



Arts and Culture Master Plan City of Port Moody

Technical Report

April 12, 2017



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1 Purpose of Report

The following Technical Report contains select background research that underpins the recommendations and findings in the Port Moody Arts & Culture Master Plan.

The Technical Report is meant to be a supplementary document that accompanies the main report and includes details not found in the Master Plan.

2 Glossary

- **Arts** - The term 'the arts' includes, but is not limited to: music (instrumental and vocal); dance; drama; folk art; literary arts (creative writing, poetry, etc.); architecture and allied fields; painting; sculpture; photography; graphic and craft arts; industrial design; costume and fashion design; motion pictures and film; television; radio; tape and sound recording; the arts related to the presentation, performance, execution, and exhibition of art forms and traditional arts practiced by the diverse peoples of any country.
- **Community Arts** - A particular kind of community-based arts practice in which professional artists work with community members to create work that addresses specific local issues or concerns.
- **Creative Cities** - A city that encourages a culture of creativity in urban planning and solutions to urban problems. It has become a global movement that inspires a new planning paradigm for cities related to innovation and the concept of learning cities.
- **Creative Cultural Industries** - Are among the fastest growing economic sectors globally and include enterprises involved in film and video production; recording and broadcasting; architecture; design (graphic, industrial, interior, fashion, etc.) advertising; publishing; new and interactive digital media, etc. It has been described as the intersection of arts, culture, business and technology.
- **Creative Hub** - A multi-tenant centre, complex or place-based network that functions as a focal point of cultural activity and creative entrepreneurship and incubation.
- **Culture** - Culture can mean many things to many people. Simply put, culture is both the expression and celebration of the values and aspirations of a community. This is done through all manner of human activities that characterize a community and its people and shape its unique sense of place. It includes the sharing of ideas; learning through individual and locally authentic community expression in the fine, visual, literary, media, material and performing arts; heritage; and the shared experiences of history. To engage in cultural planning therefore, requires knowing how people live, work, and play and relate to their local environment.



- **Culture-Led Regeneration** - A multi-dimensional approach to the re-use, renewal or revitalization of a place wherein art, culture and creative enterprise play leading and transformative roles.
- **Cultural Identity** - Refers to those shared beliefs and characteristics that distinguish a community or social group and which underpin a sense of belonging to that group. The ethnocultural background is an important, though not the sole, source of identity. As cultures interact and intermix, cultural identities change and evolve.
- **Cultural Mapping** – A systematic approach to identifying, recording and classifying a community's cultural resources.
- **Cultural Round Table** - A strategic leadership group formed for the purposes of mobilizing resources and collaboration to support the implementation of cultural plans and ongoing cultural development. Membership ideally includes (among others) Council member(s); municipal staff; wide representation from the cultural sector; business and community interests; educational institutions.
- **Cultural Planning** - A municipal government-led process for identifying and leveraging a community's cultural resources, strengthening the management of those resources, and integrating cultural resources across all facets of local government planning and decision-making.

Cultural planning is part of an integrated, place-based approach to planning and development that takes into account four pillars of sustainability: economic prosperity, social equity, environmental responsibility and cultural vitality
- **Digital Media** - Digitized content (text, graphics, audio, and video) that can be transmitted over the Internet or computer networks.
- **Diversity** – A state of difference in a community or social group that can include race, ethnicity, gender, sexual orientation, socio-economic status, age, physical abilities, and religious or political beliefs.



3 Socio-Economic Profile

Any municipal planning document that seeks to define an agenda in different spheres of community and economic life must take into account existing socio-economic realities and projected trends. Planning for the arts and culture is no different. This socio-economic profile presents a picture of the trends, challenges, and opportunities related to arts and culture development in Port Moody that should inform the development of an effective and responsive Arts and Culture Master Plan. The data used in the section is drawn largely from Statistics Canada's National Household Survey (2011) and Census (2016, 2011, 2006), and includes information on population and age, education, income, employment, and immigration.

While the City of Port Moody is the main focus of this section, other comparator jurisdictions are also included to highlight the relative performance of Port Moody against these areas. The comparator jurisdictions are:

- Tri-City municipalities of Port Coquitlam and Coquitlam
- Vancouver Census Metropolitan Area (CMA)¹
- Province of British Columbia
- Canada

The socio-economic profile below highlights the rapid population growth that Port Moody has experienced in the past ten years. This growth has resulted in a high percentage of the population that are youth (especially those aged 0 to 4 years old) and in their early 30s to mid-40s. This contributes to a strong family-oriented community generating a demand for arts and culture programs meeting these needs. The population of Port Moody is comparatively well-educated with higher incomes relative to the comparator jurisdictions. Roughly a third of residents are immigrants to Canada.

Statistics on cultural participation have long drawn a strong connection between participation in arts, culture and heritage activities with higher levels of education and income. While committed to cultural programming to meet the needs and interests of all Port Moody residents, the city has a strong opportunity to engage a significant portion of the community. The city's diversity together with its young population, including young families, must also figure in planning for the future of arts and culture development in Port Moody.

¹ The Vancouver CMA includes: Anmore (Village), Barnston Island 3 (Indian reserve), Belcarra (Village), Bowen Island (Island municipality), Burnaby (City), Burrard Inlet 3 (Indian reserve), Capilano 5 (Indian reserve), Coquitlam (City), Coquitlam 1 (Indian reserve), Coquitlam 2 (Indian reserve), Delta (District municipality), Greater Vancouver A (Regional district electoral area), Katzie 1 (Indian reserve), Katzie 2 (Indian reserve), Langley (City), Langley (District municipality), Langley 5 (Indian reserve), Lions Bay (Village), Maple Ridge (District municipality), Matsqui 4 (Indian reserve), McMillan Island 6 (Indian reserve), Mission 1 (Indian reserve), Musqueam 2 (Indian reserve), Musqueam 4 (Indian reserve), New Westminster (City), North Vancouver (City), North Vancouver (District municipality), Pitt Meadows (City), Port Coquitlam (City), Port Moody (City), Richmond (City), Semiahmoo (Indian reserve), Seymour Creek 2 (Indian reserve), Surrey (City), Tsawwassen (Indian reserve), Vancouver (City), West Vancouver (District municipality), White Rock (City), Whonnock 1 (Indian reserve)



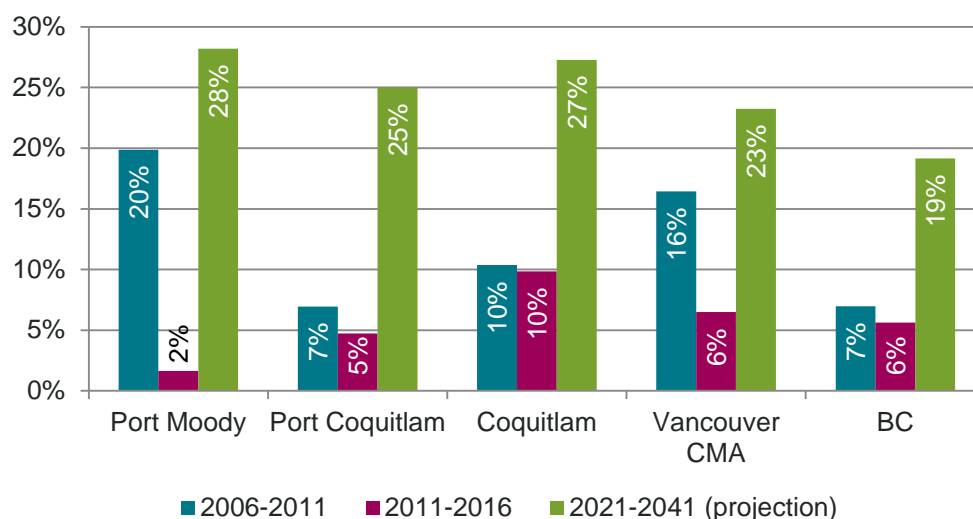
Population Growth

As seen in Figure 1, the City of Port Moody experienced a population increase of 20% between 2006 and 2011 (growing from 27,510 people to 33,011 people). This increase was significantly larger than other Tri-City municipalities, as well as the Vancouver CMA and the Province of BC.

Population growth in Port Moody, however, slowed significantly between 2011 and 2016, growing only by 2% (based on data released by Statistics Canada in the 2016 Census). This slower rate of population growth was also experienced in Port Moody's neighbouring communities, though to a much smaller extent (the Vancouver CMA as a whole was the only other comparator area with a large drop in population growth).

The City of Port Moody is projected to have strong population growth relative to the comparator areas from 2021 to 2041. This growth will be at a rate of 28% to reach a total population of 50,000 people by 2041 (as seen in Figure 1). The cities of Coquitlam, Port Coquitlam are also projected to see large population increases, all above the average expected in the Vancouver CMA.

FIGURE 1: POPULATION CHANGE AND PROJECTIONS



Source: Statistics Canada, Census 2016 and 2011, and Metro Vancouver's Regional Growth Strategy, "Appendix A", <http://www.metrovancouver.org/services/regional-planning/PlanningPublications/TableA1-PopDwelUnitEmpProjforMVSubregMuni.pdf>

Age

The median age in Port Moody is relatively young at 38.4 years old. This is younger than all of the comparator areas of Coquitlam (40.3), Port Coquitlam (39.2), the Vancouver CMA (40.2), BC (41.9), and Canada (40.6).

Port Moody has a particularly high share of its population that are youth (especially those aged 0 to 4 years old) and that are in their early 30s to mid-40s. This finding suggests that Port Moody has a high percentage of young families relative to its



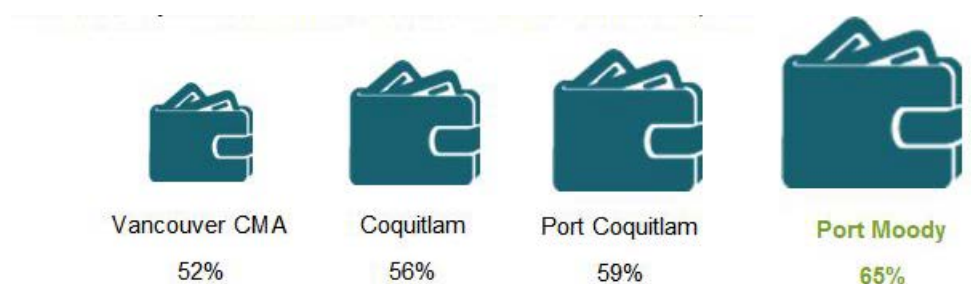
surrounding communities. On the other hand, Port Moody has a smaller percentage of its population in the young adult age range (i.e. 15 to 29 years old) and those in retirement age (i.e. 55 to 85+ years old) relative to the comparators.

Education and Income

The population of Port Moody is well-educated. Roughly 32% of the population had a university certificate, diploma or degree at a bachelor level or above in 2011, a rate that was higher than other comparator communities. The proportions of those without a certificate, diploma, or degree (10%) or a high school diploma or equivalent (25%) were also below the rates seen in the other comparator communities.

Port Moody is also a relatively wealthy community (as seen in Figure 2). Roughly 65% of households in the community have income above \$60,000, higher than all the other comparators. In Port Moody, 38% of households have an income of \$100,000 or more, the highest by far of any of the comparator areas.

FIGURE 2: % OF HOUSEHOLDS WITH INCOME ABOVE \$60,000



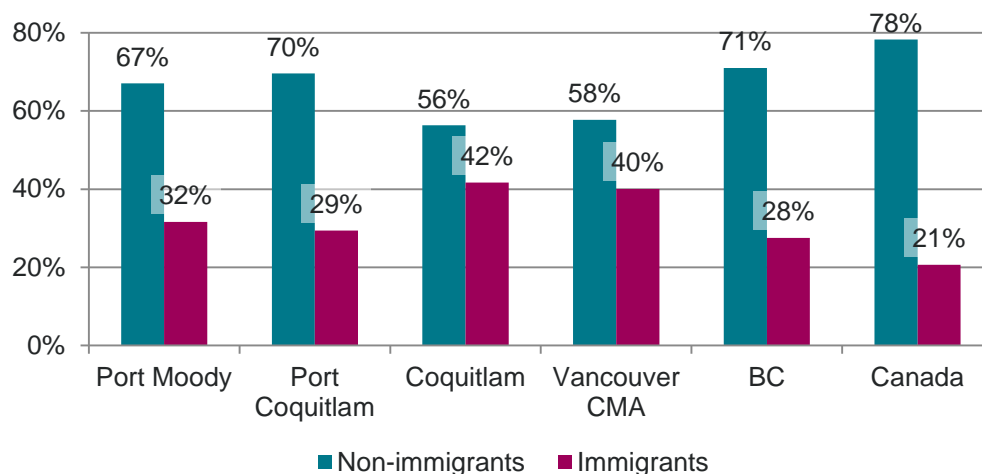
Source: Statistics Canada, National Household Survey 2011

Immigration

Roughly 32% of the population of Port Moody were immigrants in 2011. As illustrated in Figure 3, this is below both Coquitlam and the Vancouver CMA but above the other comparator jurisdictions. Of that 32% in Port Moody, the largest numbers of immigrants come from South Korea (17%), the United Kingdom (11%), Iran (8%), and China (5%).



