



**REPORT TO ARTS COMMITTEE  
MEETING OF WEDNESDAY, JUNE 13, 2012**

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**SUBJECT**

Draft Strategic Plan Work plan

**ISSUE**

Staff was directed to create a work plan for the 2012 -- 2014 strategic plan. Estimated costs in the working draft require approvals in order to begin proposed activities in a timely fashion.

**BACKGROUND**

At the May 2012 Arts Committee meeting staff was directed to create a work plan for the 2012 -- 2014 strategic plan. A working draft is attached to this report for initial review and input by Arts Committee members.

A proposed action to support priority 4 "Maintain the collection and communication of economic indicators of the arts" is to repeat the Economic Activity Study of the Arts which was first done in 2010-11.

There were two components to the initial study. Component 1 was the web-based survey, primary data gathering and final reporting. Component 2 was a secondary survey to determine the impact of pre-and post-event spending related to the attendance of arts events.

The Arts Service reserve would be an appropriate source of funds for component 1 of the study. Arts staff has approached the Victoria Foundation to fund component 2 and have received a favourable initial response.

**ECONOMIC IMPLICATIONS**

The cost for component 1 would be \$8500 plus taxes. The cost for component 2 would be \$3000 plus taxes.

**ALTERNATIVES**

1. Approve funding from the Arts Development reserve fund for component 1 and approve funding for component 2 if an alternate funder cannot be found.
2. Approve funding from the Arts Development reserve fund only for component 1.

## **CONCLUSION**

There was significant favorable feedback to the release of the initial Economic Activity Survey of the Arts in the Capital Region. In addition to media coverage and the use of the report by the commissioning organizations the Arts Service was asked to present the findings at the BCreative arts conference convened by Simon Fraser University in May 2012.

Priority 4, to maintain the economic indicators of the arts, would be served by a repeat of the survey. Although the draft work plan is not complete approval of funds are required at this time to allow data gathering to commence in fall of 2012.

## **RECOMMENDATION(S)**

It is recommended that funding be approved from the Arts Development reserve fund for component 1 of the Economic Activity Study of the Arts and that additional funding be approved for component 2 only if an alternate funder cannot be found.



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CRD Arts Development