

RICHMOND
Island City, by Nature

Richmond Arts Strategy

City Action Plan 2004/2005



City Action Plan 2004/2005

Cultural Services (CS); Gateway Theatre (GT); Richmond Art Gallery (RAG); Community Arts (including the Arts Centre) (CA); Public Art Program (PAP)

Goal #1: Build capacity within and support for arts organizations.

Objectives/Outcomes

- Add strength to the infrastructure of arts organizations.
- Encourage collaboration and partnerships within the arts community and build links with other related sectors.
- Increase funding for the arts in Richmond.

Action	Lead Group	Expected Outcomes	Timeframe
Work with Volunteer Richmond to offer 2 workshops per year for arts organizations on board development; volunteer management or fundraising.	CS	Strengthen arts organizations.	2004 and 2005
Build community capacity for arts advocacy and provision of resource services for artists and arts organizations and establish appropriate relationships.	CS	Strengthen arts organizations.	2004
Host a community arts forum annually bringing together representatives of all arts organizations to share information and build on the actions needed to achieve the goals and objectives of the plan.	CS	Networking between organizations; community input into actions.	Annually
Through the PRCS Master Plan develop different options for supporting arts organizations.	CS	More stable, stronger organizations.	2004
Develop relationships with other levels of government in order to advocate for increased arts funding for artists and organizations.	CS	Increased funding for the arts in Richmond.	Ongoing
Work with small and emerging theatre groups in a mentor role to increase their capacity.	GT	Strengthen capacity; more opportunities for artists.	Ongoing
Enhance the rental program for community groups.	GT	Increased participation in the performing arts by community groups.	2004
Investigate the feasibility of establishing an Arts Foundation to fund the arts in Richmond.	CS	Increased funding for the arts; more stable organizations.	2005
Work with RAGA to implement the Financial Sustainability Plan which has a three year roll-out and addresses opportunities and challenges facing the organization.	RAG	Improved capacity to attain funds required to strengthen the RAG's ability to provide exhibition and programming services.	2004
Negotiate a renewed operating agreement with Richmond Art Gallery Association.	RAG	Increased accountability of RAGA to the City strengthening RAG's ability to provide exhibition and programming services.	2004

Action	Lead Group	Expected Outcomes	Timeframe
Work with RAGA to upgrade their governance, functioning and board composition.	RAG	Strengthen the organization and increase its capacity to support the Gallery.	2004-05
Work with RAGA in order to hire an Assistant Curator with a 3 year plan to obtain a fulltime Curator on staff at the RAG.	RAG	Expanded granting support and advanced exhibition excellence.	2004-06
Develop a plan with RAGA to add a fulltime fundraising/marketing position.	RAG	Enhanced fundraising and marketing capabilities.	2004
Prepare and implement a professional development program at the RAG.	RAG	Further capacity building through enhanced human resources.	2004-06
Improve infrastructure systems and RAG physical aspects.	RAG	Staff more efficient; the mounting of major exhibitions will become feasible.	2006
Support existing and encourage new partnerships with and between organizations and agencies: ie. GT and RAG; RAG and Gulf of Georgia Cannery; RAG, GT, CA and Richmond School District; CA and YVR; CA and Aberdeen Centre.	CS	Increased educational and exhibition opportunities; increase profile of the arts to new audiences.	Ongoing
Optimize the potential for the Life is a Masquerade Gala as Richmond's pre-eminent fine arts gala.	RAG and RAGA	Increase income for RAG and increased relations with the corporate and professional community.	2004

Goal #2: Strengthen, support and enhance the artistic community.

Objectives/Outcomes

- Make Richmond an artist friendly City that recognizes the various needs of artists by creating an environment for artist to successfully live, exhibit and perform in Richmond.
- Support and enhance the ability of the arts community to provide cultural opportunities throughout the City.

