



# City of Richmond

## Report to Committee

**To:** Parks, Recreation and Cultural Services Committee      **Date:** August 28, 2012  
**From:** Jane Fernyhough  
Director, Arts, Culture & Heritage      **File:**  
**Re:** Richmond Arts Strategy Update

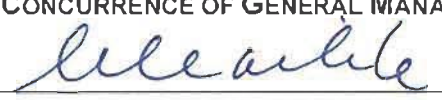


### Staff Recommendations

That:

1. The proposed Richmond Arts Strategy 2012-2017 as attached to the Richmond Arts Strategy Update report dated August 28, 2012 from the Director, Arts, Culture and Heritage Services, be adopted,
- and
2. The Richmond Arts Strategy Steering Committee members be thanked for their assistance in developing the document.

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

Att. 3

REPORT CONCURRENCE			
<b>ROUTED TO:</b>	<b>CONCURRENCE</b>	<b>CONCURRENCE OF GENERAL MANAGER</b>	
Parks Services	<input checked="" type="checkbox"/>		
Finance Division	<input checked="" type="checkbox"/>		
Intergovernmental Relations & Protocol Unit	<input checked="" type="checkbox"/>		
Development Applications	<input checked="" type="checkbox"/>		
Policy Planning	<input checked="" type="checkbox"/>		
<b>REVIEWED BY SMT SUBCOMMITTEE</b>	<b>INITIALS:</b> 	<b>REVIEWED BY CAO</b>	<b>INITIALS:</b> 

## Staff Report

### Origin

At its meeting on July 27, 2004, Council endorsed the City's first Arts Strategy 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. Since 2004 much has been accomplished and Richmond's arts scene is diverse, vibrant and growing. As part of the commitment to the arts, the City undertook the process of updating the Arts Strategy (**Attachment 1**) in order to reflect today's opportunities and challenges.

The development of this strategy supports the following Council Term Goals:

- 3.2 Foster a collaborative economic development culture within the City where the City and businesses are working together to build on and seize opportunities in a faster, more efficient manner, with critical mass.
- 3.8 Develop a "stay-cation" appeal for the City and region.
- 6.1 Strengthen our presence in Victoria and Ottawa, building stronger personal relationships, particularly at the staff level, in order to be a recognizable face and to be ready to seize funding and other opportunities as they arise.
- 8.1 Continued implementation and significant progress towards achieving the City's Sustainability Framework: Vibrant Communities focus.

This report provides an overview of the strategy – both in terms of a summary of its key strategic directions and the involvement from the community in its development and seeks Council endorsement for the draft Richmond Arts Strategy 2012-2017.

### Analysis

The Richmond Arts Strategy 2012-2017 identifies the challenges and clarifies the needs, both within the arts community and in the general community, to facilitate the growth of the arts in Richmond by creating an environment and culture in the City that ensures the arts play a strong role in placemaking, community building, tourism and economic development.

The strategy calls upon the City to play a number of roles to develop and foster a community-wide approach to developing the arts: facilitator, program provider, partner, supporter, communicator and advocate in advancing the arts. Five strategic directions guide the City and its stakeholders' involvement in supporting Richmond's arts sector and ensuring a thriving and visible arts scene in Richmond:

1. Strengthen and support the arts community.
2. Increase the number of arts spaces and more effectively use existing ones.

3. Broaden the diversity of arts experiences and opportunities.
4. Expand public awareness and understanding of the arts.
5. Broaden the economic potential and contribution of the arts.

Under each of these strategic directions, a series of recommended actions are outlined, which have been vetted by the Richmond Arts Strategy Steering Committee. Opportunities will be sought to integrate the strategic directions and actions with other City policies, strategies, programs and initiatives to advance the arts in Richmond and help make the arts a primary engine for further enhancing Richmond's growth into one of the best places to live, work and play.

An implementation plan for 2012-13 is currently being developed, which outlines how arts and culture will contribute to the five strategic directions in an effort to continue to advance the arts in Richmond. Further dialogue with other City departments will be required as the implementation plan is formed as it relates to some of the strategy's recommended actions such as the integration with other City departments; the provision of affordable creation space, live/work spaces, presentation spaces; promoting increased access and use of public spaces for art; and allowing for buskers, street art, etc.

#### Community Engagement and Consultation

The Richmond Arts Strategy 2012-2017 was developed with active participation from the community in various sessions:

- **Community Meetings:** two public meetings held on May 10 and June 29, 2011, to which the community at large and the arts community in particular were invited, provided insight and input on the arts in Richmond.
- **Richmond Arts Strategy Steering Committee:** this committee, made up of an equal mix of City staff from diverse departments and representatives from the arts community, (**Attachment 2**) participated in five extended planning sessions, and have endorsed the draft Richmond Arts Strategy 2012-2017.
- **Open Houses and Survey:** the community at large was provided the opportunity to give feedback on the highlights at the open houses held on July 12, 13 and 14, 2012, at the Richmond Cultural Centre. An online survey also captured people's comments about the strategy (**Attachment 3**).

Participants' comments throughout the process are documented in the strategy regarding the opportunities and challenges in Richmond as well as their expectations for the future of the arts in Richmond.

#### **Funding Considerations**

While many of the initiatives and actions will be achieved through annual work plans and working in partnership with others, some actions will require additional funding. Additional

funding required will be sourced through various sources including sponsorships, partnering with development, grants and matching funding. It is also recommended that an endowment be created to help support future arts planning, activities and special projects and that it be funded from these various sources as well as any net revenues derived from arts programs and activities.

Efforts will also be made to work with other levels of government to increase awareness of existing funding opportunities, to leverage civic investment and to attract the investment of additional resources, financial and non-financial in support of the arts sector.

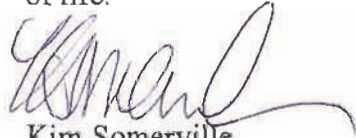
Any capital projects or increases in operating budgets will come forward for Council approval within the Council approved budget process.

### **Financial Impact**

There is no financial impact associated with Council's endorsement of this strategy.

### **Conclusion**

This draft Arts Strategy, with input from the community, addresses current opportunities and challenges and equips Richmond to be an arts destination with a thriving arts community and a rich offering of festivals and events. The strategy outlines five strategic directions which act as a framework to guide actions and work plans. With leadership and support from the City, there is every reason to believe that the arts will flourish and contribute to enhancing community quality of life.



Kim Somerville  
Manager, Arts Services  
(604-247-4671)

KS:ks

# Richmond Arts Strategy

2012-2017

*"...it's important to recognize that 2010 did change forever the face of Richmond in a bold way. The Olympic Legacy isn't just the Richmond Olympic Oval and the Canada Line. On a grand scale, sculptures appeared on streets and parks...it was like Richmond grew up culturally. Or, that for once art was an integrated element in terms of a city's transformation."*

Mary Gazetas, Richmond Review, 2010

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Front Cover: Richmond Arts Centre Year End Dance Recital (2011)  
Photographer: Felix Law

Back Cover: *Tea into the Mist: A Ceremony of the Soul* (2011),  
Your Kontinent: Richmond International Film and Media Arts Festival  
Artists: Sophia Liang, Seb Nem, Oz Peta and Oliver Martin  
Photographer: Lewis Liao



# 1. Acknowledgements

The Richmond Arts Strategy Update benefitted from the active participation of a number of stakeholders and residents who participated in a number of sessions over the course of the past year. Richmond Arts, Culture and Heritage Services is appreciative of the valuable contribution these individuals made during the process.

We would also like to acknowledge the direct contributions of the following individuals for their knowledge, perspective and insight.

## Steering Committee

### Community Members

Sid Akselrod	Teacher, School District 38
Glen Andersen	Public Artist
Jean Garnett	Richmond Arts Coalition
Mark Glavina	Owner, Phoenix Coastal Art
Lorraine Jarvis	Director, Youth Honour Choir
Steve Jedreicich	Vice President of Development, Townline
Simon Johnston	Past Artistic & Executive Director, Gateway Theatre
Nancy Lee	Writer/Teacher
Rishell O'Brien	Studio Director, Defy Gravity Dance Company Inc.
Jullin O'Sheaur	Owner, Jullin Vocal Studio
Marina Szijarto	Artist
Ying Wang	President, Cinevolution Society

### City Staff

Jane Fernyhough	Director, Arts, Culture and Heritage Services
Kim Somerville (Project Lead)	Manager, Arts Services
Nan Capogna	Curator, Richmond Art Gallery
Suzanne Carter	Senior Planner/Urban Design
Camyar Chaichian	Arts Coordinator, Richmond Arts Centre
Eric Fiss	Public Art Planner
Alan Hill	Coordinator, Diversity Services
Vern Jacques	Senior Manager, Recreation Services
Liesl Jauk	Manager, Community Cultural Development
Sandi Swanigan	Manager, Major Event Development
Ted Townsend	Senior Manager, Corporate Communications
Donna Lee	Project Assistant

### Consultants

Howard Harowitz	Howard Harowitz Consulting Ltd.
Eric Vance	Eric Vance & Associates

We would also like to acknowledge LIFT Philanthropic Partners (previously 2010 Legacies Now Society) for their generous contribution to support the development of the Richmond Arts Strategy 2012–2017.



## 2. Executive Summary

The City of Richmond is updating its 2004 Arts Strategy to reflect today's opportunities and challenges and to further the City's vision to be the most appealing, livable and well-managed community in Canada. This process was led by a Steering Committee comprised of an equal mix of City staff and representatives of the arts community. Their work spanned a number of extended planning sessions, supported by input from three public meetings.

As a Venue City for the 2010 Olympic Winter Games, Richmond showcased its diverse artistic talent to local and international audiences. The Olympic effect helped elevate the arts in the community and created an increased sense of pride, identity and spirit. This legacy continues to help advance the arts and influence this new strategy. A number of City plans and strategies also guided updating of the Arts Strategy.

The purpose of the Arts Strategy is to help facilitate the growth of the arts in Richmond by creating an environment and culture in the city that ensures the arts play a strong role in placemaking, community building, tourism and economic development.

Since 2004, City Council and staff have worked with the community to help Richmond reach its creative potential. The main accomplishments are:

- Building capacity and support
- Increased experiences and opportunities
- Increased public awareness and understanding
- Broaden the contribution of the arts

A number of national, provincial and local trends and external influences have been identified, with the recognition that they will have an impact on planning, management and programming in the arts. Key trends include growth in visual and performing arts, multi-disciplinary events and community art, increased participation of businesses in their communities and the impact of technology on the arts.

Important local influences include continuing growth in Richmond, the Olympic legacy, the City's commitment to the arts and the increasing diversity of the Richmond community.

