

POLICY #080103

SUBJECT:

ARTS POLICY

EFFECTIVE DATE: June 23, 1997

ADMINISTERED BY: LEISURE SERVICES

Statement of Definitions

The arts in this document refers to a wide variety of artistic endeavors including the following with a few examples:

The performing arts

(music, theater, drama, opera, mime, dance, puppetry, etc.)

The visual arts

(painting, drawing, sculpting, etc.)

The media arts

(publishing, radio, television, film, video, photography, sound recording, etc.)

The literary arts

(prose, creative writing, poetry, etc.)

The environmental arts

(architecture, urban design, landscaping, etc.)

The multicultural arts

(ethnic celebrations, festivals, fairs, etc.)

The recreational arts

(bands, barber shop quartets, square dancing, gourmet cooking, etc.)

The heritage arts

(archeological sites, artifacts, archival materials, traditions, folk tales, etc.)

The material arts

(crafts, pottery, weaving, enameling, rug hooking, lapidary, etc.)

Policy Statement

In keeping with the mission statement of the City of Prince George, the purpose of this arts policy is to promote Prince George as the Northern Arts Capital of BC through providing access to the arts for all citizens by supporting the arts, encouraging partnerships, stimulating excellence and acknowledging and promoting the contribution of the arts towards providing an excellent quality of life in Prince George.

City's Mission Statement

The mission of the City of Prince George is to fulfill our destiny as BC's "Northern Capital" through:

the development and enhancement of
opportunities for employment, investment
and reward; and

the provision of an excellent quality of life.

Guiding Principles

The City of Prince George recognizes the following guiding principles which underlie the policy.

a) The Arts are integral to all aspects of community life.

People engage in creative expression on a daily basis as part of who they are and what they do. A community that provides stimulation, challenge and growth will also provide a higher quality of life for its residents. A strong commitment to community arts development will contribute to:

creating a sense of community identity and
spirit

creating individual sense of belonging

developing the creative potential of people

developing family strength and cohesion

understanding our heritage

encouraging diversity, uniqueness and innovation

encouraging respect for cultural traditions

meeting the needs of generations and diverse groups

b) The status of the Arts must be maintained at a high level.

The Arts make a significant contribution to the economic, educational, social, and environmental health of a community and its citizens. The City of Prince George perceives the creative role of the arts in the fostering of values, attitudes and environments essential for the development of a contemporary society. The City of Prince George will accord high status to the Arts and consider them a key factor in any planning process for future development.

c) Support for the Arts is important to the development of the City.

The status of the arts and appreciation for the intrinsic value of creativity by the City of Prince George will be recognized by support that reflects a strong commitment to the arts.

The City of Prince George will continue to assess and prioritize current financial programs to meet the needs of arts organizations and will assist groups and individuals in seeking assistance from sources other than the City of Prince George.

d) Learning, Appreciation and Participation in the Arts must be encouraged.

Learning is a life long process and the quality of life in a community is affected by the ability of its members to learn and grow.

Artistic expression begins with individuals and small groups creating their own communities. These endeavors may lead to a broader 'stage' but local support and nurturing are critical to the development. This includes appropriate

conditions in which to develop, practice, perform and exhibit.

Creative expression is also recognized to be a two-sided proposition. Both the creator and the observer benefit from the exchange through appreciation and participation. Participation enhances and empowers individuals and communities to determine their own priorities and to make change.

e) Partnerships between the City of Prince George and Arts organizations are essential.

The City of Prince George in partnership with local arts organizations is responsible for the local development of arts to help create a greater vibrancy of art activity and appreciation. The City of Prince George assumes the responsibility of being the primary advocate for the arts by setting policies, programs, and services that are compatible with those offered by these partners and the City of Prince George believes that efforts toward development and enhancement of the arts will be maximized through cooperative partnerships.

However, as a major partner in the arts, how the City of Prince George views and promotes the arts will affect how the arts are perceived by the citizens of Prince George. Therefore, the City of Prince George will endeavor to promote the arts in a positive manner.

f) Excellence is important in artistic endeavors.

The City of Prince George promotes the pursuit of excellence in artistic endeavors and to this end sees value in the enhancement of educational and training opportunities for its artists, the cultivation of higher standards of appreciation and the provision of facilities and venues for better presentation of and access to the art product. Excellence should be identified, encouraged and rewarded at all levels of the arts.

Goals

Goal 1

DEVELOPMENT PLANS

In future long-range fiscal plans, efforts will be made to develop the arts in Prince George using the following goals of this policy statement. Priorities will be established to ensure that the most important developments occur first to take full advantage of community initiatives and to balance arts support with other developing sectors.

An Arts Policy Action Plan will be submitted to the Arts Committee (see Goal 2) for their consideration. Utilizing this document, the committee will prioritize and develop short and long term plans to achieve the Policy's goals. These plans will be recommended through the Leisure Services Commission to City Council for approval.

Goal 2

GOVERNANCE

To establish an Arts Committee under the Leisure Services Commission to oversee policy implementation and review, to outline roles and responsibilities of the City of Prince George and partners in arts development and make recommendations in the areas of planning and funding allocation.

The City of Prince George recognizes the need to establish an arts committee of knowledgeable individuals to oversee the implementation of the Arts Policy and to ensure that it is continually evaluated and reviewed and periodically updated. This committee of Leisure Services Commission would recommend effective working strategies for meeting the goals and objectives as outlined in the Municipal Arts Policy and accompanying documents.

The Committee will be responsible for developing funding policy, criteria, application procedures and allocating all arts funds and services for approval by Leisure Services Commission and City Council.

The Committee should also assist in developing the aesthetic character of the city by providing an arts perspective in the planning of buildings, parks and public spaces.

