



## Arts and Cultural Advisory Committee 2021- 2022 Work Plan

Issued on: July 8, 2021  
Approved by: Council

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### 2021-2022 WORK PLAN

Council will participate in discussion with staff prior to the Advisory Body/ Committee (AC) appointments being made where they will give input that would be developed to bring forward to the AC regarding elements of work that the AC would include in it as annual work plan to support Council's Strategic Priorities. This would not be intended to limit the AC from undertaking other initiatives that are in line with Council's Strategic Priorities but rather to assist the AC in more efficiently developing an effective work plan that would assist Council in accomplishing their Strategic Priorities in a timely manner.

The annual work plan will be prepared by the AC for their term and submitted to Council within two (2) months of its appointment by Council. It is recognized that other work items may arise during the course of the term and that additions to the work plan may be recommended by Council, staff or the AC itself. Additional items requested to be added to the work plan by the AC should not require additional meetings from their meeting schedule. The purpose of the AC is to advise Council on items linked directly within their mandate, which correlate to Council's Strategic Priorities.

Any amendment to the AC's approved work plan must be approved by Council.

<i>CULTURAL STRATEGIC PLAN (CSP) GOALS AS APPROVED BY COUNCIL (numbering reflects CSP)</i>	<i>Task/Activity (numbering reflects CSP)</i>	<i>Objective</i>	<i>Action Steps</i>	<i>*Priority Level</i>	<i>Target Due Date</i>	<i>Completion Date (Phases)</i>	<i>Referred by Council?</i>	<i>Expectation from Council:</i>	<i>Assigned Member</i>	<i>March 2022 Update for Report Card</i>
1 – Facilitate Economic Development through the Arts so that White Rock's brand is desirable to businesses, visitors and residents 1.3 – Facilitate sustainable community arts and cultural organizations	1.3.1 - Explore the options for creating an Arts Endowment Fund  1.3.3 - Review the Grants in Aid Arts and Culture Fund	to set up a way to raise and allocate money available to arts activities (groups, individuals)	Staff to explore	high	2021	February 2022 – Provide options to the Committee	yes	Research and recommendation	Denise	Delayed due to staffing issues
2. Address the lack of arts and cultural infrastructure and build our brand of Our Creative City by the Sea so that livability can thrive, and people will be attracted for more reasons than the beach 2.1 – Address the need for a physical hub for the arts to thrive/cultural corridor	2.1.1 - Conduct an Arts and Culture Opportunity and <b>Needs Assessment</b> (including City owned, leased or privately owned dedicated arts spaces).	Address the need for a physical hub for the arts to thrive/cultural corridor	Over target budget request 2022	high	2022	Phase 1 May 2022 – Secure funding/create RFP for consultant - \$25K over target budget request during 2022 financial plan process  Phase 2 July 2022– Research and Create Report  Phase 3 September 2022 – Recommendation to Council	yes	Research and recommendation	J Adams and E Cheung	Awaiting budget confirmation
2. Address the lack of arts and cultural infrastructure and build our brand of Our Creative City by the Sea so that livability can thrive, and people will be attracted for more reasons than the beach 2.1 – Address the need for a physical hub for the arts to thrive/cultural corridor	2.1.2 - Follow up the Needs Assessment with a <b>concept plan</b> and construction drawings for the provision of an Arts and Cultural Facility to meet community requirements including the possibility of merging a new seniors' programming facility with arts and cultural needs.	Be shovel ready and access grants and create budget.	Over target budget request 2022	high	2022	Phase 1 – May 2022 Secure funding \$50K over target budget request during 2022 financial plan process Phase 2 – September create RFP for consultant Phase 2 – October 2022 Research and Create Report Phase 3 – November 2022 Recommendation to Council	yes	Recommendation and action	TBA	Awaiting budget confirmation

CSP overall goal: ensure progress. 2.2 Maintain and grow the Public Art program	Review the CSP using a report card style and present to Council.  2.2.1 Incorporate the Public Art Workplan objectives into the Cultural Services workplan and include in the Cultural Strategic Plan annual report card.	to show how well objectives are being met and may include new objectives or even goals toward achieving the Vision	Staff will prepare the report card with Committee input using the template	high	2022	April 30, 2022	yes	Annual progress report on CSP	TBA	Delayed due to staffing issues
1 – Facilitate Economic Development through the Arts so that White Rock’s brand is desirable to businesses, visitors and residents  1.2 Facilitate systemized promotion and marketing for Community Organizations and Creative Industries	1.1.2 Maintain an inventory of talent/artists list, connect artists and businesses 1.2.4 Encourage local businesses to display, purchase and/or sponsor local arts and crafts (e.g., empty storefront initiative) 1.2.6 Collaborate with Economic Development, Tourism, and Arts and Culture (Staff/Committee), leverage opportunities such as Sister City La Connor and other promotion	to encourage placemaking elements engagement with arts and business to increase visits to recommend improvements	Invite Economic Development Manager to attend upcoming Committee meeting to discuss opportunities	high	2021	<b>Action:</b> Clerks to invite C. Latzen to next committee meeting with Economic Development Strategy update  Action: Staff to create an online input form for artists in the community to develop an inventory of potential artists for this project.  <b>Action:</b> ACAC Committee to develop a strategy for outreach to local businesses on behalf of artists to display work	yes	Improved service	Clerks/Staff/Committee	Database online for both arts and culture and public artists
3. Sustain Diverse Arts Programs and Festivals to increase community participation and grow the capabilities of organizers, as well as increase the visibility of arts and culture in new and existing activities and do more “beyond the beach.” 3.2. Mobilize event partners and volunteers	Provide an effective process for event organizers using the City’s website for event organizers	to build engagement and capabilities of volunteers	Committee to provide staff feedback at Oct meeting	high	Phase 1: Oct 2021	Phase 1: Committee members to visit City website events page for organizers and give notes to staff  Phase 2: Ongoing improvements made as needed	yes	Process improvement	All Committee/Staff	Event web page is comprehensive.  Staff identified a need for a menu of services for C level events to track costs.  Staff identified a need for a more robust volunteer system.  Awaiting budget for event assistant in order to help with capacity to optimize a volunteer database
2. Address the lack of arts and cultural infrastructure and build our brand of Our Creative City by the Sea so that livability can thrive,	Conduct a joint workshop with the PAAC to discuss the need for arts and cultural spaces and the cultural corridor.	Address the need for arts and cultural spaces and the cultural corridor. In house	In house facilitation – round table discussion – input for	Medium	July 2022	Workplan to be discussed	yes	Cultural infrastructure	Staff/ ACAC and PAAC Committees	Delayed due to Committees not meeting

and people will be attracted for more reasons than the beach 2.1 – Address the need for a physical hub for the arts to thrive/cultural corridor		facilitation – round table discussion – input for 2023 budget request	2023 budget request							
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\*Priority: High, Medium, Low (items referred by Council should be of the Highest Priority)