmond Arts Strategy 2018-2023. Upon adoption by Council, they will guide strategic priorities, action plans and evaluation framework which will form the Richmond Arts Strategy 2018-2023.



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- Att. 1: Richmond Arts Strategy Public Engagement Activities
- 2: Richmond Arts Strategy Marketing Activities
- 3: Richmond Arts Strategy Task Group members

## Richmond Arts Strategy Public Engagement Activities

### Facilitated Consultation Events

Detailed and thoughtful feedback was received at three public facilitated conversations, as well as five Task Group meetings.



Event	Location	Date(s)	Attendance
Community Dialogue Session	City Centre Community Centre	March 19	68
Artists' Cultural Cafe	Richmond Performance Hall	April 19	12
Public Cultural Cafe	Rocanini's Coffee, Steveston	April 23	5
Task Group Meetings	City Hall	January 10, February 15, April 10, May 23, June 21	15-30 per meeting

**Interactive Engagement Pop-Up Kiosks**

Throughout the campaign, the ArtWorks team appeared in public spaces to gather feedback and ideas from the community. With them, they brought pop-up kiosks, sounding boards and interactive drawing activities designed to gather data in a fun, engaging and visually appealing way.

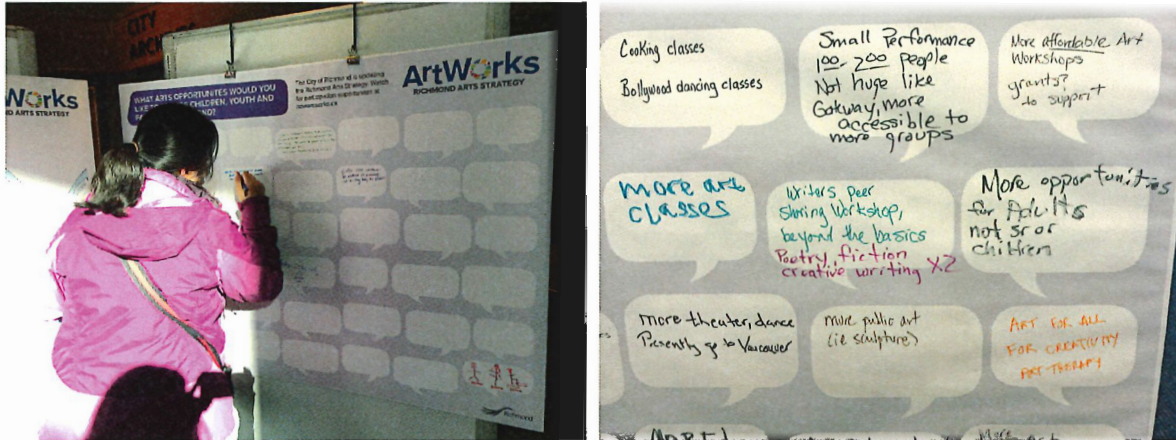


Event	Location	Date(s)
Children's Arts Festival	Richmond Cultural Centre	February 12
Cherry Blossom Festival	Garry Point Park	April 8
We Dance International Dance Day Performance	Aberdeen Centre	April 28
Richmond Arts Awards	City Hall	May 15
Richmond Chinese Arts and Culture Festival	Lansdowne Centre	May 26
Pop-Up Kiosks	Cultural Centre Lobby	May 28, 30
Kwantlen Farmer's Market	Minoru Precinct Plaza	May 29
National Indigenous People's Day	Musqueam Cultural Centre	June 21



## Sounding Boards

Several different Sounding Boards were set up at a variety of community events, facilities and public gathering spaces. The large and playful boards invited people to contribute their ideas. In total, 300+ responses were received from the community using these boards.



Event	Location	Date(s)
Art at Work Workshop	Richmond Art Gallery	Feb 22
Branscombe House Artist-in-Residence Workshops and Doors Open Exhibition	Branscombe House	March 10, April 14, May 12, June 2-3
Richmond Youth Dance Company Showcase	Richmond Performance Hall	March 2-3
Richmond Delta Youth Orchestra Spring Concert Series	Various locations Gilmore Park United Church and Richmond Alliance Church	March 10, April 21
Lipont Art Centre	4211 No.3 Road	March 11-June 3
Theatrical Performances: <i>I Lost My Husband and Nine Dragons</i>	Gateway Theatre	March 15-24, April 12-21
Art About Finn Slough Exhibition	Cultural Centre	April 13
Kwantlen Design Week	Kwantlen Polytechnic University	April 16-20
Richmond Potters Club Spring Sale	Richmond Performance Hall	April 20-22
Richmond Gem and Mineral Club	Richmond Performance Hall	April 28-29