A review of opportunities and challenges related to the arts in Richmond reveals that Richmond has an opportunity to make the arts a primary engine for further enhancing Richmond's growth into one of the best places to live, work and play. The arts community has

a solid base of artists and an emerging reputation. Richmond's healthy population growth can support audience expansion, development of much-needed physical infrastructure and the formation of arts precincts.

The Arts Strategy vision is: "Richmond is an arts destination with a thriving arts community and a rich offering of festivals and events". The Strategy calls upon the City to play a number of roles: facilitator, program provider, partner, supporter, communicator and advocate in advancing the arts.

### **Five strategic directions guide the Arts Strategy:**

1. Strengthen and support the arts community.
2. Increase the number of art spaces and more effectively use existing ones.
3. Broaden the diversity of arts experiences and opportunities.
4. Expand public awareness and understanding of the arts.
5. Broaden the economic potential and contribution of the arts.

### **Under each strategic direction, a number of actions are recommended. Examples of these include:**

- Organize an annual Arts Community Forum to review the Arts Strategy and promote knowledge sharing and collaboration.
- Complete a Cultural Facilities Plan to determine the best types and balance of facilities and programming to support and meet the needs of the community.
- Create and sustain two new events that integrate the arts with Richmond's unique social, environmental, historical and economic advantages.
- Develop an Arts Marketing Plan that uses social media and traditional tools to brand the arts, build awareness, promote the benefits and create a sense of identity that differentiates Richmond from other communities.
- Ensure the arts are considered in the City's Economic Development Strategy.



Landon Mackenzie, *Neurocity (Aqua Blue)*, 2009-09, Richmond Art Gallery

Photographer: Scott Massey

Upon adoption of the Arts Strategy by Council, staff will begin to advance the strategic directions and recommended actions through annual work plans. Staff will monitor and report out on the progress and achievements on an annual basis to Council and the arts community. It is expected that the Art Strategy will be revised again in five years.

A visioning session identified what the arts in Richmond might ideally look like if the strategic directions in this strategy are achieved. That future vision includes these features:

- Richmond is an arts destination
- Great facilities and physical infrastructure
- Strong civic commitment
- Collaboration, education, integration
- Economically sustainable framework for the arts

This updated Art Strategy positions Richmond to be recognized as an arts destination with a thriving arts community and a rich offering of festivals and events. With leadership and support from the City, there is every reason to believe that the arts will flourish and continue to contribute to the community's quality of life.

### 3. Introduction

A vibrant arts community plays an important role in Richmond's aspiration to be the most appealing, livable and well-managed community in Canada.

In 2004, the City adopted the Richmond Arts Strategy, which served as the foundation for a range of civic initiatives and partnerships over the past eight years to develop, support and strengthen the arts. Much has been accomplished, and Richmond's arts scene is diverse, vibrant and growing.

As part of its continued commitment to the arts, the City has undertaken a process to update the 2004 Arts Strategy to reflect today's challenges and opportunities.

A Steering Committee was formed, comprised of an equal mix of City staff and representatives of the arts community. Their work spanned a number of extended planning sessions, supported by input from three public meetings to which the community at large and the arts community in particular were invited to provide insight and input.

This document sets out the results of their work and documents people's comments throughout the process regarding the opportunities and challenges in Richmond as well as their expectations for the Arts Strategy. The outcomes from the process are summarized into five strategic directions and recommended actions.

#### Context

In 2004, the City adopted the Arts Strategy to guide its 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. Since 2004, there has been a significant investment by the City to increase the capacity of arts organizations, enhance current and develop new high quality arts festivals and activities, identify and showcase Richmond's artistic talent and leverage partnerships, grants and sponsorship opportunities.

As a Venue City for the 2010 Olympic Winter Games, Richmond has created a lasting legacy by showcasing Richmond's diverse artistic talent to local and international audiences. The Olympic effect helped elevate the arts in the community and created an increased sense of pride, identity and spirit. Richmond also has a unique sense of place and geography, and a diverse community. This legacy continues to help advance the arts and influence this updated strategy.

The following City plans and strategies have also provided vision and direction related to updating the Arts Strategy:

- Parks, Recreation and Cultural Services Master Plan 2005-2015
- 2004 Richmond Arts Strategy
- 2007 Parks, Recreation and Cultural Facilities Strategic Plan
- Major Events Plan 2007-2012
- Richmond Arts and Culture Economic Impact Study 2008
- Richmond Arts and Culture Community Scan 2008
- 2009 Waterfront Strategy
- 2009 City Centre Area Plan
- 2010 Arts and Culture Plan
- 2010 Community Wellness Strategy

As this is a City Arts Strategy Update, opportunities will be sought to integrate the strategic directions and actions with other City policies, programs and initiatives.

*"The arts are a vital part of Richmond's social fabric and play a significant role in contributing to the health and vibrancy of our community."*

Councillor Evelina Halsey-Brandt,  
Richmond Review, 2012

## 4. Purpose

By investing in the arts, the Arts Strategy will help to facilitate the growth of the arts in Richmond by creating an environment and culture in the city that ensures the arts play a strong role in placemaking, community building, tourism and economic development. The strategy shall also serve to motivate and excite Richmond residents and foster a stronger connection between the City and its stakeholders in an effort to advance policies, programs and services so that the arts can thrive.

### Key deliverables associated with the plan include:

- opportunities to increase the arts experiences and spaces,
- strategies to support growth and increased awareness of the value of the arts, and
- realization of the economic opportunities.

### Mission of the Strategy

This Arts Strategy, similar to the Arts Strategy developed in 2004, helps to identify the challenges and clarify the needs both within the arts community and in the general community in order to provide a vision for the arts and five-year strategies and actions. As a result of this strategy, detailed actions and annual work plans will be created to accomplish the strategic goals.

### The mission is to:

- ensure the broadest possible 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 the arts play a strong role in placemaking, community building, tourism and economic development,
- 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 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 opportunities for training in the arts,
- enrich quality of life by celebrating and supporting the development and creation of art, and
- honour and celebrate those individuals, community organizations and corporate leaders who support the arts.

### The "Arts"

For the purposes of this strategy, "arts" is understood as the expression of human creative skill as it relates to:

- visual arts: sculpting, drawing, painting, printmaking, craft, photography and art exhibitions
- performing arts: performing, attending or producing live theatre, music and dance
- literary arts: writing, publishing and/or printing material, reading, attending poetry readings or writers festivals
- culinary arts: aesthetic and palate pleasing meal preparation including baking and pastry making, food stylists, food sculptures and teaching food preparation techniques
- media arts: film, video, new media and audio
- environmental, eco and land art: art dealing with ecological issues and/or art created in nature using natural materials
- integrated arts: artistic practice that combines two or more artistic disciplines to create a hybrid where no single form of art is dominant
- community engagement and collaboration: art that involves the work of professional artists and non-arts community members in creative relationships to give the visual arts a stronger presence

Art in everyday life creates a sense of meaning and place for citizens. It gives visitors a lasting memory and reflects the City's long-term investment in the future. An investment in the arts is an investment in the community and the economy.

*"Art is also a kind of power, which cannot only boost your imagination but also your creativity. Thank you for such a great activity."*

Frank (participant), Family Sunday Program,  
Richmond Art Gallery





Richmond Youth Dance Company (2012), Richmond Arts Centre

Photographer: GTFX

## 5. Where Are We Now?

### Accomplishments Since 2004

#### The overarching goals from the Arts Strategy adopted in 2004 were to:

- 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, and
- broaden the economic potential and contribution to the arts.

Since 2004, City Council and staff have worked with the community to help Richmond reach its creative potential. Much has been accomplished, including but not limited to the following:

#### 1. Building Capacity and Support

- Development of the City Arts Grants Program to support Richmond artists and arts organizations
- Creation of Art at Work – a Professional Development Symposium
- Formation of the Richmond Arts Coalition, a member-driven association that supports and celebrates culture and arts activities in Richmond
- Increased profile of Arts, Culture and Heritage Services in the City's structure by creating it as a stand-alone Division in the City
- Increased complement of staffing:
  - Manager, Arts Services,
  - Manager, Cultural Development,
  - Director and Curator position at the Richmond Art Gallery,
  - Arts Programmer
  - Media Lab Facilitator,
  - Film Office Coordinator, and
  - Public Art Planner
- Development of a City Film Office to increase filming opportunities in Richmond
- Creation of the Richmond Artists Directory

#### 2. Increased Experiences and Opportunities

- Adoption of the 2010 Arts and Culture Plan and arts programming in the Richmond O Zone
- Participation in Culture Days, a free, interactive nation-wide celebration of arts and culture
- Participation in the Vancouver International Sculpture Biennale with the installation of eight artworks around the city
- Extended the delivery of Arts Services through the creation of the new Media Lab and Rooftop Garden at the Richmond Cultural Centre
- New events such as the Children's Arts Festival, Minoru Opera Series, Your Kontinent: Richmond International Film and Media Arts Festival, Resident Art Group Showcase, Salmon Row and redesign of Richmond Maritime Festival with an arts focus
- Regional, national and international exhibitions at the Richmond Art Gallery:
  - Face to Face, Wanda Koop,
  - Mask, Arthur Renwick,
  - In Transition: New Art from India with the Vancouver Biennale, and
  - Last Riot, AES+F, a partnership with the Vancouver Biennale.
- Increase inventory of public artworks in the City; Richmond Olympic Oval has the City's largest investment of public art

#### 3. Increased Public Awareness and Understanding

- Development of a six-week marketing campaign called Winter Festival of the Arts
- Increased local media coverage and national media coverage helped to elevate the arts
- Creation of a Richmond Artist Directory, an online communication tool that provides Richmond artists and arts organizations with updates about arts news and opportunities available in Richmond
- Development of the Richmond Arts Awards, which recognize artistic support and merit in the community
- Richmond Art Gallery was identified as one of the best small galleries in a survey by the international museum planning and consultation firm Lord Cultural Resources
- Artist Margaret Dragu won the Governor General's Award in Visual and Media Arts
- Richmond Chorus and Orchestra performed in New York at Carnegie Hall

- Gateway Theatre nominated for a Jessie Award, which celebrates and promotes the outstanding achievements of the Vancouver Professional Theatre Community
- Youth Honour Choir performed at ChorusFest in Ottawa accompanied by the National Arts Orchestra

#### 4. Broaden the Contribution of the Arts

- Revamped the Richmond Public Art Program's Policy Guidelines and Administration Procedures to increase voluntary contributions to the public art reserve and recognize the value of art in the public realm
- Development of relationships with community organizations such as BC Arts and Literacy Centre and Cinevolution to deliver the Children's Arts Festival and the Richmond International Film Festival
- Expanded sponsorships and partnerships – Royal Bank, TD Canada Trust, VANOC, Vancouver Biennale, Coast Capital Savings, BC Arts Council, Canada Council, BC Arts and Literacy, Richmond Review, Richmond News, Georgia Straight, SUCCESS, YVR, Richmond Foundation, Richmond Mental Health, Westin Wall Centre Hotel, Sheraton Vancouver Airport Hotel, Gulf of Georgia Cannery, Multicultural Concerns Society, Richmond Women's Resource Centre, Richmond Food Security Society, Tom Lee Music, Vancouver Opera, Richmond School Board, Kwantlen University, Emily Carr, Richmond Steel and Recycling Ltd., Vancouver Coastal Health, Gulf & Fraser Financial and Canadian Western Bank



*Salmon Row* (2011), Britannia Heritage Shipyard

Photographer: Tim Matheson



## Trends and Influences

Many national and provincial trends and external influences will have an impact on our planning, management and programming in the arts over the next five years and into the future. Local influences are also important to note as they have the potential to impact the advancement of the arts in Richmond.

