

# Service Plan for Arts Development

2016-2019  
(2019)

Capital Regional District

*Revised: July 24, 2018*



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# 1 Overview

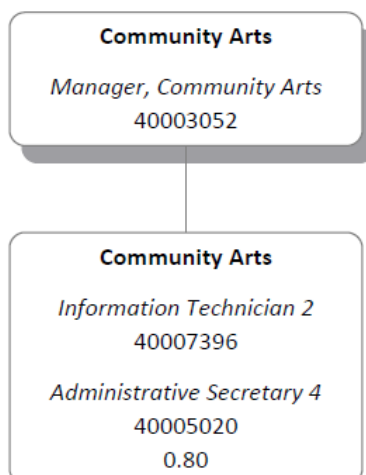
## 1.1 Division & Service Summary

The Arts Development Service manages a range of funding programs that support the operational and programming activities of organizations in the not-for-profit arts sector that meet established eligibility criteria and goals for public investment in the sector. It also manages a searchable database of public art on behalf of its member municipalities and oversees the Golden Jubilee Youth Arts Fund vested with the Victoria Foundation that benefits youth arts. The Arts Development Service is a resource for the arts in the capital region, serving the general public and arts funders in other jurisdictions and levels of government.

Service Purpose , Role or Overview	Participants (for example: all municipalities, electoral areas, First Nations)	Funding Sources (for example: requisition, internal recoveries, grants)	CRD Board Committee and/or Commission Reporting Structure
Grant and organizational capacity-building programs for the not-for-profit arts sector	Victoria, Saanich, Oak Bay, Esquimalt, View Royal, Metchosin, Highlands, Sidney	Requisition	Arts Commission

## 1.2 Organization Chart

### Community Arts



## 1.3 Key Trends, Issues & Risks – Service Specific

Municipal investment in the arts recognizes the contribution that arts organizations make to the quality of life, the provincial and national visibility such organizations provide to the region, their role in providing a wide range of event and activities for citizens and visitors, and for the economic benefits that accrue to the region as a result. Sustaining and increasing investment in the arts is strongly tied to local and global economic trends that affect municipalities' ability and desire to support such investment.

Shortfalls in fulfillment of the Arts Service mission were identified through a 2016 community engagement process resulting in adoption of new initiatives designed to fulfill the Arts Service mission and the addition of a 1.0 FTE Community Outreach Coordinator to resource those initiatives.

## 1.4 Link to Board Strategic Priorities

Arts Development Service programs provide strategic investment through granting to maximize the artistic, social and economic contribution arts organizations make to the quality of life in the Capital Regional District (CRD Strategic Priority 11b), the provincial and national visibility these organizations provide to the region, and their role in providing employment and a wide range of arts activities for citizens and visitors.

# 2 Services

## 2.1 Service Levels

Service Level Adjustments in Role/Scope		
Service	Base year	Year 4 (2019)
<b>Operating grant program (1 intake per year)</b>	Provide support to Arts Advisory Council and sub-committees to enable fulfillment of their adjudicative mandate per Bylaw 2973: <ul style="list-style-type: none"> <li>• screen organizations for eligibility (45-50)</li> <li>• provide assessment and reporting on eligible organizations (32)</li> <li>• monitor funded organizations for fulfillment of grant obligations</li> </ul>	No change No change No change
<b>Project grant program, 2 intakes per year</b>	Advise and support prospective applicants on project development, grant eligibility, application processes, and issues related to capacity development. <ul style="list-style-type: none"> <li>• screen organizations for eligibility (40-50)</li> <li>• provide assessment and reporting on eligible organizations (32)</li> </ul> Monitor funded groups for fulfillment of grant objectives Maintain data on funding outcomes events produced: 181; attendance: 42,716; employment: 392; volunteer engagement: 1210 (all numbers 2010). Provide support to Arts Committee by maintaining accountable processes for disbursement of program allocations.	No change No change 35-40 (est.) No change No change No change
<b>IDEA grant program, 2 intakes per year (program review in 2017)</b>	Advise and support prospective applicants on project development, grant eligibility, application processes, and issues related to capacity development. <ul style="list-style-type: none"> <li>• screen organizations for eligibility (20-25)</li> <li>• provide assessment and reporting on eligible organizations (22)</li> </ul> Monitor funded organizations for fulfillment of grant obligations Provide support to Arts Committee by maintaining accountable processes for disbursement of program allocations.	Reintroduction of IDEA Grant Program Second implementation of Equity Grants Second implementation of Incubator Grants