### **Stakeholder Meetings and Presentations**

Information about the ArtWorks campaign was presented to various community stakeholders and groups including:

- Individual artists participating in the Richmond Art Gallery's Artist Salon and Art at Work workshop
- Meetings with City staff and Council members
- Steveston's 20/20 group
- Richmond's Public Art Advisory Committee
- Richmond's Intercultural Advisory Committee
- Musqueam Band via the Protocol Officer
- Richmond Community Centre Area Coordinators meeting
- Resident Art Groups at the Richmond Cultural Centre

## Richmond Arts Strategy Marketing Activities

### Print




**LET'S TALK ABOUT HOW ART WORKS IN RICHMOND.**

The City of Richmond is developing a new Arts Strategy to enrich Richmond's quality of life through broad accessibility and engagement with the arts. The Strategy will serve as a guide for decision-making to empower ideas, people and resources around a shared vision and set of goals, strategies and tactics. Share your vision for the future of the arts in Richmond. Have your say!

- Complete the online survey and learn more at: [howartworks.ca](http://howartworks.ca)
- Email: [culture@richmond.ca](mailto:culture@richmond.ca)
- Tweet your ideas to: [#ArtWorksRichmond](https://twitter.com/ArtWorksRichmond)

**Deadline for feedback is May 31, 2018**

[f](https://www.facebook.com/CityofRichmondBC) @CityofRichmondBC
 [t](https://twitter.com/Richmond_BC) @Richmond\_BC
 [i](https://www.instagram.com/HowArtWorks) @HowArtWorks






**You are invited!**

**Community Dialogue session**  
**Monday, March 19, 7:00 to 9:00 p.m.**  
 City Centre Community Centre, 5900 Minoru Blvd.


What is your vision for a vibrant future for the arts in Richmond? What kind of art activities and cultural spaces do you want to see in your community? Join the conversation about how we can best move the arts forward in our communities and be part of the development of a new Richmond Arts Strategy.

Learn about the Arts Strategy development process, provide important feedback on key issues and hear about additional opportunities to take part in the process over the next few months, including an online survey, drop-in cultural cafes, and other pop-up activities.

**Pre-registration required: [culture@richmond.ca](http://culture@richmond.ca)**  
 (Please indicate if you are representing a cultural organization.)

For more information about the Richmond Arts Strategy and the arts in Richmond, visit [www.howartworks.ca](http://www.howartworks.ca)

[f](https://www.facebook.com/CityofRichmondBC) @CityofRichmondBC
 [t](https://twitter.com/Richmond_BC) @Richmond\_BC
 [i](https://www.instagram.com/HowArtWorks) @HowArtWorks



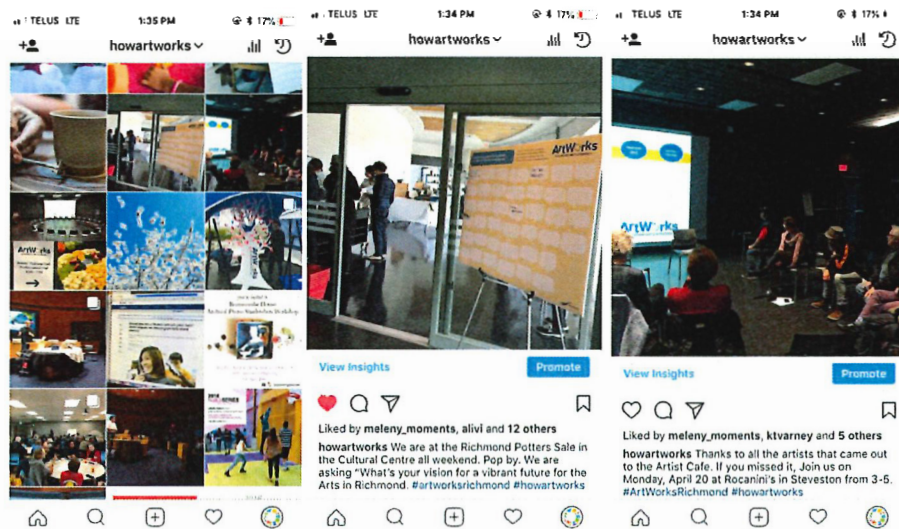
### Advertisements and Media coverage

- New Releases: February 27, April 30 and May 24
- Ads in Richmond News: May 10 and May 30
- Ad in The Sentinel: May issue
- Sing Tao: Mentioned in May 1 publication
- Ads in Gateway Program: March and April
- Ad in Richmond Youth Dance Company Showcase program: March 2
- Ad in Richmond Delta Youth Orchestra program: March 10, April 21

