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Additional Circulation:
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ARTS COMMISSION

Notice of Meeting on **Wednesday, June 27, 2018, at 4:00 p.m.**
Room 107, 1st Floor, 625 Fisgard Street, Victoria, BC

C. Plant (Chair)	M. Brame	E. Bremner-Mitchell	W. Gardner	
K. Kahakauwila	J. Loveday	T. Ney	K. Roessingh	J. Rogers

AGENDA

1. Approval of Agenda
2. Adoption of Minutes of May 23, 2018
Recommendation: That the May 23, 2018, minutes of the Arts Commission be adopted as read.
3. Chair's Remarks
4. Presentations/Delegations
5. Commission Business
 - 5.1. Arts Advisory Council Update
 - 5.1.1. Arts Advisory Council Chair's Report (Verbal)
 - 5.1.2. Arts Advisory Council Minutes for Information
Recommendation: That the Arts Advisory Council Minutes of June 5, 2018, be received for information.
 - 5.1.3. Arts Advisory Council *Activities by Council Summary* of June 5, 2018
 - 5.2. Project Grant Recommendations from the May 2018 Deadline
Recommendation: That the Arts Commission approve the May 2018 Project Grant recommendations as presented.
 - 5.3. Incubator Grant Recommendations from the May 2018 Deadline
Recommendation: That the Arts Commission approve the May 2018 Incubator Grant recommendations as presented.
 - 5.4. Equity Grant Recommendations from the May 2018 Deadline
Recommendation: That the Arts Commission approve the May 2018 Equity Grant recommendations as presented.
 - 5.5. Arts Development Service Brand Audit
Recommendation: That the Arts Development Service proceed with the Arts Development Service 'Program Identifier and Acknowledgement Communications Plan' in order to meet audience needs and increase awareness of the CRD Arts Development Service.

5.6. Bylaw No. 4255: Arts and Culture Support Service Establishment Bylaw No. 1, 2001, Amendment Bylaw No. 5, 2018

Recommendation: That the CRD Arts Commission recommend to the Capital Regional District Board:

1. That Bylaw No. 4255, "Arts and Culture Support Service Establishment Bylaw No. 1, 2001, Amendment Bylaw No. 5, 2018" be introduced and read a first and second time;
2. That Bylaw No. 4255 be read a third time.

5.7. Eligibility Requirement Related to Bankruptcy or Financial Insolvency

Recommendation: That the following wording be adopted as an eligibility criteria for Arts Development funding programs:

Organizations must be in good financial health and are ineligible if in arrears with any local authority, are bankrupt, seeking creditor protection, are insolvent, or under court supervision of any kind.

5.8. Budget Direction 2019 (Verbal)

5.9. Arts Implementation Plan Update (Verbal)

6. New Business

7. Adjournment

Next Meeting: September 26, 2018



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Minutes of a Meeting of the ARTS COMMISSION
Held WEDNESDAY, MAY 23, 2018, in Room 107, 625 Fisgard St., Victoria, BC

Present: Members: C. Plant (Chair), E. Bremner-Mitchell, K. Kahakauwila, J. Loveday, T. Ney, K. Roessingh, J. Rogers

Staff: James Lam, Manager, Arts Development; J. Nichols, Community Outreach Coordinator, Arts Development; M. Pender, Administrative Assistant, Southern Gulf Islands Electoral Area; N. More, Senior Administrative Secretary (recorder)

Also Present: D. Howe, Regional Director, Southern Gulf Islands; P. Sullivan, Chair, Arts Advisory Council

Absent: M. Brame

The meeting was called to order at 4:00 pm.

1 Approval of Agenda

MOVED by Member Rogers, **SECONDED** by Member Kahakauwila,
That the agenda be approved as circulated.

CARRIED

2 Adoption of Minutes

MOVED by Member Roessingh, **SECONDED** by Member Kahakauwila,
That the minutes of the April 25, 2018, Arts Commission meeting be adopted as previously circulated.

CARRIED

3 Chair's Remarks

Chair Plant welcomed David Howe, Regional Director of the Southern Gulf Islands, now a participating jurisdiction and reminded members of the Arts Summit coming up on June 6.

4 Commission Business

4.1 Arts Advisory Council Update

4.1.1 Arts Advisory Council Chair's Report (Verbal)

Chair Sullivan noted that a number of the items on this agenda arose from business being discussed by the Arts Advisory Council. Recommendations for grants will be coming to the Commission at the June meeting. She reported on the Equity and Incubator grant adjudication, and how response to the program was supportive of the value of the IDEA Grant program to be discussed under 4.2 of the agenda.

Staff responded to a question about the small number of Incubator Grant applications relative to Equity Grant applications and ways to reach emerging arts groups.

4.1.2 Arts Advisory Council Minutes for Information

MOVED by Member Loveday, **SECONDED** by Member Rogers,
That the Arts Advisory Council minutes of May 1, 2018, be received for information.

CARRIED

4.1.3 Arts Advisory Council *Activities by Council Summary of May 1, 2018*

Received.

4.2 Proposed Reintroduction of IDEA Grants

J. Lam provided highlights of the report. The Commission discussed the potential benefits to the community through reintroduction of the IDEA Grant program and of its purpose and goals relative to current programs.

MOVED by Member Ney, **SECONDED** by Member Loveday,
That, subject to identification and approval of funding sources, the IDEA Grant program be relaunched in 2019 with an annual allocation of \$30,000.

The Commission discussed the maximum allowable amount per grant.

MOVED by Member Kahakauwila, **SECONDED** by Member Ney,
That the main motion be amended as follows:

That, subject to identification and approval of funding sources, the IDEA Grant program be relaunched in 2019 with an annual allocation of \$30,000, with \$3,000 as the maximum allowable amount per grant.

The Commission discussed the reason the IDEA grant program did not continue after the pilot phase and whether reintroducing the IDEA grant would introduce a shortfall in budget and implications for other Arts Service grant programs.

The Commission discussed the policy on the eligibility of organizations that offer programming outside of participating jurisdictions. The topic will be discussed further at a future meeting.

The question was called on the amendment.

MOVED by Member Kahakauwila, **SECONDED** by Member Ney,
That the main motion be amended as follows:

That, subject to identification and approval of funding sources, the IDEA Grant program be relaunched in 2019 with an annual allocation of \$30,000, with \$3,000 as the maximum allowable amount per grant.

CARRIED

The question was called on the main motion, as amended.

MOVED by Member Ney, **SECONDED** by Member Loveday,
That, subject to identification and approval of funding sources, the IDEA Grant program be relaunched in 2019 with an annual allocation of \$30,000, with \$3,000 as the maximum allowable amount per grant.

CARRIED

4.3 Acknowledgement of the Arts Service

J. Nichols provided highlights of the report noting that an examination of the Arts Service brand and its various identifiers is captured in the adopted Community Outreach Strategy. Considerations include the development of a “unique brand identifier” for the Arts Service and the creation of strategic communications tools that would be developed within existing CRD branding guidelines.

MOVED by Member Kahakauwila, **SECONDED** by Member Ney,
That the Arts Service conduct a brand audit which would include a review of where adaptations to the current standards such as an Arts Commission acknowledgement and/or program identifier would help deliver the Service in a strategic way.

CARRIED

4.4 Operating Grant Appeal Process

J. Lam provided highlights of the report. On the motion, the Commission discussed the strength of the grant program guidelines and current adjudication process, the implications of having no formal appeal process, and the authority of the Commission.

MOVED by Member Kahakauwila, **SECONDED** by Member Rogers,
That the appeals process be removed from the Operating Grant adjudication process.

CARRIED

4.5 Draft Multiyear Funding Guidelines for Operating Grants

J. Lam provided highlights of the report. On the motion, below, the Commission discussion included the following topics:

- staggered introduction of the multiyear funding: Staff clarified that the Arts Advisory Council had considered the matter and recommended an all-at-once rather than an incremental implementation
- criteria governing changes and conditions to funding within the multiple years
- beneficial implications for organizations eligible for multi-year funding

MOVED by Member Howe, **SECONDED** by Member Loveday,
That the Arts Commission receive this report for information.

CARRIED

4.6 Arts Implementation Plan Update (Verbal)

J. Nichols reported on the schedule of events for the Arts Summit and circulated a handout listing events being supported by January 2018 Project Grants. The Commission requested the list be provided digitally.

5 New Business

5.1 Sidney Arts

Member Bremner-Mitchell announced the Sidney Sculpture Walk and provided a rack card.

6 Motion to Close the Meeting

MOVED by Member Kahakauwila, **SECONDED** by Member Roessingh,
That the Commission close the meeting in accordance with the *Community Charter* Part 4, Division 3, Section 90(1) (a) personal information about an identifiable individual who holds or is being considered for a position as an officer, employee or agent of the regional district or another position appointed by the regional district.

CARRIED

The Commission moved to the closed session at 5:20 p.m.

The Commission rose from the closed session at 5:25 p.m. with the following report:

That Michelle Heinz be appointed to the Arts Advisory Council for an initial one-year term to end April 2019.

7 Adjournment

MOVED by Member Roessingh, **SECONDED** by Member Kahakauwila,
That the meeting be adjourned at 5:25 p.m.

CARRIED

CHAIR

RECORDER



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**Minutes of a Meeting of the Arts Advisory Council, Capital Regional District
Held Tuesday, June 5, 2018 in Room 107, 625 Fisgard St.**

Present: D. Etsten, C. Heiman, M. Heinz, S. Ives, B. McLean, I. Pears, P. Sullivan, D. Thorpe, L. Tomaszewska, J. Verano

Staff: J. Lam, Manager, Arts Development; J. Nichols, Community Outreach Coordinator, H. Heywood, ADO Administrative Assistant (recorder)

Regrets: B. Crook, E. Humber

Chair Sullivan called the meeting to order at 5pm. AAC members and staff were thanked for all the work that has been done over the past several months in response to the Arts Strategic Plan.

Chair Sullivan asked for members to declare any conflicts of interest.

Under New Business the Chair added "Meeting Update".

1. Approval of Agenda

MOVED by I. Pears, **SECONDED** by L. Tomaszewska, that the agenda be approved as amended.

CARRIED

2. Introductions

Following the Chair's welcome of M. Heinz, each AAC member introduced themselves and provided a brief background.

3. Minutes

MOVED by S. Ives; **SECONDED** by D. Thorpe, that the Arts Advisory Council Minutes of May 1, 2018, be approved as distributed.

CARRIED

MOVED by I. Pears, **SECONDED** by S. Ives, that the draft Arts Commission Minutes of April 25, 2018, be received for information.

CARRIED

4. ABC'S (Activity By Council Summary)

A list of arts events attended by AAC members was distributed and reviewed for information.

Chair Sullivan provided the background of ABCs for the benefit of the new member.

5. Chair's Report

Chair Sullivan commented on the following items from the May Arts Commission meeting:



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- the AAC recommendation to remove appeals from the Operating grant process was approved
- the reintroduction of IDEA grants and potential resources was discussed
- The potential to increase response to the Incubator grant program
- The policy requiring organizations to be in a contributing municipality in order to apply for funding was reviewed and confirmed.

In relation to conflict of interest, Chair Sullivan provided examples of potential and perceived conflict of interest and noted that conflict of interest is a matter of self-disclosure. They were advised to contact J. Lam if they have any questions about particular situations.

Members were reminded of the Arts Champions Summit on June 6, 2018.

Chair Sullivan again welcomed the new and recently appointed members to the AAC.

6. Grants – Staff Reports & Recommendations

J. Lam provided an overview of the grant adjudication and reporting process for the benefit of the new members.

6.1 Project Grants

J. Lam spoke to the staff report and then turned the discussion over to D. Thorpe, Chair of the Project Grant adjudication committee, for any questions. D. Thorpe thanked committee members for their participation and asked for questions. After discussion it was,

MOVED by I. Pears, **SECONDED** by D. Thorpe, that the Arts Advisory Council approve the May 2018 Project Grant recommendations as presented and forward them to the Arts Commission for consideration.

CARRIED

6.2 Incubator Grants

J. Lam spoke to the staff report, noting the lower than expected number of applications. C. Heiman, Chair of the adjudication committee noted the Arts Commission considered and approved combining two separate funding pools for Incubator and Equity grants into one funding pool in order to make maximum use of available funds.

After questions and discussion it was,

MOVED by S. Ives, **SECONDED** by L. Tomaszewska, that the Arts Advisory Council approve the May 2018 Incubator Grant recommendations as presented and forward it to the Arts Commission for consideration.

CARRIED

6.3 Equity Grants

J. Lam provided an overview of the program noting that both Equity and Incubator grants were recommendations of the Arts Strategic Implementation Plan. Twenty-one applications were received. Two external adjudicators participated in the adjudication in



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order to supplement knowledge of the applicant communities. The additional adjudicators were Paulina Grainger, Arts & Outreach Coordinator, Inter-Cultural Association of Greater Victoria and Rudi Wallace, Grants Coordinator, The Victoria Foundation. The nature of the program underlined the potential intersections of the program in supporting art and equity and finding a balance between the two.

C. Heiman, Chair for Equity Grant adjudication, noted that a number of the applicants had applied for IDEA grants in the past and might be a better fit for that program should it be reintroduced. The committee looked at which projects would have the most impact on the community.

After questions and discussion it was, **MOVED** by S. Ives, **SECONDED** by D. Thorpe, that the Arts Advisory Council approve the May 2018 Equity Grant recommendations as presented and forward it to the Arts Commission for consideration.

CARRIED

6.4 Eligibility Requirement Related to Bankruptcy

J. Lam provided background leading up to the request from the Arts Commission for a policy recommendation of eligibility criteria in relation to poor financial stability and in particular bankruptcy. Draft language developed by an AAC sub-committee was reviewed and amended by the CRD Manager of Legal Services. It is intended as an eligibility criteria to allow organizations to self-vet their eligibility.

If implemented, the policy should apply to all programs.

It was suggested that staff clarify the wording in regards to “local authorities”. After further discussion it was then,

MOVED by C. Heiman, **SECONDED** by D. Etsten, that the following wording with clarification of “local authorities” at the discretion of staff, be recommended to the Arts Commission as an eligibility criteria for all Arts Development funding programs:

Organizations must be in good financial health and are ineligible if in arrears with any local authority, are bankrupt, seeking creditor protection, are insolvent, or under court supervision of any kind.

CARRIED

7. Arts Implementation update

AAC members were referred to the document, Building our Arts Future Together – CRD Arts Strategy Implementation Plan, previously distributed with the agenda. J. Lam noted that for the Summit on June 6th, 115 attendees confirmed for the Knowledge Café and 145 confirmed for the afternoon event.

8. Operating Grants

8.1 Multi-year Program update

J. Lam advised members that some of the currently funded organizations were surveyed to gauge the level of interest in a proposed multi-year funding stream within the Operating Grant program. The majority of organizations indicated they are interested in this option.



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This information along with the Multi-year Guidelines will be forwarded to the Arts Commission at their June for their consideration to approve and implement this fall.

8.2 Pairwise

For the benefit of new members. J. Lam provided an overview of the Pairwise method for weighting assessment criteria. Weighting was implemented with the May 2018 Project Grants. Following the success of the Pairwise trial, the same process is proposed for the Operating grant program.

Members were provided with a worksheet for consideration over the summer. In response to a question, the group agreed to work through the weighting exercise as a group at the next regular meeting in September. It was noted that the AAC was the first within the CRD to put this process in to practice.

9. Issues arising – Equity and Incubator programs; Project Grant Pairwise trial

A discussion took place on the inaugural adjudications of the Equity and Incubator Grant programs. It was noted that the Equity Grant adjudication used external adjudicators were invited to provide additional expertise. Staff noted they are exploring additional means to ensure that information on the new grant programs is thoroughly disseminated for 2019, particularly for Incubator Grants which received fewer applications than anticipated.

Comments on the use of weighted assessment in the project grant program was positive. AAC members were invited to forward any additional comments to staff.

10. New Business

Operating Grant schedule – dates for the fall 2018 operating grant schedule were circulated.

Chair Sullivan advised members that she and staff had met with Blue Bridge Repertory Theatre at their request to discuss their Notice of Significant Concern.

11. Correspondence – None

MOVED by D. Etsten that the meeting adjourn at 6:20pm.

Arts Advisory Council Meeting – Tuesday, June 5, 2018 - ABC'S (Activities by Council Summary)

AAC members recently attended the following events in the region:

Art Gallery of Greater Victoria: *Supernatural: Art, Technology and the Forest; Form as Meaning (First Nations prints from the Pacific Northwest); Picturing the Giants (The Changing Landscapes of Emily Carr)*

Habitat for Humanity: *ReFind Art*

Intrepid: *Extremophiles and Dream another Day*

Legacy Gallery: *The Time of Things – Continuum of Indigenous Customary Practice into Contemporary Art*

Michael Ondaatje in conversation with Steven Price

Pretty Good Not Bad: *Ambient Picnic*

Robert Bateman Gallery: *Bateman's Beginnings*

Rufus Wainwright

St. Margaret's School: *Into the Woods*

Uno Fest - *White Man's Indian*- WMI Collective (Winnipeg)

Vancouver Island School of Art show and fundraiser

Vancouver Island School of Art: *VERGE* show – Diploma of Fine Arts Graduate Exhibition

Victoria Arts Council: *Art Now*

Victoria Conservatory of Music: *Cello Teacher - Cello Recital*

Victoria Operatic Society: *9 to 5*

As well as events outside the region:

National Art Gallery, Ottawa

Art Gallery of Ontario: Mitchell /Riopelle: *Nothing in Moderation*; YAYOI Kusama: *Infinity Mirrors*; Kath

Kollwitz: *Art & Life*; Photography: *WW1*

Hot Docs Film Festival: *Mr. Soul*

Gardiner Museum: *Yoko Ono RiverBed*

Royal Ontario Museum: *The Evidence Room*

McMichael Gallery: *Norval Morriseau*; *Masterworks of Inuit Sculpture*; Art of Canada: *Directors*

Cut; Toronto's Hip Hop Culture; *Everything remains raw*; Robert Davidson *Works on paper*;

Tukluk: *the Inukshuk & Inuit Art*



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REPORT TO THE ARTS COMMISSION MEETING OF WEDNESDAY, JUNE 27, 2018

SUBJECT **Project Grant Recommendations from the May 2018 Deadline**

ISSUE

Arts Advisory Council recommendations for May 2018 Project Grants require approval by the Arts Commission.