FIGURE 3: PROPORTION OF TOTAL POPULATION BY IMMIGRANT STATUS, 2011



Source: Statistics Canada, National Household Survey 2011

For those that are immigrants, roughly 39% immigrated to Port Moody more than five years ago². A further 6% immigrated within the past five years. These rates are relatively consistent, though a bit lower than the rates for Coquitlam and the Vancouver CMA, and are higher than the other comparator jurisdictions.

Roughly 43% of the population in Port Moody are third generation or more, while roughly 33% of the population are first generation. These rates highlight the relative mix between newer generations of residents with those that are more established. It is interesting to note that both Coquitlam and the Vancouver CMA both have much higher proportions of first generation residents, reflecting their roles as larger hubs for attracting new Canadians to settle.

Employment in Arts and Culture

The total labour force in Port Moody in 2011 was 17,780 people. Roughly 7% (1,235 people) of Port Moody's labour force were employed in the Information and Cultural Industries (5%), and Arts, Entertainment and Recreation industries (2%).

The industries employing the largest proportions of the labour force specific to arts and culture were:

- Motion picture and video industries (220 people employed)
- Software publishers (190 people employed)
- Newspaper, periodical, book and directory publishers (175 people employed)
- Heritage institutions (55 people employed)
- Independent artists, writers, and performers (40 people employed)

² Base year is 2011



- Promoters (presenters) of performing arts, sports and similar events (15 people employed)
- Radio and television broadcasting (10 people employed)

The top occupations in arts and culture in Port Moody in 2011 were:

- Graphic designers and illustrators (160 people employed)
- Producers, directors, choreographers and related occupations (50 people employed)
- Interior designers and interior decorators (50 people employed)
- Authors and writers (40 people employed)
- Audio and video recording technicians (40 people employed)
- Editors (35 people employed)
- Theatre, fashion, exhibit and other creative designers (35 people employed)
- Translators, terminologists, and interpreters (25 people employed)
- Photographers (25 people employed)
- Dancers (20 people employed)
- Other technical and co-ordinating occupations in motion pictures, broadcasting and the performing arts (20 people employed)



4 Best Practices

Seven best practices have been identified to support Port Moody in areas that it would like to learn about innovative and successful initiatives being used in other jurisdictions. Each best practice begins with an introductory paragraph to explain and define what the context is and any trends associated with it. The best practice continues by describing a specific case study and concludes by highlighting how the best practice is relevant for Port Moody.

The seven best practices are:

- Funding and Choosing Public Art
- Developing Intercultural Events
- Funding Community Events and Festivals
- Enhancing Collaboration between Municipal Departments
- Building Collaboration between Arts and Culture Stakeholders
- Supporting Neighbourhood Events and Activities
- Supporting Creative Cultural Industries

4.1 Funding and Choosing Public Art

Public art celebrates a community's history, inspires people to look at their environment in a new way, and brings creativity and culture into the public realm. It can provide greater opportunities to showcase local artists and can also be used for community building and local, neighborhood level cultural development. In many cases, communities develop a public art policy or plan which establishes the goals of public art, how public art is chosen and looked after, and how it will be funded. In other cases, this information is captured in other, broader arts and culture strategies.

The process of choosing the public art can be done through:³

- A request for qualifications – requires minimal expenditures of time and money from artists and relies on examples of previous work
- A request for proposals – limited number of artists are invited to participate in a selection process, the criteria for selection is explicit and uniform, and there is an honorarium paid to the artist for each submission
- Jury composition and design reviews – requires curatorial expertise and sound judgment regarding the ability to sustain positive and open interactions among artist, agency, constituent interests, and the public.

Similarly, funding for public art also comes in a variety of forms:⁴

³ Public Art Network, Best Practice Goals and Guidelines, retrieved from: http://www.americansforthearts.org/sites/default/files/pdf/2013/by_program/networks_and_councils/public_art_network/PAN%20Best%20Practices%204%202011.pdf

⁴ Creative City Network, Public Art Toolkit. Retrieved from: [https://www.creativecity.ca/database/files/library/Public_Art_Toolkit\(2\).pdf](https://www.creativecity.ca/database/files/library/Public_Art_Toolkit(2).pdf); Waterloo, Percent for Public Art.



- A private sector “percent for art” program – allows communities to attain public art in exchange for development benefits (e.g. height or density bonuses) or from private construction or renovation projects over a certain amount (often 1% of the construction budget). This is implemented in larger cities, including Vancouver, Hamilton, Victoria, and Thunder Bay.
- Civic Capital Projects – either by leveraging a percentage municipal capital projects (between 1% and 2%) or, less frequently, allocating a fixed amount of the overall city capital budget for public art projects. This is also called a “percent for art” program. This funding mechanism has been implemented in some cities in Canada and the US including Vancouver, Denver, San Francisco, and Mississauga.
- Partnerships with other government departments, local businesses or other infrastructure projects – allows for joint funding of public art installations and opens up new spaces for public art (e.g. benches or manhole covers).

Vaughan, Ontario

Vaughan’s City-Wide Public Art Program works to maximize opportunities for public art. The program recognizes how public art can define and embody the City’s character, history, and aspirations and its ability to develop vibrant, healthy, and prosperous urban centres.

Vaughan has established a public art commissioning method for both public and private sectors which includes various methods of choosing public art, including:

- An open call competition either through an RFP or RFQ
- Limited or invitational competitions – often used for time sensitive projects to enable the City to quickly engage an artist with experience in public art
- Direct commissions – one artist is invited to create a site-specific work of art, or a direct purchase of an existing work of art (if authorized by the City)
- Inclusion of an Artist as Design Team member – artists or art consultants on design teams offer an interesting alternative to produce public art in collaboration with the rest of the development team

Once the public art proposals are gathered, a selection panel evaluates and recommends a winning proposal. These panels include recognized visual art professionals (e.g. practising artists, curators, art critics), community members and other professionals (e.g. architects and landscape architects, developer representatives).

To fund public art, Vaughan has developed a 1% funding policy for all approved capital projects related to soft services. This percent-for-public art allows the public art reserve to grow over time as new capital infrastructure is developed in the city. The percent-for-public art was established in the Official Plan which required all major regional and

Retrieved from:
http://www.waterloo.ca/en/contentresources/resources/government/percent_for_art_policy.pdf



local municipal buildings to contribute to the public art reserve. By including this policy in the Official Plan, Vaughan has helped to ensure that sufficient funds are gathered to encourage the continued growth of the public art program. Vaughan is also considering developing a block funding initiative which would allocate a certain amount of funding each year to the public art program through the capital budget.

Additionally, the City is encouraging private developers, through section 37 of the Ontario Planning Act, to provide 1% of the gross construction costs to be allocated for public art.⁵ The Public Art Program also provides a public art plan template for developers, which includes information on site potential, art selection, and budget allocation.

The Public Art Plan also identifies seven key opportunities within the City for public art installations including the Vaughan Metropolitan Centre, parks and trails, and intensification corridors and gateways. These opportunity areas require cross-departmental partnerships (e.g. between Planning, Parks and Recreation, and Infrastructure) to ensure that public art is developed in a sustainable way throughout the city.

Relevance to Port Moody

- Provides both a public and private public art procurement method by leveraging existing municipal and provincial policies
- Identifies areas where cross-departmental communication and planning is necessary to effectively establish public art

4.2 Developing Intercultural Events

Rising levels of diversity in cities across Canada poses both opportunities and challenges in cultural development. While many communities work to ensure that multiculturalism is achieved, interculturalism takes these practices one step further by supporting cross-cultural dialogues. Interculturalism is largely a response to the challenge of self-segregation tendencies within individual ethnocultural communities. As such, intercultural events help to generate a more inclusive environment for community members. Intercultural events also provide an opportunity to allow different cultural groups to learn from and about each other in an open, accessible way. Cross-cultural or intercultural events also help to preserve culture through intercultural exchange.

Multicultural and intercultural events promote awareness of different cultures, customs, practices, values, and social behaviours. By attending cultural events, attendees experience the diverse range of cultural and artistic expression within a single community or city.

⁵ Section 37 of the Planning Act allows private developers to access density and/or height bonuses by supporting community improvements (e.g. public art, public space)



Markham, Ontario

Similar to other communities across Canada, the City of Markham has recognized the importance of celebrating culture and cultural differences to support economic and community development opportunities. The City's Diversity Action Plan works to promote the inclusion of all people within the community, focusing on developing opportunities for newcomers and visible minorities, among other groups. Additionally, the City has recognized the importance of cultural planning as an opportunity for community development, celebrating cultural diversity and its contributions to local economic development. To help promote the unique and varied cultures in Markham, and to encourage intercultural collaboration, the City (in partnership with other organizations), hosts or supports a number of cultural events including the "Many Faces of Markham" and the "Taste of Asia" festival.

The Many Faces of Markham is an annual cultural celebration recognizing the *International day for the Elimination of Racial Discrimination*. The celebration is comprised of a concert, community performances as well as an art contest. Students from around the city submit art, videos, and writing pieces based on the central theme of the celebration.⁶ Each year the theme of the event changes:

- In 2016, the theme was "Aboriginal Celebrations: Voices from the Past, Present, and Future"
- In 2014, the theme was "One World, One Family"
- In 2007, the theme was "Living Diversity"

This event is funded partially through the Celebrate Markham Grant program.⁷

The Taste of Asia Festival (awarded \$10,000 through the Celebrate Markham Grant Program), is an annual street festival organized by the Federation of Chinese Canadians in Markham (FCCM). The FCCM hosts the event in partnership with the Association of Progressive Muslims of Canada and the City of Markham.⁸ The program includes an Indigenous dance and Qi Pao Dance; Children's Chinese folk dance; Taekwondo, and Kung Fu demonstrations; as well as, Indian, Pilipino, and Thai performances.

Relevance to Port Moody

- Supports intercultural exchanges through the combination of dominant Chinese and South Asian cultures along with the area's Indigenous communities
- Through designating rotating themes for a community cultural event, Markham residents can experience a range of cultural expressions which celebrate the history and traditions of residents as well as the community as a whole
- Funding cultural events through a program such as the Celebrate Markham Grant allows for residents to participate in, be exposed to and be included in the diversity of the City's cultures. Following the funded events, event organizers are required

⁶ Markham, Many Faces of Markham. Retrieved from: goo.gl/6LtvfP

⁷ Markham, Celebrate Markham Grant Program. Retrieved from: goo.gl/c7lXcc

⁸ Taste of Asia, About. Retrieved from: <http://www.taste-of-asia.ca/about/>



to submit a Project Outcome Report, outlining the number of attendees and activities as well as the project outcomes and the community impact. This helps to track the effect of cultural events within a community over time

4.3 Funding Community Events and Festivals

Community events and festivals are an important aspect of a community's liveliness. They stimulate public participation by bringing residents and visitors together to participate in sports, entertainment, and arts and culture programming and activities. These events and festivals bring new money into the community, helping to raise awareness of community assets and opportunities. While some events and festivals are municipally run, others are put on by community organizations. As such, communities are looking for innovative ways to fund community events to enhance their reach, increase the economic potential, and further cultural programming locally.

Kelowna, British Columbia

As a way to support events in the city, the City of Kelowna has developed the Event Development Fund. The Fund is used to foster a dynamic event environment within the community and supports both new and existing events that add to the events and festival landscape. The Fund aligns with Council's priorities of growing the economy and enhancing the quality of life. There are two streams of the Fund; the City Services Offset Grant and the Strategic Events Fund.⁹

The City Services Offset Grant provides funding to offset City-related costs of starting annual, outdoor public events on City property (e.g. park rental fees, street-sweeping, RCMP, and bylaw services). The total funding available is \$25,000, with a minimum of \$200 awarded and a maximum of 75% of City services costs covered.¹⁰ The intention of the grant is to recognize the value of annual events in community development and as lasting legacies, and to act as an incentive for organizers to grow and improve their events. Those who receive funding will provide a final report within 90 days of the completion of the event to determine how well the event met the objectives of the grant and to demonstrate how the City's support benefits their organization and future event plans. Grant criteria and eligibility include:

- Alignment of the event objectives with some or all of the City's priorities
- How the funding will improve, enhance and grow the event that year
- Be annual or reoccurring in nature
- Be held outdoors on City property
- Have more than one component (i.e. a race with a musical component)

⁹ City of Kelowna, Events Development Fund. Retrieved from: <http://apps.kelowna.ca/CityPage/Docs/PDFs/Grants/Event%20Development%20Fund%20Guidelines.pdf>

¹⁰ Maximum of \$10,000 for large events (2,000+ attendees) or \$3,000 for smaller events (fewer than 2,000 attendees)



The Strategic Event Fund supports event development and assists in the procurement of new large-scale participant based or spectator events. Unlike the City Services Offset Grant, the Strategic Event Fund supports both annual and one-time events. Additionally, it is designed to provide support for rejuvenation and expansion of an existing annual community event. The fund allows staff to be proactive in seeking events that help to create a dynamic environment that aligns with the Event Development Fund's Objectives. Objectives of the Fund are three-fold: to create unique, unforgettable experiences; to generate positive exposure for Kelowna; and to build extensive, long-lasting legacies. Similar to the previous grant, recipients of the Fund must submit a final report within 90 days of the event. Grant criteria and eligibility include:

- Opportunity for community involvement (e.g. volunteers, participants, partnerships)
- Sustainability of event financially, environmentally, and operationally
- Have more than one component (i.e. a race with a musical component)
- Be accessible to the general public (with or without gated admission)
- Take place within Kelowna or must demonstrate that the majority of services for the event and its participants are provided in Kelowna
- Must be new to Kelowna within the last three (3) years, or be an existing event which has a significant new aspect to it, or is a project/initiative that will greatly enhance an existing event

Relevance to Port Moody

- Encourages constant feedback on how the City's support benefits organizations and their future event plans. This acts as an opportunity to identify what is working well and what could be improved in the future from the City's perspective
- Recognizes that the logistical aspects of organizing an event make up a significant proportion of the costs associated with running an event and helps to offset the costs to allow organizations to allocate funds to the event programming rather than logistics
- Focuses on increasing exposure of the city and building legacy events to support economic growth and community engagement

4.4 Enhancing Collaboration between Municipal Departments

Culture is increasingly playing a larger role in city planning and decision-making, with cultural planning increasingly requiring cross-departmental collaboration. In this regard, there is an important distinction to be made between cultural planning that is concerned with *planning culture* (i.e. strengthening the sector) and *planning culturally*, which brings a cultural lens to a wide range of planning issues.



