

ITEM 7
MANAGER'S REPORT NO. 29
COUNCIL MEETING 91/05/06

TO : MUNICIPAL MANAGER 1991 MAY 02
FROM : DIRECTOR RECREATION & CULTURAL SERVICES
RE : ARTS POLICY RECOMMENDATIONS
PURPOSE : To request Council's concurrence with the Arts Policy
recommendations.

RECOMMENDATION:

1. THAT the Arts Policy recommendations in the attached report be approved in principle.

REPORT

At its meeting of 1991 May 01, the Parks & Recreation Commission received the attached staff report on the above subject and adopted the recommendations contained therein.



DENNIS GAUNT
DIRECTOR RECREATION &
CULTURAL SERVICES

tc
Attach.

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DIRECTOR'S REPORT NO. 09
COMMISSION MEETING 91/05/01

RE: ARTS POLICY RECOMMENDATIONS

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RECOMMENDATIONS:

1. THAT the Arts Policy recommendations in this report be approved in principle.
2. THAT a copy of this report be advanced to Municipal Council and they be asked to concur.

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REPORT

In July 1990 the Commission and Municipal Council unanimously approved an Arts Policy for Burnaby. Previously in December 1989, the Citizens' Advisory Committee, that assisted the Commission in policy development, filed a report that included 45 recommendations for the implementation of the policy.

Since October 1990 the Commission in Committee has been reviewing each recommendation in detail and completed its review in March 1991. The analysis of the recommendations included:

1. A clarification of the intent of each item.
2. Comments on the status of each item in relation to ongoing activities or existing plans.
3. A statement of priority.
4. Cross-referencing to other recommendations.
5. An estimation of resources required, where known.
6. A description of implementation activities including scheduling, further analysis and phasing.
7. Tabling of some items for further staff analysis.

It was understood, that subsequent to this preliminary review, approval in principle should be granted to those recommendations with which the Commission felt comfortable, and that staff would be instructed to recommend implementation activities in the normal fiscal planning process.

Approval in principle in no way binds the Commission to specific resource levels or scheduling details included in the report of the Citizens' Committee. However, the spirit of the recommendations are seen to conform to the Commission's mandate and planning priorities.

As well, seven recommendations were advanced before the completion of the policy review in order to be scheduled for the 1991 annual budget preparation to avoid unnecessary delays. These are indicated in the summary below with an asterisk(*).

The recommendations are listed by category according to the seven objectives in the policy statement and appear unabridged.

OBJECTIVE 1: ACCESS

"To develop and provide opportunities for learning, enjoying and participating in the arts, accessible to all who live and work in the community."

- 1.1 "That all public arts facilities be constructed in locations offering easy access to residents and visitors."
- 1.2 "That all public arts facilities be renovated or constructed to be accessible to the disabled, properly lit, and designed as secure public spaces."

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- 1.3 "That fees, charges and rental rates be subsidized to offer no unreasonable financial impediment to users, especially to youth, seniors and the economically disadvantaged."
- 1.4 "That where gaps in programs or services become evident in Burnaby, the Municipality will take leadership in assessing the need and seek to provide remedy independently, or in cooperation with others."

OBJECTIVE 2: PUBLIC AWARENESS

"To improve the level of public awareness of the value of the arts and to improve public participation in the arts."

- 2.1 "That in cooperation with the Burnaby Arts Council and Burnaby School Board, the Parks and Recreation Commission support an Arts Awareness program."
- * 2.2 "That a network of attractive and clearly visible signs to assist the public in locating all arts facilities in the community be installed."
- 2.3 "That information kiosks be placed in the major public parks and central business districts as a method of advertising arts events, programs and facilities in Burnaby."
- 2.4 "That the promotion and advertising allocations for arts services be increased to allow for a higher quality and more frequent provision of information about programs and services."
- 2.5 "That efforts be made to celebrate our cultural diversity through folk arts festivals, and other community events."

OBJECTIVE 3: DIRECT PROGRAMS

"To establish and maintain arts programs and services sponsored by the Municipality where there is an identified community need."

- * 3.1 "That a Festivals and Events Development Program be initiated to offer direct and indirect support to special events in Burnaby; and that the five-year pilot program include a staff component and an administrative and grant budget be established."
- * 3.2 "That a municipal Public Art Program be established to purchase moveable art works for exhibition in public buildings; to commission permanent indoor and outdoor murals and sculpture to adorn public buildings and grounds; and to encourage other groups to do the same."
- 3.3 "That the Parks and Recreation Commission commit financial resources to conduct special projects such as cultural exchanges; special ceremonies; awards and citations; event advertising and promotion; guest lectures, etc."

OBJECTIVE 4: COMPLEMENTARY PROGRAMS

"To contribute to community initiatives that provide a variety of arts experiences and enrich the cultural sectors for all citizens."

