



OUR CREATIVE CITY BY THE SEA

ACKNOWLEDGEMENTS

Thank you:

Cultural Advisory Committee 2019-2021 Members:

- M Partridge, Chair 2020/21
- P Petrala, Vice-Chair 2020/21
- J Adams, Chair 2019/20
- M Bali - K Breaks - E Cheung - J Davidson
- P Higinbotham - M Pederson - D Thompson
- Councilor A Manning 2019/21
- Councilor S Kristjanson (alternate)
- Councilor D Chesney 2019/20

Non-Voting and Staff

- K Bjerke-Lisle, WR Museum & Archives
- D Kendze, WR Library
- E Stepura, Director Recreation & Culture
- E Keurvorst, Manager Cultural Development



OUR CREATIVE CITY BY THE SEA:
AN ARTS AND CULTURE ROAD
MAP FOR WHITE ROCK IS AN
ASPIRATIONAL YET PRACTICAL
PLAN PROVIDING GUIDANCE TO
LEADERS FOR REALIZING THE
CITY'S POTENTIAL AS A DESIRABLE
PLACE TO LIVE, WORK AND VISIT.

THE VISION



White Rock connects & engages the whole community by integrating arts & culture into the daily life of the City!

The goals, objectives, and workplan are practical. They are a result of several meetings with the Arts and Culture Advisory Committee (ACAC) who designed the roadmap to be achievable. It supports Council to set priorities for arts and culture services and for staff to develop workplans. It began with a review of the City's first Cultural Strategic Plan created in 2014.

Each goal has a set of broad Objectives and the workplan lays out timing, resources, and specific tasks to success. Implementing the workplan means the City will broaden its role in arts and culture service delivery, maximize partnerships, and foster collaboration within the creative and business sectors. Measuring success through an annual report card is a key accountability recommended in the plan for Council to monitor and recalibrate as required.

THREE KEY GOALS

Goals are necessary for contextualizing workplans so resources are allocated efficiently. The Committee focused on three key goals to provide guidance to Council and staff. Research shows that when there are too many goals, achievement goes down; by focusing tightly on a few achievable goals, greater impact is expected.



1. FACILITATE
ECONOMIC
DEVELOPMENT
THROUGH THE
ARTS

2. ADDRESS THE LACK
OF ARTS & CULTURAL
INFRASTRUCTURE



3. SUSTAIN DIVERSE
ARTS PROGRAMS &
FESTIVALS



ONE PRIORITY OBJECTIVE TO FACILITATE THE 3 OUTCOMES

To activate the CSP and benefit from the achievement of its goals and ultimately the Vision, the Committee identified one priority objective above all others: hire a Cultural Services Program Coordinator to Increase Cultural Programming and Marketing. The benefits of economic impact and increased community connection cannot be accomplished without facilitation. In addition to cultural programs, marketing, and outreach, staff resources are required to pave the way for deeper community volunteerism. Volunteers are valuable but without support, volunteerism is not a sustainable growth strategy for cultural development.



FACILITATE
ECONOMIC
DEVELOPMENT



ADDRESS CULTURAL
INFRASTRUCTURE



SUSTAIN DIVERSE ARTS
PROGRAMS &
FESTIVALS

FACILITATE ECONOMIC DEVELOPMENT THROUGH THE ARTS

Means the City will broaden its role in arts and culture service delivery, maximize partnerships, and foster collaboration within the creative and business sectors.



ADDRESS THE LACK OF ARTS AND CULTURAL INFRASTRUCTURE



Means the City will build on its strengths and develop and implement a cultural infrastructure plan as a high priority.

SUSTAIN DIVERSE ARTS PROGRAMS AND FESTIVALS

Means the City will continue resourcing existing events and will add new events if they are resourced appropriately; increase community participation; grow the capabilities of organizers; increase the visibility of arts and culture in new and existing activities; and, focus more on the Uptown Arts District.



FACILITATE ECONOMIC DEVELOPMENT THROUGH THE ARTS



- 1.1: Facilitate ongoing business development skills for artists
- 1.2: Facilitate systemized promotion and marketing for White Rock arts community and creative industries
- 1.3: Facilitate sustainable community arts and cultural organizations

THREE OBJECTIVES FOR EACH GOAL



ADDRESS THE LACK OF ARTS & CULTURAL INFRASTRUCTURE

- 2.1: Address the need for a physical hub for the arts to thrive
- 2.2: Maintain and grow the Public Art program
- 2.3: Include consideration of arts and culture in City planning



SUSTAIN DIVERSE ARTS PROGRAMS AND FESTIVALS

- 3.1: Maintain and grow diverse special events
- 3.2: Mobilize event partners and volunteers
- 3.3: Support a thriving Uptown arts district

THE WORKPLAN

The recommended activities are itemized and align to the objectives which support the Vision.



