

Saanich

Arts and Culture Strategy



Gorge on Art (2007)



2009



Table of Contents

Acknowledgements Pg 5

Executive Summary Pg 6

Introduction Pg 7

Planning Initiatives That Play a Role in the Strategy Pg 8

- 2008 Saanich Official Community Plan
- 2008 - 2012 District of Saanich Strategic Plan
- 2003 Regional Arts Strategic Plan
- 2002 Saanich Comprehensive Arts Policy
- 2001 Saanich Parks and Recreation Master Plan

Challenges Pg 10

Guiding Values Driving the Strategy Pg 11

Community Priorities Pg 12

Action Plan Pg 13

- Goals and Objectives

Definitions Pg 18

References Pg 19

Stakeholders Pg 21

Appendices Pg 22

- Appendix 1 Introduction to Community Consultation and Methodology
- Appendix 2 Results from Community Consultation
- Appendix 3 Data Analysis of Community Consultation
- Appendix 4 The Arts in Saanich
- Appendix 5 Benefits of the Arts
- Appendix 6 Reports to Saanich Arts, Culture and Heritage Advisory Committee



Claudia Lorenz, The Compost People

Creativity is allowing yourself to make mistakes. Art is knowing which ones to keep.

- Scott Adams





Acknowledgements

We wish to thank the following groups and individuals who contributed to the research and development of this document:

- The individual citizens, artists and arts organizations who participated in the community consultations: focus group sessions, public surveys and the Community Forum.
- Saanich Arts, Culture and Heritage Advisory Committee (2006-2009)
- Saanich Parks, Trails, and Recreation Advisory Committee (2008-2009)
- Maeve Lydon, Facilitator LifeCycles/Common Ground
- Charles Burnett, Facilitator LifeCycles/Common Ground
- Joanne Thomson, Artist and Arts Educator
- District of Saanich Parks and Recreation Staff:
 - Ken Kreiger, Director
 - Quenton Lehmann, Manager of Recreation Services
 - Carole Ireland, Manager of Cedar Hill Recreation Centre
 - Charlene Parker, Manager of Gordon Head Recreation Centre
 - Steve Meikle, Manager of Community Services
 - Diane Thorpe, Community Arts Specialist



Tina Farnillo, stone poem for Rutledge (2004)





Executive Summary

Like many municipalities across Canada, Saanich recognizes that in addition to being fundamental to our quality of life, arts and culture are vital assets for economic and social growth in our communities. This Arts and Culture Strategy has been a process of community consultation and decision-making that has identified cultural resources and facilitated strategic thinking to determine how these resources can help a community achieve its goals. The Strategy has been developed in the context of overall civic strategic planning as well as the broader municipal planning of the Official Community Plan. The development of strong creative communities needs support from community partners and all levels of government. Research indicates that investment in a creative community, enriched with arts and cultural experiences, contributes substantially to quality of life, economic sustainability and the vibrancy of neighbourhoods. (Appendix 5)

Community discussions galvanized around the generally accepted benefits of arts and culture: building community identity and pride; enhancing the health and well-being of citizens; and supporting economic development. Through consultation sessions and survey results, the following goals were identified as being most important: (Appendices 1, 2, 3)

- 1. Provide Spaces for Cultural and Artistic Activities**
The community residents want cultural space for creating, rehearsing, exhibiting, performing and for connecting with each other.
- 2. Increase Arts and Culture Awareness**
Get the word out!
- 3. Build Creative Capacity**
Create a sustainable financial plan that will support community arts.
- 4. Develop and Nurture Healthy, Vital Neighbourhoods Through the Arts**
Support Community Cultural Development.
- 5. Expand Youth Leadership Opportunities in the Arts**
Create connections between professional artists and youth.
- 6. Support Economic Development Through the Arts**
Raise the profile of arts and culture as an economic generator.





Introduction

Saanich is the largest Municipality in Greater Victoria with a population of just over 113,000.¹ Saanich is a vibrant, growing community, about half urban and half rural/agricultural – a dual role that has influenced its character and development. Residents enjoy a diverse range of recreational, educational, civic, social, arts and cultural services. Saanich has the eighth highest concentration of artists in Canada.²

Saanich residents care about their municipality and believe that arts and culture are important to their quality of life. They value a vibrant community where cultural development is an integral part of its identity, its broader social and economic development, and its long-term sustainability.

Through partnerships, the District of Saanich provides collaborative leadership in its goal to increase community arts and cultural opportunities and capacity. Saanich facilitates arts and cultural experiences for its citizens and provides encouragement and support for its artists.

The Arts and Culture Strategy champions the benefits of investing in community arts. It identifies key strategic directions to assist Saanich in planning for the future and highlights an action plan for arts and cultural development for the next 3-5 years.



Joanne Thomson, Panama Flats (detail)

ARTS

The arts include visual arts (painting, print-making, drawing, sculpture, crafts, photography, film, video, and new media) theatre, music and song, literary arts and dance. Cultural industries – publishing, film, sound recording, video and audio-visual broadcasting – are also included.

CULTURE

Culture encompasses those arts, multicultural and heritage resources and activities as practised and preserved in a community. These practices reflect the beliefs, experiences and creative aspirations of a people in a given place and at a given time.³

Culture as the fourth pillar of sustainability is being recognized in policy and planning initiatives in Canada, Europe, Australia and New Zealand. Cultural analyst Jon Hawkes [The Fourth Pillar of Sustainability: Culture’s Essential Role in Public Planning (2001)], advocates the benefits of interlinking four areas: environmental responsibility, economic health, social equity and cultural vitality. The four-pillar model of sustainability recognizes that a community’s vitality is closely linked to its cultural engagement, expression, dialogue and celebration.⁴

¹ District of Saanich Planning Department

² Hill, Kelly. (2006, March 29). *Artists in Large Canadian Cities*. Hamilton: Hill Strategies. <http://www.hillstrategies.com>

³ <http://www.creativecity.ca/members/resources/vocabulary.html>

⁴ “Creative City News” Special Edition 4, 2007 p.2





Saanich Official Community Plan (2008)

Saanich continues to work towards implementation of policy directives for arts and culture as outlined in the Official Community Plan. The Plan points out that “a diverse arts community educates, entertains, generates revenue and employment, and enhances the quality of life for everyone.”

The Official Community Plan is crafted around three pillars of sustainability (economic health, environmental responsibility and social equity) and supports the fourth pillar (cultural vitality) from the policies listed here:

Policies

1. Support regional arts programming, policy development and facility planning through the Capital Regional District and Arts Advisory Council and Committee.
2. Work with other municipalities, school districts, Chambers of Commerce, Tourism Victoria, and other agencies to plan and coordinate arts initiatives.
3. Encourage ongoing participation in Regional Arts funding to support cultural facilities and initiatives.
4. Support the continued implementation of the “Comprehensive Arts Policy”.
5. Develop and implement a strategy for the delivery of community arts and cultural service.
6. Encourage community programming for a variety of artistic disciplines.
7. Continue to promote the use of parks, civic buildings and public spaces for public art, performances, festivals and exhibitions.
8. Encourage and support private sector involvement in the arts.
9. Support the integration of public art in the design of public and private developments.
10. Consider accommodating studio, rehearsal, and classroom or workshop space in commercial, institutional, and rural areas.
11. Continue to work with School Districts 61 and 63 and post-secondary institutions to promote community awareness of arts programs in the education system.
12. Continue to encourage opportunities for community theatre in Saanich.
13. Continue to support the creation of an Arts Centre at Cedar Hill Community Centre.