BACKGROUND

Project Grants support established or emerging arts organizations working on a project-to-project basis, producing one-time, unique or developmental opportunities and events, or recurring events or applications reflecting ongoing operations that are not of a scale appropriate to the operating grant program.

Twenty-five applications were received at the May 2018 Project Grant deadline. An adjudication committee reviewed the applications and their recommendations were presented and discussed by the Arts Advisory Council at their meeting of June 5, 2018. Five of the applicants had not previously applied to the program:

- BC Accordion & Tango Society
- Coastline Youth Music
- Greater Victoria Danceworks
- Ptarmigan Arts Society
- Sing Your Joy

The Committee used the RANC evaluation matrix to assess applicants in five areas: contribution to the development of artists, the art form or to organizational capacity; past success; the capacity of personnel; appropriateness of budget; and impact on the community. They discussed the merits of each project and identified financial and other resources available to each applicant prior to making grant recommendations. Final Reports from previously funded projects were also reviewed where applicable.

The goal of the recommendations is to provide sufficient funding to a variety of organizations that would provide a range of activities for the region and provide developmental opportunities for funded organizations.

The recommendations support 18 organizations. Seven organizations were not recommended for support.

ALTERNATIVES

Alternative 1

That the Arts Commission approve the May 2018 Project Grant recommendations as presented.

Alternative 2

That the Arts Commission request further information from the Arts Advisory Council.

Alternative 3

That the Arts Commission approve the May 2018 Project Grants with changes to the Arts Advisory Council recommendations.

IMPLICATIONS

\$206,530 in requests were received on budgets totaling \$1,105,357. The Arts Advisory Council recommended total funding of \$93,000 to 18 organizations. This would allocate the remainder of the 2018 Project Grant budget if approved.

CONCLUSION

Eighteen applications received at the May 2018 Project Grant deadline are recommended for support, a total recommendation of \$93,000.

RECOMMENDATION

It is recommended that: That the Arts Commission approve the May 2018 Project Grant recommendations as presented.



James Lam, Manager
CRD Arts Development Service

Attachment: Appendix A 2018 May Project Grant Recommendations



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2018 May Project Grant Recommendations	Cash Budget:	Grant Request:	Rec'md:
Ancient Music Society of Victoria	\$20,800	\$5,000	\$3,500
BC Accordion & Tango Society	\$232,000	\$15,000	\$0
Blue Bridge Repertory Theatre	\$90,645	\$10,000	\$0
Broken Rhythms	\$24,850	\$15,350	\$7,350
Caravan Stage Society	\$73,400	\$10,000	\$0
Civic Orchestra of Victoria	\$11,190	\$3,000	\$2,000
Coastline Youth Music	\$15,400	\$11,650	\$10,000
Emily Carr String Quartet	\$9,150	\$3,150	\$3,150
Greater Victoria Danceworks	\$42,675	\$7,075	\$0
India Canada Cultural Assn of Victoria	\$49,200	\$10,000	\$5,000
Integrate Art Society	\$24,992	\$5,500	\$5,500
Metchosin Arts & Culture Centre Assn (MACCA)	\$4,540	\$5,370	\$0
Ministry of Casual Living	\$7,350	\$5,000	\$3,000
Oak Bay Community Artists	\$16,500	\$16,500	\$8,000
Other Guys Theatre Company (the)	\$100,900	\$15,000	\$10,000
Ptarmigan Arts Society	\$10,800	\$5,000	\$5,000
Sidney & Peninsula Literary Society	\$28,400	\$2,500	\$2,500
Sing Your Joy	\$10,900	\$6,900	\$0
Via Choralis Performance Society	\$7,680	\$2,000	\$0
Victoria Baroque Players Society	\$38,700	\$7,500	\$5,000
Victoria Choral Society	\$35,500	\$7,000	\$1,000
Victoria Gilbert & Sullivan Society	\$63,390	\$10,000	\$5,000
Victoria Philharmonic Choir	\$47,925	\$5,000	\$3,000
VIVA Youth Choirs Society	\$6,900	\$2,500	\$2,000
William Head on Stage	\$60,835	\$20,535	\$12,000

Total: \$1,034,622 \$206,530 \$93,000

PROJECT GRANTS May 2018 - Recommendation Report

Ancient Music Society of Victoria

Project: The Evolution of Music

Start Date: Feb 20, 2019

Society reg: S-0060980

	REQUEST	REQUEST as % of Cash Revenue	GRANT Recm'd	Grant as % of Cash Revenue
	5,000	24.0	3,500	16.8

Previous Funding:

April 2017, \$500

Mandate

To promote an understanding and appreciation of the impact of pre-Baroque music of the European tradition on the development of Western music, through performance and education.

- To support the development of the talent, skills and knowledge of local performers or pre-Baroque music
- To build public appreciation and an audience for the performance of pre-Baroque music in Victoria, B.C. and its environs

Project Description

We will be partnering with the UVic Medieval Studies Program to jointly sponsor a one-day public conference on Feb 2, 2019. The Medieval Conference has been an annual event for over 30 years. Through the efforts of the Ancient Music Society of Victoria, the theme for the 2019 conference will be Music in the Middle Ages.

We are seeking funding, not for the conference, which will be funded through the Medieval Studies Program, but for a concert that will be marketed in conjunction with the conference. This concert will take place within 2 weeks of, and tie in with themes presented at the conference. It will take audience members on a musical journey through 500 years of this fascinating and crucial period in the development of Western Music. The program will start with the earliest forms of medieval music and illustrate, through live performance, how western music evolved into the musical lexicon that still forms the basis of 90% of the music performed today.

The concert will be hosted by local musician, scholar and popular ractonteur, Robert Holliston.

The tone will be accessible, entertaining and informative. The mandate of the Ancient Music Society of Victoria is to encourage the discovery, appreciation and performance of pre-Baroque music. We are delighted when people discover the music of this era for the first time; consequently what we present must be engaging for listeners who are not already aficionados.

Comments on the Recommendation

This proposal is being supported for the production of a concert that illustrates the development of Western Music and that will be marketed through a (related but not connected) conference called "The Medieval Conference".

PROJECT GRANTS May 2018 - Recommendation Report

BC Accordion & Tango Society

Project: World Accordion and Tango Festival

Start Date: Nov 10, 2018

Society reg: S0068301

REQUEST	REQUEST as % of Cash Revenue	GRANT Recm'd	Grant as % of Cash Revenue
15,000	6.5	0	0.0

Previous Funding:

New organization

Mandate

- To promote the beauty of accordion and tango music by organizing various events, but also through community outreach programs and workshops;
- To help coordinate activities of different accordion and tango clubs around the Province.

Project Description

With over 100 festivals organized every year, and diverse cultural, ethnic and artistic communities, Greater Victoria has become a centre of celebration year-around. In the last decade, two music festivals stood out for their high artistic profiles - Victoria International Accordion Festival and Victoria International Tango Festival. Due to unforeseen organizational issues, the Tango Festival had to "close the doors" a year ago. At the same time, the Victoria International Accordion Festival, running for 11 years and one of the largest accordion festivals in North America, made a bold move to expand by changing festival dates, concept and name, to become the World Accordion and Tango Festival. In this transitional year, as part of our festival being held on November 10-18, we will be hosting the 68th Trophee Mondial, the world's largest accordion event, also known as the World Accordion Championships. This fantastic event is held every year in a different country and this will be the first time ever in Canada. We were successful with our bid and were granted the honour to host the Trophee in Victoria, largely due to the huge success of the Coupe Mondiale 2013 (Accordion Olympics), another great accordion event, that we hosted in Victoria five years ago. From November 10-15, the world's best accordion soloists and ensembles will be showcasing their amazing talents, and in the evening concerts we will be presenting some of the most recognized accordion professionals from all over the world. During the second festival weekend (Nov 16-18), our program will shift into tango music, for another three days of world-class performances by some of the most passionate and accomplished tango musicians and dance couples, who will be presenting their skills in workshops, dance lessons and famous milongas. There will be over 200 performers in dozens of public concerts, workshops, dance nights, lectures, exhibitions, with over 50 hours of free programs as part of our community outreach mandate. Ticketed events will offer a reduced price for seniors and students and will be completely free of charge for kids 12 and under. At the same time, our programs are family friendly as we are providing opportunities for everyone to participate, regardless of age, gender, religion, ethnicity, etc. The concerts will include many local performers, such as Victoria Accordion Club, Jelena Milojevic, Orla Scott, Bucan Bucan, Aaron Watson Trio, Mary Ross-Klektau, Civic Orchestra of Victoria, Alive Tango, Tango Vita, alongside with some of the world's best accordion and tango performers.

The main venues are UVIC School of Music and Dave Dunnet Theatre but we will also be presenting programs at the First Metropolitan Church, Norway House, Edelweiss Club, White Eagle Polish Hall and several public spaces (malls, libraries, galleries) for free cameo performances, indoor and outdoor (weather permitted). The whole festival is unique, multicultural and of the highest artistic level, therefore a perfect fit for the off-season festival offerings in the CRD.

PROJECT GRANTS May 2018 - Recommendation Report

BC Accordion & Tango Society

REQUEST	Grant as
as %	%
of Cash	of Cash
Revenue	Revenue

Comments on the Recommendation

This organization is comprised of two previously funded organizations that folded and recombined to form a new one in October 2017. As such, it is a new applicant to project grants. The adjudication committee found the cash budget of \$232,000 and the expected revenue of \$165,000 from grant sources to be extremely ambitious for a first-time event and for an organization with only three board members. It is not recommended for support at this time.

PROJECT GRANTS May 2018 - Recommendation Report

Blue Bridge Repertory Theatre

Project: Sweeney Todd the Demon Barber

Start Date: July 11, 2018

Society reg: S-53845

REQUEST	REQUEST as % of Cash Revenue	GRANT Recm'd	Grant as % of Cash Revenue
10,000	11.0	0	0.0

Previous Funding:

May 2015, \$5000 (AC discretionary); Jan 2016, \$10,000, Jan 2017 \$0 (\$8,000 AAC rec'md was not approved by AC); April 2017, \$11,250; Jan 2018, \$5,000

Mandate

Blue Bridge Repertory Theatre or BBRT (legal name Blue Bridge Theatre Society) is a Victoria, BC based, incorporated, professional, non-profit theatre society that fosters community spirit and cultural awareness through play production and workshops and offers:

- The audiences of Greater Victoria and the CRD region a professional theatre company that focuses on the production of great plays from the past – the 'classics'.
 - Significant creative, production and management opportunities to emerging professional theatre artists wishing to pursue a career in the arts;
 - Opportunities for young actors, directors, writers, producers and other career professionals in this field to train for, participate in, and occupy major creative, production and administrative theatrical roles alongside some of Canada's most respected and established theatre artists;
- BBRT also provides the opportunity for these artists, both emerging and senior, to develop, exchange and experiment with new techniques and ideas in the theatre - particularly as these techniques and ideas relate to the production of those classic works drawn from the European and North American theatre traditions.

Project Description

Since its start in 2009, Blue Bridge Repertory Theatre (BBRT) has programmed a 'classic' musical as a part of its annual offerings. Heavily dependent on ticket sales and donations for its financial health, BBRT has determined that offering at least one 'marquee name' Broadway/London musical per season is vital to building audience engagement and loyalty. The creative challenge presented by this programming choice lies in the question of how to take shows conceived for huge production resources and to produce these with much smaller budgets without making them feel creatively diminished. As it did with past productions such as 2012's *Little Shop of Horrors*, 2013's *My Fair Lady* and 2015's *Cruel Tears/Lágrimas Cruelles*, BBRT's, BBRT's *Sweeney Todd* is designed to take on this challenge.

Re-uniting the veteran team of directors Brian Richmond, Don Horsburgh and Treena Stubel, *Sweeney Todd* will bring together a local, national and international team of 12 actor/musicians and 4 creative team members who will collaborate on building what they hope will be a new, and distinctive, vision of Sondheim's masterpiece. The veteran cast of 6 established performers will be rounded out by utilizing the talents of 6 emerging singer/actors drawn from Victoria's vibrant theatre and opera training programs. Furthering its mandate to offer opportunities to early career artists to work alongside some of Canada's most experienced and established artists, *Sweeney Todd* promises to unleash the same electric creative charge that has arisen in nearly 50 BBRT productions in the last 10 years.

Comments on the Recommendation

This organization received project funding at the January 2018 deadline and was a low priority for support given the limits to available funding.

PROJECT GRANTS May 2018 - Recommendation Report

Broken Rhythms

Project: Internal Rhythms & Community

Start Date: Mar 14, 2019

Society reg: S-0063584

	REQUEST	REQUEST as % of Cash Revenue	GRANT Recm'd	Grant as % of Cash Revenue
	15,350	61.8	7,350	29.6

Previous Funding:

May 2016, \$5,500; April 2017, \$7500

Mandate

Broken Rhythms is a Victoria-based dance company that was founded in 2011 under the artistic direction of Dyana Sonik-Henderson. The company was created to showcase rhythmical contemporary, a unique style created by Dyana Sonik-Henderson which combines jazz, contemporary, hip hop, and animalistic influences. The company incorporated as a non-profit in January of 2015 with a five person board of directors, with Patty Chop as Chair.

Broken Rhythms Victoria Society's overarching vision is:

- To create a society in Victoria, BC in which dancers are able to study and perform
- To support and encourage the local Victoria dance community
- To create opportunities for other local companies to showcase their work within Broken Rhythms shows
- To be involved with choreography mentorship programs with local high schools
- To be involved in community events (ie. pride parade, spoken word festival) supporting both the arts and overall Victoria community
- To partner with and collaborate with local theatre and dance groups on projects and performance opportunities
- To make dance accessible to the broader community in Victoria by making it affordable and by incorporating story lines that are relatable
- To showcase the unique style of Rhythmical Contemporary

Project Description

This grant request forms part of a contribution to the 2018 Season for Broken Rhythms. We are seeking support for the development and premiere of one of two full-length shows, as well as contribute towards supporting Broken Rhythms to create smaller works to be performed throughout the CRD. This request forms only part of the overall operating budget of Broken Rhythms and will be attributed to specific projects including the new full length show; *Internal Rhythms*.

The overarching objective of *Internal Rhythms* is to explore elements of alternative ways in which people live in and see the world reflected through their internal rhythms. This show speaks to the adage 'Walking to the beat of your own drum', and contemplates what that really means through movement. *Internal Rhythms* will be premiered in February 2019 at the Metro Theatre in Victoria.

As part of this project, we are also requesting support for us to develop smaller works that will be used when we are asked to perform with other organizations and companies in Victoria. During the 2017-2018 season, Broken Rhythms collaborated with more than 15 organizations, schools and foundations. Support for our dancers' time and studio space to this end will help us to be more available for these opportunities. This show encapsulates our mandate through; collaboration with other artists, accessibility to encourage a broad audience, and an opportunity for local dancers to engage in performance and training opportunities in dance, in addition to our ability to be of service to the arts community in whatever way possible.

Comments on the Recommendation

This proposal contains a large vision both for the organization itself and for the proposed project. It was seen to be worthy of support for the development of new work within the discipline of contemporary dance.

PROJECT GRANTS May 2018 - Recommendation Report

Caravan Stage Society

Project: Caravan Nomadic Tempest

Start Date: Aug 31, 2018

Society reg: XS0066401

REQUEST	REQUEST as % of Cash Revenue	GRANT Recm'd	Grant as % of Cash Revenue
10,000	13.6	0	0.0

Previous Funding:

Jan 2018, \$0;

Mandate

The Caravan Stage Society is incorporated in the Province of BC and incorporated Federally with the Canada Revenue Agency based in Victoria BC. Caravan Stage Society Mandate & Objectives are as follows:

**To promote interest in and the study of the arts generally and literature, drama, dance, music and video in particular.

**To advance knowledge and appreciation of and to stimulate interest in the culture and traditions of literature, drama, dance, music and video by readings, theatrical & dance performances, screenings and recitals and otherwise.

**To provide improved opportunities for artistic talents and to provide facilities for education and instruction in the arts.

Project Description

The Caravan Stage Company Capital Regional District Project is to produce Performance Events in Victoria and Sooke. This Caravan Project will present three free evening performances of Nomadic Tempest on August 31st and September 1st & 2nd 2018 in Sooke, and six free evening performances of Nomadic Tempest in Victoria from September 11th to 16th 2018. The shows in Sooke will be staged at the Park Isle Marina and in Victoria at the GVHA Marina/Enterprise Parking Lot at the foot of Fort Street ... the same site used by the Caravan in 2017.

Nomadic Tempest is an original creation of the Caravan with a full pallet of theatre, music, aerial dance, movement, video graphics, film animation and projections. The story-opera is the epic tale of climate refugees finding themselves on a planet in 2040 severely affected by climate change with their coastal city drowned by rising ocean waters. Nomadic Tempest is a metaphorical fable with the climate refugee characters symbolically represented by Monarch Butterflies, each played by an aerial artists, singing in four languages: Spanish, Punjabi, Mandarin, & Henquminem (Salish First Nations).

