

# Community Need

2022 Summary



## Arts & Culture

### Strategy

#### Target Outcome

We envision strategic investment to maximize the artistic, social and economic contributions that arts and culture make to the quality of life in the region.

#### Strategic Context

##### Strategies

- [Arts Development Service Strategic Plan](#)

##### Trends, risks and issues

- Municipal investment in the arts recognizes the contribution that arts organizations make to the quality of life and the economic benefits that accrue to the region through the activities of funded organizations.
- Sustaining and increasing investment in the arts is strongly tied to local and global economic trends that affect municipalities' ability and desire to provide support. In 2021, the CRD Arts and Culture funding programs supported 84 organizations that provided programming that supported a wide range of artistic activity by local and regional artists.
- Restrictions on public gatherings due to COVID19 has created significant instability in the arts sector. Some artistic fields of practice, such as performing arts and festivals, have been especially hard-hit. The pace of reopening has been slow and uneven. There have been many outdoor cultural events and some limited indoor events in the second half 2021, but questions remain about the hesitancy of audiences to return to full capacity indoor gatherings.
- Many arts and cultural organizations have also demonstrated tremendous resilience, adaptability, and innovation throughout the pandemic with 84.3% of surveyed Operating and Project Grant recipients developing alternative programming as of February 2021, relying heavily on digital formats such as live-streaming and virtual gatherings.

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### Services

Core Services Levels	
Service	Levels
<p><b>Arts &amp; Culture Support Service</b> Supports, promotes and celebrates arts and cultural activities for the benefit of the community through funding programs and outreach activities.</p>	<ul style="list-style-type: none"> <li>• Deliver 5 granting programs: Operating Grants, Project Grants, IDEA (Innovate, Develop, Experiment, Access) Grants, Equity Grants, and Incubator Grants.</li> <li>• Provide support to organizations on not-for-profit structure, governance, and capacity development in general and as it relates to Arts Service programs.</li> <li>• Provide support to Arts Commission by maintaining accountable processes for allocation of program budgets.</li> <li>• Respond to inquiries on funding (CRD and other sources) within five days.</li> <li>• Collect data about trends and impact of arts and culture for internal use and for dissemination to arts communities.</li> <li>• Manage publically available online database of regional public art.</li> <li>• Connect and facilitate dialogue within the regional arts community and with CRD through biennial summit, social media presence, e-newsletter, and funding application workshops.</li> </ul>
<p><b>The McPherson Playhouse Service</b> Contribution agreement for the municipal support of the theatre.</p>	<ul style="list-style-type: none"> <li>• Provides capital and operational support for pleasure, recreation and community uses related to the McPherson Playhouse Theatre</li> </ul>
<p><b>The Royal Theatre Service</b> Contribution agreement for the municipal support of the theatre.</p>	<ul style="list-style-type: none"> <li>• Provides capital and operating support for pleasure, recreation and community uses related to the Royal Theatre.</li> </ul>
<p><b>Support Services</b> The core services listed rely on the support of several corporate and support divisions to effectively operate on a daily basis. These services are reported on in the Accountability Community Need Summary.</p>	<ul style="list-style-type: none"> <li>• Services include Asset Management, Facility Management, Financial Services, Information Technology &amp; GIS, Information Services, Human Resources &amp; Corporate Safety, Corporate Communications, Legislative Services, Legal Services, Risk &amp; Insurance and Real Estate Services.</li> </ul>

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### Initiatives

No new initiatives proposed for 2022

## Business Model

### Funding

#### Who contributes

- **Arts & Culture Support Service:** Saanich, Victoria, Oak Bay, Esquimalt, View Royal, Metchosin, Highlands, Sooke, and Southern Gulf Islands.
- **The McPherson Playhouse Service:** Victoria
- **The Royal Theatre Service:** Saanich, Victoria, Oak Bay
- **Support Services:** varies per service

#### Funding Sources

- Requisitions

### Reporting Structure

- [Arts & Culture Support Service: Arts Commission](#)
- Theatres: Royal and McPherson Theatres Services Advisory Committee

### Performance

Definition and Source	2020 Actual	2021 Forecast	2022 Target
<b>Metric 1: Social contributions</b>			
(A) total number of events and workshops funded by CRD	(A) 3,377	(A) 3,400	(A) 3,500
(B) total attendees at CRD-funded arts events	(B) 472K+	(B) 472K+	(B) 644K
(C) total number of grants distributed	(C) 89	(C) 84	(C) 90
Data from 2020 Arts & Culture Progress Report			
<b>Metric 2: Economic contributions</b>			
(D) total funding (\$M) invested (via CRD grants) in grant recipients	(D) \$2.49M	(D) \$2.55M	(D) \$2.6M
(E) total revenue (\$M) generated	(E) \$19.7M	(E) \$22M	(E) \$25M
Data from 2020 Arts & Culture Progress Report			

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### Discussion

#### Link to Target Outcome

Funding programs and other activities of the Arts & Culture Service recognises the contribution that arts organizations make to the economy and quality of life, the provincial and national visibility they bring to the region and their role in providing a wide range of activities for citizens and visitors.

#### Discussion

All metrics for 2020 have been adversely impacted by COVID-19. Specifically, provincial restrictions on events and gatherings, as well as limited capacity at art galleries, meant that arts programming could not be produced or delivered by organizations in the way that it was originally planned. Arts organizations adapted in many ways, providing digital options, through livestreaming or other online platforms.

#### Metric 1 – Social Contributions

- (A) The number of events and workshops rose, due to the adaptation of arts organizations in moving activities and programming online.
- (B) In-person attendance of arts and culture events was severely restricted during the pandemic; however, online attendance increased substantially as many new digital arts programming options were launched. 2021 is expected to be a transitional year with in-person attendance continuing to recover in 2022.
- (C) In 2021, there were fewer applicants to project-based grant programs, due to increased uncertainty from the COVID-19 pandemic and accompanying health protocols. These conditions made project planning more difficult. We expect a growing demand for these grants in 2022 as the pandemic situation stabilizes.

#### Metric 2 – Economic Contributions

- (D) Total arts grant funding has remained consistent throughout the pandemic, with increases from the federal government in 2020.
- (E) Total revenues of operating grant recipients dropped 22% in 2020 from 2019 levels (\$25.5M), largely due to the restrictions on in-person events resulting in lower earned revenues. Digital programming, while well-attended, proved difficult to monetize. In 2021 and 2022, as event and gathering restrictions are lifted, it is expected that revenues will show recovery.