

Arts Champions Summit

Building our Arts Future Together 2018

Capital Regional District Arts Development Service | Published on Aug. 14, 2018



What We Heard

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Photos courtesy: Kirk Schwartz

CRD

Making a difference...together

Contents

Summary	3
About the Arts Champions Summit.....	4
Registrant Profile.....	5
What Happened: Summit Activities	7
Challenges.....	7
Powered by Pecha Kucha.....	9
CRD Update & Q & A.....	11
Roundtable Conversations.....	11
Post Summit Activities.....	13
So What? Summit Results	14
Themes.....	16
Now What? Taking Action	17

Summary

The Capital Regional District (CRD) Arts Development Service convened the second Arts Champions Summit: *One Region – The Collaboration Effect* in the spring of 2018. The celebratory event was free and open to the public. The afternoon included a series of local speakers, an update on the Arts Development Service Strategic Implementation Plan and two facilitated engagement activities. The event drew 140 registrants from across the region who engaged in discussion about shared issues in the arts.

Themes

The key themes that emerged from the facilitated activities and presentations were:

1. Funding.
2. Affordable venue, rehearsal, studio & exhibition facilities.
3. Attracting audiences / Marketing.
4. Organizational Development & Sharing Resources.

Taking Action

The CRD Arts Development Service is committed to supporting, promoting and celebrating the arts. The input harvested from the Summit activities will inform the implementation of the Arts Development Service Strategic Implementation Plan. The CRD will take the following outreach actions:

1. Relaunch of the IDEA Grant Program (Projected for Spring 2019).
2. Host Arts Champions Speaker series.
3. Create regional art guides to arts organizations and public art.
4. Create regional resource list and impact data report for non-profit organizations.
5. Design information sessions to support organizational development.

Next Steps

The Arts Development Service encourages all residents to participate in engagement opportunities throughout the year. Review the 2018 Engagement Opportunities on page 11. Visit the Arts Development Service 'Building our Arts Future' web page for updated information.

www.crd.bc.ca/service/arts-funding/building-our-arts-future



About the Arts Champions Summit

The Capital Regional District (CRD) Arts Development Service convened the Arts Champions Summit on Wednesday, June 6th, 2018 at the Pacific Opera Baumann Centre. The Arts Summit supports the CRD priority to regularly inform and engage the public, stakeholders and other governments to gain ideas, feedback and build support.ⁱ

This event was the second CRD Arts Champions Summit. The first Summit held in 2016 reviewed the results of the public engagement process and the proposed Arts Development Service Strategic Implementation Plan. The 2018 event convened artists, cultural workers, staff from regional jurisdictions and elected officials. Participants engaged in activities and dialogue about growing sustainable arts organizations, sharing stories of collaborations and ways to improve collaboration.

Summit Purpose

1. Remove barriers to collaboration across the arts sector.
2. Celebrate the achievements of the arts sector through storytelling.
3. Report on the progress of the CRD Arts Implementation Plan.
4. Gather input on the challenges of arts organizations and their needs.

Registrant Profile

The total number of registrants that attended was 140 including presenters. An additional three CRD Arts Development Service staff, one Summit Facilitator, one Audio/Visual Specialist and two facility hosts were in attendance.

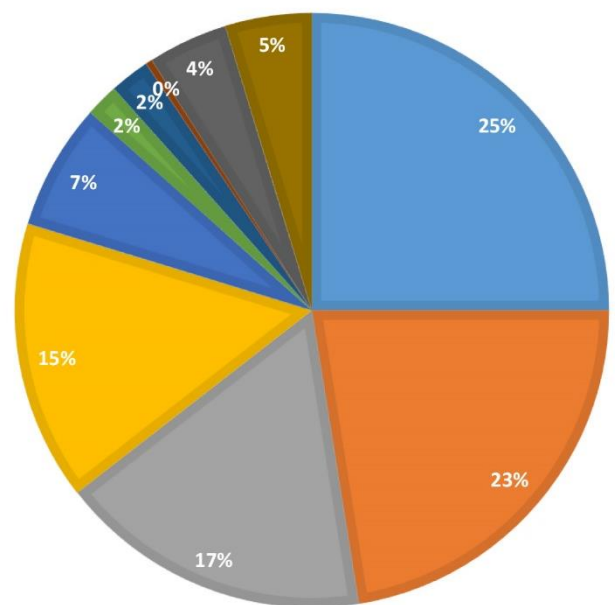
A short survey that accompanied the online registration gathered the following profile of participants.

