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REPORT TO ARTS COMMITTEE
MEETING OF WEDNESDAY, JANUARY 13, 2010

SUBJECT

Implementation Implications of Five Strategic Priorities from the October 2009 Planning Meeting

PURPOSE

The purpose of this report is to provide information on the implications of implementing the five strategic priorities that were adopted from the October 2009 Strategic Planning Report. A draft action plan is attached to this report.

BACKGROUND/HISTORY

At a joint meeting of October 17, 2009 the Arts Committee and Arts Advisory Council established five strategic priorities:

1. Pursue full participation in the Arts Service from all municipalities.
2. Raise awareness of the Arts Service and the benefits of the arts.
3. Increase funding for projects.
4. Establish a clearly defined, proactive role for the Arts Committee
5. Conduct a policy review, specifically of the criteria for eligibility.

At the November 2009 Arts Committee meeting staff was directed to provide a report on the implications related to pursuing the five priorities.

COMMENTS

Pursue Full Participation in the Arts Service from All Municipalities

Bringing on new participant municipalities has been a priority since the inception of the Arts Service. The strategy has primarily been one of political advocacy with support information provided by staff. The Arts Committee Chair has taken the lead in liaising with mayors and councilors to identify municipalities receptive to joining the Arts Service. Local organizations have often provided local advocacy to support such efforts. Since 2001, View Royal and Sidney have joined the Arts Service, bringing participation from 6 municipalities to 8.

Financial issues related to this priority include the disparity between current “group 1” and non-group 1 participants, and whether the latter can be incrementally brought up to group 1 support.

In addition to the advocacy and political work required to attract new partners, the use of revenues from any increase to requisition is a matter for discussion by the Arts Committee.

This priority is related to the priority to raise awareness of the arts.

Raise Awareness of the Arts Service and the Benefit of the Arts

Consideration must be given to what communications activities are appropriate for a municipal government to undertake. Consultation with CRD Corporate Communications will be required to ensure consistency with corporate policy and practice.

The target audiences include the general public, arts organizations, municipal councils, the Arts Committee and Arts Advisory Council and the CRD board.

Current activities in creating awareness of the Arts Service include:

- a requirement of funded organizations for public acknowledgment of the CRD Arts Service through announcements at events or on printed materials
- the Arts Development website (a part of the CRD corporate website) which includes links to websites of funded organizations, information on grant programs, announcements, etc.
- display advertising to promote project grant deadlines and solicit applications for AAC membership
- media releases as appropriate e.g. project grants, Arts Advisory Council appointments, etc.
- regular meetings of Arts Service with staff from municipalities who have responsibility for arts related programs.

Conduct a Policy Review, Specifically of the Criteria for Eligibility

CRD funding implicitly requires organizations to have some degree of regional scope or impact resulting from its activities, and explicitly supports only organizations whose primary purpose is focused on arts programming. Organizations with primary purposes other than the arts such as education, sports etc. that wish to produce arts related events are currently ineligible. Both operating and project grants have detailed eligibility criteria and guidelines.

By definition, ineligible organizations are those whose primary mandate involves an ineligible purpose i.e. education, training, sports, social services, etc., are “local” in nature i.e. whose scope of activities is confined to a specific neighborhood or municipality, or are based in a non-contributing municipality.

A review of the current eligibility criteria would examine whether there are target organizations that fall outside of the current criteria.

This priority is related to the priority to increase funding for projects.

Increase funding for projects

An examination of current eligibility criteria will provide information for the discussion on increasing the allocation for projects. There are several goals that may be accomplished through increasing project funding including:

- funding more organizations under the existing program
- funding the same number of organizations under the existing program but at a higher level of support
- funding additional of organizations under an expanded program

- providing an alternative to operating grant support, when support of new organizations is desired but limits to operating funding does not permit.

Once the rationale for an increased project allocation is developed the Arts Committee would approve it as part of their annual budget approval process.

Establish a Clearly Defined, Proactive Role for the Arts Committee

The Arts Committee is established by the CRD Board under the Local Government Act and CRD Bylaw 2884. Arts Committee members and the Arts Committee Chair are appointed by the CRD Board Chair under advisement of the participating municipalities' mayors.

The Arts Committee has delegated authority to approve funding for the Arts Service and to appoint members to the Arts Advisory Council. The Advisory Council's mandate is to be an independent community-based body that provides policy advice to the Committee on matters pertaining to the arts as well as to act as arms-length adjudicators for funding programs.

The Arts Committee's primary role is their delegated authority as outlined above. Secondary roles are defined by activities related to strategic priorities such as those adopted in October 2009.

FINANCIAL IMPLICATIONS

A number of activities in the action plan can be implemented within the 2010 budget. Other budget impacts e.g. increased project funding, implementation of a communications plan can only be determined following further research and adoption of an action plan. The reserve fund may be a source of funding for some aspects of the action plan which may result in new program initiatives.

SUMMARY

Five priorities were established at a joint meeting of the Arts Committee and Arts Advisory Council in October 2009. The priorities were adopted by the Arts Committee in November 2009.

Proposed activities are contained in the draft action plan. The Arts Committee should assign time frames to a number of actions prior to adoption of the action plan. The completion of some action items is necessary before financial and staffing requirements can be calculated.

RECOMMENDATION

It is recommended that this report and the attached draft action plan be received for review and adoption.

James Lam, Manager
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