Surrey, British Columbia

The Cultural Development Advisory Committee for the City of Surrey offers a valuable example of how various municipal departments can work together to further an arts and culture agenda. The Committee is responsible for researching and providing advice to Council on strategies to increase arts, heritage, and cultural activities. The Committee involves staff from a number of departments including the Parks, Recreation, and Culture Department; Planning and Development Department; Investment & Inter-Governmental Relations Department (which houses the Economic Development Division); and the Surrey Library.¹¹ The value of the committee is that it provides a formal structure for staff across the various departments to engage in discussions related to planning culturally.

Recent work by the Economic Development Division and the Parks, Recreation, and Culture Department illustrate some good cross-departmental work that recognizes the importance of arts and culture in economic development and community development. Both the Economic Diversification Strategy and the Surrey City Centre document recognize the importance of cultural industries and arts and culture in the community and economic development. The Economic Diversification Plan includes cultural industries as one of its five priority sectors and the Surrey City Centre brochure highlights the importance of open spaces, festivals and events, and public art in creating a dynamic community.¹² Surrey has also developed a “Cultural Corridor” which enables opportunities for collaboration between artists and entrepreneurs.¹³ It is important to note that while the Cultural Corridor initiative is housed under the Parks, Recreation, and Culture Department, both the Economic Diversification Strategy and the Surrey City Centre brochure point to it as an opportunity to promote artists, institutions, and entrepreneurs.¹⁴

Additionally, the Economic Development Department is undertaking some initiatives to promote the creative arts sector, including film, publishing, galleries and the arts, including:¹⁵

- Retaining emerging talent from both Simon Fraser University and Kwantlen Polytechnic University
- Establishing new events and festivals in the city
- Ensuring that City infrastructure is developed for the success of the arts

This cross-departmental understanding of the impact of arts and culture on the economy and the community is furthered by the Surrey Cultural Plan which lays the

¹¹ Surrey Culture Development Advisory Committee, Retrieved from: http://www.surrey.ca/bylawsandcouncilibrary/DCT_CDAC_TOR_2012.pdf

¹² Surrey, Economic Diversification Strategy. Retrieved from: <http://www.surrey.ca/files/Economic%20Diversification%20Strategy%202016%20-%20WEB.pdf>; Surrey, Surrey City Centre. Retrieved from: <http://www.surrey.ca/files/CityCentreBrochure.pdf>

¹³ NEWTON POP UP ART WALK- Working with neighbourhood businesses and property managers, local artists were able to secure a gallery space and empty storefront windows to display their work and revitalize the community with increased foot traffic and arts focused events.

¹⁴ Surrey, Economic Diversification Strategy; Surrey, Surrey City Centre

¹⁵ Surrey, Creative Economy. Retrieved from: <http://www.surrey.ca/business-economic-development/18416.aspx>



groundwork for the creation and implementation of a Cultural Economic Development Plan.¹⁶ This plan aims to enable arts and heritage partnerships between tourism, other business sectors, educational institutions, community groups and the City. The Cultural Plan helps to ensure that Surrey's cultural industries continue to be a significant component of the local economy, understanding that the economic impact of arts and culture is a critical component of planning culturally.

Relevance to Port Moody

- Establishes City policies which recognize the direct impact of arts and culture in economic and broader community development
- Establishes policies and mechanisms to encourage cross-departmental discussion and collaboration in leveraging cultural resources to advance and support municipal plans and priorities
- That consideration be given to establishing a formal cross-departmental mechanism to support ongoing discussion and cooperation

4.5 Building Collaboration between Arts and Culture Stakeholders

The arts and culture sector in most communities in Canada tends to have high levels of fragmentation between disciplines and stakeholders. This fragmentation often leads to a "silo effect" where stakeholders are working independently of each other, with little communication, collaboration, and partnerships. Certain governance structures, like an Arts Council, can help to overcome this fragmentation, though the success of such initiatives has been mixed.

In order to move the arts and culture sector forward in a community, it is critical for stakeholders to be able to work together to collaborate and coordinate their activities. Creating opportunities for "cross-fertilization" and new platforms for these groups to come together is an important part in generating new ideas and initiatives, and in supporting stakeholders to build on the work that others in the sector are already doing.

Orillia, Ontario

Through a variety of different cultural planning activities over the past decade, the City of Orillia established the Cultural Roundtable as a way to build collaboration not only among arts, culture and heritage groups, but between these groups and members of City Council, City staff, representatives from the business community, First Nations, and other interested community members.¹⁷ The Roundtable is an ongoing working group that continually works on creating and implementing a strategic vision and

¹⁶ Surrey, Cultural Plan

¹⁷ City of Orillia, "Cultural Roundtable", <http://www.orillia.ca/en/insidecityhall/culturalroundtable.asp>



actions for advancing the arts, culture and heritage in Orillia and mobilizing resources and support in the community.

By regularly bringing a diverse set of arts and culture stakeholders together with the specific mandate of mobilizing action, the Roundtable supports the arts, culture, and heritage sector by:

- Encouraging leadership and innovation
- Facilitating networking and information exchange among cultural groups and the larger community
- Enabling sector-led solutions to issues
- Serving as a sounding board for ideas and actions
- Developing a stronger relationship between the business and arts and culture sector, especially as it relates to strengthening arts and culture tourism

One way the Roundtable works is by convening regular issue-based forums to address pertinent issues that either need resolution or present an opportunity for advancing cultural development in the community. Since its creation, the Roundtable has convened some successful community forums on issues such as the designation of Orillia's downtown as a historic district, a new public art policy, and a proposed new municipal cultural funding program (among others). In particular, the decision to designate the downtown area as a historic district has led to significant improvements and revitalization in the community's quality of life and ability to attract visitors to the area.

Richmond Hill, Ontario

The City of Richmond Hill offers another successful example of how to reduce the silo effects in the arts and culture sector. Through its annual events "Creativity Connected – Creative Industries Symposium"¹⁸ and the "Richmond Hill Cultural Summit"¹⁹, the City has created opportunities for artists, creative industry professionals, cultural organizations, culture lovers, and the business community to come together to network and learn more about new developments and trends in the sector (with keynote addresses, themed seminar presentations, and exhibitor showcases).

Both events offer the opportunity to showcase the community's creative talent and generate dialogue about needs and opportunities in the sector. The events also present the opportunity to celebrate accomplishments over the past year and identify new cultural initiatives. For example, the Cultural Summit was responsible for launching a series of important new initiatives: a Celebrated Stories initiative called Cultural Icons that features interviews with three of Richmond Hill's Cultural Icons: the Richmond Hill Culture Map; the short film series Richmond Hill: Past, Present and Future; and the Creativity Connected Awards to celebrate and award creativity and ideas in all forms). Both events have seen strong participation and have been

¹⁸ City of Richmond Hill, "Creative Industries Symposium", <https://www.richmondhill.ca/en/invest-and-do-business/Creative-Industries-Symposium.aspx>

¹⁹ City of Richmond Hill, "Cultural Summit", <https://www.richmondhill.ca/en/things-to-do/cultural-summit.aspx>



operating for multiple years (the Creative Industries Symposium is in its 7th year and the Cultural Summit is in its 3rd year).

Relevance to Port Moody

- Annual events designed to bring together arts and culture stakeholders to network with each other and connect to other interested groups in the city (such as the business community and the municipality) offer an opportunity to build and maintain momentum within the sector and encourage collaboration and partnership.
- Using issue-based forums to explore solutions to specific issues or opportunities is an empowering platform from which to bring stakeholders together to direct important changes and generate buy-in for those changes. Issue-based forums can also be used to advance specific recommendations made in the Arts and Culture Master Plan

4.6 Supporting Neighbourhood Events and Activities

The primary focus of many arts and culture plans has been in a community's downtown areas. Arts and culture planning, however, is increasingly turning to “whole city” approaches and perspectives that call for a balancing of attention to downtowns and neighbourhoods throughout the community, as well as the examination of connections and interrelationships between different parts of the city. One manifestation of this more balanced perspective relates to cultural spaces and facilities increasingly being understood less as standalone facilities and more as part of a larger cultural ecology in the community.

A focus on neighbourhoods is an important contributor to supporting and showcasing the wide range of arts and culture talent and creativity in a community. This complete picture better supports a more diverse range of arts and culture activities and increases knowledge and connections among a more diverse constituency of cultural organizations, artists, and residents.

Coquitlam, British Columbia

The City of Coquitlam has introduced some exciting initiatives within the past few years aimed at supporting more neighbourhood events and celebrations in the city. This focus on neighbourhoods stems from the City's strategic goal to Build Stronger Neighbourhoods, as well as being one of the goals of the “Coquitlam 125”, a yearlong initiative in 2016 that celebrated 125 years of Coquitlam's history and the community it has become.



Foremost among Coquitlam's initiatives is its "Neighbourhood Nights" program (presented in partnership with FortisBC).²⁰ Started in the summer of 2014, Neighbourhood Nights is a series of family-friendly get-togethers hosted in parks across the city. The event brings neighbourhoods together in a different park throughout the city each Thursday night in the summer to enjoy free snacks, arts and crafts, games and activities (City staff provide free programming), visits by historical characters, and a video booth to record stories about Coquitlam. The program is largely intended to give neighbours a chance to connect, have fun together, and strengthen neighbourhood relationships and safety. Since its introduction in 2014, the event had grown from five get-togethers to nine in 2015, and to 12 in 2016. The event continued to build momentum and had more than 1,000 people attended events in 2015.

In addition to the Neighbourhood Nights programming, the City of Coquitlam has worked to encourage neighbourhoods to organize independently in order to increase the number of block parties. Launched in 2016 as part of its Coquitlam 125 celebrations, the City created the "125 Block Party Challenge", where it challenged Coquitlam residents and businesses to host 125 block parties throughout the year (which was successfully achieved). This challenge was supported by City programming that makes it easier to organize a block party, including elements such as:

- A \$150.00 Block Party Grant
- The ability to request permission for a road closure to host a block party, with the City providing the required roadway barricades free-of-charge
- Free Special Event Liability Insurance coverage (if approved) for the block party

Relevance to Port Moody

- Rotating regular events that prioritize new neighbourhoods each week offer an excellent opportunity to mobilize neighbourhoods to come together. Tying these events to arts and culture activities also offers a valuable opportunity to draw out artists and artisans from across Port Moody who might not otherwise be connected with the larger events that are hosted in the city
- Ensuring that the major risks in hosting a block party are minimized is an important component in supporting neighbourhood groups to organize more events. This support can be done in very cost effective ways that do not require large sums of funding

²⁰ City of Coquitlam, "Neighbourhood Nights Kicks Off June 23 in Coquitlam", <http://www.coquitlam.ca/city-hall/news-media/news-media/2016/06/16/neighbourhood-nights-kick-off-june-23-in-coquitlam>



4.7 Supporting Creative Cultural Industries

Creative cultural industries are one of the fastest growing business sectors in many communities around the world.²¹ These industries include a range of creative jobs specific to arts and culture, such as digital and interactive media, web design, sound recording, film and video, fashion design, and visual arts and crafts (among others). The vast majority of creative cultural industries are small and medium-sized businesses with relatively low barriers to entry in terms of front-end capital investment. As such they offer a source of employment in the community, especially among young people who may lack access to significant start-up funds necessary in other businesses.

Creating an environment where creative cultural industries are supported is an important element in growing arts and culture capacity and momentum in a community, supporting quality of life; attracting and retaining talented and creative people; and creating a diversity of arts, culture, and entertainment amenities.

