

Let's talk about the new Cultural Plan

Cultural Plan Open House

District of North Vancouver: Thursday May 3rd
Lynn Valley Public Library

City of North Vancouver: Tuesday May 8th
John Braithwaite Community Centre

Open Houses are an opportunity for the Arts Office to share information and solicit feedback from the community with respect to the development of a new Cultural Plan for North Vancouver. Please sign in at the front desk and provide us with your contact information if you would like to receive updates on the cultural planning process.



We want to hear from you!

Please complete the Cultural Plan Survey.

You will find the Survey at www.artsoffice.ca on the Cultural Plan page. Or, if you prefer to complete it by hand, hardcopies are available at the Open Houses.

Please return your completed survey to the Arts Office by May 18, 2012. Thank you for your input!

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WORLD CAFE KEY THEMES

The World Café was a facilitated round-table workshop involving 67 participants who were tasked with engaging in collaborative discussions regarding aspirations, opportunities and challenges for the ongoing development of arts and culture in the City and District of North Vancouver.

1 Public Art: Sense of Place & Livability

- Develop dynamic marketing strategies to create public awareness
- Package public art as an experience in combination with performance initiatives
- Desire for more First Nations art in North Vancouver
- Cultivate opportunities for participatory and functional public art
- Highlight public art on transportation routes
- Promote/showcase North Shore public art as tourist destination/attraction



2 Facilities: Urban Experience

- Need for more accessible performance space
- Make rehearsal/storage/work spaces multi-functional and multi-age
- Focus on creating destination spaces in central areas and flex spaces throughout the North Shore
- Be more creative in ways to adapt and utilize already existing spaces
- Establish municipal policies to encourage affordable and shared informal creative work spaces



3 Identity & Diversity

- Integrate culturally diverse experiences into places where residents, work, shop and play
- Create cultural landmarks in the new District town centres
- Provide avenues for the authentic expression of local ethnic/cultural groups
- Develop more culturally diverse emblems for the North Shore rather than merely bridges and mountains
- Elaborate on outdoor opportunities for expressing North Vancouver's identity and diversity
- Integrate community, environment, recreation, culture and nature to gain a more cohesive picture of North Vancouver's identity

WORLD CAFE KEY THEMES

4 Arts Office Role

- a. Need the Arts Office to be the central source of information and to act as the key connector:
 - to provide useful current information about events, resources, programs, contacts
 - to facilitate connections among arts, cultural, and community groups; to link the arts community and schools
 - to provide links between artists and clients (e.g. "Artlist" - live bulletin board exchange on-line)
 - to function as the arts and cultural advocacy link with municipalities; and to be a municipal procedures expeditor
- b. Clarify and communicate the Arts Office Role and what it can do for the community
- c. Promote local arts news thorough more visible marketing mechanisms such as youtube videos
- d. Develop a 'how to guide' or 'toolkit' for community celebrations, events and festivals as a resource for volunteer driven groups

6 Grants Program: Future Priorities

- a. Emphasize the role of the Arts Office as granting agency
- b. Develop internal and external communications and marketing initiatives to ensure groups are better informed of grant opportunities
- c. Simplify and expedite the grants process – improve usability for ESL applicants
- d. Explore opportunities for individual artists who are not part of a non-profit society to get small grants for small projects
- e. Need to update policies to reflect bi-municipal structure of Arts Office

7 The Creative Economy

- a. Attract and maintain young artists looking for "the scene", create a compelling North Shore arts identity that young artists will recognize
- b. Foster public ownership of arts and culture (specifically festivals/events) at a local level. Create a feeling of belonging and "critical mass".
- c. Assist community event/festival sites by helping remove municipal red tape that will make the process easier/faster/less daunting/less expensive (e.g. insurance, permits, liquor licenses, organizing events bi-municipally and sharing of venues).
- d. Engage local artists by supporting them in smaller project endeavors