■ Artist ■ Administrator ■ Volunteer ■ Board Member ■ Supporter
■ Public Sector ■ Politician ■ Business ■ Non-Arts ■ Other

Role in relation to arts and culture

Q: What is/are your current role/roles in relation to the arts and cultural sector in the Capital Region?

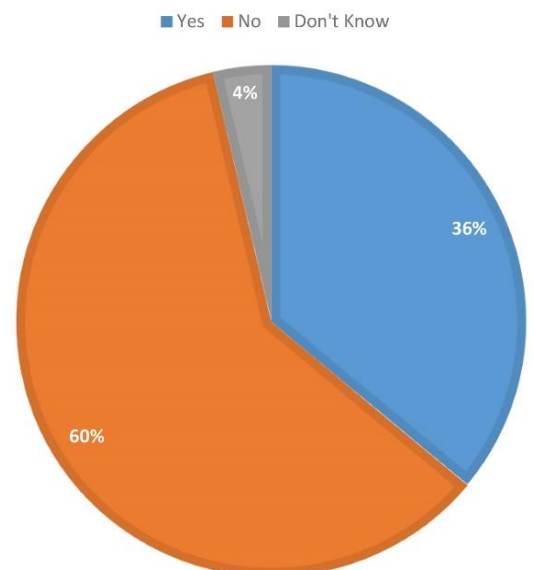
- Artist: 69
- Arts administrator: 62
- Volunteer for organization in arts, culture, heritage: 47
- Member of Board of Directors: 42
- Supporter, Donor, Sponsor: 19
- Public funder, policy maker: 5
- Politician: 6
- Business/Tourism: 1 respondent represented
- Non-arts Organization: 12
- Other: 13



Funding recipients

Q: Do you currently receive funding support from the CRD?

- Yes – receiving funding from the CRD: 49 (36%)
- No – not receiving funding from the CRD: 82 (60%)
- Don't know: 5 (4%)

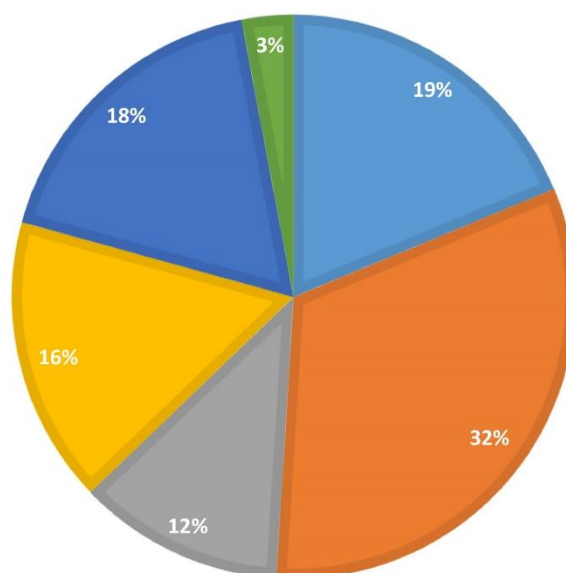


Artistic Disciplines

Q: Please indicate which artistic disciplines you are active or interested in:

- Visual arts: 57 (18%)
- Performing arts: 98 (32%)
- Literary arts: 36 (12%)
- Film, video, media arts: 50 (16%)
- Multi-disciplinary arts: 54 (18%)
- Other: 9 (3%)

Visual arts Performing arts Literary arts
Film, video, media arts Multi-disciplinary arts Other:



Where Registrants Live

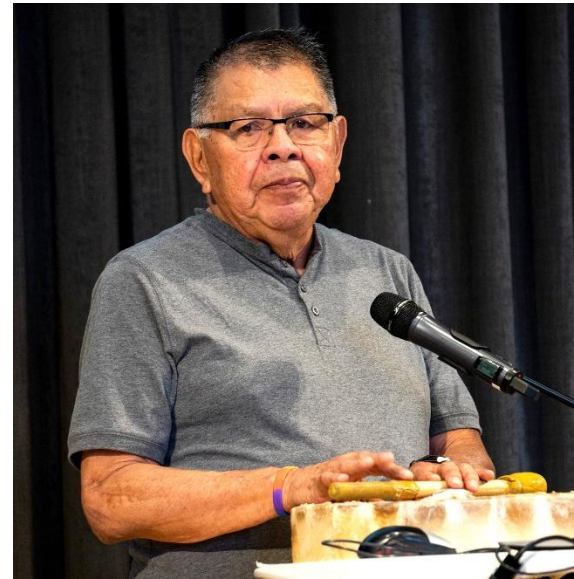
Q: Where do you live?

