

Community Need

2023 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 and Culture Support 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 2022, the CRD Arts and Culture funding programs supported 95 organizations that provided programming that supported a wide range of artistic activity by local and regional artists.
- 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, relying heavily on digital formats such as live-streaming and virtual gatherings.
- Statistics Canada reports that, on a national level, arts and culture work rebounded strongly in 2021, with a 15% increase in hours worked from 2020, largely due to the loosening of event and gathering restrictions in the second half of 2021. The 25.5 million hours worked in 2021 represent the highest level on record and 7% above the pre-pandemic high in 2019. This trend is expected to continue with the reopening and relaunch of many performing arts events and festivals.

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Services

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

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Initiatives					
Ref	Initiative	Description	Year(s)	2023 impacts ¹	
12d-1	Arts Administrative Assistant	Staffing adjustment to existing position to meet operational demand	2023 – ongoing	+0.2 FTE Ongoing	\$8.5K Allocation / Other

Business Model

Funding
<p>Who contributes</p> <ul style="list-style-type: none"> • 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 <p>Funding Sources</p> <ul style="list-style-type: none"> • Requisitions

Reporting Structure
<ul style="list-style-type: none"> • Arts & Culture Support Service: Arts Commission • Theatres: Royal and McPherson Theatres Services Advisory Committee

¹ Budget impacts reflect full program costs, including cost of staffing

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Performance			
Definition and Source	2021 Actual	2022 Forecast	2023 Target
Metric 1: Social contributions			
(A) total number of CRD-funded events	(A) 4,010	(A) 4,500	(A) 5,000
(B) total attendees at CRD-funded arts events	(B) 1,718,803	(B) 1,900,000	(B) 2,000,000
(C) total number of grants distributed	(C) 83	(C) 95	(C) 100
(D) first-time grant recipients	(D) 17	(D) 20	(D) 20
Data from 2021 Arts & Culture Progress Report (A-D)			
Metric 2: Economic contributions			
(E) total funding invested (via CRD grants) in grant recipients	(E) \$2,545,500	(E) \$2,601,270	(E) \$2,684,670
(F) total culture GDP (\$M) generated in CRD	(F) \$800.0*	(F) \$840.0	(F) \$882.0
(G) total culture jobs generated in CRD	(G) 10,000**	(G) 10,500	(G) 11,000
Data from 2021 Arts & Culture Progress Report (E), Statistics Canada (F) & (G)			
*estimate: most recent actual is \$805.3M (2020)			
**estimate: most recent actual is 9,722 (2020)			

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

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, as well as the restarting of in-person events in the last two months of 2021.
- (B) 2021 was a transitional year with in-person attendance increasing in November and December when event and gathering restrictions were loosened. Preliminary indications are that in-person attendance continues a robust recovery in 2022 due to pent up demand.

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- (C) In 2021, there was resurgence of applicants to project-based grant programs. This was a direct result of the loosening of event and gathering restrictions. Organizations began planning more arts activities and looking for grants to fund them. With budget priorities directed to project-based grants, including \$25,000 in new funding dedicated to Equity Grants, it is expected that the number of grant recipients will continue to increase, which allows more art projects to be activated.
- (D) CRD Arts and Culture conducts promotion of its programs and targeted outreach to eligible organizations, all in an effort to enlarge the pool of grant applicants. Funding more first-time applicants is an effective method of diversifying the variety of arts projects activated and audiences engaged.

Metric 2 – Economic Contributions

- (E) Total arts grant funding has remained consistent throughout the pandemic and continues to have modest increases in 2022. Funding lifts will be dedicated to new high-performing applicants to Operating Grants, and to project-based grants.
- (F) The most recent GDP data from Statistics Canada is from 2020, which shows the pandemic pullback in activity. With the restart of arts activities in 2021 and 2022, it is expected that GDP will rebound to prior levels at minimum.
- (G) The most recent jobs data from Statistics Canada is from 2020. Jobs were impacted by the pandemic, but through federal relief funding, such as the Canada Emergency Wage Subsidy, most employees at arts non-profit organizations were retained in 2020. Artist and contract workers were more adversely affected, although they too received support from federal programs, such as the Canada Emergency Response Benefit or Employment Insurance.

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Initiative Progress Report



Arts & Culture

Initiatives approved in 2020, 2021 & 2022			
Ref	Initiative	% complete	Progress to date
12a-1	Art Facility Needs & Partnerships	100%	<p>Lead on Art Facility need:</p> <p>January 2020 – March 2021: Regional Arts Facilities Select Committee</p> <p>May 2021 – January 2022: Performing Arts Facilities Select Committee</p> <p>Completed – Stage One report: A Public Conversation about Performing Arts Facilities in the CRD (2020). Full regional service approved, but Alternative Approval Process (AAP) rejected in 2021. Referred to next Board’s strategic planning (2022).</p> <p>Lead on 100% participation in Arts & Culture Support Service: Arts Commission</p> <p>Completed – Reviewed and endorsed by Arts Commission (2021). Full regional service approved, but AAP rejected in 2021. Letters from CRD Board Chair sent to non-participating jurisdictions encouraging them to join (2022). Referred to next Board’s strategic planning (2022).</p>
12b-1	Community Engagement in Arts	100%	<p>Lead: Arts & Culture Support Service (2020)</p> <p>Part of core services</p>
12b-2	Arts and Culture Strategic Plan	100%	<p>Lead: Arts & Culture Support Service (2020)</p> <p>Completed</p>
12c-1	Arts Grant Program Review	100%	<p>Lead: Arts & Culture Support Service (2020)</p> <p>Part of core services</p>