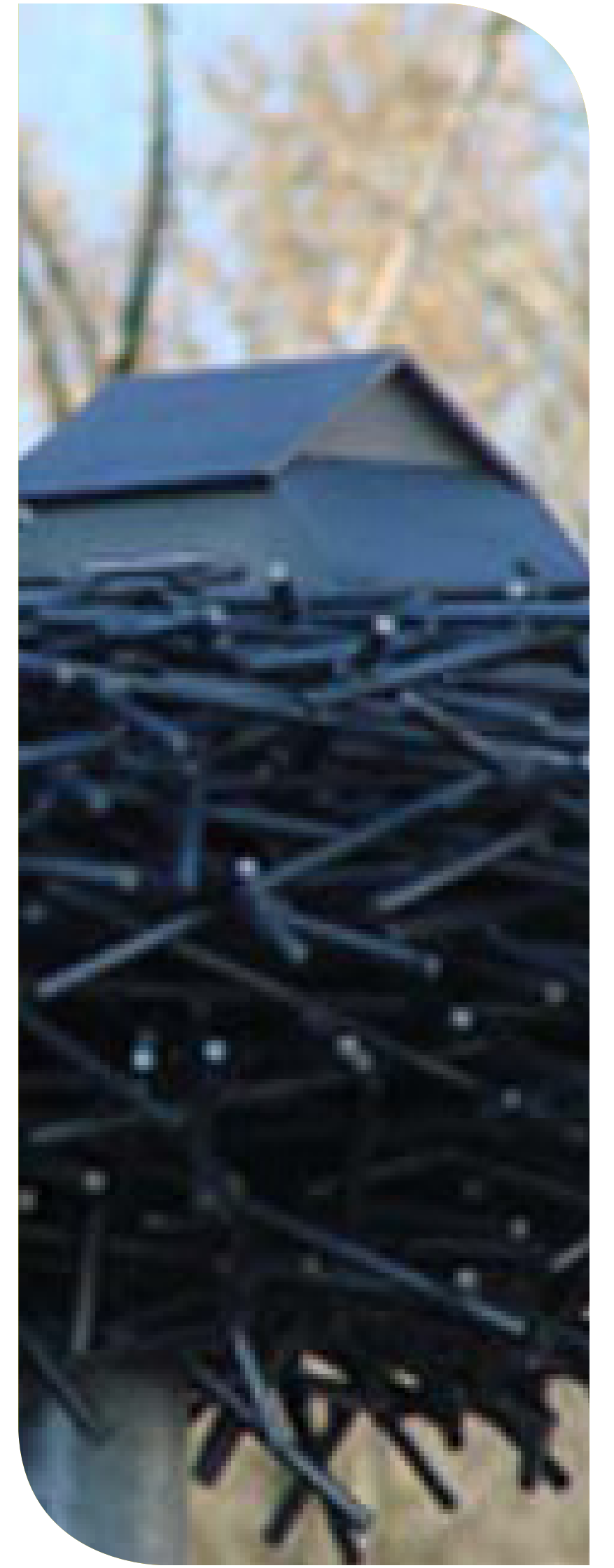
5 Outreach & Engagement

- a. Expand audiences through youth engagement initiatives, eg.: offer student credits for volunteering; offer/fund local field trips, summer program opportunities, host a World Café for youth
- b. Encourage collaboration between organizations and the business sector eg. Unique sponsorship opportunities, art sales at real estate open houses
- c. Create a marketing campaign to encourage residents to "get out and experience what the North Shore has to offer"
- d. Have the Arts Office act as a resource/facilitator/concierge for the arts community e.g. information exchange, networking sessions, art fair, industry nights, contact list management
- e. Utilize civic spaces for festivals and share volunteer resources between municipalities and organizations - concern that current public policies are limiting opportunities

PUBLIC ART: SENSE OF PLACE & LIVABILITY

In 2000, the City and the District of North Vancouver each established their own municipal public art programs. Twelve years later, North Vancouver is home to over 120 pieces of public art; large and small these artworks can be found in public facilities, parks, plazas, trails, and new private developments. Each piece is an original, one-of-a-kind work that was specifically created to reflect and express North Vancouver's people, local heritage, culture and environment.