Municipal cultural planning is about shaping, developing, and enhancing the economic future of your municipality. It is about a municipality leading the process of developing a community-supported plan and strategy. It is about implementing a path of change.⁵

⁵ Hume, Gord. (2008, September). Canadian Municipal Cultural Planning and Economic Development. *Municipal World*. p.5





Planning “initiatives” that play a role in advancing the arts and cultural vision in Saanich.

District of Saanich Strategic Plan (2008-2012)

As part of the Saanich Strategic Plan 2008-2012, the Arts and Culture Strategy is organized under Healthy Community Initiatives which envisions “A healthy community like Saanich ... where residents are physically and socially active, and take advantage of a diverse range of recreational, educational, social and cultural services.”

The Regional Arts Strategic Plan (2003)

This Plan was prepared to provide the Capital Regional District (CRD) with a policy and action framework for the arts function. The role is to speak for the region – advocating for the greater benefits that can only be achieved if action is coordinated at the regional level.

Comprehensive Arts Policy (2002)

In 2001, Saanich Council made a commitment to arts development by endorsing a Comprehensive Arts Policy. As per the Policy, Saanich Parks and Recreation Department committed to provide leadership in the development of arts and culture in a community setting.

Parks & Recreation Master Plan (2001)

Recommendation #35

“Endorse the concept of “core” facilities within the four community recreation centres, ensuring the inclusion of the following amenities – large, open reception areas; a multipurpose gymnasium; administrative/support spaces; areas for arts and cultural activities and multi-purpose activity space to serve the needs of youth and seniors, and the growing interest in health and wellness services.”

“I would like to see more collaboration among artists, some formal means they can come together to support one another’s efforts...Perhaps an arts council or an arts/festivals society.”

- comment from public survey (2007)



The High Tide Trio (Gorge on Art 2006)





Challenges

Being responsive to challenges and changes, as well as welcoming new opportunities to support community and cultural vitality are necessary skills for everyone involved. Moreover, being attentive to regional and global issues, including economic conditions, is significant when integrating cultural planning into daily business.

In *Under Construction: The State of Cultural Infrastructure in Canada*, Nancy Duxbury pointed out that from 1990-2000 federal and provincial governments significantly decreased spending on cultural assets while public demands for cultural infrastructure increased.⁶ She also highlights that investments in cultural infrastructure, including both new facilities and upgrades, are made more challenging due to:

- Public expectations of arts and cultural opportunities and services as part of their quality of life...residents are recognizing that cultural activities, services, programs and other opportunities are dependent on the physical infrastructure that supports and enables them, and that adequate investment in both is essential.
- Growing pressures on the existing stock of aging infrastructure.
- The growth and evolution of Canada’s arts, culture and heritage sector.⁷

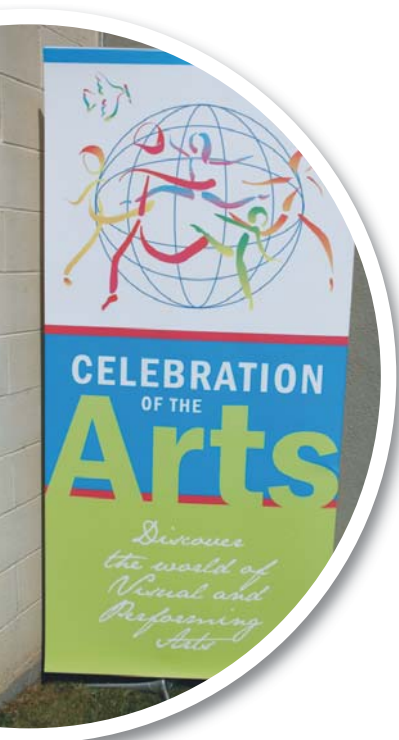
At the regional level, Saanich contributes financially to the Capital Regional District (CRD) Arts Development Office and co-owns the Royal Theatre. Through the CRD Arts Development Office, Saanich contributes close to one million dollars per year (2008) to support professional arts organizations such as the Art Gallery of Greater Victoria, Victoria Symphony and Pacific Opera and smaller organizations such as Target Theatre Society and Open Cinema Society.⁸ Saanich Parks and Recreation supports community arts and Saanich contributes close to \$100,000 per year (2008) in staff and resources. Plus, Saanich contributes additional support to offer arts programs and courses through its four recreation centres. Saanich can also pursue opportunities to assist individuals and organizations that contribute to the municipality’s cultural vitality by collaborating with the Capital Regional District and the Provincial and Federal Governments.

The need to collaborate with a broad range of partners including the private sector is important. Currently, the arts community’s relationship with the private sector isn’t as well developed as it could be. Other municipalities have looked to broaden public access to the arts with initiatives such as Private Sector Partnership Campaigns to strengthen alliances.

⁶Duxbury, Nancy, Ed. (2008) *Under Construction: The State of Cultural Infrastructure in Canada*. Vancouver, B.C.: Centre of Expertise on Culture and Communities, Simon Fraser University. p.7

⁷Ibid, p.8

⁸Capital Regional District Arts Development, <http://www.crd.bc.ca/arts/index.htm> accessed December 2008



“Make art accessible to all sectors of community (multicultural, multi-generational, socio-economic)”

- participant, community engagement sessions (2007)





Guiding Values for the Strategy

The basis of any strategy for action is the set of values held by the community within which the strategies must work. Through community consultation sessions and an on-line survey, (Appendices 2 and 3) a number of values were highlighted. Six of these were identified as priorities: creativity, communication, accessibility and equity, sense of community, quality of life, and collaboration. These guiding values drive the Arts and Culture Strategy.

Creativity

Innovation is a critical factor in creating a vibrant municipality. It is a process involving the generation of new ideas, concepts or new associations of the creative mind between existing ideas or concepts. The community values creative expression and wants creativity to be respected, encouraged and supported.

Communication

Communication is a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior. The community supports connecting arts organizations, artists and the general public through traditional and non traditional ways.

Accessibility and Equity

All citizens should have the opportunity to participate in the arts and cultural activities of the region. The arts need to be accessible and inclusive of all ages and cultures while respecting the need for individual expression and diversity.

Sense of Community

Arts and cultural activity gives our neighbourhoods vitality and a sense of identity. It creates and strengthens social connections and draws generations together. We know that vibrant and engaged communities will advance the creativity of their residents, welcome newcomers, support artists and cultural industries, and value their parks and green spaces.

Quality of Life

In Saanich, as elsewhere, quality of life is reflected in individuals, families and groups as a result of a community's capacity to: meet basic needs; offer opportunities for the attainment of personal goals, hopes and aspirations; facilitate social interactions, a sense of belonging and inclusion in community life; support the safety and security of its residents; promote a fair and equitable sharing of common resources; sustain diverse economic opportunities; and limit the impact of built environments on natural environments. In short, arts and cultural activity enhance the quality of community life.

Collaboration

The community knows that by working together with artists, arts organizations, cultural industries, educational institutions, businesses, social services, and governments, Saanich becomes a richer, more vibrant place where tourism and economic development flourish.



“I value art that makes me stop and think, art that makes me stop and feel something I have never felt. I value community & family.”