The Caravan Nomadic Tempest Project is in full harmony with the Caravan Society's Objectives & Mandate.

Comments on the Recommendation

This organization applied to the January deadline but was not funded. This application was, by and large, the same application. It was low on the funding priority as it was to support presentation of an existing production and there appeared to be little representation of locally based artists and board members.

PROJECT GRANTS May 2018 - Recommendation Report

Civic Orchestra of Victoria

Project: Concert with Accordion Soloists

Start Date: Nov 11, 2018

Society reg: S-0025501 RR001

REQUEST	REQUEST as % of Cash Revenue	GRANT Recm'd	Grant as % of Cash Revenue
3,000	26.8	2,000	17.9

Previous Funding:

Jan 2001, \$1000; Jan 2003, \$1500; May 2004, \$1500; Jan 2006, \$1500; Jan 2007, \$1500; May 2007, \$2500; May 2008, \$2000; Jan 2009, \$1,000; Jan 2010, \$1000; Jan 2011, \$2,000; Jan 2012, \$2,500; Jan 2013, \$1500; Jan 2014, \$1500; Jan 2015, \$1500; May 2016, \$3,000; April 2017, \$2,250

Mandate

The Civic Orchestra of Victoria is a volunteer organization dedicated to providing an opportunity for musicians of varying ages and abilities to perform a wide repertoire of orchestral music for supportive audiences in the Victoria and region.

Project Description

This concert will be the first of five concerts in the Orchestra's 2018-2019 season. The Music Director of the Civic Orchestra, Brian Wismath, has used his connections with the International Accordion and Tango Festival to secure a unique opportunity for the Orchestra to perform with professional accordion soloists. The concert will feature the Orchestra accompanying three internationally recognized accordion soloists performing: Impasse (Franck Angelis), The New Tomorrow (Bete Ilin), Adios Nonino, Libertango, Oblivion (Astor Piazzolla), and Flight of the Bumblebee (N. Rimsky-Korsakov). The orchestra will also perform Anton Dvorak's Symphony No. 9 (The New World). This collaboration will provide a valuable opportunity for the orchestra to expand their audience base as well as to learn and perform unique repertoire composed for orchestra and accordion.

All ticket revenues related to this concert will be equally shared between the Orchestra and the Festival. Expenses related to the Orchestra rehearsals in preparation for the performance (rehearsal venue, conductor fees, concert master fees, advertising, etc) and half of the performance venue cost will be the responsibility of the Civic Orchestra. Weekly rehearsals will start September 6, 2018. The tickets will be sold individually and as part of discounted Season Ticket packages. The Civic Orchestra also provides discounted tickets to seniors and students, and free tickets for children aged 12 and under (with an adult).

Comments on the Recommendation

This proposal is supported to fund the first of five concerts in the orchestra's 2018-2019 season.

PROJECT GRANTS May 2018 - Recommendation Report

Coastline Youth Music

Project: New Canadian Fiddle Arrangements

Start Date: Oct 2018

Society reg: S-0062519

	REQUEST as % of Cash Revenue	GRANT Recm'd	Grant as % of Cash Revenue	
	11,650	75.6	10,000	64.9

Previous Funding:

New Applicant

Mandate

- To preserve, promote and perform all types of fiddling, with a particular emphasis on Canadian styles.
- To provide a high level of musical training to talented youth.
- To provide professional experiences in the music industry by way of performance opportunities and collaborations, rehearsals and arranging music, organizing, studio recording, preparing for performances, media and stage performance training.
- To enable youth to develop confidence and self esteem by demonstrating their musical talents through community performances and presentations.
- To provide opportunity for our local and further reaching communities and organizations to enjoy the musical presentations of youth musicians.
- To provide musical training to youth in the community, irrespective of income level.

Project Description

For the past 4 years, Coastline has had many very successful ideas come to fruition, playing the traditional folk and fiddle styles from around the world. This year the focus is on our own country of Canada. Fiddle music is the 'traditional music' of our country and has been passed down orally for many generations. Because of Canada's size and multiculturalism, there are many incredible and different styles of music that are influenced by the history, culture, geography and traditions. It is important to learn and share our culture and fiddle history in order to keep it alive and continue to pass it on for generations to come. It is also important to continually grow and push boundaries musically and technically.

Coastline Youth Music Society would like to commission Ivonne Hernandez to select 10 to 12 tunes or sets of tunes from all parts of Canada and arrange these eclectic pieces with the assistance of 3 local traditional musicians who are fluent in these Canadiana styles. Coastline will have 16 rehearsals and a public concert with Ivonne and the other musicians. This request aligns with the society's mandate to preserve, promote and perform traditional Canadian style fiddle music.

Comments on the Recommendation

First-time applicant. This application is supported to fund mentorship for young musicians and the necessary rehearsals leading to a public concert of new and curated work, featuring young fiddlers playing Canadian influenced fiddle music.

PROJECT GRANTS May 2018 - Recommendation Report

Emily Carr String Quartet

Project: Music in a Time of War

Start Date: Oct 25, 2018

Society reg: S-0020028

	REQUEST	REQUEST as % of Cash Revenue	GRANT Recm'd	Grant as % of Cash Revenue
	3,150	34.4	3,150	34.4

Previous Funding:

May 2013, \$3,400; Jan 2014, \$3745; Jan 2015, \$3100; May 2015, \$0; Jan 2016, \$2,600; Jan 2017, \$2000

Mandate

The mandate of the Emily Carr String Quartet Society is to support the Emily Carr String Quartet in the promotion, performance and recording of the string quartet repertoire from classical to contemporary. The ECSQ Society also provides assistance with the commissioning of new Canadian compositions and collaborations with distinguished artists.

Project Description

The ECSQ Society is excited to present the Emily Carr String Quartet in its Main Series concerts "Music in a Time of War" featuring works from the First and Second World Wars . Commemorating the 100th Anniversary of the end of WW1, the ECSQ will performs Sir Edward Elgar's masterful quartet, along with Bartok's dramatic Second quartet and Suk's Mediation on St. Wenceslas Oct. 25 and 28 at St. John the Divine in Victoria and St. Mary's Metchosin.

Feb. 27 and Mar. 3 2019, the ECSQ will focus on music of the WW2 with performances of Barber's Adagio, Weinberg's stunning Quartet No.4 and Shostakovich's powerhouse Quartet #3. Concerts will be at St. John the Divine and St. Mary's Metchosin.

To fulfill the mandate of the ECSQ Society, we are pleased to bring concerts of the highest caliber to the CRD in this our 13th Season. The ECSQ Society seeks support in the production of this event, showcasing the talents of artists in our community and furthering the development of the string quartet art form. The ECSQ consistently draws upwards of 140 patrons to its Main Series concerts. With the assistance of the CRD we believe we can increase advertising and exposure and draw many more patrons to this diverse and exciting event.

The concerts will be free to all students to encourage them to explore chamber music and to inspire them to participate in classical music.

Comments on the Recommendation

This proposal is supported for the production of "Music in a Time of War" featuring works from the first and second world wars and commemorating the 100th anniversary of the end of World War I.

PROJECT GRANTS May 2018 - Recommendation Report

Greater Victoria Danceworks

Project: Danceworks Performance Festival

Start Date: April 2019

Society reg: 140946534RR000

REQUEST	REQUEST as % of Cash Revenue	GRANT Recm'd	Grant as % of Cash Revenue
7,075	16.6	0	0.0

Previous Funding:

May 2006, \$4000; Jan 2009, \$0

Mandate

Victoria DanceWorks celebrates dance and dancers by offering opportunities for artistic development, training and public performances and by fostering a community of local dancers and dance enthusiasts.

Project Description

The Victoria DanceWorks Festival Dance in Performance provides a collaborative, cooperative learning and performance opportunity in a festival setting. The personal growth and development of each individual is paramount. While the location of the Festival is in Greater Victoria, it is open to anyone regardless of where they live and there are many participants from other parts of Vancouver Island and the lower mainland.

Master Classes and Live Performance events are offered to students in three age groups

Level One: 10 to 12 years

Level Two: 13 to 15 years

Level Three: 16 years and up

Class disciplines offered are: Ballet, Contemporary, Jazz, Tap, Musical Theatre and Street dance styles. A dance specialist is retained for each discipline.

A special designation within the Performance event is focused on Young Choreographers and Teachers encouraging first time teachers and creators to try their hand at preparing new works in a supportive and nurturing environment. It is hoped that this will encourage young teachers and creators to participate and also recognizes that it is the creator that is being assessed.

Comments on the Recommendation

This application is not recommended for support. Modeled on performing arts festivals, a significant portion of the proposed activities are not eligible for support. These ineligible activities include master classes and adjudications and evaluations of student performances.

PROJECT GRANTS May 2018 - Recommendation Report

India Canada Cultural Assn of Victoria

Project: 9th Annual Victoria India Mela

Start Date: Aug 24, 2018

Society reg: S-34911

	REQUEST	REQUEST as % of Cash Revenue	GRANT Recm'd	Grant as % of Cash Revenue
	10,000	20.3	5,000	10.2

Previous Funding:

May 2011, \$6,500; May 2013, \$6,500; Jan 2015, \$5000; May 2016, \$5,000; April 2017, \$0

Mandate

The ICCA's mandate is to promote social and cultural understanding in the Greater Victoria area through social, artistic, and cultural activities in the community. The ICCA sponsors, participates in, and organizes volunteer driven arts and culture events to create more healthy, diverse and vibrant communities in the Capital Region. ICCA's mandate includes an objective to build stronger and more cohesive communities by planning and delivering its projects through volunteers from every age and cultural group in the Capital Region. With an emphasis on increasing youth and senior participation in community events, ICCA's delivery of arts programs is open to any volunteer of all ages and ethnic backgrounds.

Using arts and culture, the ICCA is tasked with raising awareness about Indian arts, culture music, spirituality, language, fashion and food. Mutual support and cooperation with other local organizations and cultural groups to assist in this purpose is also part of the ICCA mandate.

ICCA is an established organizer and supporter of the Capital region's arts and heritage community festivals and events. ICCA also plans and delivers various arts and culture projects for youth and seniors from all cultures. ICCA's mandate requires that every venue for its various projects is based in the Capital Region. ICCA strives to create new projects every year, alongside its flagship events, in an effort to develop programs that meet changing needs of the area.

Project Description

The Mela is a 3-day vibrant, fully accessible celebration of life. Victoria Centennial square is transformed, including 40 pavilions and kiosks, 200 volunteers, 400 multi-cultural artists, artisans, heritage performers, the majority of which are from the CRD. Unique arts, crafts and culture from the CRD are showcased throughout. The Mela is ICCA's flagship event in delivery its mandate to promote local social and cultural understanding and awareness for local arts:

Support local arts awareness - met through three days of non-stop diverse arts and cultural performances.

Audience participation is encouraged through many segments. First Nations lead blessings and storytelling. CRD artists, artisans and heritage performers are featured in all promotional materials.

Inclusion of multicultural youth and seniors in local community activities - achieved by involving these groups at every stage of event delivery. The festival has become a rite of passage for local youth, who gain the opportunity to perform alongside professional artists and performers. The volunteer-based planning and delivery of the festival means lifelong intercultural bonds are formed between families in the region.

Fostering mutual community support -- met through a network of established partners (e.g. Chinese Benevolent Society; Immigrant and Refugee Centre; and Khalsa Diwan Society). Community ties are featured in regional newspaper, radio station and television, reaching an audience of 300,000.

Comments on the Recommendation

This application is supported for the 3 day " Mela" an arts and cultural festival that is produced as an intercultural arts Festival. The level of support recommended is reflective of other financial resources available to the organization.

PROJECT GRANTS May 2018 - Recommendation Report

Integrate Art Society

Project: 12th Annual Integrate Arts Festival

Start Date: Aug 24, 2018

Society reg: S-0059807

	REQUEST as % of Cash Revenue	GRANT Recm'd	Grant as % of Cash Revenue	
	5,500	22.0	5,500	22.0

Previous Funding:

May 2013, \$4,500; May 2014, \$5000; May 2015, \$3,000; May 2016, \$5,000; April 2017, \$2,090

Mandate

The mandate of the Integrate Art Society is to enhance the provincial and national awareness of the thriving arts community in Victoria, British Columbia. Through the Integrate Arts Festival, the Integrate Art Society will develop a unified creative collective, which is comprised of local artists, museums, artist-run centres, and public and commercial art galleries. By combining these forces and advertising as one, Victoria will gain a celebrated reputation as an arts destination. The purpose of the Integrate Arts Festival is to inspire the community, and to strengthen the presence and awareness of the arts in Victoria.

Project Description

The Integrate Arts Festival is a free three day celebration of Victoria's thriving cultural community over the weekend of Aug 24-26, 2018. The festival brings together approximately 20 art organizations, galleries, and performance venues through an art crawl. The festival will feature interactive programming to connect the multiple locations, encouraging exploration of the city while offering audiences fun, hands-on experiences. The headquarters this year will be at the Bay Centre, which serves as the central information hub and a pop-up gallery venue. The exhibit will highlight approximately 15 artists from around the CRD. The festival increases visibility and professional experience for local emerging artists while engaging the general public in creativity and artistic practice. This allows Integrate to uphold its mandate to strengthen the presence and awareness of arts in Victoria. This year, Integrate will continue to pursue participation from underrepresented communities, including those who are Indigenous, queer or genderqueer, have disabilities, or are individuals of colour. It is more important than ever to support these artists as they are more likely to be excluded due to the continuation of colonization, racism, and prejudice. Integrate will attempt to increase representing these artists through direct call outs to organizations like the Inter-Cultural Association of Greater Victoria, the Victoria Native Friendship Centre, & the Victoria Disability Resource Centre.

Comments on the Recommendation

This small organization is supported for the Integrate Arts Festival. The festival features arts organizations, galleries and performance venues in an art crawl that includes many underrepresented communities.

PROJECT GRANTS May 2018 - Recommendation Report

Metchosin Arts & Culture Centre Assn (MACCA)

Project: 1st Annual Metchosin Art Centre Open

Start Date: July 15, 2018

Society reg: S-0053014

	REQUEST	REQUEST as % of Cash Revenue	GRANT Recm'd	Grant as % of Cash Revenue
	5,370	118.3	0	0.0

Previous Funding:

Jan 2012, \$5,000

Mandate

- To provide suitable facilities and programs for the arts and cultural community in Metchosin.
- To provide studio, workshop, display and exhibition space, in an environment conducive to the creation and display of artistic and cultural endeavours.
- To provide educational opportunities through workshops, lectures and hands-on activities.

Project Description

The old Metchosin Elementary School was purchased in late 2017 by the District of Metchosin. The newer portion of the school, that was not already in use as the Metchosin Arts & Cultural Centre, is being rented to various small entrepreneurs at commercial rates.

We plan to hold a half-day open house for the entire facility (in partnership with the District of Metchosin). Opening the facility will allow Metchosin residents and visitors to see what is being done with the old school in general, and allow tenants of the art centre to share their art/crafts/music. Tenants of the commercial part of the building will be encouraged to open their spaces also. Other local artists will be invited to participate, including musicians. There will be activities for children, food and beverages.

Comments on the Recommendation

This application is not recommended for support. Although the budget noted payment of musicians as part of the activities, the primary purpose of the proposal was to fund an open house intended to market the resources of the facility.

PROJECT GRANTS May 2018 - Recommendation Report

Ministry of Casual Living

Project: Exploring place in Esquimalt Industrial

Start Date: July 1, 2018

Society reg: S-0047135

	REQUEST	REQUEST as % of Cash Revenue	GRANT Recm'd	Grant as % of Cash Revenue
	5,000	68.0	3,000	40.8

Previous Funding:

January 2005, \$1600; May 2007, \$1000; Jan 2010, \$1700; Jan 2011, \$3,000; Jan 2013, \$0; May 2013, \$0; May 2014, \$3,000; May 2015, \$0; Jan 2016, \$2,000; Jan 2017, \$2000

Mandate

The Ministry of Casual Living (MoCL) is an artist-run centre located at 858 Devonshire Road. We provide artists from all disciplines with venues for experimentation, production and presentation. MoCL is committed to promoting critical, self reflective discourse, and integrating the artistic process into all aspects of everyday life.

Project Description

Present three projects exploring ideas of place by activating gallery and neighbourhood, July-October 2018

Project 1 - Friday night film screenings in July and August with live music in bicycle, drive-up theatre, featuring curated works exploring themes of the Surreal, Personal Interplay and (inter)Connections. Curators Emma Holland & Jameel Mulani will mix classic art films such as Maya Deren's "Meshes Of The Afternoon," accompanied by a live musical soundtrack, with works by local film and video artists.

Project 2 - BOXCARS Artist Collective presents new body of work in September as exhibition that responds to the Esquimalt Industrial Park neighbourhood of the Devonshire gallery. Interested in the long history of light industrial, residential and green space of the area, the collective are excited to explore and recreate interpretations of this place in a variety of visual artist mediums.

Project 3 - Visiting artist Sylvia Ringer presents an exhibition of new paintings and other works developed during her "Bonnie McComb Kreye Studio Residency." While visiting from Berlin, Germany. in October, Sylvia will coordinate presentations in the Ministry's Devonshire gallery and Odeon window space. The artist will also participate in an artist talk and other public engagement events.

Comments on the Recommendation

This organization is supported for its visual art presentations and exhibitions. There is some evidence that it could use assistance in developing internal capacity in order to develop audience.

PROJECT GRANTS May 2018 - Recommendation Report

Oak Bay Community Artists

Project: Bowker Creek Corridor Collaborative

Start Date: Aug 2018

Society reg: S-0048954

	REQUEST	REQUEST as % of Cash Revenue	GRANT Recm'd	Grant as % of Cash Revenue
	16,500	100.0	8,000	48.5

Previous Funding:

Jan 2006, \$1000; Jan 2007, \$0; May 2011, \$2000

Mandate

To encourage and support new and established artists in Oak Bay in promoting visual arts awareness in the Capital Regional District. We create opportunities for our members, as well as guest and celebrity artists, to exhibit work locally and regionally through art events and projects in the community.

