



Making a difference...together

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

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**SUBJECT**

*Unofest minding the hive*, article in Focus Magazine, May 2010

**PURPOSE/ISSUE**

The purpose of this report is to provide information on an article in the May 2010 issue of Focus Magazine and the opportunity to highlight the CRD's support of the arts in the region.

**HISTORY/BACKGROUND**

In the May 2010 issue of focus Magazine, an article appeared which interviewed the general manager of Intrepid Theatre. The article also addressed general issues of arts funding in the capital region particularly pointing out the cuts in support to the arts sector by the provincial government.

The article did not specifically cite the CRD for its increased support of the arts in the region in the face of declining provincial funding and despite the economic downturn.

**COMMENTS**

With the "focus" of Focus Magazine being local issues there is an opportunity to provide profile to the CRD Arts Service through a letter to the editor. This letter would outline the ongoing and increased support the CRD provides to the arts and, if published, would inform and educate CRD residents about the CRD Arts Service.

**FINANCIAL IMPLICATIONS**

None.

**SUMMARY**

The May 2010 article in Focus Magazine entitled *Uno fest minding the hive* covered a variety of issues around the support of the arts in the capital region. However it failed to mention the funding the CRD provides to arts organizations in the region.

The opportunity exists to create profile for the Arts Service through a letter to the editor. The intent of the letter would not be to disparage the article but to inform the magazine's audience of the significant role the CRD plays in supporting the arts community.

## RECOMMENDATION

It is recommended that staff be directed to draft a letter to the editor to Focus Magazine outlining the important and ongoing role the CRD plays in supporting the arts in the capital region.

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

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James Lam, Manager  
CRD Arts Development Service