Central Saanich	4	3%
Colwood	2	1%
Esquimalt	10	7%
Langford	4	3%
Metchosin	2	2%
North Saanich	4	3%
Oak Bay	7	5%
Saanich	25	18%
Sidney	2	1%
Sooke	1	1%
Victoria	60	44%
View Royal	4	3%
Salt Spring Island	1	1%
Southern Gulf Islands	7	5%
Other	3	3%

What Happened? Summit Activities

The Summit design included activities with varying levels of engagement. The event was emceed by CRD Arts Commission Chair, Colin Plant, who introduced the flow of the day and presenters. Dialogue and outreach activities were facilitated by Inga Petri, Strategic Moves. The welcome / Hay'sxw'qa was given by Butch Dick, Yux'wey'lupten from the Songhees Nation. Activities included:

- Knowledge Café
- Welcome / Hay'sxw'qa
- Introductions *facilitated*
- Powered-by Pecha Kucha presentations *facilitated*
- CRD Update with Q & A *facilitated*
- Roundtable conversations *facilitated*



The following is a summary of input we received during facilitated activities and what we learned.

Summary of Facilitated Activities

Getting to Know One Another – Challenges Activity

The 'Getting to Know Each Other/challenges' activity rotated participants through three rounds of introductions. The first two rounds asked people to discuss their roles and expertise and list them on a sheet of paper. The third round included more time for participants to record their major challenges in their work in the arts.

Please note: The original sheets and data cannot be made available publicly because of privacy concerns outlined in the *Freedom of Information and Protection of Privacy Act*. Information about participants' roles, skills and challenges have been recorded in the Arts Development Service outreach database. This information will be used by CRD community outreach staff to increase understanding of audience needs.

ROUND 1	MY NAME IS:	I WORK OR VOLUNTEER WITH:
	MY MAIN ROLE IN THE ARTS IS:	
ROUND 2	MY SKILLS AND EXPERTISE INCLUDE:	
ROUND 3	A MAJOR CHALLENGE IN MY WORK IN THE ARTS IS:	
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CRD ARTS ARTS CHAMPIONS SUMMIT		INTRODUCTIONS

Results

There were 298 challenges mentioned, summarized into 23 themes. Based on this input the most frequently mentioned challenges in participants' work in the arts related to:

- Funding (18%)
- Attracting Audiences (12%)
- Securing Facilities (10%)
- Developing Partnerships (7%)
- Planning organizational sustainability (7%)

	THEME	Times Mentioned from most to least	Percentage of mentions
1	Funding	54	18%
2	Attracting audience	34	12%
3	Facilities (studio, exhibition, venue, rehearsal)	31	10%
4	Partnerships & Networks/collaboration development	21	7%
5	Planning Org. Sustainability	20	7%
6	Balance & Personal growth	16	5%
7	Impact – showing Value	16	5%
8	Human Resources /Time mgmt	14	5%
9	Equity	13	4%
10	Communications/Marketing	11	4%
11	Government & Policy	11	4%
12	Engagement	10	3%
13	Arts practice	7	2%
14	Capacity	7	2%
15	Skill Development/ Org. mgmt	7	2%
16	Attracting volunteers	6	2%
17	Attracting artists	4	1%
18	Internal Communications	4	1%
19	Programming	4	1%
20	Decolonization	2	1%
21	Excellence	2	1%
22	Geographic boundaries	2	1%
23	Jobs	2	1%
	Total Number of Challenges Mentioned	298	



The Collaboration Effect, Powered by Pecha Kucha – Stories Activity

The 'Powered-by Pecha Kucha' presentations shared stories of arts champions in the region. The word Pecha Kucha' means chit-chat in Japanese. Speakers shared their stories and ideas with the audience in 20 images, each shown for 20 seconds. There were five presenters invited to share stories on different topics related to collaboration: emerging arts practice; development of a local theatre company; modernizing traditions in opera; art for social change; and an interdisciplinary community arts festival.

