

Issued: July 8, 2021
Approved by: Council
Updated: September 27, 2021

2021 WORK PLAN

To assist Council in accomplishing their Strategic Priorities in a timely manner, the annual work plan was prepared by the Arts and Cultural Advisory Committee for their term and submitted to Council for approval. It is recognized that other work items may arise during the course of the term and that additions to the work plan may be recommended by Council, staff or the Committee itself. Additional items requested to be added to the work plan by the Committee should not require additional meetings from their meeting schedule. The purpose of the Arts and Cultural Advisory Committee is to advise Council on items linked directly within their mandate, which correlate to Council's Strategic Priorities.

Any amendment to the Arts and Cultural Advisory Committee approved work plan must be approved by Council.

GOAL AREA AND OBJECTIVE AREA OF CSP	Task/Activity	Objective	Action Steps	Priority Level*	Target Due Date	Completion Date (Phases)	Referred by Council?	Expectation from Council:	Assigned Member
Overall Priority – Recruitment of a Cultural Services Program Coordinator to support the achievement of the CSP and realize the benefits of economic impact and increased community connection including volunteerism.	Additional RFT staff member to join 2.5 staff in Cultural/Events department	Increase Cultural Programming and Marketing	Over target budget request 2022	high	?	Phase 1 – Secure Funding/create job posting Phase 2 – Hiring & onboarding process	Yes, as part of CSP	Action	Council/Staff
1 – Facilitate Economic Development through the Arts so that White Rock's brand is desirable to businesses, visitors and residents 1.3 – Facilitate sustainable community arts and cultural organizations	1.3.1 - Explore the options for creating an Arts Endowment Fund	to provide a pool of arts development money available to groups	Staff to explore	high	2021	Nov 2021 – Provide options to the Committee	yes	Research and recommendation	All
2. Address the lack of arts and cultural infrastructure and build our brand of Our Creative City by the Sea so that livability can thrive, and people will be attracted for more reasons than the beach 2.1 – Address the need for a physical hub for the arts to thrive/cultural corridor	2.1.1 - Conduct an Arts and Culture Opportunity and Needs Assessment (including City owned, leased or privately owned dedicated arts spaces). As well as the possibility of merging a new seniors' programming facility with arts and cultural needs. Access grants if possible.	Address the need for a physical hub for the arts to thrive/cultural corridor	2021 Sep Motion for funding 2021 Oct Motion to Council	high	2022	Phase 1 – Secure Funding/create RFP for consultant – motion at September 2021 ACAC meeting Phase 2 – Research and Create Report Phase 3 – Recommendation to Council	yes	Research and recommendation	J Adams and E Cheung
2. Address the lack of arts and cultural infrastructure and build our brand of Our Creative City by the Sea so that livability can thrive, and people will be attracted for more reasons than the beach 2.1 – Address the need for a physical hub for the arts to thrive/cultural corridor	2.1.2 - Follow up the Needs Assessment with a concept plan and construction drawings for the provision of an Arts and Cultural Facility to meet community requirements including the possibility of merging a new seniors' programming facility with arts and cultural needs.	Be shovel ready and access grants and create budget.	Over target budget request 2022	high	2022	Phase 1 – Secure Funding/create RFP for consultant - Over target budget request during 2022 financial plan process Phase 2 – Research and Create Report Phase 3 – Recommendation to Council	yes	Recommendation and action	TBA
CSP overall goal: ensure progress.	A CSP update report will be reviewed by Council annually, using a report card style	to show how well objectives are being met and may include new objectives or even goals toward achieving the Vision	Staff will prepare the report card with community input using the template for a	high	2022	April 1, 2022	Yes, as part of CSP	Annual progress report on CSP	TBA

GOAL AREA AND OBJECTIVE AREA OF CSP	Task/Activity	Objective	Action Steps	Priority Level*	Target Due Date	Completion Date (Phases)	Referred by Council?	Expectation from Council:	Assigned Member
			review in Spring 2022						
1 – Facilitate Economic Development through the Arts so that White Rock’s brand is desirable to businesses, visitors and residents 1.2 Facilitate systemized promotion and marketing for Community Organizations and Creative Industries	1.2.4 Encourage local businesses to display, purchase and/or sponsor local arts and crafts (e.g., empty storefront initiative) 1.2.6 Collaborate with Economic Development, Tourism, and Arts and Culture (Staff/Committee), leverage opportunities such as Sister City La Connor and other promotion 1.3.3 Review the Grants in Aid Arts and Culture Fund	to encourage placemaking elements engagement with arts and business to increase visits to recommend improvements	Invite Economic Development Manager to attend upcoming Committee meeting to discuss opportunities	high	2021	Action: Clerks to invite C. Latzen to next committee meeting with Ec Dev Strategy update	Yes, as part of CSP	Improved service	Clerks/Staff
3. Sustain Diverse Arts Programs and Festivals to increase community participation and grow the capabilities of organizers, as well as increase the visibility of arts and culture in new and existing activities and do more “beyond the beach.” 3.2. Mobilize event partners and volunteers	Provide an effective process for event organizers using the City’s website for event organizers	to build engagement and capabilities of volunteers.	Committee to provide staff feedback at Oct meeting	high	Phase 1: Oct 2021	Phase 1: Committee members to visit City website events page for organizers and give notes to staff Phase 2: Improvements made	Yes, as part of CSP	Process improvement	All committee
1 – Facilitate Economic Development through the Arts so that White Rock’s brand is desirable to businesses, visitors and residents 1.1 Facilitate ongoing business development skills for artists 1.2 Facilitate systemized promotion and marketing for Community Organizations and Creative Industries	1.1.2 Maintain an inventory of talent/artists list, connect artists and businesses 1.2.4 Encourage local businesses to display, purchase and/or sponsor local arts and crafts (e.g., empty storefront initiative)	to facilitate art displays, artists in residence programs and sponsorship of cultural events. to encourage placemaking elements engagement with arts and business	Use the online form to create a database	high	Phase 1: 2021 Phase 2: ?	Phase 1: Create the input form Phase 2: depending on staff capacity, determine opportunities to facilitate Phase 3: facilitate opportunities	Yes, as part of CSP	Research and action	E Cheung
1 – Facilitate Economic Development through the Arts so that White Rock’s brand is desirable to businesses, visitors, and residents 1.3 Facilitate sustainable community arts and cultural organizations	1.3.3 Review the Grants in Aid Arts and Culture Fund	to recommend improvements	Review the Fund criteria	high	Phase 1: 2022 Phase 2: 2022	Phase 1: Staff to compile list of previous grant recipients and current criteria for review by Committee Phase 2: Committee to review and make recommendations, if any, for change to criteria	Yes, as part of CSP	Review and recommendations	All Committee
2. Address the lack of arts and cultural infrastructure and build our brand of Our Creative City by the Sea so that livability can thrive, and people will be attracted for more reasons than the beach 2.2 Maintain and grow the Public Art program	2.2.1 Incorporate the Public Art Workplan objectives into the Cultural Services workplan and include in the Cultural Strategic Plan annual report card.	To efficiently leverage opportunities to improve arts and cultural infrastructure	Review the PAAC workplan and identify synergies with CSP	High	2021	Review and incorporate PAAC worplan	Yes, as part of CSP	Recommendation and action	All Committee

*Priority: High, Medium, Low (items referred by Council should be of the Highest Priority)