ArtWorks

RICHMOND ARTS STRATEGY

2019–2024

Richmond Arts, Culture and Heritage Services

June 2019

Richmond

Demonstration by Musqueam artist and knowledge keeper, Debra Sparrow, presented by the Richmond Art Gallery and the Vancouver Arts Colloquium Society's as part of the *Weaving our Way* exhibition.

Photo by Noriko Nasu-Tidball, 2018.

The City of Richmond recognizes the hən̓q̓əmin̓əm̓ speaking peoples on whose traditional lands we live, work and play.

Through our shared commitment to land and place, the City of Richmond's Arts Services seeks to honour the Indigenous legacy of the region and to work together to create opportunities for local Indigenous artists.

CONTENTS

1 Indigenous Acknowledgement

2 Contents

3 Highlights

5 Introduction

- 7 Our Purpose
- 9 Planning Context
  - 10 Community Profile
  - 11 Where We Are Now
  - 12 How Richmond Supports the Arts
  - 14 Sector Trends and Impacts
- 17 Scope and Process

19 What We Heard

- 20 Engagement Summary
- 24 Priorities: Key Focus Areas

29 Richmond Arts Strategy

- 30 Vision and Guiding Principles
- 31–41 Strategic Directions

44 Moving Forward

45 Acknowledgements

46 Appendix

Community Engagement Report can be found at howartworks.ca/richmond-arts-strategy

THE VISION

RICHMOND'S THRIVING ARTS SCENE
ANIMATES OUR CITY EVERYDAY;
OFFERS RICH ARTS EDUCATION AND EXPERIENCES, FESTIVALS AND EVENTS;
FOSTERS SOCIAL CONNECTIONS AND WELLNESS;
BUILDS ARTS AND CULTURE LEADERSHIP; and
PROVIDES CREATIVE SPACES.

HIGHLIGHTS

1

Locally made for today's Richmond.

The following Richmond Arts Strategy 2019–2024 is rooted in local context. It integrates and acknowledges the opportunities and challenges arising from the rapid growth and changes in Richmond's community profile.

It positions the arts as a means to achieve community goals in economic development, health and well-being, infrastructure and tourism. It builds upon the many riches of Richmond, including its diversity, newcomer population and many natural assets.

2

Built on a strong foundation and growing, rapidly.

Richmond's arts and cultural development has seen many accomplishments over the past fourteen years since the first Richmond Arts Strategy in 2004, and from this strong foundation, is now experiencing growth, with a demand for:

- Increasing arts and cultural infrastructure and programming;
- Expanding public awareness and understanding of the value of the arts;
- Positioning Richmond as an arts destination;
- Further reflecting diversity, accessibility and inclusion in arts offerings and spaces; and
- Leveraging the arts and integrating the arts to reach community objectives.

3

Based on broad community input.

The findings are evidence-based through broad community-wide participation beyond arts stakeholders, and are supported by the dedication and thoughtful contribution of the 25-member Task Group representing various aspects of community life in Richmond.

Throughout 2018, feedback and ideas were gathered through an online survey, a series of community dialogue events and more than 30 pop-up kiosks and sounding boards across the City. More than 600 individuals provided input through the survey and 500 additional pieces of feedback were gathered through various engagement activities.

Thank you to everyone who shared their views.

4

Five Major Strategic Directions to lead arts and cultural development over the next five years.

1. Ensure affordable and accessible arts for all
2. Promote inclusivity and diversity in the arts
3. Invest in the arts
4. Increase awareness and participation in the arts
5. Activate public spaces through (and for!) the arts

5

Calls for leadership.

The City wears many hats in developing arts and culture in Richmond, acting as a supporter, presenter, communicator, investor, and facility operator.

Going forward, advancing on the opportunities and addressing the needs presented in the Strategic Directions depends upon championing the arts, bolstering cultural leadership at grassroots community levels and through continued strong local government commitment.

6

A Roadmap for Implementation.

With support of City staff and community partners from across Community Services and other Divisions and from a cross-section of industries. This document prescribes a phased-in implementation of the Arts Strategy. All activities will be supported by communications and ongoing engagement to ensure the success of the Strategy.

7

Indigenous voices and stories will be reflected.

Richmond's arts and cultural development upholds the Calls to Action of Truth and Reconciliation.

We will work in collaboration with Indigenous peoples to advance this process through the implementation of this Arts Strategy which seeks to honour, celebrate and support the cultural practices of indigenous peoples living in Richmond.

8

The following principles will guide the strategic directions:

- **Excellence**
- **Sustainability**
- **Creativity**
- **Accessibility**
- **Inclusivity**
- **Community-building**
- **Celebration**

Dream Home created by community members with 2018 Branscombe Artist-in-Residence, Keely O'Brien.

Gateway Theatre is the home of Richmond's only live professional theatre company, staging six annual productions each year.

Photo by David Cooper, 2015; Bridget Esler in *Wizard of Oz*.

INTRODUCTION

The City of Richmond recognizes that the arts are integral to vibrant communities.

Home to an immense cultural mosaic, Richmond is characterized by growth, changing demographics and a diverse arts landscape. The Richmond Arts Strategy represents this diversity and seizes this momentum by identifying the challenges and needs of both the arts community and Richmond as a whole.

Creativity and imagination inspire innovation, which contributes to quality of life and the ability to generate social and economic growth. The arts not only give depth and meaning to our lives — they are cornerstones of social and economic prosperity.

Participation in the arts helps us to get to know each other, celebrate our differences, and impacts our health, economy, and overall well-being in remarkable ways.

The arts make us happier, healthier, better students and better scientists; they help us recover from injury, help us enjoy our later years, and so much more.

The annual Richmond World Festival is a high-energy international showcase of music, food, sport and arts that takes place on the Labour Day weekend.

WHAT DO WE MEAN BY THE "ARTS"?

If it feels creative, odds are it counts!

For the purpose of this strategy, "arts" refers to the broad subdivision of culture, composed of many expressive and creative disciplines.

The term commonly encompasses, but is not limited to:

- Visual and applied arts (e.g. painting, print-making, installations; drawing, sculpture, crafts, textile arts, pottery and ceramics, photography, film and video);
- Performing arts (e.g. theatre, music, song, spoken word, and dance);
- Culinary arts;
- Environmental and land art;
- Interdisciplinary practices;
- Literary
- Media arts; as well as
- Community-engaged arts practices.

OUR PURPOSE

Why carry out an Arts Strategy?

The Richmond Arts Strategy acts as a guide for residents, the City and its stakeholders to develop stronger connections in order to advance the policies, programs and services needed for the arts to thrive in Richmond.

The purpose of the Richmond Arts Strategy is to:

- Understand the current state of the arts in Richmond;
- Provide a blueprint for the City over the next five years with key principles and criteria for decision-making to enable the broadest possible access to, and awareness of, the City's diverse arts opportunities to enrich quality of life through engagement with the arts;
- Provide strategies to integrate the arts into the broader community with a collaborative plan that strengthens arts groups to meet community needs; and
- Reflect the input of the broader community to champion the provision of arts activites, facilities, and opportunities as integral and essential to a healthy society.

Arts and cultural development help to achieve goals in other areas of City planning

The arts can play a strong role in placemaking, community building, tourism and economic development, providing a new or different lens in finding ways to:

- combat social exclusion in the community,
- enhance quality of life by encouraging healthy lifestyles and lifelong learning,
- celebrate diversity and improve awareness of cultural differences,
- develop pride of place through art and design,
- increase community vitality,
- improve the ability to attract skilled workers,
- gain a competitive advantage as a tourism destination,
- and much more.

Japanese calligraphy demonstrations are among the many cultural experiences offered annually at the Richmond Cherry Blossom Festival.

OUR PLANNING CONTEXT

Richmond Today*

Since being designated as a city in 1990, Richmond has seen a rapid growth in population and has evolved into a vibrant, ethnically diverse municipality with a mix of residential, commercial and industrial areas, as well as parks, waterways and open spaces.

Richmond is home to a rich array of amenities and facilities, engaged citizens and community organizations in a vibrant natural setting that includes 1,950 acres of park land, 73 kms of trails and 60 kms of cycling paths. The unique 17-island city is situated at the mouth of the Fraser River, providing an estuary for fish and migrating birds lined by walking trails. Agriculture is also an important part of Richmond's past and present economy – 39% of the city's 129.19 km^2 land base remains within the Agricultural Land Reserve.

These natural assets compliment the City's active lifestyle, which is supported by strong policies, plans and programs related to sport and recreation. As a legacy of Richmond's role in the 2010 Olympic Winter Games, Richmond was certified as a Global Active City in 2018 and, with nine other cities around the world, are now leading a movement to improve the lives of their citizens through the promotion of physical activity, sport, healthy lifestyles, social connections, supportive built and natural environments, and well-being for all.