Although speakers represented a broad range of non-profit organizations, messages overlapped. Many presenters discussed equity issues in the arts. This may be a reflection of recent community and political initiatives. Recent related initiatives include; introduction of the CRD Arts Equity Grant Program and multiple organizations addressing the calls to action by the Truth and Reconciliation Commission. All presentations were recorded and are publicly available on the [Arts Stories section of the CRD website](#).

Summary of The Collaboration Effect – Presentations

1. Rance Mok, Director: Integrate Arts Festival

[Practice Makes Practice: How Emerging Artists Change Communities](#)

The Integrate Arts Festival connects the public to local art spaces and artists, with a focus on showcasing emerging practices. Festival Director and architect, Rance Mok shared insights about art in public spaces and its possibilities for community-building.

“Artists can change landscapes and the culture of the city we live in.”

2. Matthew Payne, Artistic Producer: Theatre SKAM

[The Evolution of Collaboration in One Local Theatre Company](#)

Theatre SKAM has grown from an ad-hoc collective to a professional theatre company. Artistic Producer Matthew Payne discussed their collaborative work with artists and community groups in their productions, the SKAM-pede festival, and a pop-up venue and theatre school.

“Take the leap of faith. Hire local professionals...strengthen the local ecology.”

3. Rebecca Hass, Director of Community Engagement: Pacific Opera Victoria

[Transformation through Collaboration](#)

Pacific Opera co-produced and developed the opera ‘MISSING’ by Marie Clement about missing and murdered aboriginal woman. Director of Community Engagement, Rebecca Hass describes how the production transformed their artistic practice and how they worked in community.

“We are transforming and decolonizing our community practice with vision.”

4. France Trépanier & Chris Creighton-Kelly, Artistic Directors: PC/Cp

[Primary Colours / Couleurs primaires: A Three-year National Bilingual Initiative](#)

Primary Colours/Couleurs primaires seeks to place Indigenous art practices at the centre of the Canadian art system. Directors France Trépanier & Chris Creighton-Kelly assert that art practices by people of colour play a critical role in any discussion that imagines the future(s) of Canada.

“There are no experts because everyone is an expert.”

5. April Ingham, Executive Director: Pacific Peoples' Partnership

[One Wave: Connecting and Engaging Community within an Arts & Cultural Movement](#)

One Wave Festival is a volunteer driven gathering about building community. Director April Ingham describes how it's inspired over 10,000 people in collaboration with 200 partners.

“Every one of the spaces was programmed by the community in an act of friendship.”

