



**City of Richmond**

**Report to Committee**

**To:** Parks, Recreation and Cultural Services Committee  
**From:** Vern Jacques  
 Acting Director, Recreation and Cultural Services  
**Re:** Arts Awards

**Date:** November 19, 2008  
**File:** 11-7000-01/2008-Vol 01

**Staff Recommendation**

That the implementation of the Richmond Arts Awards program be endorsed in order to promote and celebrate the value of the arts in Richmond.

Vern Jacques  
 Acting Director, Recreation and Cultural Services  
 (604-247-4930)

FOR ORIGINATING DEPARTMENT USE ONLY			
<b>ROUTED TO:</b>	<b>CONCURRENCE</b>	<b>CONCURRENCE OF GENERAL MANAGER</b>	
Budgets .....	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>		
<b>REVIEWED BY TAG</b>	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	<b>REVIEWED BY CAO</b>
			YES <input checked="" type="checkbox"/>
			NO <input type="checkbox"/>

## Staff Report

### Origin

The Richmond Arts Strategy, endorsed by Council in 2004, recommended the establishment of an Arts Awards program modeled on the successful Sports Awards Program. The 2010 Arts & Culture Plan recommended, as one of four legacy projects designed to Raise the Profile and Support for Arts & Culture in Richmond:

#### *Arts Awards*

The first annual Arts Awards event to be held in conjunction with the Winter Festival of the Arts in February 2009 will recognize Richmond's best artists, writers, community leaders, businesses and organizations who contribute to the cultural life of Richmond. Winners would be announced at a special ceremony accompanied with entertainment.

The City will partner with the Richmond Arts Coalition and the Richmond Chamber of Commerce Business and Arts Committee to host the event.

This report outlines the purposes of establishing Arts Awards in the City and outlines the proposed process and categories.

### Analysis

According to the City of Richmond Arts & Culture Community Scan (June 2008), Richmond is home to more than 50 arts organizations, most of which have a performing arts focus. There are also an unknown number of individual artists — authors, painters, photographers, musicians, etc. — that may or may not be members of an umbrella group. Evidence suggests that there are few professional artists and arts groups (Gateway Theatre is the most recognizable example) and that the vast majority of Richmond's cultural community are semi-professional, non-professional or students. Their activities range from Japanese flower arranging to Scottish dancing to painting. Some have been operating here for generations. Others, like the Richmond Arts Coalition, are fairly new to the scene.

It is common for municipalities to have ceremonies and awards to recognize excellence in their arts communities. In determining the scale and scope of the proposed Arts Awards for Richmond, many similar established local, regional, national and international awards programs were researched.

The proposed Arts Awards seek to provide recognition directly to members of the Richmond's arts community, to inspire artists, arts organizations, volunteers, sponsors and arts educators to pursue excellence, innovation and visionary thinking. The Awards serve two additional purposes: to *increase connections* between the arts and business; and to bring *public awareness* to finalists and winners to cultivate greater visibility and understanding to the value of the arts in Richmond.

## The Categories

It is desirable to have categories with specific prizes for which organizations and individuals vie. The size of Richmond's arts community does not support discipline-based categories (ie. visual, performing, literary). As well, these categories should be broad to allow a wide cross-section of nominations and include any artistic discipline, but specific enough that the categories are attractive to potential sponsors.

Upon reviewing the arts awards of other municipalities, the following five categories were selected as the best fit for Richmond:

### **1. Business and Arts**

One of the goals of the Arts Awards is to increase connections between the cultural and business communities. This award recognizes a business that has made a significant contribution to the arts in Richmond by supporting a Richmond-based artist or arts organization through sponsorship, philanthropic and/or volunteer service.

### **2. Volunteerism**

While the first category recognizes businesses that support the arts, this category recognizes individuals that do so. The Volunteerism Award can go to a board member or arts administrator who is a formal member of a volunteer-run organization. It can also go to a member of the general public who volunteers their time to support their favourite arts organization(s). This award will recognize non-artists who are integral members of the arts community as well as celebrate and encourage volunteerism.

### **3. Cultural Leadership**

This category recognizes established artists, artistic directors and organizations who are leaders in their arts discipline and/or their contribution to Richmond's cultural development. Nominees might be mentors to emerging artists, play an influential role in furthering their discipline or provide outstanding direction of their society's activities.

### **4. Artistic Innovation**

This category recognizes individual artists and organizations who are producing visionary creative work. This work may exhibit innovation within in their arts discipline or bring a new cultural experience to the City of Richmond.

### **5. Arts Education**

This category recognizes an individual or organization whose achievements and contributions to arts education have been significant and far reaching. The nominees can work within the education system or through private classes for any discipline or age group.

### Eligibility

In general, while preference will be for nominees that are a resident of the City of Richmond, non-residents will be eligible so long as they have had a substantive impact on the City of Richmond's cultural life. The awards are to recognize ongoing and/or recent work. While they are to be given out annually, they are not specifically for work done within a calendar year.

To be eligible for an award, nominations must be received by the City of Richmond Cultural Services Department within a prescribed deadline date and all entries must meet submission requirements. There is no fee to submit. Nominations will be accepted from members of the arts community as well as general public.

### Nomination Requirements

There will be a Nomination Form available as a pdf from the City of Richmond website. Nominations will be accepted where they provide the following:

- Summary of Achievements (1,000 words or less) describing the nominee's overall commitment, contribution and service to the arts as it relates to the category in which the candidate is being nominated.
- A maximum of five (5) supporting materials which may include press clippings, catalogues, resume, video recordings, visual images, or letters of support.
- Names and contact information for nominator, nominee and two additional references familiar with the nominee's achievements.

