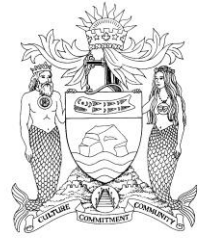


THE CORPORATION OF THE  
**CITY OF WHITE ROCK**  
**CORPORATE REPORT**



**DATE:** April 26, 2021

**TO:** Mayor and Council

**FROM:** Eric Stepura, Director, Recreation & Culture

**SUBJECT:** Creative City by the Sea – Cultural Strategic Plan 2021

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**RECOMMENDATIONS**

THAT Council:

1. Approve and endorse the Creative City by the Sea Cultural Strategic Plan as presented by City staff and the Arts and Culture Advisory Committee; and
2. Endorse the funding requests outlined in the Creative City by the Sea Cultural Strategic Plan to be brought forward for consideration in the City's 2022-2026 Financial Plan.

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**EXECUTIVE SUMMARY**

The Terms of Reference of the Arts and Culture Advisory Committee (ACAC) included a review of the City's 2014-2018 Cultural Strategic Plan, and to make recommendations to Council for updates to reflect the Community's current and future cultural aspirations.

Through a series of facilitated meetings, the ACAC and City staff drafted an updated Cultural Strategic Plan. The Creative City by the Sea Cultural Strategic Plan (Plan) is attached as Appendix A for Council's consideration.

The updated Plan articulates a vision and a series of goals and objectives that have been incorporated into a recommended implementation section of the document. Resources needed to deliver the Plan are identified in the implementation plan section and are recommended to be considered as part of the City's 2022-2026 Financial Plan deliberations.

The Committee sought input from the Public Art Advisory Committee, BIA representatives and the Peninsula Arts and Culture Alliance members before finalizing the recommendations.

**PREVIOUS COUNCIL DIRECTION**

<b>Motion # &amp; Meeting Date</b>	<b>Motion Details</b>
March 9, 2020	Mandate of the Arts and Cultural Advisory Committee confirmed as: <i>The Arts and Cultural Advisory Committee will collaborate with stakeholders in the community to develop and implement a Cultural Strategic Plan which will make the arts a mainstay of the City's economic base and advance arts and culture in White Rock.</i>

## **INTRODUCTION/BACKGROUND**

The City of White Rock values the importance of strategic planning to gain clarity of direction and support for arts and cultural development. In 2013, the Arts Economic Strategy and Implementation Plan was developed which resulted in Council approval of the Manager, Cultural Development position.

In 2014 the City's first Cultural Strategy 2014-2018 was created. This five year strategic plan has resulted in many accomplishments for the cultural sector and the City, mainly in the areas of streamlined event management, improved process for public art projects and policies, development of a film strategy and more. The five year term of this Cultural Strategy expired, and in 2019, Council appointed an Arts and Culture Advisory Committee to collaborate with City staff and stakeholders in the community to develop and implement a new strategic plan in order to make the arts a mainstay of the City's economic base and advance arts and culture in White Rock.

The Arts and Culture Advisory Committee and City staff have now drafted a new strategic plan. The first piece of work the Committee attended to was to articulate a vision for arts and culture in the community, which is:

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

The draft Plan lists three goals, acknowledges the partners that are critical to achievement of the Plan, and identifies how the City will monitor its own accountability and optimize resources.

At its meeting on March 23, 2021, the ACAC endorsed the draft “Creative City by the Sea Cultural Strategic Plan” and made a recommendation to Council to receive and endorse the Plan.

## **FINANCIAL IMPLICATIONS**

Resources are identified and recommended to be considered as part of the City's 2022-2026 Financial Plan deliberations.

## **LEGAL IMPLICATIONS**

Not applicable.

## **COMMUNICATION AND COMMUNITY ENGAGEMENT IMPLICATIONS**

The draft Plan was endorsed by the Public Art Advisory Committee and the Peninsula Arts and Culture Alliance. Input into the Plan was also sought from representatives of the local business community including the BIA.

## **INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS**

The realization of the Creative City by the Sea Cultural Strategic Plan is not be possible without inter-department cooperation and collaboration. The vision, “White Rock connects & engages the whole community by integrating arts & culture into the daily life of the City,” will only come to life if all City staff embrace how their work can contribute to making White Rock a showcase of arts and cultural public facilities, amenities, celebration and vibrancy.

## **CLIMATE CHANGE IMPLICATIONS**

Not applicable.

### **ALIGNMENT WITH STRATEGIC PRIORITIES**

Adoption of the Plan will help support Council as they look to achieve the following strategic priorities:

- Guide land use decisions of Council to reflect the vision of the Community.
- Continue to nurture a respectful, trusting partnership with the Semiahmoo First Nation.
- Attract visitors and residents to the Town Centre and waterfront.
- Support a vibrant, year-round environment where businesses can thrive.
- Partner with the White Rock BIA, South Surrey & White Rock Chamber of Commerce, Tourism White Rock Association, and the local business community to attract business to the community.

### **OPTIONS / RISKS / ALTERNATIVES**

The following option may be considered:

1. Council not approve the Creative City by the Sea Cultural Strategic Plan and send comments back to the Arts and Culture Advisory Committee for revision.

### **CONCLUSION**

The Creative City by the Sea Cultural Strategic Plan focuses on serving all residents, not just local artists. It recognizes that a thriving arts sector, including professional and not for profit organizations, brings many benefits to a community through economic development, community connection, beautification, celebration and increased resident and visitor engagement. A lively arts community reflects the City's values and sense of pride.

The Plan is a living document, which is meant to be monitored and reviewed regularly. The three key visionary goals are:

- Facilitate Economic Development Through the Arts.
- Address the Lack of Arts & Cultural Infrastructure.
- Sustain Diverse Arts Programs and Festivals.

Achievement of these strategic goals requires the City to partner with local community groups and the cultural sector to leverage collective resources. The accountability mechanism of an annual report card will ensure that the vision of being a "Creative City by the Sea" can be realized.

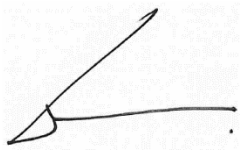
Respectfully submitted,



Eric Stepura  
Director, Recreation & Culture

**Comments from the Chief Administrative Officer**

I concur with the recommendations of this corporate report.

A handwritten signature in black ink, consisting of a stylized 'G' followed by a horizontal line and a small upward stroke at the end.

Guillermo Ferrero

## **Appendix A: “Creative City by the Sea” Cultural Strategic Plan**