The fourth largest city in the Metro Vancouver area, Richmond currently represents 8.3% of the population in this region. Richmond's population continues to grow with a high influx of new residents born outside of Canada.

Known for its rich ethnic diversity, the majority of Richmond residents identify as non-Caucasian. This is the highest proportion of any municipality in B.C., and the second highest in Canada. This diversity is reflected in Richmond's linguistic landscape. In the 2014/15 school year, 27.8% of Richmond School District students were English Language learners. A great variety of languages are spoken in Richmond overall. Richmond's population is also highly mobile. Almost half of City residents (43%) have moved within the past five years, with half having moved within Richmond.

The sense of social connectedness is lower in Richmond than in other regions, particularly for those who are new immigrants. Many residents report not knowing their neighbours.

Richmond is also marked by a changing age distribution. In Richmond, seniors 65+ years (17%) outnumber children aged 14 years and younger (14%). Seniors represent 32% of the total population in Richmond with 63,630 people aged 55+ years. The City's 2015-2020 Seniors Service Plan suggests that the aging population will have many impacts on the delivery of City programs and services.

* Source: Richmond Community Wellness Strategy 2018–2023

Community Profile By The Numbers*

60%

of Richmond residents were born outside of Canada, representing 140 different ethnicities.

$78,080

= median household income

22.4%

of households are classified as low-income

Chinese is the first language in **45%** of homes

Richmond's Chinese population has grown from **40%** TO **54%** between 2001 and 2016

69%

of residents feel they have amenities within walking or cycling distance.

54%

reported having earned their High School diploma or equivalent, or College, CEGEP or other non-University education.

74.3%

of residents own a home

Richmond residents are generally healthy, live longer, feel less stressed, have healthier weights, less chronic disease, smoke and drink less than other comparison communities in B.C. but need improvement in the areas of active living, mental and physical wellness, and a sense of belonging.

33%

of residents aged 25 – 64 reported having a University certificate, diploma or degree at a bachelor level or higher as their highest level of completed education.

* Source: Statistics Canada, 2016 Census

Where we are now: State of the Arts in Richmond

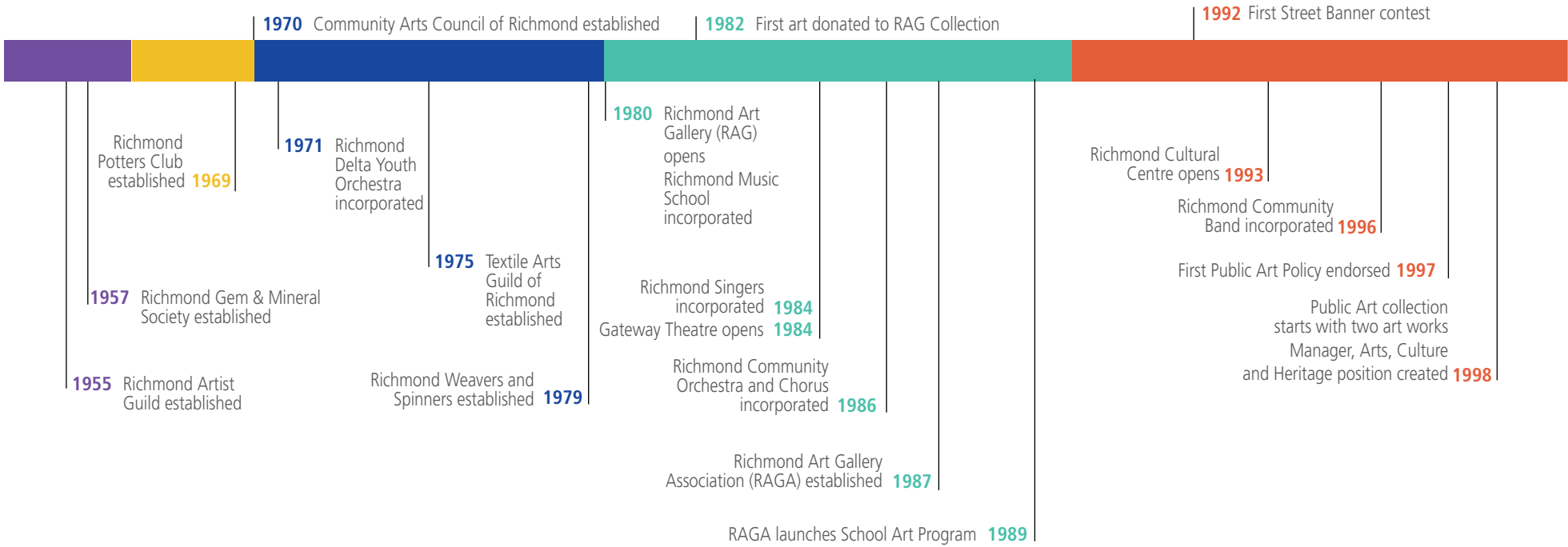
In 2004, the City adopted its first Arts Strategy with the aim to make Richmond a city with a thriving cultural life where opportunities for participation in the arts at all levels are accessible, artists feel they have a place and are seen as contributing to the community, cultural industries are welcomed, and cultural activity is visible and supported.

Since then, there has been significant civic investment to increase the capacity of artists and arts organizations, offer high-quality arts festivals and programs, and showcase Richmond's artistic talent. During the 2010 Winter Olympic Games, especially as part of Richmond's O Zone, local artists were integral to instilling community pride, identity and spirit, and enjoyed unprecedented profile to local and international audiences.

The 2004 Arts Strategy was updated in 2012 with the majority of its goals addressed by 2017. In reviewing community dialogue for the 2012–2017 Strategy, many of the same themes and directions have emerged in this new plan:

- Improving and increasing arts and cultural infrastructure
- Expanding public awareness and understanding of the arts
- Positioning Richmond as an arts destination
- Reflecting diversity, and increasing accessibility and inclusion
- Leveraging the impacts of the arts to address social, economic and other goals

Addressing these will depend on building leadership at grassroots community levels and a continued strong civic commitment.



Richmond's arts development has a critical and increasingly strategic role in the City's aspiration to be the most appealing, livable and well-managed community in Canada.

2002 Richmond Youth Choral Society incorporated

2003 First Lulu Series: Art in the City event

2004 First Richmond Arts Strategy

2005 RAG celebrates 25th anniversary
Richmond Arts Coalition incorporated

2006 Olympic Oval Public Art Plan
First Art About Finn Slough exhibition
First of three Winter Celebrations of the Arts
2007-2012 Major Events Plan endorsed
Cinevolution Media Arts Society incorporated

2010 First Culture Days
Richmond O Zone/2010 Winter Olympic Games
Richmond Public Art Policy revised
Minoru Chapel Opera Series launched
Canadian YC Chinese Orchestra incorporated

2011 Cultural Centre Rooftop Garden opens
City Centre Public Art Plan
Media Lab & Richmond Youth Media Program established
Arts & Culture Grants program established ($100K)
PWABC Project of the Year Award – No. 4 Rd. Pump Sation
Salmon Row at Britannia Shipyards (remounted 2013)
Richmond Maritime Festival reimagined with arts
Vancouver Tagore Society incorporated

2012 Richmond Arts Strategy 2012–2017
Richmond Youth Dance Company created
Renovated Performance Hall opens
Writer-in-Residence program established
Richmond Potters' Club incorporated

2014 Minoru Precinct Public Art Plan

2016 First Branscombe House Artist Residency
Richmond Chinese Artist Club established
Richmond World Festival wins national award

2017 Engaging Artists in the Community Public Art program established
Capstan Village Public Art Plan
Richmond celebrates Canada 150 with public art, special events and festivals
Concord Gardens ARTS units open
Richmond Cherry Blossom Festival launched
First Art Café at City Centre Community Centre

2010 Arts & Culture Plan
Community Cultural Development Manager position created
First Doors Open Richmond
Richmond Arts & Culture Community Scan
Economic Impact Study estimates Richmond arts & culture sector supports 1,488 direct jobs & $33M in wages **2008**

First Richmond Arts Awards
First Children's Arts Festival
Participation in Vancouver Biennale 2009-2011
No. 3 Road Art Columns program launched
Department of Arts, Culture & Heritage established
Public Art collection reaches 50 art works **2009**

Alexandra Neighbourhood Public Art Plan
Culture Days National Award
Tickle Me Pickle Theatre Improv Society incorporated
Richmond Arts Centre registration hits 6,000 registrants **2013**

Opening of City Centre Community Centre
First ArtRich Exhibition at RAG
Inaugural Richmond World Festival
How Art Works campaign and website launched **2015**

BCRPA Program Excellence Award – Pollinator Pasture
PWABC Project of the Year Award – No. 2 Rd. Pump Station
Public Art Community Mural program endorsed
Public Art collection reaches 244 art works
Minoru Place Activity Centre approved to be repurposed for arts use **2018**

Pinnacle Sorrento ARTS units open
Arts and Culture eNewsletter hits 450 subscribers
Richmond Arts Strategy 2019– 2024 **2019**

How Richmond currently supports and invests in arts and culture*

The City wears many hats, acting as a supporter, presenter, communicator, investor and facility operator.

