What does a creative city look like?

The City of Victoria is developing Create Victoria, a five-year Arts and Culture Master Plan to create the conditions for creativity to flourish. The plan will align ideas, people and resources around a shared vision and a set of goals, strategies and tactics to realize Victoria’s full potential. Take a look at how the City currently supports arts and culture in the Capital City.

**Employees**
FTE City of Victoria staff members

**Contracted**

<table>
<thead>
<tr>
<th>Bands</th>
<th>Employed for production and technical support</th>
<th>Artists for public art projects</th>
<th>Writers and poets</th>
</tr>
</thead>
<tbody>
<tr>
<td>117</td>
<td>7</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

**CityVibe Event and Festival Guide**
Distributed 40,000 copies regionally

**Public Art**
$4.3 million value of 86 public art pieces

**City of Victoria Butler Book Prize**
32 submissions received

**Canada Day Celebration**
45,000 Attendees

**Centennial Square**
58 special event permits issued
107 events including 60 concerts
Total attendance: 85,400

**Cameron Bandshell**
43 concerts
Total attendance: 17,775

**Loaned festival equipment to 112 Organizations**

SOURCE 2015

victoria.ca/create
What does a creative city look like?

**Festival Investment Grant Program**

- 29 organizations received $156,000 in cash and $97,250 in-kind support
- 4,000+ volunteers contributing 62,590 hours of service for events
- Leverages roughly 2 million in cash and in-kind sponsorship and provincial and federal funding
- Employs 196 full and part-time positions
- Attracts 728,075 people

**Capital Regional District Grants**

The City collects levies on behalf of the Capital Regional District Arts Development Fund.

- Organizations supported: 32
- Artists employed: 562
- Number of events: 2,285
- Attendance: 599,793

**Heritage Grants**

In past 36 years, Victoria Heritage Foundation contributed to 1,234 projects for the rehabilitation and maintenance of 361 heritage-designated and covenant houses.

For every $1,000 in Victoria Heritage Foundation grants to owners of protected heritage houses, a minimum of $2,857 in private investment is leveraged.

**Permissive Tax Exemptions**

Through an annual tax exemption program, the City of Victoria provides arts and cultural facilities a 100% tax exemption.

In 2015, this amount totalled $280,062.