### Trends

- Interest and participation in the visual and performing arts is growing, sparking construction of new facilities and changing the allocation of limited program dollars.
- Multi-disciplinary events that equally combine dance, music and design continue to develop in contrast to productions that are heavy in one discipline.
- Interest in site-specific events continues to grow, both on the part of practitioners and audiences.
- Increasing attention is being paid within the cultural field to the role of participation in the arts and the idea that there is a rich continuum of artistic practice that includes children's dance classes, amateur woodworker guilds, knitting circles, weekend painters, etc. that are as vital to the health of a community as are professional organizations.
- The arts are being used as a tool for social purpose and as a method in facilitation.
- Recent Statistics Canada figures show BC at the bottom of the list when it comes to provincial per capita arts funding. For 2009-10, province per capita spending averaged \$90 – only Ontario and BC came in under that figure, with BC last of all at \$54. BC also came in last in per capita federal arts spending, at \$53 compared to the average of \$123.
- There is increasing pressure from funding bodies to form partnerships with organizations within the community. Communities also expect to see themselves and their experiences represented within the context of exhibitions and performances – in terms of local circumstances, daily life, current issues, etc.
- The 2008 economic downturn and continuing economic uncertainty have added to the demand for low-cost services. With the private sector hesitant to spend money as readily as in the past and a decline in sponsorships and donations, more non-profits are in need of support leading to an increase in competition for available dollars.
- The recent trend in declining funding from senior levels of government is expected to continue. Government granting agencies appear to be reducing their lists of beneficiaries, tightening the screening/granting criteria and generally reducing the total funding envelope. This has, and will continue to, affect the smaller and/or start-up arts groups in particular.
- There is increasing awareness not only at the academic level but also in communities that participation in various forms of arts and culture contributes to society and helps instill self-confidence, personal well-being and community identity.
- Programming is critical to the successful transmission of ideas and issues contained in the arts world. A variety of learning opportunities from formal to informal, academic to hands-on and passive to interactive must be provided in order to accommodate the variety of education levels.
- Traditional arts (eg. crafts) are being rediscovered by the 17-30 year age group.
- According to a recent report from the Cultural Board of Canada, a dynamic cultural sector is a magnet for talent and a catalyst for economic prosperity. This is true for cities across the country, and Richmond is no exception.
- Businesses are becoming increasingly involved in their home communities through charities, sponsorships, volunteerism, resources, environment preservation and other initiatives.
- There are fewer businesses that support live performance art (eg. live music venues).
- Busy families and individuals lead to a lack of discretionary time and increased competition of choices. Many consumers are shifting from a tradition of long-term loyalties to selective consumption. Within the arts world, this trend has implications for both audience development and volunteer commitment.
- The rising use of the Internet and new digital technologies are influencing how people spend their time and provide new options for service choice.
- Technology continues to make our world a smaller place by increasing access and interaction at the global and regional levels and changing the definition of community (eg. online community) and how artists interact. Opportunities are provided for collaboration/production alliances, therefore changing the notions of how art is created and presented. Artists are increasingly producing and marketing their own works and audiences are becoming more intimately involved in producing the art they are experiencing (e.g. flash mobs).
- Social media expands communication networks and innovation but it is also putting some artists out of business (eg. live music artists).



Mr. Tony, Painting Class (2010), Richmond Arts Centre

- Interest in and awareness of cultural diversity adds breadth to the creative spectrum, effecting choices of subject matter, genres, styles and forms. Similarly, increased environmental awareness is effecting choices of materials, production methods and subject matter.

### Local Influences

- Construction in Richmond is expected to continue with increased development particularly along the Canada Line. There will be more opportunities to acquire spaces for cultural use.
- The legacy of being a Venue City for the 2010 Olympic Winter Games and the City's commitment to the arts contributes to the livability of Richmond
- The projected population growth in Richmond City Centre and the new City Centre Area Plan, which identifies an Arts and Entertainment District, provide new opportunities.
- There is increasing growing need for timely, quality and accessible City products and services. These choices must also meet the diverse and growing needs of the City's customers.
- Richmond is an increasingly diverse community with residents having various levels of abilities and income. More than half (57%) of Richmond residents are foreign born and 64% are a visible minority.

- The Canada Line contributes to increased mobility. Providing opportunity to draw Vancouver residents to Richmond and vice versa.
- Richmond's older population is increasing in numbers. By 2021, 19.6% of the population is projected to be over the age of 65. This provides an enhanced opportunity for community engagement and development as older adults are lending their expertise as volunteers.
- Major arts, cultural and sporting events that are family-friendly and have relevance to their location are becoming increasingly important to both the local community and visitors to the City.
- Increased attention is being paid across the City to the role and values of community development and capacity building. In particular, there is recognition that community members themselves are best able to identify and address their own needs. This is a central pillar to social sustainability.
- Although Richmond is a relatively wealthy population, according to Statistics Canada, approximately one third of children in the community live in low-income families, higher than the provincial average.
- Community partnerships and networking continue to be an important element in serving youth in Richmond.

*"Have you ever been inspired by a little kid before?  
I got that today."*

Youth Volunteer, Richmond Media Lab

## Opportunities and Challenges

The 2004 Arts Strategy has created a solid foundation from which the arts can grow and be positioned as an integral part of the City's ethos. Now is the time that the Arts Strategy take advantage of the opportunities that exist to make the arts a priority in Richmond's development as a great small city while also recognizing there are challenges to overcome.

### Opportunities Abound

A review of opportunities and challenges reveals that Richmond has an opportunity to make the arts one of the primary engines in city building and to drive Richmond's growth into one of the best places to live, work and play. The arts community has a solid base of artists and an emerging reputation. The City has a rich culture and physical backdrop against which to create a uniquely Richmond arts experience. Healthy population growth bodes well for audience growth, development of much-needed physical infrastructure, formation of arts precincts and the opportunity to galvanize support for expanding the role of the arts as an important contributor to the quality of life.

The following review paints a picture of what is currently impacting the arts particularly in Richmond in addition to the trends that are affecting the arts.

### Opportunities

- A number of festivals and public art programs are gaining increased traction and reputation (e.g. Vancouver Biennale), and participation is increasing across a wide spectrum. The outstanding success of the Richmond O Zone during the Winter Olympics provided an added boost to Richmond's reputation as an emerging arts destination.
- The online world continues to have a strong influence on the creative process, offering collaboration possibilities with other artists and other disciplines. New and/or dramatically altered art forms are emerging under the heading of New Media.
- Richmond has a growing pool of artistic talent that is young, diverse and welcoming to other artists. There also seems to be many Chinese artists with little exposure or connection to other artists in the community.
- Richmond's projected strong and steady population growth over the foreseeable future adds to the potential base of arts audiences, supporters and volunteers. Increasing private development also provides opportunities to expand art in the public realm.
- Private development in the City core provides interesting opportunities to incorporate new arts facilities/venues. The City Centre Area Plan has identified the development of an "arts and entertainment district", which would provide many benefits for the arts.
- The Official Community Plan has identified a number of arts-specific initiatives that integrate into the broader growth and development plans for Richmond as a whole and the City Centre in particular.
- The City is reasonably well equipped with parks and recreation facilities, possibly freeing up funds (both operating and capital) to pursue the conversion of indoor spaces into creation, exhibition, rehearsal and performance space and the development of outdoor spaces such as an outdoor theatre.
- Richmond has a number of physical features such as the waterfront and agricultural lands that can be celebrated and provide exciting opportunities to imbue the arts scene with a distinct "Richmond flavour".
- Richmond has a number of tourist attractions (eg. Steveston Village and the Richmond Olympic Oval) as well as diverse international cuisine. Opportunities exist to tap into rich cultural traditions and celebrate them across the full arts spectrum.
- The role the arts play in the livability of a city continues to gain recognition, engendering further participation and also support for civic funding.
- There is a resurgent desire for people to connect locally. This may suggest a need/opportunity to cater to smaller more intimate audiences and/or tap into existing community structures.

*"I met one family who came 3 days in a row. 1st day father, mother and 2 children. 2nd day father, mother, 2 children, grandpa and grandma. 3rd day, the same family, grandpa, grandma, neighbours and friends. You can tell everyone is happy. Thank you for allowing me to share my artworks."*

Ricky Cho, artist, Maritime Festival



Jérôme Havre, Artist Talk, *Fibred Optics* exhibition (2011), Richmond Art Gallery

## Challenges

- Artists have commented that they feel somewhat disconnected from one another and the City, and the lack of cohesion makes it difficult for them to mobilize as a group.
- More education about the benefits the arts bring to a community is needed for the arts to gain support similar to that of sport.
- Richmond's cultural diversity presents a double-edged sword: it offers a rich spectrum of cultural backgrounds, tastes and art forms on the one hand, while it also requires attention to minimize cultural barriers (communication, customs, etc.) to garner the broadest audiences possible.
- Competition for funding support is intensifying. Donors are being presented with an ever-increasing and diverse group of opportunities, not only in the arts but also in the areas of environment and social action. These same donors are becoming more interested and sophisticated in identifying the "payback" they expect from their support dollars.
- The community is constantly changing. Creating a disconnection between new immigrant artists and participants.
- Marketing techniques from the 80's and 90's continue to be used in the 21<sup>st</sup> century
- Richmond continues to lose audiences to Vancouver for more professional and diverse offerings.
- There is a need for more opportunities for professional artists in terms of professional development, creation, exhibition, rehearsal and performance spaces.
- Growth and development of the arts sector is constrained by limitations in facilities and infrastructure. Richmond has limited affordable space for creation, rehearsal, instruction and performance. Gateway Theatre consistently fields more rental requests from local arts groups than it has space available. The Richmond Art Gallery lacks adequate space for incoming exhibitions and appropriate space to house the City's Permanent Collection. The Richmond Arts Centre's programming is constrained by limited studio space, making it difficult to meet anticipated future growth and development.
- More professional quality arts experiences are needed for Tourism Richmond to expand their marketing to include food, sport and the arts.



