



Let's Get Creative, Victoria

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For Immediate Release

VICTORIA, BC — Victoria will have new opportunities to engage in *Everyday Creativity* this year. The City of Victoria is offering six new ways to participate in the arts all year long.

“Victoria has a vibrant, diverse and creative community, which the City is proud to foster through continual investment in the arts,” said Mayor Lisa Helps, “We look forward to seeing how the Everyday Creativity grants help Victorians to continue to explore their creativity in 2020, and to build a strong, resilient community.”

Everyday Creativity Grant

In May 2020, Council directed staff to report back with options for a special round of grants to encourage events with alternative formats that build community and social connection while allowing for physical distancing; and once restrictions are lifted, events to bring people back downtown, support arts and culture, and inject economic vibrancy back into the core and village centres. A total budget of \$125,000 has been allocated for this one-time grant program in 2020.

Through the new *Everyday Creativity Grant*, non-profit organizations can submit creative ideas for engaging residents to participate in the arts. This is a new, one-time grant, with \$500 - \$5,000 available to organizations. Creating a solution where more people can experience more art, more often is an essential objective of this new grant program. Equitable access to participate is a key component, and projects with an emphasis on learning, creative expression and broad public participation will be encouraged. To learn more or to apply, visit: victoria.ca/everydaycreativity.

Creative Spotlight – Locals Supporting Locals

Victoria is home to renowned local shops and haunts. In a 12-week Instagram series, we've invited local artists to tell us their favourite local places and spaces they love around the city. See where these artists love to go for takeout, what their favourite art activities are, and where to find great local products. All posts are by locals and support locals. For more details, visit: victoria.ca/creativespotlight.

Creative Spotlight – Live Performances

This summer, keep your ears and eyes open for live, local music. Bands will 'pop up' for surprise concerts at different parks, plazas, streetscapes and squares. You'll be serenaded (from a distance) over lunch, or as you go about your day over the weekend. These performances replace what the City would traditionally do at the Cameron Bandshell and Centennial Square. For more details, visit: victoria.ca/creativespotlight.

Eventide Music Series

Artists have been deeply affected by the pandemic and Eventide presents an opportunity to support local artists and hear new music they have been creating during the lockdown. This year, Eventide will be streamed free on the Twitch platform. The series features an eclectic lineup of artists from BC and will begin the week of July 8. Weekly shows will be 30-60 minutes long and will continue for at least eight weeks in the summer. Details, including an artist line up and how to access the streams, will be released in the coming weeks.

Call to Artists: Signage Kiosk Animation

Artists in the Capital Region, including the Gulf Islands, are invited to submit up to two artworks to be displayed on 10 Signage Kiosks in Victoria. Artists working in different types of media can apply – from poetry, photography, sculpture, textile, painting, digital media and more, all are welcome. All works must be original to the artist. This project embodies Create Victoria’s vision “to thrive as a place for everyday artistic encounters.”

Call to Artists: Storefronts Victoria

Designers and Illustrators in the Capital Region, including the Gulf Islands, are invited to submit artwork for display in vacant storefront windows in Victoria. This opportunity will showcase the talent in the local design community and provide temporary beautification to vacant commercial spaces. The artworks will be presented as vinyl wraps on the vacant storefront windows.

Everyday Creativity Grants and Calls to Artists are open to all residents in the Capital Region. Artists who identify as Black, Indigenous and people of colour, and creative-makers from other equity-seeking groups are encouraged to apply.

The deadline for submissions for the two Calls to Artists is **Tuesday, July 21 at 4 p.m. PST**. Artists will also have an opportunity to meet with City of Victoria staff to review the Calls to Artists at an online information session on July 7, 2020.

Proposals must be submitted by email. For submission guidelines and more information, visit: victoria.ca/publicart.

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