* 2018 statistics, unless otherwise noted

Supporter

Community Art Exhibitions

>50 artists exhibited in **6** locations including Richmond City Hall

Richmond Arts Awards

86 nominations
6 awards presented annually

Culture Days

77 registered activities* by **59** local arts groups and individuals in **28** locations

*Top 4 for medium-sized cities in Canada; Top 8 overall

Richmond Arts Centre

provided **11** arts groups **4,137** hours of room rentals at a subsidy of **$79,310**

Facility Operator

Richmond Cultural Centre

>735 hours room rentals by cultural organizations at subsidized rates

Richmond Art Gallery

18 exhibitions involving **30** artists
>20 community artists in biannual Artrich exhibition
129 school tours and workshops
22,500 visitors

Richmond Arts Centre

476 courses
35 professional instructors
4068 students registered

Richmond Media Lab

58 courses
8 professional instructors

Plus: Libraries, Museums and Heritage sites which partner with Arts Services

Facilitator

Last year, the Film Office

helped open a **125,000 square foot** purpose-built filming studio.
$20 million in wages are earned by Richmond residents employed in film sector each year.

Art Truck

340 students from **6** schools participated in **35** sessions

Communicator

Arts & Culture e-blasts

39 e-newsletters throughout the year

Lulu Series: Art in the City

3 acclaimed guest speakers
3 performing artists

Investor

Arts & Culture Grants program, 2018

distributed **$114,524** to **16** organizations

Public Art Program

244 artworks to date
114 artists contracted for civic art projects, to date
27 community groups engaged in 2018 projects
10,000 hours of community participation in the Engaging Artists in the Community projects

Presenter

Festivals

8 major events

showcasing **200** local artists and arts groups

300 performances

200,000 people attended

Artists-in-Residence

2-month Writer-in-Residence

11-month Branscombe House Artist-in-Residence

4 projects and **>1,200** participants in Engaging Artists in the Community projects

Gateway Theatre**

152 performances

110 professional artists

11 community performers

178 hours of studio time donated to other performing arts organizations

33,361 people attended

** operated by Richmond Gateway Theatre Society with support of City of Richmond

What's Ahead: Sector Trends and Impacts

In the broader context of planning, important trends in Canada's $53.4 billion cultural industry will continue to have a significant influence on arts management and programming over the next five years. Key considerations:

- Festivals and events lead as Canadians' top form of participation in arts and culture
- Shifting from passive consumption of arts and culture to more participatory arts experiences
- Upholding Calls to Action of Truth and Reconciliation
- Lifecyle of arts organizations: many arts organizations in BC are having difficulty moving to an established phase and/or shifting into a turnaround mode after a period of gradual decline
- Creating safe and inclusive spaces for community dialogue through the arts (e.g. social-change arts practices)
- Generational shifts in arts audiences
- Digital strategies and technological innovation
- New operating models that are more entrepreneurial in nature
- Venues and programming that offer arts experiences for families
- Disability arts where artforms are produced with accessibility in mind
- Creative placemaking and co-activations of spaces
- With further capacity-building within community groups, a shift in the City's role to be more of a facilitator and convener than a direct-supplier of services

The Impacts and Benefits of Arts and Cultural Development

Thriving communities understand that building pride of place, through engaging arts and cultural programs, strengthens both community participation and economic development.

Participation in the arts is proven to:

- Build interpersonal ties and social networks
- Promote volunteering
- Reduce delinquency in high-risk youth
- Relieve stress
- Improve residents' sense of belonging
- Increase inclusion and celebrate diversity
- Foster a creative milieu that spurs economic growth in creative industries
- Further regional interest from tourism, business, new residents, and investors

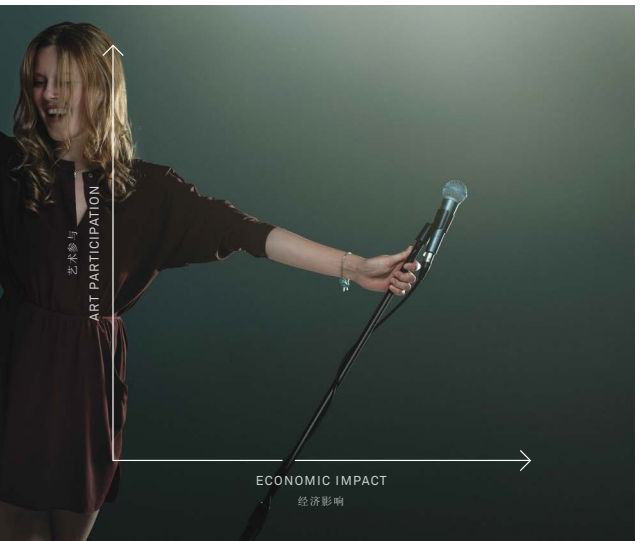
The 2017 *How Art Works* campaign was a source of inspiration for the title of Richmond's Arts Strategy 2019–2024. The following five themes, described on the website, capture the impacts of the arts.

Arts' Impact on Students

While practical education may seem like an obvious path to success, creativity is the number one skill that employers are looking for. Children and youth who participate in the arts, particularly music, are more likely to stay in school, excel in math and science and achieve life-long academic distinctions. Compared to the general public, top scientists are twice as likely to have an artistic hobby.

Healthy Living Through Art

The arts' ability to inspire happiness can also improve health. Doctors in the U.K. and Canada are now prescribing arts activities as a health-related therapy, as research has shown that the arts can alleviate stress and reduce the likelihood of depression. Arts engagement can even improve immune function by lowering chemicals that cause the inflammation which triggers diabetes, heart attacks and other illnesses. Music, when complemented with standard therapies, can support many treatments including pain management, speech therapy and treatments for Parkinson's Disease.



Art Strengthens Communities

When we experience culture — a theatre piece, book, concert, etc. — that addresses a social issue or conveys a new perspective, we gain a better understanding of humanity and the diverse groups we live amongst. Dance, music, photography and other visual arts transcend language and offer a public dialogue that bridges differences between cultural, racial and ethnic groups. Cultural festivals promote celebration and pride and provide an opportunity for individuals to engage with new perspectives and traditions.

Art Improves Quality of Life

Learning new skills when creating a work of art can improve self-control and confidence in one's abilities. These activities maintain neurological function, stimulate growth, and recruit pathways crucial to cognitive function. Moreover, the arts can provide opportunities to network, bond over new projects and share experiences which further a sense of community.

A Stronger Economy Through Art

Arts and culture play an important role in promoting economic goals through local regeneration, developing talent, creating jobs, spurring innovation and attracting tourists. Statistics Canada estimates that cultural industries (including broadcasting, film and video, interactive media, design, journalism and crafts) contribute an estimated $53.4 billion in direct contribution to Canada's GDP and more than 700,000 jobs.

Bringing people together

92% of Canadians believe arts experiences are a valuable way of bringing together people from different languages and acknowledging cultural traditions.

– Phoenix Strategic Perspectives, Community Foundations of Canada, 2017

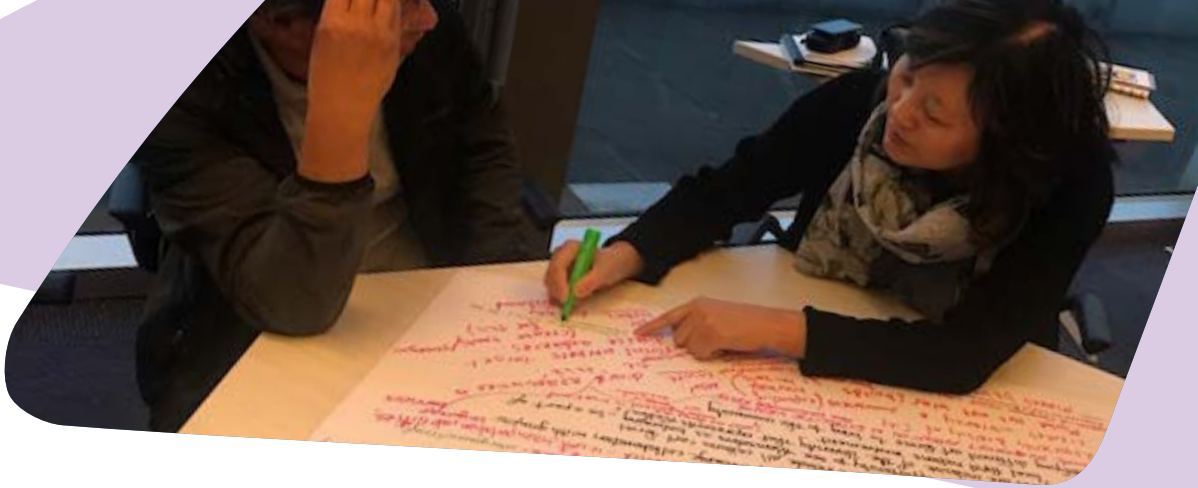
ARTS STRATEGY: SCOPE AND PROCESS

The development of the Richmond Arts Strategy 2019–2024 took into consideration the goals and vision for Richmond as outlined in the Official Community Plan (OCP) and each related City Plans and Strategies.