## 6. Vision

Under the umbrella of the City of Richmond's vision statement "to be the most appealing, livable and well-managed community in Canada", the vision for the arts is:

"Richmond is an arts destination with a thriving arts community and a rich offering of festivals and events".

### Achieving this vision requires:

- great facilities and physical infrastructure,
- strong civic commitment,
- collaboration,
- education,
- integration, and
- an economically sustainable framework for the arts.

The arts are an integral aspect of the city's identity, quality of life and community wellness. With the update of the City's Arts Strategy, Richmond has the opportunity to position the arts as a pivotal element in the community's future development.

### Role of the City

The City's role is to provide leadership in creating and nurturing a thriving arts community in Richmond, which is intrinsic to the livability of the city. The Arts Strategy calls upon the City to play a number of roles to develop and foster a community-wide approach to developing the arts:

- **Facilitator** – The City encourages linkages and coordination in the community by developing policy, services and resources to advance the arts.
- **Program Provider** – The City delivers accessible arts programs and events for people of all ages.
- **Partner** – The City partners with the arts community, community organizations, other levels of government, agencies, institutions and business in the funding and delivery of arts services.
- **Supporter** – The City helps build capacity for the arts by investing in the arts.
- **Communicator** – The City promotes the arts and builds awareness of the value and the importance of the arts.
- **Advocate** – The City acts as a champion by publicly supporting the arts through policy development, financial investment, program delivery, resource development and communications.



Gateway Theatre's production of *The Forbidden Phoenix*, Book & Lyrics by Marty Chan  
Lyrics, Music & Orchestrations by Robert Walsh

Photographer: David Cooper Photography



*Watersky Garden* (2009), Janet Echelman, Richmond Oval

Photographer: Andrea Sirois

## 7. Strategic Directions and Recommended Actions

The Arts Strategy is supported by five strategic directions that will guide the City and its stakeholders' involvement in supporting Richmond's growing arts sector and ensuring a thriving and visible arts scene in Richmond.

- Strengthen and support the arts community.
- Increase the number of art spaces and more effectively use existing ones.
- Broaden the diversity of arts experiences and opportunities.
- Expand public awareness and understanding of the arts.
- Broaden the economic potential and contribution of the arts.
- Focusing on these five strategic directions will help position the City to achieve its vision "to be the most appealing, livable and well-managed community in Canada".

### 1. Strengthen and Support the Arts Community

#### Rationale

An engaged and well functioning arts community provides benefits to a city by creating a vibrant, healthy and cultural community for its citizens. Many of the artists and arts organizations that contribute to the creative life of the city need support and assistance to help them succeed. The City can enhance the ability of the arts community to provide cultural opportunities by providing leadership, resources, training and marketing support. This support helps to strengthen the infrastructure of arts organizations so they can effectively develop their own capacities.

#### Recommended Actions

1. Support arts advocacy and capacity building:
  - Host education and business training for artists and arts organizations.
  - Offer assistance with strategic planning.
  - Increase awareness of existing funding opportunities (e.g. sponsorship and donation opportunities, Municipal, Provincial and Federal grants, "non-arts" grants to support the arts).
  - Provide assistance with grant applications.
  - Ensure a cultural component is integrated into sports events over a certain size (e.g. medals, banners, opening ceremonies)

2. Increase communication
  - Increase dialogue between City Council, the arts community and City staff, in addition to the designated Council liaisons to the Richmond Public Art Advisory Committee, Gateway Theatre and Richmond Art Gallery.
  - Educate the arts community about how to access City expertise, staff and resources (e.g. who to contact).
3. Integrate with City departments:
  - Establish formal and informal processes/mechanisms to ensure the arts are integrated with City planning and business (Planning and Development, Engineering, etc).
4. Facilitate relationship building:
  - Assist in improving communication and understanding among arts organizations. Developing methods for inter-organization cooperation and partnerships, and the use of shared resources.
  - Encourage the Richmond Arts Coalition to be a "voice" for arts organizations in the community.
5. Support for children and youth:
  - Work with local schools and post-secondary institutions in the Lower Mainland to attract and retain graduates and emerging young artists by providing training, employment, connection to professional artists and volunteer opportunities in arts administration, programming and events.
  - Foster opportunities for Richmond students and emerging artists to learn about and appreciate art, and to create and display their work.
  - Develop a model to support children and youth on a continuum of participation to achievement in the art's similar to sport's "playground to podium".
  - Celebrate the accomplishments of young artists.
6. Annual Arts Community Forum:
  - Organize an annual Arts Community Forum to review and provide feedback on the Arts Strategy and to promote knowledge sharing, discuss existing barriers in the arts in Richmond and identify opportunities for groups to connect and collaborate their efforts, with or without the aid of the City.

*"Public funding of the arts is easily criticized, even when financial controls are in place and objectives are clear. I think this increased arts funding by the City will result in a stronger, more stable arts community."*





School Art Program, Richmond Art Gallery, *Navigating the Uncertainty Principle* (2009), Ingrid Koenig

## 2. Increase the Number of Art Spaces and More Effectively Use Existing Ones

### Rationale

Richmond would benefit from affordable, adequate and dedicated rehearsal, performance, production and presentation space, to promote the development of the arts and enable long-term planning. The 2007 Parks, Recreation and Cultural Services Facilities Strategic Plan ranks a new visual and performing arts centre number ten in the priority list of future facilities. Affordable live/work space is also required in the city. Expanding the number of arts facilities, particularly the addition of a dedicated multi-use arts facility to the City's amenities, would allow Richmond to augment and extend the types of services currently provided at the Cultural Centre and Gateway Theatre. Experience elsewhere has shown that by operating in close proximity, artists which support, collaborate and sustain each other further supports the growth and development of Richmond's arts community.

*"Today's presentation gave us ideas that were interesting, relevant, and suitable for our classroom. Many teachers lack art skills (and confidence) but this energizes us to share what we've learned."*

Richmond Teacher, Pro-D Day Workshop,  
Richmond Art Gallery

### Recommended Actions

1. Complete a Cultural Facilities Plan to determine the best types and balance of facilities and programming to support and meet the needs of the community.
2. Conduct an analysis of the current use of City facilities, spaces and parks for artistic activities. Develop and maintain an inventory of suitable, functional and affordable spaces available in the city to expand the arts and attract professional arts organizations and programming (e.g. schools, churches, recreation facilities, private development).
3. Foster a supportive environment for artists by facilitating access to and provision of affordable creation space, live/work space, presentation space, engagement in festivals, and distinct arts districts and cultural hubs as identified in the City Centre Area Plan.
4. Continue to identify creative use of existing space at other city facilities and pursue facility improvements to respond to and accommodate the community's changing and growing demands for cultural programming and services at the City's multidisciplinary cultural hub.
5. Ensure that City-operated arts spaces have technological resources and flexibility to accommodate emerging forms of presentation and exhibition.





Brandon Folks, Richmond Maritime Festival (2011)



### 3. Broaden the Diversity of Arts Experiences and Opportunities

#### Rationale

The arts help us to understand ourselves, express ourselves more clearly and honour the expression of others. As Richmond grows as a city and the community changes, the presence of a full spectrum of arts experiences and opportunities will enhance the vitality and creativity of the city. By supporting programming that reflects Richmond's diverse arts, culture, heritage and physical environment, and building on the success of existing activities, the City can support artists and expand the arts while enhancing the community. The City must work with arts organizations, businesses and stakeholders to continue to raise the quality of arts experiences available to the public.

#### Recommended Actions

1. Build civic connections:
  - Strengthen and foster the connection with civic recreation facilities, the local school system (public, private and post-secondary), the Richmond Public Library and community organizations to increase arts education, support emerging artists and to expose the community, particularly youth, to the arts.
  - Develop a plan to enhance the quality of arts programming and instruction in City facilities and ensure a broad range of programs and services from entry level to professional.
2. New events:
  - Create and sustain a number of events that integrate the arts with Richmond's unique social, environmental, historical and economic advantages (e.g. add or enhance at least one event within three years and a second within five years).
  - Explore existing locations such as Steveston Village, Minoru Park and Richmond Olympic Oval as anchors for new events.
  - Work with organizers/sponsors to implement new opportunities.
3. Facilitate the presence of more professional art organizations. Support opportunities for emerging young artists to connect with these organizations (eg. create a model similar to sport's playground to podium).

4. Build bridges between the arts and the broader community:

- Facilitate programs that encourage interaction between arts professionals and the community (e.g. build an "Artists in Residence" program).
- Promote increased access and use of public spaces for art.
- Encourage and support the creation of new events in public spaces.
- Streamline processes/administrative requirements (e.g. insurance, buskers, street art) for festivals and and temporary performances.

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

#### Rationale

Increasing greater awareness of the arts in Richmond will help cultivate wider audiences and recognize our island city as an artistic community where the arts are understood and appreciated for their contribution to a healthy creative community. Residents are more likely to participate in and support arts events and activities that are well promoted. Fostering more communication in the arts community helps artists and arts organizations feel more connected to one another, acknowledges the contributions they make to the cultural life of the city and raises their individual and collective profile.

*"This is a wonderful view of the personal impact on population control and the challenges facing an immigrant. My father fled the Nazis in 1939 and emigrated from Vienna, Austria. I too am an only child. One gets much attention for the better and for the worse, and one is an orphan at some point. Cultural mixing is both wonderful and very lovely. Thank you for this thoughtful view of personal struggles related to population and loneliness; and the inescapable connection with one's past. Wonderful work!"*

Cooperston, NY, USA, *My Big Family*, Hua Jin,  
Richmond Art Gallery

## Recommended Actions

1. Increase communication:
  - Develop strategies to strengthen communication between the City and arts organizations as well as the broader arts community.
  - Collaborate with key stakeholders in the arts sector, business sector, education sector and community to increase awareness around arts programs, services and activities in and outside of Richmond.
2. Develop an Arts Marketing Plan:
  - Expand arts literacy, brand the arts, build awareness and appreciation, promote the benefits and create a sense of identity that differentiates Richmond from other communities.
  - Consistently coordinate messaging for programs, events and activities, using both social media and traditional tools.
  - Create a central place where information about the arts in Richmond can be captured and promoted (e.g. Vancouver Max Guide, arts access map).
3. Increase the regional and national profile of Richmond's arts scene by participating in projects such as Culture Days and the Vancouver Sculpture Biennale.
4. Media support:
  - Foster and encourage added coverage of the arts in the local media.
  - Create a working group of both the local media and arts organizations to develop promotional and marketing initiatives for local artists and groups.
5. Show City support:
  - Ensure that City policies and administration position Richmond as an arts-friendly community.
  - Enhance the profile of the arts in City and other arts-related publications (e.g. "Arts Overview" in City Annual Reports).
  - Continue to showcase achievements in the arts in an annual Arts Update to Council and distribute to the arts community.