CRD Update with Q & A – Presentation

James Lam, Manager: CRD Arts Development Service

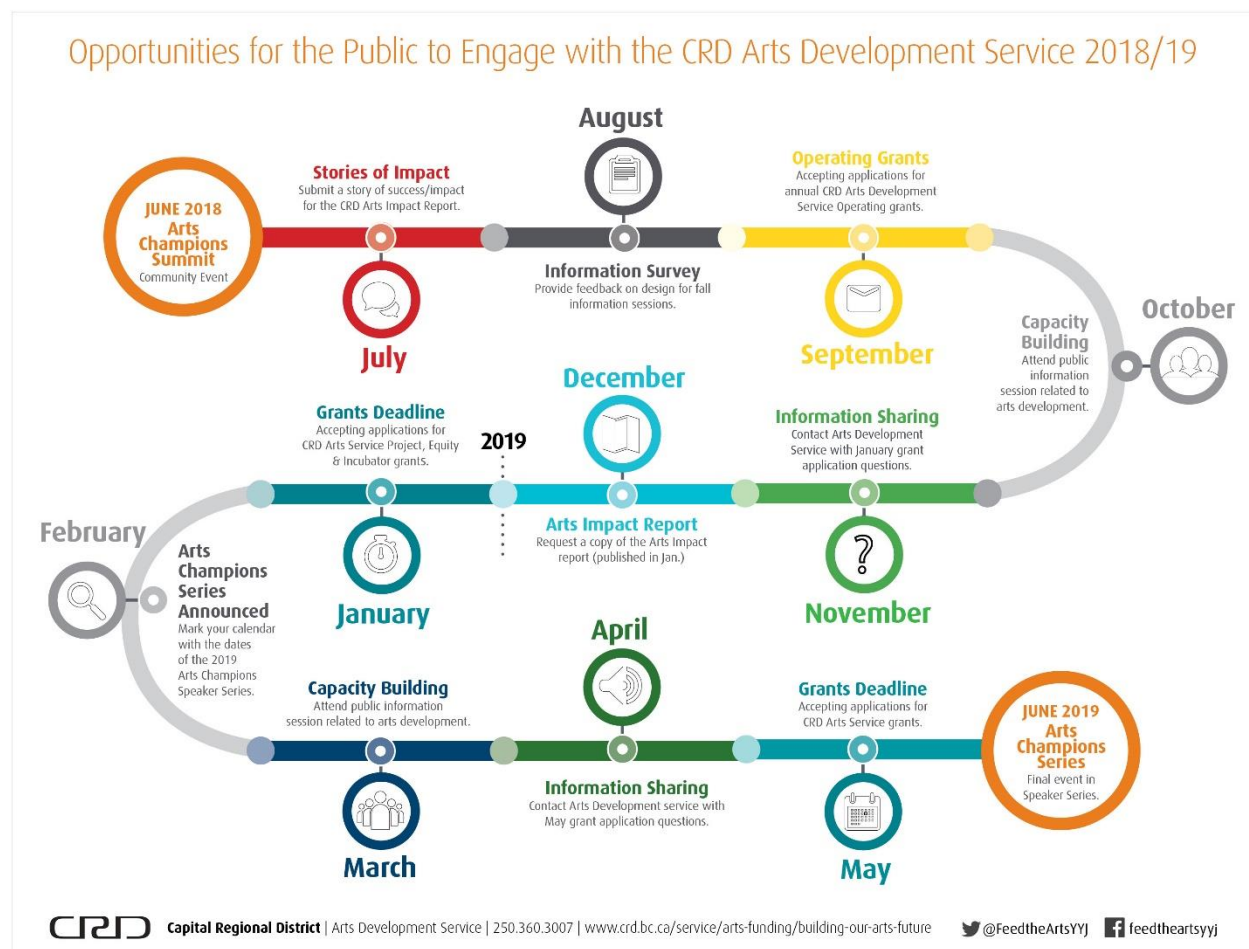
[Building our Arts Future Together: Progress of Strategic Implementation Plan](#)

The Arts Development Service Strategic Implementation Plan is a two-year plan proposing nine actions designed to meet the Arts Development Service's threefold mission to support, promote and celebrate the arts. Manager, James Lam, reports on the activities of the first year of the Implementation Plan. The CRD presentation with questions and answers is available on the [CRD YouTube channel](#).

The activities that have occurred since the plan was approved in March 2017 include:

- Launch of the **Incubator Fund** to help organizations build skills and capacity more rapidly.
- Launch of the **Equity Fund** to reduce systemic barriers to accessing public sector funding.
- Launch of **Multi-year Operational Funding** for invited organizations.
- **Community engagement opportunities** such as grants workshops, "Office Hours" and Summit.
- **Communications channels for informing:** eNews, social media, website enhancements.
- **Convening cultural planners** across the region to coordinate initiatives.
- Hiring of **Community Outreach Coordinator**.

[Download a copy of the Arts Development Service Strategic Implementation Plan](#)

