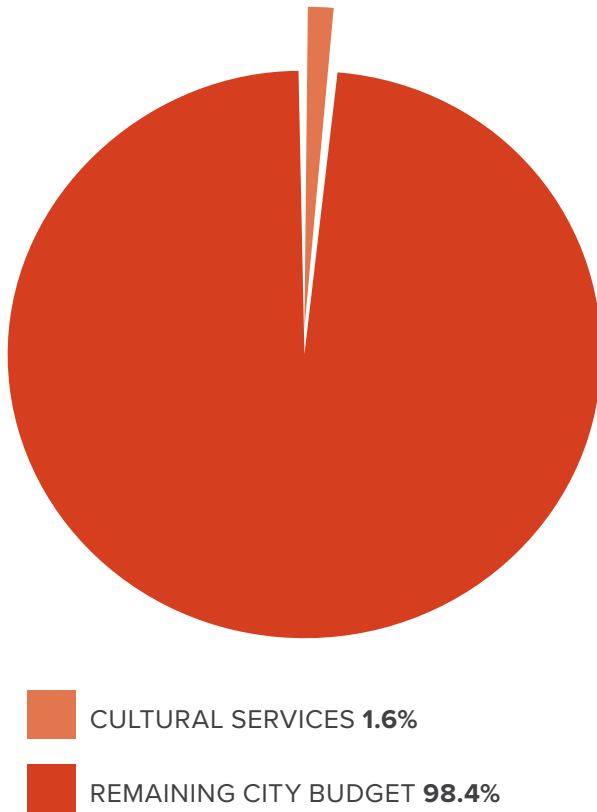


CULTURAL SERVICES



DEPARTMENT'S SHARE OF CITY BUDGET



OVERVIEW

CULTURAL SERVICES enlivens and enhances the environment of the City through the integration of arts and cultural services in the community. Cultural Services provides support to the artist community, art groups and organizations by providing opportunities and increasing awareness for residents to engage in arts and cultural programs and activities. Cultural Services provides community spirit and celebration through the City's Signature events as well as other local and national events, encouraging volunteerism and networking, fostering an inclusive environment of innovation and creativity.

Operating Budget: \$ 314,400

Capital Budget: \$ 92,500

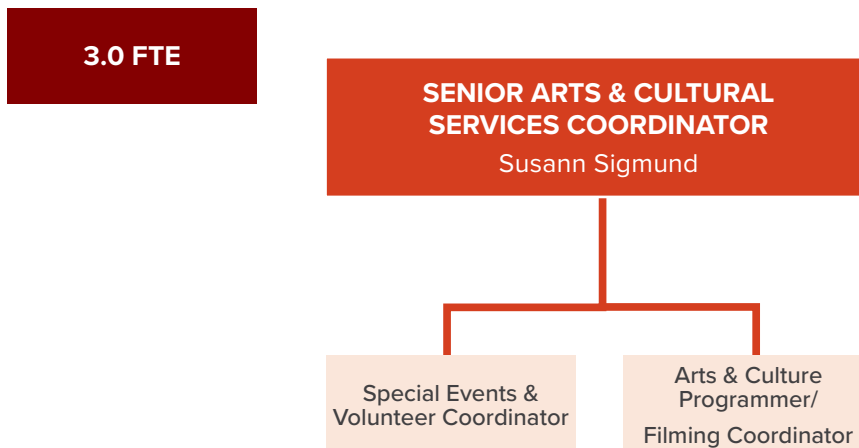
Staffing Complement: 3.0 FTE (Full-Time Equivalent)

Supports Strategic Focus Areas:
Community Livability

CULTURAL SERVICES



STAFFING COMPLEMENT



2017 ACHIEVEMENTS

• SECURED STAFFING RESOURCES.

- **SENIOR ARTS AND CULTURAL SERVICES COORDINATOR.** Provides leadership and oversight to the Cultural Services team and initiatives. Oversees the Special Events and Volunteer Coordinator as well as the new Arts and Culture Programmer and Filming Coordinator.
- **ARTS & CULTURE PROGRAMMER/FILMING COORDINATOR.** Primary focus is on growing an independent arts programming service model in house to better support the needs of the community in this area. The combined position will also allow a consistent service model for the increased volume of filming in the City.
- **SPECIAL EVENTS AND VOLUNTEER COORDINATOR.** Coordinates the City's annual Signature Events and provides support to community initiated events and festivals. The combined position builds community involvement through volunteerism to better resource and support City events.