Project Description

The objective of the Bowker Creek Corridor Collaborative Mural is to beautify a drab wall by incorporating multiple layers of community collaborative art into a mural. The mural site is the Oak Bay Public Works Yard building wall, overlooking the Oak Bay High School track. This large wall (6,250 square feet) would benefit from a mural, adding colour and vibrancy, and deterring graffiti tagging. The mural theme relates to connectivity and flow of Bowker Creek, which borders the other side of the High School track. The project lead is Luke Ramsay, an experienced local mural artist. There will be a focus on engaging community participation during Oak Bay Arts & Culture Fortnight (August 9-23, 2018). Various mediums will be onsite including latex paint, spray paint, and child-friendly paint. For the month of August, the wall becomes an opportunity for emerging artists from Oak Bay and surrounding areas to experiment with mural making, working alongside Luke on pre-determined collaboration days. A few other experienced artists will be invited to work alongside the process. Luke will add cohesion and form to community art for a finished mural in September/October. This project contributes to our mandate by supporting local emerging and established artists through a community-based arts project that would create a strong, lasting, and public visual art presence in Oak Bay, and near the site of the annual Bowker Creek Brush-Up Art Show.

Comments on the Recommendation

This proposal is supported for a large mural work that will involve both professional and emerging artists. The request was for 100% of projected revenues and the recommendation is for approximately 50% of the request. For a mural on a municipally owned wall some local government support may be expected as with the possibility of in-kind support for materials such as paint and scaffolding.

PROJECT GRANTS May 2018 - Recommendation Report

Other Guys Theatre Company (the)

Project: I Walked the Line

Start Date: Oct 22, 2018

Society reg: S-41587

	REQUEST	REQUEST as % of Cash Revenue	GRANT Recm'd	Grant as % of Cash Revenue
	15,000	14.9	10,000	9.9

Previous Funding:

June 2000, \$1550; June 2001, \$2000; Jan 2002, \$2500; May 2003, \$7500; May 2004, \$5000; Jan 2006 \$7500 deferred to May 2006; May 2007, \$7500; May 2008, \$4000; Jan 2010, \$7000; Jan 2011, \$4,000; Jan 2012, \$7,000; Jan 2013, \$8,000; May 2014, \$12,000; May 2015, \$12,000; April 2017, \$11,250

Mandate

To produce theatre in unexpected and surprising ways; to produce theatre that reflects this community and provide opportunities for artists and practitioners; to give emphases to first and second productions of local writers; and to enjoy the process.

Project Description

I Walked The Line - a play about principles, strikes, women and solidarity. Two years ago, senior actor/playwright Allan Morgan, found himself in a new role in his new job - working along side striking Nurse Admin workers who were locked out by their own Union. His observations and writings of this event have led him to multiple interviews of the workers and insight into unionism, fairness and social activism. This piece will be underscored by Composter and OGT Musical Director, Tobin Stokes. His play reflects dedication to producing professional, original stories with strong musical elements. The mandate challenges us to explore various and unexpected musical styles and stories.

Comments on the Recommendation

This proposal is supported for the production of a new, original musical play.

PROJECT GRANTS May 2018 - Recommendation Report

Ptarmigan Arts Society

Project: Pender Island Short Film Festival

Start Date: Jan 1, 2019

Society reg: S-27094

REQUEST	REQUEST as % of Cash Revenue	GRANT Recm'd	Grant as % of Cash Revenue
5,000	46.3	5,000	46.3

Previous Funding:

New applicant

Mandate

Ptarmigan Arts is a charitable arts organization that delivers community arts programs. It has been in existence for 27 years and has a solid track record of coordinating and delivering successful, innovative and inspirational artistic programming in the community. Ptarmigan works to ensure its educational programs are accessible to all and runs programs for people of all ages including those challenged by barriers of all varieties. Clients have included schools, community groups, seniors' centers, homeless shelters, and facilities that serve clients with disabilities/ disadvantages.

Mission Statement: Ptarmigan's purpose is to provide creative opportunities for our island communities through education and engagement in the arts. Vision Statement: Ptarmigan is an integral part of the community and a valued community leader. We nurture creativity in our island communities by providing creative artistic opportunities to emerging and established artists, community members of all ages and island visitors.

Core values: 1) We believe the arts are essential to a vibrant and healthy community; 2) we believe the arts should include a diverse variety of artistic disciplines and creative expressions; 3) We are dedicated to inclusivity and believe it is imperative that creative opportunities should be available to everyone regardless of geographic, socio-economic or health-related barriers; 4) We value artistic excellence and integrity in initiatives that we provide or sponsor.

Project Description

In 2019, Ptarmigan aims to expand our annual Pender Island Short Film Festival to include Mayne, Galiano and Saturna Islands. This project is a perfect fit with Ptarmigan's mandate, as it provides creative and professional quality arts opportunities for islanders of all ages, backgrounds and skill levels. It also fits our mandate of providing creative opportunities to underserved communities, as the smaller islands are less served by arts programs than is Pender Island. We aim to build relationships that support and strengthen participation in the arts among a broad base of community members on all 4 islands.

We envision sending a project coordinator to Mayne, Galiano, Pender and Saturna Islands to connect with key community groups, and, via "town hall meetings", extend invitations to the community to participate in the film festival and the film making workshops that precede the festival. We will endeavour to hold the workshops at a time that works with the ferry schedule, and where this is not possible, overnight billets will be facilitated.

On Pender, we will hold two weekend-long workshops where professional film makers teach all aspects of the craft of film making. The goal of the weekend workshops is to take films from start to finish, from the germ of an idea to the finished product, in the course of 2 days. Adults and youth participating in the sessions will showcase their movies at the Pender Island Short Film Festival to be held in April 2019.

Comments on the Recommendation

First-time applicant. This proposal is to support a film festival to engage and expand the reach of the festival to three other islands in the SGI. The event engages both adults and youth.

PROJECT GRANTS May 2018 - Recommendation Report

Sidney & Peninsula Literary Society

Project: Sidney and Peninsula Literary Festival

Start Date: April 12, 2019

Society reg: S0063359

	REQUEST	REQUEST as % of Cash Revenue	GRANT Recm'd	Grant as % of Cash Revenue
	2,500	8.8	2,500	8.8

Previous Funding:

Feb 2015, IDEA Grant \$2,000; April 2017, \$1875

Mandate

1. To celebrate and promote the written word by bringing the community into contact with writers of a variety of genres.
2. To celebrate and promote established and emerging local authors and those from elsewhere in Canada.
3. To nurture creative writing and an interest in the written word, in youth and adults by providing workshops given by authors.
4. To ensure that literary festivals continue to be part of the arts culture on the Peninsula.

Project Description

Our project, the 2019 Sidney and Peninsula Literary Festival, will attract 14 authors to read from and talk about their work in a variety of sessions including readings, interviews and panel discussions. We will again host our Breakfast with the Authors at which participants are seated with the authors and have the opportunity for small one-on-one discussions with authors. Writing workshops for both youth and adults will be offered by experienced, well-known authors who write in a variety of genres. Our opening event will combine readings, a discussion and music. At this point we have chosen a list of authors to invite to the Festival and are in the process of contacting publishers. Our wish list includes Rupi Kaur, Elizabeth Hay, Gurjinder Basran, Eden Robinson, Linden McIntyre, Mark Sakamoto, Esi Edugyan, Carleigh Baker, Kathy Page, Ivan Coyote, CC Humphries, and Davd Chariandy.

Comments on the Recommendation

The recommendation supports the activities and production of one of the only literary festivals in the Capital Region.

PROJECT GRANTS May 2018 - Recommendation Report

Sing Your Joy

Project: A Choral Conspiracy

Start Date: Feb 2019

Society reg: 5-0060298

REQUEST	REQUEST as % of Cash Revenue	GRANT Recm'd	Grant as % of Cash Revenue
6,900	63.3	0	0.0

Previous Funding:

New Applicant

Mandate

We organize and sponsor Victoria's only non-auditioned, accessible, no-cost performing chorus for youth and young adults ages 16-29. Our purposes are to provide a supportive musical community for young people who might face financial and social challenges in other community choral groups, to perform a broad repertoire of contemporary music for community audiences, and to promote life-long musical options for young people after they leave high school. SingYourJoy has an active social media following, and promotional information on our website.

Project Description

The proposed project would allow SingYourJoy to produce a special community concert performance featuring a mix of very different choral styles offered by some of the many wonderful community choirs in Victoria. The purpose of the event would be to promote life-long choral singing in the Victoria region, and to allow audiences for each of the different choirs to gain an appreciation for the diversity of choral music and performance in the community. The proposed event would take the form of an afternoon or evening concert in a suitable venue featuring up to 5 diverse community choirs from the Victoria region, each performing approximately 3 pieces from their repertoire, and then 2 massed choral pieces featuring the entire group of performers. This would allow each choir to perform before an audience that included regular supporters and others new to their music. Ticket prices would be modest to ensure accessibility to a broad audience, and any excess revenues from ticket sales would be shared equally among the participating choirs. SYJ would recruit the choirs, plan the program with collaborating choir directors, book the venue and supporting musicians, handle promotion and ticketing, and host the event. This event complements our organization's mandate by encouraging life-long singing, and exposes SYJ choristers to a range of choral performance to build their skills and choral music appreciation.

Comments on the Recommendation

First-time applicant. This proposal is not recommended for support. The proposal was to promote community choirs in a joint concert however none of the suggested participants appeared to have been contacted or had contributed their support to the application. In addition there was no evidence provided that the vibrant choral scene in the Capital Region was demanding of such an event.

PROJECT GRANTS May 2018 - Recommendation Report

Via Choralis Performance Society

Project: Handel's Messiah

Start Date: Dec 1, 2018

Society reg: S-0044171

	REQUEST	REQUEST as % of Cash Revenue	GRANT Recm'd	Grant as % of Cash Revenue
	2,000	26.0	<input type="text" value="0"/>	0.0

Previous Funding:

May 2010, \$3,000; May 2011, \$2000; May 2012, \$3,500; May 2014, \$3,500; May 2015, \$3,500; May 2016, \$3,000; Jan 2018, \$1000

Mandate

VIA CHORALIS PERFORMANCE SOCIETY strives to enrich lives and cultivate community through choral music.

To achieve this, we:

- invite members of the community to join us in weekly rehearsal and seasonal concerts.
- deliver high quality choral music to the community through performance of public concerts and outreach events.
- encourage performance of contemporary Canadian compositions as well as a wide range of choral music, classical to modern.
- provide opportunities for music students and young professional performers to participate in our various musical and performance-related programmes, thereby ensuring the vitality of choral music for future generations.

Project Description

Via Choralis Performance Society is continuing performance in 2018-2019 as a high-quality Arts & Culture organization drawing singers from the CRD to collaborate in musically and intellectually interesting concerts. The project, to take place in Sooke, Langford and Sidney, providing a performance and musical educational opportunity to four young vocalists who will perform as soloists, in addition to collaborating with the Sooke Philharmonic Orchestra and Chorus. The project focuses on a complete performance of George Frederick Handel's "Messiah". The last presentation of this work on the Saanich Peninsula was 2014, by Via Choralis. Via Choralis is responsible for the reasonable production costs of the Sidney performance. We would retain 100% of the revenues. This will be the Society's second concert of the performance season and the anchor concert of our season. The performance dates are: Dec 1, in Sooke, Dec 2 in Langford and December 9 in Sidney.

Comments on the Recommendation

This organization received project funding at the January 2018 deadline and was a low priority for support given the limits to available funding.

PROJECT GRANTS May 2018 - Recommendation Report

Victoria Baroque Players Society

Project: Joy, Passion, Metamorphosis-

Start Date: Jan 9, 2019

Society reg: S-0060424

REQUEST	REQUEST as % of Cash Revenue	GRANT Recm'd	Grant as % of Cash Revenue
7,500	19.4	5,000	12.9

Previous Funding:

May 2013, \$5,000; May 2014, \$6,000; May 2015, \$3,500; April 2017, \$5250

Mandate

The purposes of the Victoria Baroque Music Society are:

- To advance the public's appreciation of the arts by providing high-quality artistic performances of Baroque music and associated music forms;
- To advance education by providing instructional seminars, workshops and lectures on Baroque music and associated music forms; and
- To undertake activities ancillary and incidental to the attainment of the aforementioned charitable purpose.

Mission

Victoria Baroque Music Society [VBMS] presents and produces concerts under the name 'Victoria Baroque' [VB] (previously 'Victoria Baroque Players'). VBMS's mission is to present high-quality, stylistic and exciting performances of baroque music, played on period instruments and, as much as possible, using the abundance of local talent. Performances and outreach activities aim to develop and educate emerging artists and audiences in historically-informed music performance.

Project Description

In "Joy, Passion, Metamorphosis", Victoria Baroque and renowned British harpsichordist Steven Devine perform a program of Handel's orchestral and vocal works in Victoria, Nanaimo, and Salt Spring Island in January 2019. This project builds on the highly successful collaboration between Devine and the VB in 2016 and 2017. In addition to the public concerts in three communities, the project will include an educational concert at Glenlyon-Norfolk School, a baroque performance workshop with the Greater Victoria Youth Orchestra, and a baroque vocal performance practice coaching opportunity for voice students at the Victoria Conservatory of Music.

The central piece in the program is Handel's Secular Cantata "Apollo e Daphne", a rare musical gem in its use of the instruments as equal partners with the voices in the drama.

The vocal soloists are Victoria-based baritone Nathan McDonald and British soprano and early music specialist Kate Semmens. As duo partners in Europe, Devine and Semmens have a long history of working together, including recording two CDs; bringing their expertise to Vancouver Island will undoubtedly result in exciting and dynamic performances.

The concerts and educational opportunities of this project are direct realizations of our mandate. This collaborative partnership will contribute to the artistic development and mission of the VBMS. This funding request is based on the project's potential to add to the VBMS's already significant accomplishments.

Comments on the Recommendation

This organization is being supported for the costs of a production featuring Handel's orchestral and vocal works. The recommendation is intended to support the Victoria event, not those produced in Nanaimo or on Salt Spring Island.

PROJECT GRANTS May 2018 - Recommendation Report

Victoria Choral Society

Project: Magnificat & Arvo Part's Adam's Lament

Start Date: Nov 2, 2018

Society reg: S-8041

	REQUEST	REQUEST as % of Cash Revenue	GRANT Recm'd	Grant as % of Cash Revenue
	7,000	19.7	1,000	2.8

Previous Funding:

May 2009, \$8020, Jan 2011 \$7,500; Jan 2013, \$0; May 2014, \$7,500; May 2015, \$6,500; May 2016, \$6,500; Jan 2017, \$4000; April 2017, \$0

Mandate

The purposes of the Society are:

- (a) to excel in the performance of classical and contemporary choral works;
- (b) to promote a high standard of musical performance;
- (c) to provide innovative development opportunities to young local artists; and
- (d) to inspire joy and passion for choral music in our community.

The Victoria Choral Society, now in its 83 year, is an important part of Victoria's musical history and choral music tradition. VCS performs the choral masterworks of western civilization building a long-standing reputation for excellence. By working closely with local musicians and collaborating with other arts organizations in the CRD, we provide the opportunity for both amateur and professional musicians to engage the community in experiences that foster and create interest, love, and passion for choral music.

To this end, we focus on developing VCS members' musical expertise, encouraging young choristers, and preparing public performances of major choral works by:

Developing members' skills through weekly rehearsals, additional learning and practice sessions within the individual sections, and workshops on singing technique;

Encouraging youth to participate in choral music performances and appreciation through our fee subsidy program and subsidized tickets;

Delighting Victoria audiences with concerts of favorite classical choral works and occasionally new composers' compositions. We collaborate with local soloists and instrumentalists in presenting our concerts.

These objectives are part of the larger goal of inspiring joy and passion for choral music in our community.

Project Description

In keeping with all four purposes of our mandate (as listed above) VCS will self-produce an ambitious concert on Friday, November 2, 2018, at University of Victoria's Farquhar Auditorium. The concert will feature J.S. Bach's Magnificat performed by VCS with 5 soloists and a 29 person orchestra, Arvo Part's "Adam's Lament" performed by guest artist Vax Humana Chamber Choir with orchestra, and Knut Nystedt's "Immortal Bach" performed by VCS, Vax Humana Chamber Choir and orchestra, combined.

This performance will be the second time in 83 years that the VCS has performed Bach's Magnificat, the last time being in 2007. Written in 1733, Magnificat is one of Bach's most celebrated and performed choral works, scored for orchestra, soloists, and five-voice choir, and sung in church latin.

This performance will mark the first performance of Arvo Part's Adam's Lament in British Columbia and the second performance in Canada. Written in 2009, Part's Adam's Lament is about the fall of Adam, representing "humankind In its entirety and each individual person alike." It is sung in Church Slavonic and scored for advance chamber choir and string orchestra.

In addition to providing a historic opportunity for Victoria audiences to hear two contrasting and rarely performed works, the project will also benefit the local music community, as VCS will be hiring 29 instrumentalists and five soloists. This will provide a fantastic opportunity for these performers to gain valuable experience and advance their careers. In addition, VCS will reach out to youth, unwaged people, and community groups through complimentary or reduced-cost tickets.

Comments on the Recommendation

This organization received high marks for internal capacity and programming however was a low priority for funding due to significant unrestricted cash and reserves. \$1000 is recommended to indicate support for this organization's activities.

