

2024 Impact
Report

CRD
Arts & Culture



Pender Island's Magic Lake Lantern Festival parade participants with their paper lanterns. **Three on the Tree Productions.** Photo: Kenta Kikuchi.

Supporting the Region's Arts

CRD Arts & Culture Support Service is a sub-regional service that distributes grants to non-profit organizations to develop local arts programming. Supported by nine jurisdictions, funding creates artistic, social and economic benefits for the region.

Nearly **70%** of the **CRD's population** resides within one of the **nine** participating jurisdictions

-  Participating jurisdictions
-  Non-Participating jurisdictions



Strategic Plan Progress Highlights

CHAMPION – ADVOCATING FOR THE ARTS



- ▶ Continued to communicate benefits of the Arts Service across the region with presentations at council meetings, targeted mailings and social media content
- ▶ Developed a data-sharing initiative in partnership with core Operating Grant clients
- ▶ Supported sectoral promotion and recognition through the GVRA awards
- ▶ Implemented Impact Stories series to demonstrate value of the arts with qualitative data



CONNECT – ENHANCING COLLABORATION

- ▶ Designed new Grow Forward Grant program to support sectoral mentorship
- ▶ Initiated planning of networking and convening event: 2025 Arts Champions Summit



CULTIVATE – DEVELOPING THE ARTS ECOSYSTEM

- ▶ Conducted full review of Incubator grant program
- ▶ Designed new Grow Forward Grant program to support planning and capacity
- ▶ Record-high applications received and funding amount awarded in 2024 (\$2.7 million)



EXTEND – BROADENING THE SCOPE OF IMPACT

- ▶ Continued training to provide more accessible service and resources to grant applicants
- ▶ Initiated arts career pathways project to support youth in the arts sector
- ▶ Gathered community feedback for a program review of Operating Grants



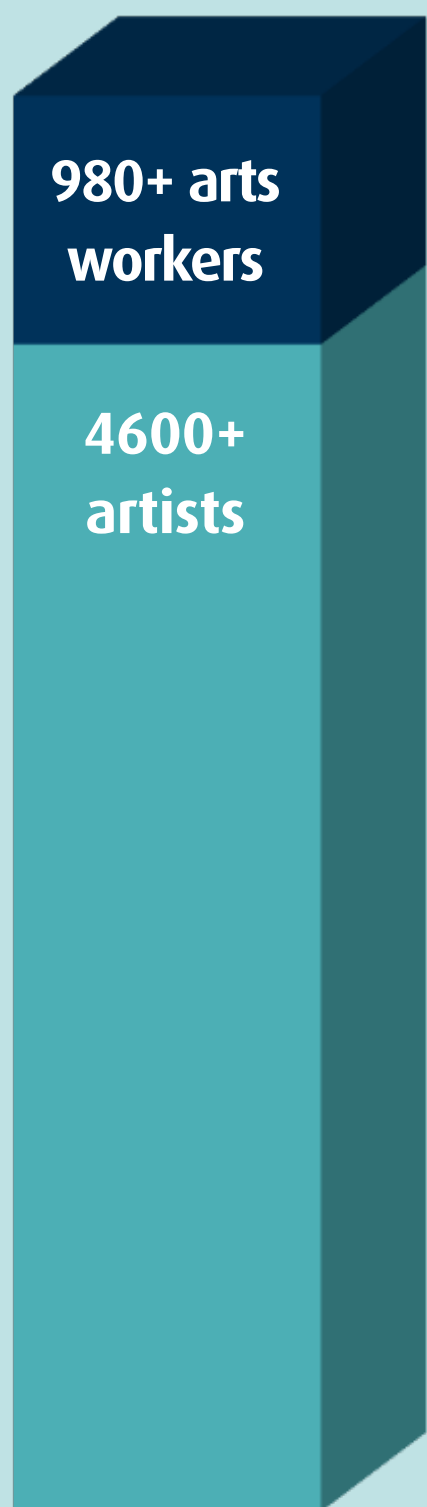
ENGAGE – SHARING OUR STORY AND LEARNING

- ▶ Developed and implemented new Communications & Outreach plan for the Arts Service
- ▶ Conducted information sessions for over 100 grant applicants