TIME HORIZON

When tasks are targeted to start and if there is an end date or if they are ongoing



COMMUNITY PARTNERS

Who the City may tap to assist in the achievement of activities

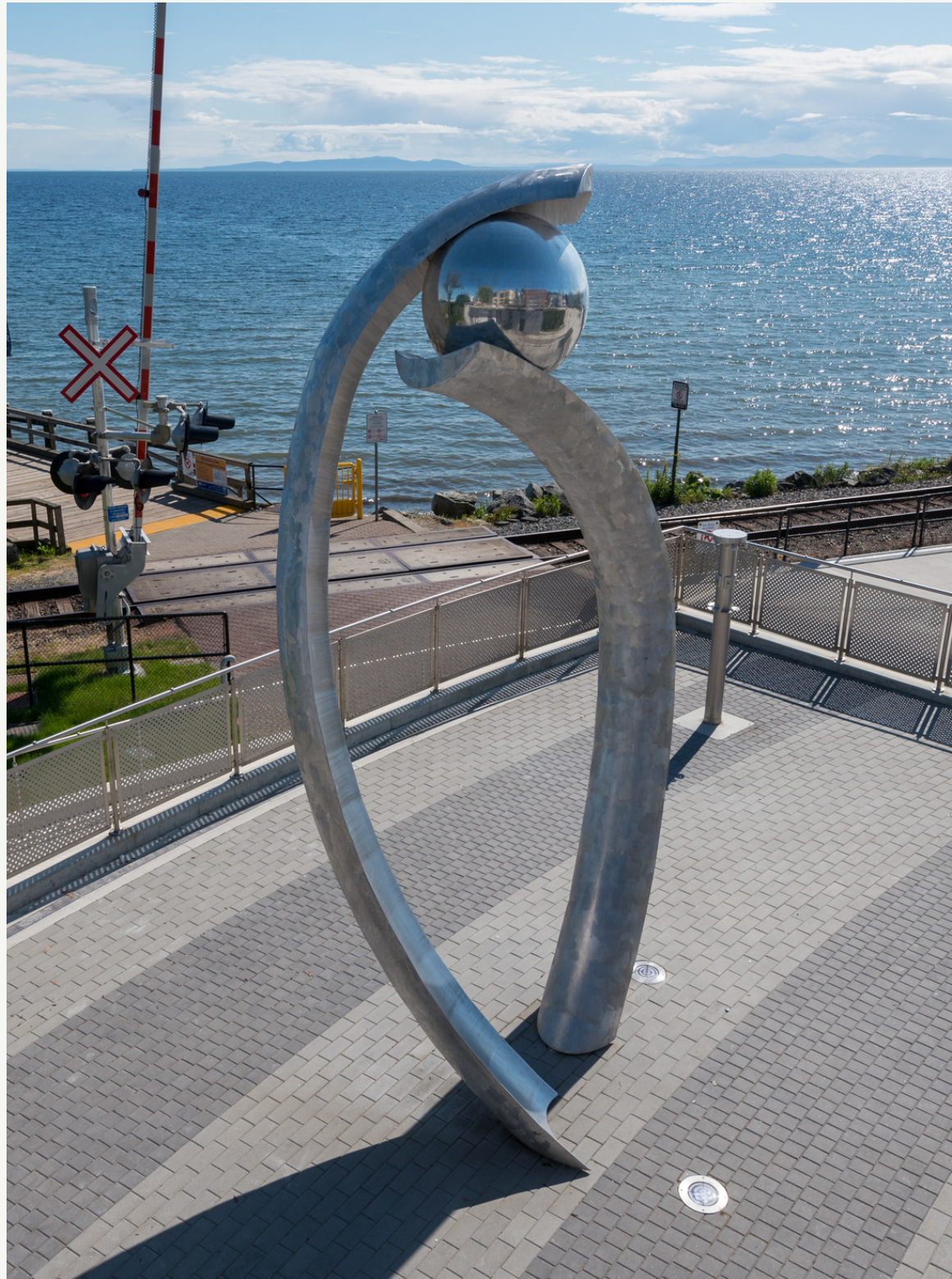


RESOURCES/BUDGET

What resources are required to achieve the activity and whether this would be a one-time or ongoing budget.

SUMMARY

White Rock connects & engages the whole community by integrating arts & culture into the daily life of the City!



The United Nations has designated 2021 as the International Year of the Creative Economy for Sustainable Development. In light of how the COVID-19 pandemic has paralyzed the creative economy, revealing and worsening the pre-existing vulnerabilities within the culture sector, this is the right time for the City of White Rock to take a bold stand and embrace the vision and objectives found in this renewed Cultural Strategic Plan.

Implementing Our Creative City by the Sea Vision means we will hear people say, “in White Rock, the arts are a priority, and people connect and gather here because they have inspiring artistic experiences.”

We anticipate that people are drawn to return because of a vibrant cultural community like public art, festivals, art galleries and the performing arts, resulting in the livability and economic benefits increasing. We imagine a community where artists, cultural workers, and creative economy employers thrive.

Arts and cultural activities and organizations existing naturally in White Rock’s beauty supported from both inside City Hall and in the neighbourhood - from developers to businesses to citizen volunteers - that’s *Our Creative City by the Sea*. Achieving the vision of “White Rock connects & engages the whole community by integrating arts & culture into the daily life of the City!”, requires agreement, commitment, and support at all levels of City leadership.