PROJECT GRANTS May 2018 - Recommendation Report

Victoria Gilbert & Sullivan Society

Project: The Mikado

Start Date: Nov 2, 2018

Society reg: S-0018513

	REQUEST	REQUEST as % of Cash Revenue	GRANT Recm'd	Grant as % of Cash Revenue
	10,000	15.8	5,000	7.9

Previous Funding:

Jan 2006, \$2500; Jan 2007, \$4000; Jan 2008, \$3000; Jan 2009, 2,500; Jan 2010, \$2,500; Jan 2011, \$2,500; Jan 2012, \$3500; Jan 2013, \$5,000, Jan 2014, \$3000; Jan 2015, 0; April 2017, \$3,000

Mandate

The purposes of the society are:

- to act as a promoter of the arts in Victoria;
- to encourage amateur talent to develop further by offering scholarships for musical education; 2.3 to provide a training ground in arts management and board participation;
- to provide grants and donations to other societies and festivals within the city; and
- to promote the work of Gilbert and Sullivan by:
 - producing operettas and other public entertainment;
 - cooperating with other societies and groups having similar objectives; and
 - such other programs as are consistent with these objectives.

Project Description

We are requesting support to produce The Mikado, probably the best-known Gilbert and Sullivan operetta, but one which is considered now to have aged poorly, due to the orientalist approach with which it was originally written. This production will use (with permission and license) a framing prologue developed by the New York Gilbert and Sullivan Society, which contextualizes the Japanese references in a historically accurate manner, dramatizing the way in which an exposition of Japanese art and artefacts affected Gilbert and Sullivan and inspired the creation of the show. This will be the first production to use the prologue since it was developed and produced by the NYGASS. The costuming will reflect the framing, using Victorian styling combined with fantastical elements of Japanese art. This production will revitalize The Mikado, providing a stage for over 50 singers, set designers, costumers, theatre management volunteers and others, and will provide music lovers in Victoria with a fresh look at a beloved classic.

Comments on the Recommendation

This proposal is being supported for a production of Gilbert & Sullivan's "The Mikado" that recontextualizes problematic historical Japanese references that have emerged over time (see project description).

PROJECT GRANTS May 2018 - Recommendation Report

Victoria Philharmonic Choir

Project: Spring 2019 Bach St. Matthew Passion

Start Date: April 20, 2019

Society reg: S-49811

REQUEST	REQUEST as % of Cash Revenue	GRANT Recm'd	Grant as % of Cash Revenue
5,000	10.4	3,000	6.3

Previous Funding:

Jan 2007, \$10,000; Jan 2011, \$0; Jan 2012, \$7000; Jan 2013, \$6000, Jan 2014, \$4000; Jan 2015, \$6500; Jan 2016, \$5,000; April 2017, \$1500

Mandate

The Victoria Philharmonic Choir's (VPC) mandate is to provide the Victoria and Capital Region with performances of choral music of the highest attainable standard. Our mission is to draw together serious amateur singers who are eager to continually develop their vocal talents, to create fulfilling concert seasons for a growing and increasingly well informed local audience, to offer educational programs and workshops in choral and performance technique, and to develop and educate future generations of choral singers and audiences who are appreciative of choral arts. A byproduct of VPC's endeavours is contributing considerably to BC's creative economy, providing hundreds of employment opportunities to local, regional, national and internationally renowned professionals over its 12 seasons of concert projects. Peter Butterfield, an internationally experienced tenor soloist and conductor, was appointed Music Director in 2009. He has used his skills in vocal training and performance technique to develop the choir's abilities to perform complex, professional productions with the support of both established and emerging solo artists and local/regional orchestral professionals, a cadre of dedicated volunteers and a strong society Board. VPC is one of only a few choirs in the Capital Region self-producing fully orchestrated performances of seminal works from the choral canon that audiences infrequently have the opportunity to experience live.

Project Description

VPC seeks CRD's financial support of \$5000 for an April 20, 2019 concert of Johann Sebastian Bach's St. Matthew Passion. It was first performed on Good Friday in 1727 in Leipzig, and then in 1736 with revisions, the last time anyone outside Leipzig heard it again for nearly a century. Bach's deep spiritual beliefs infuse every note of his sacred works, along with his fascination with symbolic numbers and his unparalleled ability to paint musical pictures of the text. The Passion is a sacred oratorio for solo voices, double choir and double orchestra, portraying the final days of Jesus, from his entrance to Jerusalem to his crucifixion, as told by the evangelist Matthew. While it is performed without sets, costumes, or movement around the stage, the piece has also been called "a perfect opera", because of the deep and eloquent expressions of emotion in the music, also accessible and relevant to the non-religious among us – guilt, anger, anguish, love, faith, and eventually redemption. A CRD grant would contribute toward securing six vocal soloists required for this project. This endeavour aligns fully with VPC's mandate, providing both educational and skill development opportunities for VPC choristers, many of whom will be singing this compelling masterwork for the first time. VPC seeks to bring our audience pure musical enjoyment with this performance and for many it will no doubt bring spiritual comfort and emotional release, whatever their personal philosophies.

Comments on the Recommendation

This proposal is supported for production of the work of JS Bach. The grant amount is reflective of unrestricted financial resources available to the organization.

PROJECT GRANTS May 2018 - Recommendation Report

VIVA Youth Choirs Society

Project: Winter Carols Around the World

Start Date: Dec 8, 2018

Society reg: S-32040

	REQUEST as % of Cash Revenue	GRANT Recm'd	Grant as % of Cash Revenue	
	2,500	36.2	2,000	29.0

Previous Funding:

Past recipient of CRD Operating funding

Mandate

- To promote and encourage choral singing of quality folk and classical music from all periods of music history among the children and young adults of the Victoria BC area;
- To provide children and young adults with educational opportunities in choral singing through regular instruction and rehearsal;
- To establish and operate one or more choirs, organized according to the age, voice range and musical skill level of participants;
- To produce, publicize and promote auditions, concerts, workshop, special performances, tours and other educational and artistic opportunities for singers enrolled in its choirs; and
- To operate programs of financial aid and instructional support to recognize and encourage the development of choral talent among young people.

Project Description

"Winter Carols Around the World - Viva's 30th Anniversary Celebration. The project, to take place in the City of Victoria, provides music of diverse styles representing places such as Germany, Sweden, Poland, France, Ukraine, Mexico, England, Africa India, as well as more familiar North American repertoire. The project will be enhanced by a seven instrumentalists and two-young vocalists who will perform as soloists, in addition to the chorus. Viva is planning to collaborate with the youth choir "Sing Victoria" which will enhance the chorus and provide musical experience with instruments to both groups. Viva's policy is to promote inclusivity amongst the youth of the Capital Regional District, to show through music performance how the music from cultures around the world are similar. Viva has funding in place to support any child or youth who wishes to sing but does not have the financial ability, to sing for free. As many of Viva's vocalists have gone on to careers in music, we will be reaching out to the alumni to help celebrate the occasion.

Comments on the Recommendation

This recommendation supports the production of VIVA Choirs' 30th Anniversary celebration.

PROJECT GRANTS May 2018 - Recommendation Report

William Head on Stage

Project: The Crossroads - A Prison Cabaret

Start Date: July 1, 2018

Society reg: S-33354

REQUEST	REQUEST as % of Cash Revenue	GRANT Recm'd	Grant as % of Cash Revenue
20,535	33.8	12,000	19.7

Previous Funding:

May 2002, \$2000; Jan 2006, \$3000; May 2013, \$8,000; May 2014, \$8,000; May 2015, \$10,000; May 2016, \$15,500; April 2017, \$5000

Mandate

After 36 years of producing captivating performances behind bars, William Head on Stage Theatre Society has established itself as a valued and trusted prisoner-run organization committed to showcasing the rehabilitative power of theatre. Our mandate remains restorative and grassroots in nature, focused on enriching the lives of our incarcerated peers in a dramatic fashion by organizing high-quality theatre productions for the local community to witness and enjoy. Our productions are always collaborative, developed in partnership with local theatre professionals. Every year, WHoS magically brings together people on both sides of the prison fence, breaking down fear-based stereotypes and forming life-affirming relationships with people from our local municipal community of Metchosin as well as with folks who travel from Greater Victoria and the Lower Mainland.

Our mission:

To operate a not-for-profit theatre company at William Head Institution;

To provide education and training to William Head residents in all aspects of theatre arts programming;

To produce captivating performances for the enjoyment of William Head residents and the surrounding municipal communities;

To organize annual theatre productions led by theatre professionals from the community that have artistic, educational, and therapeutic benefits for all involved.

Project Description

WHoS will create an original musical satire with an ensemble of professional theatre artists lead by director Kate Rubin. "The Crossroads: A Prison Cabaret" will feature over 40 volunteer participants from the community of incarcerated male residents at William Head Federal Penitentiary both on stage and behind-the-scenes.

This collaboratively-created, cabaret-style musical will be set in a cafe, complete with live band, cabaret acts, an assortment of unique clientele and a larger-than-life Master of Ceremonies. "The Crossroads" will explore the nature of conflict and intolerance and how it connects to a deep need for inclusion and acknowledgement.

The underlying themes for this production came out of discussions between Kate Rubin and the WHoS board. The WHoS community wants to create a play with a comedic element, but are also interested in how ideological, political and religious factions are created, intolerances built, and how conflict can arise. "It is tribal...or like a wolf pack," reflected one WHoS member. They have also voiced the interest in integrating the theme of "being in limbo".

In "The Crossroads", the goal will be to create a fictional universe with a metaphorical belief system, allowing satirical commentary of today's social/political climate. We will integrate personal reflections from the men into the script, give audiences a creative context to the factions that prison residents contend with every day.

Comments on the Recommendation

The recommendation supports an original production by this unique theatre company that is based in a Federal penitentiary. The grant does not pay the inmate participants but supports the activities of professional artists hired to mentor and produce the event which is consistently well attended by members of the general public.



Making a difference...together

**REPORT TO THE ARTS COMMISSION
MEETING OF WEDNESDAY, JUNE 27, 2018**

SUBJECT **Incubator Grant Recommendations from the May 2018 Deadline**

ISSUE

May 2018 Incubator Grant recommendations from the Arts Advisory Council require approval by the Arts Commission.

BACKGROUND

Incubator Grants are intended to enhance sustainability and resiliency in the arts by funding short term staffing, mentoring, workspace, training or other resources that assist in the acceleration of organizational development or in the development of new arts projects. They are primarily but not exclusively aimed at emerging organizations with an arts mandate.

Response to the initial deadline for Incubator Grants was lower than expected. Publicity for the May 2018 deadline took the form of print advertising, web advertising through various social media, public workshops and information sessions, and person to person contact. Five direct inquiries were made. Four requests for application forms resulted in the submission of two applications.

Applications were reviewed by an adjudication committee whose assessments were considered by the full Arts Advisory Council. Following the assessment of the applications according to the published guidelines one of the two proposals was recommended for support.

Discussion took place around how to encourage more applications at future deadlines. It may be reasonable to consider that emerging organizations may be more interested in production than in the types of developmental opportunities offered.

The development of Incubator grants was Action #2 of the Arts Strategic Implementation and is to be piloted for an initial two year term. Funding of the total annual budget of \$50,000 for Equity grants and the other pilot program, Incubator grants, is 50% from core funding and 50% from the Arts reserve fund.

ALTERNATIVES

Alternative 1

That the Arts Commission approve the May 2018 Incubator Grant recommendations as presented.

Alternative 2

That the Arts Advisory Council revise and approve the recommendations.

IMPLICATIONS

\$7,915 in requests were received on budgets totaling \$14,215. The Arts Advisory Council recommended funding of \$5,000 to one organization. Funding for Incubator and Equity grants were pooled to a maximum of \$50,000 leaving \$45,000 for the Equity Grant program.

CONCLUSION

One proposal is recommended for support, totaling \$5,000 for May 2018 Incubator funding (Appendix A).

According to the input received during Building Our Arts Futures Together the development of such a program was important. Efforts will be made to ensure the program information is disseminated widely in anticipation of the next deadline in 2019.

The lower than expected uptake may be due to inadequate dissemination of information to the intended target groups or that there are fewer potential applicants than anticipated.

RECOMMENDATION

It is recommended that: the Arts Commission approve the May 2018 Incubator Grant recommendations as presented.



James Lam, Manager
CRD Arts Development Service

Attachment: Appendix A 2018 May INCUBATOR Grants

2018 May INCUBATOR Grants

	Request	Cash & Inkind Revenue	Request as % of cash & inkind Revenue	Cash Revenue	Request as % of cash Revenue	Grant Recmd
Friends of Film Society of Canada	2,915	5,615	52%	5,615	52%	0
Ground Zero Printmaking Society	5,000	8,600	58%	5,000	100%	5,000

Total	7,915	14,215		10,615		5,000
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2018 May INCUBATOR Grants

Applicant	Request	Cash & Inkind Revenue	Request as % of cash & inkind Revenue	Cash Revenue	Request as % of cash Revenue	Grant Recmd
Friends of Film Society of Canada	2,915	5,615	52%	5,615	52%	0

Who is Leading the Project

The Analog Film Exploration Series will be lead by Susie Ewing, President of the Friends of Film Society of Canada. Susie has a degree in Computer Information Systems and is a PMP Certified Project

Manager. She also is pursuing a second degree in Visual Arts with a minor in Film Studies. She has a Certificate in Animation from BCIT and has an animation demo reel and digital animation portfolio.

With her experience in managing projects with budgets ranging from 30K to 600K she can manage the

project budgets and schedules and with her experience with the creative process she is qualified to Direct the creative input needed for the Film Exploration Series to ensure that the information exchanged and networking are and effective knowledge transfer and mentoring process that will provide a solid basis for the next steps for the Film Society.

Project Description

We are requesting support for networking with professionals (current and former) in the film and photography industry to create an information exchange and knowledge transfer for Film Society Volunteers. This network will bring recognition to the Film Society and will bring it needed knowledge that can be used as a basis for our upcoming programming. The information exchange will be achieved by providing payment to the speakers, helping us have a telephone number and address location for a year and provide seed money for the speaker events.

Comments on Recommendation May 2018

This application is not recommended for support. The request, to support a networking event in the film and photography industry was limited in scope and details were vague.

2018 May INCUBATOR Grants

Applicant	Request	Cash & Inkind Revenue	Request as % of cash & inkind Revenue	Cash Revenue	Request as % of cash Revenue	Grant Recmd
Ground Zero Printmaking Society	5,000	8,600	58%	5,000	100%	5,000

Who is Leading the Project

Alison Bigg will lead the capacity development project for Ground Zero Printmakers Society (hereafter GZPS). Alison has an innovative and dynamic art practice, working in light, sound, installation, and sculpture, as well as having a solid background in photography, painting and new media printmaking. She is an artist with strong ties to the Victoria creative community, is a member of GZPS, and currently serves on the board of directors of the new artist-run centre, Arc-hive. Alison has also owned and developed infrastructure for three successful businesses. Trained at Community Futures, Alison's administrative skills include organizational planning, web development, publicity building and staff management. Alison is well-positioned to transform the public presence of GZPS and lead the society in becoming an active, vital centre of modern printmaking.

Project Description

GZPS is requesting support for an organizational development and capacity building project, themed around the idea of "going public." This transformation will reinvent GZPS as a portal into the exciting world of printmaking and works on paper. This type of work forms a vital and vibrant link between the museum and the marketplace, the "elite" and the "everyday." Our vision is to broaden the discourse between traditional printmaking processes and new media, and in turn, raise awareness of GZPS as an open public centre for contemporary printmaking practice. This project will make shared resources more available and stimulate participation by artists and the public in the CRD region.

Currently, GZPS is the only open-access studio with printmaking facilities on Vancouver Island. As an artist-run organization, it has offered space for artists to print for the past 30 years. During this time, GZPS has evolved organically, due to initiative and effort on part of artist volunteers. In recent years, however, interest has increased from artists and the general public such that GZPS has somewhat outgrown its organic, loosely-run volunteer capacity. The outcome of this project will be to develop sound administrative and business infrastructure, in order to provide exciting public programming and involvement. Strengthening our organizational capacity is key to the sustainability, growth and change of GZPS as a vital arts organization in the CRD.

Comments on Recommendation May 2018

This application from Ground Zero Printmakers made a strong case and presented a detailed and coherent outline of the needs of the organization in moving from a "loosely run" volunteer-based organization to one with an administrative and business infrastructure that would enable it to provide exciting public programming and a sustainable governance model.



Making a difference...together

REPORT TO THE ARTS COMMISSION MEETING OF WEDNESDAY, JUNE 27, 2018

SUBJECT **Equity Grant Recommendations from the May 2018 Deadline**

ISSUE

Arts Advisory Council recommendations for May 2018 Equity Grants require approval by the Arts Commission.

BACKGROUND

May 2018 saw the initial deadline of Equity Grants. Equity grants are intended to support arts initiatives by communities that are at risk of exclusion or that have difficulty accessing funding support because of systemic barriers. Supported activities include, but are not limited to, support of artistic growth, development, production and dissemination.

Twenty-one applications were received and reviewed by an adjudication committee whose assessments were then considered by the full Arts Advisory Council. Two external adjudicators participated in the adjudication in order to supplement knowledge of the applicant communities. The additional adjudicators were Paulina Grainger, Arts & Outreach Coordinator, Inter-Cultural Association of Greater Victoria and Rudi Wallace, Grants Coordinator, The Victoria Foundation.

Consideration was given to the evaluation criteria as listed in the program guidelines. Discussion took place around the intersection of art and equity as it related to the support of various proposals. In general, emphasis was placed on supporting a range of communities through an equity lens with an eye towards those with the potential for the broadest impact.