Tacoma, Washington, USA

The City of Tacoma has a long history of incubating and launching cultural industries. With relatively affordable housing compared to nearby Seattle, drawing new residents to the city, and a reputation for the City being “pro-art” that is generous with funding, Tacoma continues to position itself as an arts and culture hub of North America.

A 2010 joint initiative between the City of Tacoma and the Tacoma-Pierce County Chamber of Commerce, known as Spaceworks,²² has been given a lot of the credit for increasing the number of art business in the city in recent years, as well as improving the vibrancy of the arts and culture sector in the city. The Spaceworks program is designed to give artists temporary studio space in hard to fill rental locations throughout the city and links them with business training and a rent-free incubation period for start-ups. The program has quickly become one of the more robust business training programs offered in the city, helping businesses become more sustainable, and catering to creative entrepreneurs who might not have any business knowledge (teaching them marketing, financial management, business planning, licensing and insurance, merchandizing, and retailing).

In its five years of operation, Spaceworks is thought to have led to 39 new arts and culture businesses leasing th space in the city, creating more than 100 art installations in eight downtown spaces, and ten murals (all for an annual budget of \$150,000 or less).²³

²¹ EY, Cultural times: the first global map of cultural and creative industries, December 2015

²² Spaceworks Tacoma, <https://spaceworkstacoma.com/>

²³ The News Tribune, “Spaceworks partnership helps Tacoma artists meet financial challenges”, September 20, 2015, <http://www.thenewstribune.com/news/local/article34815402.html>



Relevance to Port Moody

- The Spaceworks program represents an innovative example of how a community can support its burgeoning arts and culture sector and creative cultural industries to create new jobs and businesses
- Tacoma is a good example of how being situated near a larger city facing issues associated with high levels of growth (such as housing affordability, congestion, quality of life), can attract new creative entrepreneurs looking for more freedom and flexibility in the place they live
- This is also a good example of an incentive structure that can help direct arts and culture businesses to certain areas of the city to help with intensification or the creation of an arts and culture district/hub

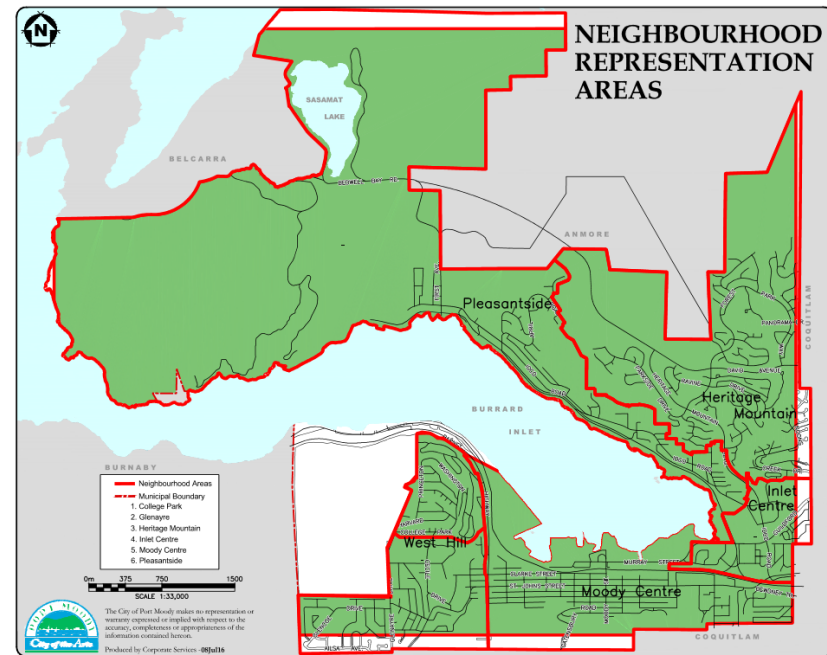


5 Full Telephone Survey Findings

Research Overview



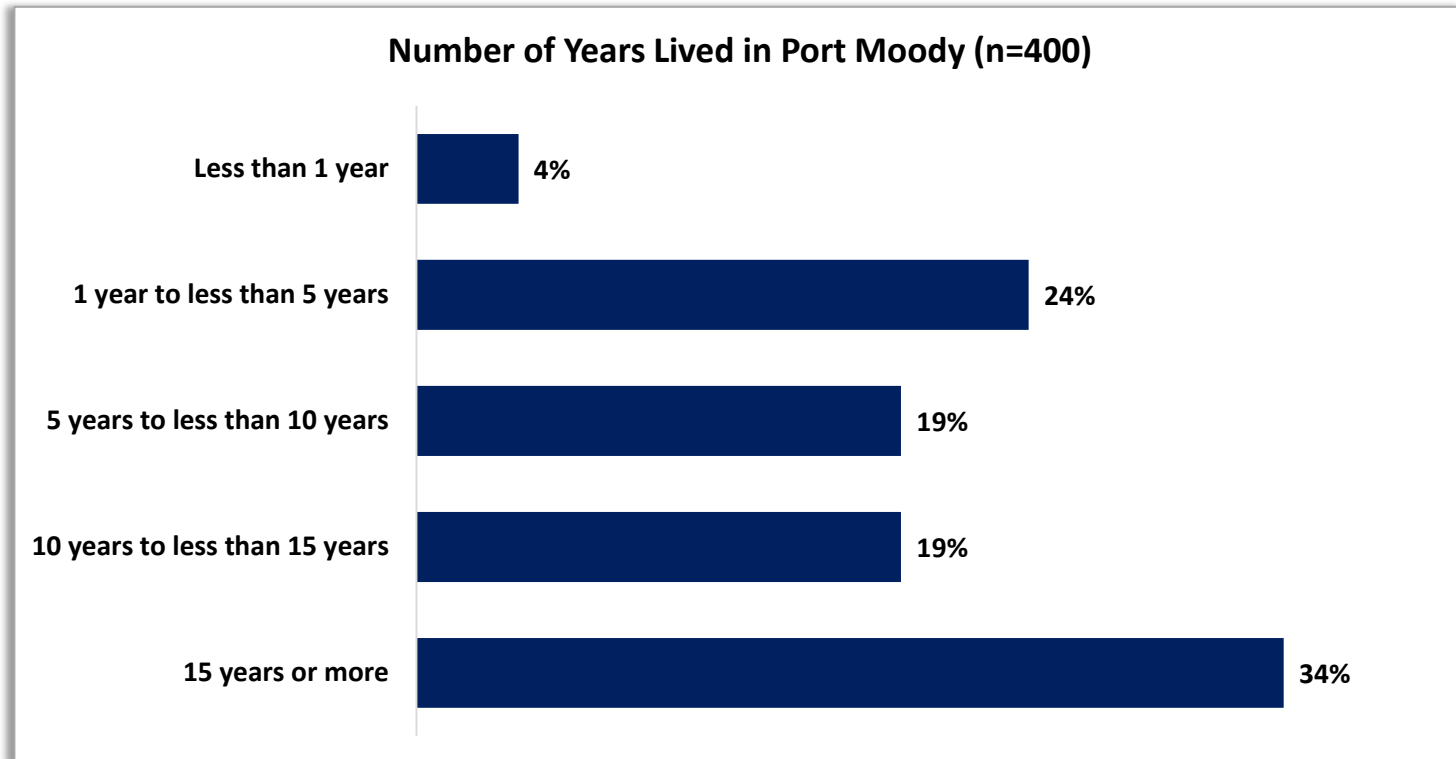
- Research was conducted via Computer-Assisted-Telephone-Interviewing (CATI) methodology of randomly selected residents in the City of Port Moody that were 18 years of age or older.
- A total of 400 interviews were conducted, each approximately 15 minutes in length.
- Surveys were conducted from Wednesday, November 2nd to Monday, November 14th (evening and weekend calling only).
- The margin of error is +/-4.8, 19 times out of 20.
- Quotas were established to ensure interviews were conducted in proportion to the population of each neighbourhood area.



Number of Years Lived in Port Moody



Just over half of respondents said they have lived in the City of Port Moody for 10 years or more.

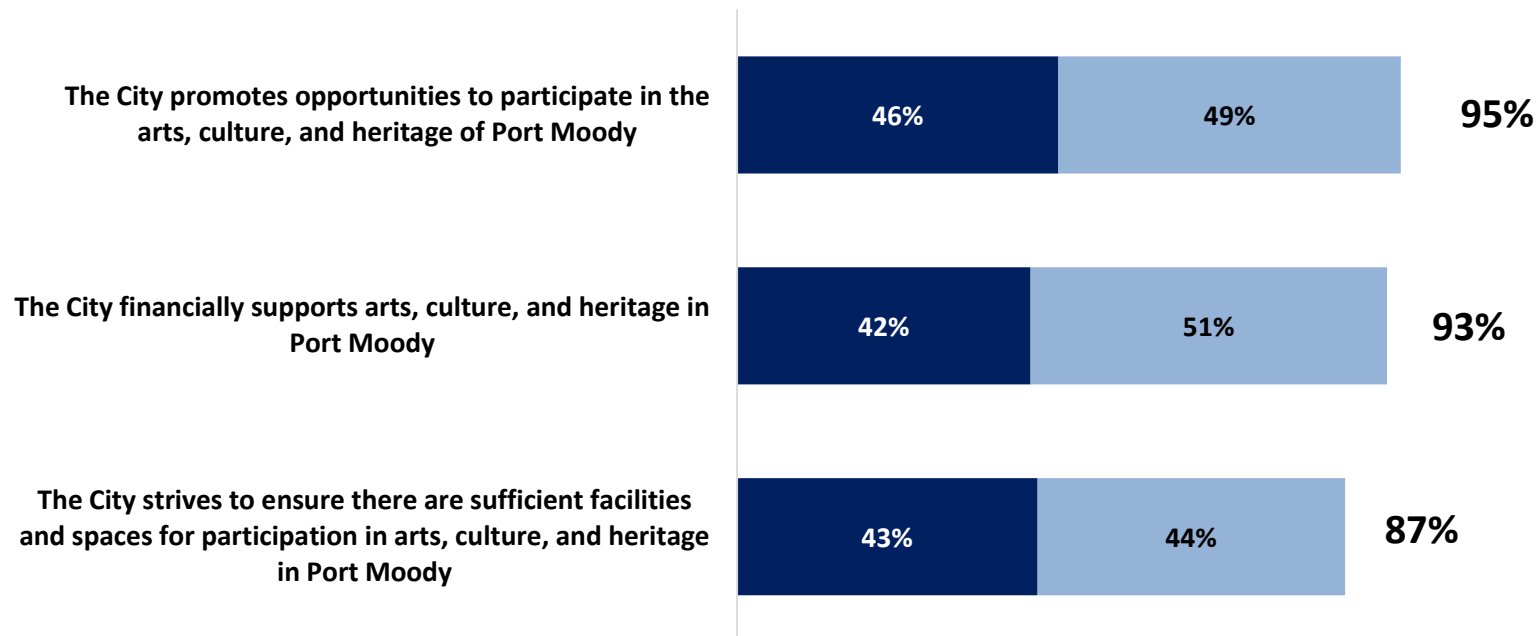


Support for Arts, Culture and Heritage



The large majority of respondents agreed either (strongly or somewhat) that the City promotes opportunities to participate in the arts, culture and heritage of Port Moody (95%), financially supports arts, culture and heritage (93%), as well as strives to ensure there are sufficient facilities and spaces for participation in arts, culture and heritage (87%).