-participant, community engagement session (2007)





Community Priorities

Guided by the Saanich Arts, Culture and Heritage Advisory Committee, (Appendix 6) the Arts and Culture Strategy was developed through public consultation sessions, surveys, research and interviews with artists, arts organizations, community associations, municipal staff and the general public. (Appendices 1, 2, and 3) Consultants with LifeCycles/Common Ground Mapping Project led the facilitation workshops and cultural mapping.

Saanich residents clearly stated in public consultation sessions that they value their communities and their neighbourhoods and believe that arts and culture are important to their quality of life. Some noted that, although neighbourhoods have identifiable characteristics, Saanich as a whole was “too beige” and lacked a recognizable identity, a core identity which speaks to all neighbourhoods. Others wanted more support from the Capital Regional District for opportunities at the community level. Overall, participants want a vibrant municipality where their community’s cultural development is an integral part of its identity, its broader social and economic development, and its long-term sustainability.

In our changing society we need ways to connect with others and spaces where we can come together to create, express, celebrate and learn. Nancy Duxbury, of Simon Fraser Centre on Culture and Communities, points out that culture-based creative experiences are important to the way we develop our identities, create connections and a sense of community, and understand the world around us.⁹ Cultural facilities are an asset to any community and serve many functions. They provide community gathering places and artist networking opportunities and in doing so, enhance the quality of life. Cultural facilities and their programmes can be an effective means for community change and development.



“Saanich needs to incorporate art more visibly into their built environment. Visually much of the municipality is very bland. Visible art and community art initiatives would create vibrancy at a neighbourhood level and more attractive spaces to live, work and shop.”

- comment from public survey (2007)

Four main priorities were identified from public consultation sessions:

1. Cultural Facilities and Spaces

Central places to access the arts are wanted. Flexible, versatile unconventional spaces that accommodate programming and working/rehearsal space and might include gallery space, performing space, rehearsal/storage space, studio space and meeting space.

2. Communication

People want effective ways to communicate and market arts activities. There is a desire for a greater awareness of arts and culture in Saanich that will connect artists, arts organization and the public. The community wants an arts and culture website dedicated to connecting artists of all disciplines.

3. Resources

People voiced their support for the creation of art and for artists as active members of the community. They also wanted access to the arts to be affordable, accessible and available for everyone.

4. Collaborations

The importance of collaboration, partnership and connection was stressed. The community wants people to work together for the benefit of all. Ideas included: facilitate links with the University of Victoria for best practices related to the arts; explore opportunities for accreditation in the arts for youth; work with health professionals and artists to nurture links between art and health; facilitate linkages across neighbourhoods and among various ethno-cultural groups; and connect Saanich to other districts and regions in the Province.

⁹ Duxbury, Nancy, Ed. (2008) *Under Construction: The State of Cultural Infrastructure in Canada*. Vancouver, B.C.: Centre of Expertise on Culture and Communities, Simon Fraser University.





Arts & Culture Strategy Action Plan

The Arts and Culture Strategy Action Plan provides goals and objectives and identifies ways in which the Strategy can be implemented. The Action Plan is linked directly to community priorities and public consultation feedback. A lead department is identified to be responsible for action items and to enlist the appropriate expertise from other departments, organizations, educational institutions, Saanich committees and the public, as required. The priority section of the Strategy provides an indication of an action item's relative importance and time frame for implementation. During the annual budget and planning process, action items identified as high priority will be brought forward for consideration. Some projects may require active participation of the Saanich Arts, Culture and Heritage Advisory Committee, or additional resources or services that would need approval by Council.

Arts and Culture Strategy Goals:

1. Provide Spaces for Cultural and Artistic Activities
2. Promote Arts and Culture Awareness
3. Build Creative Capacity
4. Nurture Healthy, Vital Neighbourhoods
5. Expand Youth Leadership Opportunities in the Arts
6. Support Economic Development



Totally Teen Talent (2007)





Action Plan - Goals & Objectives

Goal 1: Provide Spaces for Cultural and Artistic Activities			
Objectives	Action	Responsibility	Priority
A. Determine the feasibility of establishing cultural infrastructure including research on alternative venues and collaborations	1. Revisit the proposed update of Cedar Hill Recreation Centre (Phase II) to a Community Arts & Recreation Centre (District of Saanich, Strategic Plan 2008-12) within the regional economic environment.	Parks & Recreation/ Arts, Culture and Heritage Advisory Committee	High
	2. Research best practices around artist co-operatives and artist run galleries and investigate working studio space in other municipalities, such as XChanges Gallery and Studios in Vic West or the Rotary Centre of the Arts in Kelowna.	Parks & Recreation/ Arts Organizations	High
B. Maximize the use of existing Saanich - owned and operated spaces and venues for performance or exhibition space.	1. Prepare a plan with managers to develop ways to bring arts exhibits, performances and other cultural events into the recreation centres, parks, senior centres, partner middle schools and other Saanich facilities. Identify projects, timelines and potential resources.	Parks & Recreation	High
C. Collaborate with others to provide cultural infrastructure	1. Pursue partnerships with post-secondary institutions to provide community access to cultural infrastructure and support arts programming, for example the pottery studio partnership between Cedar Hill Recreation Centre and Camosun College or the proposed Art Gallery at Camosun College.	Parks & Recreation/ Post-Secondary Institutions	High
	2. Explore the potential for exhibition & performing spaces in traditional and non-traditional venues (Parks, Libraries, Schools, Businesses, Churches and other potential arts-related spaces) and seek new partners, including the private sector.	Parks & Recreation/ Greater Victoria Libraries, not-for profit organizations/ businesses	Low
D. Develop opportunities such as markets, festivals and celebrations that link the arts with agriculture. (agritourism or cultural tourism)	1. Collaborate with the arts community and the agricultural community to establish a pilot project.	Parks & Recreation/ Planning	Medium





Action Plan - Goals & Objectives

Goal 2: Increase Arts and Culture Awareness			
Objectives	Action	Responsibility	Priority
A. Create greater awareness of arts and culture in Saanich.	1. Create a Saanich arts, culture and heritage website that includes a directory of resources.	Parks & Recreation/ Information Technology/Planning	High
	2. Establish an Arts and Culture section within Parks & Recreation Marketing/Active Living Guide plans.	Parks & Recreation	High
B. Support and promote programs, events and artistic activities that make Saanich cultural experiences unique.	1. Design and produce a Saanich Artist Studio Tour Map in collaboration with studio tour artists.	Parks & Recreation/ Studio Tour Artists	High
	2. Identify new sites (such as Goward House) or parks for the popular Music in the Park performances in collaboration with Community Associations.	Parks & Recreation/ Community Associations	Medium
	3. Explore collaborations or partnerships with organizations that deliver programs honouring the values of diversity and accessibility.	Parks & Recreation	Medium
	4. Recognize and support diverse artistic practices by working with organizations that deliver cross-cultural programs.	Parks & Recreation/ Victoria Intercultural Association	Medium
Goal 3: Build Creative Capacity			
Objectives	Action	Responsibility	Priority
A. Create a sustainable financial plan that will support community arts.	1. Research best practices for community arts funding in other municipalities. Look at public and private funding, as well as, the role of donations and sponsorships.	Parks & Recreation	High
B. Review and increase the District of Saanich's partnerships with arts organizations	1. Facilitate the establishment of organizations (such as an arts council or an arts/festival society) that assist artists secure resources.	Parks & Recreation	High
	2. Review the existing partnerships between the Parks and Recreation Department and arts organizations. Look for opportunities to expand these partnerships and establish new ones	Parks & Recreation	Medium





