• Integrating within ArtsVictoria.ca a digitally-based ‘match-making’ function to link vacant spaces (e.g. empty storefronts or micro-venues) with artists and creative practitioners.

• Connecting artists with wall/mural spaces on private buildings and providing exhibition opportunities.

• Increasing prosperity within the creative community and, in turn, the entire region by further integrating creative economy strategies into economic development planning.

• Working with the tech community on leveraging ‘big data/open data’ for audience development tools or live-to-screen options, digital literacy training, interactive arts opportunities, and other digital strategies.

• Focusing on bridging relationships between the video game, film, design communities with individual artists and creators.

• Through the City’s Business Hub, developing a tool kit for managing a business and encouraging ‘buy local’ campaigns, and the use of local creations in City ceremonies and gifts.

Vision:
Victoria radiates creativity and thrives as a home to creative people and everyday artistic encounters.