Support for Arts, Culture and Heritage (n=400)



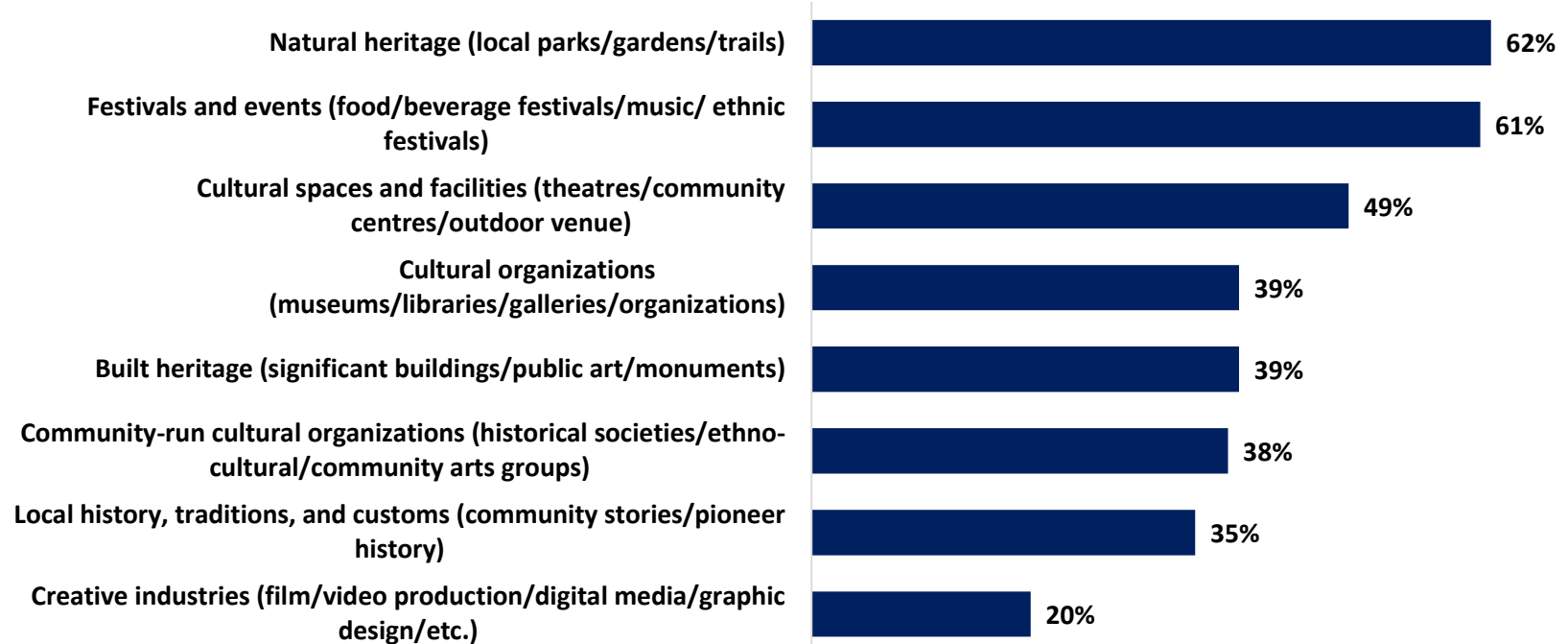
Q2. I am going to read you three statements regarding The City of Port Moody's role in supporting arts, culture, and heritage. Please tell me the extent to which you agree or disagree with each of the following statements. [All respondents]

Associations with Arts, Culture and Heritage



Over half of residents most strongly associated Port Moody's arts, culture and heritage with Natural heritage (62%), as well as Festivals and events (61%). By contrast, residents least associated Port Moody's Arts, Culture and Heritage with Creative industries (20%), and Local history, traditions and customs (35%).

Associations with Arts, Culture and Heritage in Port Moody (n=400)



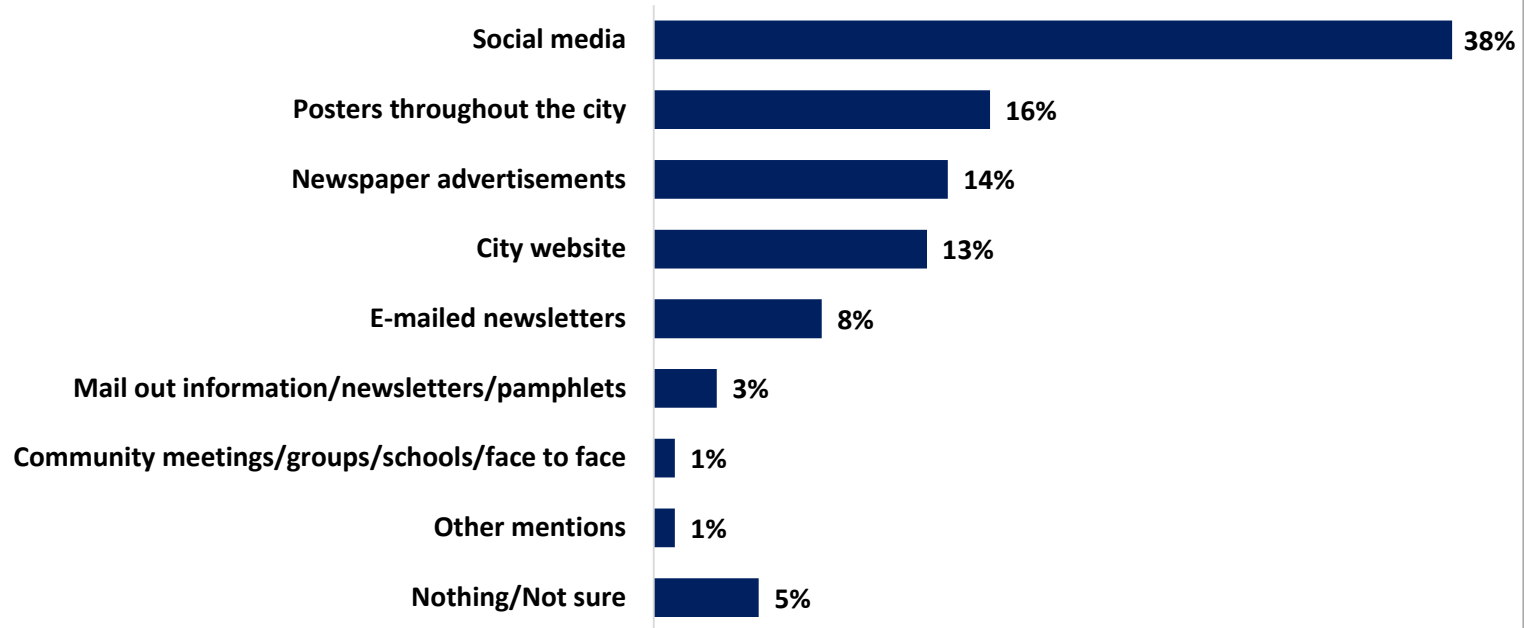
Q3. Please state the degree to which you associate each of the following areas with arts, culture, and heritage in Port Moody. Please rank these on a scale from 1 to 10 (where 1 means not at all associated and 10 means strongly associated. [All respondents]

Strategies for Providing Information on Arts, Culture and Heritage Activities/Opportunities



Residents believe the best ways for the City of Port Moody to promote or provide information on arts, culture and heritage activities/opportunities in the city is through Social media (38%), Posters throughout the city (16%) as well as in Newspaper advertisements (14%).

Strategies for Providing Information on Arts, Culture and Heritage Activities/ Opportunities (n=400)

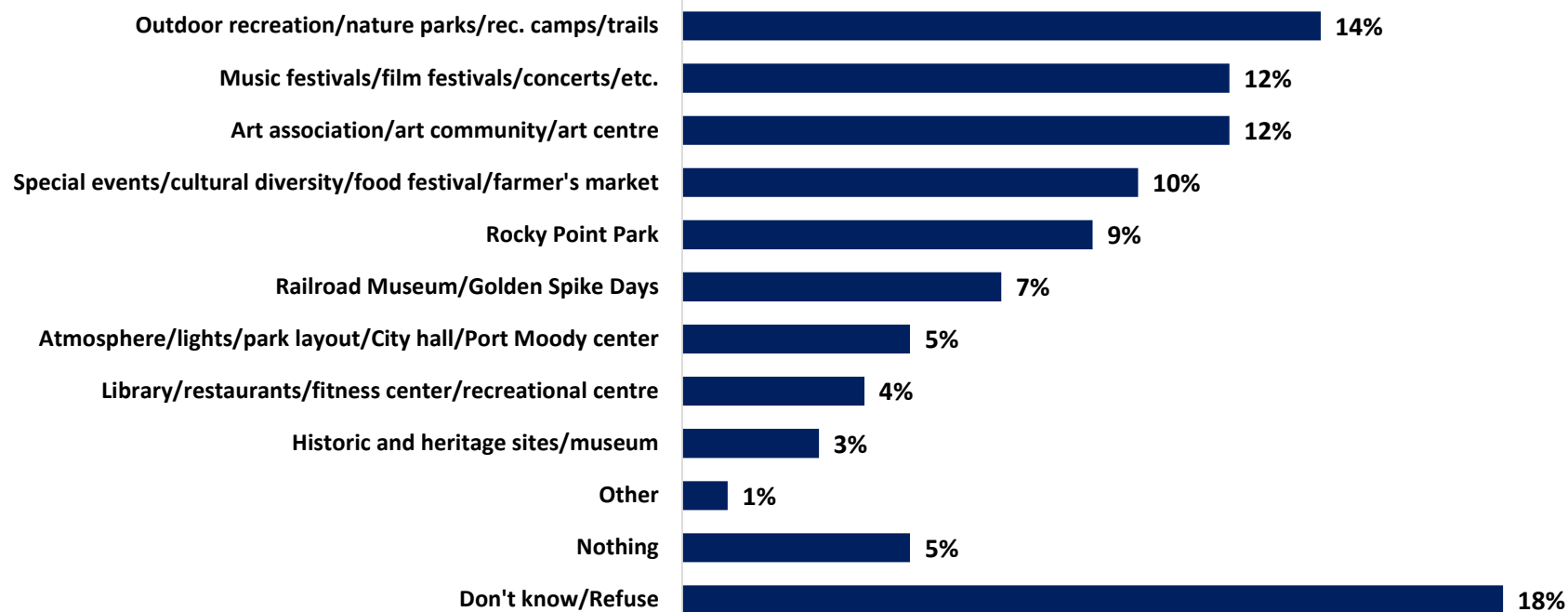


Cultural Aspects of Port Moody Residents Take Most Pride In



When it comes to cultural aspects of the city that Port Moody residents take most pride in, respondents mentioned: Outdoor recreation/nature parks/etc.; Music or film festivals/concerts, etc.; Art associations/art community, etc.; as well as Special events/cultural diversity/etc.

Cultural Aspects of Port Moody Residents Take Most Pride In (n=400)

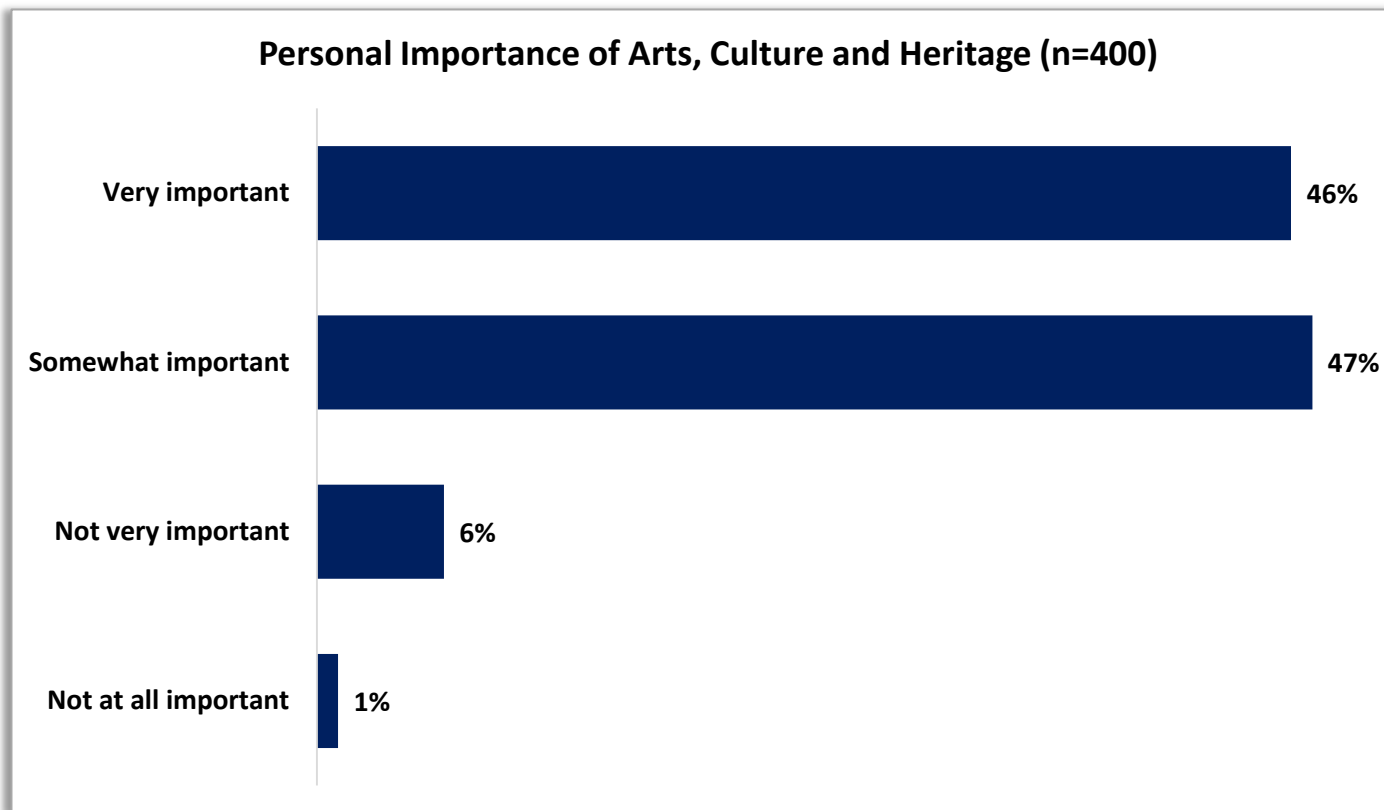


Q5. Thinking about arts, culture, and heritage in Port Moody, is there any particular aspect you take most pride in as a resident of Port Moody? In other words, in your mind, is there one thing that contributes to making your city culturally vibrant? [All respondents]

Personal Importance of Arts, Culture and Heritage



The large majority of respondents (93%) said arts, culture and heritage in Port Moody is very/somewhat important to them personally.

