



building communities together

2020 Business Plan Central Cariboo Arts and Culture (1665)

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Working in partnership with communities large and small to offer local, sub-regional, and regional services to ensure that the Cariboo Chilcotin is a socially, economically, and environmentally desirable region.

Department/Function Services

The Central Cariboo Arts and Culture (CCAC) function was established in 2009 by Bylaw No. 4420. The arts and culture service is designed to support the following activities across the Central Cariboo area:

- (i) arts and cultural services, which may include but will not be limited to fine arts, performing arts, historical and festival events, promotion of local crafts, music and market goods; and/or
- (ii) arts and culture facility development, improvement and maintenance.

The service is delivered through a five-year contract (2016-2020) with the Central Cariboo Arts and Culture Society (CCACS), which also operates the Central Cariboo Arts Centre in Williams Lake. The renovated arts centre provides a focal point for arts organizations and offers rental use to various groups. The Society employs an executive director and facility coordinator to manage the centre and supply support to arts and cultural groups throughout the Central Cariboo. Key responsibilities of the Society are the delivery of fee-for-service operational funding agreements and an annual grant program, which provide support for arts and cultural projects and events throughout the service area.

Contribution agreements were established for a three-year term with ten arts and culture groups in 2020 including:

Museum of the Cariboo Chilcotin
Station House Gallery
Community Arts Council of WL
Cariboo Festival Society
Women's Contact Society Festival

Horsefly Pioneer Museum
Likely Cedar City Museum
150 Mile Schoolhouse
Arts on the Fly (Horsefly)
Scout Island Arts in Nature Program

Participants in the service include Electoral Areas D, E, and F and the City of Williams Lake. Requisition is by way of a tax rate applied to the assessed value of land and improvements utilizing hospital district assessment. The requisition limit is the greater of \$200,000 or a rate of \$.0940/\$1,000.

The Directors for Electoral Areas D, E, and F and the City of Williams Lake are responsible for the governance of this service, which is provided through the Central Cariboo/City of Williams Lake Joint Committee with advisory support from volunteers within the arts and culture sector. The Central Cariboo Joint Committee holds an open public meeting once per month.

Business Plan Goals, Rationale & Strategies

2020 Goals

- 1. Goal:** Review the service management agreement with the Central Cariboo Arts and Culture Society.
Rationale: The five-year agreement to deliver the services under the Central Cariboo Arts and Culture function and manage the arts centre building will expire at the end of 2020. Included in the scope of the service agreement is the annual grants program and fee for service agreements with various arts and culture groups.
Strategy: Staff will meet with the CCACS and determine if any agreement amendments are necessary and bring forward a renewal for consideration.
- 2. Goal:** Implement the new CCACS grants program.
Rationale: In 2019, a survey of arts and culture groups and grant recipients was conducted to acquire feedback on ways to improve the grant program, which highlighted issues such as long approval times and confusing criteria. A new more efficient delivery model was approved in late 2019 for implementation in 2020 and forward.
Strategy: The amount of funding available for the grants program will not change and is included in the financial plan. The CCACS will implement the new program and support recipient groups through the process.
- 3. Goal:** Continue relationship building with indigenous communities and individuals.
Rationale: Stronger relationships and more engagement with indigenous communities will diversify arts and culture activities in the Central Cariboo and support broader efforts at reconciliation.
Strategy: The CCACS will consult with indigenous communities on its recently-developed guiding principles document as well as ensuring there is awareness of opportunities for indigenous participation in events, such as Performance in the Park.
- 4. Goal:** Support the delivery of Performances in the Park.

Rationale: A new contract for delivery of the event was awarded in 2019 to the Community Arts Council and transition support will be necessary to ensure continuing success.

Strategy: The CCACS will work with the arts council to ensure the standards and expectations of the event are understood and also discuss opportunities for potential changes and improvements.

5. **Goal:** Work with the City of Williams Lake to complete a building assessment and improvement plan for the arts centre.

Rationale: It has been ten years since the arts centre was established in the renovated old fire hall and it is appropriate to conduct an assessment for major maintenance projects as well as plan for capital improvements.

Strategy: The CCACS will work with staff at the city to complete a detailed assessment of the building and develop a list of potential capital improvements to make the centre more functional and efficient.

Overall Financial Impact

The 2020 requisition is increased by 1% from 2019 amounting to \$2,046 for a total current requisition of \$206,649. A 1% increase is included each year thereafter to account for maintenance of the service agreement commitments contained within the business plan.

The 2019 requisition was increased by 1% from the 2018 requisition.

The three-year Fee for Service contribution agreements with ten arts and culture groups were executed in 2020 with a total of \$84,500 provided through the CCAC function.

The annual project grant program delivered by the CCAC Society has been stabilized at \$25,000 for the term of the financial plan. This funding level has been adequate to support most of the qualifying applications received; however, the objective is to increase awareness and utilization of the program, which in time may result in limitations on funding support provided.

Significant Issues & Trends

The CCAC function has evolved with a stable, full-service delivery structure; however, the budget available for new programs is limited. The main objective of creating a sustainable support mechanism for continuing to develop arts and culture in the area has been achieved.

The Central Cariboo Arts Centre continues to be a busy hub for arts and culture activities. Tracked up to September, the arts centre had 186 bookings in 2019 and the annual total in 2018 was 304.

Arts and culture, as a community sector, continues to grow along with the changing demographic trends towards an older population. Research consistently shows the social and economic benefits of investment in the arts. Traditionally, sector activities have been provided by volunteers of numerous distinct organizations with minimal integrated planning and cooperation. Moving forward, the most effective and efficient way to meet the growing demand for more sophisticated arts and cultural activities is by encouraging development of the sector under the leadership of the CCAC Society and its efforts to foster inter-group cooperation and access to new sources of funding support. This cooperative strategy is supported by arts and culture studies commissioned by the Cariboo Chilcotin Beetle Action Coalition and the Central Interior Regional Arts Council and by the Service Delivery Plan developed by the Regional District.

Measuring Previous Years Performance

Goal: Review Fee-for-Service agreements.

- Completed. A review committee was established and brought forward recommendations for support agreements with ten arts and culture groups.

Goal: Review CCACS grants programs (Project Grants and Support Grants).

- Completed. The grant programs were re-designed for delivery in 2020 to simplify the process and improve efficiency.

Goal: Continue Indigenous relationship building and arts outreach program development.

- Partially completed. The society developed a draft guiding principles document for engaging indigenous communities; however, it was premature to develop an actual arts outreach program.

Goal: Continue the assessment of arts and culture in the Central Cariboo.

- Completed. An extensive report was received, which validated the efforts of the arts and culture function and the CCACS to date. A summary of conclusions will be produced for presentation.

Other Accomplishments:

- Awarded Support Grants (from the Society's own resources) for 2019 in the amount of \$14,600

- Executive Director participated in new ArtWalk Juried Exhibit as a juror.

- Made Emily Clearwater, Arts Centre Administrator, a regular employee following a successful probationary period.

- Established a thorough and well-used recycling station at the Arts Centre.

- Awarded the Performances in the Park 2020-2022 sub-contract to the Community Arts Council of Williams Lake