

Schedule 1 to the Minutes of the
Parks, Recreation & Cultural
Services Committee on
Wednesday, April 24, 2019.

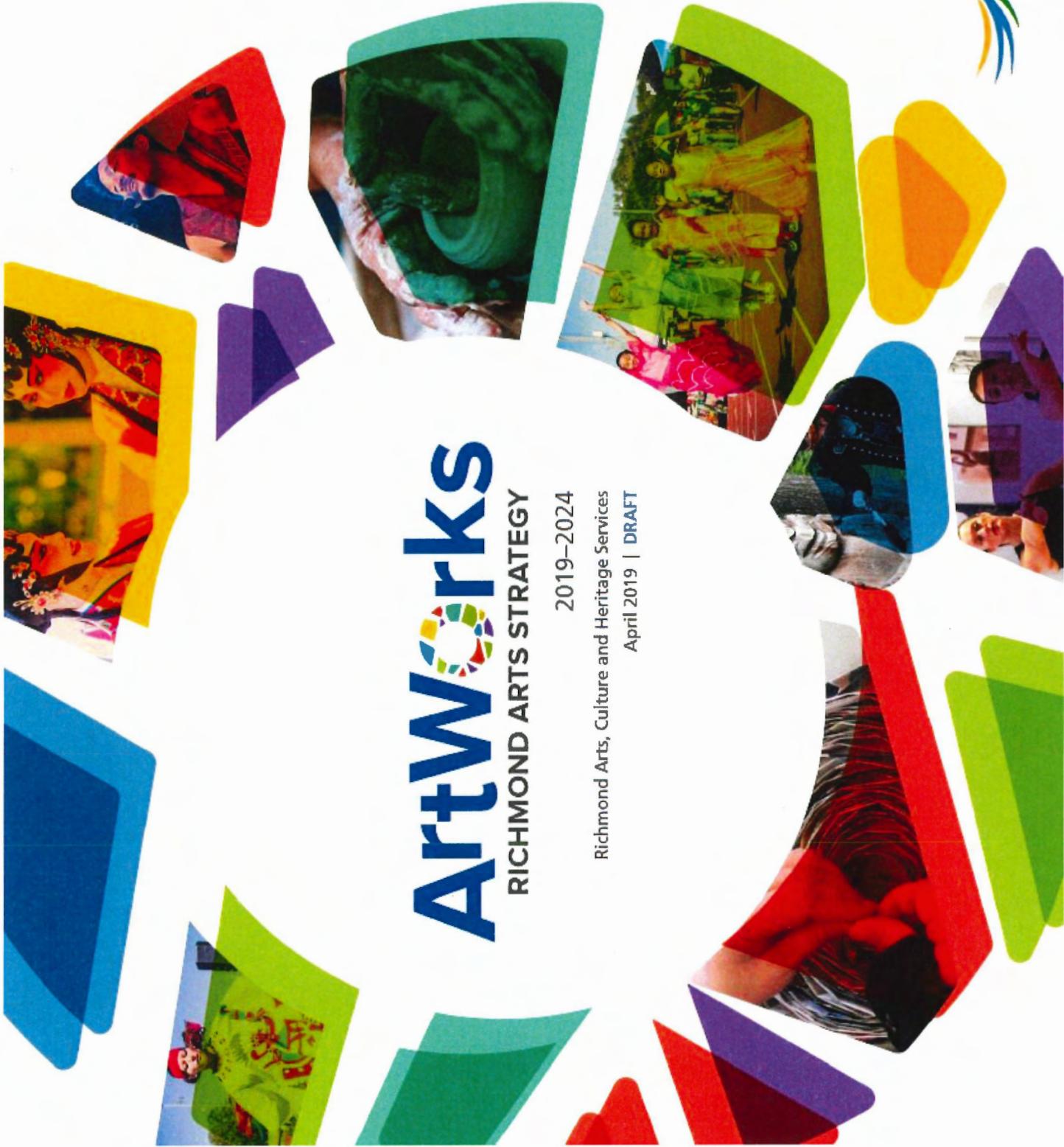


ArtWorks

RICHMOND ARTS STRATEGY

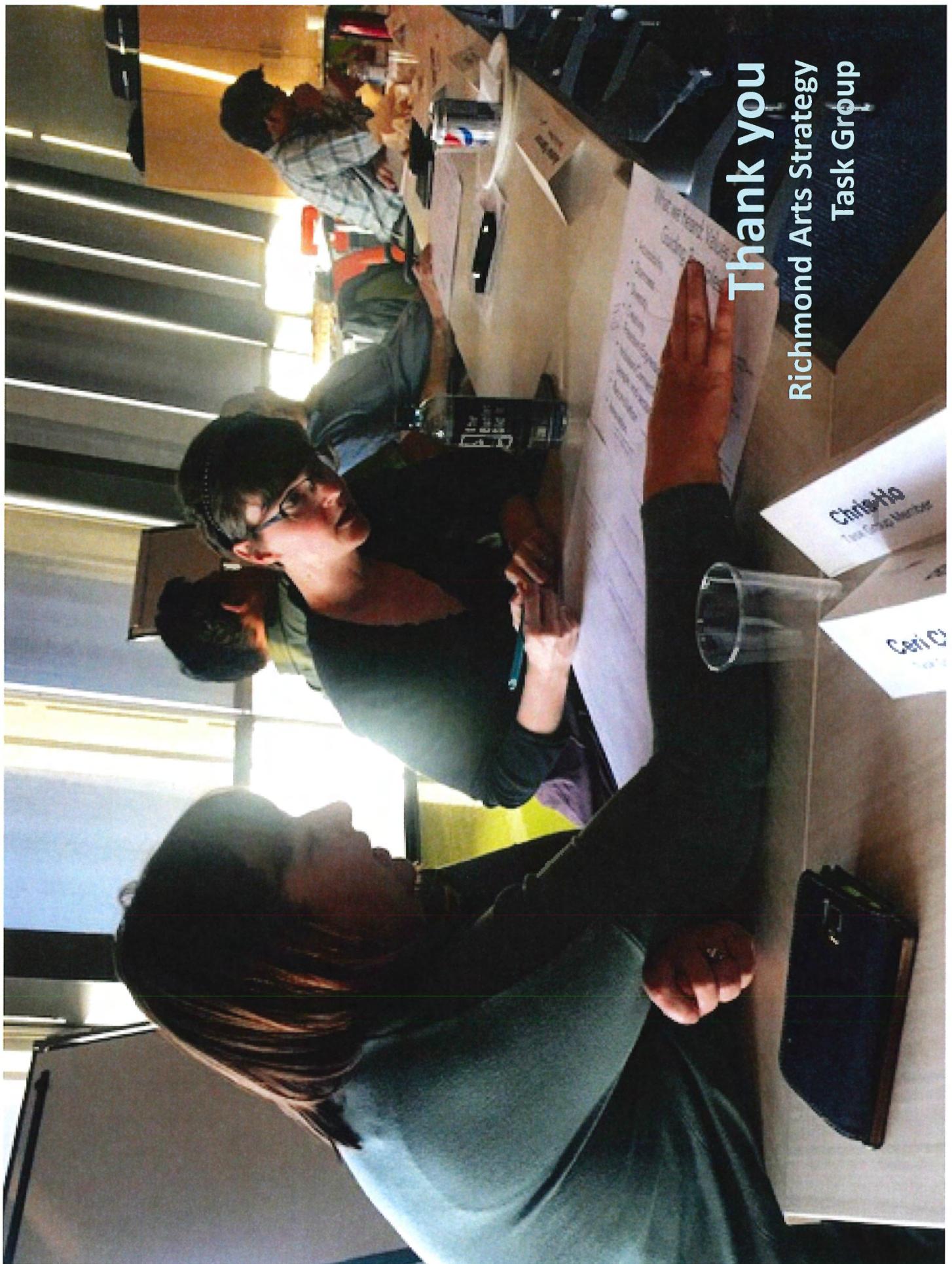
2019–2024

Richmond Arts, Culture and Heritage Services
April 2019 | DRAFT



Purpose

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



Thank you
Richmond Arts Strategy
Task Group

Chris Ho
Task Group Member

Celi C.
Task Group Member

Community Engagement

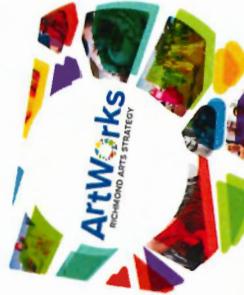
470+ complete online surveys

30+ pop-up kiosks and sounding boards

9 one-on-one interviews