Richmond's OCP is founded on a long-term community planning vision for a sustainable, engaged and welcoming community that is connected, accessible, adaptable and valued for its sense of place.

The Richmond Arts Strategy 2019–2024 builds on the City's existing work towards this vision, and identifies linkages among the OCP and other City plans including Local Area Plans, Neighbourhood Plans and various strategies, such as the Community Wellness Strategy 2018–2023, specific arts strategies, and other initiatives listed on this page.

These linkages form a nested relationship of overlapping goals and outcomes for the City of Richmond that, together, contribute to the development of excellent and accessible programs and spaces that represent the unique needs and opportunities of the City.



Members of the Task Group met regularly to inform the new Richmond Arts Strategy.

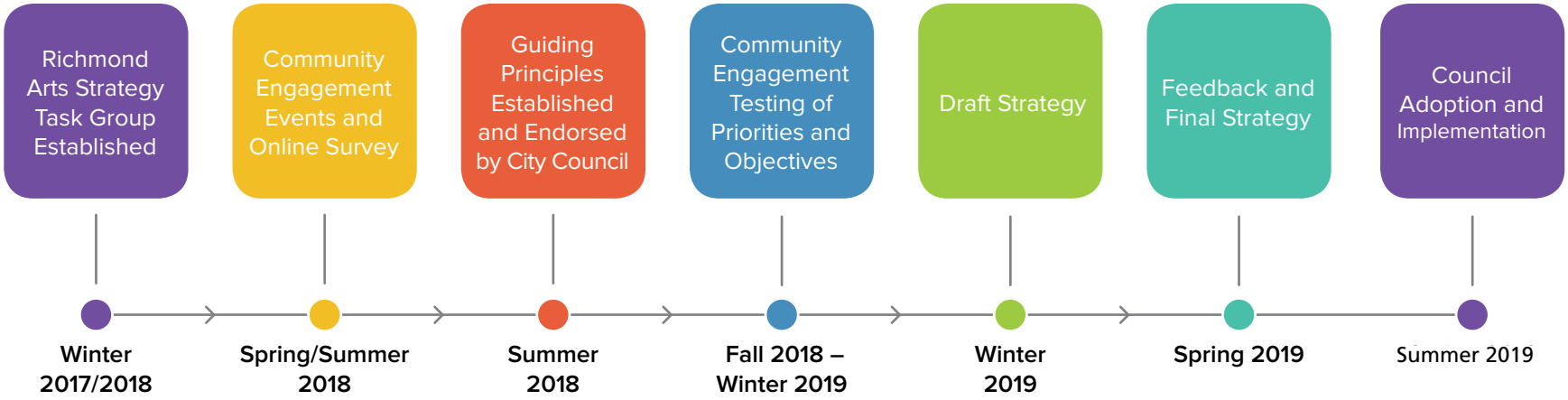
Process and Timeline

The Richmond Arts Strategy 2019–2024 is the culmination of an extensive process of community engagement and input.

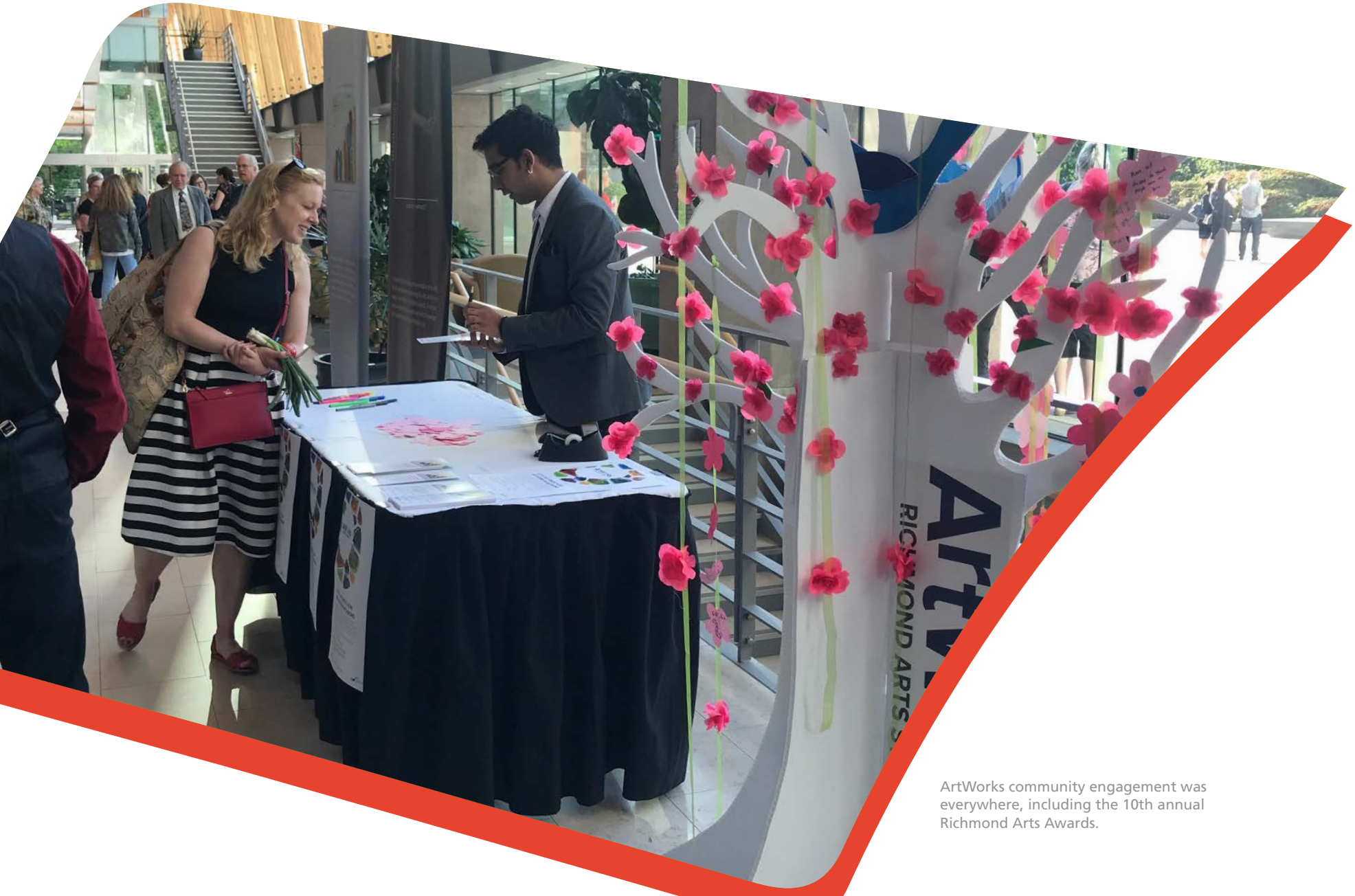
The 25-member multi-generational and multicultural Task Group—mirroring various aspects of life in Richmond, including representatives from local arts and cultural organizations, businesses and independent artists—was essential to ensuring the final document appropriately reflects community input.

Feedback from the community at large was also integral to each stage of the Strategy's development, and has been collected from hundreds of Richmond residents and community stakeholders who responded, contributed and gave feedback, along the way.

The project leadership team consisted of three consultants and staff from the City's Arts Services section.



WHAT WE HEARD



ArtWorks community engagement was everywhere, including the 10th annual Richmond Arts Awards.

ENGAGEMENT SUMMARY

ArtWorks, the extensive community engagement campaign that informed the development of this Strategy took place in Spring and Summer of 2018.

A full summary of these findings can be found online at howartworks.ca

Throughout the engagement period, the project team gathered feedback and ideas from the community via an online survey, a series of community dialogue events and more than 30 pop-up kiosks and sounding boards across the City. In addition to receiving more than 470 completed surveys, in both English and Chinese, approximately 500 additional pieces of feedback were collected through our various activities.

"It's just the spark at the beginning of Richmond's arts movement. This is a very special and creative time where the sky is the limit."

– Community Engagement Survey Respondent

The numerous wide-ranging opportunities to engage in the development of this strategy included facilitated consultation events, pop-up kiosks, stakeholder meetings and presentations, one-on-one interviews with key informants and arts stakeholders and surveys.