*"I appreciate the partnership and have witnessed children being empowered through the arts. The children attending this program have left with excitement in their eyes and new ideas they cannot wait to create."*

Richmond Arts Truck, Marlae, Richmond Family Place



Water #10, Jun Ren (2010)

Photographer: Dan Fairchild



*My Big Family*, Hua Jin (2011), Richmond Art Gallery

## 5. Broaden the Economic Potential and Contribution of the Arts

### Rationale

Investing in the arts is an investment in the prosperity of the city. A vibrant arts community provides employment, attracts businesses and workers, promotes tourism and enhances the livability of the community and the quality of life for its residents. Cultural industries such as film, television, video, music recording, design publishing, multimedia and broadcasting provide well-paying jobs. By attracting and supporting the creative professions and actively seeking partnerships between businesses and the arts, Richmond has the opportunity to generate creativity and innovation in its citizens and advance economic growth.

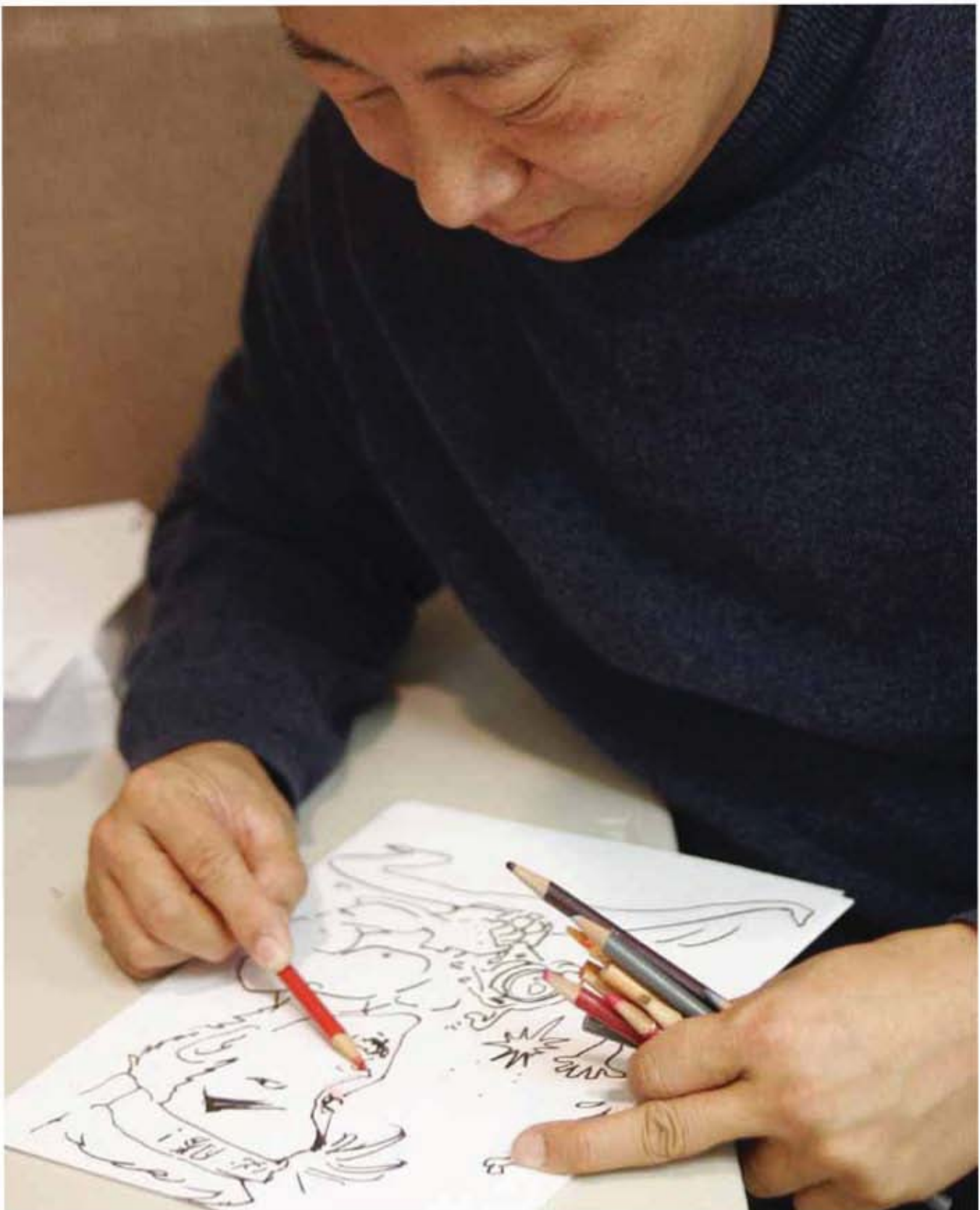
### Recommended Actions

#### 1. Foster relationships between arts and business:

- Strengthen the collaborative role of the arts and the business community in the economic growth of the city.
- Raise awareness of the ways the arts contribute to the economics of the community (e.g. creating jobs, attracting corporations and tourists, and increasing the livability of the city).
- Provide opportunities for the business community to invest in and support the arts (e.g. provide public amenities, an endowment fund, sponsorship and/or financial support, etc).
- Nurture strong arts-focused linkages

with key business organizations in Richmond, such as the Richmond Chamber of Commerce, Tourism Richmond and cultural organizations.

- Identify the marketability of our local arts and culture and develop strategies to connect with and capitalize on the city's assets.
  - Explore opportunities to collaborate with the arts community to market our products and services outside of Richmond.
2. Ensure the arts are considered in the City's Economic Development Strategy and that they play a strong role in the economic sustainability of the city.
  3. Work with other levels of government to increase awareness of existing funding opportunities, to leverage civic investment and to attract the investment of additional resources, financial and non-financial, in support of the arts sector.
  4. Monitor the City's Arts and Culture Grant program to ensure it supports and responds to the needs of individual artists and arts organizations. Encourage some organizations to leverage their support from the City's grant program to draw additional provincial and federal funds.
  5. Develop strategies to support and attract cultural industries in the city by promoting the benefits of a creative city.
  6. Create an arts endowment fund to help support future arts planning, activities and special projects.



Adult Drawing Class (2009), Richmond Arts Centre



## 8. Next Steps

The Arts Strategy is a living document that will assist the City, in partnership with the arts community, businesses and other agencies, to further develop the arts in Richmond. It is imperative that the five strategic directions outlined are carried out to advance the arts and that the document stay current through the changes and evolution of the city, particularly the arts community.

Upon adoption of the Arts Strategy by Council, staff will begin to advance the strategic directions and recommended actions through annual work plans with the intention to monitor and report out on the progress and achievements on an annual basis to Council. It is expected that in five years, the Arts Strategy will be revised again to respond to current trends and the present state of the arts in the community.

### Actions:

- Richmond Arts Strategy 2012-2017 endorsed by City Council
- Bi-annual meetings scheduled with the Arts Strategy Steering Committee to discuss progress and identify current challenges and opportunities
- Continue to explore best practices in other cities that support the development of the arts
- City to host an annual forum to engage and consult with the arts community and to review the Arts Strategy
- Arts Strategy Update summarizing progress and achievements presented annually to Council and disseminated to the arts community



*Button Beads and a Wavy Line or Two*, Freda Hopper, Textile Artist Guild of Richmond

Photographer: Gerry Boretta, Richmond Photo Club



## 9. The Future

The following comments, collected during a visioning session with the Arts Strategy Steering Committee, paint a picture of what the arts in Richmond might ideally look like if the strategic directions outlined in this document are achieved. If Richmond aspires to be an arts destination with a thriving arts community and a rich offering of festivals and events, the key will be to bridge the gap between where we are now and where we aspire to be in five years. By striving to accomplish the actions outlined in this strategy, the City and its partners in the arts can position the arts as an integral element in a thriving cultural city.

### 1. Richmond is an arts destination

Residents and visitors have access to a rich variety of arts and cultural experiences that are happening all over the city, indoors and outdoors, every night of the week. Richmond regularly showcases the rich diversity (cultures, history, etc) that makes up the city. The arts, cuisine and environment are promoted and fostered as a way to increase tourism. As such, Richmond is recognized throughout Metro Vancouver and provincially as a place to come year round for arts experiences – from the display of public art by local and international artists, and multiple festivals including an international festival of the arts, to performances by emerging and professional artists, local and national gallery exhibitions and a place where working artists strive to relocate. Richmond is known as a place that supports the arts and a place to visit to explore what's new, challenging and creative in the arts.

*"It is our great honour to inform you that the World Poetry Canada International Peace Festival, held in Richmond on May 25 and 26, 2012, was a resounding success. This was partly due to the wonderful ongoing support that your city has been able to supply us with."*

Ariadne Sawyer, President, World Poetry Reading Series Society

### 2. Great facilities and physical infrastructure

Richmond has one or more thriving arts districts/precincts that are known as a locus of activities, venues and creative space that showcase the arts. These areas provide a significant draw for Richmond and a broader client/audience base. They encompass affordable dedicated live-work space for artists to create, rehearse, display and sell their works. Public and open spaces are used effectively and creatively for festivals, public art, instruction, etc. Creativity is used to identify and convert spaces and existing facilities into arts spaces (e.g. use of unconventional spaces – warehouses). The inventory of arts spaces for rehearsal/performance, instruction and creation of art forms has increased and continues to grow. Improved access to suitable facilities provides more varied programming for organizations to increase arts programming (classes, performances). Plans and funding are approved for the construction of a major multidisciplinary facility to augment and support the arts on many levels.

### 3. Strong civic commitment

The arts are embraced in community life. Civic leaders and the community value and celebrate artistic achievement and contribution to the arts in an effort to create a vibrant and healthy community. The Richmond Arts Strategy is understood and supported by other City departments and is fully integrated with City strategies towards improving the livability of the community. City policies and procedures encourage/support artists and arts organizations. There is a noticeable increase in community satisfaction with art products and services supported by the City. Support and recognition of the arts reaches that of sports. The City's stand-alone arts grants program is well funded.

#### 4. Collaboration, education, integration

Richmond has a visibly thriving community where arts and culture are an integral aspect of Richmond's identity, and collaboration occurs on many fronts. Residents are proud and involved in the arts community. Artists and arts organizations communicate, collaborate and gather informally with each other both within and across genres.

