What’s in it for me?
I am an Arts Organization...

• Continued funding by the City for organizations such as the Victoria Symphony, Art Gallery of Greater Victoria, Pacific Opera and Ballet Victoria, and other organizations through its contribution to the CRD Arts Development Service.

• Continuing to build active relationships with the tourism sector and seize opportunities for working in partnership with Tourism Victoria for promoting arts, culture and heritage.

• Promoting ways of giving, the impact of resident cultural organizations, and exploring matched or incentivized giving opportunities.

• Sharing new models in social enterprise and earned revenue streams with arts and cultural organizations.

• Easing permitting functions for special events and festivals, and increasing Festival Investment Grant program.

• Hosting cultural forums in partnership with an arts service organization such as Arts BC to provide knowledge-sharing and training to individual artists, creative entrepreneurs/businesses and arts organizations.

• Creating a centralized Create Victoria portal to feature and promote arts, culture and events activities, and enhancing the function of ArtsVictoria.ca.

• Using digital-based strategies for audience development, and aligning with related Tourism Victoria initiatives.

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