8 stakeholder meetings and pre-

• Standardizing metrics and presenting data
• Facilitating community engagement



Highlights

- Rooted in local context, reflecting Richmond's rapidly growing, changing and diverse community.
- Built upon a solid foundation of civic investment and community cultural development since the first Richmond Arts Strategy in 2004.
- Positions the arts as playing a strategic role in supporting community development and City planning goals such as accessibility, inclusivity, wellness and public space activation.
- Calls for bolstered cultural leadership and collaboration at the grassroots level.

Guiding Principles

officially endorsed by City Council on July 23, 2018

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

What We Heard Points of Pride



Public Art

Cultural Diversity

Natural Beauty

What We Heard Key Focus Areas



Free Public Events

New and Improved Spaces

Increased Awareness

Strategic Directions

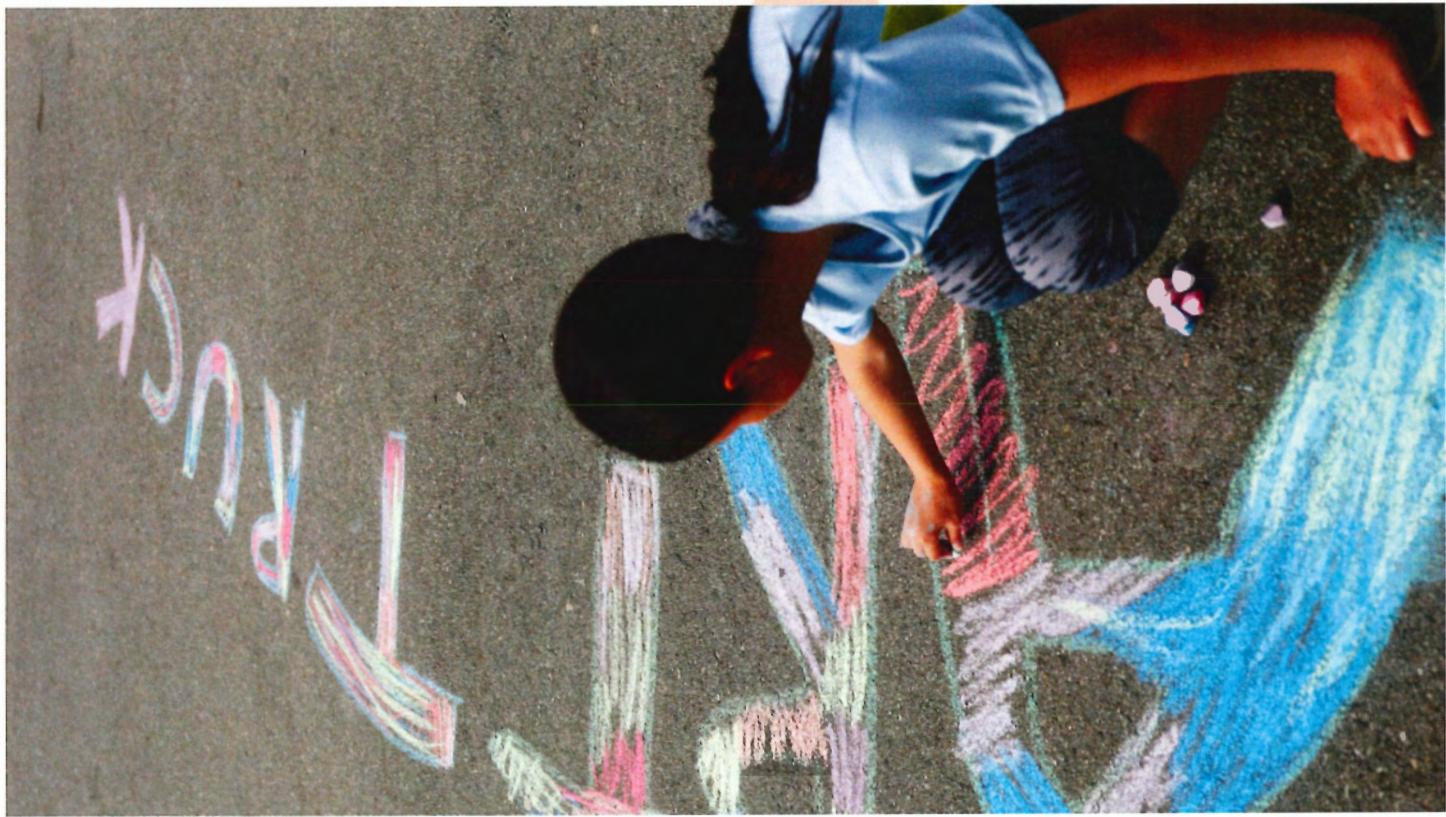
1. Ensure affordable and accessible arts for all.
2. Promote inclusivity and diversity in the arts.
3. Invest in the arts.
4. Increase awareness and participation in the arts.
5. Activate public spaces through (and for) the arts.