Goal 3: Build Creative Capacity Continued

C. Build capacity within arts and culture organizations	1. Facilitate organizational development and planning for arts/culture groups.	Parks & Recreation/ Arts, Culture & Heritage Advisory Committee	High
	2. Develop and facilitate professional development opportunities for artists (such as workshops on copyright legislation, income tax, marketing, etc).	Parks & Recreation/ Educational Institutions	Medium
	3. Strengthen alliances and partnerships with inter-municipal, regional and provincial agencies, as well as educational institutions.	Parks & Recreation/ CRD Arts Development/ Educational Institutions	Medium
	4. Increase communication and collaboration and build bridges among artists, arts organizations and the public. Facilitate opportunities for artists to network.	Parks & Recreation	Low

Goal 4: Develop & Nurture Healthy, Vital Neighbourhoods Through the Arts

Objectives	Action	Responsibility	Priority
A. Support Community Cultural Development	1. Facilitate community celebrations and projects to bring individuals together to share a common experience, develop healthy neighbourhoods and become acquainted through the arts. The artistic event becomes an important vehicle to connect, explore, share and celebrate.	Parks & Recreation/ Arts, Culture & Heritage Advisory Committee/Saanich Community Association Network	High
B. Strengthen cultural participation of citizens (District of Saanich Strategic Plan 2008-12)	1. Continue offering traditional and non-traditional arts programming through Parks and Recreation.	Parks & Recreation	High
	2. Advocate for low cost or free arts and culture opportunities in collaboration with community associations and educational institutions.	Parks & Recreation/ Community Associations/Educational Institutions	High
	3. Facilitate the meeting of Community Associations with residents to discuss and design neighbourhood arts projects and resources.	Community Associations/Parks & Recreation	Low
C. Support arts programs for specific communities.	1. Explore opportunities to develop and facilitate artist-in- residency projects through partnerships, in particular projects involving older adults.	Parks & Recreation/ Vancouver Island Health Authority/ Community Living	Medium





Goal 5: Expand Youth Leadership Opportunities in the Arts

Objectives	Action	Responsibility	Priority
A. Support arts and culture in Saanich Schools	1. Develop strategies with educators and community leaders to support and promote arts programs in the schools and in the community.	Parks & Recreation/ School District #61 & 63	High
B. Create connections among professional artists and youth	1. Establish an Artist-in-Residency Program for Youth.	Parks & Recreation	Medium
	2. Develop mentorship opportunities with artists and cultural workers.	Parks & Recreation/ Artists/Arts Organizations	Medium
C. Strengthen cultural participation of youth (District of Saanich Youth Development Strategy 2003)	1. Provide opportunities for youth to be exposed to a wide range of arts and cultural experiences in the community (such as Dance Victoria Youth passes)	Parks & Recreation	Medium
	2. Provide opportunities for youth to exhibit and perform in recreation centers and in the community.	Parks & Recreation/ Arts Council of Greater Victoria	Medium

Goal 6: Support Economic Development Through the Arts

Objectives	Action	Responsibility	Priority
A. Raise the profile of arts and culture as an economic generator	1. Develop an award recognition program for acknowledging artists, cultural organizations and cultural industries which provide vitality and articulate the evolving character of Saanich.	Arts, Culture & Heritage Advisory Committee	Medium
	2. Develop a program for monitoring the economic performance of the cultural sector regionally.	CRD Arts Development in collaboration with regional partners	Low
	3. Develop a Cultural Tourism Plan.	Parks & Recreation	Low





Definitions¹⁰

The arts include the visual arts (painting, print-making, drawing, sculpture, crafts, photography, film, video, and new media) theatre, music and song, literary arts and dance. Cultural industries – publishing, film, sound recording, video and audio-visual broadcasting – are also included.

ARTS POLICY

A document that outlines a vision plus goals, objectives and roles with recommended actions for the development of arts activity, production, services and related resources.

COMMUNITY ART PROJECT

A project that is, by design, community-oriented. It can be a constructive way to draw attention to local and even global issues while at the same time building and strengthening community ties within the neighbourhood through cooperation in completing the project.

COMMUNITY PUBLIC ART

Art works produced by artists collaborating with communities, neighbourhood organizations or residents often to help define a community’s identity or reveal the unique character of a specific neighbourhood.

COMMUNITY CULTURAL DEVELOPMENT

Community Cultural Development (CCD) is an arts-based community-building tool that promotes a sense of place, empowerment, and public participation. CCD is a process that involves artists and community to creatively celebrate the natural environment, the history of an area, or address social issues affecting a community. CCD is a process whereby the artist’s role is primarily to facilitate and empower the community.

CULTURE

Those arts, multicultural and heritage resources and activities as practised and preserved in a community. These practices reflect the beliefs, experiences and creative aspirations of a people in a given place at a given time.

FESTIVAL

A special event designed to present and celebrate, through public access, productions or services of an arts discipline(s) often multifaceted and occurring during a set period of time.

PUBLIC ART

Original works of art, in any medium or discipline, permanent or temporary, placed, incorporated or performed in indoor or outdoor public places, designed for a specific site. Public art can heighten our awareness, question our assumptions, transform a landscape, or express community values.

SPECIAL EVENT

Any activity that is similar to a festival but often has a specific purpose or focus.

¹⁰Creative City Network Resources
<http://www.creativecity.ca/members/resources/vocabulary.html>





References

- Baker, Greg. (2007, September). "Creative Connections". *Municipal World*.
- Capital Regional District. (2003, January). *CRD – Regional Arts Strategic Plan – Part 1*. Yates, Thorn & Associates, Eric Vance & Associates, Urban Aspects Consulting Group, Associates in Community and Personal Planning. <http://www.crd.bc.ca/arts/planning.htm>
- Cohen, Gene D. (2001). *Creativity and Aging: The Impact of Professionally Conducted Cultural Programs on Adults*. The Center on Aging, Health & Humanities, The George Washington University (GW).
- Cooley, Nancy J. (2003, January). *Arts and Culture in Medicine and Health: A Survey Research Paper*. Cooley & Associates: Embracing Change Creatively, Inc., Victoria, B.C. Canada.
- Connecticut Commission on Culture and Tourism, Arts Division. (2004, July). *Values Study: Rediscovering the Meaning and Value of Arts Participation*. The Wallace Foundation's State Arts Partnerships for Cultural Participation (START) Program. Hartford, CT.
- Corporation of the District of Saanich. (2007). *2008 – 2012 Strategic Plan: Serving the People*. <http://www.saanich.ca>
- Corporation of the District of Saanich. (2002, January). *Comprehensive Arts Policy*.
- Creative City Network of Canada. (2004). *Creating Economic and Social Benefits for Communities Special Edition*. Creative City News
- Creative City Network of Canada (2005). *Nurturing Culture and Creativity to Build Community Special Edition 2*. Creative City News.
- Creative City Network of Canada (2005). *Culture: Transforming Lives, Sustaining Communities Special Edition 3*. Creative City News.
- Creative City Network of Canada (2007). *Exploring the Cultural Dimensions of Sustainability Special Edition 4*. Creative City News.
- Creative City Network of Canada. (2006). *Intermunicipal Comparative Framework Project: Phase One Pilot Executive Summary*. <http://www.creativecity.ca>.
- District of Saanich. (2008). *Sustainable Saanich: Official Community Plan*. Prepared by District of Saanich, Planning Department in partnership with Urban Aspects Ltd.
- District of Saanich. (2001, October). *Parks and Recreation Master Plan*. Professional Environmental Recreation Consultants Ltd. and Urban Systems Ltd. in cooperation with local Steering Committee comprised of District staff and members of the Parks and Recreation Committee.
- Duxbury, Nancy, Ed. (2008, August). *Under Construction: The State of Cultural Infrastructure in Canada*. Vancouver: Centre of Expertise on Culture and Communities, Simon Fraser University. <http://www.cultureandcommunities.ca/resources/publications.html>.