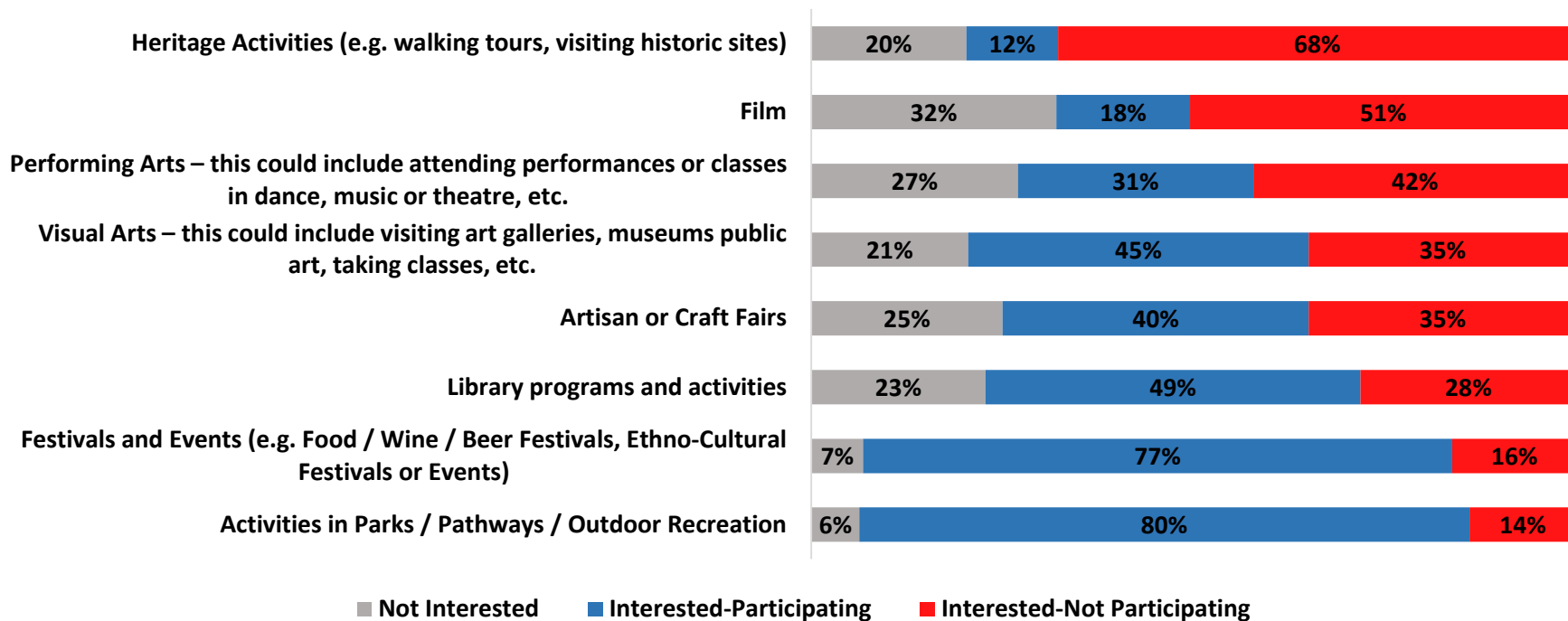


Interest and Participation in Arts, Culture and Heritage



When it comes to interest and participation in arts, culture and heritage, Heritage activities as well as Film can be seen as the most in-demand (i.e. the majority are interested but less than half have participated in the past 12 months).

Interest and Participation in Arts, Culture and Heritage (n=400)

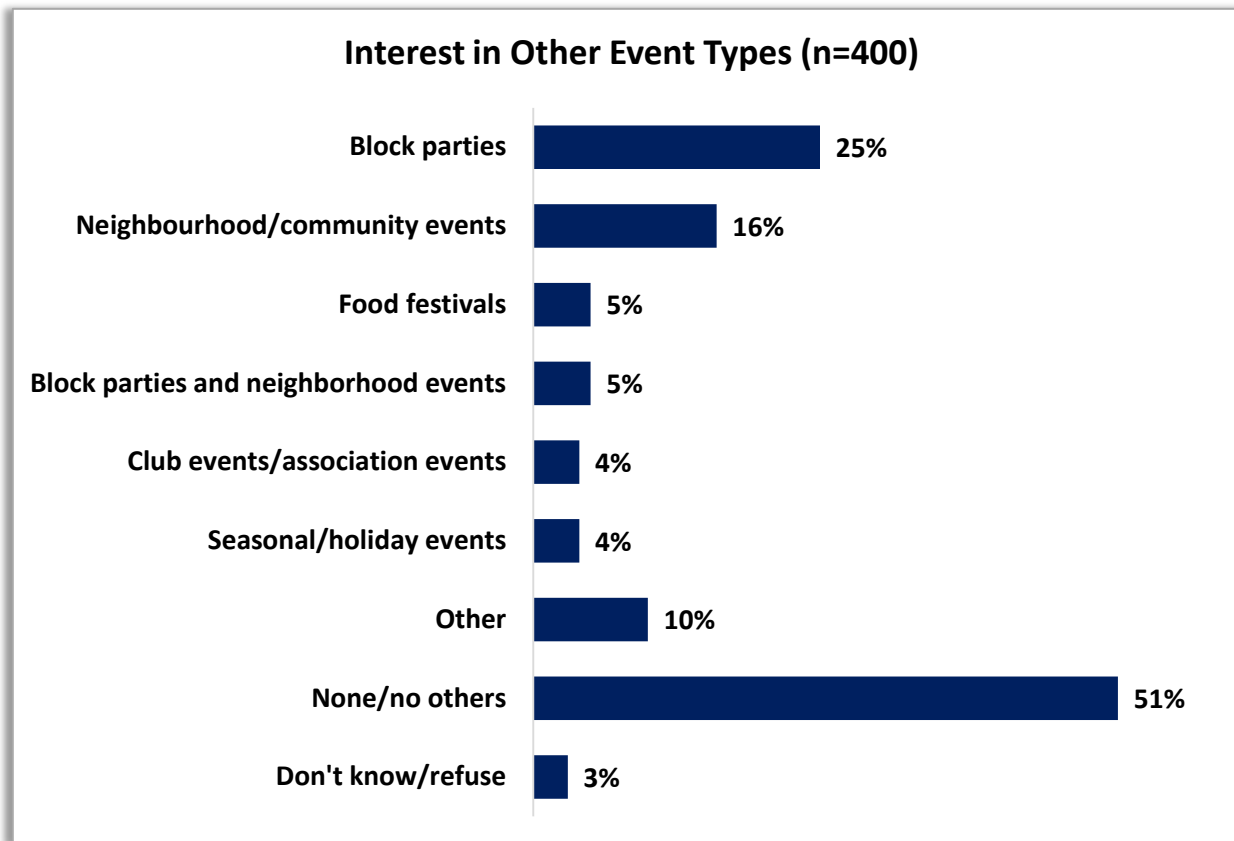


Q7. Please state whether you are interested in any of the following, even if you are not participating in them (or have never participated in them)? [All respondents]

Q8. And which of these activities have you participated in within the past 12 months in Port Moody? [Interested respondents only]

Interest in Other (Specific) Event Types

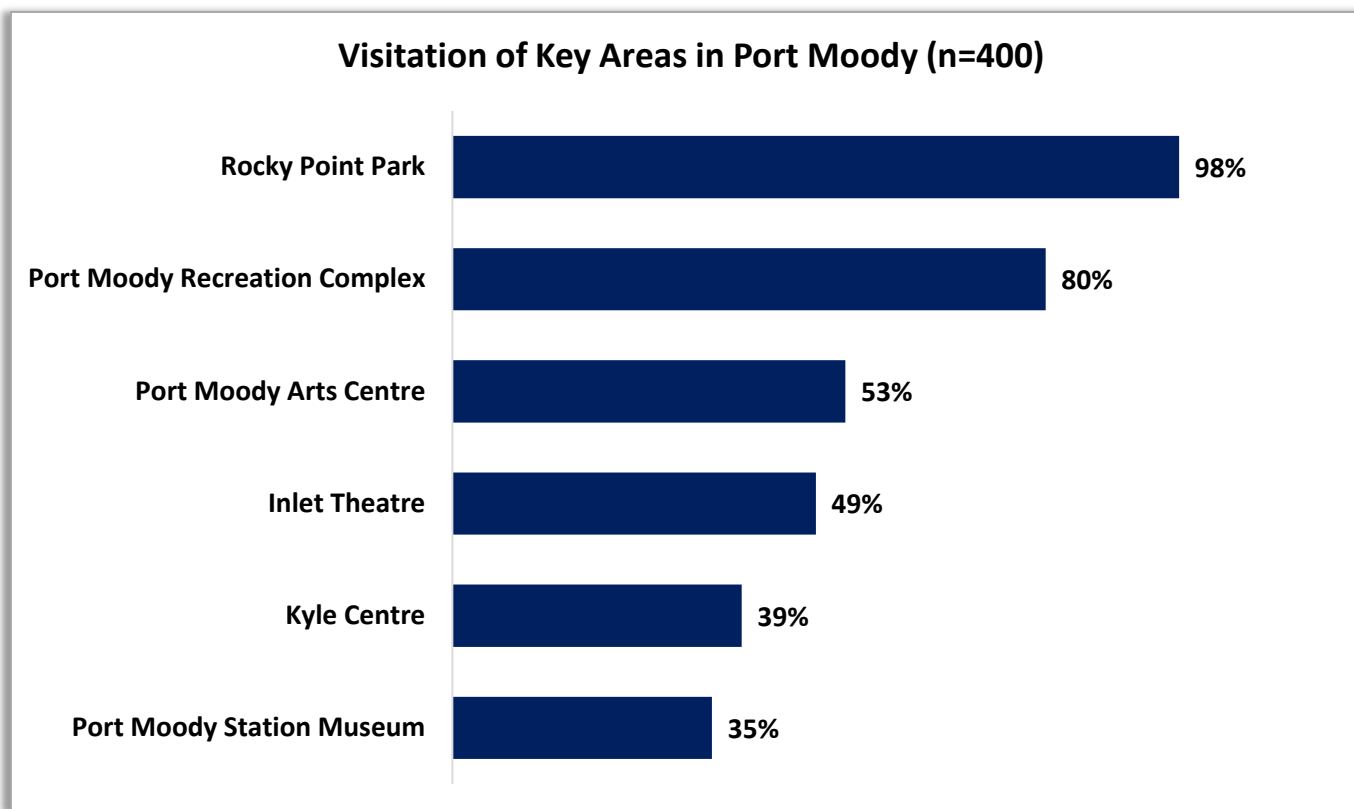
Residents said they would specifically be interested in participating in Block parties (25%), Neighbourhood/community events (16%), as well as Food festivals (5%).



Visitation of Key Areas in Port Moody



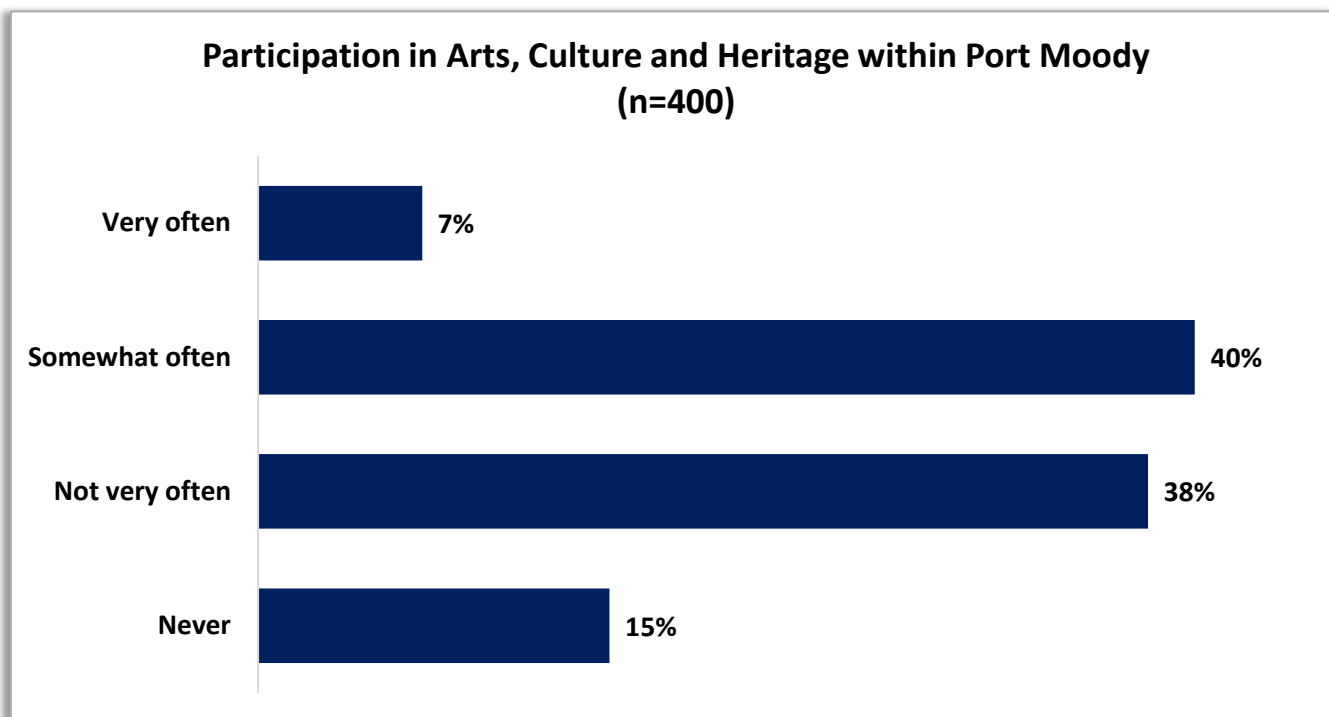
The most visited areas in Port Moody within the past 12 months were Rocky Point Park (98%) and Port Moody Recreation Complex (80%).