Action	Lead Group	Expected Outcomes	Timeframe
Develop a communications plan to ensure communication for opportunities surrounding the 2010 Olympics to artists and arts groups.	CS	Increased opportunities.	2004
Host a workshop for City staff with artists to build awareness of the needs of artists and how city policies affect them.	CS	More artist friendly community.	2004
Explore alternative funding sources to increase resources dedicated to the public art program.	Policy Planning/C.S.	Increased public art projects better public awareness for public art.	2004/05
Grow the Studio Series and the development of new work.	GT	Opportunities for writers, directors, actors with space and admin support.	2004
Increase venues for exhibit space like current outreach spaces in Gateway Theatre and City Hall.	CS	Increased opportunities for exposure of emerging artists.	2004
Work with Tourism Richmond to ensure that arts are incorporated into the design of the T&E including exhibition space.	CS	Increased opportunities for artists and arts organizations.	2004/05
Revitalize the Art Access program.	RAG	Broader economic opportunities for artists and for the RAG.	2004

Goal #3: Increase the variety and diversity of arts experiences and opportunities.

Objectives/Outcomes

- Increase opportunities for culturally diverse communities to showcase their arts.
- Enhance the quality of arts programming and instruction in community facilities.
- Develop programs that encourage interaction between arts professionals and the community.
- Cooperate with public and private educational institutions to increase, develop and support arts programming.
- Encourage and support youth participation in the arts.
- Increased availability and quality of arts education at all levels.
- A broad range of programs and services from entry level and recreational to professional are available.

Action	Lead Group	Expected Outcomes	Timeframe
Prepare a Festival and Special Events Policy for Council consideration.	Corporate Group	Better support for festivals and events; framework for decision making.	2004
Develop two artist-in-residence programs per year.	CS/CA/RAG	Opportunities for interaction between arts professionals and community; increased opportunities for artists.	2004 and ongoing
Establish and implement a community based arts plan.	CA	Art in the community; increased opportunities.	2004
Incorporate public art into the development or renovation of civic infrastructure, buildings, parks, and bridges. Develop mechanisms and funding sources to incorporate an arts component in all appropriate City Capital projects.	PAP/CS	Increased public art projects.	2004
Develop a program of public cultural events at City Hall.	Customer Service/CS	Increased opportunities; vibrant Civic Plaza.	2004
Facilitate 2 ethno-cultural festivals/events per year.	CS - Diversity Services	Enhanced opportunities for celebrating cultures.	2004 and ongoing
Prepare an arts facility master plan.	Master Plan Team/CS		2004
Host first annual signature arts festival in Richmond.	CS	More opportunities for citizens as well as artists.	2005
Continue and promote the policy of colour blind casting.	GT	Increased opportunities for actors regardless of ethnicity.	Ongoing
Actions to recruit an ethnically and gender diverse workforce in administration.	GT	Advertising in non-traditional media; new hiring will require language skills commonly used in our community.	
Explore opportunities to enhance culturally diverse artistic activity.	GT	Presentation of programs and activities that represent Richmond and the citizens of Richmond.	2004

Action	Lead Group	Expected Outcomes	Timeframe
Actively promote an inclusive volunteer component.	GT	Physically and mentally challenged persons will be included in the volunteer program.	
Create mural on the flytower at Gateway Theatre.	GT/PAP		2004/05
Organize 1st annual community Performing Arts Series for 125th Celebration.	CA	Increased awareness of the arts; higher profiles for community organizations; provide opportunities for collaborations.	2004 and annually
Expand School Arts Program utilizing the Arts Centre and Gallery.	CA/RAG	Greater exposure to wider variety of arts media for students.	Fall 2004
Continue to grow the RAG School Studio Arts Program including the development of artist-in-resident program, a van for outreach to schools and continued development of programs for teachers.	RAG in partnership with RAGA and School District #38.	This is already a very strong and complex program advancing an understanding of art and the appreciation of contemporary art.	2004
Create Youth Art Month celebration (1st in Canada). Launch it with the painting of the Art Van.	CA/Youth Services	Increase profile of youth art.	March 2004
Coordinate Asian Heritage Month activities.	CA/Diversity Services	City-wide celebration; increase organizations participation.	May 2004
Coordinate the IWALK Art Contest in conjunction with the Walk to School campaign.	CA/Marketing	Partnership with schools heighten profile of the arts.	2004 and ongoing
Increase opportunities for youth participation in the arts - ie. Improv Theatre/Tickle me Pickle at the Cultural Centre; Mystery Tours; drop-in evenings for youth at Arts Centre.	CA/Youth Services	Increase exposure for youth and general public; expose youth to various art mediums.	Immediate and ongoing for 2004
Develop RAG Academy for the appreciation of contemporary art.	RAG in partnership with RAGA.	This follows the work laid down in the RAG School Studio Arts Program but also reaches a diverse adult population.	2006
Expand RAG Studio Night.	RAG and RAGA in partnership with TD Canada Trust	Designed for youth interested in continuing in a career in the arts, this program will further their success.	2004
Increase frequency of RAG Family Sundays from an occasional basis to monthly.	RAG in partnership with RBC Foundation	Inclusive and free art programming which is growing tremendously in popularity.	2004