Pop-up kiosks and facilitated conversations took place throughout Richmond at the following locations and events:

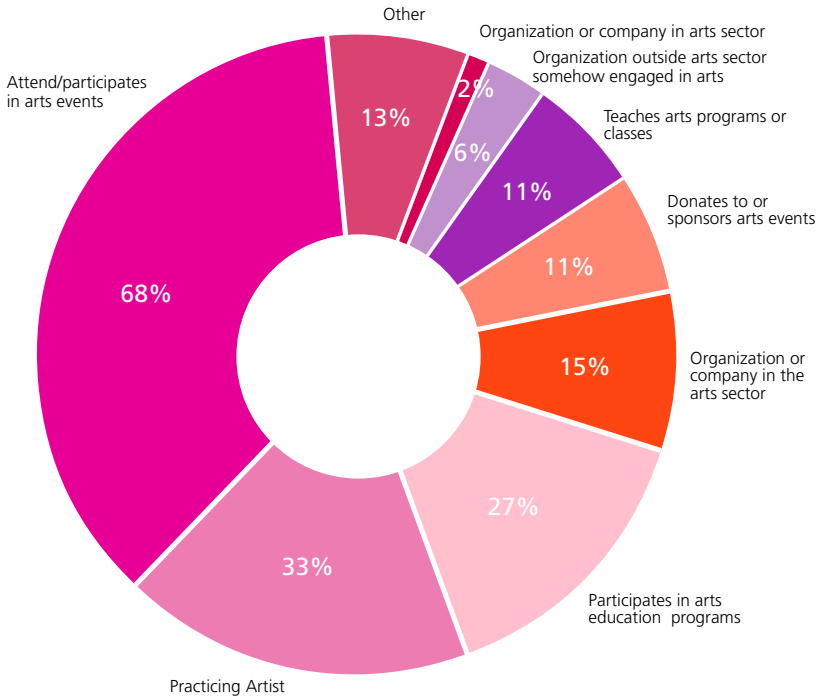
- Aberdeen Centre
- *Art About Finn Slough* Exhibition
- Branscombe House
- Cherry Blossom Festival
- Children's Arts Festival
- Cultural Cafes for artists and public
- Cultural Centre Lobby
- Culture Days
- Gateway Theatre
- Kwantlen Farmers Market
- Kwantlen Polytechnic University Design Week
- Lansdowne Centre
- National Indigenous Day at Musqueam
- Performance Hall
- Richmond Arts Awards
- Richmond Arts Centre
- Richmond Art Gallery Youth Collective
- Richmond Chinese Arts and Culture Festival
- Richmond Delta Youth Orchestra Concerts
- Richmond Gem and Mineral Society Annual Show
- Richmond Media Lab
- Richmond Potters Club Spring Sale
- Richmond Youth Dance Company
- Rocinini Café
- Two Community Dialogue Sessions at City Centre Community Centre and KPU
- Vancouver Lipont Centre
- Various community centres via Youth Services Coordinators

Online Survey: Snapshot

Respondent Profile

- 53% of survey respondents were under 50; the mean average was 48
- 68% of the survey respondents indicated that they attend and/or participate in cultural events and programs in Richmond
- 70% identified as Female
- 76% live in Richmond with an even split between City Centre and Steveston as most common neighbourhood of residence at 27% each
- For new residents, 41% cited China as their country of origin
- 56% of respondents identified as being Caucasian while 33% identified as being Chinese
- 64% cited household incomes >$50,000
- 56% self-identified as artists
- The vast majority of Richmond arts organizations are volunteer-run
- 38% of organizations reported being primarily creators or producers, while nearly 25% were organizations involved in the dissemination of art
- Of the respondents who indicated that they were practicing artists or responding on behalf of an organization, the majority (53%) reported that their primary activity occurs in visual and applied art

Survey Respondents Identified as ...



Beyond the Survey: The City's Role in the Arts Ecosystem

When looking at leveraging the arts in a strategic way, stakeholders noted that the City can bring together priorities from various City Plans (e.g., Community Wellness Strategy, Community Social Development Strategy) and ensure that the arts are at the intersection of those plans.

During internal engagement, City staff across departments and divisions recognized that they play an important role in the arts ecosystem. Staff saw the importance of arts and culture in building community, the need for better communication, marketing and promotion, as well as more collaboration and support for arts and culture within the City.

Staff also identified the need for more/alternative spaces and funding to improve the delivery of arts and cultural programming and events; for more diverse, inclusive and accessible programming, and for new, integrated strategies to support their efforts.

73% of organizations indicated that they have formed partnerships with other organizations active in the arts, mostly with the City of Richmond, other Richmond-based arts groups and/or other cities.

Encouraging partnerships and collaboration between arts organizations, artists, businesses and creative entrepreneurs was also identified during broader community engagement as an essential element of developing Richmond's arts ecosystem.

Richmond's Cultural Scene: Points of Pride

Public Art

Richmond's Public Art was described throughout the open-ended survey portion of the engagement process as a point of pride in the arts ecosystem with the vast majority of survey respondents having noted various types of Public Art in Richmond including sculptures (84%); utility box wraps (58%); murals (56%); art integrated with building elements (52%); community engaged art programs (38%); and functional artwork (24%).

"I really appreciate the First Nations' art around the city."
– Community Engagement Survey Respondent

Using public art as a means of "achieving a more sustainable community" and "encouraging public dialogue and increasing public awareness" were highly ranked goals for public art among survey respondents. "Sparking community participation" and complementing and/or developing the character of Richmond's diverse neighbourhoods" were also important to survey respondents.

Sewer access cover design by local artist, James Harry.

Diversity… in many forms

Richmond's multicultural and diverse arts ecosystem was another point of pride for many. It was also often noted that the community was generally successful at building on multiculturalism to increase creative expression around the city.

"We have such a rich multicultural base for our art to grow from."
– Community Engagement Survey Respondent

One respondent noted that the City's diversity also creates unique educational opportunities in Richmond. "Richmond is richly multicultural... I am excited to be educated about other cultures each time I visit an arts performance or exhibit that features non-dominant cultures."

On the other hand, some respondents pointed out room for improvement: "We have high-level artists from Asia and Canada here. What is needed is a way to connect and showcase them."

Richmond residents indicated a desire to expand inclusive and diverse arts programming. Many survey respondents cited the city's diversity and existing children's and youth programming as strong points in Richmond with 73% of arts organizations reporting they engaged with youth as part of their ongoing activities and programs. However, stakeholders noted this as an area that could still be expanded.

Natural Beauty

The natural beauty and cultural heritage of Steveston was most often mentioned as a favourite feature of Richmond. Specifically, historic sites such as the Britannia Shipyards National Historic Site, Gulf of Georgia Cannery and London Heritage Farm were noted as being exemplary reflections of the City's rich maritime, farming and fishing history. Other respondents referenced Richmond's natural heritage, such as its abundance of birds.

Richmond's unique history and natural setting as a maritime hub were key points of pride for many participants.

"[Proud to] explore heritage buildings and sites ... Salmon Festival for sure! Maybe [we] could have art in the park festival. The sports field is fabulous and the flowers on the streets look great. Steveston heritage area is lovely to walk around and paint. "
– Community Engagement Survey Respondent

Did you know?

Almost nine in ten Canadians say that governments should place at least moderate importance on supporting the arts and culture sector.

- Arts and Heritage Access and Availability Survey 2016-2017, Environics Research

"Richmond is welcoming to so many new Canadians to its neighbourhoods. I think its arts scene really addresses the thirst of these newcomers for the cultural and entertainment stimulation that Richmond's arts organizations present."

– Community Engagement Survey Respondent

PRIORITIES: KEY FOCUS AREAS

Overall, community engagement suggested that the City should prioritize the following key focus areas in the Arts Strategy:

1. **Free public events**
2. **New and improved spaces**
3. **Increased awareness**

The sections that immediately follow identify highlights of what was heard during the engagement phase. Specific directions and actions to be taken to address these priorities are presented within the Strategic Directions section of this Strategy (pages 29–42).

Did you know?

62% of Canadians "strongly agree" that arts and culture makes communities a better place to live and is a valuable way of bringing people together.

– Arts and Heritage Access and Availability Survey 2016–2017, Environics Research, 2017

Richmond is a national leader in Culture Days, an annual 3-day festival that includes free, hands-on activities and workshops, as well as, "behind the scenes" creative experiences.

Priority 1: Free Festivals and Events

Of the many means of engaging with the arts, free festivals was the top priority for Richmond residents. This is consistent with national data indicating that festivals and events are the most common form of Canadians' participation in the arts. The quality and variety of festivals offered around the City were widely cited as points of pride. Festivals are seen as an effective means to celebrate, capture and inspire Richmond's artistic vibrancy. Respondents noted that festivals foster inclusion as well as encourage intercultural understanding.

"Festivals are inclusive of celebrating one another's heritages, ethnicities and cultures."

– Community Engagement Survey Respondent

Stakeholders indicated a desire and need for free public events, and affordable art programs and workshops that engage all age groups within the community, especially youth.