Strategic Direction 1

Ensure affordable and accessible arts for all.

HIGHLIGHTS

- support a diverse range of free and affordable arts programming.
- ensure that quality arts experiences are available throughout the community, for all generations.
- Identify and address physical accessibility barriers as well as transportation and cost barriers.
- Ensure spaces are appealing and welcoming to newcomers and other typically under-represented groups.



Strategic Direction 2

Promote inclusivity and diversity in the arts.

HIGHLIGHTS

- Celebrate Richmond diversity with programming that involves work by indigenous artists and other under-represented groups
- Cultivate intercultural communication with arts-based programs including multilingual experiences
- Broaden the definitions of what artistic expression can be through education and experimentation
- Encourage non-traditional collaborations as well as cultural and artistic cross-pollination

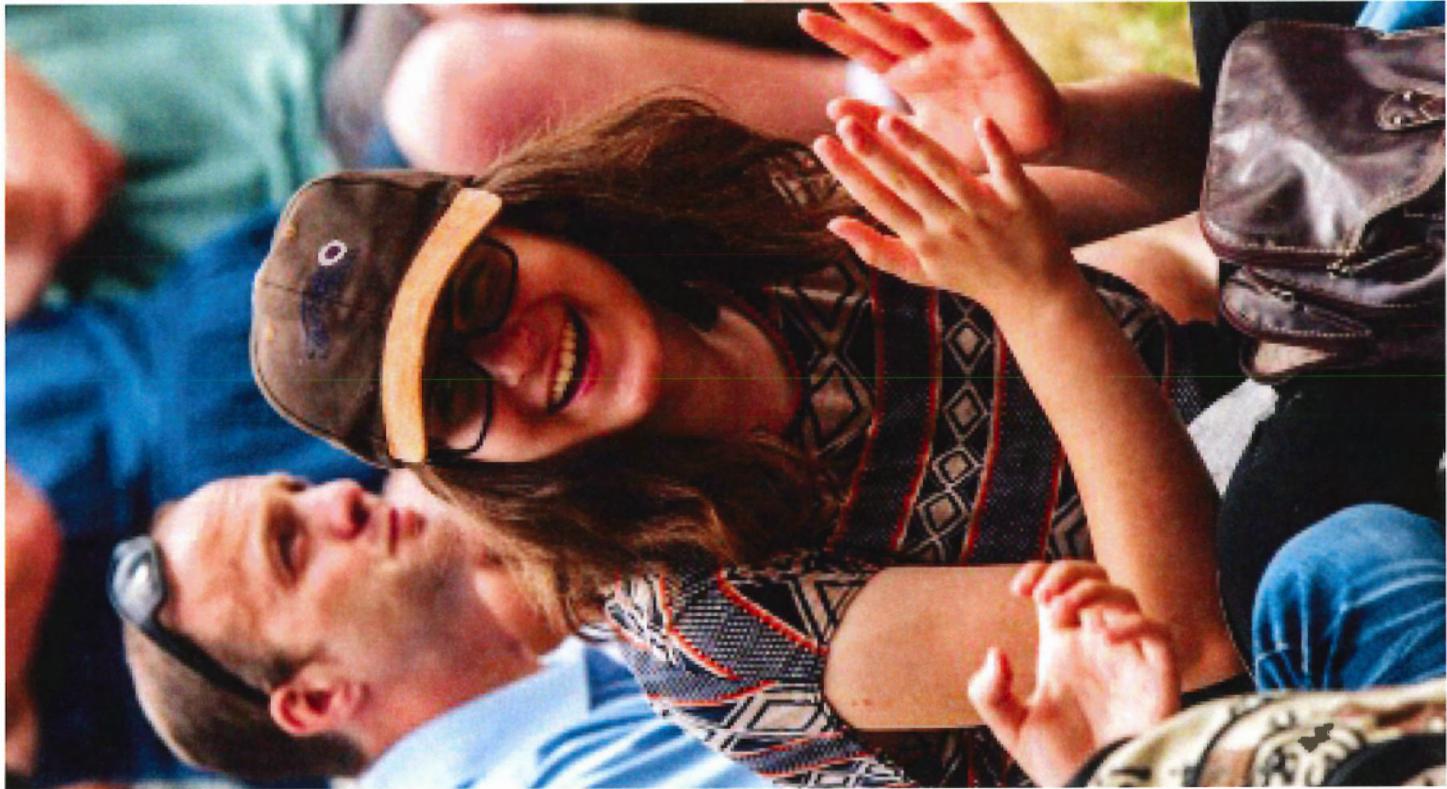


Strategic Direction 3

Invest in the arts.

HIGHLIGHTS

- Establish a Cultural Leaders Roundtable
- Ensure alignment with other City strategies and plans
- Provide and promote professional development opportunities, support and tools for artists
- Foster opportunities for businesses to invest in the arts.



Strategic Direction 4

Increase awareness and participation in the arts.

HIGHLIGHTS

- Cultivate arts and cultural leadership in the community
- Expand programs for community-engaged arts practices
- Foster a built environment where one has spontaneous encounters with art
- Promote HowArtWorks.ca as Richmond's online resource to connect creators and community with arts information



Strategic Direction 5

Activate public spaces through (and for) the arts.

HIGHLIGHTS

- Work towards meeting growing demand for creative spaces and cultural facilities
- Use public art and cultural programming to reimagine public spaces
- Complete Cultural Facilities Needs Assessment
- Continue to develop distinct arts districts and cultural hubs as identified in the City Centre Area Plan



Next Steps

1. Stakeholder and community feedback on Draft Richmond Arts Strategy posted online. (Spring 2019)
2. Implementation Framework “living document” identifying partners, schedule, success indicators, etc. (Spring 2019)
3. Council Endorsement of final Richmond Arts Strategy (Spring 2019)
4. Launch campaign (Summer/Fall 2019)

**“It’s just the spark at the beginning of
Richmond’s arts movement.
This is a very special and creative time
where the sky is the limit.”**

- Community Engagement Survey Respondent

