

Appendix C:

Communications Plan for Public Awareness on Referendum and Proposed Service

Communications Plan

Performing Arts Facilities Service Region-wide Referendum



CRD | **CRD Department**

January 2022

Capital Regional District

625 Fisgard Street, PO Box 1000

Victoria, BC V8W 2S6

Communications Plan

Performing Arts Facilities Service Region-wide Referendum

CRD | Arts & Culture Support Service

Purpose

- Support awareness about a referendum on creation of a full regional Performing Arts Facilities Service –Bylaw No. 4445
- Provide factual information on the costs and benefits of the proposed new full regional Performing Arts Facilities Service so that electors can make an informed decision.

Background

Proposed Bylaw No. 4445 is an establishing bylaw, which would create a full regional service to **Plan, Develop, and Fund** performing arts facilities that have regional impact.

A Regional Performing Arts Facility (RPAF) is defined as a venue that:

- Is located within the boundaries of the Capital Regional District;
- Is designed for the primary purpose and function of performing arts presentation;
- Attracts audiences from beyond its local area (i.e. has a regional draw);
- Functions as a roadhouse-style presentation venue that is available for bookings from a wide range of commercial and community user groups on a year-round basis;
- Is not embedded as part of an educational, religious, or for-profit organization; and
- Is owned and operated by a non-profit or local government (or combination thereof).

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Function	Implementation	Financial / Service Implications
Plan	Planning Grants Program to support: feasibility plans, business plans, renovation or expansion plans, or construction plans. Maximum request amount = 50% of project expenses	Grants administered by CRD to non-profits or local governments. Annual program budget = \$120,000/yr Unspent rolls into next year's budget.
Develop	1. Major Capital Access Program to support major capital projects (construction, expansion) and Minor Capital Grants Program (maintenance, accessibility). 2. Staff support for external grants to apply to provincial and federal funds.	\$1,000,000/yr contribution toward growing reserve fund for major capital projects. Royal Theatre (\$480,000) + McPherson Playhouse (\$400,000) + Charlie White Theatre (TBD, ~\$300,000) = \$1,180,000 for existing minor capital expenses. Annual total budget = \$2,180,000/yr
Fund	Operating Grants Program to existing RPAF at current or comparable level of existing contribution.	Royal Theatre (\$100,000) + McPherson Playhouse (\$350,000) + Charlie White Theatre (TBD, ~\$180,000) Annual program budget = \$630,000/yr
Governance	CRD Board for first year. Reviewed and new committee or commission model could be proposed for some or all of service.	Depends on outcome of review.
CRD operations	1.2 FTE support in Arts and Culture division	Administers granting programs. \$130,000/yr (with benefits).
		Total Requisition = \$3,060,000
		Existing Requisition Included= \$1,330,000
		Total New Fiscal Impact = \$1,730,000

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Corporate Alignment

Board Priority 4e: Seek 100% participation in the CRD arts function and facilitate a discussion of the region's art facility needs.

Cautionary Points

The CRD is conducting the referendum and must remain neutral throughout the process.

Target Audiences

Qualified Capital Region electors

Key Messages

- The Capital Regional District is asking qualified electors to vote in the Performing Arts Facilities Service regional referendum in conjunction with the General Local Election scheduled for Saturday, October 15, 2022.
- Information on how an elector may register in advance and when advance voter registration period ends.
- Bylaw No. 4445 would establish a new full regional service that would provide financial assistance to plan, develop and fund performing arts facilities with regional impact.
- To pay for the new service, there would be increases to the CRD component of property taxes. All property owners in all CRD jurisdictions would contribute. The amount of tax increase per average household is determined by formula. A financial simulation including estimates of costs for the new service for each jurisdiction is available at [engagementHQ](#).

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- In December 2020, the CRD released Stage One: A Public Conversation about Performing Arts Facilities in the CRD. This report shows widespread support for the CRD to take on a greater role in supporting performing arts facilities with regional impact.
- This referendum will ask electors whether they are in support of a Regional Performing Arts Facilities Service and is binding to all jurisdictions in the Capital Regional District (i.e. Public Assent process).

Spokespeople

- Political: Colin Plant
- Organization Representative: Chris Gilpin

Strategies & Actions

Statutory requirements:

- Print advertising in newspaper(s) with circulation throughout the area:
 - Notice of Advance Registration and Notice of application to Volunteer as Scrutineers (once a week for two consecutive weeks)
 - Notice of assent voting (once a week for two consecutive weeks)
- Notice available for public inspection must include how an elector may register in advance and when advance voter registration period ends

Additional strategies:

- Media release

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- CRD's custom online platform, engagementHQ, with:
 - Text of Bylaw No. 4445
 - Details of proposed service
 - Financial implications by jurisdiction / average cost per household
 - Options to proceed if the assent vote is not successful
 - Key documents and reports
 - Background including information as to why Board has determined assent voting is necessary and why they decided on the option they are putting forward
 - How/when/where to vote
 - Q&A
- Facebook and Twitter posts
- As needed: direct mailouts, radio ads, posterage at public facilities (e.g. libraries recreation centres & community centres)

The initiatives that will be implemented to support the objectives in communicating with identified audiences. These may include paid media, social media, printed materials, direct mail outs, online content, events, etc.

If the details for an action are too many to include in this communications plan and will be outlined in a supporting plan (such as a media, social media, or event plan), please indicate that and provide only the high-level overview here.

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Implementation Plan & Timelines

Target Start / Completion Dates	Action	Department Responsible
March 2022	Add referendum expenses to 2022 CRD final budget	Finance
Prelaunch	Notices available on website: <ul style="list-style-type: none">• Advance Registration• Application to Volunteer as Scrutineers	Legislative Services/ Corporate Communications
Mid-July, 2022	Launch of Public Awareness Campaign: <ul style="list-style-type: none">• Launch of Engagement HQ site• Distribution of Media release• Regular social media posts	Arts & Culture / Corporate Communications
September 16, 2022	Public notice of referendum -notices must be available for public inspection in the local government offices	Legislative Services/ Corporate Communications
Between Sept 16-Oct 9	Publish official notice of assent voting in a newspaper with a circulation in the area once a week for two consecutive weeks (can be in different publications for each area) and/or mailer?	Legislative Services/ Corporate Communications
	Zoom Info Session	Arts & Culture/ Corporate Communications
	Posts on Facebook and Twitter CRD accounts	Arts & Culture/ Corporate Communications
October 15, 2022	Referendum held on same day as local municipal elections	Legislative Services

Informed by LECFA Parts 1 and 4, LGA, s.163(4)

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Collateral Materials

The materials that will be produced or used to implement the strategies and actions.

Budget

\$30,000 to cover required statutory required advertising.

Other Resources

Staff-time:

Corporate Communications

- Ad review, contracts, booking & invoicing: 14-21 hours
- Ad development and booking: 2-4.5 hours

Arts & Culture:

- Visual and copy development for social media posts: 5-7 hours
- Development and management of HQ site: 20+ hours
- Zoom info sessions: 20+ hours
- Media release: 5 hours