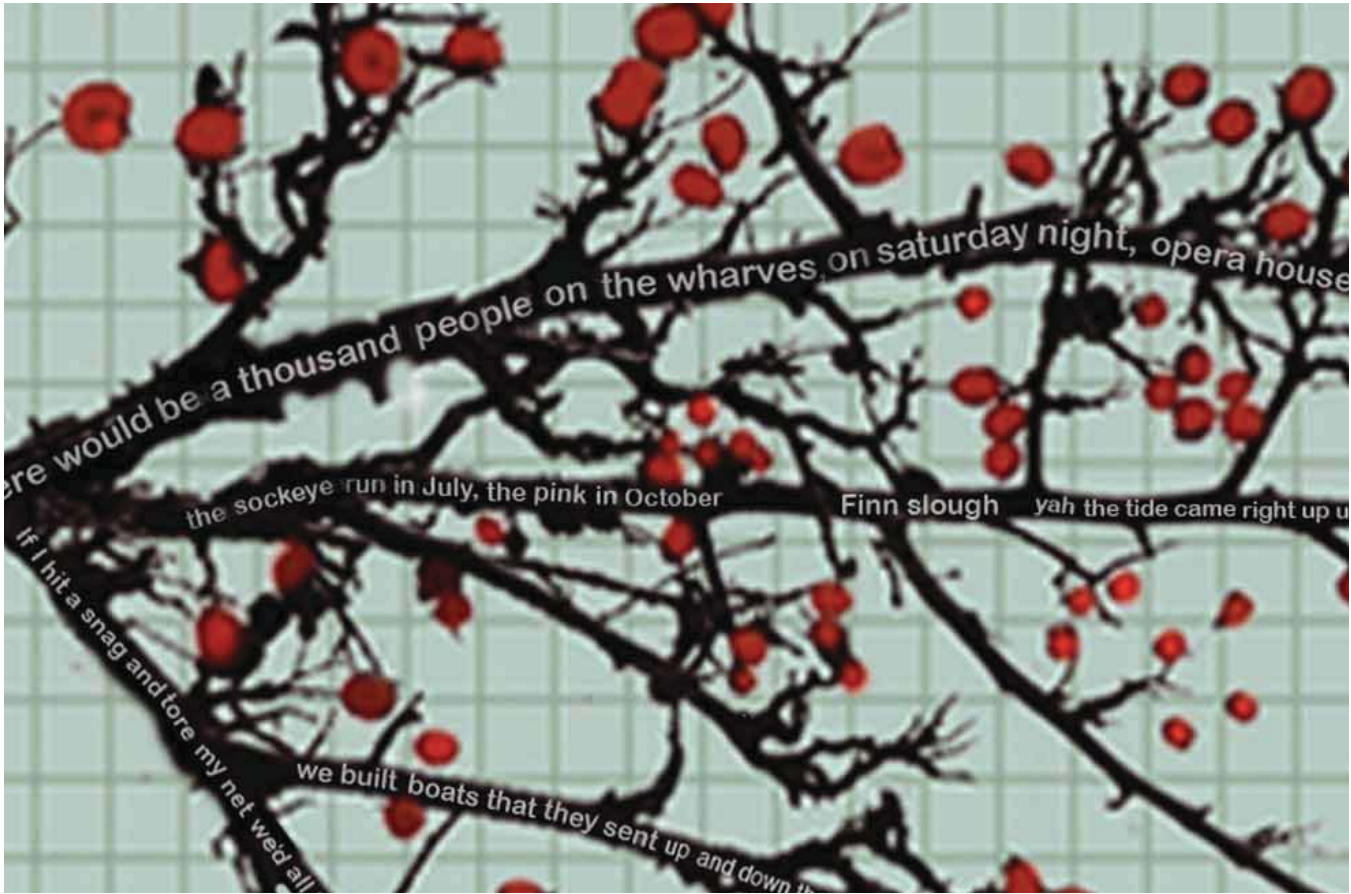
The arts in Richmond promote broad participation, accessibility and education. They are a priority, and there is a notable increase in customer satisfaction in arts experiences. The Arts Centre is recognized provincially as a centre for arts education. Festivals include a strong and compelling education component. A growing percentage of the community, particularly youth actively participate in the arts. Cross-cultural and intergenerational projects are also well publicized and well attended. Richmond's artistic identity is woven into showcasing Richmond's natural beauty and ethnic diversity. The value placed on the arts enriches civic policy and programming.

#### 5. Economically sustainable framework for the arts

The arts continue to be financially supported by the City. Recognition and attention to new funding mechanisms such as the City Arts Grants and sponsorship help advance the arts in Richmond. Individual artists and arts organizations feel there is significant value placed on their contribution to the livability of the community, and financial support helps to build and strengthen their capacity. Creative entrepreneurs and cultural industries play a prominent role in the economic vitality of Richmond. Government and private support for the arts is in place. A sustainable healthy economic footing is foreseeable for the future. Opportunities exist for arts organizations to access financial resources leveraged from higher levels of government and funding organizations.



Xiamen Philharmonic Orchestra (2009), River Rock Theatre



*Roots of Our Future* (2011), Blake Williams, Steveston Firehall

## 10. Conclusion

The arts are an essential and integral part of our social fabric. The arts add significant value and benefits to Richmond by encouraging individual self-expression, creating a sense of community identity and pride, enhancing society understanding, providing opportunities to develop and foster new skills, and encouraging collaboration and connections.

Since the adoption of the 2004 Arts Strategy, the arts in Richmond have evolved and matured. Richmond has a unique opportunity now to elevate the arts. By building on past success, encouraging talent to thrive and applying our collective will, we can advance the City's vision and lift the arts to a level that is integral to the livability of the community.

This new and updated Arts Strategy addresses current opportunities and challenges and equips Richmond to be an arts destination with a thriving arts community and a rich offering of festivals and events. With continued leadership and support from the City, there is every reason to believe that the arts will flourish and continue to contribute to the community's quality of life.





## City of Richmond

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## Richmond Arts Strategy Highlights Survey

1. Does the vision position the arts for future growth and development in Richmond? Why or why not?
Yes as long as the current organizations are part of the mix and conversation. "New" should not just mean new festivals or organizations - City try to work with existing organizations to implement.
I believe so, because it's a well-rounded plan that supports the different levels from creation to distribution. Full cycle.
Yes, creating more awareness and strengthening the art community is a good idea. More public awareness will lead to more motivation for artists to create and the public to view works. Helping the art community grow will benefit the community overall.
It does.
Mostly - but should include a stronger reference to visual arts; i.e. Exhibitions and public art.
Yes, but should explain also the role of arts in community development, immigrant integration, intercultural dialogue.
Yes, but there definitely needs to be an increase in facilities and partnerships with the business community to assist the arts.
If the vision is properly resourced and supported, yes, but at this level of population, awareness and audience development must extend beyond Richmond's borders.
The next generation will look after future growth and development. Younger people involved earlier.
Means passive action/no responsibility. "Offering" could be more ACTION oriented i.e. Enabling/Facilitating. What is Richmond's role in achieving the vision?
Of course, the baseline for arts and culture in Vancouver is severely lacking, and a municipal program that will offer foundational support is necessary at this point. I'm particularly interested in the outreach, as support comes from education.
Yes, fairly positive strategic outlook for the arts that encompassed a broad range of artistic practices. Richmond can definitely capitalize on the fact that Vancouver is becoming too expensive for creatives to practice art and lure them in through more opportunities.
All valid points. The City should be complimented on forming separate funding for the arts in their granting process.
It is simply another written (with lots of cliché comments) statement with no bite.
Yes - because of the focus on a living community. But I want to say that the arts aren't just a present activity, they are a heritage from the past that needs to be renewed.
It sounds good but I question whether the Richmond's local government is capable or willing to execute it.
Yes.
Yes, it recognizes the necessity to engage cultural/arts organizations and the private sector in any specific plan put forward by the City.
It is a strong vision, but needs to be backed up by action. Right now, the city, along with the other suburbs of Vancouver, has a reputation of being a bedroom community. Things don't happen here, they happen elsewhere. In fact, a teenager told me the other day that not many events happen here. Richmond will need to combat that stereotype as it builds up its artistic offerings. Also be careful of buzzwords. The city has a goal of being 'liveable' but I don't see many bike lanes (paint doesn't count) or a better sidewalk network being built. I hope the arts strategy doesn't follow the same course.

## Richmond Arts Strategy Highlights Survey

No. No specifics.
Yes, we are well placed to promote more access to the arts. The population is increasing, more newcomers bring different views. We should broaden our horizons re: art, music, media, performing arts, integrated arts to encourage the whole community to participate.
The plans sound good but are somewhat indefinite
Richmond does a fantastic job of promoting art and public art. It is so gratifying to see creative and frequent calls for public art. Such a shame the wave sculpture had to leave Garry Pt that was the perfect spot for it.
The draft does highlight some of the key points during the discussions held at City Hall. However, during the meeting, most of the artists present did echo their disappointment that it took the City so long to make any changes. The last input was in 2004, it's now 2012. It's been 8 years and the operating space at the Cultural Center is very tight. Time is of the essence, the keyword is "action plan" - let's get Richmond moving.
It is written in such a way that it is difficult to not agree with. The growth needs to be in all genres of the arts and for all ages.
I believe it does - but it needs ALL the integral components.
It suggests what may be possible which, if achieved, will encourage progress towards the vision. There is, however, much to be done if this vision is to be realized, and many who must be involved in the process.
The arts are an important part of life, demanding skill from performers, and feeding the soul. I remember singing as a means for dealing with the 9/11 tragedy in the USA.