All materials submitted to the City of Richmond will become property of the City of Richmond and will not be returned to the nominator. Furthermore, submission of materials will imply consent for the City of Richmond to disseminate such materials at the sole discretion of the City.

Self-nominations will not be accepted but nominees should be aware that they are being nominated and assist in providing application materials, if necessary. Nominators may submit only one nomination per category. Nominations will be kept on file for consideration for three years.

Award recipients are ineligible to win again in their category for three years.

### Awards Process

A Call for Submissions will be issued in December and again in January with a late January deadline. Awards will be given out annually, starting in March, 2009\*. The Manager of Community Cultural Development in association with the Richmond Arts Coalition will engage in a rigorous process to raise awareness in the community that the City has issued a call for Arts Awards nominations.

This may include, but is not limited to, advertising in newspapers, use of the City's website, and mail-outs to members of the arts community. It may also include other vehicles, such as the preparation of a poster, brochure or other such materials, to raise awareness of the awards. Key members of the community will be contacted personally to encourage their participation.

### Judging

Within two weeks of the nomination deadline, a selection committee will meet to review the nominations. This committee will be made up of:

- representative of Richmond Arts Coalition
- representative of City of Richmond Parks, Recreation and Cultural Services Department
- 2 or 3 senior members of Richmond's cultural and business community. In the first year, this will pose challenges as many "senior members" will be, themselves, nominated. In future years, the winners of the previous year should be invited to sit on the selection committee.

The Manager of Community Cultural Development will facilitate the judging process but not participate.

For each category, the selection committee will produce a list of three finalists including the winner (kept secret until the ceremony).

### Selecting Finalists and Winners

In determining the list of finalists and winners, the committee will be given clear instructions to consider the awards program *as a whole*, while recognizing the distinct nature of each category. They will reserve the right to determine a nominee's appropriate award category; that is, if someone is nominated in one category but the committee would like to shortlist them in another, they have that right to do so. The selection will take into consideration the multi-cultural, multi-disciplinary nature of the cultural community and honour an appropriate cross-section among the five categories from year to year.

### Awards Promotion

The finalists will be announced about two weeks before the ceremony. The Manager of Community Cultural Development, with the assistance of Corporate Communications staff, will disseminate information relating to the finalists, and later the winners, through the use of various media including, but not limited to media releases, website posting, paid advertisements, or other publications relating to the next Arts Awards call for submissions, displays, etc.

### Awards

Staff have reviewed a wide variety of municipal arts awards programs across the country. Most arts award programs provide monetary awards as outlined below:

Vancouver	\$5,000
Hamilton	\$1,000
Mississauga	\$1,000
Calgary	\$2,000
Ottawa	\$2,500 - \$5,000
Winnipeg	\$2,500
Edmonton	\$2,500
Toronto	\$5,000 - \$15,000
Port Moody	\$5,000 (wearable art)
Surrey	non monetary

There are two prize options for Council to consider:

1. Three cash awards of \$1,000 and two non-monetary awards (original works of art by Richmond artists) could be to be presented to the award winning artist. This recommendation is supported by the Richmond Arts Coalition. Funding for the cash awards could be sought from commercial sponsors so there is no financial impact for prizes to the City. It may be a challenge to secure these financial sponsorships for the first year. If so, some city funds may be needed for the \$3,000 cash prizes.
2. Council does have an alternative for non monetary awards. If Council is interested in providing only non monetary awards, staff recommend presenting a plaque that is designed by a local artist. This is a standard practice among civic arts awards that are non-monetary. Annually, this practice will, in turn, benefit five more (visual) artists in Richmond, who will be paid for their work and receive attention for creating a piece that was presented as a prize. **RECOMMENDED**

In addition to these award prizes, all winners and finalists will receive a certificate signed by the Mayor. The certificate will be designed by a local artist or graphic designer in the first year. Winner certificates will be framed so that the Mayor and winners can hold them for an official photograph to be published.

In these tough economic times, it is beneficial to introduce a non monetary award program and seek sponsorship for cash awards for future years. Currently staff are seeking cash sponsorships for prize money so there will be no expenditure for future prizes from the City. Beyond the 2009 awards, Council could reconsider cash awards if sponsorship is secured.

#### Arts Awards Ceremony

Arts Award winners will be announced and presented with prizes at a ceremony and reception. Award sponsors will be given the opportunity to announce the finalists and/or winners in their category or given another role on stage. The ceremony will be short (under an hour) and dignified, and will accommodate an estimated 120 invited guests. A Richmond music student will provide entertainment.

Next Steps

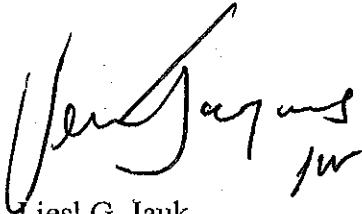
The Manager of Community Cultural Development will work with Communications staff on developing an image or "brand" for the awards, create a detailed marketing timeline and prepare more detailed material so that a media release, web copy, submission form, etc. are ready for publication as soon as possible following Council approval.

**Financial Impact**

The financial impacts related to the proposed Richmond Arts Awards will be modest and, with expected sponsorship support, fit within the \$5,000 allocated in the 2010 Arts & Culture Plan.

**Conclusion**

The Arts Awards will fulfill one of the goals contained in the 2010 Arts & Culture Plan, directly support Richmond artists, increase connections between the arts and business sectors, and raise awareness of the importance of arts in our communities.



Liesl G. Jauk  
Manager, Community Cultural Development  
(604-204-8672)



Jane Fernyhough  
Manager, Cultural Services  
(604-276-4288)

LJ:lj