It was generally noted that applicants to the program had limited capacity to raise revenues specifically for arts initiatives. Because of this the general approach was to identify those proposals deemed to be a priority and, within the limits of available resources, to fund them as fully as possible. Regret was expressed that limitations to available funds prohibited support of a greater number of applications.

Communities impacted and benefitting from the recommendations include:

- People with physical disabilities
- People with addictions
- The brain injury community
- LGBTQ2 artists
- Street entrenched populations
- Women fleeing domestic violence
- At risk youth
- Indigenous families and urban Indigenous people
- Street entrenched Indigenous populations
- Those living with challenges related to mental illness

The development of Equity grants was Action #3 of the Arts Strategic Implementation and is to be piloted for an initial two year term. Funding of the total annual budget of \$50,000 for Equity grants and the other pilot program, Incubator grants, is 50% from core funding and 50% from the Arts reserve fund.

ALTERNATIVES

Alternative 1

That the Arts Commission approve the May 2018 Equity Grant recommendations as presented.

Alternative 2

That the Arts Commission approve the May 2018 Equity Grants with changes to the Arts Advisory Council recommendations.

Alternative 3

That the Arts Commission request further information from the Arts Advisory Council.

IMPLICATIONS

\$99,175 in requests were received on budgets totaling \$365,915. Total funding of \$45,000 is recommended to 11 organizations (Appendix A).

At their meeting of May 5, 2018, the Arts Commission pooled the two separate funds dedicated to Equity and Incubator grants into one shared funding pool. If recommendations are approved by the Arts Commission the total budget of \$50,000 for 2018 for Incubator and Equity grants will be fully allocated.

CONCLUSION

Eleven applications are recommended for support totaling \$45,000. Proposals recommended for funding have been selected for having the greatest impact using an equity lens.

RECOMMENDATION

It is recommended that: the Arts Commission approve the May 2018 Equity Grant recommendations as presented.



James Lam, Manager
CRD Arts Development Service

JL:ngm

Attachment: Appendix A 2018 May EQUITY Grant Applicant List

2018 May EQUITY Grant Applicant List

		Cash Budget:	Grant Request:	Rec'md:
Sponsor Society	AIDS Vancouver Island	14,800	4,800	4,800
Lead	People who use drugs			
Sponsor Society	Downtown Blanchard Advisory	4,600	4,600	3,500
Lead	Indigenous, POC, deaf, LGBTQ2, those living with physical and mental disabilities and multiple barriers			
Sponsor Society	Friends of Music Society (FOM)	6,068	5,000	0
Lead	Those living with the challenges related to mental illness			
Sponsor Society	Greater Victoria Eldercare	13,600	5,000	0
Lead	"group from eligible community with Sponsor Society" Hemond			
Sponsor Society	HeadWay - Victoria Epilepsy and	5,075	4,825	0
Lead	Those living with the challenges related to physical disability			
Sponsor Society	James Bay New Horizons	46,000	5,000	0
Lead	Marginalized low income seniors with health challenges Smith			
Sponsor Society	Metchosin Arts and Culture	5,850	4,600	0
Lead	65+, seniors, elderly residents with various age-related impairments (mobility, hearing, access to public spaces and Boshcoff			
Sponsor Society	Oasis Society for the Spiritual	5,000	5,000	4,000
Lead	Indigenous			
Sponsor Society	Pacific Peoples Partnership	5,000	5,000	0
Lead	Racialized/POC - Pacific island community Va'a			
Sponsor Society	Pacific Peoples Partnership	5,000	5,000	0
Lead	Indigenous Johnston			
Sponsor Society	Ptarmigan Art Society	6,325	5,000	0
Lead	Two Spirit and First Nations Aiken			
Totals:		291,423	99,175	45,000

2018 May EQUITY Grant Applicant List

		Cash Budget:	Grant Request:	Rec'md:
Sponsor Society	Salal Foundation	8,000	5,000	0
Lead	South Asian, Muslim, Black, Caribbean HaQ			
Sponsor Society	The Cridge Centre for the Family	28,500	5,000	5,000
Lead	Traumatic Brain Injury Community (TBI) Horton			
Sponsor Society	Tides Canada Initiatives - The	86,800	5,000	5,000
Lead	Mental illness, homeless, racialized-Pakistani Kahn			
Sponsor Society	UVic Student Radio CFUV 101.9	8,000	5,000	3,200
Lead	LGBTQ2; those living with physical disabilities Lupino-Smith			
Sponsor Society	Victoria Disability Resource	5,000	5,000	5,000
Lead	People who experienced disability ; People who live with chronic mental health concerns Cuffe			
Sponsor Society	Victoria Disability Resource	4,350	4,350	4,000
Lead	Persons with disabilities, including mental illness, deafness, and physical disabilities			
Sponsor Society	Victoria Native Friendship	5,000	5,000	4,000
Lead	Indigenous			
Sponsor Society	Victoria Women's Transition	16,955	5,000	5,000
Lead	Vulnerable women over 45yrs			
Sponsor Society	We Rage We Weep Alzheimer	2,000	1,500	1,500
Lead	Physical disability, mental illness, older adults with dementia			
Sponsor Society	West Coast Reach Association	9,500	4,500	0
Lead	Those with physical and development disabilities and mental health challenges			
Totals:		291,423	99,175	45,000

2018 May EQUITY Grants Summary

Lead Contact

Applicant/Sponsor Society AIDS Vancouver Island

Community People who use drugs

Grant Request	Revenue Cash & Inkind	Request as % of Cash and inkind Revenue	Revenue cash only	Request as % Total Rev. cash only	Grant Recm.d
4,800	17,500	27%	14,800	32%	4,800

Project Description

Our desire is to produce 15 storyboards for display of individual stories at different CRD libraries. The boards will include narrative pieces, artwork, and photographs. Each board will be designed by the individual and provide insight and first-hand perspective into the lives of those who use drugs. Each unique display is an expression of survival and resilience. People who use drugs are marginalized and excluded from most funding projects. Having the funds for this project would allow those who would not be able to generally participate in arts projects to be able to have their voices heard. It helped create autonomy, removes limitations on speech, and allows for the creative connections to develop. The funding would be used to provide coordination and facilitation of the project and honoraria, food and travel for the participants. We have received funding from the Canadian Institute of Substance Use Research to hold facilitated dialogues as part of the project.

Comments on the recommendation May 2018

Good dissemination of the final project in place coinciding with International Overdose Awareness Day on August 31, 2018.

Lead Contact

Applicant/Sponsor Society Downtown Blanchard Advisory Committee

Community Indigenous, POC, deaf, LGBTQ2, those living with physical and mental disabilities and multiple barriers

Grant Request	Revenue Cash & Inkind	Request as % of Cash and inkind Revenue	Revenue cash only	Request as % Total Rev. cash only	Grant Recm.d
4,600	5,000	92%	4,600	100%	3,500

Project Description

Traditional Drum Making and Painting Workshops will take place on two different times. The Making of the drum will be held first and approximately 4 days later we will host the painting workshop as the drums need to sit for four days untouched after they are made. Gordy will teach the group about culture/tradition around the drum and how to make the drum. He will speak on how to respect and treat your drum as well. Brianna will provide stencils of her amazing First Nations pieces such as but not limited to the raven, frog, butterfly, the sun, the moon and eagle. Brianna will teach about the use of paint, traditional colours and how to use the stencils and tracing paper.

Comments on the recommendation May 2018

A proposal based in Indigenous Arts aimed at at risk youth representing a range of the target audiences including Indigenous, POC and LGBTQ2.

2018 May EQUITY Grants Summary

Lead Contact

Applicant/Sponsor Society Friends of Music Society (FOM)

Community Those living with the challenges related to mental illness

Grant Request	Revenue Cash & Inkind	Request as % of Cash and inkind Revenue	Revenue cash only	Request as % Total Rev. cash only	Grant Recm.d
5,000	7,328	68%	6,068	82%	0

Project Description

Jillian, one of our members who is advocating for this program, summed it up perfectly: "A beginners collaborative writing group where people of varying skill sets and experience come together and learn how to write songs in a supportive setting, allowing opportunity for the newly formed groups to perform their new work at open mic or community concerts." One of our guitar players commented, "the guitar lessons are good, but wouldn't it be great if everyone brought their instruments (vocal, guitar, bass, lyrics, drums) so they could work on stuff to perform". Marilyn, another member advocating for this program said she writes poetry and wants help putting her words to music. They have asked for a kind, compassionate and easy-going leader who is skilled in music writing and putting together bands. They want someone to notice the skill level of each person and take them to the next level. They want enough structure that those who are interested could learn to write their own music down and create completed music; actual songs.

Comments on the recommendation May 2018

Support for this equity group was directed towards other proposals.

2018 May EQUITY Grants Summary

Lead Contact Hemond

Applicant/Sponsor Society Greater Victoria Eldercare Foundation

Community "group from eligible community with Sponsor Society"

Grant Request	Revenue Cash & Inkind	Request as % of Cash and inkind Revenue	Revenue cash only	Request as % Total Rev. cash only	Grant Recm.d
5,000	13,600	37%	13,600	37%	0

Project Description

The Aberdeen Art Program is a program designed to provide art instruction to complex care residents from Island Health's Aberdeen Hospital. *Embrace Aging through the Arts & Community* brings an art instructor from the community into Aberdeen Hospital to assist the Recreation Therapist in leading art classes on site. We hope this year to build a partnership with artsREACH to promote an intergenerational experience. The program culminates in March with an art exhibition, embracing aging through the arts and community That, during embrace aging month (sponsored by the Eldercare Foundation) at the Cedar Hill Recreation Centre's Art Gallery. This grant would also help with starting up the Aberdeen Artist in Residence program were a small honorarium would be given to the artists. As part of the Aberdeen Art program, the Artist in Residence program integrates professional artists into our clinical programs, educational initiatives and our community.

(See application for list of program goals)

Comments on the recommendation May 2018

This application had merit however given it was in its sixth year it was seen to be capable of proceeding without CRD support and funding was directed to other proposals.

2018 May EQUITY Grants Summary

Lead Contact

Applicant/Sponsor Society HeadWay - Victoria Epilepsy and Parkinson's Centre

Community Those living with the challenges related to physical disability

Grant Request	Revenue Cash & Inkind	Request as % of Cash and inkind Revenue	Revenue cash only	Request as % Total Rev. cash only	Grant Recm.d
4,825	5,075	95%	5,075	95%	0

Project Description

Journaling Journey Project is a multiweek art therapy program open to people with epilepsy in the CRD. Participants are given the opportunity to creatively express themselves and their emotion through arts journaling. They say that a picture is worth 1000 words, and this is particularly true in the case of epilepsy because it is an invisible disease that patients have a difficulty explaining or describing to others. In these workshops participants will learn different artistic techniques (collage, paint, mixed media, photography, etc.) to help communicate their feeling and thoughts about their condition. At the end of the project, each participant will leave with an art Journal in progress to continue the journey in the future and to continue to have access to HeadWay counselling services.

Comments on the recommendation May 2018

This proposal had merit within the consideration of equity however other applications were seen to have the potential for broader impact.

2018 May EQUITY Grants Summary

Lead Contact Smith

Applicant/Sponsor Society James Bay New Horizons Society

Community Marginalized low income seniors with health challenges

Grant Request	Revenue Cash & Inkind	Request as % of Cash and inkind Revenue	Revenue cash only	Request as % Total Rev. cash only	Grant Recm.d
5,000	51,000	10%	46,000	11%	0

Project Description

James Bay New Horizons (JBNH) will expand Patrick Smith's successful Arts for Marginalized People Program in the Victoria area. With the Victoria Arts Council; the Cook St. Activity Centre; Beacon Community Services and the Wellspring Support Group, JBNH will expand this interactive, healing arts program for people marginalized by disability, poverty or advanced age. The program consists of singing and instrumental music complemented by sessions of theatre, puppetry, dance and visual arts. The program provides participants opportunities for learning, self-expression, mental stimulation, enjoyment, socialization and improved physical and mental health. This will address the issues of isolation and marginalization suffered by those who are ill, impoverished or aged. Isolation of seniors and people with disabilities especially has been established as a major concern of social agencies. 800 seniors in James Bay alone have been designated as isolated in their apartments. This program will create opportunities for such people to get out of their homes and engage in arts activities that stress inclusion, social interaction, community connection and mental stimulation thus improving mental and physical health. Community connections and social bonds will improve for people who previously were not able to participate in arts activities.

Comments on the recommendation May 2018

This proposal had merit however resources were directed at other proposals focusing on similar populations. Support would have been likely had additional funding being available.

2018 May EQUITY Grants Summary

Lead Contact Boshcoff

Applicant/Sponsor Society Metchosin Arts and Culture Centre Association

Community 65+, seniors, elderly residents with various age-related impairments (mobility, hearing, access to public spaces and chronic conditions).

	Grant Request	Revenue Cash & Inkind	Request as % of Cash and inkind Revenue	Revenue cash only	Request as % Total Rev. cash only	Grant Recm.d
Project Description	4,600	13,917	33%	5,850	79%	0

The Legacy Project will start July 1, 2018 and in December 30, 2018. The Project Leader will encourage and recruit elderly participants to take part in digital storytelling, to help share their life experiences and be featured in a planned public exhibit and celebration. The main activity has seniors taking part in a series of interviews to uncover their talents, treasures and history. Under the direction of the Project Leader, a volunteer team will help to create a visual art presentation, using multimedia tools. Within the first 3 months of the project, teams will work together to create a book, a memoir, or an anthology- perhaps a calendar, photo display, a collection of artwork or letters, an audio recording, DVD, video, a song or poem-or anything else that will help to uncover an experience of a lifetime. The desired outcome for each elder is being able to share something meaningful that celebrates Metchosin's rich local heritage. A month-long exhibit will feature each Legacy Project and individual senior storyteller. We will celebrate these "Masters and Mentors of Metchosin" at the Metchosin Arts and Culture Centre Exhibit Gallery, on October 1, in conjunction with International Day of the Older Person. Invitations will be extended to members of the local community, supporting partners, CRD arts organizations, the media and the general public. Refreshments will be served.

Comments on the recommendation May 2018

Equity funding for this target group was directed towards other proposals.

2018 May EQUITY Grants Summary

Lead Contact

Applicant/Sponsor Society Oasis Society for the Spiritual Health of Victoria

Community Indigenous

Grant Request	Revenue Cash & Inkind	Request as % of Cash and inkind Revenue	Revenue cash only	Request as % Total Rev. cash only	Grant Recm.d
5,000	7,050	71%	5,000	100%	4,000

Project Description

Our proposed program has several facets - many of our participants have a desire to have more ceremony in their lives, and love drumming as a way of building community and of healing. Unfortunately, none of the program participants have drums - in the Indigenous culture, it is a right of passage to create and paint drums that you then use for joining in community drum circles. Two of our participants are talented artists and craftspeople and wish to lead our other participants in a traditional circle of creating drums, adding personal touches in paint, and then using the final product to bring music and drumming ceremony back into their lives.

We are requesting support for the drum making materials and the leadership of a local First Nations drum maker to lead the process, as well as for the leadership of several First Nation Elders to pass on teachings and songs to our participants.

Comments on the recommendation May 2018

This proposal supports an equity initiative aimed at the street entrenched Indigenous population.

Lead Contact Va'a

Applicant/Sponsor Society Pacific Peoples Partnership Association

Community Racialized/POC - Pacific island community

Grant Request	Revenue Cash & Inkind	Request as % of Cash and inkind Revenue	Revenue cash only	Request as % Total Rev. cash only	Grant Recm.d
5,000	5,000	100%	5,000	100%	0

Project Description

The arts Project is One Wave Gathering, which is the creation of a space for cultural sharing from the North and South Pacific. The plan is to resurrect a Longhouse Caps off on the Lawn of the BC Legislative Building, with three Indigenous Nations and three South Pacific people groups helping to design parts of the house to tell the unique story. This funding will support the full participation of our youth, elders and dance groups throughout One Wave, including by hosting participatory public programming on the day of.

Comments on the recommendation May 2018

This application was artist led. The Sponsor Society had been previously funded through the IDEA grant program however was not recommended for support at this time. Resources were directed towards other organizations representing the Indigenous community. This organization acted as the Sponsor Society for two application seeking support for the same project.

2018 May EQUITY Grants Summary

Lead Contact Johnston

Applicant/Sponsor Society Pacific Peoples Partnership Association

Community Indigenous

Grant Request	Revenue Cash & Inkind	Request as % of Cash and inkind Revenue	Revenue cash only	Request as % Total Rev. cash only	Grant Recm.d
5,000	5,000	100%	5,000	100%	0

Project Description

One Wave Gathering will create an art installation, consisting of a longhouse, on the lawn of the BC legislature building. This space will be the epicenter of the cross cultural exchange between the Indigenous communities involved in the public. With separately designated spaces inside the longhouse, representing the unique Indigenous Pacific cultures, each area will provide the opportunity for members of the community to engage with each nation represented. Outside of the Longhouse, those nations will share their heritage and worldviews by showcasing dance is rooted in their culture, while engaging the public through the local traditional games and performances by Indigenous Artists. Coupled with that will be a showcase of traditional canoes from across the Pacific highlighting the various approaches, artistic visions and distinctive relationships to Oceanic travel.

Comments on the recommendation May 2018

This application was artist led. The Sponsor Society had been previously funded through the IDEA grant program however was not recommended for support at this time. Resources were directed towards other organizations representing the Indigenous community. This organization acted as the Sponsor Society for two application seeking support for the same project.