Goal 3

ACCESS

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

Through the City of Prince George's services and those of partner organizations the City will endeavor to provide easily accessible programs and services at a reasonable cost to all those who live, work and visit in Prince George. Optimum access to art education, training, presentation and appreciation will also be addressed by the City of Prince George.

Programs and services must also take into consideration the special needs of all residents. Art is for everyone.

Goal 4

PUBLIC AWARENESS

To improve the level of public participation and awareness of the value of the arts and to preserve and promote the integrity and vitality of the arts in Prince George.

The City of Prince George should assume a strong role as advocate for the arts and promote the value of arts to the society. In recognition of the economic, social and environmental benefits that occur from a vital arts presence, priority should be given to enhance the public understanding of present resources and the potential for greater achievement in the arts.

The City of Prince George will assist individuals, groups and organizations in improving the status of the arts within the community and encouraging civic pride in its levels of accomplishment.

The City of Prince George is one of the primary advocates of the arts and how it deals with the arts will affect how the public perceives the arts. The City of Prince George will set an example for the community by advocating support for the arts and considering the arts in all its decision making processes.

The development of arts facilities to accommodate the needs of artists and audiences alike would contribute greatly to the public awareness of the arts. These facilities would stand as architectural advertisements and would reflect the value placed on the arts in the community.

It is believed that by promoting increased awareness, the informed citizen of today will become the participant and willing arts supporter of tomorrow.

Goal 5

DIRECT PROGRAMS

To establish and maintain arts programs and services sponsored by the City of Prince George where there is an identified community need.

The City of Prince George will assist in the growth of the arts by offering some direct programming at the grass roots level where there is a community need. These programs may, in time, become self supporting or be absorbed by other community organizations.

Continuous and more advanced programs can be implemented in areas where they are deemed as essential or to the benefit of the community and where the City of Prince George "can do it better than anyone else." Examples include the provision of consulting services to non-profit organizations, collection and interpretation of statistical information, program information, liaison and referral services.

Goal 6

COMPLEMENTARY PROGRAMS

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

A complementary program is a forum in which the artists and the audience can interact. Examples of this would be exhibits, concert networks, performances and festivals, etc.. Without these, the community can not enjoy the fruit of the artists' labour. These programs should accommodate all the citizens of Prince George as well as tourists and visitors. There should be accessible showcases or learning opportunities for local talent and artists from outside Prince George. The presence of national or international artists and touring exhibitions provides a needed perspective for local talent and audiences.

The City of Prince George should work with volunteers, organizations and government to encourage the development of present avenues for presenting the arts to local residents, tourists and visitors and to promote and support local artists at provincial, national and international levels.

Goal 7

FACILITIES

To support initiatives to build or improve facilities dedicated to artistic and creative endeavors where the community need is identified, and to consider such needs in the development or redevelopment of properties owned and operated by the City of Prince George.

Proper facilities are essential for the enhancement of public awareness of the arts, effective programming and development of creative community citizens. Facilities specifically designed for a variety of artistic activities are fundamental to the success of the arts in Prince George.

A number of facilities will be needed for performances, concerts, exhibitions, children, youth, studios, festivals, administration and rehearsal space. Therefore, effort should be

made to coordinate a number of public and private facilities to meet the need for the delivery of the arts.

As with health, education and sports, the arts need a home and the City of Prince George should continue to provide leadership in the development and operation of arts facilities as part of the mandate of the public service.

As Prince George matures, it is feasible that arts groups and the private sector may have the market and means to operate, lease or own their own arts facilities. This should be encouraged and supported, adding diversity to the economy of Prince George and less dependency on the public purse and direct service.

Goal 8

RECOGNITION AND SUPPORT

To encourage, recognize and support individual artists and arts organizations involved in arts activities within the boundaries of Prince George.

A comprehensive services and financial assistance/investment program should be developed to consolidate and enhance funds and services dedicated to artists and arts organizations in Prince George.

Policy must be developed for each funding program, criteria for funding and application procedures.

Services and financial/investment funds may be offered for different purposes both in the short and long term. Such purposes may include, but not limited to, encouraging productivity and continuity, assisting City planning and development goals, assisting tourism, matching incentives for other levels of government, assisting the economic development of artists through commissions and purchase of art work, in-kind services or managing City facilities.

As the City of Prince George is only one financial partner, arts organizations should not relinquish responsibility or financial integrity in the belief that the City of Prince George has become a perennial sponsor.

As the City of Prince George is the partner with the most to gain, it should encourage business, corporations, unions, foundations, and other government/ministries/departments/agencies to work with artists and art organizations in the growth and development of Prince George.

Goal 9

ARTS EDUCATION

To encourage high standards and opportunities for art education and training within the City of Prince George.

Art education is the cornerstone of a developing community. Developing artists with wider concepts and finer skills will prepare our citizens with richer aesthetic experiences contributing to their capacity for success and fulfillment throughout their lives.

There are many ways to gain an arts education. The City of Prince George should work to achieve circumstances and partnerships in all available forms of comprehensive art education. This commitment carries with it a concern for all educational opportunities, whether they be master classes, short courses, workshops, recreational learning experiences, lectures, artist-in-residence programs, noon hour concerts or whatever meets the specific needs and capabilities of the diverse population of the community.

Art education within schools is seen as the most effective way to raise standards of art production and appreciation. Although the City of Prince George is not in direct control of the school curriculum, it should work closely with its major partners, School District 57, CNC and UNBC, to realize a comprehensive arts curricula at all levels of education. It should promote cooperation between education leaders in Prince George in every way possible to effect a logical progression of studies so those with interest and capacity may reach advanced levels of understanding and skills.