

Mayor Malcolm Brodie, Richmond City Councillors

On behalf of the Richmond Arts Coalition we are pleased to present, for your information, our new Strategic Plan. As an organization we look forward to continuing to support the Richmond Art Strategy and Council's many endeavors to keep our city vibrant and connected with the creative economy. Our mission statement is "To promote, support and advocate for the Arts in all their various forms within Richmond, BC". We hope you view our Strategic Plan as bold, supportive and integral in requesting "appreciation, recognition and respect for artists and the Arts from the City, the business community and residents".

We are pleased to acknowledge Council Term Goals that also support the Arts:

Goal 2 - A Vibrant, Active and Connected City  
2.4 Vibrant arts, culture and heritage opportunities.

Goal 8 - Supportive Economic Development Environment  
Includes:

"Council is interested in exploring large scale events and creative attractions that bring people to the City and raise the profile of opportunities in the community. Through sport hosting, exploring opportunities in film, large-scale community events, and creative, redefined ways of conducting business, Richmond's economy will continue to grow and thrive."

The Richmond Arts Coalition supports and stands ready to help ensure "Richmond is recognized as a creative community". Any questions or comments are appreciated.

Linda Barnes  
Director  
Richmond Arts Coalition



December 2015

Thank you for your essential support of the Arts community in Richmond through your Richmond Arts Coalition (RAC) membership. With the interest of people like you, we are working to expand the Arts into a major force in our city and create the vibrant culture that makes a city both liveable and exciting.

**We encourage you to renew your membership** in order to accomplish our goals. Although our dues are only \$5 per year, please note the 5-year (\$25) and lifetime (\$100) membership options to save you the time and energy – and cost – of renewing every year.

### **In 2015, RAC:**

- hosted a very successful **ArtRich 2015** with 163 entries from 92 artists, 49 of whom were chosen by the jury for an exhibition at the Richmond Art Gallery from July 17 – August 15 which drew over 1600 visitors.
- completed our **Strategic Plan**.
- received a City of Richmond Arts and Culture **operating grant**.
- received a Canadian Heritage **project grant** to hire artists and performers at the Maritime Festival.
- contracted an Outreach Coordinator to gather ideas on how to **connect artists and businesses**.
- produced, in partnership with the City of Richmond, the 6th annual Richmond **Arts Awards** and asked the City to produce a permanent poster recognizing winners.
- advocated on **Arts issues** to the City of Richmond.
- continued a rotating weekly **“member feature”** on our website.
- compiled a monthly **list of local arts & culture events** which is published in local newspapers, posted on our website and social media platforms and sent out in our monthly e-blast.
- maintained, with the help of our fantastic volunteers, our website ([www.richmondartscoalition.com](http://www.richmondartscoalition.com)), Facebook page (Facebook/[richmondartscoalition.com](https://www.facebook.com/richmondartscoalition.com)), Twitter feed (Twitter.com/[RichmondAC](https://twitter.com/RichmondAC)) and Instagram account (Instagram.com/[richmond\\_arts\\_coalition](https://www.instagram.com/richmond_arts_coalition)). Send notice of upcoming events by the 15<sup>th</sup> of the month prior to the event to [rac@richmondartscoalition.com](mailto:rac@richmondartscoalition.com).

### **Our goals for 2016 and beyond (and why we need you to renew your membership):**

- Now that our Strategic Plan is complete, RAC will develop an associated **Work Plan**, begin establishing a **committee structure** and hire part-time administrative **staff**.
- We plan to provide more frequent **advocacy** on Arts issues such as exhibition and performance spaces.
- RAC has again applied for funding from Canadian Heritage for the **Maritime Festival**. We also plan to support other major events (such as the **Children’s Arts Festival**) and to support community initiatives with expertise and advice, connections, committee members, publicity, and artistic programming knowledge.

- We will engage different **cultural groups**.
- We will seek ways to give more **value** to our members. We plan to explore a partnership with the Chamber of Commerce.
- RAC will continue to co-produce the Richmond **Arts Awards** in partnership with the City, to compile and publicize monthly **Arts Events**, and to maintain our weekly **“member feature”** on our website and social media.