2018 May EQUITY Grants Summary

Lead Contact Aiken

Applicant/Sponsor Society Ptarmigan Art Society

Community Two Spirit and First Nations

Grant Request	Revenue Cash & Inkind	Request as % of Cash and inkind Revenue	Revenue cash only	Request as % Total Rev. cash only	Grant Recm.d
5,000	7,145	70%	6,325	79%	0

Project Description

To continue to develop a new solo theatre performance work titled: "Mixed-up!" Mixed-up! Explores the many overlapping cultural similarities between John Aitkens' Coast Salish lineage and his Scottish lineage. This production will explore Johns struggles and celebrations to define his identity as a person of mixed ancestry. John has received a development grant from the First Peoples Heritage, Language and Cultural Council to develop "Mixed-up!" to a point where it could be performed on Mayne Island to a select invited audience and in Victoria's Intrepid Theatre's 'You Show' 2018. These performances were targeted to obtain critical feedback from peer thespians, directors, artists and critical thinkers. Their collective feedback will help guide the further development of "Mixed-up!". Currently the production is approximately twenty minutes in duration. When complete, it will run sixty to seventy-five minutes. The next stage of development will focus on working with a contract individual to conduct research to identify four cultural similarities between John's Coast Salish and Scottish heritage (to ensure their authenticity). Once these four cultural similarities are identified, John will integrate them into the choreography. The design of the projection aspect of this production with a specialist will also be developed during this time. The use of projections and audio along with the choreography will tell the story of how being of mixed ancestry can be a joy and an extreme challenge.

Comments on the recommendation May 2018

An artist directed proposal. Was felt to have merit but limited impact compared to other similar proposals. Mat have received support had additional funding been available.

2018 May EQUITY Grants Summary

Lead Contact HaQ

Applicant/Sponsor Society Salal Foundation

Community South Asian, Muslim, Black, Carribean

Grant Request	Revenue Cash & Inkind	Request as % of Cash and inkind Revenue	Revenue cash only	Request as % Total Rev. cash only	Grant Recm.d
5,000	11,500	43%	8,000	63%	0

Project Description

This arts project creates space for intersecting marginalized histories and people, looking at Victoria as a cradle where multiple cultures began to interact with each other on the West Coast. The project works to redefine our relationship with one another and the spaces we inhabit. Artists across disciplines will collaborate to create an event on the land which will take a critical look at our relationship to these lands. The projects weave together new stories of participation, resistance and interconnection and create new understandings of our past, present and future. It will reimagine community's connections to this place by engaging with histories such as that of Victoria's first police force, and all black militia and longstanding connections between south Asian and Indigenous communities in Vancouver Islands logging industry. Eg: A participatory installation and ritual at Palahtsees (Songhees) walkway with artists to honour this sacred location and how cradles floating out on the inner harbour would engage with both Indigenous and South Asian traditions and can have guests on this territory reconsider notions of what it means to live and grow here. We aim to have 3 events over the next year and are asking the CRD to support the first of these events.

Comments on the recommendation May 2018

An artist directed proposal. Was felt to have merit from a contemporary art perspective but other proposals were seen to have more merit from the equity perspective. Might have received support had additional funding been available or be more suitable for a reinstated IDEA grant program.

2018 May EQUITY Grants Summary

Lead Contact Horton

Applicant/Sponsor Society The Cridge Centre for the Family

Community Traumatic Brain Injury Community (TBI)

Grant Request	Revenue Cash & Inkind	Request as % of Cash and inkind Revenue	Revenue cash only	Request as % Total Rev. cash only	Grant Recm.d
5,000	30,000	17%	28,500	18%	5,000

Project Description

The arts Project at the core of this grant is a one hour dance/theatre performance, Concussion, which will be co-presented through Dance Victoria's Dance Days Festival at the Baumann Centre in Victoria. Inspired by personal experience, concussion it uses dance, music and voice/storytelling to evoke the disorienting and frightening experience of coping with multiple concussions. Disparate memories are evoked through props like ping-pong balls scattering around the stage, and connections to other brain conditions address this personal tale of loss, trauma, making connections and accepting change.

Concussion has universal themes that not only relate to my struggles coping with multiple concussions, but connects other neuro- diverse brain conditions such as dementia, stroke, an autism spectrum disorder, among others. In September 2017, I presented a work in progress of Concussion at Dance Victoria and solicited feedback from the audience. The response was overwhelmingly positive as everyone had some lived experience with the effects of TBI either personally or through a family member or friend. My background in dance theatre makes Concussion accessible to a broad audience at a timely moment in our collective consciousness when the impact of TBI's are finally being openly discussed. I plan to make these performances of Concussion truly accessible to all who wish to see it. Funds from the grant will cover direct production cost but also all costs related to accessibility such as ASL interpreting an described audio by Vocal Eye, a company dedicated to describing audio of live arts events for visually impaired audience members. Focal I will also provide a touch tour of the show a service they now provide at the Belfry Theatre.

Comments on the recommendation May 2018

This is an artist driven proposal using a Sponsoring Society. Capturing the dance and the Traumatic Brain Injury Community the proposal has developed partnerships with in the dance presentation community that will ensure production and broad dissemination.

2018 May EQUITY Grants Summary

Lead Contact Kahn

Applicant/Sponsor Society Tides Canada Initiatives - The Existence Project

Community Mental illness, homeless, racialized-Pakistani

Grant Request	Revenue Cash & Inkind	Request as % of Cash and inkind Revenue	Revenue cash only	Request as % Total Rev. cash only	Grant Recm.d
5,000	107,900	5%	86,800	6%	5,000

Project Description

The Existence Project takes place at Anawim House - a shelter and service centre for Victoria's homeless population - in Victoria B.C. on the traditional unceded territories of the Coast Salish people, specifically the Songhees and Esquimalt First Nations. We facilitate creative dialogue between marginalized people and storytellers, professional creatives, community service workers, students and change-makers. Each workshop is themed through a storyteller who has overcome adversity and transformed this experience to benefit their community (see: www.theexistenceproject.ca/hear_stories for examples). We consciously select storytellers with a relationship to a topic that explicitly affects people in marginalized communities – isolation, shame, mental illness, addiction, and trauma to name a few. Each workshop includes: 6+ members of a marginalized community that are clients of Anawim House, a community storyteller, a professional artist, a local university or college student with a relevant field of study and a community ally (engaged citizen, politician, business owner etc). All Anawim house clients, storytellers and artists are provided with an honorarium for participation. Our office and workshop space costs are covered in-kind through our current host organization, Anawim House, with a written commitment to support our workshops for a minimum two-year term. Likewise, our technical web development costs are covered in-kind through a written two-year agreement with Coastal Creations Inc. The primary cost towards reaching the ambitious project goals we've set out is staffing.

Comments on the recommendation May 2018

This proposal supports a storytelling project for the street entrenched population.

2018 May EQUITY Grants Summary

Lead Contact Lupino-Smith

Applicant/Sponsor Society UVic Student Radio CFUV 101.9 FM

Community LGBTQ2; those living with physical disabilities

Grant Request	Revenue Cash & Inkind	Request as % of Cash and inkind Revenue	Revenue cash only	Request as % Total Rev. cash only	Grant Recm.d
5,000	8,000	63%	8,000	63%	3,200

Project Description

Estraven Lupino-Smith who will develop a variety of art work inspired by bat populations in the CRD. Through the project, Lupino-Smith will create sculptural work, sound art pieces, and video projection. Following in their current body of work, this project will focus on bats, using a creative approach to examine the ramifications of shifting urban, suburban and rural environments for this animal. As a way to both document and archive the project, Lupino-Smith will produce a series of eight episodes of a program also called Mediate Natures, which would air on CFUV 101.9 FM.

The funding will support the development of new work by an emerging queer non-binary artist, the creation of media arts and sculptural work, workshops that are free to attend and are accessible to the public at two different locations, and will culminate in a multimedia exhibition at the community hall in Metchosin. The funding will also support the dissemination of art work within and beyond the conventional arts spaces in the CRD.

Comments on the recommendation May 2018

This is an artist driven proposal using a Sponsor Society. Representing the LGBTQ2 population the project comes with broad dissemination for various iterations of the final production.

2018 May EQUITY Grants Summary

Lead Contact Cuffe

Applicant/Sponsor Society Victoria Disability Resource Centre

Community People who experienced disability ; People who live with chronic mental health concerns

	Grant Request	Revenue Cash & Inkind	Request as % of Cash and inkind Revenue	Revenue cash only	Request as % Total Rev. cash only	Grant Recm.d
Project Description	5,000	6,740	74%	5,000	100%	5,000

This pilot project creates a cross-disability dance troupe, bringing together dancers with diverse ways of moving, perceiving and interacting. The focus of the Mixed-Abilities Dance Group is on creating contemporary dance together, nurturing shared leadership skills, strengthening and broadening local integrated dance practices, and increasing wellbeing and quality of life. The project creates a new program for Capital Region communities and a new event for CRD audiences. There will be dance group sessions from September 20-November 29, 2018, an event with peers in early December, rehearsals on January 10 and 17, 2019 and a sharing with the broader community on January 24. Participation will be free so that cost is not a barrier.

(See application for list of session activities)

We are requesting funding for the project facilitator, sign language interpreters, administrator and project promotion. The space is being provided in-kind.

Comments on the recommendation May 2018

An artist led initiative using a Sponsor Society that will create a new program for the target audience anticipating 25 participants and a new production for audiences in partnership with a traditional dance presenter.

2018 May EQUITY Grants Summary

Lead Contact

Applicant/Sponsor Society Victoria Disability Resource Centre

Community Persons with disabilities, including mental illness, deafness, and physical disabilities

	Grant Request	Revenue Cash & Inkind	Request as % of Cash and inkind Revenue	Revenue cash only	Request as % Total Rev. cash only	Grant Recm.d
Project Description	4,350	5,000	87%	4,350	100%	4,000

The Victoria Disability Resource Centre's Artists with Disabilities Showcase highlights the incredible talent of people with disabilities from southern Vancouver Island. The exhibition attracts submissions of the highest quality in various media, including sculpture, painting, drawing, woodworking, photography, and more. Now entering its 6th year, the event celebrates the United Nations International Day for Persons with Disabilities on December 3rd, paying tribute to the successes of people with different abilities in our city and throughout the world. The number of artists and the number of art pieces displayed varies slightly every year, with approximately 20-25 artists selected to exhibit 1-2 original works each, for a total of 25-30 pieces. The artist selection process is a formal and lengthy one in order to ensure a high caliber of work displayed. A call to artists is released 4-6 months prior to the event date to 60+ disability-related or arts organizations in the southern island region. An independent panel of professional artists, all active members of the Community Arts Council of Greater Victoria, assesses submitted pieces through a blind rating process. The pieces with the highest ratings are selected and displayed. The event itself is interactive and engaging. We invite the artists to sit with their work, discussing their art and approach with the public. This personal connection is the most captivating aspect of our show, and the most popular. Many of our artists have unique processes adapted to their abilities: previous years have included a collective of sculptors with quadriplegia who use specialized equipment to create their work; a photographer who is blind; and a multimedia artist with a rare facial pain disorder whose nature-based work is a meditative release.

Attendees without disabilities gain eye-opening insight into the potential of people with disabilities, while attendees with disabilities are inspired to bridge their abilities to pursue their interests and dreams. Every year we have submission from prior attendees, discovering new talent.

As this is a volunteer, community-driven effort, our overhead expenses are kept to a minimum. The main activities for which we are requesting support are the venue rental and promotions.

Comments on the recommendation May 2018

This proposal was driven by the organization (another organization recommended for support used this organization as a Sponsor Society). A visual art exhibition that will involve a number of targeted populations with good dissemination and partnerships.

2018 May EQUITY Grants Summary

Lead Contact

Applicant/Sponsor Society Victoria Native Friendship Centre

Community Indigenous

Grant Request	Revenue Cash & Inkind	Request as % of Cash and inkind Revenue	Revenue cash only	Request as % Total Rev. cash only	Grant Recm.d
5,000	16,980	29%	5,000	100%	4,000

Project Description

Elder and Cultural Practitioner, Judy has been attending VNFC programs and is willing to offer her Cultural knowledge to help VNFC host workshops on beaded medallions, Eagle Feathers, Medicine Pouches or any other Art form which becomes a part of one's Regalia.

Wilson Tutube - *Nuu-chah-nulth Nation*, Artist Wilson Tutube worked with Indigenous Youth a few years ago to create a mural in the VNFC Youth Drop-In Centre. He also worked with the Youth on a mural dedicated to reconciliation that you can view near the Centre on the Seaton Street Tunnel, which is located under the trans-canada highway. This year, the VNFC Youth Team hope to work with Wilson to paint the cedar paddles they received.

Shona Collison - VNFC Health Team Leader, Visual and Art Therapist

Shona Collison has been interested in the study and making of art as long as she can remember. She completed her undergraduate degree in Visual Arts at the University of Victoria in 2004 and graduated with Honors of Distinction. Shona also attended the BC School of Art Therapy (BCSAT) and achieved her Master of Art Therapy. Using bold colors in chalk pastel, conte, tempera and acrylic paint, her work is often described as spirited, lively, and playful, while at the same time intuitive and process oriented. Shona is a senior employee and team lead for the Health department at the Victoria Native Friendship Centre (VNFC). Shona and the VNFC team created 'Territory of the Arts' where Artists and Cultural Practitioners can work with community participants in a culturally safe setting. Shona is qualified to 'hold space', provide creative materials and support for participants, including individuals recovering from trauma, Art as Therapy can help participants self-regulate.

Comments on the recommendation May 2018

This is supported for its equity proposal directed at Indigenous families, and the Indigenous urban and street entrenched populations.

2018 May EQUITY Grants Summary

Lead Contact

Applicant/Sponsor Society Victoria Women's Transition House Society

Community Vulnerable women over 45yrs
(with or without children, fleeing domestic abuse and violence)

	Grant Request	Revenue Cash & Inkind	Request as % of Cash and inkind Revenue	Revenue cash only	Request as % Total Rev. cash only	Grant Recm.d
Project Description	5,000	21,680	23%	16,955	29%	5,000

Entitled *Women's Ceramics Circle—Creativity for Healing*, the proposed project is a 10-week, once-per-week, arts-based program for 8-10 older women survivors of domestic violence and abuse. Held at the Arts Centre at Cedar Hill, each session will last two hours (plus prep and clean-up). The program will run three times, between Fall 2018 until Spring 2019, reaching 24-30 older women. The program will promote social inclusion and reduce isolation for older women survivors of domestic abuse. As well, it will foster healing and enhanced quality of life through community engagement.

The program will provide a supportive environment in which participants can develop their artistic skills and learn tools to process the effects of trauma. The curriculum will have a different theme related to healing and Equity Grant - Part A - Contact and organization information & questions growth each week; however, facilitators will take their cue from participants—assessing their individual needs—to determine the depth of exploration for each topic.

The hands-on activities will guide women on the principles and skills of constructing ceramics—from developing the initial concept to the final firing and glazing. Pieces will be both functional and sculptural art that will serve as a catalyst for self-exploration and personal growth. Overall, participants will focus their developing artistic abilities on themes of self-care through which they will learn to facilitate their own healing and self- advocacy skills. At project completion, the Arts Centre will display a selection of the artwork.

We are requesting support for project supplies (clay, glazes and firing), promotional costs, and partial costs of project staffing.

Comments on the recommendation May 2018

The proposal is supported for its activities directed at the women fleeing domestic violence population. The proposal contains plans for significant participation and a partnership that ensures a venue and audience for the final exhibition.

2018 May EQUITY Grants Summary

Lead Contact

Applicant/Sponsor Society We Rage We Weep Alzheimer Foundation

Community Physical disability, mental illness, older adults with dementia

Grant Request	Revenue Cash & Inkind	Request as % of Cash and inkind Revenue	Revenue cash only	Request as % Total Rev. cash only	Grant Recm.d
1,500	2,500	60%	2,000	75%	1,500

Project Description

The Awkward Art Show is designed to showcase the art created by those with dementia involved in We Rage We Weep Alzheimer Foundation's Arts & Alzheimer's program. The program supports people with dementia, their caregivers and families as does the foundation. The art highlights the many challenges they face and how art helps them through these "awkward" situations. It is meant to demonstrate how art can be a creative outlet of expression when other means such as words have been stolen by dementia. The Arts & Alzheimer's program has engaged clients in absolutely fundamental ways through art and music since 2011 assisting over 300 people with dementia, their caregivers and families. It is crucial for the betterment of those served by our organization through the Arts & Alzheimer's to continue this work. The Awkward Art Show is a part of that by building awareness of the benefits of the program and growing numbers of participants. It is also an ideal way to reduce stigma by demonstrating the valuable contributions those with dementia can continue to make to society and the quality of life they can experience with adequate supports in place.

Comments on the recommendation May 2018

This proposal reaches older adults with dementia and physical disabilities.

Lead Contact

Applicant/Sponsor Society West Coast Reach Association

Community Those with physical and development disabilities and mental health challenges

Grant Request	Revenue Cash & Inkind	Request as % of Cash and inkind Revenue	Revenue cash only	Request as % Total Rev. cash only	Grant Recm.d
4,500	18,000	25%	9,500	47%	0

Project Description

PerformAble! is a performing arts show for the community, commemorating the UN International Day of Persons with Disabilities. Numerous outstanding "abled" and "differently-abled" performers and performing groups will be featured.

Comments on the recommendation May 2018

This proposal had merit however resources were directed to other proposals focused on similar populations



Making a difference...together

REPORT TO ARTS COMMISSION MEETING OF WEDNESDAY, JUNE 27, 2018

SUBJECT Arts Development Service Brand Audit

ISSUE

Despite arts engagement in the region being very high, familiarity with the Arts Development Service is low. This is, in part, because of inconsistency in how funded organizations publicly recognize Capital Regional District (CRD) support. To address the issue, staff conducted a brand audit.

