

# City Support for Arts and Culture



## PARKS, RECREATION AND CULTURE DEPARTMENT

The Recreation and Culture Division of the City of Victoria's Parks, Recreation and Culture Department coordinates and leads efforts to improve and enhance the social, recreation, economic and cultural health of our community, and works to create a city that is vibrant and people centered. Division staff lead, support, facilitate and coordinate recreation, arts and culture, and community development initiatives in Victoria.

## Community Program and Project Support

The City of Victoria provides leadership and support to initiatives related to arts and culture including the following programs and projects:

- Cameron Bandshell Programs
- Canada Day Celebration Victoria
- Centennial Square (Spirit Square Program)
- City of Victoria Butler Book Prize
- Community Arts Grants
  - Artist-in-Residence
  - Community Public Art Program
- Cultural Capital Projects
- Festival Equipment Program
- Festival Guide
- Festival Investment Grants (FIG)
- Film and Event Permits
- Land Marks – A Lecture Series on Public Art
- MPTF Program (Musicians Performance Trust Fund)
- Outdoor Performance Venues support for: Cameron Bandshell, Centennial Square, Streets and Ship Point
- Poet Laureate
- Public Art Inventory
- Public Art Policy
- Public Markets
- Signs of Lekwungen
- Special Events and City Services

The City's Arts, Culture and Special Events budget directed at arts and cultural organizations and special events organizations was \$544,105 in 2009, with grants/programs \$321,000 and City services \$223,105 annually.

## Program Details

- **Cameron Bandshell – Stage in the Park** – This summer program hosts a variety of events and concerts on the Cameron Bandshell stage including dance, theatre, band concerts, choral performances, and community events. The annual budget is \$25,000 for producing these outdoor concerts.
- **Canada Day Celebrations** – Held every Canada Day, the City coordinates a large special event, including its organization, promotion and fundraising. The total annual budget is \$170,000, of which the City fundraises \$144,000 and directly pays \$26,000.
- **Centennial Square – Spirit of Summer in the Square** – The City supports summer programming and use of Centennial Square as an outdoor festival venue. In 2009, Victoria's new Spirit Square was opened and provides a new stage and seating area, as well as two First Nations Spirit Poles that serve as a gateway to this public space. The Spring/Summer programming budget is \$100,000 annually.
- **City of Victoria Butler Book Prize** – For the last six years, the City has awarded a Book Prize of \$5,000 annually to the best book of adult fiction or non-fiction by an author in the Capital Region. The administration and selection process for the jury and winner is coordinated by the Victoria Book Prize Society. Butler Brothers collaborates and co-sponsors with the City on the award.