The Richmond World Festival was singled out for celebrating the diverse cultural backgrounds of Richmond. Other festivals that instilled a sense of civic pride were Culture Days, the Maritime Festival, Salmon Festival, Harvest Festival, Chinese New Year's celebrations and the Grand Prix of Art.

Where We Engage with the Arts

Survey respondents were asked to select events or venues that they had attended in the past 12 months.

Venues

Richmond Art Gallery
50%

Richmond Museum
27%

Gateway Theatre
26%

Events

Culture Days
46%

Doors Open Richmond
39%

Maritime Festival
37%

Richmond World Festival
30%

Children's Arts Festival
22%

Priority 2: New and/or Improved Spaces

Following free festivals and events, new and/or improved spaces was the most widely cited priority with the majority of types of engagement feedback indicating that both exhibition/gallery space and creation/studio space should be prioritized by the City. Lack of small venues, non-traditional spaces and leveraging existing spaces in the built-environment were also key points raised by the community.

New Spaces

As a rapidly growing and developing urban centre, community members commented on the need to work with developers to create space for the arts. There were four specific types of spaces that engagement with the community revealed as key gaps:

- Spaces to exhibit art;
- Performing arts and gathering spaces, particularly medium-sized spaces for 150–300 people; and
- Organizational/administrative space.

Existing Spaces

Artists reported low satisfaction with performance spaces, reflecting wider demand for smaller, more affordable spaces to rehearse and/or perform. Across all types of facilities, the most common concern regarded availability with many artists noting that desirable facilities are often full or booked far in advance.

Broad community feedback noted that the Cultural Centre delivers high quality programming but most agreed it needs larger exhibition space. It was also noted that the one approach to meet the demand for spaces could be through distribution of exhibition and programming space throughout the City by utilizing existing space.

In terms of adapting or re-purposing existing spaces, the most common suggestion was animating spaces in shopping malls. Optimizing empty storefronts, industrial warehouses, churches, school gyms and post-secondary facilities — spaces that lend themselves to being transformed into space for the arts — was also identified. Outdoor spaces such as London Heritage Farm, parks and walking trails were also considered as potential spaces for artistic activity.

Artists and organizations both widely expressed that they would like to more space to exhibit art in Richmond. This was further emphasized by residents expressing that the City should prioritize exhibition space.

Priority 3: Increased Awareness

The need for increased awareness and promotion of arts programming around the City was a repeated theme throughout the survey and broader engagement feedback. Respondents noted that information was often coming from a variety of places and was at times 'spotty'.

"Not everyone in Richmond is aware of all the programs, events and activities going on. We'll have to do more advertising."
– Community Engagement Survey Respondent

Preferred Communications Channels

Respondents were largely in support of more social media-based advertising (53%) and more stories in the local newspaper (44%) as a means for improving awareness.

Other recommendations included:

- Create reader boards or post notices at community centres, Richmond Public Library or art venues;
- Direct outreach to community groups;
- Advertise in public places such as Canada Line stations or malls;
- Advertise widely in both Chinese and English; and
- Develop a regularly updated centralized website for programming and events info.

HowArtWorks.ca

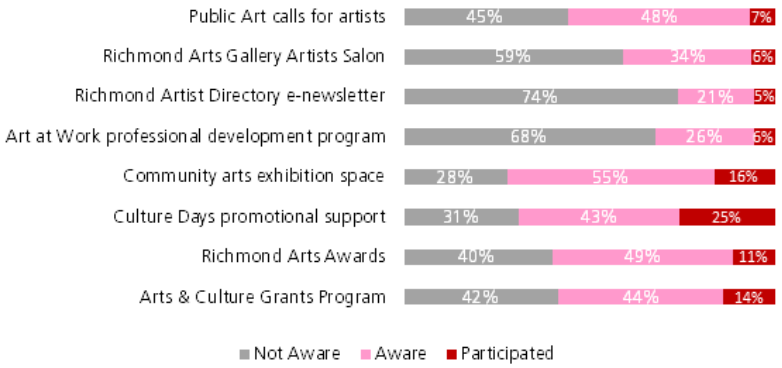
The HowArtWorks.ca website offers information about how the arts benefits communities and individuals. The site also lists the key arts and culture venues and programs offered by the City and includes links to the impacts of the arts in social and economic well-being.

79% of respondents indicated they would use it (or continue to use it) as a tool to access information to promote the importance of the arts in the community. Further community feedback noted that HowArtWorks.ca could be leveraged as a central portal or online hub for all-things-arts in Richmond.

"It would be great if the Arts Centre info [at HowArtWorks.ca] had more detail and links to group websites and encouraged the groups to add the site to their pages."
– Community Engagement Survey Respondent

Programs for Artists

While funding was noted as a key focus area by arts stakeholders, survey results and broader community feedback suggest this may be more of an awareness issue than lack of available funding. The survey revealed that a large number of artists and cultural group representatives were previously unaware of key support offerings by the City.



Did you know?

More than 450 artists and cultural organizations receive e-newsletters from the City's Cultural Development office to learn about Artist Calls, funding deadlines, promotional opportunities, professional development workshops and more.

The Arts Centre is Richmond's arts education and creation hub for courses, events, organizations and artists. It's aim is to make the arts accessible and it is also home to a number of local Resident Art Groups, including the Textile Arts Guild of Richmond.

The Richmond Art Gallery seeks to enhance everyone's understanding and enjoyment of contemporary art through exhibitions, programming and education.

RICHMOND ARTS STRATEGY

VISION | GUIDING PRINCIPLES

STRATEGIC DIRECTIONS | OBJECTIVES

KEY ACTIONS

THE VISION

Richmond's thriving arts scene:

- Animates our city everyday;
- Offers rich arts education and experiences, festivals and events;
- Fosters social connections and wellness;
- Builds arts and culture leadership; and
- Provides creative spaces.

GUIDING PRINCIPLES

Working with the 25-member Richmond Arts Strategy Task Group, community feedback played a vital role in the development of the Strategy's Guiding Principles which were officially endorsed by City Council on July 23, 2018.

These Principles will guide the strategic directions, actions and decisions of the City of Richmond in arts development over the next five years:

- Striving for **excellence** among all who participate in and contribute to the artistic life of Richmond from City services to community organizations to individuals of all ages and skill levels.
- **Sustainability** to 'future-proof' the arts through funding, education, infrastructure, mentorship and the integration of the arts into the everyday fabric of our city.
- Expressing **creativity** through experimentation and fostering collaboration among diverse voices.
- Providing broad **accessibility** to arts experiences and advancing **inclusivity** to connect people through the arts.
- **Community-building** through creative engagement and dialogue, and honouring the spirit of Reconciliation.
- **Celebration** to showcase and inspire Richmond's artistic vibrancy.

STRATEGIC DIRECTION 1

ENSURE AFFORDABLE AND ACCESSIBLE ARTS FOR ALL

Objective 1.1

Continue to support a diverse range of free and affordable arts programming.

SUPPORTING ACTIONS:

1. Review the City's offerings of free and low-cost arts programming and events, and assess required City resources to keep cost barriers low.
2. Develop or expand opportunities to directly support individual artists, cultural organizations and venues that provide low and no cost public program delivery.
3. Work with the City's Accessibility Coordinator to promote the Recreation Fee Subsidy Program (RFSP) for arts programs.

Objective 1.2

Support access to creative tools and resources, especially for youth.

SUPPORTING ACTIONS:

1. Develop and/or increase the use of creative tool libraries, musical instrument libraries and/or other creative resource lending programs.
2. Continue to work across Community Services and associations to connect youth to creative opportunities and resources.
3. Continue to work with the School District 38 to link arts education resources to teachers.
4. Continue to offer free access to media arts training, professional mentorship opportunities and equipment through the Richmond Youth Media Program.

Did you know?

The City of Richmond offers a Recreation Fee Subsidy Program that includes cultural programs for residents of all ages who are experiencing financial hardship. Details at richmond.ca/subsidy.

Objective 1.3

Engage the imaginations of all generations through creative education and outreach.

SUPPORTING ACTIONS:

1. Support the retention and development of high-calibre arts experiences and education in community centres, city-operated facilities and public spaces.
2. Support and promote programs across Community Services and other City partners that support social and emotional well-being through the arts.
3. Increase the scope of arts education programs and services available to all age ranges and levels from entry to pre-professional.
4. Increase the use and extend programming of the Richmond Arts Centre Art Truck.

Objective 1.4

Identify and address accessibility barriers to creative participation.

