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April 26, 2021 Regular Council Meeting

Item 6.2.b

OUR CREATIVE CITY BY THE SEA

THE VISION

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



THREE KEY GOALS



2. 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

1. 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



3. 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

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.





OUR CREATIVE CITY BY THE SEA

SUMMARY & THANK YOU

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

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

