

Summary of Core Elements

2024-27 Arts & Culture Strategic Plan

Capital Regional District | updated August 31, 2023

Background

The current strategic plan for the Arts & Culture Support Service expires at the end of 2023. A new strategic plan is required to guide the service over the new four-year term of the CRD Arts Commission.

On February 22, 2023, the Arts Commission approved a process to generate a new strategic plan for 2024-27. This process involved community consultation with the arts sector and arts audiences was necessary to ensure that the strategic planning process is informed by community knowledge.

The Mission tells us *What We Do*; the Vision tells us *Where We Are Going*, and the Guiding Principles tell us *How We Will Get There*.

Mission Statement

Support, champion, and develop the arts.

Vision Statement

The arts are key drivers of community vitality, economic sustainability, and quality of life across the region, and artists and arts organizations are thriving, resilient, and well-supported.

Commitment to Equity

The CRD Arts and Culture Support Service is committed to supporting the development of equity in the region's arts sector. We are taking action to embed values of equity, diversity, inclusion, access, and cultural self-determination into our processes and policies, understanding that these concepts are not a static set of goals, but rather an evolving journey.

The aim of our commitment and these actions is to support the full diversity of artistic and cultural expression in the region. Recognizing that persistent and systemic discrimination has prevented equity-seeking groups from accessing resources, we continue to expand access and remove barriers to our funding. Equity-seeking groups include, but are not limited to, First Nations, Inuit and Métis people, those who are racialized, Deaf people, LGBTQ2+ people, and those with disabilities.

Strategic Priorities

Strategic Priority #1: Champion

- a) Goal: Scale up regional participation in the service to expand its scope and impact.
 - Action: Advocate for a regional approach to arts funding.
 - Action: Recruit non-participating jurisdictions to join the service.
- b) Goal: Raise awareness of the value of the arts to demonstrate how it contributes to economic sustainability, community vitality, and quality of life.
 - Action: Collaborate with arts organizations in celebrating the impact of the arts sector, and raising awareness about career pathways in the arts.
 - Action: Promote the importance of the arts in building liveable communities by sharing research and case studies.

Strategic Priority #2: Connect

- a) Goal: Foster collaboration and knowledge-sharing to boost organizational development.
 - Action: Support mentorship opportunities with a focus on small, emerging, and rural organizations.
 - Action: Enhance networking and convening opportunities for arts professionals.
- b) Goal: Work collaboratively with all levels of government to connect arts organizations with support for arts spaces and other funding.
 - Action: Provide resources to assist the arts sector in navigating provincial and federal grant opportunities with a focus on infrastructure funding.

Strategic Priority #3: Cultivate

- a) Goal: Support the region's arts ecosystem to grow sustainably.
 - Action: Expand funding for planning and capacity-building.
 - Action: Conduct full program evaluation of Incubator Grants.
 - Action: Expand scope of funding with an emphasis on regional distribution.
- b) Goal: Align funding programs to respond to community needs.
 - Action: Review parameters of project-based grants (Project, IDEA, and Equity Grants).

Strategic Priority #4: Extend

- a) Goal: Invest in underserved and marginalized communities to support the full artistic and cultural potential of the region.

- Action: Build on the momentum of applying equity, diversity, inclusion, and accessibility lenses across granting and operations.
- ~~Action: Expand scope of funding with an emphasis on regional distribution.~~ [moved up to Strategic Priority #3]

b) Goal: Reduce barriers to increase access to funding.

- Action: Enhance support for arts programming by and for youth.
- Action: Review eligibility to annual and multi-year Operating Grants.

Strategic Priority #5: Engage

a) Goal: Diversify educational resources for grant applicants to enhance knowledge base.

- Action: Design and implement Communications and Community Engagement Plan.
- Action: Make information and grant-writing workshops accessible to applicants throughout the region.

b) Goal: Enhance the branding of the service to clarify its focus.

- Action: Conduct full review of the service name and brand and implement findings.