SUPPORTING ACTIONS:

1. Encourage and promote arts and culture opportunities at locations close to transit, and identify opportunities to reduce transportation barriers.
2. Offer and encourage arts engagement opportunities in spaces beyond the walls of traditional venues including unconventional spaces.
3. Incorporate creative wayfinding elements to improve navigability and visibility to cultural events and venues.
4. Work with the City's Accessibility Coordinator to identify and address physical accessibility challenges to attending festivals, visiting cultural venues and exploring public art.
5. Identify ways to ensure cultural venues and other spaces providing arts experiences are appealing and welcoming to newcomers, people living with disabilities, LGBTQ2S* residents and other typically under-represented groups.

*LGTBQS2 are acronyms to refer to Lesbian, Gay, Bisexual, Transgender, Queer and Two-Spirit.

STRATEGIC DIRECTION 2
PROMOTE INCLUSIVITY AND DIVERSITY IN THE ARTS

Objective 2.1

Celebrate Richmond's diversity, history, growth and change as a community.

SUPPORTING ACTIONS:

1. Highlight Richmond's cultural diversity in arts and culture marketing and communication.
2. Acknowledge First Nations territory at cultural events.
3. Encourage and increase programming that involves work by Musqueam and other Indigenous artists.
4. Review current programming to ensure that under-represented cultural and LGBTQ2S activities are part of festival and arts event programming.
5. Connect with the diverse cultural communities of Richmond (including faith-based communities) to encourage sharing of art, food and music.
6. Continue to grow and deepen the programming of the Richmond World Festival as a showcase of Richmond's cultural and ethnic diversity.
7. Encourage collaborations among under-represented community groups, such as youth, Chinese-speaking, Indigenous and LGBTQ2S people.
8. Invite diverse groups, including those typically under-represented, to participate in the telling of their story in the Richmond context, through creative engagement and art.

Art brings us together

Cultural engagement improves understanding and empathy towards others

– Arts Council England, 2017

Objective 2.2

Cultivate a sense of belonging through creative engagement.

SUPPORTING ACTIONS:

1. Facilitate intercultural communication with creative environments and arts-based programs.
2. Provide a range of participatory programming for all age groups and inter-age groups at the community or neighbourhood scale.
3. Integrate creative and cultural experiences into City services for newcomers and other cross-cultural programs and services.
4. Increase multilingual arts experiences.

Objective 2.3

Broaden understanding of what artistic expression can be through education and experimentation.

SUPPORTING ACTIONS:

1. Build on existing services in the Richmond Public Library, community centres and other spaces that include creative programming to reach new audiences.
2. Expand and increase the *How Art Works* public education campaign that communicates the benefits of creativity and the value of the arts.
3. Support and program art-making demonstrations in the public realm.
4. Invite the public "behind the scenes" and to create things themselves, through programming including events like Doors Open Richmond, Instrument Petting Zoo, Culture Days and Children's Arts Festival.

Objective 2.4

Leverage Richmond's diversity to develop representative programming and events that attract audiences from within and beyond the City.

SUPPORTING ACTIONS:

1. Link the Richmond Arts Strategy 2019–2024 strategic directions to tourism initiatives that bolster Richmond as a cultural destination.
2. Collaborate with Indigenous Peoples and community groups to identify thematic tourism niches through culinary arts, natural and cultural heritage.
3. Promote, encourage and develop initiatives, including festivals that encourage cultural cross-pollination through the arts.

Objective 2.5

Enable partnerships, connections and collaboration among diverse organizations, venues and creative partners.

SUPPORTING ACTIONS:

1. Encourage collaboration among and across creative sectors and cultural industries.
2. Encourage collaboration of visual, literary and performing arts with the Richmond Public Library and museums regarding programming and resources.
3. Include non-traditional creative activities and industries (e.g. video game design) in the development of events, creative programming and educational offerings.
4. Continue to foster and create new collaborations and partnerships with other City departments and non-arts organizations.
5. Establish and/or strengthen connections with School District 38 and community organizations to increase arts opportunities and experiences.

STRATEGIC DIRECTION 3
INVEST IN THE ARTS

Objective 3.1

Build creative capacity through planning and development.

SUPPORTING ACTIONS:

1. Among online tools added to howartworks.ca, include link to online event approvals applications system for community event organizers to obtain approvals from Richmond Event Approval Coordination Team (REACT).
2. Encourage arts incubator spaces for emerging artists and organizations.
3. Continue to position and promote Community Cultural Development staff as a go-to resource for the arts community.
4. Identify priority cultural amenity opportunities through development.
5. Monitor and review the Arts and Culture grant program to ensure it supports and responds to the needs of the arts community, and are in keeping with current working models in the arts and art forms.
6. Continue to support and encourage organizations to leverage City investment to attract additional funding from other levels of government and other sources.
7. Establish a Cultural Leaders Roundtable for ongoing dialogue and engagement.

Objective 3.2

Connect creative producers to the tools, training and supports that are vital to their work.

SUPPORTING ACTIONS:

1. Expand professional development, mentorship and skill-building opportunities for artists and cultural organizations.
2. Continue to invest in and provide mentoring support to cultural organizations through the Arts and Culture grants program.
3. Provide links on howartworks.ca to existing online resources for the creative community (e.g. Spacefinder, Arts BC, artist calls, funding opportunities, gallery collections, etc.)
4. Continue to promote opportunities for artists via online tools and social media including the Richmond Artists Directory e-newsletter.

Objective 3.3

Broaden the economic potential and contribution of the arts.

SUPPORTING ACTIONS:

1. Streamline or demystify the process to encourage creative industries to locate in Richmond.
2. Ensure the arts are considered in Richmond's Economic Development Strategy and that they play a role in the economic sustainability of the city.
3. Continue to create favourable conditions for the filming industry in Richmond.
4. Raise awareness of the ways that the arts and creative industries contribute to the economic health of the community.
5. Nurture relationships between arts organizations and key business organizations.
6. Foster opportunities for business to invest in and partner with the arts (e.g. through sponsorship, provision of space.)

Objective 3.4

Attract and engage high-profile leaders to advocate and invest in arts and culture.

SUPPORTING ACTIONS:

1. Foster relationship building with private donors and encourage legacy-based initiatives and philanthropy.
2. Work with the arts community to develop a foundation to facilitate and direct donations from corporate donors to support arts development.
3. Expand partnerships with local area post-secondary institutions.
4. Advocate at all levels of government for increased funding and support for arts and culture.

Objective 3.5

Integrate the arts at a strategic level in community, economic, tourism, environmental and wellness planning.

SUPPORTING ACTIONS:

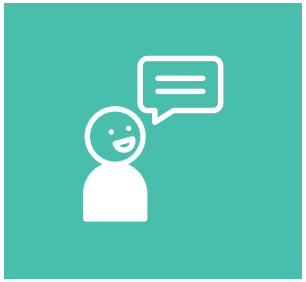
1. Link the Arts Strategy to other City planning initiatives.
2. Raise the awareness among City Departments of the benefits of arts and culture in building a strong community.
3. Continue to work with other City departments to provide arts opportunities including art in the public realm.
4. Conduct a deeper analysis of the data collected through the community engagement process and connect, where applicable, to relevant data from other sources.

Did you know?

One-half of Canadians 15 years of age or older make or perform art, with the most common arts practices being crafts (18%) and music (15%).

– Hill Strategies, Canadians' Arts, Culture and Heritage Participation, 2018

STRATEGIC DIRECTION 4
INCREASE AWARENESS AND PARTICIPATION IN THE ARTS



Objective 4.1
Cultivate arts and cultural leadership.

SUPPORTING ACTIONS:

1. Partner with arts advocates in the community to achieve common outcomes.
2. Raise the profile of the arts at Council.
3. Encourage and continue to offer an array of lecture series, seminars, panels and community dialogues on arts, culture and heritage issues.
4. Continue to encourage the Richmond Arts Coalition to be a vital voice for artists in the community.

Objective 4.2
Connect the Richmond community to creative events, news and resources.

SUPPORTING ACTIONS:

1. Promote an expanded howartworks.ca as the main online arts portal to connect the community to all things creative, including an online calendar for cultural events and activities.
2. Develop and execute an Arts Communications Strategy.
3. Dedicate resources for arts-related marketing and communications, with particular attention to expanding social media presence.

Art cultivates a sense of belonging

People who rate arts, culture and leisure being excellent in their community are 2.8 times more likely to have a strong sense of belonging to their city

– Angus Reid, 2015

Objective 4.3

Engage the Richmond community with creative experiences and artistic encounters in their daily life.

SUPPORTING ACTIONS:

1. Continue to provide and promote events (such as Culture Days and Doors Open Richmond) to showcase Richmond Artists.
2. Encourage neighbourhood-based arts and cultural activity (e.g. creative neighbourhood actions, gardening, walking tours, food tourism, etc.), through community grants and other civic support for arts experiences.
3. Continue to foster a built environment where one has spontaneous encounters with art through the Public Art program.
4. Expand programs such as the Public Art "Engaging Artists in the Community" program and Branscombe House Artist-in-Residence program which support community-engaged arts practices.
5. Increase visual and performing arts opportunities in public spaces to showcase Richmond artists.