Duxbury, Nancy, Schultz, Erin, & Johnson, Kelsey. (2007, September). Cultural Facilities and Spaces: Catalysts in Canadian communities. *Municipal World: Annual Arts & Culture Issue*, pp. 17-20. <http://www.municipalworld.com>.

Hill, Kelly and Capriotti, Kathleen. (2008, July). *Social Effects of Culture: Detailed Statistical Models*. Report funded by the Canada Council for the Arts, the Department of Canadian Heritage and the Ontario Arts Council. Hill Strategies Research Inc. Hamilton, ON. <http://www.hillstrategies.com>.

Hill Strategies Research Inc. (2006) *British Columbia: Home to Many Artistic Large Cities*. Hamilton, ON. <http://www.hillstrategies.com>.

Knaus, Catherine. (2007, September). Ipsos Reid / Municipal World Survey: Canadians Assess Arts and Culture in Their Communities. *Municipal World: Annual Arts & Culture Issue*, pp. 5-7.

McNulty, Robert & Tan, Laura. (2005, December). *Mobilizing Arts and Cultural Resources For Community Development*. Washington: Partners for Liveable Communities.

Michalos, Alex C. and Kahlke, Maurine P. (2008, November). *Arts and the Perceived Quality of Life in British Columbia*. University of North British Columbia, Social Sciences and Humanities Research Council, Prince George, BC.

Murray, Catherine. (2008, April 24). *Cultural Infrastructure in BC: Maps, Gaps and Planning Outlook for Creative Communities*. British Columbia Parks & Recreation Association Symposium, Victoria, BC. Vancouver: Centre of Expertise on Culture and Communities

Personal and Social Development of Children and Youth. (2005). Creative City Network of Canada with the support of Canada Council for the Arts. <http://www.creativecity.ca>

Province of British Columbia – 2010 Legacies Now. (2008). *Cultural Planning Toolkit* A Partnership Between 2010 Legacies Now & Creative City Network of Canada, www.creativecity.ca/toolkits.

Uptis, Rena & Smithrim, Katharine. (2002, January). *Learning Through the Arts Expansion Study: Start-up Report*. Kingston, ON : Queen's University.

Vancouver Parks & Recreation. (2008). *Arts, Health & Seniors Project: Healthy Aging Through the Arts*. Prepared by Vancouver Board of Parks and Recreation in collaboration with North Vancouver Recreation Commission, Vancouver Coastal Health, Sharon Martin Community Health Trust Fund, District of West Vancouver and District of North Vancouver.

Walker, Chris and Sherwood, Kay. (2002). *Participation in Arts and Culture: The Importance of Community Venues*. Washington, D.C. The Urban Institute.





Stakeholders

Participants who took part in the 2007 community engagement sessions:

Wendy	Abbott	Falaise Community Association
Diane	Adams	
Margaret	Bachmann	Volunteer Organizer for Music in the Park (Rutledge Park)
Yves	Bajard	Camosun Community Association
Marlene	Bergstrom	Mount Tolmie Community Association
Suzanne	Besette	Artworks Program Coordinator, Garth Homer Society
Charles	Burnett	Facilitator, LifeCycles/Common Ground
Peggy	Capek	Saanich Arts, Culture and Heritage Committee and Artist
April	Caverhill	Visual Artist and Arts Educator
River	Chandler	Director of Theatre Works
Haji	Chasania	Garry Oak Meadow Preservation Society
Karen	Chester	Secretary, Saanich Community Association Network
Pauline	Cohen	Saanich Arts, Culture and Heritage Advisory Committee
Susanne	Dannenberg	
Susanne	Davis	Retired Visual Arts Teacher and Artist
Councillor Vic	Derman	Saanich Council
Myanna	Desaulniers	
Janet	Doyle	Broadmead Area Residents' Association
Gerald	Fleming	Saanich Parks, Manager of Planning and Design
Paul	Gerrard	Vice-Chair, Gorge Tillicum Community Association
Anita	Greene	
Devon	Hackett	Dansko Dance School
Sharon	Hallsor	Saanich Arts, Culture and Heritage Advisory Committee
Anna	Haney	Saanich Parks & Recreation, Community Events
Joseph	Hoh	Head, Fine Arts Department, Camosun College
Sharon	Hvodanski	Saanich Planning Supervisor
Carole	Ireland	Saanich Parks and Recreation, Manager, Cedar Hill Recreation
Bonnie	Laird	Artworks Program Coordinator, Garth Homer Society
James	Lam	Manager, Arts Development, CRD
Anne	Lansdell	Saanich Arts, Culture and Heritage Advisory Committee
Julie	Lommerse	Saanich Parks, Planner & Technician
Barry	Loucks	Blenkinsop Valley Community Association
Maeve	Lydon	Facilitator, LifeCycles/Common Ground
Cheryl	MacPherson	Saanich Parks and Recreation Fitness Programmer and Musician
Maggie	Mason	
Ritha	Mason	Artist and Arts Educator
Sophia	Morrison	
Vicki	Neligan	
Brenda	Nicolson	Textile Artist and Member of the Victoria Spinners and Weaver's Guild
Rebecca	Penz	The Octa Collective Society
Gail	Price-Douglas	Community Recreation and Culture Co-ordinator, City of Victoria
Dean	Rebneris	Prospect Lake Community Association
Adam	Richards	Saanich Parks and Recreation Community Programmer (Youth)
Caroline	Riedel	Curator, Maltwood Gallery and Museum, University of Victoria
Dane	Roberts	Youth Worker and Founder of Victoria's Ska Society
Heidi	Roemer	Artist and Organizer of Saanich West Artist Tour
Councillor Vicki	Sanders	Saanich Council
John	Sawka	Cadboro Bay Residents Association
George	Scott	
Paul	Scrivener	Executive Director, Community Arts Council of Greater Victoria
Steven	Seltzer	Canadian College of Performing Arts
Tom	Severson	Saanich Parks and Recreation Pottery Technician and Artist
Ralph	Sketchly	Gordon Head Residents Association
Maegan	Thompson	Saanich Parks and Recreation Community Programmer
Joanne	Thomson	Artist and Arts Educator
Diane	Thorpe	Saanich Parks and Recreation, Community Arts Specialist,
Pieter	Van der Leeden	Artist
Julie	Wallace	Saanich Parks and Recreation Community Programmer
Jason	Weedmark	
Mary	Weller	
Katherine	Whitworth	Royal Oak Community Association





Appendix 1

Four consultation sessions were held in spring 2007. The first three looked at values, visions and cultural assets. The fourth session (June 20) reviewed material from the first three sessions, added ideas, and looked at gaps and opportunities. At a Community Forum on November 3, 2007, the public was invited to review the recommendations and comments collected from the spring focus groups.