- **Community Arts Grant Program** – The City allocates annually a total of \$30,000 for either Artist-In-Residence or Community Public Art projects.
  - **Artist-In-Residence Program** – This legacy program of Cultural Capitals places a professional artist in a community for an extended period of time. The artist serves as an animator, works with community volunteers to identify neighbourhood and community artistic opportunities, develops projects involving diverse community members, and leaves a legacy of creative practices and art work. Grants of \$10,000 are awarded annually as part of the \$30,000 total grant program.
  - **Community Public Art Program** – This program is designed for neighbourhoods wishing to undertake community public art projects such as murals, mosaics, banners, etc. Grants of \$10,000 each are awarded annually to cover artist fees, materials and supplies. A total of one to two grants are awarded each year.
- **Cultural Capitals Projects** – In 2005, the City was designated as a Cultural Capital of Canada. Projects undertaken included:
  - Artist-In-Residence Program
  - Arts in the City Celebration
  - Community Public Art Program
  - Marketing: West Coast Celebrations
  - Signs of Lekwungen
  - Victoria International Arts Symposium
- **Festival Equipment Program** – The City assists numerous community events by providing equipment at a subsidized rate, including the Dragon Boat Festival, Blues Bash, Selkirk Waterfront Festival and more. The Program assists community events and celebrations with an inventory of over 1,500 pieces of equipment including staging, bleacher seating, chairs, tents, canopies, tables, etc.
- **Festival Guide** – This is a dedicated summer festival guide to promote the many festivals the City supports through the Festival Investment Program; as well as the Cameron Bandshell and Spirit in the Square Summer programs.
- **Festival Investment Grant (FIG)** – The City provides an annual Grant program to assist medium to large scale annual outdoor festivals and celebrations held within the City of Victoria. Total 2009 funds were \$140,000.
- **Film and Events Permits** – The City provides coordination and permitting of events and filming on public space. Film production companies frequently used local crews and locations throughout the City.
- **Land Marks – A Lecture Series on Public Art** – The City of Victoria in collaboration with other CRD municipalities, has hosted public art lectures bringing in interesting speakers from Vancouver to Seattle to discuss public art programs in other cities.
- **MPTF Program (Musicians Performance Trust Fund)** – This is the City of Victoria's annual summer concert series in Beacon Hill Park and Centennial Square made possible in a major part by the MPTF program. As part of an agreement between the AFM (American Federation of Musicians) and the recording industry, money from the sale of recordings goes into this fund to co-sponsor free live public concerts with the City of Victoria.
- **Outdoor Performance Venues support for Cameron Bandshell, Centennial Square, Streets and Ship Point** – There are a number of outdoor locations in Victoria which are popular for concert performances and festivals to take place. The Cameron Bandshell, Centennial Square, Streets and Ship Point are a just a few of the City of Victoria, provincial or commercially owned public spaces which are made available for organizers to permit and showcase their talent.
- **Poet Laureate** – Once every three years, the City selects a Poet Laureate whose main role is to act as a cultural and literary ambassador for Victoria, and to raise awareness of the literary arts and the positive impact literature and poetry have on the community. The Poet Laureate writes three new poems and recites poems at many community events annually, as well as promotes poetry as an inviting, accessible and important form of art. The total allocated funds for this program per year is \$3,500.
- **Public Art Inventory** – The Landmarks Public Art Inventory is a website that the City has developed in collaboration with the CRD Arts Development Service and the municipalities of Esquimalt and Saanich. Its purpose is to showcase the variety of public art that is available in the region, including information on the artist, the artwork and the site. The Inventory includes civic projects, private and community art projects. For more information, visit: [www.landmarkspublicart.ca](http://www.landmarkspublicart.ca)
- **Public Art Policy** – Under this policy, the City will allocate up to one percent of the budget for new municipal buildings and renovation projects in excess of \$250,000 and other capital projects towards the purchase or commission of public art. The artwork is to be displayed in a public area and/or will incorporate an artist's designs or concepts in the design of a building or structure. There is also an annual capital budget of \$50,000 for public art projects on public space. (Note: The current policy is under review.)
- **Public Markets** – The City supports public markets that add colour and vibrancy to Victoria, and that provide an opportunity for artists to sell their art. These markets are popular with residents and visitors.

- **Signs of Lekwungen** – The Signs of Lekwungen is a First Nations interpretive walkway that consists of seven unique site markers – bronze castings of original cedar carvings, conceptualized and carved by Coast Salish artist, Butch Dick. The markers depict spindle whorls that were traditionally used by Coast Salish women to spin wool. The spindle whorl was considered the foundation of a Coast Salish family. Each marker identifies the original place name and references the significance of the site to the culture of the Lekwungen people.
- **Special Events and City Services** – The City supports and manages outdoor festivals and celebrations held in Victoria. Over 150 events are assisted annually through in-kind City services support. Events that are offered free to the public by not-for-profit organizations, are provided with a basic level of City services.

The City of Victoria can provide the following services to an event producer:

- Venue
- Access to power and water
- Equipment loan and rental
- Technical support and expertise
- Administrative support and event expertise
- Marketing and promotional support
- Neighbourhood notification
- Clean up and garbage removal
- Parking services
- Road closures
- Police

The City Services 2009 budget for in-kind support for events, festivals and celebrations was \$223,105.

## Capital Regional District Grants for Arts and Culture

In 2009, the City's contribution to the Capital Regional District (CRD) Arts Development Fund was 40% or \$796,000 in a total budget of \$1.9 million for operating grants for arts and cultural organizations in the region. The City's share of the CRD Arts Project Grants was \$25,000 out of a total of \$91,000 in 2009.

Through the CRD Arts Development Grant Program, the City helps fund many professional and community arts organizations in Victoria including:

- Art Gallery of Greater Victoria
- Ballet Victoria
- Belfry Theatre
- Community Arts Council of Greater Victoria
- Dance Victoria
- Metro Studio and Intrepid Theatre
- Open Space Gallery
- Pacific Opera Victoria
- Victoria Symphony
- Victoria Conservatory of Music
- Victoria Jazz Society

## McPherson and Royal Theatre Funding

The City of Victoria financially supports the McPherson and the Royal Theatres; it owns the McPherson and is one-third owner of the Royal Theatre. On an annual basis, the City contributes to the McPherson Theatre \$350,000 in operating funds and \$350,000 in capital funds. For the Royal Theatre, the City annually contributes \$41,000 in operating funds, and 41% of \$480,000 or \$196,800 in capital funds.

The total amount annually for both theatres is \$937,800.

## Permissive Tax Exemptions

Through an annual tax exemption program, the City of Victoria provides arts and cultural facilities a 100% tax exemption. In 2008, this amount totalled \$304,270.

## For more information, contact:

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