- **CULTURE DAYS.** The City's third year celebrating Culture days included a move in location to South Bonson Community Centre and collaboration with a group of volunteers from the Pitt Meadows Art Society and included a pop up art show, crafts for kids, and a Canada 150 community art project.
- **ARTISTS IN OUR PARKS.** Developed a new 'Artists in our Parks' program. The program encourages community building and enjoyment of local parks. Local artists are able to utilize select parks offering artistic events and exhibits. Artists are able to create and sell their works in the park.
- **VOLUNTEER MANAGEMENT SOFTWARE.** Purchased a new Volunteer Management Software Program enabling a more efficient volunteer application process and consistent information management across various divisions of the City. The new program will assist with tracking the number of volunteer hours and provides history for a volunteer recognition program.
- **REMEMBRANCE DAY.** Supported the Legion in planning and holding the City's Remembrance Day ceremony.

CULTURAL SERVICES



2017 ACHIEVEMENTS (CONTINUED)

- **HARRIS ROAD PARK COMMUNITY ART PROJECT.** Refresh of Harris Road Park community art mural.
- **CANADA 150 MURAL MOSAIC COMMUNITY ART PROJECT.** Received a \$15,000 grant from Heritage Canada to join the national mural project connecting over 150 cities and murals across Canada. When united, these individual murals form one gigantic Canada mural. More than 800 residents were involved in the project and helped to plan the mural and paint the individual tiles that make up the mural, which now hangs on the outside wall of City Hall. This art project creates a lasting legacy landmark piece of Canada's 150th anniversary.
- **CITY HALL FOYER GALLERY - COMMUNITY ART SPACE.** Celebrates arts and artists through quality experiences in a unique and inviting gallery space, creating an inclusive environment that enriches and encourages interaction in the community. It also exposes the public to art in a non-traditional environment. This new program enables emerging and established artists to gain exposure and experience the professional orchestration of an exhibition in a public environment.
- **PITT MEADOWS ART GALLERY.** Identified an underutilized facility and received Council approval for the City's first public Art Gallery. The Gallery will provide an opportunity for artists and the community to engage and connect with each other through art. The new space forges creative dialogue, brings attention to local art, and creates new opportunities for art, artists, artist groups and residents in our community.
- **CIVIC ENGAGEMENT.** Held stakeholder and community engagement workshops to learn about citizen expectations, needs and desires for community events, arts and culture programs and activities. The information garnered will guide future decisions regarding events and arts and cultural programming.
- **VOLUNTEER POLICY & PROGRAM.** Developed the City's first volunteer program and policy, providing opportunities for volunteers to give back to the community while developing their own skills and gaining and/or sharing valuable experience.
- **CANADA 150.** Held celebrations and projects in recognition of Canada's 150th birthday, including the My Canada/My Pitt Meadows Art Project, Interactive Multicultural Map, Heritage Moments at Council, Canada 150 for 150 Volunteer Challenge, Canada 150 Art Tree Project, and Canada 150 Mosaic Mural Community project.
- **BARD ON THE BANDSTAND.** The Emerald Pig Theatre Society presented 3 summer theatre evening performances to a crowd of over 380.
- **SUMMER SERENADE CONCERT SERIES.** Held 8 summer concerts in Spirit Square through July and August, more than doubling attendance from last year (2,215).
- **ARTS, CULTURE AND HERITAGE STRATEGIC PLAN.** Created draft of first ever Cultural Strategic Plan for the City of Pitt Meadows. The plan will map out Pitt Meadows arts and cultural assets and identify needs, opportunities, resources and priorities to help create strategies and action plans for the community to develop its cultural sector. The process allows the community to create a "Made in Pitt Meadows" cultural plan aligning with Council's direction.