Action	Lead Group	Expected Outcomes	Timeframe
Work with post secondary schools in the GVRD through apprenticeships, educational programs and co-op opportunities to enhance opportunities for students interested in a career in the arts.	RAG	Developing opportunities for Richmond students attending not only Kwantlen but post secondary schools through-out the GVRD and developing stronger ties with these institutions. Bring in expertise from a variety of sources.	2004
Explore options for creating a glass blowing studio and work with Youth Services, Social Agencies, RCMP, School Board to develop programs for youth-at-risk.	CA	Increased opportunities especially for youth.	2004
Coordinate one artist initiated public art project per year in a park, and/or neighbourhood, and that such projects represent a range and variety of public art proposals over the years.	PAP		
Encourage the private sector to support the integration of public artworks in the community (i.e. through donation sponsorship, partnership, and funding), and the collaboration of artists, the community, and design professionals in the design of that art.	PAP		
Encourage voluntary private sector financial donations to the Public Art Reserve and gifts of art to the City.	PAP		
Coordinate one community initiated public art project per year in a park, and/or a neighbourhood, and to ensure that such projects represent a range and variety of public art proposals over the years.	PAP/CA	Provides opportunities for artists and the public to express their individual and collective ideas through public art as a means to support the arts, build community pride, enhance local character, and strengthen Richmond's identity.	
Investigate alternative ways and means for the public to participate in the provision of community-based public art projects.	PAP	Increased participation of citizens.	2004
Monitor and evaluate the Public Art Program every three years, during which further changes may be recommended for City Council consideration (e.g. formula or criteria to guide private sector contributions for public art; review of the Public Art Program staffing and administrative resources; etc.).	PAP	Public Art program which is responsive to the changing needs of the community.	Ongoing
Consider opportunities for creative interpretation, a marrying of public art and interpretation, as an alternative where appropriate to traditional signage on the trails system.	Parks	Community stories told; awareness of community heritage.	Ongoing
Establish a list of potential public art projects for implementation along the trails.	Parks		2004/05

Action	Lead Group	Expected Outcomes	Timeframe
Use public art where appropriate to identify City-wide and community trails and routes.	Parks	Increased community identity.	Ongoing
Promote collaboration between the City, community and artists to create public art projects that provide community identity to public places and trails.	Parks	Increased community identity and pride.	Ongoing
Consider and use effectively public art as a tool to create community themes, image making, symbolism and storytelling along the trail system.	Parks	Enhanced community identity and character.	Ongoing
Determine the most appropriate use of the Plaza Café space and implement.	CS		2004

Goal #4: Expand public awareness and understanding of the value of the arts.

Objectives/Outcomes

- Market the arts in Richmond and acknowledge the opportunities created by the diversity of our audience.
- Recognize outstanding accomplishments in the arts in order to acknowledge those artists, arts organizations and patrons who contribute in a major way to the cultural life of Richmond.
- Educate the community on the value of the arts.
- Enhance public awareness and understanding of the importance of public art.
- Increase the amount of public art.