As part of recent municipal urban planning exercises, there are emerging opportunities to revisit public art program priorities in the context of the District's plans for revitalized Town Centres and the City's rapidly developing Lonsdale and Marine Drive corridors.



KEY CHALLENGES

- Public Art Program policies, procedures and master plans need to be revisited in order to more adequately reflect the new OCPs.
- Differences in Public Art priorities between the City (urban core, artist-designed integrated space) and the District (traditional sensibility, suburban family lifestyle, parks, close proximity to wilderness).
- Both municipalities currently focus on the creation of permanent works. Yet these come with ongoing management and maintenance issues. Program currently at administrative capacity.



North Vancouver has the third highest per capita of artists in Canada and yet North Vancouver continues to be served by a number of inadequate and aging arts and presenting spaces.

As part of the municipal planning process, there are potential opportunities to improve our arts and cultural facilities, particularly given the creation of new Town Centres within the District and the City's enhancement of the Lower Lonsdale District. There is an opportunity for the facilities in the City to serve the region's arts and cultural needs, and alternatively for the Districts' Town Centres to provide arts and cultural space and facilities to anchor the unique character of each community.



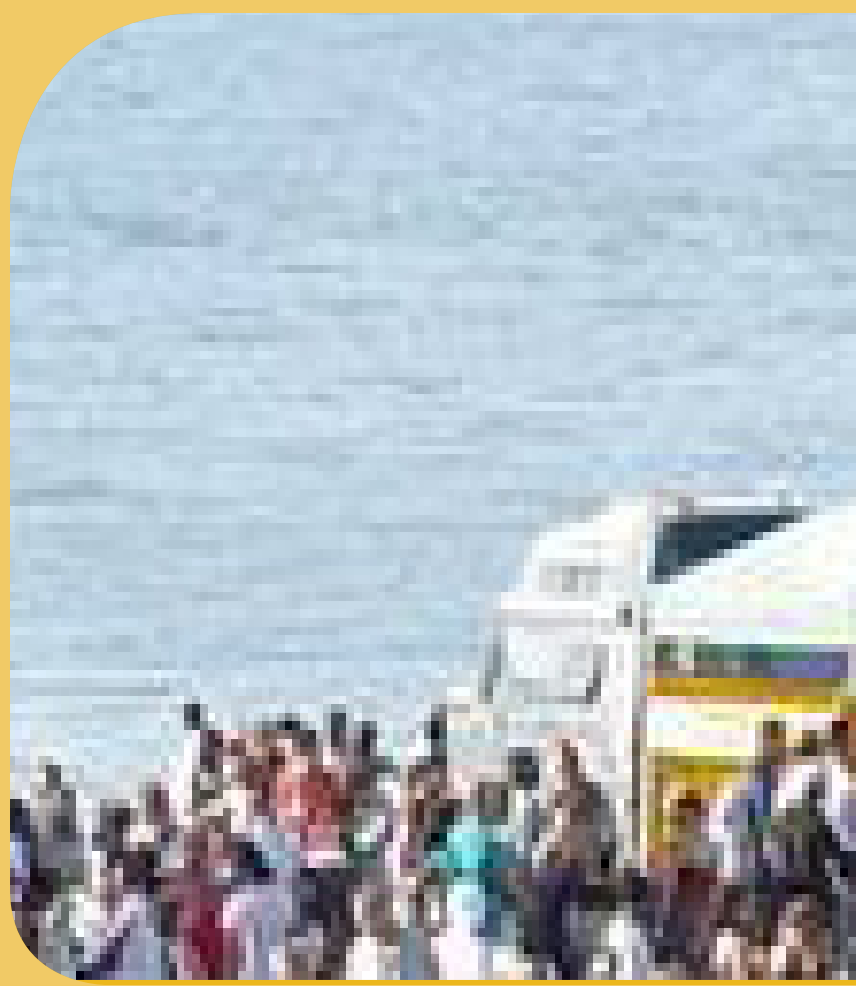
KEY CHALLENGES

- Functional performance and presenting spaces are aging.
- Community access to municipally-owned facilities is limited.
- There is a shortage of affordable rehearsal space.
- A lack of affordable studio space results in a talent drain from North Vancouver to East Vancouver.



