



Make Your Mark! Help Shape the *Create Victoria* Arts and Culture Master Plan

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For Immediate Release

VICTORIA, BC – What does a creative city look like? What do art and culture organizations, artists and creative entrepreneurs need to be successful? And how can the City support this vision and needs? Take the opportunity to “make your mark” to create conditions for creativity to flourish in Victoria. A range of activities are planned to inform the development of *Create Victoria*, a five-year Arts and Culture Master Plan that will align ideas, people, and resources around a shared vision and a set of goals, strategies and tactics to realize Victoria’s potential and guide investment.

The public is invited to drop by the *Create Victoria Cultural Café* on Saturday, March 4, 2017 from 11 a.m. – 2 p.m. at Victoria City Hall to share their ideas on how they currently participate in arts and culture, their vision for a vibrant arts and culture scene, and how the City could support this. The drop-in event will include live music, arts activities for all ages and complimentary treats. A series of cultural cafés will be held with sectors of the arts and culture industry in March.

To help measure the impact of arts and culture in Victoria, the community is invited to participate in an online survey at www.victoria.ca/create until March 31, 2017. The first section of the survey is open to the general public, while the second section is aimed at arts and culture practitioners to inform the City’s economic impact assessment study.

In addition, the community will have opportunities to share their ideas at a range of pop-up kiosks at local venues and on social media at #CreateVictoria.

To ensure Victoria’s arts and culture industry is accurately represented in the Master Plan, and to help the City identify opportunities and gaps, industry members are invited to add or update their organizations, businesses and public art on the *Arts Victoria* cultural map at www.ArtsVictoria.ca/create. Since 2010, more than 250 City-owned and community-run arts and culture resources have been mapped.

Public input combined with recent data collected during the CRD Art Strategy engagement will inform the City’s cultural planning. “Nurture Our Arts, Culture and Learning Capital” is a strategic objective in the *City of Victoria 2015 – 2018 Strategic Plan*, in which developing an Arts and Culture Master Plan is an action and an outcome.

The City will come back to the community in mid-June for feedback on the draft Arts and Culture Master Plan. For more information and to take the survey, visit: www.victoria.ca/create

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For More Information:

Rebecca Penz, Engagement Advisor
250.661.0085
rpenz@victoria.ca