Thank you for taking the time to renew your membership and help us continue to build a celebrated arts scene in Richmond. Please see the renewal form below. Please tell your friends about RAC!

### **RAC’s Board of Directors:**

Marina Szijarto (Chair), Joel Baziuk (Vice Chair), Jean Garnett (Secretary), Emily Yip (Treasurer), Linda Barnes, Debbie Tobin, Andrew Wade and Ying Wang.

### **Mark your calendar:**

#### **Richmond Arts Coalition Annual General Meeting**

Thursday **March 10, 2016** at 7 pm at the Gateway Theatre, second floor lobby. An official notice will follow.

#### **2016 Richmond Arts Awards**

Do you have an amazing sponsor who deserves recognition? Do you know a business that supports and promotes the arts? An outstanding volunteer to the arts? A person or group who is a leader in developing the arts community? A great teacher or organization making an extraordinary impact to arts education? An emerging youth with a bright future? An organization or person who excels at their discipline and through their work makes a significant contribution the arts and culture scene in Richmond?

Nominations for the 2016 Richmond Arts Awards will be open mid-January. Nomination deadline is **March 14, 2016**. Go to [www.richmond.ca/culture/artists/art-awards](http://www.richmond.ca/culture/artists/art-awards) for nomination information. Encourage others to nominate people deserving of cultural recognition in our City. Note the option to nominate someone online!

### **Please renew your RAC membership:**

- Amount:
- \$5 for a one-year membership
  - \$25 for a five-year membership
  - \$100 for a lifetime membership

Please advise any corrections to your contact info and make cheque payable to **Richmond Arts Coalition**.

**Mail cheque to:**

Richmond Arts Coalition  
6500 Gilbert Road  
Richmond, BC  
V7C 3V4

If you prefer, you can do an Interac e-transfer by emailing the link, sender name, amount, description and password to [treasurer@richmondartscoalition.com](mailto:treasurer@richmondartscoalition.com). There is a \$1.50 bank charge for e-transfers.

**Richmond Arts Coalition**  
**Strategic Plan 2015 – 2020**  
Adopted November 4, 2015

**RAC Mission Statement:**

**To promote, support and advocate for the Arts in all their various forms within Richmond, BC.**

**RAC Vision:**

**Richmond is recognized as a creative community.** This means:

- a) The City is an Arts destination with a vibrant Arts scene which values and appreciates all forms of the Arts.
- b) The community is engaged in activity which includes:
  - i. A variety of Arts-related objects, performances and experiences available to the public
  - ii. Arts gathering spaces
  - iii. Meaningful connection between culture, heritage and the Arts
  - iv. The Arts are used to explore cultural connectivity
  - v. A friendly and welcoming community including daytime and night-time vibrancy
  - vi. A wide variety of Arts-related programs and events
  - vii. Sustainable and stable Arts organizations
  - viii. Arts-focused hubs (The Arts District in the City Centre Official Community Plan and Steveston)
- c) The livability of the community encourages artists to live and work in Richmond, including:
  - i. Walkability
  - ii. Affordable housing and work spaces
  - iii. Inspiring surroundings
  - iv. Adequate professional and amateur performance, presentation and exhibition venues
  - v. Resources, materials and supplies available for professional and amateur artists
  - vi. Linguistic and cultural inclusivity
  - vii. Recognition of the Arts as an economic driver
  - viii. Appreciation, recognition and respect for artists and the Arts from the City, the business community and residents
  - ix. Sustainable and stable individual artists funding and business opportunities for local professional self employed artists, professional crafts people and in all cultural arts disciplines.
  - x. Access to arts administrators and other arts business professionals for local self employed artists and community arts groups.