STRATEGIC DIRECTION 5
ACTIVATE PUBLIC SPACES THROUGH (AND FOR!) THE ARTS

Objective 5.1

Work towards meeting the demand for creative spaces and cultural facilities.

SUPPORTING ACTIONS:

1. Continue to identify and make creative use of the built environment and civic facilities.
2. Pursue changes to existing civic, particularly cultural facilities in response to changing community demand for cultural programming.
3. Encourage the use of existing spaces within public institutions for other creative uses.
4. Conduct Richmond real-estate inventory for under-utilized commercial spaces, for potential creative, cultural and heritage use.
5. Use Public Art and cultural programming to reimagine public spaces with an eye to creative placemaking.
6. Complete a Cultural Facilities Needs Assessment and conduct feasibility studies as may arise from it.
7. Review bylaws that interfere with public performance and space activation (eg. busking).
8. Continue to offer subsidized creation space to Resident Art Groups at the Arts Centre and subsidized performance space at the Gateway Theatre to qualifying non-profit organizations.
9. Ensure that City-operated arts spaces have technological resources and flexibility to accommodate emerging forms of presentation and exhibition.
10. Convert the Minoru Place Activity Centre into the Cultural Centre Annex to address growing demand for arts programs and provide new, informal spaces for performance and exhibition.
11. Plan for future arts facilities to address the demand for Arts Education and Program space.

Art makes you happy!

Cultural and creative participation is associated with a high sense of life satisfaction and higher rates of good mental health.

– Hill Strategies on Arts Indicators/Well-Being, 2017

Objective 5.2

Generate creative spaces and cultural amenities in new developments.

SUPPORTING ACTIONS:

1. Continue to develop distinct arts districts and cultural hubs as identified in the City Centre Area Plan, with the provision of affordable creation, administrative, live/work and presentation space.
2. Establish parameters and guidelines for cultural amenity opportunities from development.
3. Construct more all-weather public gathering spaces for creative activity, festivals, congregation and networking.
4. Continue to support dedicated affordable artist housing and studios, such as through the ARTS units in Capstan Village and Artist-in-Residence programs.

RIchmond Media Lab increases young people's technology literacy, accessibility and creativity by teaching them computer and media skills and techniques.

MOVING FORWARD

IMPLEMENTING, EVALUATING AND COMMUNICATING THE ARTS STRATEGY

The Richmond Arts Strategy 2019–2024 encompasses a broad range of creative and cultural assets and resources that, much like the role of creativity, are integrated into many aspects of everyday life in Richmond including business, tourism, gastronomy, public spaces, well-being and more, all part of a sustainable and healthy creative ecosystem*.

Identifying leading and supporting partners will contribute to the implementation of the Strategy, while continued community participation will ensure the Strategy may be assessed, adapted and revised in response to changing needs.

This Strategy is a "living document", and will be supported by an updated annual implementation schedule and budget indicating:

- actions categorized into recommended phases;
- lead and partner roles, and opportunities for further collaboration; and
- measurable outcomes as a means to monitor progress.

This Implementation Framework will be developed with the Arts Strategy Task Group to provide a guide for more detailed, tactical actions, and pave the way forward for the City's decision-making in arts activities and investment over the next five years.

Sharing the Strategy is essential to building wider awareness, excitement and momentum. Communications opportunities include, but are not limited to:

- A multilingual communications strategy to local media and the Richmond community, including the use of social media platforms for the City, partner groups and stakeholders;
- A widely advertised launch event(s) with community members, City representatives and partners to raise awareness and excitement around the strategy and its directions;
- Release of Strategy updates through howartworks.ca, City e-newsletter and other distribution networks; and
- Linking the directions of the Strategy with community events throughout the calendar year to carry out engagement activites and active plan linkages.

***CREATIVE ECOSYSTEM** The interconnection of cultural resources in a community. Facilities, spaces, festivals, makers, artists, designers, arts organizations, tourism and business are all connected to one another and in turn, support the health and vitality of a vibrant, creative city.

ACKNOWLEDGEMENTS

The creation of the 2019–2024 Richmond Arts Strategy was a collaborative, community-wide endeavour involving many knowledgeable participants. A sincere thanks to all community members who contributed to the engagement process and the making of this Strategy, including the leadership of City Council and Staff and the Richmond Arts Strategy Task Group.

RICHMOND CITY COUNCIL

Malcolm Brodie, Mayor

Alexa Loo, City Councillor

Bill McNulty, City Councillor

Carol Day, City Councillor

Chak Au, City Councillor

Harold Steves, City Councillor

Kelly Greene, City Councillor

Linda McPhail, City Councillor

Michael Wolfe, City Councillor

PROJECT CONSULTANTS

Patricia Huntsman, Project Lead, Patricia Huntsman Culture + Communication

Carly Frey, Managing Director, Nordicity West

Chad Rickaby, Research Analyst, Nordicity West

Kelly Stauffer, Design

INTERVIEW PARTICIPANTS

Alexa Loo, City Councillor

Camilla Tibbs, Executive Director, Gateway Theatre

Carol Day, City Councillor

Crystal Chan, Richmond Resident

George Duncan, Chief Administrative Officer, City of Richmond

Jane Fernyhough, Director, Arts, Culture and Heritage Services

Linda Barnes, Chair of Richmond Arts Coalition

Mark Glavina, Founder, Phoenix Art Workshop

Wayne Craig, Director, Development

CROSS-DEPARTMENTAL WORKSHOP PARTICIPANTS:

Arts Services, Communications, Community Social Development, Corporate Business Service Solutions, Corporate Partnerships, Economic Development, Engineering and Public Works, Finance, Heritage Services, Major Events, Parks, Planning and Development, Policy Planning, Project Management, Public Art, Recreation and Sport, Richmond Public Library, Seniors and Sustainability

CITY OF RICHMOND STAFF

Jane Fernyhough, Director, Arts, Culture and Heritage Services

Marie Fenwick, Senior Manager, Arts, Culture and Heritage Services

Liesl Jauk, Manager, Arts Services

Katie Varney, Manager, Community Cultural Development

Camyar Chaichian, Coordinator, Arts Centre

Samir Modhwadia, Administrator, Arts, Culture and Heritage

RICHMOND ARTS STRATEGY TASK GROUP

Glen Andersen, Multidisciplinary Artist, Environmental Activist

Sid Akselrod, Artist, Photographer, Art Teacher, Steveston-London Secondary

Linda Barnes, Chair of Richmond Arts Coalition, Steveston Historical Society and Steveston 20/20 Group

Suzanne Carter-Huffman, Senior Planner, City of Richmond

Ceri Chong, Industry Development Manager, Tourism Richmond

Kirsten Close, Coordinator, Community Services, Major Projects

Sandra Ciccozzi, Richmond Potters' Club

Gabby Cometa, Richmond Youth Media Program

Jonathan Der, Violinist, Conductor, Chamber Musician and Church Organist, Richmond Delta Youth Orchestra and St. Anne's Steveston Anglican Church

Katie Ferland, Acting Economic Development Manager, City of Richmond

Rob Fillo, Multidisciplinary Artist, Vancouver Media Services Inc.

Chris Ho, VP of Development, Polygon Homes

Dorothy Jo, Acting Inclusion Coordinator, City of Richmond

Donna Lee, Inclusion Coordinator, City of Richmond

Neonila Lilova, Economic Development Manager, City of Richmond

Sudnya Mulye, Founder and Artistic Director of Sudnya Dance Academy

Jay Nunns, Artistic and Community Engagement Director, CircusWest Performing Arts

Andrea Paterson, Photographer, Writer, Fibre Artist

Terry Point, Musqueam Knowledge Keeper**,** Richmond School District 38

Angelica Poversky, Artist, Spoken Word Poet, Artistic Programmer

Carolyn Robertson, Dean of the Wilson School of Design, Kwantlen Polytechnic University

Quelemia Sparrow, Actor, Director, Writer, Musqueam Nation

Jovanni Sy, Playwright, Director, Actor, Former Artistic Director of Gateway Theatre

Minghui Yu, Richmond Resident, IT Professional

Thomas Yu, Board Member, Richmond Chinese Community Society

Toni Zhang McAfee, Arts Administrator, Museum Professional, Community Arts Programmer

INDIGENOUS ADVISOR, MUSQUEAM FIRST NATION

Special thanks to Terry Point

Terry's guidance is informed by his experience as an Aboriginal Education Teacher in Richmond schools, his work for the Musqueam Indian Band and his role with the University of British Columbia Museum of Anthropology over the past 10 years. He holds a Bachelor of Arts from UBC in First Nations Studies.

"Richmond: a fusion of Asian art with local Indigenous influence and a touch of European flair!"

– Community Engagement Survey Respondent

Photo by Tim Nguyen. Daniel Chen in *Nine Dragons*, 2017.

Richmond