

THE CORPORATION OF THE
CITY OF WHITE ROCK
CORPORATE REPORT



DATE: May 12, 2021

TO: Grants in Aid Committee

FROM: Eric Stepura, Director, Recreation & Culture

SUBJECT: 2021 Grants in Aid – Arts and Culture

RECOMMENDATIONS

THAT the Grants-in-Aid Committee:

1. Receive for information the corporate report dated May 12, 2021 from the Director of Recreation and Culture, titled “2021 Grants-in-Aid - Arts and Culture;” and
 2. Make recommendations to Council on the 2021 Arts and Culture events allocation of grant funding.
-

EXECUTIVE SUMMARY

The Arts and Culture Event Grant Program provides funding to eligible organizations. The intent of the grant is to provide seed money to support activities promoting local artists, arts, and culture organizations and celebrations that showcase White Rock and the spirit of the community.

This report provides information on the 2021 Arts and Culture Grants-in-Aid to assist the Committee in making recommendations on the allocation of grant monies.

PREVIOUS COUNCIL DIRECTION

Motion # & Meeting Date	Motion Details
Grant-in-Aid Policy No. 302.	In 2015 the first Arts and Culture Grants were approved. The maximum Arts and Culture Grant allowed by the Policy is \$5,000. Five percent of the Arts and Culture Event Grant budget must be held back for late submissions.

INTRODUCTION/BACKGROUND

With the challenges bought on by the COVID-19 pandemic, the arts and culture community has found it difficult to bring creators, residents, and visitors together. This means the funding allocated for Arts and Culture Grants in Aid is undersubscribed for 2021 with only one application.

In 2020 the Grants in Aid Committee allowed arts organizations to submit alternative ideas for creating and engaging the public. Grants in 2020 included support for on-line productions for the White Rock Museum and Archives, Peninsula Productions, and the White Rock City Orchestra.

The 2021 application is from the White Rock Museum & Archives (WRMA) for an exhibit entitled “Lest We Forget in the Community.” The Application is attached as Appendix A. The WRMA intends to expand upon their annual “Lest We Forget” exhibit, commemorating Remembrance Day, by bringing the stories of the those who served during the war years of 1914-1918 and 1939-1945 to the community. Due to COVID restrictions, WRMA is limited to the number of visitors at their location. They plan to expand their outreach by placing story panels depicting images and stories of the World War years on bus stops in the area and colour ads in the Peace Arch News.

Not only is this activity intended to share important stories by connecting residents with their history at impactful community locations, the project will also raise awareness about WRMA and their important role in story-telling, heritage, and culture.

FINANCIAL IMPLICATIONS

The total amount of eligible grant applications is \$5,000. In the 2021 City of White Rock Financial Plan, \$20,000 is allocated for this arts and culture grant program. Of this amount, 5% or \$1,000 must be held back for late submissions.

WRMA has requested the maximum available grant of \$5,000.

LEGAL IMPLICATIONS

Not applicable.

COMMUNICATION AND COMMUNITY ENGAGEMENT IMPLICATIONS

By continuing to provide Grants in Aid to arts organizations, the City can support arts and cultural organizations that create benefits for residents and businesses. The City’s grant provides an opportunity to work in partnership with our recipient to connect and engage with residents and visitors during these challenging times.

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS

Recreation and Culture relies on a close working relationship with Communications and Government Relations to promote the connection and community engagement provided by the arts and culture grant recipient’s proposal.

CLIMATE CHANGE IMPLICATIONS

Not applicable.

ALIGNMENT WITH STRATEGIC PRIORITIES

Council wishes to attract more visitors to the Town Centre and the Waterfront and WRMA is a major attraction in our community.

OPTIONS / RISKS / ALTERNATIVES

The following option may be considered:

1. Council not approve the 2021 Arts and Culture Grant in Aid request and send comments back to the Applicant for revision.

CONCLUSION

The total amount of eligible grant applications is \$5,000.

In the 2021 City of White Rock Financial Plan, \$20,000 is allocated for the arts and culture grant program. Anticipating a pent-up desire by both arts organizations and the public to participate actively post-COVID-19, it is anticipated that the grant will be over-subscribed in future years.

By approving the 2021 Application, WRMA will be able to share their storytelling throughout the community on the theme of “Lest We Forget.

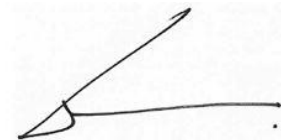
Respectfully submitted,



Eric Stepura
Director, Recreation and Culture

Comments from the Chief Administrative Officer

I concur with the recommendations of this corporate report.



Guillermo Ferrero
Chief Administrative Officer

Appendix A: 2021 Grant in Aid Arts and Culture Application WRMA