

# Shape Your Future Victoria



## Arts and Culture

### Definition and description

**Culture** can be defined as practices and values, heritage and place, the arts, diversity and social history.<sup>1</sup> As an element of culture, the **arts** include visual media (painting, print-making, drawing, sculpture, crafts, pottery/ceramics, photography, film and video), theatre, music, song, spoken word, literary arts and dance.

**Cultural industries** is an umbrella term for areas of creativity and productivity including: advertising, architecture, artisan crafts, fashion design, film and video, art and antique markets, industrial design, music and the performing arts, print media and publishing, television and radio and visual arts.

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<sup>1</sup> Centre for Sustainable Community Development, Simon Fraser University

### Why is this topic important?

Many communities, like Victoria, see arts and culture as essential social elements to a sustainable world class city. Some communities see arts and culture as a fourth pillar of sustainability that emphasizes the role it plays in community well-being and quality of life. The idea of the cultural or **creative city** is a popular strategy for connecting cultural policy and community planning.

Sustainable cities seek to develop into centres of creativity and encourage the conversion of older buildings to new cultural facilities. They support artists and cultural sectors of a local economy through financial incentives such as grants. A sustainable city also ensures there are adequate numbers of affordable spaces for artists and culture related businesses downtown and in nearby areas.

OFFICIAL COMMUNITY PLAN

*Ideas and Options for the Future*

*June 25 and 26 - Topic Insert*



# Public Input on Arts and Culture

Proposed Goal 1 From Public Input : <i>Connect People to Communities Through Activities and Resources</i>	
Direction: <i>Cultural Amenities</i>	Direction: <i>Arts Programming</i>
Ideas and Examples	Ideas and Examples
<ul style="list-style-type: none"> <li>• Cultural facilities.</li> <li>• Co-located cultural and educational facilities.</li> <li>• Cultural precinct.</li> <li>• Harbour as the cultural hub of the City.</li> <li>• Performing arts centre in Rock Bay.</li> <li>• New maritime museum.</li> <li>• Children’s museum downtown.</li> <li>• Move art gallery.</li> <li>• Victoria has art everywhere.</li> <li>• “Decent” public art.</li> <li>• More public art by a variety of artists.</li> <li>• Public art that is innovative and attractive.</li> <li>• Graffiti is more embraced.</li> <li>• Designated festival site.</li> <li>• Open up Beacon Hill Park to festivals.</li> <li>• More nightclubs and cafes open later.</li> <li>• Venues are accessible to all ages (licensing issues are resolved).</li> <li>• Nightclubs aren’t entertainment: noise pollution.</li> <li>• Families need access to basic services without having a car, including places for art.</li> <li>• Utilize and expand cultural facilities (concert halls, art gallery, theatres) to keep and attract workers.</li> </ul>	<ul style="list-style-type: none"> <li>• Examine the high cost of putting on arts/cultural events, and reduce costs where possible.</li> <li>• Shared programming for cultural organizations.</li> <li>• More festivals to celebrate City’s diversity.</li> <li>• More free, grassroots, multi-generational events.</li> <li>• Reinstate FolkFest and Luminara in cooperation with other municipalities.</li> <li>• Allow Latin Caribbean Festival to operate until midnight – festival becomes financially feasible if hours are extended by 2 hours.</li> <li>• Continue to use public spaces for festivals, celebrations.</li> <li>• More street and neighbourhood festivals.</li> <li>• Accessible galleries.</li> <li>• Increase number of participatory activities – museums, cultural programs – have monthly free pass day.</li> <li>• Respectful support for people who are marginalized (artisan gallery).</li> <li>• More funding for arts and culture.</li> <li>• Renewed arts and cultural funding from City.</li> <li>• More public input into public art selection.</li> <li>• Recognize and support nightlife in Victoria as key to a vibrant cultural community.</li> <li>• Recognize that retaining people aged 20-40 is important to animating downtown venues/streets.</li> </ul>

## Related Victoria Sustainability Framework Subthemes and Goals

<b>Arts, Culture and Entertainment</b>	<i>Victoria is a place where artists are able to thrive and where people from all walks of life enjoy formal and informal opportunities to create and enjoy the arts, culture and entertainment activities.</i>
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# Existing Policies on Arts and Culture

Victoria Sustainability Framework (2010)		
<b>Arts, Culture and Entertainment</b>	<i>Victoria is a place where artists are able to thrive and where people from all walks of life enjoy formal and informal opportunities to create and enjoy the arts, culture and entertainment activities.</i>	
Official Community Plan (1995)	Downtown Core Area Plan (draft 2010)	Other Plans / Policies
<ul style="list-style-type: none"> <li>• Policies to support and encourage development of Arts and Entertainment, incl. facilities and public art</li> </ul>	<ul style="list-style-type: none"> <li>• Review and update management programs and supports for major public open spaces, such as Centennial Square, to ensure appropriate and ongoing year-round events and activities.</li> </ul>	<ul style="list-style-type: none"> <li>• City of Victoria Arts Scan</li> <li>• City of Victoria Public Art Policy</li> </ul>
<ul style="list-style-type: none"> <li>• Policies to support development /retention of arts, culture, entertainment facilities</li> </ul>	<ul style="list-style-type: none"> <li>• Work with community partners and senior levels of government to establish a prominent new public gallery for the Victoria Art Gallery in the Downtown Core Area.</li> </ul>	
	<ul style="list-style-type: none"> <li>• Work with community partners to establish a Children’s Museum in the Downtown Core Area.</li> </ul>	