The North Shore is part of the traditional territory of two First Nations whom have a long history of seafaring and permanent settlements.

The District's OCP identifies four new Town Centres that will come alive over the next few years: there is a great opportunity here to showcase identity using arts and culture. The City's Lower Lonsdale is considered as a cultural precinct for North Shore arts and culture.



KEY CHALLENGES

- Capitalizing on North Vancouver's natural assets as features of our unique identity.
- Defining our regional context and role as an edge city.
- Cross-pollination of ideas, priorities and programs among all the peoples of the North Vancouver.
- Accessibility to a continuum of programs and services for all cultural backgrounds related to learning, knowledge, and culture.



The Arts Office is a bi-municipal agency of the City and District of North Vancouver that supports and promotes arts and cultural activities and provides cultural development services to the North Shore community. The Arts Office was created in 2007 to consolidate the cultural programs from the District and City into one office.

These programs include three granting programs, two public art programs, promotional programs, and policy and planning mandate for the arts community, the citizens, and the municipalities.



KEY CHALLENGES

- Raising the Arts Office profile; some community groups may not know what the Arts Office does.
- Integrating the Arts Office into municipal planning processes.
- Responding to new opportunities, given limited resources.
- Defining the appropriate role for the Arts Office to meet evolving municipal and community needs.

OUTREACH & ENGAGEMENT



Community engagement is a two way street, with multiple ways for the community to experience arts and culture and also for artists and cultural organizations to give back, perhaps in ways that go beyond their creative practices.

The Arts Office supports non-profit organizations that create programming and offers marketing and awareness assistance via an interactive web-based events calendar. Engagement also deals with issues of advocacy and exploring where the common voice for the arts originates.

KEY CHALLENGES

- Definition and measurement of “engagement”.
- Recognizing the value that arts and culture add to issues of social well-being.



GRANTS PROGRAMS: FUTURE PRIORITIES

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Grants programs are one way in which municipalities are able to provide direct support to non-profit arts organizations and cultural groups. Currently, the Arts Office provides: core funding/operating support for organizations resident in civic facilities; operating support for non-profit groups that have a year-round program of activities; project grants to encourage new, innovative programming; and events grants to support community celebrations and signature festivals.

Looking forward, it is a good time now to update the current grants policies (now 15+ years old) and at the same time to renew and refresh the vision and objectives that shape those policies.



KEY CHALLENGES

- Current grant policies are outdated. Operating under an umbrella of unaligned policies from different sources has resulted in limitations to the grants program.
- Ensuring that grants programs are aligned with municipal priorities and community needs.
- The current grant applicant pool is not representative of North Vancouver's demographic diversity.
- Eliminating barriers to access.

THE CREATIVE ECONOMY

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Arts and culture is often seen as enhancing community livability and well-being, but may be overlooked as a valuable contributor to the local economy. However, some theories assert that metropolitan regions with high concentrations of creative sector workers exhibit a higher level of economic development.

A municipal investment in arts and culture provides local and recognizable support for an organization or activity, and can often leverage further investment. Further to a direct economic contribution, the investment can create a vibrant and exciting urban landscape that is attractive to investors and citizens alike, establishing pride in their community and a creating what we call a creative community.



KEY CHALLENGES

- Impact of regulatory municipal infrastructure on arts and culture.
- Connection between traditional and non-traditional arts and cultural sectors/ industries. Recognition of and valuation of our existing assets – recreational, educational, entertainment and creative industry.