- April 26, 2007 Saanich Municipal Staff and Instructors
- May 2, 2007 Saanich Community Association Network
- May 22, 2007 Artists, Art Educators and Arts Organizations
- June 20, 2007 Open Invite
- November 3, 2007 Community Forum – Public Open House

Charles Burnett and Maeve Lydon, of LifeCycles/Common Ground Mapping Project led the facilitation and cultural mapping at the Community Forum. Cultural Mapping is a valuable tool for identifying a community's strengths and resources. It enables us to understand and share culture; to rethink history; and to promote creativity and development. It can be most effective in generating new perspectives and preparing the ground for effective cultural planning.

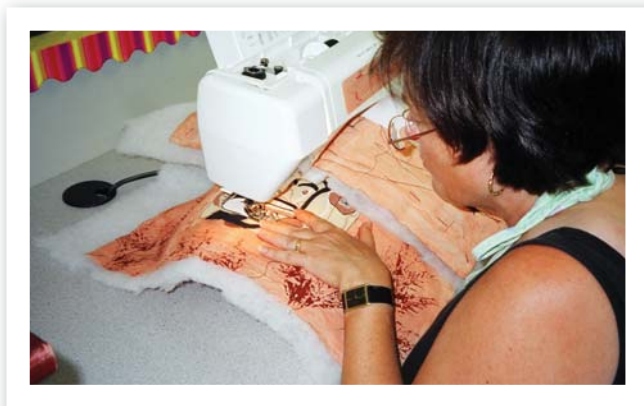
The mapping exercise at the Community Forum helped identify resources, as well as links between arts and cultural groups, organizations and educational institutions. It was a way to include community members as active participants. The energy and enthusiasm created during the focus groups and community forum was exciting and empowering. (Appendices 2 and 3)

Community Response

From the five community engagement sessions, participants highlighted the following values to drive the Strategy: improve accessibility of arts; value and support artists and the artistic process; use the arts to help define Saanich; build a foundation for cultural spaces; and focus on quality of life through linking arts and health. Response to the arts and culture on-line survey was lower than expected. However, over 60% of respondents strongly agreed that respect and creativity are important values and over 50% strongly agreed that sense of community, accessibility & quality of life should be the central values to help guide the Strategy.



Paula Jardine, RiverSong: Sing the Salmon Home (2007)



Summer School of the Arts (2006)



Saanich Now & Then: A Youth Perspective (2006)





Community Consultation

During the facilitated discussions, participants connected with each other, shared values and started a list of cultural assets in Saanich.

Some of the themes that were repeated in one or more workshops include:

- Support for artists and the artistic process
- Importance of cultural spaces, particularly exhibition space
- Programming and opportunities that honour the values of diversity and accessibility.
- Community based – ‘stay local’
- Links and collaboration across neighbourhoods and regions
- Nurturing culture and creativity to build community
- Support for innovative thinking and action; looking at ways to engage artists in building community
- Importance of youth and arts
- Collaboration with post-secondary institutions and other municipalities
- Opportunities for public participation in the arts

Residents from a variety of backgrounds attended the Community Forum on November 3, 2007 to highlight their ideas and participate in cultural mapping. Participants included: visual artists, performing artists, arts administrators, members of local arts organizations and community associations.

The public added their comments and ideas under the theme “Dreams and Visions for Saanich.” These included:

- Develop an arts strategy that includes both art for the individual and for community (an arts strategy for a community vs a community arts strategy)
- Expand Cedar Hill Recreation Centre to include exhibition spaces & theatre
- Partner with business & community economic development for a large juried Show
- Link with First Nations
- Enhance opportunities for seniors & those with limited mobility
- Connect with existing community arts groups
- Identify live music venues (local/island musicians)
- Connect with youth and promote mentoring
- Consider sustainability
- Hire a media/communications coordinator
- Launch a website dedicated to arts connections
- Create a cultural centre - a flexible, versatile arts venue



Carolyn Knight. *RiverSong: Sing the Salmon Home* (2007)





Appendix 4 - The Arts in Saanich

A. Cultural Facilities and Spaces

During the Forum on November 3, 2007, participants were asked to record physical cultural assets on two maps, one a Saanich map and one a Greater Victoria/Saanich Peninsula map. During the process, enthusiastic participants highlighted physical assets such as libraries, community centres, dance studios, school theatres, and middle school facilities but also started to see links among arts and cultural groups, organizations and educational institutions. They started to see potential for building relationships, highlighting arts-related organizations and businesses, and for cultural tourism focused on the arts and agriculture community. The mapping exercise highlighted opportunities but also gaps such as the lack of a community arts centre. The inventory is active and cultural resources and assets will continue to be added.

Arts and Cultural Facilities supported by the District of Saanich

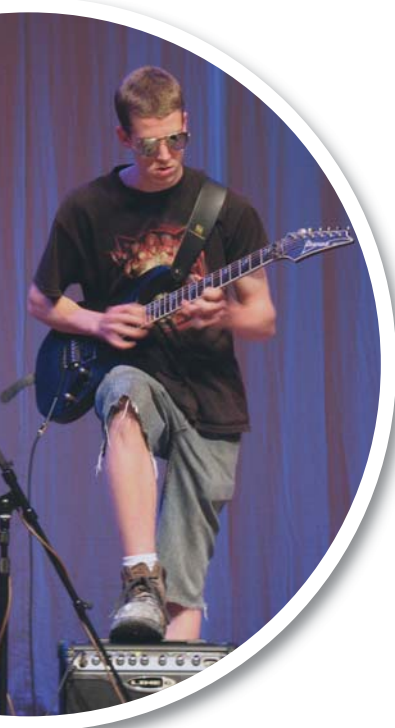
Saanich Parks and Recreation partnered with School District #61 and #63 to provide specialized arts facilities for students and the general public at Coquitiz Middle School, Gordon Head Middle School and Royal Oak Middle School. Specialized facilities at all three schools include: performance space with a sprung floor, an art studio with a kiln, a fully equipped woodworking/metalworking shop, a music studio, a foods/textile lab, a computer lab and a double gymnasium. Community access is on weekends, weeknights and school holidays. Saanich's partnership with School District 61, for Colquitz Middle School was the winner of the Union of BC Municipalities 2005 Best Partnership Award.

Programs are developed and administered by Pearkes Recreation Centre for Colquitz Middle School. For the last three years the Saanich Summer School of the Arts has been held at the School in the well-designed, light-filled art studio and foods/textile lab. Programs are developed and administered by Gordon Head Recreation Centre at the Gordon Head Middle School (2006) and by Saanich Commonwealth Place at the Royal Oak Middle School (2008).

Cultural facilities at the Recreation Centres include: a sound studio in the Upside Teen Activity Lounge and a dance studio at Saanich Commonwealth Place; a purpose built pottery studio, dance studio and art gallery (Gallery Café) at Cedar Hill Recreation Centre; and a dance studio at G.R. Pearkes Recreation Centre. Saanich also provides multipurpose spaces at all Saanich Recreation Centres which support art and cultural activities. Saanich Municipal Hall has three exhibition spaces and hosts forty-five exhibits every year.