Participation in Arts, Culture and Heritage within Port Moody



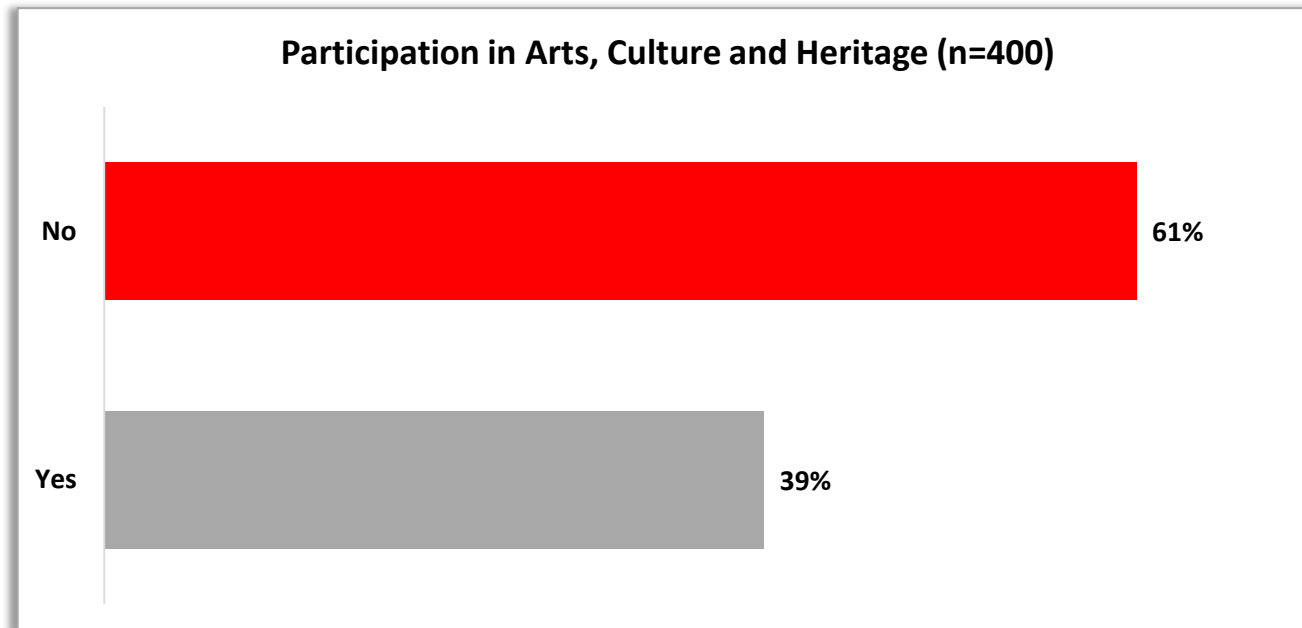
47% of respondents said they participate in arts, culture and heritage within the City of Port Moody either very or somewhat often.



Participation in Arts, Culture and Heritage



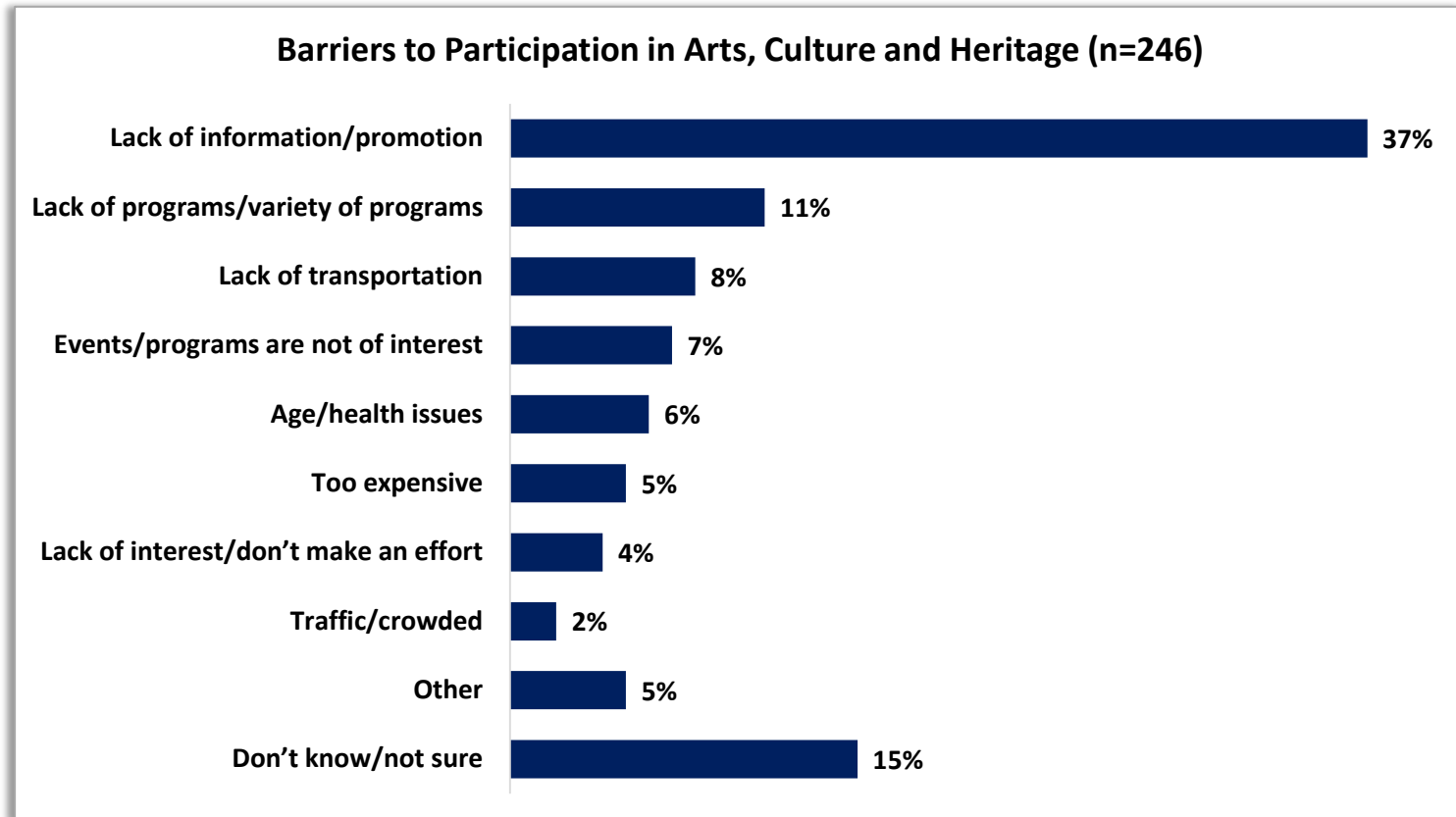
Just over 6 in 10 respondents said they do not participate in arts, culture and heritage activities as much as they would like to.



Barriers to More Participation in Arts, Culture and Heritage



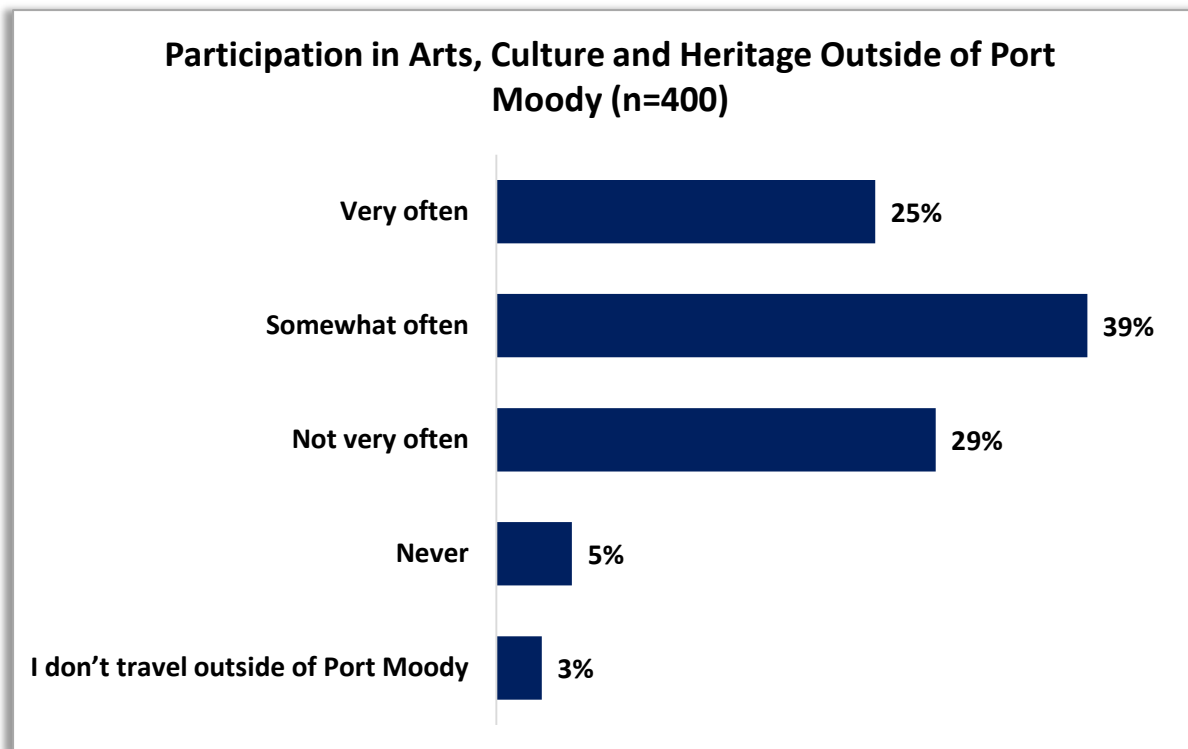
Other than lack of time, respondents mention Lack of information/promotion, as well as Lack of program/variety of programs as the main reason they do not participate arts, culture and heritage activities in the City of Port Moody as much as they would like to.



Q12. Other than lack of time (i.e. a busy schedule), what would you say is the number one thing that prevents you from participating in Port Moody's arts, culture, and heritage activities as much as you would like to? [Respondents do not participate as much as would like to only]

Participation in Arts, Culture and Heritage Outside of Port Moody

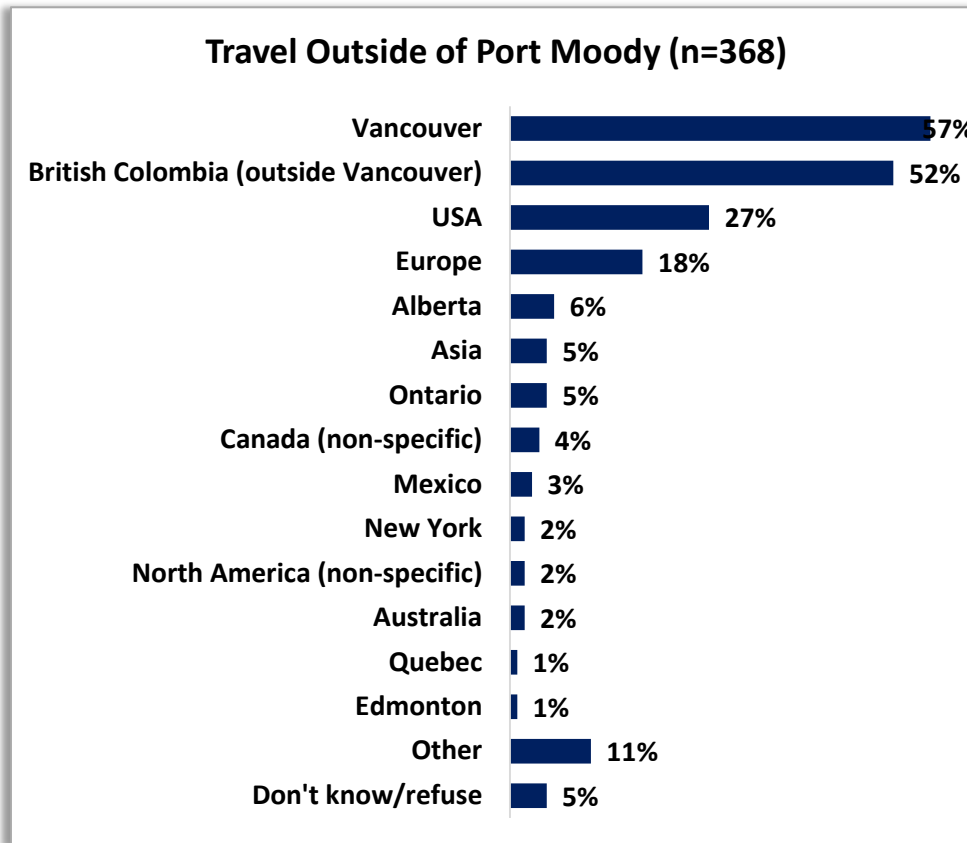
When travelling outside of the City of Port Moody, the majority (63%) of respondents said they participate in arts, culture and heritage activities very or somewhat often.