BACKGROUND

At the Arts Commission meeting of May 23, 2018, staff provided information for discussion on how to address the issue of inconsistent ways funded organizations recognize the Arts Development Service. Staff noted that an examination of the Arts Development Service brand is an outreach activity listed in the adopted Community Outreach Strategy. The Commission approved the recommendation to conduct a brand audit to review the needs of key audiences and the effectiveness of communications.

The brand audit revealed that despite several channels for communicating information about the Service, current assets are ineffective in meeting audience needs in the following ways:

1. Creating clear and consistent recognition of the Service and Arts Commission/Jurisdictions.
2. Providing useful resources to assist those that are required to acknowledge the Arts Development Service.

The creation of strategic communications tools would improve effectiveness of the program brand. Tools include a unique program identifier and improved digital assets to be developed within existing CRD branding guidelines. The attached Communications Plan lists the brand audit activities (pg. 2) as well as program identification strategies, actions and tactics (pg. 7-8).

Several unique program identifiers have been created for CRD programs. Part of the process of developing the program identifier is presenting a clear rationale to CRD Corporate Communications.

Updating program graphics and website are part of the recommended activities that support Building our Arts Future Together Implementation Plan Action #6 'Sharing Arts Information'.

ALTERNATIVES

Alternative 1

That the Arts Development Service proceed with the 'Program Identifier and Acknowledgement Communications Plan' to help deliver the Service in a strategic way.

Alternative 2

That staff be directed to provide further information on the process and outcomes related to a program recognition.

CONCLUSION

Improving identity and acknowledgment practices would improve effectiveness of program communications materials.

RECOMMENDATION

That the Arts Development Service proceed with the Arts Development Service 'Program Identifier and Acknowledgement Communications Plan' in order to meet audience needs and increase awareness of the CRD Arts Development Service.



Jen Nichols
Community Outreach Coordinator
CRD Arts Development Service



James Lam
Manager
CRD Arts Development Service

Attachment: Communications Plan, Program Identifier & Acknowledgment

Communications Plan

Program Identifier & Acknowledgment

CRD | Arts Development Service

DRAFT

June 2018

Capital Regional District
625 Fisgard Street, PO Box 1000
Victoria, BC V8W 2S6

Communications Plan

Program Identifier & Acknowledgment

CRD | Arts Development Service

Purpose

To increase audience awareness of the CRD Arts Service.

Background

Inconsistency has been observed in how funded organizations recognize the support of the Arts Development Service. Staff were requested, by the Arts Commission, to provide information for discussion on how to address the issue. The Arts Service staff recommended a brand audit that would include a review of the effectiveness of existing acknowledgement standards (written, graphic and verbal).

Staff undertook a brand audit which included the following activities:

- 1) Reviewing survey feedback on awareness of service
- 2) Conducting one-on-one interviews with marketing staff of several funded organizations
- 3) Review of brand channels and touchpoints
- 4) Comparison of current graphic standards to key messages
- 5) Review of logo usage by funded organizations
- 6) Review of CRD brand standards & adaptations
- 7) Literature review of branding best practices

The brand audit revealed that despite several channels for communicating information about the Service, current assets are ineffective in the following ways:

1. Creating clear & consistent recognition of the Arts Service, Arts Commission & member jurisdictions.
2. Providing a user-friendly experience to those that are required to acknowledge the Arts Service.

Communications Plan

Program Identifier & Acknowledgment

CRD | Arts Development Service

Recognition of the Arts Service would improve by introducing adaptations to current standards in the form of a unique program identifier along with a program identification strategy.

This program identification and acknowledgment strategy is the next step following a brand audit to support the outreach activity of 'sharing arts information directly with audiences' - one of six outreach activities outlined in the Arts Strategic Implementation Plan. The program identification strategy would include specific recommendations to the graphic, written and digital brand assets for the Arts Development Service.

Cautionary Points

Introducing an updated program identifier and new acknowledgement instructions should be launched after any major changes to the Service take place. (e.g. adoption of new member jurisdictions) in order to avoid resending instructions and causing confusion for audiences.

Adaptations to CRD brand standards, such as a unique graphic program identifier, are created when the current communications materials do not provide the necessary level of profile for the CRD or credibility for the Commission. However, there needs to be a compelling rationale and business case for the adaptations presented to CRD Corporate Communications. Visual brand adaptations must also utilize elements of the current CRD brand standards in order to appear to be part of the CRD brand family.

Target Audiences

The primary audience is the **residents** who attend arts events, exhibits, festival etc., pick up marketing materials, listen to speeches and visit websites about the arts. Secondary audiences are **non-profit organizations** that acknowledge the Arts Service online, in print and in person. The needs of each audience group are very different as described below. Detailed audience profiles are included in the Arts Development Service Community Outreach Strategy.

Communications Plan

Program Identifier & Acknowledgment

CRD | **Arts Development Service**

Primary Audience: Residents who attend CRD-funded arts events - Needs

General audiences need to recognize the brand and understand what it represents. Based on the feedback from surveys conducted in 2016 as part of the 'Building our Arts Future Together' CRD Arts Strategy we learned that despite arts engagement in the region being very high, familiarity with arts funding is low.¹ Comments and discussions showed a considerable need to effectively educate the arts community, stakeholders and the public about what the CRD Arts Service does and how it works.²

Secondary: Non-profit organizations required to acknowledge the arts service - Needs

Non-profit organizations, who will already be familiar with the Service, need to easily access and understand the brand guidance in order to use it consistently in multiple channels. For example, the marketing materials created by the non-profit-organizations are a high-profile channel for identification of the Arts Service. Public recognition of the Arts Service is a condition of acceptance of the CRD Arts Development Service Funding. However, acknowledgement of the Arts Development Service has been inconsistent by this key stakeholder group. Based on interviews conducted through the brand audit, staff learned that several users were either; unable to find the online acknowledgement resources easily; unable to find them at all; or unable to implement the graphic standards correctly.

¹ Capital Regional District, Building our Arts Future Together CRD Arts Strategy, Public Consultations Consolidated Findings, October 24, 2016

² Capital Regional District, Building our Arts Future Together CRD Arts Champions Summit Results, November 18, 2016.

Communications Plan

Program Identifier & Acknowledgment

CRD | **Arts Development Service**

Goals

- Update program identification materials to reference the Arts Commission and acknowledge the Arts Development Service.
- Improve the website usability for non-profit-organizations required to acknowledge the Arts Development Service.
- Improve access to online resources about the Arts Service
- Successfully launch the new program identification materials and digital assets

Key Messages

The following positioning statements summarize what primary audiences need to know:

1. The arts are central to life in our communities
2. The CRD Arts Service supports, promotes and celebrates the arts.
3. The Arts Commission provides community input for the delivery of the Arts Development Service. The participants are Saanich, Victoria, Oak Bay, Esquimalt, View Royal, Highlands, Metchosin, Sooke* and Southern Gulf Islands.

* From January 2019 onwards.

Communications Plan

Program Identifier & Acknowledgment

CRD | Arts Development Service

Challenges

The unique program identifier should utilize CRD Brand assets and be recognized as part of the CRD 'brand family'. Appropriate timing for the launch of the program identifiers will need to be considered carefully.

Opportunities

The Arts Development Service has a supportive audience that are receptive to change. This is a 'good news' story. The Arts Development Service has sufficient staff support to implement changes.

SWOT Matrix Analysis: CRD Arts Service Objective: Build Recognition

		Helpful to achieving the objective	Harmful to achieving the objective
Internal origin	<i>Strengths</i>	<ul style="list-style-type: none"> • Staff capacity to implement new components to the CRD brand family. • Established channels (website & social media) already exist. • A unique program identifier was recommended for the Service. 	<ul style="list-style-type: none"> • The CRD does not have best practice standards for forming unique program identification. • Website limitations to user experience.
	<i>Weaknesses</i>		
External origin	<i>Opportunities</i>	<ul style="list-style-type: none"> • Established positive reputation. • Appetite for change emerging from outreach activities. • Receptive audiences. • 'Good news' story. 	<ul style="list-style-type: none"> • Lack of capacity within NGO community to implement new acknowledgement requests. • Changes to Service membership or Commission could cause potential confusion if changes requested soon after launch.
	<i>Threats</i>		

Communications Plan

Program Identifier & Acknowledgment

CRD | **Arts Development Service**

Spokesperson

Names of those authorized to speak about this campaign.

- **Political:**
Chair, CRD Arts Commission
- **Organization Representative:**
Manager, CRD Arts Development Service - Tel: 250.360.3205

Strategies & Actions

- Design unique graphic identifier to retain CRD brand elements while clarifying services offered by the program.
- Rewrite the verbal and written acknowledgement of the Arts Development Service to include reference to the Arts Commission and key messaging.
- Ensure that the acknowledgement instructions intended for non-profit-organizations are easy-to-read and readily available online.
- Create program identification assets that are consistent across all platforms (including social media).
- Create a highly visible marketing piece to launch the new program identification and lead audiences back to online assets.

Communications Plan

Program Identifier & Acknowledgment

CRD | Arts Development Service

Implementation Plan & Timelines

Action	Target Start / Completion Date	Person Responsible
Provide CC with Communication plan	06/29	Arts Development Service
Provide CC with design rationale for identifier	06/29	Arts Development Service
Provide CC with web update rationale	06/29	Arts Development Service
Design program identifier	07/03-08/03	Arts Development Service
Rewrite acknowledgement	07/03-08/03	Arts Development Service
Create social media titles to be consistent with program identifier	07/03-08/03	Arts Development Service
Design a marketing piece with updated brand	07/03-08/03	Arts Development Service
Design new acknowledgement instructions online & pdf	07/23-08/03	Arts Development Service
Create draft web page for acknowledgement	07/23-08/03	Arts Development Service
Create draft updates of existing pages	07/23-08/03	Arts Development Service
Present to Corporate Communications	09/12	Arts Development Service
Present to Arts Commission	09/26	Arts Development Service
Launch		
Print marketing piece	01/19	Arts Development Service
Update all Arts information pdfs on CRD website	01/19	Arts Development Service
Update all Arts print information brochures	01/19	Arts Development Service
Re-activate the crd.bc.ca/arts url	01/19	I.T.
Publish new websites	01/19	C. Communications
Launch website, instructions, social media	01/19	Arts Development Service

Communications Plan

Program Identifier & Acknowledgment

CRD | Arts Development Service

Collateral Materials

- Program identification
- Social media icons
- Acknowledgement Guidance document
- Acknowledgment Guidance web page
- Marketing piece (e.g. mints, bag etc.)
- CRD Advertising template
- Program Brochure template (footer)
- CRD website update
- LandMarks website update
- CRD information videos – introductory and closing screen
- CRD speech boiler plate
- CRD in-person information elevator speech (for staff on the phone / at events)

Budget

A budget for the marketing piece will be established once plan approved by Commission.

Other Resources

Staff time = 105 hours

Evaluation

- Follow up survey to 2016 research regarding recognition of Arts Development Service
- Percentage of instances program identification is used correctly by funded organizations tracked by Community Outreach Coordinator annually.



**REPORT TO CRD ARTS COMMISSION
MEETING OF WEDNESDAY, JUNE 27, 2018**

SUBJECT **Bylaw No. 4255: Arts and Culture Support Service Establishment Bylaw No. 1, 2001, Amendment Bylaw No. 5, 2018**

ISSUE

Requests have been received from the Town of Sidney to withdraw from the Arts and Culture Support Service (Service), and from the District of Sooke to join the Service. Bylaw 4255 amends Establishing Bylaw 2884 to meet these requests and requires approval and a recommendation from the Arts Commission for forwarding to the CRD Board for initial readings.

BACKGROUND

CRD jurisdictions may join the Service as either a Group 1 or Group 2 participant by providing appropriate notice. Sooke has provided notice of their wish to join the Service as a Group 2 participant commencing January 2019.

Jurisdictions participating at the Group 2 contribution level may withdraw from the Service by giving notice according to terms contained in the Establishing Bylaw. In accordance with these terms Sidney has given notice of their intent to withdraw from the Service as of January 2019.

ALTERNATIVES

Alternative 1

That the CRD Arts Commission recommend to the Capital Regional District Board:

1. That Bylaw No. 4255, "Arts and Culture Support Service Establishment Bylaw No. 1, 2001, Amendment Bylaw No. 5, 2018" be introduced and read a first and second time;
2. That Bylaw No. 4255 be read a third time.

Alternative 2

That the staff report and bylaw be referred back to staff for further information.

IMPLICATIONS

Following initial readings by the CRD Board the amendment is sent to participating jurisdictions for consent. If 2/3 consent is received it is sent for review by the Provincial Inspector of Municipalities and, once approved, is returned to the Board for final reading and adoption.

CONCLUSION

Adoption of Bylaw 4255 would remove Sidney and add Sooke as Group 2 participants of the Arts and Culture Service in accordance with their respective requests and as permitted by Establishing Bylaw 2884.

ARTS COMMISSION – June 27, 2018

**Bylaw No. 4255: Arts and Culture Support Service Establishment Bylaw No. 1, 2001,
Amendment Bylaw No. 5, 2018**

RECOMMENDATION(S)

That the CRD Arts Commission recommend to the Capital Regional District Board:

1. That Bylaw No. 4255, “Arts and Culture Support Service Establishment Bylaw No. 1, 2001, Amendment Bylaw No. 4, 2017” be introduced and read a first and second time;
2. That Bylaw No. 4255 be read a third time.

Submitted by:	James Lam, Manager, Arts Development Service
Concurrence:	Nelson Chan, MBA, CPA, CMA, Chief Financial Officer
Concurrence:	Robert Lapham, MCIP, RPP, Chief Administrative Officer

JL:hh:ngm

Attachment: Appendix A Bylaw 4255

**CAPITAL REGIONAL DISTRICT
BYLAW NO. 4255**

**A BYLAW TO AMEND BYLAW NO. 2884, BEING “ARTS AND CULTURE SUPPORT
SERVICE ESTABLISHMENT BYLAW NO. 1, 2001”**

WHEREAS through the Arts and Culture Support Service Establishment Bylaw No. 1, 2001, the Capital Regional District has established the Arts and Cultural Support Service;

AND WHEREAS the District of Sooke consents to participation as a Group 2 participant, and the Town of Sidney no longer desires to participate;

NOW THEREFORE, the Board of the Capital Regional District in open meeting assembled enacts as follows:

1. Bylaw No. 2884, “Arts and Culture Support Service Establishment Bylaw No. 1, 2001,” is amended as follows:
 - a) By replacing “Sidney” with “Sooke” in Section 2;
 - b) By replacing “Town of Sidney” with “District of Sooke” whenever it appears in Section 3;
2. This bylaw may be cited for all purposes as the “Arts and Culture Support Service Establishment Bylaw No. 1, 2001, Amendment Bylaw No. 5, 2018”.

CONSENTED TO BY AT LEAST TWO THIRDS of the Councils of the Township of Esquimalt, District of Highlands, District of Metchosin, District of Oak Bay, District of Saanich, Town of Sidney, City of Victoria, Town of View Royal, District of Sooke and the Southern Gulf Islands Electoral Area Director.

READ A FIRST TIME this _____th day of _____ 2018.

READ A SECOND TIME this _____th day of _____ 2018.

READ A THIRD TIME this _____th day of _____ 2018.

APPROVED BY THE INSPECTOR OF MUNICIPALITIES this _____ day of _____, 201__.

ADOPTED this _____th day of _____ 201__.

CHAIR

CORPORATE OFFICER



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**REPORT TO THE ARTS COMMISSION
MEETING OF WEDNESDAY, JUNE 27, 2018**

SUBJECT **Eligibility Requirement Related to Bankruptcy or Financial Insolvency**

ISSUE

Organizations in dire financial circumstances are considered a less than ideal candidate for CRD grant support. There is no current policy within the Arts Service on the eligibility of such organizations relative to grant eligibility.

BACKGROUND

The Arts Advisory Council was requested to develop recommended wording for a policy that would ensure that organizations applying to arts service funding programs were in good financial health. The Arts Advisory Council developed draft wording that was provided to CRD financial and legal staff. Staff reviewed information related to the intent of the policy, examined language and policies in effect by other jurisdictions and provided revised suggested wording.

The Arts Advisory Council proposed criteria, to be listed under “Eligibility Criteria” in program guidelines is proposed as follows:

Organizations must be in good financial health and are ineligible if in arrears with any local authority, bankrupt, seeking creditor protection, insolvent, or under court supervision of any kind.

The eligibility criteria list the necessary characteristics required of an eligible organization. The criteria allow prospective applicants to self-vet their eligibility prior to undertaking the work of an application or contacting staff. Depending on the program, eligibility criteria may include the requirements to have registered not-for-profit status, have an arts mandate, maintain specific operating budget levels, etc.

The Advisory Council’s recommendation is that this eligibility criteria be applied to all programs.

ALTERNATIVES

It is recommended:

Alternative 1

That the following wording be adopted as an eligibility criteria for Arts Development Service funding programs:

Organizations must be in good financial health and are ineligible if in arrears with any local authority, are bankrupt, seeking creditor protection, are insolvent, or under court supervision of any kind.

Alternative 2

That that staff be requested to provide further information.

IMPLICATIONS

There is one organization that is under court supervision that has been deemed ineligible by the Arts Commission to apply to Operating grants. It is still eligible to apply to, and has recently received, a project grant. Adoption of this criteria will also make this organization ineligible to apply to Project Grants until such time as it ceases to be under court supervision.

CONCLUSION

The adoption of the proposed eligibility criteria provides a means through which potential applicants can self-vet their eligibility related to financial health and ensure that a basic level of financial health is present in applicant organizations.

RECOMMENDATION

That the following wording be adopted as an eligibility criteria for Arts Development Service funding programs:

Organizations must be in good financial health and are ineligible if in arrears with any local authority, are bankrupt, seeking creditor protection, are insolvent, or under court supervision of any kind.



James Lam, Manager
CRD Arts Development Service