Arts and Cultural Facilities in Greater Victoria supported by the District of Saanich

Saanich contributes financially to the Capital Regional District (CRD) Arts Development Office. The annual contribution for 2008 was \$976,248 with \$87,563 for the Arts Development Office and \$888,675 for Arts Grants. Other member municipalities of the CRD Arts Development Office include Victoria, Oak Bay, Esquimalt, View Royal, Metchosin and Highlands.



“Mapping makes culture more visible so that it can be utilised in new ways - exchanged, linked and further developed.”

- George Young, Cultural Mapping in the Global World





Statistics from 2005 indicate that Saanich contributed 48.02% of the cash support for the CRD Arts Development Office. In 2006, 33% of the tickets sold from The Royal McPherson Theatres Society Box Office were purchased by Saanich residents and 32% of the tickets sold from the Belfry Theatre Box Office were purchased by Saanich residents. However, the vast majority of organizations supported by the CRD Arts Development Office do not track the residency of their patrons.

The mission of the CRD is to develop and maintain policies and systems that will promote a healthy and vibrant arts community. It supports eligible, not-for-profit arts organizations through operational and project funding, as well as through co-funded initiatives such as Arts Partners in Organizational Development (ArtsPOD). Applicant organizations must be based in one of the municipalities who contribute to the CRD Arts Development Office. The Golden Jubilee Arts Fund, initiated by Saanich Legacy Foundation and matched by CRD Arts Development, is managed by the Victoria Foundation.

The CRD Arts Advisory Council is a volunteer committee that provides advice on arts policy and program development and adjudicates applications for project and operational support programs. The Advisory Council is appointed by the CRD Arts Committee which is composed of one representative from each of the member municipalities.

The 2008 Operating Recipients include the large cultural organizations, such as the Art Gallery of Greater Victoria, Belfry Theatre and the Victoria Symphony, as well as smaller organizations such as Greater Victoria Youth Orchestra, Kaleidoscope Theatre, and Community Arts Council of Greater Victoria. The 2008 Project Grant Recipients (under \$10,000) include Itsazoo Productions Society, Target Theatre Society and Victoria BC SKA Society.

The District of Saanich, along with City of Victoria and Oak Bay funds the Royal Theatre. The Theatre Society Board administers the Royal Theatre and the McPherson Playhouse under an agreement with the CRD.



Community Arts Awareness Week (2007)





B. Community Strengths

The seeds for the development of significant creative capacity are present in the Greater Victoria area. Currently, there are educational institutions, arts organizations, not-for profit organizations and businesses that make the region strong in the arts and create cultural capacity. There are local colleges, universities and art schools that deliver respected visual and performing arts programs. Other arts organizations, such as the Art Gallery of Greater Victoria and the Royal Conservatory of Music, offer outreach and education components within their overall operations. The Greater Victoria Library serves the region and offers programming that helps build creative capacity in the literary arts. Bringing together educational institutions, arts organizations, libraries, related businesses and municipal parks and recreation services is a way to connect the arts more intimately with community and individual development.

Educational Institutions, Arts Organizations and Businesses include:

- Vancouver Island School of Arts
- Victoria Arts Connection
- Victoria School of Writing
- BC Arts Council
- CRD Arts Development Office
- Assembly of BC Arts Councils
- Community Arts Council of Greater Victoria
- artsREACH – (OCTA Collective Society) visual & theatre arts for children, focusing on schools with a high population of children from low-income families.
- Metchosin International Summer School of the Arts
- University Canada West – Academy of Fine Arts
- AIEWA School of Cultural Dance
- STAGES Dance School
- Camosun College
- University of Victoria
- Royal Roads University
- MediaNet
- Opus Framing and Art Supplies
- Island Blue
- 4 Cats Academy of Art





C. Arts Activity through Parks and Recreation

In 2008, from actual and projected figures, we know that over 15,000 people were served by arts programming in Saanich. This includes registered programs and special events. Over 6000 people attended free arts and cultural events in Saanich. This included Music in the Park in collaboration with Community Associations; Celebration of the Arts, supported by the Saanich Arts, Culture and Heritage Advisory Committee; Gorge on Art; the Limelight Youth Festival and Studio Art Tours.

Registered art programs, including visual, performing and literary art are offered by qualified staff or contractors with specialized visual and performing arts skills, such as Karen Clark Dance Studio, PJ Music Studio, Wendy Steen Mitchell "DANCE!", Dansko, Arts Stars, Kaleidoscope Theatre, and Spilt Milk Comedy Theatre.

- Over the past three years, dance programs attracted more than 4500 people annually.
- In 2006, 9776 people enrolled in registered art programs
- Over 400 school aged children attended visual, performing or literary arts daycamps each summer for 2006, 2007 and 2008.

Arts Programs in 2007:

- 935 arts programs ran successfully, up 10% from 2006.
- 234 arts programs ran successfully for 1876 preschool children.
- 233 arts programs ran successfully for 1555 school aged children
- 439 arts programs ran successfully for 3678 adults/older adults.
- 29 arts programs ran successfully for 139 teens. This low figure suggests that registered programs are not the best way to engage youth in the arts. However, through the teen activity lounges, at Pearkes Recreation Centre, Gordon Head Recreation Centre and Saanich Commonwealth Place, innovative programs use arts activities to develop leadership skills in youth. Successful projects, such as "Saanich Now & Then: A Youth Perspective" and the youth-driven "Limelight Youth Festival" provide creative alternatives to registered programs.





D. Community Arts

Access to and participation in the arts is integral to a healthy community. This starts at the municipal level as outlined in the Saanich Comprehensive Arts Policy (2002). Historically, Saanich has demonstrated a strong commitment to community arts through various programs, events, and initiatives and this continues today. Support for arts in the community includes:

Saanich Arts, Culture and Heritage Advisory Committee: The purpose of this Committee is to advise Saanich Council and recommend policies on community arts, culture, and heritage promotion, including services, facilities, and specific community interests. (Appendix 6)

Public Art Program: Saanich has made a financial commitment to the promotion of public art in the community through its Public Art Policy. As per the Comprehensive Arts Policy (2002), the Civic Public Art Program allocates 1% of the budget for public art in municipal building construction and renovation projects of over \$250,000 capital cost. The Public Art Coordinator organizes a call for artists' submissions and the Project Jury makes final selections. Submissions are obtained by open calls although specific artists may also be invited to submit. It is intended that projects initiated through this program express the values and visions of the people of Saanich and enrich neighbourhoods, trails, parks and public spaces. In the public art project, Saanich Now and Then (2007), youth were invited to explore photographs from the Saanich Archives and then, working with a professional artist and educator, took their own photographs of Saanich. A curated exhibition of the group's images opened at the Municipal Hall during Heritage Week 2007.

Community Matching Funds Program: Funds may be granted to community-based non-profit groups and associations for projects, including art projects that enhance the neighbourhoods of Saanich. In 2008, both Strawberry Vale and Gorge-Tillicum Community Associations received funding to host a performance, as part of the Music in the Park Program.

Staff Resources:

- Saanich Public Art Program is managed by the Manager of Special Projects, Planning Department.
- Saanich Community Arts is managed by the Community Arts Specialist, Parks and Recreation.
- Saanich Special Events is managed by the Community Events Specialist and the Special Events Coordinator, Parks and Recreation.
- Visual, performing and literary arts courses and workshops are organized by programmers and delivered by artists, art educators and instructors.