**Key roles of the Richmond Arts Coalition**

- A. Organizational Sustainability
- B. Advocacy
- C. Resource
- D. Communication

## Richmond Arts Coalition Goals 2015 - 2020

### A. Organizational Sustainability

#### Characteristics of sustainability include:

- a) Healthy finances
- b) A Board succession plan
- c) A burgeoning membership
- d) Active committees
- e) A sense of optimism
- f) Strong partnerships

#### Sustainability goals:

1. Fund part-time staff to contribute to organizational stability.
2. Establish a committee structure to enable us to get more done.
3. Develop future Board members and engage in succession planning.
4. Confirm our database integrity.
5. Review our membership dues structure.
6. Explore further fundraising opportunities.

### B. Advocacy

#### Characteristics of effective advocacy include:

- a) Providing respectful and constructive advocacy to City staff, Council, business and tourism.
- b) Being seen as a consistent Arts advocate at public meetings.
- c) Promoting all the Arts, not just visual.
- d) Getting quality input from our members and others so we can be informed and effective advocates.
- e) Continuing to support the Arts Awards in partnership with the City. Continuing to actively solicit nominations.
- f) Continuing to participate in the City's Arts Strategy Steering Committee.

#### Advocacy Goals

1. Develop stronger relationships with City staff so we are informed of upcoming initiatives within and for the Arts and give input as appropriate.
2. Work toward an Arts component of new City-owned and privately-owned facilities.
3. Encourage the City and businesses and other organizations to create more Arts and performance spaces.
4. Use elections (municipal, provincial and federal) as an opportunity to create awareness of the Arts by:
  - i. Creating fact sheets or circulating those prepared by other organizations such as the Alliance for Arts and Culture
  - ii. Preparing questions for candidates and parties
  - iii. Pursuing direct communication with candidates
5. Foster relationships outside Richmond so Richmond is well represented in issues that affect the Lower Mainland and Canadian artists.



### **C. Resource**

#### **Characteristics of being an effective resource include:**

- a) Being the “go to” organization for information about the Arts.
- b) Providing access to a comprehensive and extensive network, database, and source of information about the Arts.

#### **Resource Goals:**

1. Continue our website and Social Media presence to promote our members.
2. Continue to promote Richmond Arts and Culture grants to members and others.
3. Support major events and community initiatives with expertise and advice, connections, committee members, publicity, artistic programming knowledge.
4. Partner and be an incubator for events and initiatives.
5. Provide Arts awards and scholarships by increasing our Richmond Cares, Richmond Gives endowment fund.
6. Be a conduit between the City (and other partners) and our members (and others we survey) about what they need and can offer.
7. Pursue and support a possible Arts Directory.

### **D. Communication**

#### **Characteristics of effective communication include:**

- a. Showing we support the Arts in all their various forms.
- b. Keeping our eblast, website, social media and brochure current and useful.
- c. Continuing to compile the Arts Events monthly listing and send it to the Richmond News, Tourism Richmond and out in our eblast and posted on social media.

#### **Communication Goals**

1. Define our role in the community.
2. Clarify for ourselves what the benefits of being a RAC member are for artists, organizations and supporters.
3. Articulate why people, including non-artists, and groups should be members of RAC.
4. Leverage our investment of time and energy in ArtRich to promote membership.
5. Maintain our current membership by actively soliciting renewals.
6. Make use of our Chamber of Commerce membership to publicize RAC and the Arts.
7. Review and update content on website annually.
8. Translate our website, brochure and some other communications into different languages using qualified volunteers.
9. Develop relationships with non-English newspapers and other organizations to publicize the Arts.
10. Establish and maintain relationships with community centres, guilds, and cultural organizations.
11. Approach member organizations more directly to further communications between us and spread the word about current arts-related initiatives.
12. Create networking opportunities.
13. Supply or forward regular articles to the Richmond News.

**RAC Current Key Partnerships:**

- City of Richmond
- Gateway Theatre
- Richmond Art Gallery
- Richmond Cares, Richmond Gives
- Richmond News
- Tourism Richmond

**Recommended Additional Key Partnerships:**

- Chamber of Commerce
- Cultural organizations
- Ethnic media
- Cultural Centre
- Richmond Public Library
- Community Centres

**RAC Memberships in other organizations**

- Alliance for Arts and Culture
- ArtsBC
- Chamber of Commerce
- Richmond Cares, Richmond Gives