Action	Lead Group	Expected Outcomes	Timeframe
Develop a comprehensive marketing strategy for the arts in Richmond.	CS	Better understanding of the role arts can play in the community.	2004
Initiate a community public art education and information program to raise awareness, opportunities, and experience using public art as a community building tool aimed at building community pride, neighbourliness, and a stronger sense of ownership.	PAP	Increased awareness, pride and ownership of public art.	
Facilitate one Chamber of Commerce luncheon keynote address on the arts.	CS	Increased awareness in the business community.	2004
Develop street-side information plaques, brochures and interactive web-site programs featuring artists' statements and biographies.	PAP	Increased understanding of importance of public art.	2004
Create a City of Richmond Arts Awards program which recognizes outstanding accomplishments in the arts in order to acknowledge those artists, arts organizations and patrons who contribute in a major way to the cultural life of Richmond.	CS with other arts organizations and business community	Recognition of achievements.	2005
Encourage the development of a scholarship program for the arts.	CS	Increased opportunities for student learning.	2005
Continue development of The Lulu Series.	CS/PAP	Enhanced public awareness of the importance of the arts.	2004
Strengthen the position of Cultural Services within the City corporate structure.	CS	Increased opportunities to ensure inclusion of the arts.	Ongoing
Develop two community art projects: Soul Salmon and Stream of Dreams.	CA; PAP; Schools	Public art identity; community arts programming; collaboration with schools.	Fall 2004
Facilitate collaboration between the Richmond Potters Club and the City on a project to celebrate the City's 125th Anniversary and the Public Works 50th.	CA; PAP; Parks	Heightened public awareness public involvement community development.	2004
Explore the development of a youth web site for the arts as a part of the schools program.	RAG in partnership with RAGA and School District	Increased understanding of and access to the arts for youth.	2004-05

Action	Lead Group	Expected Outcomes	Timeframe
Develop programs and exhibits that build on and take advantage of the opportunities afforded by the hosting of the 2010 Olympics.	RAG; GT; CA; PAP; CS	Raise awareness of the value of the arts in Richmond.	2005 and beyond
Celebrate the 25th anniversary of the RAG by profiling past successes and future plans.	RAG	Raise awareness of Richmond as a City which supports the arts and recognize the influence that the RAG has had in promoting the growth of the arts.	2006
Establish RAG archive material and make it available to the general public.	RAG in partnership with Richmond Archives	Enhanced understanding of the work done by the RAG and the artwork exhibited.	2004
Explore opportunities for temporary art installations on city streets.	RAG in partnership with RAGA and the Public Art Commission	Flag/banners such as those recently displayed in the RAG by Gu Xiong create a positive message and make contemporary art accessible to a wide audience.	2005-2006
Continue to develop the education outreach program - ie. student dress rehearsal nights.	GT	Development of new audiences.	Ongoing
Enhance and grow sponsor appreciation nights.	GT	New corporate support.	Ongoing
Organize volunteer appreciation nights for all Theatre volunteers.	GT	New participants in the arts.	Ongoing
Further enhance and develop the RAG Volunteer Program.	RAG	Volunteer education, recognition and the opportunity for involvement.	2004
Prepare presentation to service clubs - 6 times per year.	GT	Development of new community partners.	Ongoing

Goal #5: Broaden the economic potential and contribution of the arts.

Objectives/Outcomes

- Strengthen the collaborative role of the arts and business community in the economic growth of Richmond.
- Encourage Tourism Richmond to enhance and support arts destinations and promote the role the arts play in Richmond's tourism initiatives.
- Identify, develop and promote specific arts, entertainment and cultural areas.
- Ensure City policies and administration position Richmond as a film friendly location.
- Develop a master plan for arts facility development for the City of Richmond.

Action	Lead Group	Expected Outcomes	Timeframe
Develop a plan to attract and establish cultural industries in Richmond.	CS	Increased number of cultural industries located in Richmond.	2004/05
Work with the Economic Development Team to ensure that the arts are acknowledged and that they play a strong role in the economic sustainability of the city.	CS	Increased role the arts play in the economic sustainability of the city.	2004
Develop a City policy stating that the City is "film friendly" and supports the industry operating in the community.	Economic Development Strategy Team		2004
Work with Tourism Richmond marketing Committee to ensure that the arts play a key role in the marketing of Richmond.	CS		2004
Work with RAGA to recruit representative from the business community onto the board.	RAG/RAGA	Reinforce connections to the business community.	2004/05
Develop initiatives and outreach to the tourism industry to bring day visitors from the lower mainland and tourists from the Pacific Northwest.	RAG; GT; CS in partnership with Tourism Richmond	Increased opportunities for tourists; enhancement of tourism in Richmond.	2004



City of Richmond

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