- 4.1 "That the Municipality support enhanced communication between relevant boards, commissions, committees, departments and the community, in the continuous planning and analysis process required to ensure efficient and effective arts programs and services."

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- 4.2 "That a Volunteer Support Program be established by the Commission to enhance the management skills, fiscal responsibility and continuity of arts organizations in Burnaby."
- 4.3 "That the Municipality provide donations-in-kind of staff time, equipment and facilities support when considered to be a useful contribution to arts event managers conducting special events or projects." 114
- 4.4 "That a Cultural Tourism Marketing Assistance Program be established in cooperation with the Burnaby Chamber of Commerce."
- 4.5 "That the Municipality offer greater support to the motion picture industry for location assistance, recruiting and training in consultation with industry representatives and educational institutions."
- 4.6 "That the Mayor, Council and Parks and Recreation Commission host an annual Arts Gala to acknowledge outstanding achievements in the arts community and to publicly credit the senior donors to the arts in the year previous."
- 4.7 "That long range economic development planning in Burnaby continue to include the arts and culture as important elements, being significant revenue generators, job-creators, and investment opportunities."
- 4.8 "That the community recreation program be enhanced by providing neighborhood associations with greater resources to host artists and arts groups for community arts activities that are youth, family and seniors-oriented."
- 4.9 "That the Parks and Recreation endorse and complement the efforts of others in the development and maintenance of standards of excellence in management, production and achievement in the arts."
- 4.10 "That a "Summer Arts Festival Series" be created in cooperation with the Burnaby Arts Council."

OBJECTIVE 5: FACILITIES

"To support initiatives to build or improve facilities dedicated to artistic and cultural endeavours where community need is identified and to consider such need in the development or redevelopment of properties owned or operated by the Municipality."

- * 5.1 "That the Municipality proceed with the construction of a new Arts Centre at Deer Lake Park in accordance with the recommendations put forward by the Parks and Recreation Commission following the completion of the Arts Centre Concept Planning."
- * 5.2 "That a long-range plan for arts facilities and park spaces for festivals and events be developed, with an emphasis on supporting cultural tourism attractions in Burnaby."
- 5.3 "That a series of satellite art galleries be constructed in association with all branch libraries in Burnaby as part of a community service for the arts, and that these services be managed by the Burnaby Art Gallery."
- 5.4 "That the Burnaby Art Gallery in Deer Lake Park be renovated and equipped with appropriate humidity and temperature controlled spaces and adequate support space."
- 5.5 "That the Community Schools and other related spaces in the municipality be enhanced to house activities of the members of community arts groups at a subsidized rate."

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- 5.6 "That facilities be developed in partnership with the private sector, unions and non-profit societies to accommodate the growing need for large activity areas."

OBJECTIVE 6: RECOGNITION AND SUPPORT

"To encourage, recognize and support individual artists and arts organizations involved in arts activity within the boundaries of Burnaby."

- 6.1 "That the Municipality affirm and strengthen its cooperative relationship with the Burnaby Arts Council."
- 6.2 "That an Individual Assistance Grants Program be established in Burnaby to support eligible artists, conducting their work within the municipality, to receive financial assistance, to a maximum of \$3,000 per artist per year, for no more than 3 consecutive years; and that the grants available will not exceed 30% of the available allocation (calculated as \$1/capita (\$150,000) x 30% for individual artists = \$45,000)."
- 6.3 "That an Arts Organizations Grants Program be established in Burnaby to support eligible non-profit societies in existence for more than one year conducting their activities within the municipality, to receive financial assistance to a maximum amount related to their level of activity, and that the grant fund be calculated as being at least 70% of an annual \$1/capita allocation (\$105,000), for municipal arts grants."
- 6.4 "That property and/or business taxes charged by the Municipality be waived upon approved application for tax exemption by non-profit arts societies operating facilities or hosting events within Burnaby."

OBJECTIVE 7: ART EDUCATION

"To encourage higher standards and more opportunities for art education and training within the Municipality of Burnaby."

- * 7.1 "That an arts education review committee be established in Burnaby to regularly assess the status and needs for arts education, and to discuss the appropriate roles, responsibilities and programs for the participating institutions."
- * 7.2 "That an Artist-in-Residence Program be established at the Burnaby Arts Centre."
- 7.3 "That the Municipality of Burnaby conduct research and create interpretive signage and promotional literature to enhance current and future works of public art, heritage buildings and arts/cultural facilities in the community."
- 7.4 "That the highly successful arts programs currently offered at the Burnaby Arts Centre be expanded within a new Centre and throughout the community."
- 7.5 "That a biennial conference on arts education be held in Burnaby with a special emphasis on artist/teacher exchanges."

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CONCLUSION

Since several of the arts policy recommendations go beyond the Commission's direct jurisdiction, their implementation is contingent upon the cooperation of other departments, outside agencies and individual citizens. As well, policy implementation initiatives will have to be in harmony with the fiscal priorities of the Parks and Recreation Department in the years ahead.

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