



Making a difference...together

STAFF REPORT TO ARTS COMMITTEE
REGULAR MEETING OF WEDNESDAY, May 12, 2010

SUBJECT

Culture Days

PURPOSE/ISSUE

The purpose of this report is to provide information on the new national initiative, Culture Days

HISTORY/BACKGROUND

Culture Days is a national public awareness campaign undertaken by the arts and cultural community in Canada. The goal of Culture Days is to increase awareness, accessibility, participation and engagement in arts and culture. Culture Days is scheduled to take place in all provinces and territories from September 24-26, 2010. The one exception is Alberta where it will take place from September 17-19 under the existing event Alberta Arts Days.

All events associated with Culture Days must be free and there is no funding associated with the initiative. Culture Days is a national branding campaign in which arts organizations will schedule or promote existing free events occurring during the designated dates. Participating organizations can register their event on a national website www.culturedays.ca and will benefit from a national marketing and communications campaign with access to materials to help promote activities within their community.

Culture Days was initiated by the Canadian Arts Summit which is a group comprised of the senior staff and/or board chairs of the 50 largest not-for-profit arts organizations in Canada.

COMMENTS

The Arts Development Service is ensuring that CRD funded organizations are aware of the Culture Days initiative and will provide links on the Arts Service website to Culture Days information.

FINANCIAL IMPLICATIONS

None.

SUMMARY

Culture Days is an annual, national arts and culture awareness campaign to be launched for the first time in September 2010. It will promote free arts and cultural events across Canada to encourage awareness and participation of the arts in Canadian life.

Arts organizations, particularly those funded by the CRD, will be encouraged to participate. The resource allocation is minimal as it requires organizations only to register or schedule existing free events during the designated days off September 24-26.

RECOMMENDATION

It is recommended that this report be received for information.

A handwritten signature in black ink, appearing to read 'James Lam', written in a cursive style.

James Lam, Manager
CRD Arts Development Service