CULTURAL SERVICES



KEY CHALLENGES FOR 2018

- **COMMUNITY ENGAGEMENT.** Ongoing community engagement is needed to learn how to better support existing arts and cultural events, activities and programs and to learn about new interests and expectations in the community. The cultural roundtable and community surveys will be an important resource to support this need.
- **VOLUNTEERS.** A growing trend of a lack of community volunteerism makes it difficult to adequately resource community activities and events. A re-focus on volunteerism including a new volunteer management software program is needed to broaden the opportunities for volunteers to participate.
- **SPECIAL EVENTS.** Increased support at events is required to meet the increasing expectations and demands of the community and maximize event potential. A careful review is needed in order to determine how to manage these needs while aligning with budget limitations. A comprehensive review process and the creation and implementation of a new Special Events Policy will assist in delivering Council's goal to achieve community livability as well as economic prosperity by attracting visitors to our community.
- **MARKETING.** A lack of resources for marketing events and arts and cultural programs results in less than desired participation from the community. Consistent brand messaging, tools and a review of all City events will be developed in order to create a fresh and attractive marketing strategy in order to reach a broader audience and attract more residents to City events and activities, maximizing the participation of community groups and volunteers.
- **A STRONG ARTS AND CULTURE FOUNDATION** is an important contributor to social diversity and economic vitality. The creation of the City's first Arts & Culture Strategic Plan is well underway to move the development of arts and culture forward in a strategic manner that aligns with community priorities. The City may be challenged to implement some of the recommendations of the Plan based on a lack of funding and resources. A staggered implementation and possible grants may assist with the implementation.
- **ARTIST SPACE.** There are only a few spaces in Pitt Meadows for artistic exhibit, studio or program space. A review of current spaces and options for additional space will be important to showcase local artists and provide opportunities for local artists to grow.
- **PROGRAMMING.** The City is beginning the process of building and growing its own arts programming after transitioning from The Act Arts Council who previously provided this service. Trends indicate that people want to engage in arts, heritage and culture in a more personal, experiential way, rather than as an observer. New programming opportunities will be developed to address this need.
- **FILM PERMITTING.** Increased filming in Pitt Meadows has stretched staff resources, taxed residents' patience, and has disrupted businesses. A review of the current policy and administrative processes planned for early 2018 may help to identify possible solutions and streamline work flows.

CULTURAL SERVICES



KEY INITIATIVES 2018

DIVISION	INITIATIVE	TARGET
CULTURAL SERVICES	SPECIAL EVENTS POLICY DEVELOPMENT. Conduct a review of current event processes, including booking, permit processing, determining roles and responsibilities and establishing a service model for a variety of City events; will assist in the development of partnership agreements outlining goals and objectives, identifying stakeholders and determining roles, responsibilities and event protocols.	Q1-Q2
	SPECIAL EVENTS MARKETING PLAN. Increase visibility and growth of City events through developing a City branded event marketing plan including a new social media strategy that is consistent across all City events.	Q1-Q4
	ARTS AND CULTURE STRATEGIC PLAN RECOMMENDATIONS. In order to move the development of arts and culture forward in a strategic manner that aligns with community priorities, begin the process of implementing the recommendations outlined in the Arts and Culture Strategic Plan.	Q1-Q4
	VOLUNTEER SOFTWARE PROGRAM. Implement the City's new Volunteer Management software program "Volunteer Impact" and work to build the City's base of volunteers by creating awareness and visibility of volunteer opportunities.	Q1-Q4
	DEVELOP A CITY WIDE RECOGNITION PROGRAM. Develop an annual recognition program for the community such as Volunteer of the Year, Citizen of the Year, Senior of the Year, Student of the Year, Artist of the Year, etc.	Q1-Q2
	ART IN PUBLIC PLACES POLICY AND ADMINISTRATION PROCESS. Develop a policy for Art in Public Places projects including administration documents (contracts, agreements, call for artists, copyright provisions, etc.), Assessment of Current Public Art, and the establishment of a maintenance plan and budget to support installations and projects.	Q2
	CULTURAL ROUND TABLES. Hold round-table discussions to develop and share ideas on the community's arts, culture and heritage vision, and what opportunities exist to grow arts and culture.	Q1-Q4
	ARTIST DIRECTORY. Create a City directory of all artists and arts and cultural groups in Pitt Meadows to expand networking opportunities and provide access to information, such as funding sources.	Q1-Q4
	CITY HYDRO BOX WRAP PROGRAM. As part of the Art in Public Places Program develop a plan to implement a beautification project for the City's hydro boxes in key areas, providing an opportunity for local artists to participate while deterring graffiti.	Q2-Q3
	COMMUNITY PARTNERSHIP & INVESTMENT PROGRAM. Develop a new program with community organizations creating partnerships, supporting events, programs or initiatives that benefit the community.	Q2-Q4
	ARTISTS IN OUR PARKS PROGRAM. Develop a marketing plan and signage for the newly created Artists in our Parks Program.	Q2
	CITY HALL FOYER GALLERY – COMMUNITY ART SPACE. Develop an annual exhibition and programming schedule and space rental policy for the new City Hall Foyer Gallery Community Art Space.	Q1-Q2