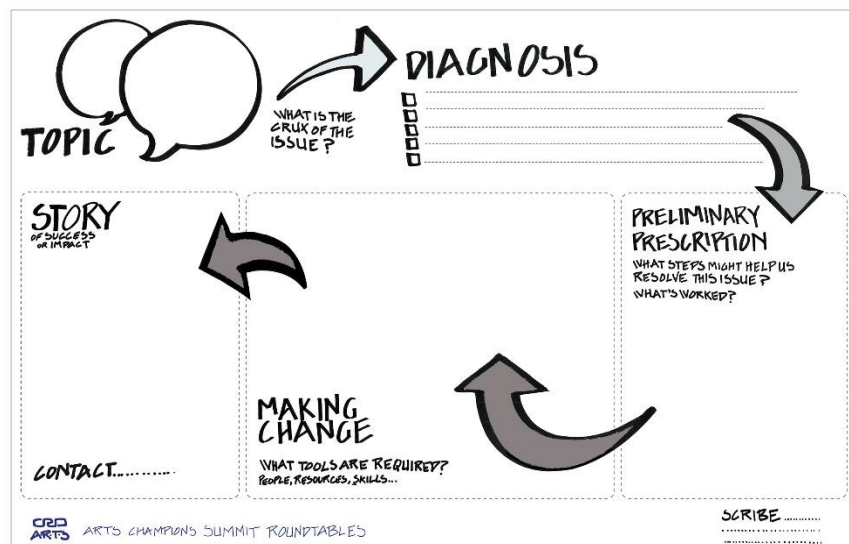




Roundtable Conversations

Participants were invited to engage in two rounds of conversations in groups of ten to 12 people on issues in the arts. The Roundtables were possible with the support of cultural planners from across the region and leaders from arts organizations who acted as 'scribes' to summarize discussions.

Topic suggestions were gathered by the facilitator based on an understanding of the group, as well as challenges listed in the first exercise. Participants explored the issues using a series of questions leading to potential solutions.



Alphabetical list of the Roundtable topics and a summary of what was discussed.

Audience Development

- Updating marketing when programs change.
- Finding the right connector to reach out to audiences in a meaningful way.

Cultural Tourism

- What is the story of Victoria? Planning cultural tourism to promote local makers, businesses and artists by connecting arts community with tourism organizations.

Digitization

- Developing more knowledge and capacity about changing technology in order to adapt.

Equity

- Addressing inequality in infrastructure to make meaningful change – avoiding tokenism.
- Education about the history of Canada and creating shared understanding of what equity is.

Facilities (studio, venue, rehearsal, exhibition)

- Exploring models that work at different scales for local solutions. Another focused engagement on facilities is needed.

Fundraising and Money

- Professional development and retaining staff knowledge about how to collect money through grant-writing, fundraising, philanthropic fundraisers etc.

- Issues of investment of time and resources – retention of staff and knowledge.

Human Resources

- Sharing information and skills; succession planning; developing mentorships.
- The funders' role as a guide to accessing resources; connecting them to mentors.

Inspiration

- Spending more time being inspired by others, setting boundaries and taking time to identify your mission, vision, goal setting etc.

Marketing

- Building capacity to share data and determine maximum impact.

Partnerships

- Connecting with peers regarding who needs what and who can offer what when (facilities, space, equipment, partnerships for grants, co-creating work) and sharing stories/successes.
- Use #yyjarts to promote work.

Reconciliation

- Surmounting fear and ignorance to engage in conversation and education such as Village and Blanket Exercises and Moosehide campaign.

Volunteering

- How to get skilled volunteers, train them and keep them with proper recognition despite minimal resources. Try technology to connect.

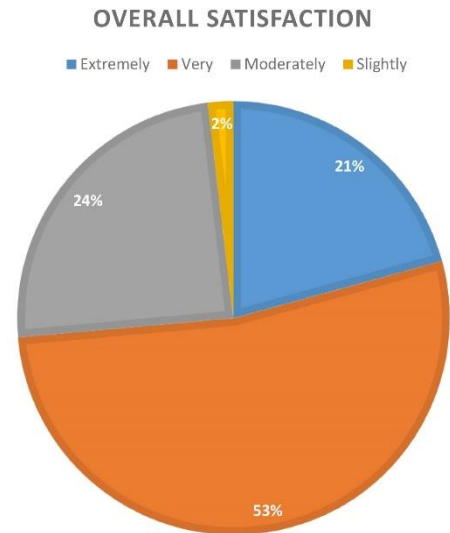
Post Summit Activities: Survey Results

Participants were sent a survey within a week (June 11th) after the event to give them an opportunity to provide feedback on how satisfied they were with the event and activities. About one third of Summit participants responded (52 people). A summary of responses are captured below. Specific suggestions are not listed here in order to maintain privacy of respondents.

Overall satisfaction

Q: Overall, how satisfied are you with the 2018 Arts Champions Summit that took place on June 6th?

Extremely: 21%, Very: 53%, Moderately: 25%, Slightly: 2%



Usefulness of activities

Q: Please rate how useful each of these activities were as part of the Arts Champions Summit.