### Other

- 320 posters in community centres, libraries, City facilities, public spaces and community sites
- "Take the survey" buttons worn by Cultural Centre staff
- 2,000+ Postcards distributed at community centres as well as meetings, programs and pop-up kiosks at 26 venues including Gateway Theatre, Lipont Art Centre, Cherry Blossom Festival, Branscombe House, River Rock restaurant, Lulu Series, Concord Gardens ARTS units, Arts at Work workshops and Kwantlen Farmers Market.

## Online



## Howartworks.ca

- 5,246 webpage visits during the campaign

## Social Media Posts

- 33 Instagram posts @howartworks to 501 followers
- 18 Facebook posts on @cityofrichmondca to 6,473 followers
- 18 Twitter posts on @Richmond\_BC to 5,498 followers

## Social Media Shares

- Details of the ArtWorks campaign were shared by the Richmond Museum (Facebook and Twitter), Fun Richmond (Facebook), Richmond Economic Development (Twitter), Cinevolution (Facebook), Richmond Arts Coalition (Instagram and Facebook), Lipont Art Centre (WeChat) and Clarkson Events (Instagram and Facebook)

## Digital Advertisements

- Announcements on digital screens at the Richmond Oval and all community centres
- Google Ads (impressions: 147,053, total clicks: 384)
- Instagram Ads (reach: 3,359 people)

## Emails

- Targeted emails including e-newsletters to Artist Directory and the Arts Strategy mailing lists (515 subscribers), emails to Let's Talk Richmond mailing list (4,305 subscribers) and, via partners, hundreds of emails to community members, staff, local organizations and artists via personal messages and targeted stakeholder lists.

## Richmond Arts Strategy Task Group

The following members of the Richmond Arts Strategy Task Group are assembled to be community ambassadors and champions to provide support, direction and feedback to the Project team.

### Community Members

- **Glen Andersen**, artist, environmentalist
- **Sid Akselrod**, artist, art teacher Steveston Secondary
- **Linda Barnes**, former Richmond City Councillor, chair of Steveston Historical Society, Richmond Arts Coalition and Steveston 20/20 Group
- **Ceri Chong**, Industry Development Manager, Tourism Richmond
- **Sandra Ciccozzi**, Richmond Potters' Club
- **Gabby Cometa**, Richmond Youth Media Program
- **Chris Ho**, Vice-President of Development, Polygon Homes
- **Jonathan Der**, musician, conductor, Richmond Delta Youth Orchestra
- **Rob Fillo**, artist, Executive Director, Richmond Arts Coalition, Vancouver Media Services Inc.
- **Sudnya Mulye**, Artistic Director, Sudnya Dance Academy
- **Jay Nunns**, Artistic & Community Engagement Director, CircusWest Performing Arts Society
- **Terry Point**, researcher, curator, support worker, Aboriginal Education, SD#38
- **Marcus Prasad**, board member, Richmond Art Gallery, UBC student
- **Andrea Paterson**, writer, visual artist
- **Angelica Poversky**, artist, poet, artistic programmer, UBC student
- **Carolyn Robertson**, Dean of Wilson School of Design, Kwantlen Polytechnic University
- **Quelema Sparrow**, First Nations actor, director and writer (Musqueam Nation)
- **Jovanni Sy**, Artistic Director, Gateway Theatre
- **Minghui Yu**, IT professional
- **Thomas Yu**, artist, board member, Richmond Chinese Community Society
- **Toni Zhang McAfee**, Executive Director, Vancouver Lipont Art Centre

### Staff

- **Suzanne Carter-Huffman**, Senior Planner, Planning & Development
- **Kirsten Close**, Coordinator, Major Projects, Community Services
- **Donna Lee**, Inclusion Coordinator, Community Social Development
- **Neonila Lilova**, Manager, Economic Development, Finance and Corporate Services