CULTURAL SERVICES



KEY INITIATIVES 2018 (CONTINUED)

DIVISION	INITIATIVE	TARGET
	<p>PITT MEADOWS PUBLIC ART GALLERY. Develop an annual exhibition and programming schedule for the new Pitt Meadows Art Gallery including youth, children and seniors art shows. Katzie First Nation, photographers, artists groups and individual artists will all be invited to participate.</p>	Q1-Q2
	<p>ARTS PROGRAMMING. The City of Pitt Meadows has just taken back the task of arts programming from The Act Arts Council. Cultural Services will develop and build a brand new diverse arts and cultural programming initiative for the City. The new programming will focus on providing visual arts programs for adults, children and youth including investigating new programming opportunities within the community.</p>	Q1-Q4
	<p>FILM PERMITTING POLICY AND PROCESS REVIEW. Conduct a review of the current film permit application, internal processes and policy review, working cross organizationally with other departments involved in the process in order to achieve the best outcomes.</p>	Q1
	<p>CITY STREET BANNER PROGRAM. As part of the City's Art in Public Places – Community Art Program research the possibility and budget requirements for a banner program including opportunities for local artists to participate in the creation of and or/designs. Cultural Services would work cross-organizationally with Communications on this initiative.</p>	Q1-Q4

CULTURAL SERVICES



PROPOSED OPERATING BUDGET

	2017 APPROVED BUDGET	2018 PROPOSED BUDGET	2018 PROPOSED CHANGES	2019 PROPOSED BUDGET	2020 PROPOSED BUDGET	2021 PROPOSED BUDGET	2022 PROPOSED BUDGET
EXPENSES							
CULTURAL SERVICES	\$234,700	\$314,400	\$79,700 34.0%	\$329,400	\$342,200	\$347,100	\$350,900
	234,700	314,400	79,700 34.0%	329,400	342,200	347,100	350,900
NET OPERATING EXPENSES	\$234,700	\$314,400	\$79,700 34.0%	\$329,400	\$342,200	\$347,100	\$350,900
KEY BUDGET CHANGES FOR 2018:							
SALARY AND BENEFITS			30,500				
COMMUNITY PARTNERSHIP INVESTMENT PROGRAM *			25,000				
PM DAY GRANT *			2,500				
ART GALLERY *			13,200				
MARKETING			5,000				
OTHER			3,500				
CHANGE IN NET OPERATING EXPENSES			\$79,700				

* COUNCIL APPROVED INITIATIVES - DEC 6, 2016/MAR 21, 2017/JUL 25, 2017 RESPECTIVELY

CULTURAL SERVICES



PROPOSED CAPITAL BUDGET

DEPARTMENT	Project #	Priority	2018	2019	2020	2021	2022	TOTAL
CAO OFFICE - CULTURAL SERVICES								
ARTS AND EVENTS START UP 02 291 8801	17-AC-078	2	25,000					25,000
COMMUNITY ART PROJECT	18-AC-083	3	20,000		20,000		20,000	60,000
SPECIAL EVENTS ACTIVITY SUPPLIES	18-AC-084	4		10,000	5,000			15,000
POTTERY KILN	18-AC-085	4		7,500				7,500
ART STORAGE AREA AND SUPPLIES	18-AC-086	3	10,000	5,000				15,000
OVERHEAD STREET BANNER	18-AC-087	2	17,500					17,500
LIGHTING AND SOUND SYSTEM	18-AC-088	3	10,000					10,000
CULTURE PLAN - YEAR 1	18-AC-089	2	10,000					10,000
CAO OFFICE - CULTURAL SERVICES TOTAL			92,500	22,500	25,000	20,000		160,000
GRAND TOTAL			92,500	22,500	25,000	20,000		160,000

Project Priority Column: 1=Imperative (Must Do); 2=Essential (Should Do); 3=Important (Could Do); 4=Desirable (Other Year)