Respondents found activities to be generally very useful. The Pecha-Kucha scored very high on the 'extremely useful' scale. The Knowledge Café, Introductions, CRD Update, Roundtables and Networking had a fairly even distribution of 'extremely' to 'very' useful. The Café was not useful for two people.

Summit organization

Q: What did you like about how the Summit was organized? (open-ended question)

Positive comments were made about organization of the event. People enjoyed the variety of activities and particularly the Pecha Kucha presentations and networking. Requests were made to have an activity half-way between presentations, share the contact list and allow more time for roundtables.

Suggested changes for next time

Q: What changes do you suggest we consider to improve future events? (open-ended question)

Suggestions for improvement were to make the Knowledge Café more structured and make more time to talk about issues, with ongoing themed forums after the event with a variety of speakers/expertise.

Making the case for support of the arts

Q: Do you agree that the CRD Arts Champions Summit made a case for support of the arts (e.g. funding, impact reporting, convening etc.)?

Strongly agree: 43%, Agree: 43%, Neutral: 9%, Disagree: 2%, Unsure: 2%.



Summit Results: So What?

Data sets were created based on an analysis of all written and recorded materials from the Summit activities. The following Summit activities were transcribed and collated for the analysis:

- Challenges exercise
- Pecha Kucha presentations by local organizations
- Q & A with the CRD
- Roundtable conversations
- Post-Summit survey

Themes

There were recurring themes in the data sets of participant feedback. The themes with summaries of feedback is listed below. These results became the baseline for a road map forward.

Funding

Regional arts funding was strongly supported. Accessing arts funding and expanding grant programs was the most frequently discussed topic at the Summit. Participants currently receiving funding from the CRD (36%) discussed how to stabilize funding, for example, with multi-year funding. Those not yet receiving funding (60%) discussed how and when to access grant programs. Both groups saw increased funding as a way to address increased resource demands. The CRD described how they are working to ensure granting programs continue to be responsive to community needs and use accountable processes.

Affordable venue and rehearsal facilities

The need for more affordable venue/rehearsal spaces for performing arts and studio/exhibition space for visual arts was expressed by people from organizations of all sizes in different jurisdictions. Cultural workers are looking to community leadership for steps and solutions for securing affordable spaces. There was discussion about how collaboration between the individual jurisdictions (in charge of zoning and permitting processes) can work with stakeholders and benefit from convening support. The Arts Development Service clarified that the CRD is unable to fund capital projects, however could facilitate discussion through community outreach programming.

Attracting Audiences / Marketing

Sharing the value and impact of the arts through partnerships and marketing crossed over into several conversations. A common goal to increase audience attendance in all disciplines emerged. There were discussions around the need for centralized marketing tools that showed regional profiles and data to help determine which marketing tactics would provide the most value.

Organizational Development & Sharing Resources

Participants expressed a need for ways to share resources and learn from each other to grow their organizations, create mentorship programs, or engage in succession planning. Volunteer retention, staffing and partnerships were discussion points in this theme. Presenters and participants also shared a common interest in learning to take steps towards more equitable practices in their organizations, through board representation, programming and outreach. Education, information sessions, funding and facilitated discussion were recommended paths towards reducing systemic barriers.

Taking Action: Now What?

CRD staff will continue to implement the Arts Development Service Strategic ⁱⁱ Plan based on the approved framework and actions and CRD Board Prioritiesⁱⁱⁱ. The feedback gathered at the 2018 Arts Champions Summit will be used to inform community outreach activities and implementation of the Strategic Plan.

Next Steps: Outreach Activities

Summit input will inform the strategic direction of community outreach. The tactics will be implemented in order to increase access, audience awareness and activate partnerships. Please see Appendix 1 for an overview of activities in relationship to the Arts Development Strategic Plan.

SUPPORT: Increase Access

- Relaunch the IDEA grant program; IDEA Grants (Innovate, Develop, Experiment, Access) program; a small-awards program designed to encourage arts programming by non-arts mandated organizations. (Projected for Spring 2019)
- Create a resource list of regional training opportunities for grant writing, fundraising, mentorship and arts administration.
- Update LandMarksPublicArt.ca; an online guide to public art in the region.