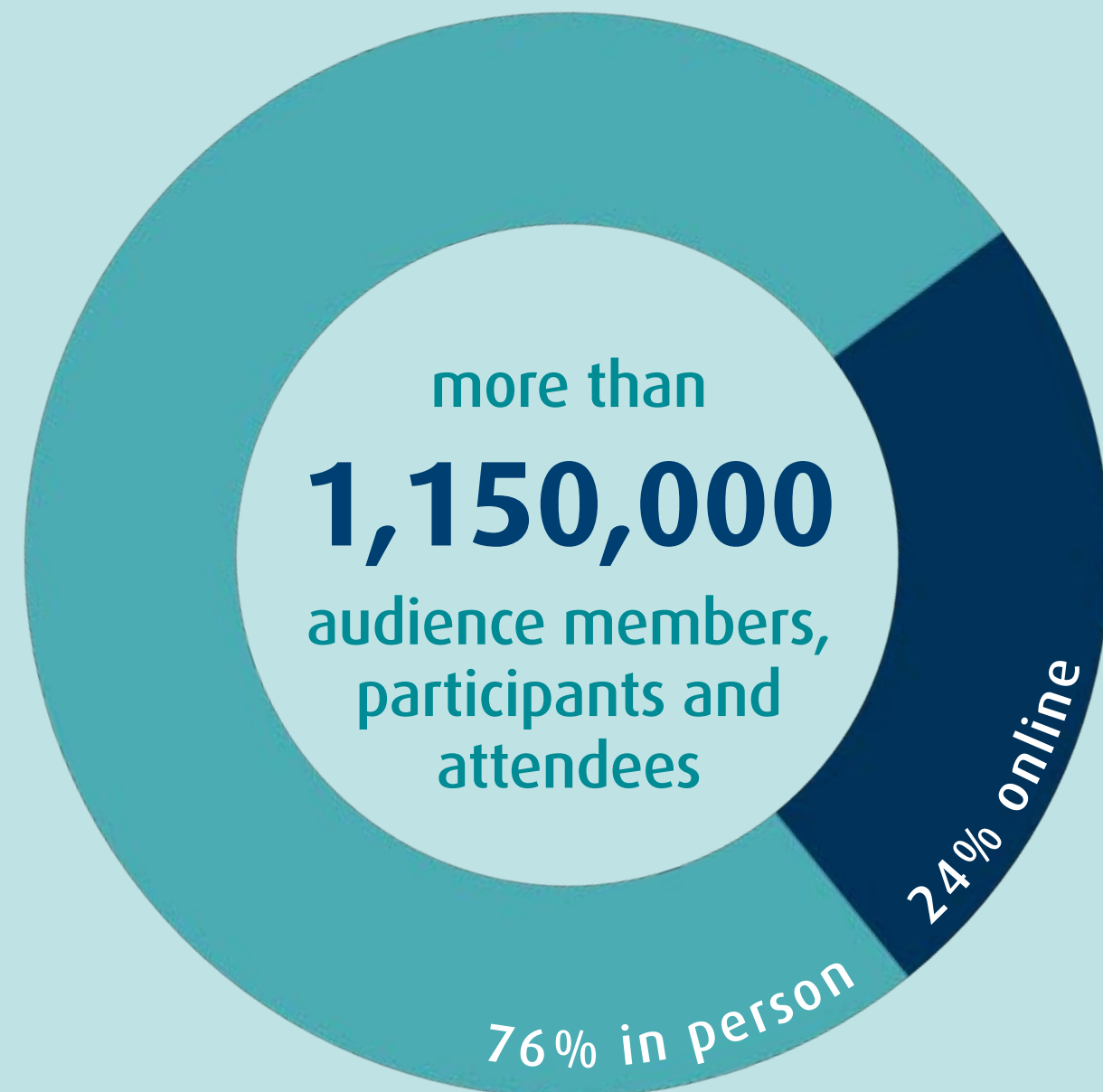
Dancers at La Société Francophone de Victoria's Summer Patio Series. Photo: SFV Staff.

2024 FUNDING IMPACT

5,580+
people employed

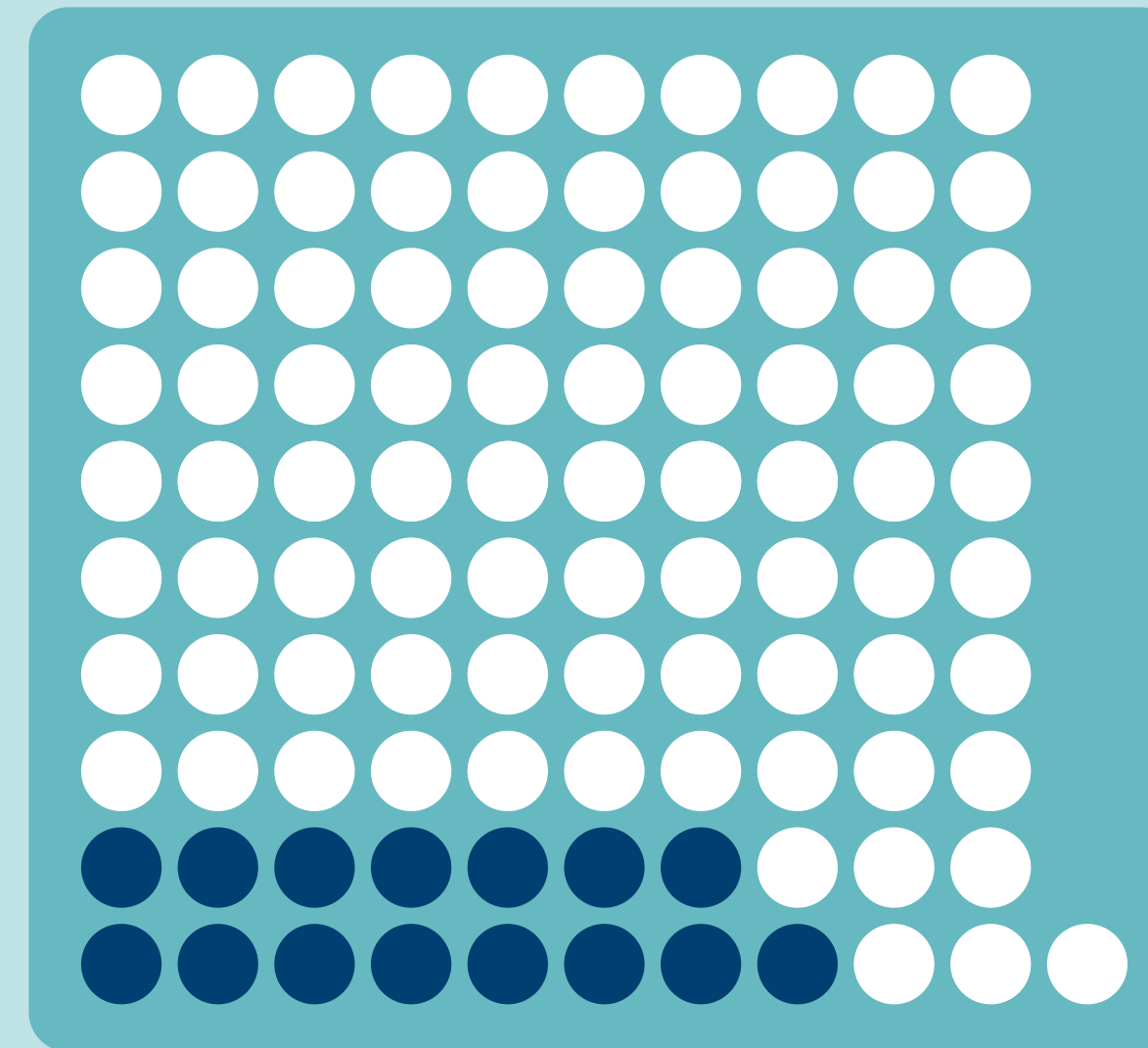


ARTS JOBS



9,500+ arts
events
and performances activated

ARTS EVENTS & AUDIENCES



\$2.73M
invested in arts through
grant programs (record high!)

101 grants
awarded
to local not-for-profit arts
organizations (record high!)
15 new grant recipients

INVESTING IN THE ARTS



The cultural sector generates
~\$9 in GDP for every dollar
invested by governments¹



One in 72 BC workers
is an artist, the highest
provincial proportion²



914,000 people work in
the arts, culture, & heritage
sector in Canada²

STATE OF THE ARTS

¹ Statistical insights by Hill Strategies, *Government investment in culture: Comparisons with other indicators*, 2025.
² Statistical insights by Hill Strategies, *Artists in British Columbia in 2021, 2023*.



Cultural Advisor Tui Ranapiri-Ransfield with members of the Lekwungen singers at the Ōkāreka Dance Company Welcome ceremony. Dance Victoria. Photo: Larissa Sharma.

Stories of Impact

NEWCOMBE SINGERS ASSOCIATION

Exploring and celebrating the music of underrepresented groups in the community.

TIMETHEFT THEATRE SOCIETY

New grant recipient developing their organization and enhancing production quality.

VANCOUVER ISLAND CARIBBEAN HUB

First inaugural Carnival festival celebrating Caribbean culture and fostering belonging.

THREE ON THE TREE PRODUCTIONS SOCIETY

Bringing the community together on Pender Island to celebrate creativity and togetherness.

BC BLACK HISTORY AWARENESS SOCIETY

Conveying the complexities of the Black experience through artistic expression.

DANCE VICTORIA

Bringing diverse, high-calibre dance to the region and honouring traditional cultural protocols.

ATOMIC VAUDEVILLE

Building community for over 20 years as a springboard for emerging artists.

THE ARTS CULTIVATE A SENSE OF BELONGING IN THE REGION

“People expressed how they finally **felt seen and like they belonged...** the Caribbean community...could come together, feel celebrated, and share their heritage with pride.”

– Vancouver Island Caribbean Hub



Photo: Awi Creates

photo: Natalie Senik



“One of the most powerful outcomes... was the **sense of connection and belonging** that formed among participants... [they] built meaningful social connections that continued... fostering a lasting sense of community.”

– Greater Victoria Social Gathering Place



Victoria Dragon Boat Festival Society performers. Photo: Trifecta Productions.

Thank you!