<b>Education, Outreach and Engagement</b>	Community Outreach strategy adopted in 2019 to include reporting on program impacts, social media presence, website and State of the Arts report	Ongoing
<b>Maintain Indicators</b>	Baseline data as of 2013 <ul style="list-style-type: none"> <li>• events produced: 2285</li> <li>• event attendance:603,847</li> <li>• admin and tech employment: FT 152; PT 599</li> <li>• artists employed: 2653</li> </ul>	Ongoing
	Sector-generated economic activity: \$177.3 million GDP (2012)	Update economic impact report
	Provide support to individuals and organizations on not-for-profit structure, governance, and capacity development in general and as it relates to Arts Service programs. Respond to inquiries on funding (CRD and other sources). Liaise with arts funders at other levels of government. Collect data for internal use and by outside agencies.	No change
<b>Committee Support</b>	Provide support to Arts Committee by maintaining accountable processes for allocation of program budgets.	No change
<b>Information Resource and Data Collection</b>	Provide support to individuals and organizations on not-for-profit structure, governance, and capacity development in general and as it relates to Arts Service programs. Respond to inquiries on funding (CRD and other sources). Liaise with arts funders at other levels of government. Collect data for internal use and by outside agencies. Manage web-database of regional public art for the region.	No change

## 2.2 Workforce Considerations

Workforce (FTEs)					
Service	Base Year	Year 1 (2016)	Year 2 (2017)	Year 3 (2018)	Year 4 (2019)
<b>Total</b>	1.8	1.8	1.8 (2.8 as of September)	2.8	2.8

## 3 Divisional Initiatives & Budget Implications

Title & Estimated Completion Date	Description	Board Strategic Priority Reference (if applicable)	Budget Implications (core budget; single supplemental or; continuous supplemental request)
<b>2019</b>			
<b>Economic Activity Study of Arts and Culture in the Capital Region</b>  Completion: 2019	Update (previous studies commissioned in 2010 and 2012) to gauge impact of arts and culture in the Capital Region.	11b	Reserve
<b>Reintroduction of IDEA Grants</b>	Need for resumption of program identified during implementation of new Equity and Incubator grant programs to provide access to First Nations, seniors and other communities facing systemic barriers to programs	Changing demographics	Continuous supplemental

## 4 Goals & Performance Indicators

	Service Goals	Performance Indicators
2016	<b>Development of a regional arts strategic plan</b>	Community engagement, data gathering and plan complete and adopted by Dec. 2016.
2017	<b>Gaps in current programs identified by consultant led community engagement process</b>	Recommendations for revised or additional programs developed.
	<b>Funding programs evaluated and changes implemented</b>  <b>New programs initiated</b>	Increased confidence by Arts Advisory Council, Arts Committee and grant recipients in accountability of granting decisions and appropriate distribution of funds.  Incubator and Diversity Funding programs researched and developed  Establish baseline metrics for social media presence
2018	<b>Enhanced community and political knowledge of the social and economic impacts of the arts through strategic communications and initial release of Annual State of the Arts Report</b>	Increased funding support from new and current municipal partners  Increase social media presence by 10% over baseline

		Production of inaugural annual Arts Impact Report - Establish baseline audience numbers (requests/downloads/unique views)
2019	<b>Economic activity of the arts re-assessed</b>  <b>Enhanced community and political knowledge of the social and economic impacts of the arts through strategic communications and release of Annual State of the Arts Report</b>	GDP impact of the arts sector in comparison to past studies (2010 & 2012)  Increase social media audience by 5% over previous year  Requests/downloads/unique views of Arts Impact Report increased by 10%

## Contact

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