PROMOTE: Increase Audience Awareness

- Provide arts data to community members and arts organizations through the CRD Arts & Culture Impact Report.
- Create 'Find an arts organization' online and in print, with general information about arts and cultural initiatives by funded organizations, with audience guide.
- Improve sponsor acknowledgement materials.
- Launch education campaign about Incubator Grant Program with information and resources.

CELEBRATE: Activate Partnerships

- Host Arts Champions Speaker series to continue Summit conversations.
- Continue to host regional cultural planning roundtable.
- CRD Arts Development Service staff and volunteers to continue to take action on Recommendation #57 from Truth & Reconciliation Commission.^{iv}

APPENDIX 1 Summary of Goals, Actions and Activities for CRD Art Development Service

The following actions are in support of CRD priorities that include: Improved Health & Wellbeing, Sharing stories of collaboration and accomplishment, Economic Benefit, Encourage Artistic Enterprise, Support Residents of All Ages, Working Together with First Nations, Access to Relevant Data, Information & Educational Programming

	SUPPORT (Fund)	PROMOTE (Champion)	CELEBRATE (Convene)
Arts Strategy Goals^{vi}	<p>Encourage jurisdictions to fully participate in funding the CRD Arts Service.</p> <p>Ensure that the CRD Arts Service grant programs are responsible to community needs and use effective and accountable processes.</p>	<p>Increase community and stakeholder knowledge and support of the arts and CRD Arts Service.</p> <p>Enable sustainable growth of the arts and arts organizations in the Region (understand role of facilities).</p> <p>Strengthen the contribution of the arts to economic development.</p>	<p>Identify and reduce barriers to participation in the arts in the Region.</p>
Implementation Plan Actions^{vii}	<p>Maintain multi-year operational funding. (Launched 2018)</p> <p>Maintain Incubator fund to build capacity.(Launched 2018)</p> <p>Maintain Equity fund to support diversity. (Launched 2018)</p>	<p>Annually publish <i>Arts Impact</i> report.</p> <p>Share arts information with the public.</p> <p>Promote skill-building and organizational capacity building information sessions.</p>	<p>Continue to convene community of practice – regional cultural planning roundtable.</p> <p>Convene Arts Champion Summit. (Event held June 6, 2018).</p>
Outreach Activities	<p>Increase Access</p> <ul style="list-style-type: none"> ➤ Relaunch the IDEA grant program; IDEA Grants (Innovate, Develop, Experiment, Access) program. (Projected for Spring 2019) ➤ Create a resource list of regional training opportunities for grant writing, fundraising, mentorship, and arts administration. ➤ Update LandMarkspublicart.ca online guide to public art in the region. 	<p>Increase Audience Awareness</p> <ul style="list-style-type: none"> ➤ Provide marketing data through Impact Report. ➤ Create ‘Find an arts organization’ online and print guide about CRD-funded arts organizations. ➤ Improve sponsor acknowledgement materials. ➤ Launch education campaign about Incubator grant program with complementary funding information sessions and resources. 	<p>Activate Partnerships</p> <ul style="list-style-type: none"> ➤ Host Arts Champions Speaker Series to continue Summit conversations. ➤ Continue to host regional cultural planning roundtable. ➤ CRD staff and volunteers to continue to take action on Recommendation #57 from Truth & Reconciliation Commission.



ⁱ Capital Regional District Corporate Plan 2015-2018. Published September 2015.

ⁱⁱ CRD Arts Development Service. Implementation Plan, Building Our #ArtsFuture Together - CRD Arts Strategy. Strategic Moves. Published December 2016

ⁱⁱⁱ Capital Regional District Corporate Plan 2015-2018. Published September 2015.

^{iv} Truth and Reconciliation Canada. Honouring the Truth, Reconciling for the Future: Summary of the Final Report of the Truth and Reconciliation Commission of Canada. Winnipeg: Truth and Reconciliation Commission of Canada, 2015.

^v Capital Regional District Corporate Plan 2015-2018. Published September 2015.

^{vi} CRD Arts Service: 2015-2018 Strategic Plan. Capital Regional District. Published March 2015.

^{vii} CRD Arts Development Service. Implementation Plan, Building Our #ArtsFuture Together - CRD Arts Strategy. Strategic Moves. Published December 2016