Special Events:

Saanich Summer SunFest has grown in both size and popularity since it started in 1991. It features numerous family events, many of which include a variety of arts and cultural activities. As part of SunFest, Gorge on Art features over 40 invited professional and emerging artists who exhibit and sell their artwork along the Gorge Waterway. This community-based art awareness and education event attracts over 2000 visitors each year.

Community Arts Awareness Week, which coincides with BC Arts and Culture Week, has been running for twelve years and highlights the visual and performing arts. The Celebration of the Arts, a family friendly event held during Community Arts Awareness Week, offers visitors an opportunity to enjoy local dancers, musicians, and singers, and to meet the artists and see their work.

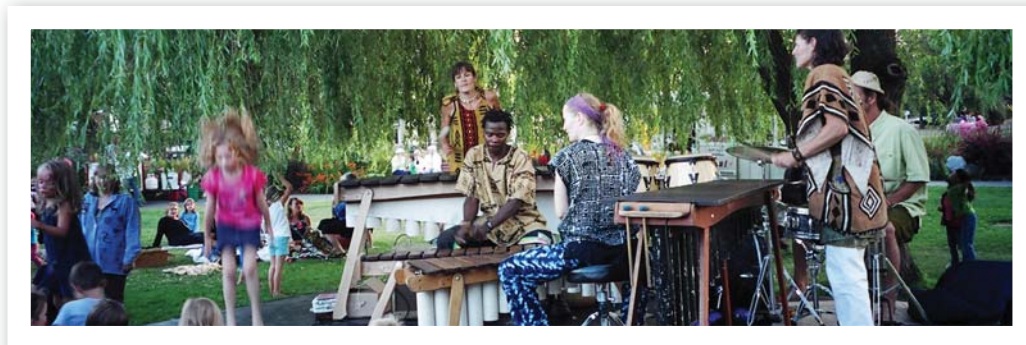
Artist Studio Tours started in 2000 with one tour of 15 artists and grew to 6 tours with 78 artists in 2008. This is a significant increase of artist participation over 8 years. The April /May 08 Saanich Studio Tours included: Broadmead-Cordova Bay; ArtWorks Artists from the Garth Homer Society; Scattered Artists; Gordon Head; Cadboro Bay; and Saanich West Studio Tour.

The Limelight Youth Festival, a new initiative in 2008, celebrated youth and art with a Teen Talent Showcase and an Urban Village Arts Exhibition. The Exhibition highlighted local young artists and featured films, photography, paintings, sculptures, installations, and performances.

Music in the Park

In 2006 Saanich Parks and Recreation Community Services collaborated with Quadra Cedar Hill Community Association to host a free concert in Rutledge Park. In 2008, seven concerts were held at various parks in Saanich in collaboration with Community Associations.

RiverSong - Celebrating Life Along the Colquitz, is a community art project which uses arts and cultural activities to inform people about environmental issues. In October 2007, the BC Arts Council awarded the Saanich Legacy Foundation \$15,000 towards the first year of RiverSong. The first phase, led by professional artists, focused on community cultural development through workshops, teas, and events. The project focuses on integrating performers and the public with ritual, celebration and activism and explores ways that art can build community identity. A community-based project committee is working closely with the artists to realize the second phase.



Jambanja Marimba (Music in the Park 2006)





Community Cultural Development is a community-building tool that promotes a sense of place, empowerment, and public participation – all key components in community development. RiverSong is an example of a community cultural development project and the benefits of working within this model are highlighted:

Key aspects of Community Cultural Development (CCD):¹¹

- Focuses on arts-based solutions, rather than on identifying problems
- Involves policymakers in CCD planning
- Forms and maintains new social networks with organizations, groups, artists and government
- Creates and maintains public spaces that draw people together
- Supports multiculturalism
- Uses arts and culture as a tool for regeneration and sustainability
- Enhances residents' ability to work and communicate with others
- Builds community identity and pride
- Increases opportunities for individuals to become more involved in the arts
- Engages high-risk youth and helps them make positive choices
- Integrates the community into community arts projects

¹¹ Duxbury, Nancy, Gillette, Eileen and Pepper, Kaija, (2007). *Creative City News Special Edition 4*. p.5.



Saanich Recreation Program (2008)





E. The Gaps

Several themes and desires emerged from the community engagement sessions and the Community Forum on November 3, 2007.

Highest priority ranking from the top:

- A cultural centre is needed, a multi-purpose facility that is a flexible, versatile arts venue for creation, rehearsal, production and exhibition.
- A multi-purpose community facility needed for music, theatre, dance and the visual arts.
- There is a need to connect with existing community arts groups.
- Community engaged artists' funding is needed - grants - like Vancouver's grants for groups & individuals with specific criteria.
- Cedar Hill Recreation Centre should be expanded to include exhibition and theatre space.
- Artist Resource Directory for Saanich should be developed.
- A media/communications coordinator is needed.
- Desire for one "heart" (a focal point for the community).
- There is a need for a place to create art, a place like an Art Factory where artists can create new artworks.
- There is a desire to have a market as a focal point that highlights agriculture, arts and culture – it is Saanich's niche.
- An International Music Festival which also focuses on local food culture.
- Move beyond studio tours – we need a larger group event, but still include smaller artist studio tours.
- Artist residency in all disciplines (international and local) .
- Sustainability is important to artists.
- There is a need to explore unconventional collaborations.
- Maximize diversity, including opportunities for seniors & those with limited mobility.
- Desire for more live music venues with local and island musicians.
- More Art in the Parks.
- There is a need for the municipality to provide venues such as studio space for artists to work.





F. Saanich's Financial Contributions to the Arts

District of Saanich Grant to CRD Arts Development					
YEAR	ARTS GRANTS	OFFICE	TOTAL	POPULATION	PER CAPITA
2008	\$888,675	\$87,573	\$976,248	n/a	n/a
2007	\$881,191	\$84,818	\$966,999	114,130	\$8.46
2006	\$843,570	\$73,032	\$916,602	113,745	\$8.06
2005	\$832,547	\$73,276	\$905,823	112,643	\$8.04
2004	\$679,484	\$61,017	\$740,501	111,534	\$6.64
2003	\$562,831	\$54,304	\$617,135	110,695	\$5.58
Information provided by the District of Saanich Finance and Planning Departments.					
District of Saanich Financial Contribution to Community Arts					
YEAR	COMMUNITY ARTS POSITION	COMMUNITY ARTS BUDGET	SPECIAL EVENTS STAFF*	PUBLIC ART CO-ORDINATOR**	TOTAL
2008	\$69,454	\$6,500	\$14,394	\$8,317	\$98,665
2007	\$67,435	\$6,000	\$13,972	\$8,086	\$95,492
2006	\$65,435	\$5,580	\$13,600	\$7,860	\$92,475
<p>Ongoing arts programs and courses are supported through the four recreation centres. Some arts programming is supported through Saanich Community Matching Funds. *Special Events Staff - 1/4 of a full time Programmer 1. ** Public Art Coordinator - 1/10 of a fulltime Planning Supervisor. As per Saanich's Comprehensive Arts Policy (7.1 Civic Public Art Program) public art is funded by 1% of the value of capital budgets for above ground projects and 1% for municipal building construction/renovation over \$250,000.</p>					

