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REPORT TO THE ARTS COMMITTEE MEETING OF WEDNESDAY, OCTOBER 14, 2015

SUBJECT **Terms of Reference for an Arts Plan for the Capital Regional District (CRD)**

BACKGROUND

CRD Board Priority 11b is to “Work with municipalities, electoral areas & partners to develop a comprehensive arts & cultural strategy.” A sub-committee consisting of Lisa Abram, Barbara Fallo, Colin Plant, Marilyn Sing, Patti Sullivan and Arts Development Staff was struck at the June 2015 Arts Committee meeting and was tasked with developing terms of reference for fulfilling this priority.

The sub-committee met twice. They noted that Board Priority 11b aligns with and builds on the CRD Arts Service 2015-2018 Strategic Plan (CAASP) adopted by the Arts Committee in March 2015. Their discussion and recommendations consolidated the two initiatives. The sub-committee discussed objectives, staffing, oversight, stakeholder consultation, timeline and budget, and developed recommendations in each topic area.

Arts Service staff noted that the City of Victoria is currently developing its own cultural planning process and the Royal and McPherson Theatres Society has recently completed an organizational review. Arts Staff have had preliminary discussions with staff from both organizations with a view to creating efficiencies and avoiding redundant activities.

A. Objectives

The sub-committee determined that *the present objective is to identify the key implementation strategies* that are critical to successful achievement of the CAASP and Arts Service Vision, “The arts are central to life in our communities.”

The key strategies to be identified will serve to:

- Increase community awareness and stakeholder knowledge of the role of the arts and to determine additional ways to support the arts in the region.
- Gauge the potential of arts and culture tourism to contribute to economic development in the region.
- Increase access to the arts in the region by identifying and reducing barriers to participation.
- Enable sustainable growth of the arts and arts organizations in the Region.
- Ensure that the CRD Arts Service grant programs are responsive to community needs and use effective and accountable processes.
- Encourage municipalities to fully participate in supporting the CRD Arts Service with the goal of increasing funding.
- Understand the role of key arts facilities, including publically-owned regional arts facilities, with a view to identifying future needs.

B. Staffing

The Arts Committee should hire a consultant through a Request for Proposals in accordance with CRD procedure. The consultant will identify the key implementation strategies that are critical to successful achievement of the CAASP and Vision noted under “Objectives”.

C. Oversight

The Arts Committee must take care to clearly articulate the jurisdictional scope and purpose of the plan in order to ensure costs are controlled, expectations are managed, and for the plan to result in actionable outcomes that have clear value for the community.

The Arts Committee should appoint an advisory steering committee that would provide advice to the consultant on matters relating to consultations with the community.

The steering committee would report to the Arts Committee and should represent the following in the suggested numbers: professional arts organizations (2 members), community arts councils (3), organizations not currently funded (1), the Arts Committee (2), Arts Advisory Council (2), Arts Service Staff (1).

The CAASP Steering Committee will report to the Arts Committee which retains final authority and responsibility for the CAASP.

D. Recommended Stakeholder Consultees

- General public (arts-attending and non-arts attending)
- Funded and non-funded organizations
- CRD Arts Committee and members of their respective councils
- Non-contributing CRD municipalities and electoral areas
- CRD Arts Advisory Council
- CRD Arts Service Staff
- Business and economic development Sector
- Tourism Sector
- Other sectors as relevant

E. Timeline

A final report with recommendations should be delivered by the end of 2016.

ALTERNATIVES

1. That the Arts Committee approve the conclusions and recommendations contained in items A-E in this report and direct Staff to create a process for appointing a steering committee and drafting an RFP to engage a consultant.
2. Consider and approve necessary revisions or additions to items A-E and direct Staff to create a process for appointing a steering committee and drafting an RFP to engage a consultant.

FINANCIAL IMPLICATIONS

A single supplementary item of \$60,000 has been estimated in 2016 for consulting costs related to the CAASP. A continuous supplementary of \$25,000 has been estimated starting in 2017 for initiatives arising as a result of the CAASP. Other initiatives, to be determined, will require additional supplementary items or may be funded from reserve.

These budget estimates have been incorporated into the draft Arts Service budget and Arts Service Plan for 2016-19 and, once approved by the Arts Committee, require final approval by the CRD Board.

CONCLUSION

The initiative proposed in Board Strategic Priority 11b correlates to *The CRD Arts Service 2015-2018 Strategic Plan*. The sub-committee recommendations propose a structure for carrying out this plan.

RECOMMENDATIONS

That the Arts Committee approve the recommendations contained in items A-E in this report and direct Staff to create a process for appointing a steering committee and drafting an RFP to engage a consultant.



James Lam, Manager
CRD Arts Development Service