

Complete	Actions taken, ongoing or completion pending	Action required
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1. Develop a public art policy					
STRATEGIES	ACTIONS	ACCOUNTABILITY	TIMING	PERFORMANCE MEASURES	STATUS
Demonstrate the benefits of public art to municipalities in the CRD and use this information to build support for a CRD specific public art policy.	Research best practices and policies, identify requirements for a model that would work in the CRD environment	Staff	TBD	Policy is developed	Action required
	Build political support for adoption of a CRD public art policy	AC	TBD	Policy is adopted	Action required

2. Integrate the Arts Service into the CRD Sustainability Strategy					
STRATEGIES	ACTIONS	ACCOUNTABILITY	TIMING	PERFORMANCE MEASURES	STATUS
Network with other CRD committees, Corporate Communications and staff to identify areas where the arts can be integrated into the CRD strategic plan.	Work with CRD board and municipal councils to include arts.	AC	Summer 2012	Arts priorities and issues are integrated into CRD sustainability issues	As a result of discussion at a Forum of Councils a “Healthy Region” sub-goal to “Maintain support for Arts and Culture” was added to CRD 2012-14 Strategic Plan
	Participate in business case analysis for a CRD Sustainability Centre	Staff	Business case analysis Sept-Dec. 2012	Arts integrated into sustainability centre	First meeting Sept 24/12. * Update - sustainability Centre project on hold (June 2013) as lead CRD staff person has been seconded.

**3. Raise awareness of the Arts Service and the benefits of the arts**

STRATEGIES	ACTIONS	ACCOUNTABILITY	TIMING	PERFORMANCE MEASURES	STATUS
Build on current information networks as well as identify and develop new opportunities to connect with target audiences: local politicians, organizations (currently funded or not), the general public;	Continue with regular "Arts Updates" for distribution to all municipalities.	staff/AC	3x year	PG Update March 2012	complete
				IDEA Update June 2012	complete
				OP Update November 2012	complete
	Keep the Arts Service in the public eye through regular media releases on key activities.	staff	Per schedule	Increase in media hits. Increase in number of applications	ongoing
Identify and build on ways to disseminate information on the Arts Service to those audiences	Build activity on social media sites	staff	ongoing	Growth in Facebook "likes". Increase in Twitter followers.	Ongoing (FB stats attached)
	Continue with advocacy aimed at increasing support of the Arts Service	AC	ongoing	Increased contributions and/or new municipalities supporting the Arts Service	<ul style="list-style-type: none"> <li>Revised Group 2 funding proposed (30% of Group 1, June 2013)</li> <li>Highlands &amp; Metchosis agree.</li> <li>Presentation to Sidney made July/13. Sidney will consider at Oct. 2013 planning meeting.</li> </ul>

**4. Maintain the collection and communication of economic indicators of the arts**

STRATEGIES	ACTIONS	ACCOUNTABILITY	TIMING	PERFORMANCE MEASURES	STATUS
Identify areas where economic indicators of the arts are collected and report that information in strategic ways.	Continue to collect economic data through application forms. Use this information in Arts Updates.	staff	ongoing	Data collected. Arts Updates produced.	Ongoing <ul style="list-style-type: none"> <li>2014 Operating grant d/I Sept 18/13</li> </ul>
	Allocate funding to repeat the economic activity study of the arts in the capital region.	AC	September 2013	Study commissioned	Funding from reserve approved (AC mtg. June 13/12). Additional funding from Victoria Foundation confirmed.  Report complete.

	Collaborate with Victoria Foundation's Vital Signs Report to release the report's information	Staff		Study released	<ul style="list-style-type: none"> <li>• 1<sup>st</sup> planning meeting scheduled Sept. 11/12</li> <li>• Report complete</li> <li>• Results to be announced with Victoria Foundation Vital Signs, Oct. 2013.</li> </ul>
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5. Pursue the CRD Board's adoption of the Arts Service vision and mission					
STRATEGIES	ACTIONS	ACCOUNTABILITY	TIMING	PERFORMANCE MEASURES	STATUS
AC members brief their CRD Board reps to support the motion.	Forward report to Board	Staff	June 2012	Arts Visions and Mission endorsed by CRD Board	Strategic Plan received and Vision and Mission statements endorsed (CRD Board meeting, June 13 , 2012)
	Advocate for endorsement with local councils and CRD Board reps.	Arts Committee	June 2012		

6. Develop a strategy for enhancing relations with the CRD board					
STRATEGIES	ACTIONS	ACCOUNTABILITY	TIMING	PERFORMANCE MEASURES	STATUS
Identify significant opportunities to profile the arts and the Arts Service to the Board	Report to the CRD Board Distribute Arts Updates	AC/Staff	TBD	Reports received by CRD Board	(see #5) further actions pending