Travel Outside of Port Moody



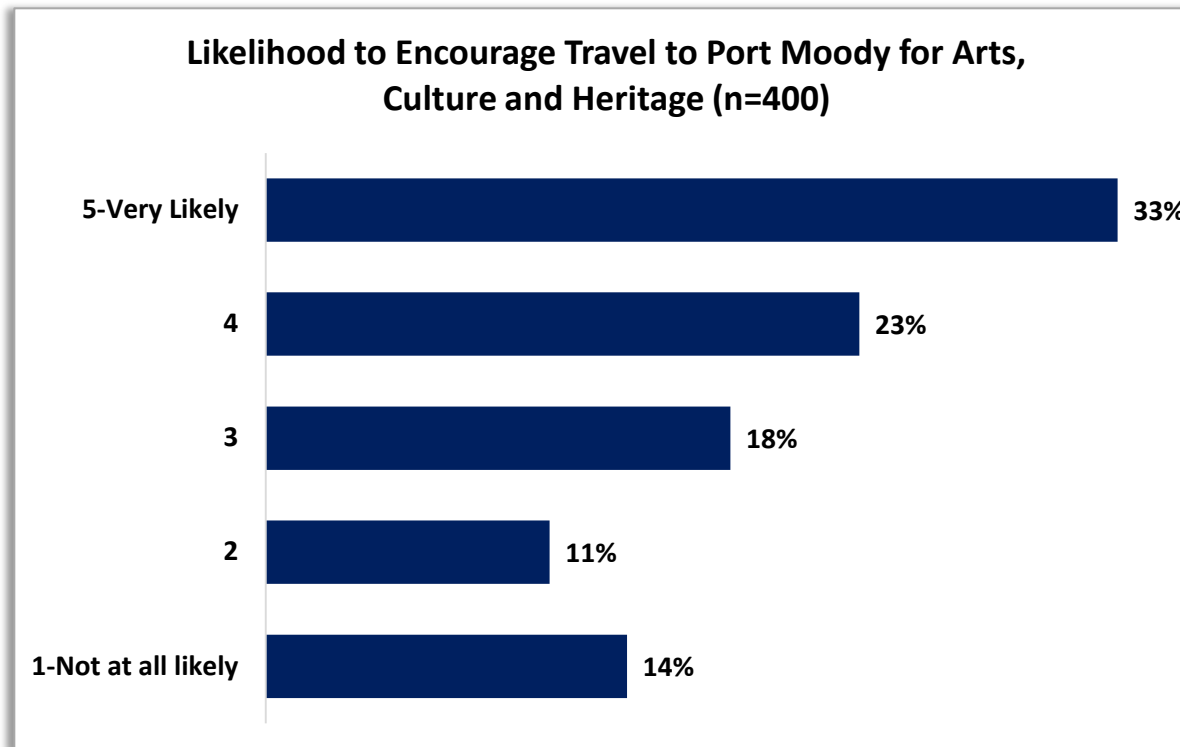
The largest proportion of respondents said they travel to various areas of British Columbia (and specifically Vancouver), the USA, and Europe.



Likelihood to Encourage Travel to Port Moody for Arts, Culture and Heritage



57% of respondents said they are likely (rated 4/5) to encourage people to travel to the City of Port Moody to participate in arts, culture and heritage activities.



Q15. On a scale of 1 to 5 (where 5 means 'Very Likely' and 1 means 'Not at all likely', how likely are you to encourage people living outside of the City to travel to Port Moody for arts, culture, and heritage activities? [All respondents]

Investment Priorities for the Future



The largest proportion of respondents said it was most important for the City to Promote and encourage neighbourhood cultural activities (70%), Increase promotion of cultural activities to residents of Port Moody (69%), as well as Increase access to free and low-cost cultural activities (67%).

Investment Priorities for the Future



Q16. Thinking about the next 10 years, what do you think are the arts, culture, and heritage areas that are most important for the City of Port Moody to invest in? Please use a scale of 1 to 5, where 1 means 'not at all important' and 5 means 'very important'.
[Excludes DK/NO]

Other Investment Areas for the Future



Other areas respondents felt the City of Port Moody needs to support/invest/improve in were: Historical or heritage sites and events, Community centres, as well as Commercial districts/markets/shops/restaurants.

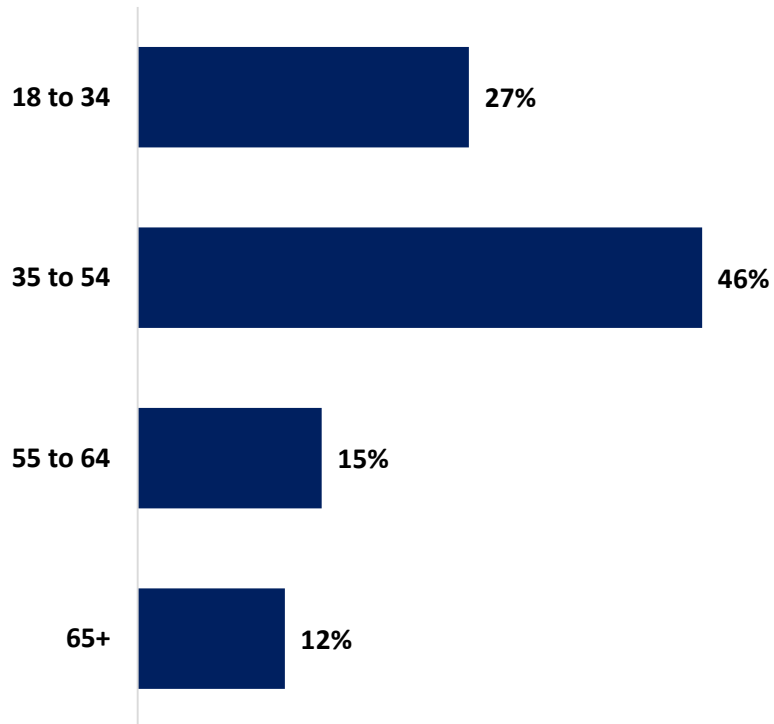
MENTIONS:
Historical or heritage sites and events
Improve community centers/better use of space
Improve commercial districts/markets/shops/restaurants
More space for artists and musicians
More walking trails/improve walking trails
Sports and recreation facilities/swimming pool
More green space/protect the environment

Q16ao: Now thinking about all of the items mentioned in this rating exercise, are there any specific examples you would like to provide (e.g. specific types of spaces / facilities)? [All respondents]

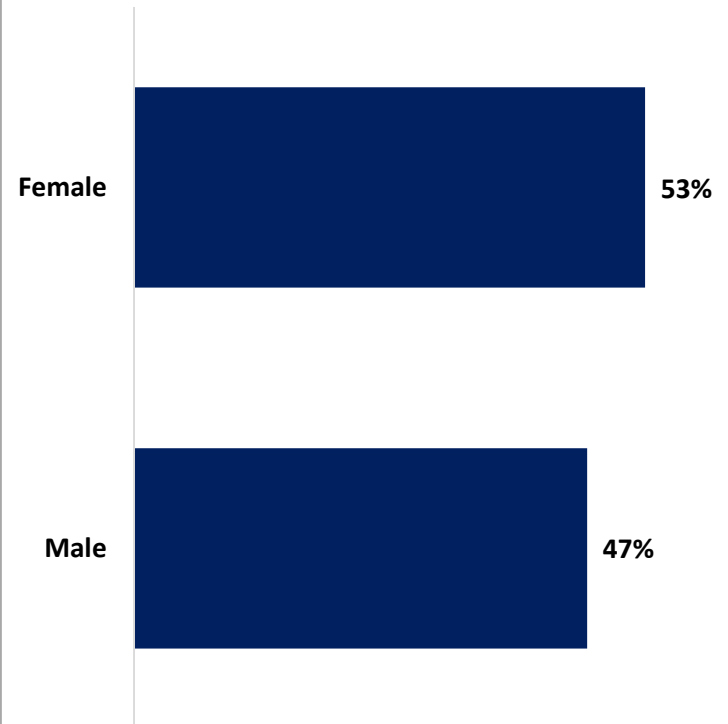
Demographic Profile:



Age (n=400)



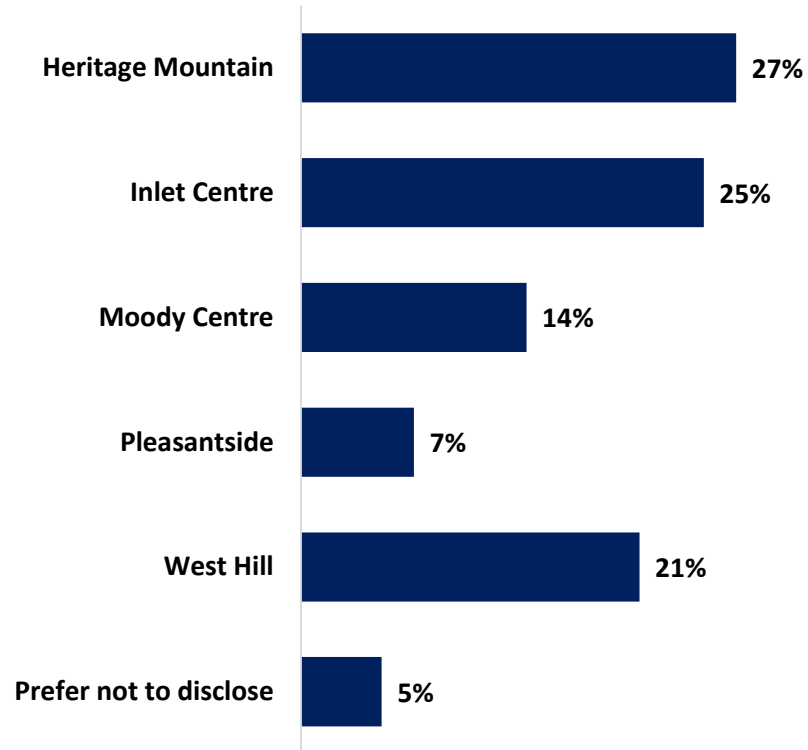
Gender (n=400)



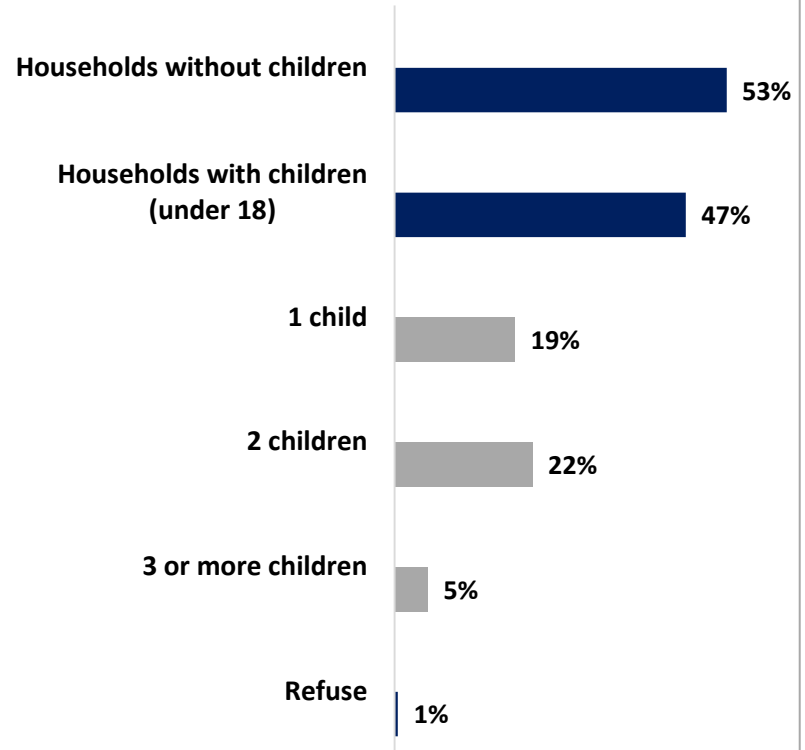
Demographic Profile:



Area (n=400)



Household Type (n=400)



Demographic Profile:

