



Making a difference...together

REPORT TO ARTS COMMISSION MEETING OF WEDNESDAY, MAY 22, 2024

SUBJECT **CRD Arts and Culture: 2023 Impact Report**

ISSUE SUMMARY

The *CRD Arts and Culture: 2023 Impact Report* has been completed and is ready for review by the CRD Arts Commission before being forwarded to the CRD Board for information, distributed to councils, and made available to the public.

BACKGROUND

Produced annually, the *CRD Arts & Culture Impact Report* provides a glimpse into the social, economic, and artistic impact of the CRD Arts & Culture Support Service. From 2018 to 2021, this report was called a Progress Report. In 2022, after an organization-wide review, it has been renamed to "Impact Report," which more accurately reflects its purpose as an outreach initiative to show the impact of CRD arts funding. The 2023 Impact Report will be distributed widely, leveraging CRD digital platforms, including mailing lists, e-newsletters, and social media.

In the previous two years, the Arts Commission has directed staff to advance the annual Impact Report to the CRD Board to raise awareness about the positive impact the service is having across the region; that direction is now incorporated into the staff recommendation.

The 2023 Impact Report presents information through infographics, statistics, images, and storytelling around two broad themes: 1) the extensive consultation process leading to the design and production of a new strategic plan (2024-27) for the Arts and Culture Support Service, and 2) the remarkable and robust return of audiences to arts activities in the first full year after pandemic restrictions had been lifted.

ALTERNATIVES

Alternative 1

The Arts Commission recommends to the CRD Board that staff distribute the *CRD Arts and Culture: 2023 Impact Report* virtually through the CRD website and as physical copies to all councils and electoral area directors to raise awareness about the positive impact of the Arts and Culture Support Service throughout the capital region.

Alternative 2

That this report be referred back to staff for additional information.

IMPLICATIONS

Copies of the 2023 Impact Report will be distributed to councils of participating and non-participating jurisdictions, as well as the CRD Board. The report will be distributed to the regional arts community and broader public through links in the CRD Arts & Culture e-newsletter (which has over 800 subscribers), social media, and the CRD website.

To limit the environmental impact of printing, grant recipients are provided with a link to the impact report as a digital asset with the option to request a physical copy if they require it.

CONCLUSION

The 2023 Impact Report provides a glimpse into the crucial impact of CRD Arts and Culture grant funding and outreach activities. Once reviewed by the CRD Arts Commission and CRD Board, copies will be distributed to all jurisdictions and published on the CRD website.

RECOMMENDATION

The Arts Commission recommends to the CRD Board that staff distribute the *CRD Arts and Culture: 2023 Impact Report* virtually through the CRD website and as physical copies to all councils and electoral area directors to raise awareness about the positive impact of the Arts and Culture Support Service throughout the capital region.

Submitted by:	Chris Gilpin, MPA, Manager, Arts & Culture
Concurrence:	Nelson Chan, MBA, FCPA, FCMA, Chief Financial Officer
Concurrence:	Ted Robbins, B. Sc., C. Tech., Chief Administrative Officer

ATTACHMENT

- Appendix A: *CRD Arts and Culture: 2023 Impact Report*
- Appendix B: Presentation of 2023 Impact Report
- Appendix C: List of 2023 Grant Recipients