**2. Do the following 5 Strategic Actions represent the significant areas needing attention to advance the arts in Richmond?**

***Strategic Action 1: Strengthen and Support the Arts Community***

Yes - through funding and initiatives that bring the community together.
Marketing is an attractive aspect and important.
Yes. This creates more potential for artists to create.
Yes, collaboration and professional development for local artists and organizations.
Yes
Definitely more dialogue between city council and arts community.
Absolutely, but relationships, awareness and partnerships should be region-wide, not strictly local.
Support artists; get young people more involved; participant and volunteer.
Yes, but could have specific mandate to build capacity
Yes
*Most important.
Yes
Yes



## Richmond Arts Strategy Highlights Survey

Yes
It will make our community more beautiful and attractive.
Yes, this is important, especially for younger people who are thinking of being artists. They need to be shown that It is a possible career option, not just something to do for fun.
No. Not specific.
Yes, more emphasis is needed to strengthen the sector. This could mean City budget priorities but also the City modeling it's commitment to business and corporations.
No specifics here- what about the difficulties faced by groups having to deal with increased rents? Why not have a statement that rents will *not* increase? Why do groups have to go to the expense of becoming registered non-profit societies in order to apply for grants???
As a member of the longstanding Richmond Artists Guild and the Riverside Art Circle, these are two groups which definitely need support from the City. These two groups are handicapped by the lack of suitable display opportunities and the lack of a permanent gallery for local artists.
Agree - compared to the arts facilities and public arts program like Surrey, White Rock, Burnaby and Vancouver, the support and leadership role from City of Richmond is lacking. City of Richmond has to take the initiative to work with business leaders to support the arts community.
Help people band together that have the same goals. Create larger, stronger pockets of activities and they will have a better chance of surviving, getting funding, higher attendance, more advertising etc.
Yes - perhaps with encouragement to the wider community to become involved - for instance, professional expertise offered to arts boards.
This is crucial to the accomplishment of the vision, and is often set aside, particularly in difficult economic times, despite the fact that the arts contribute a great deal economically to the community.
This is probably about right as is.
<b><i>Strategic Action 2: Increase the Number of Art Spaces and More Effectively Use Existing Ones</i></b>
Depends on what this means - need more performing/rehearsal space and gallery space.
Art needs to be better integrated into the city.
Yes, we need a new, purpose-built art space that takes future growth and present needs into account.
Yes. New building for the Art Gallery.
Need new art gallery building and a screening facility (film)
Absolutely. Note - subsidy and subsidized space needs continued oversight.
Encourage people to do their thing in the right facility public to know where it is.
Yes, but could emphasize creation of spaces.
Possibly the most significant - there is a severe lack of creative spaces or "communities" for artists and experimentation.
Performing space is needed badly.
Start by using existing spaces.
Yes



## Richmond Arts Strategy Highlights Survey

This is sorely needed.
Yes
Yes, Promotion/marketing Committee. (entrepreneur, company)
This is one of the most important. A new arts facility downtown would be a big and public step to show the city's commitment. Space next to Lansdowne station would be an excellent place to establish a new public square and art facilities. I hope when that land comes up for redevelopment, this option is taken into consideration.
Be more specific.
I believe we need a performing arts venue for dance, opera, multimedia arts.
Nothing is mentioned here about the Art Gallery no longer having display times for local groups - or for art gallery members - as was done in the past as a fundraiser and great community event.
See above. I would suggest the Japanese house moved to the Steveston Post Office site would be an ideal spot for a permanent art gallery for local artists and would benefit from the foot traffic in the Steveston area.
<p>Agree - there are hardly any city run art studios available for lease/residence program in Richmond.</p> <p>See City of Vancouver's recent art studios call to business to convert old warehouses/buildings in order to support artists seeking studio space for lease. Parks Vancouver has conducted several artists calls for Resident Art Program as well to incorporate artistic talents into the local community. City of Richmond should review such proposals and learn from them.</p> <p>There are only 2 places that can be used right now, Gateway Theatre for visual performance practice/stage productions. However, such spaces require a fee???? Artists may find it difficult to rent the stage if the production is not for Gateway Theatre???</p> <p>Cultural Center has the Performance Hall for rental, dance studios are fully occupied by children's programs like tap dancing and ballet especially from 3:30 pm onwards/weekends etc. A general review of the city's cultural program will confirm that there are hardly art spaces available at Gateway and Cultural Center. Suggestion. Why not build art studios in City's Parks for the purpose of rental/practice space. E.g. Terra Nova Park/MacLean Park should have adequate space to build a one level studio space.</p>
<p>Yes, we need new theatre facilities, live music venues, performance art spaces-poetry readings, live comedy, secure and accessible art exhibition spaces. Commercial spaces for music and galleries need to be addressed. Possibly subsidized or free spaces in lively areas. Areas that call out for an arts district are Steveston Village (Steveston is Richmond's ideal place to be like a LaConner Washington, Scottsdale Arizona, or Lahaina Maui area) or create a new area in the heart of #3 road, east side across from the mall/city hall. Clean up that area and with the sky train right there it could be a bustling evening entertainment/gallery area like South Granville. I also realize these areas are prime, expensive, real estate areas and may be difficult to achieve.</p>
<p>YES! - Our city is very poorly served by performance arts spaces. Gateway is great for theatre, but not for choral or orchestral performances. Only one church in the city can hold our Orchestra &amp; Chorus on its stage. We need a venue where Vancouver Symphony can visit to perform, as it does in North Vancouver and Surrey. We also need a facility where Richmond ensembles can rehearse, have office space, storage for equipment, costumes etc.</p>
<p>This is a key achievable goal requiring first an analysis of the current use of existing spaces leading to a plan for more effective use of them, and second a commitment to invest in the development of much needed additional presentation and performing spaces which are affordable to community groups and attract visiting ones.</p>
<p>Space for musical performance is inadequate. Apart from one church and a casino, there is nowhere in Richmond that can support a performance by a 50-musician orchestra and 65 singers performing together. And even these spaces are less than adequate if dancers are incorporated. The Gateway theatre is a nice space, but it's acoustically dead.</p>

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<b>Strategic Action 3: Broaden the Diversity of Arts Experiences and Opportunities</b>
Support current deeply and fully before diversification.
Yes, diversity in culture, genre, forms of art, etc.
Yes, with an increasingly broad range of artists and organizations.
Yes
More events, yes!
Yes. More professional - yes. Question - could one large event be more effective than lots of little ones?
Go out to promote their own art. Close the gap.
Yes
Collaboration between disciplines a definite must!!
Yes
We need the city to invest on outdoor events and festivals.
Yes
Yes
Yes
Enhance the vitality and creativity of everyone.
Try to cooperate with Kwantlen and Trinity Western (when their campus is established) to promote student art events in the city. Have Gateway produce 'Theatre in the Park'. It should be making use of its special location. Have a Chinese arts festival in the summer. Chinese Opera, puppet shows, classical music throughout Minoru Park. Sounds great to me! Engage the Chinese community and the possibilities they can make to the City's art scene.
How? Specifics?
Definitely, with a large Asian heritage population we need to become more diverse in our arts offerings. Also more multimedia art projects to interest young people. Your Kontinent was excellent!
I don't think this can be "decreed" - it is something that just develops out of an encouraging atmosphere in the community. Otherwise, meaningless statement.
Richmond Artists Guild and Riverside Art Circle provide affordable classes and art experiences and a small amount of assistance from the City would go a long way to enhancing their contributions to the art and social life of the City.
This is debatable and requires more input and recommendations from various art groups. During the meetings, only a small portion of the arts community were present.
Yes, as above, more live venues for music of all kinds, comedy, readings, performance art. Art for all audiences and performances that appeal to all ethnicities and taste.
All of these.
This is a given in a city such as Richmond with such a wealth of diversity on which to draw.
No comments.

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<i>Strategic Action 4: Expand Public Awareness and Understanding of the Arts</i>
Always a benefit- need campaign that highlights current practices.
Very important. Art should be part of everyone's lives.
Yes
Yes, people don't fully understand how enriching art is.
Yes, must create culture that values artistic experience.
Yes. Effective, cohesive marketing would be great.
Young people need to understand art. The story that goes with the art.
What about education and programming for all ages?
Need to educate people about the value of art and artistically engaged communities.
Yes
Create opportunities and people will come.
Yes
This is critical. Richmond as a community is grossly unaware of the arts that already exist here.
Yes, but there needs to be more drawing on the public awareness.
Yes
<ul style="list-style-type: none"> <li>-I think youth education has been covered quite well with the city's art program.</li> <li>-More festivals and art shows will naturally lead to an increase in public awareness.</li> <li>-Be careful of having too many events in Steveston. Don't forget, the new heart of the city is downtown. It is also easily accessible via transit for people coming from Vancouver.</li> </ul>
Try to be a little more specific.
Better way finding in needed so people can find the Cultural Centre. If they don't know where it is they can't get to the next step. The City should promote art as a community engagement vehicle. Many newcomers think "art" is for artists and no one else. Build appreciation of the arts as a mark of a civil society that art is for everybody.
Again - what about exhibition space for local artists - can't expand awareness if you can't view the art.
Agree - it's wonderful to see that the City of Richmond had organized public art talks, films etc. and invite the public to attend.
The workshops/artists talks are wonderful. Kudos to the City. Pls. keep this up, we are on the right track.
What is important is to educate the public/community the value of having art in their lives, from seeing it on the streets, experience live performances, to having original art in their homes. Teach them the value of investing in art and artistic experiences. No matter how much support the city gives to arts organizations the bottom line for the artists to be able to support themselves with their creative endeavors -that requires sales. People need to start purchasing art! They need to be willing to pay to see shows, concerts, exhibitions.
Let's make sure there is good communication with schools in this area, and work with the school board to foster excellence in the arts in education
Citizens need to know what is available in order to attend the activities involving their special interest and those in new areas they wish to explore. Also, the proposed Arts Strategy Update to be presented to Council each year



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should be disseminated to the general public and not only the arts community.
This is probably about right as is.
<b>Strategic Action 5: Broaden the Economic Potential and Contribution of the Arts</b>
Yes! This is about relationships with each organizations though - not sure what role the City would play.
This could create more interest in the art community, as it benefits the city.
Yes
Yes, the arts contribute a lot to local economies.
Yes
Help arts organizations partner with business a good idea.
Yes. Consider significant investment in planning and executing an arts district!
Community Support
I want to learn more...
Conservative politics a major barrier in the city (all levels) that prevent citizens from accepting investment in arts and culture as valid.
Yes
What brings artists to communities are affordable living conditions. This is why East Van and Portland have a vibrant arts community. Like minded people move to places where they can afford to live - artists tend to be limited in funds so may go to areas that they can survive in - would Richmond be able to accommodate this?
Yes
Yes
Set up a joint City/(Entrepreneur, company).
<ul style="list-style-type: none"> <li>-Refer back to my early comment about making the arts a viable career option for young people</li> <li>-Encourage digital art companies to locate in Richmond</li> <li>-Cooperate with the local Universities on setting up an incubation company or non-profit to help young art related companies get their start</li> </ul>
That is nice. But we need something more specific.
Market the Arts to business so they understand nothing happens without Art-no creativity, no architecture, no interesting food, etc. Our culture is our art. A "made in Richmond" marketing program to create a Richmond brand (like Chemanis has its murals and theatre).
Not dealing in specifics - how? where? what?
<p>Right now, there are no art galleries in the City of Richmond except the Richmond Art Gallery. Again, compare with other cities like White Rock and Vancouver, the City of Richmond does not create a vibrant artistic hub for artists to contribute as there are no spaces to do so. Where can a visual artist go in Richmond to exhibit or show their work except for Gateway (upstairs), City Hall and Rotunda of Cultural Center. Richmond Art Gallery is a public gallery, funded by BC Arts Council. To achieve a vibrant hub as the mission statement reflects require more than just these 3 places. The City of Richmond has to be able to attract "gallery owners" to open galleries in Richmond. Look at Granville Street, No. 4 to No. 6 Avenue and Granville Island. That is the hub!!! Art gallery owners are also businessmen, there have to be benefits and the right culture to operate a gallery business in Richmond. Recommendation: To achieve this goal, maybe the consultants should interview gallery owners in Vancouver to</p>



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<p>find out "What would attract them to open a gallery in Richmond?" Should there be a cultural hub/adopted streets that are vibrant with artist studios to gallery owners will finally look at Richmond as a potential opportunity to operate a gallery? Why is Richmond not attracting gallery owners? These questions should be answered before we jump to pronounce that the strategy is to broaden the economic potential and contribution to the Arts.</p> <p>If I'm a successful artist, I would jump right to Vancouver to discuss artistic representations by galleries in Vancouver as there are no galleries here in Richmond. To reap any economic benefits from art, Richmond needs to do more homework. Right now, this strategy is only a "thought" but a far cry from economic potential except maybe when the Tall Ships came, Steveston businesses thrived for the day.</p> <p>A sound marketing plan with adequate studies should put Richmond in the right frame of mind to ensure that this strategic plan is a win-win situation for the City/the artists/community.</p> <p>Partner businesses with artists, offer tax receipts, funding opportunities or other incentives to get people involved in the arts. The city needs to allocate the grant monies that are asked for if they are for worthy/important causes.</p> <p>Yes</p> <p>A factor often overlooked in discussions of the arts is the economic activity it generates. This action is definitely worth pursuing.</p> <p>It was a pity that our choir was not used to a greater extent for the 2010 Winter Olympics.</p>
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<p><b>3. What is your overall impression of the highlights of the DRAFT Arts Strategy? Do the highlights reflect an overview of what's happening in the arts and where we aspire to go?</b></p>
<p>Assume the whole document gives more detail of where we are and what has been achieved since the last arts strategy.</p>
<p>May be a little too wordy (personal taste) but it was thorough.</p>
<p>Hopefully this plan will be successfully implemented. I do not know exactly how the arts are doing currently, but this plan presents many ideas that would benefit the arts greatly.</p>
<p>By my own opinions, I think there are enough programs for children and seniors and youth. But I hope there would be more programs to let the whole family to join or let seniors play and learn with kids.</p>
<p>Yes, but I want to know how these strategies will be put into play.</p>
<p>Yes, although what about participatory art or community projects.</p>
<p>Yes</p>
<p>Largely. Events of the last few years (Olympics, Canada Line, rapid development) warrant a significant transition from grass roots to a broader spectrum of arts practice, including more professional activity.</p>
<p>City should do these more often. Get more opinions from younger people.</p>
<p>Yes. Very local and also realistic in today's crisis climate for Arts and Culture in BC. Feds and province taking less responsibility to provide/enable/facilitate arts and culture so municipalities will bear more of the burden (?)</p>
<p>Not enough info on how these specific strategies will be achieved, but overall a good start. Curious to know how zoning regulations and development factor into the creation or "earmarking" of cultural facilities and spaces for artists.</p>
<p>It has addressed the main issues.</p>

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We in Richmond are so sadly behind Vancouver and even Surrey. Other than salmon Festival which is limiting in terms of arts - there is no real arts festival for the public. Examples needed: lantern festivals; music in the park festival; public concerts; even public outdoor movies; where are- ing - these can be people "drawers", if free, people attend.
It's hard to say - it's still vague. But as for the plan I see, I approve.
Yes, but there needs to be more effective use of the natural resource of local artists.
Great vision/strategy. However, not having the Information in Chinese is a major deterrent in engaging a large part of the community.
I think it's a great start that goes will with the city's goal of being a liveable tourist destination.
Not much to it. Needs more specifics.
Yes, well done, covered all the points.
Nice looking booklet that attempts to justify time and expense spent on assembling it- but no real "meat" in it and nothing specific to assist local artists.
We are slowly heading towards achieving the mission statement and goals. The directions and initiatives have to come from City Councillors. Recommendation: A more formal Richmond Arts Council should be formed to represent the local artists in Richmond and act as liaison with City Councillors and Art Groups. The model/directions adopted by city hall right now is led by the City of Richmond. Grassroot groups and art organizations are not actively engaging in an open dialogue with the City. There is a missing link in the communication process. Richmond Arts Coalition is active but cannot be seen as a formal arts council.
Hopefully the plans are to place the new facilities in an area that will integrate the people of Richmond and not segregate them more.
I think it's a very far overview. Now for some action, please!
The Arts Strategy is a clear, concise, well-considered document. Now it's time to move to action, always keeping the entire community – legislative, artistic, financial, and economic – involved.
It reads quite well, but I wonder whether it's realistic in terms of funding.

#### 4. Do you have any other comments or suggestions you would like to share?

Wish I could have read the executive summary. I am very excited to see how the strategy is implemented in concert with organizations and artists participation.

Portland, Oregon's model of public art is very successful.

I think for the arts to be better known, they need to be better integrated into the city and people's lives. Instead of only museums and displays, art should be presented in a subtle way so that it captures the attention of everyday people. If more people are interested, more will want the art community to prosper, and art will be a bigger part of the city.

Every year I let my son join different programs at Richmond Art Centre and I discover these programs not quite attract the students from Vancouver (It is because I lived in Vancouver before). But when I join the programs in Vancouver locations (sample: VPL) I can meet friends from Richmond. Actually all Richmond projects are so educational and interesting. I enjoy to live in this area that is full of friendly atmosphere and chances to learn

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different programs throughout the year. If more advertisement to attract Vancouver students and artists, then it is pretty good.
New building for Richmond Art Gallery!
New building for the Richmond Art Gallery and Film screening facilities somewhere in the city - nowhere to currently screen a film.
See the City of Mississauga's Master Cultural Plan. Well researched and informative.
Would like to learn more about plans/actions coming out of the vision.
Art is a vital component of any community and serves to engender a sharing of culture. An approbation of the senses. For young people - an understanding and (if participating a gateway) of the arts. No community should be without art/the arts.
Additional art space is welcome. I think it's important to be open to the value of all artistic expression, regardless of its public perception. I hope to see outsider art, parody, criticism and more fringe movements supported by the programs as well.
The City should pay closer attention to the drastic shift in cultural demographics in moving forward...ideas from other cities may not necessarily work if there is no audience for it, or if the artistic projects do not enrich the lives of the communities they are targeting. Other Ideas: Incentives for developers to include cultural facilities in their buildings, as opposed to purely recreational; Infuse Richmond's past with present - it's agricultural history in combination with artistic practices and sustainable living; Richer art education in the K-12 level - support public education and get kids hooked on art at a young age; More festivals! All over the city, not just tourist hotspots like Richmond; Need to create vibrant, walkable (and cycling) communities that attract local businesses and cultural innovations; Consider "experimental artists communes" look into the trend towards off grid communities and permaculture - this could be a potential tourist attraction. On a side note, we feel the Oval could have been transformed into a major cultural venue..but there is potential to use the surrounding area for other events.
Increased dialogue could be accomplished by forming an Arts Advisory Committee.
I answered 4 on 3. With respect to 3, they are fairly general ideas, nothing surprising. It will all come down to money, If no money is invested this proposal will have been futile.
Small performance venues for musicians matter - public art matters.
I think there can usefully be more identifying and collaborating of our arts legacies and natural resources (existing within the citizens). Also, I am particularly impressed by Richmond citizens leadership in media arts in collaboration with the city, e.g. Your Kontinent festival.
A solid arts strategy is one of the most important things Richmond could do to combat its image of being a bedroom community to a more lively Vancouver. Art galleries, festivals, park performances, street art, public performance spaces, pocket parks, are all things the city can do to make itself more interesting and exciting. As a resident, I'll support anything that works towards this goal.
Yes. For the amount of time and money spent, there should be more specifics.
Wayfinding signage for the Richmond Art Gallery, at the Brighthouse Sky train station (QR code on posters).
The requirement for local arts organizations to be non-profit societies excludes a number of groups from eligibility for grants by making it difficult for individuals to take up official positions within their group, due to the liability issue.
I sincerely hope that there are more planning and action taken to ensure that the strategic plans are put in motion and not just inputs/discussions/consultations. The consultation period is over, let's change gear and move.
Put the arts back in schools as a major focus and you will create a society that values it. I hope facilities and an arts district will develop soon. The city loses all its artists to more vibrant, interesting cities.



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We need an area where creative people can go to connect with each other, hang out, work, teach, share ideas and inspirations. Perform, show and sell.  
See Toronto's Distillery district, Chicago's art district, Bergamont Station Arts Center In Santa Monica, The Dallas Arts District, every city centre in Europe, for inspiration. Thank you.

Communication is paramount as the strategy moves ahead, and additional spaces for the presentation of the arts in all their wonderful diversity to the community are crucial.

**5. We would like to know what area of Richmond or the Lower Mainland participants are from. Please provide us with your postal code (optional)**

V6X 3P4

V7E 4X9

V7E 6M2

V7E 4X2

V5Z 1V7

V6Y 3V5

V6Y 3R2

V3B 7P2

V7C 1T4

V7E 4G1

V6Y 3Y6

V6V 3C4

V7A 4P1

V7C 4V9

V6X 0C3

V6W1B6

West

V7A 2L5

V7E2W1

V6V 2W1

V7A 2N3

V7C 2V2

Survey Responses submitted:

Online: 11

Open House: 20



## Richmond Arts Strategy Steering Committee

The Richmond Arts Strategy Update benefitted from the active participation of a number of stakeholders and residents who participated in various sessions over the course of the past nine months. We would like to acknowledge the direct contributions of the following individuals for their knowledge, perspective and insight.

### Community Members

Sid Akselrod	Teacher, SD 38
Glen Andersen	Public Artist
Jean Garnett	Richmond Arts Coalition
Mark Glavina	Owner, Phoenix Coastal Art
Lorraine Jarvis	Director, Youth Honour Choir
Steve Jedreicich	Vice President of Development, Townline
Simon Johnston	Artistic & Executive Director, Gateway Theatre
Nancy Lee	Writer/Teacher
Rishell O'Brien	Studio Director, Defy Gravity Dance Company Inc.
Jullin O'Sheaur	Owner, Jullin Vocal Studio
Marina Szijarto	Artist
Ying Wang	President, Cinevolution Society

### City Staff

Kim Somerville (Project Lead)	Manager, Arts Services
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