

2014 Municipal Election Platform Proposed by Manitobans for the Arts

Executive Summary

About Us:

Manitobans for the Arts was created in 2012 to advance arts, culture, heritage and creativity in our province. Manitobans for the Arts is a non-partisan, volunteer and member led group that places arts and culture at the center of our province's prosperity and quality of life.

In conjunction with the arts and culture community, Manitobans for the Arts have developed *Vision 2030*, envisioning a Winnipeg where: arts, culture, heritage and creativity are embedded pillars of our individual and collective thinking and approach to urbanism and municipal decision-making. Consistent with this vision we believe that the next Mayor and Council should implement the following strategies into a robust arts and cultural platform:

Strategy 1: Integrate the arts, culture, heritage and creativity sector into municipal decision-making processes.

Civic development proposals to Council will include an arts, culture, heritage and creativity impact statement and municipal capital projects should include an artistic component.

Strategy 2: Develop and expand creative spaces and facilities.

Address the infrastructure deficit affecting existing spaces and facilities (e.g. museums, Concert Hall, historic venues), by establishing a new dedicated capital fund for cultural and heritage organizations. (Initial capitalization to be obtained through tri-government negotiations.) Further, city programs will promote the positive use of vacant buildings and spaces for arts, culture, heritage and creativity.

Strategy 3: Strengthen financial capacity and sustainability.

Increase the 2015 City of Winnipeg Operating Budget allocation for the Winnipeg Arts Council (WAC) from the current \$5.65 per capita to \$7 per capita and increase annually by \$1 per capita until the funding level has reached the average for municipal funding in other major cities. (In Toronto, Montreal, Ottawa, Vancouver, Calgary the 2009 average was \$35 per capita). Immediately restore the 5% reduction in municipal funding to civic museums.

Strategy 4: Preserve our Heritage

Restructure the Winnipeg Museums Board from a sub-committee of the Standing Committee on Protection and Community Services to be an arm's-length Winnipeg Museums Council and expand its mandate to include all museums located within the City of Winnipeg. Create a task force to review and refresh the City of Winnipeg's heritage preservation and museums policy.

Our full platform follows...

2014 Municipal Election Platform

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Manitobans for the Arts
Arts, Cultural, Heritage, Creativity (ACHC) – It's Who We Are

“Winnipeg is a city of the arts. We are a city that expresses itself through arts, culture and creativity. We are a city that values its artists and its creative industries for their immeasurable contributions to our quality of life and for making this city a great place to live.”

OurWinnipeg, Section 03-3, Creativity

(Adopted in 2011 by Winnipeg City Council, OurWinnipeg presents a 25-year vision for the entire city, positioning it for sustainable growth and future competitiveness.)

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PREAMBLE

The Arts, Culture, Heritage, Creativity (ACHC) sector is an essential part of Manitoba's competitive economy, and positively impacts jobs, businesses, national and internal profile, and quality of life. Investment in a strong ACHC community is critical to social and economic prosperity, and creates a desirable environment for the development and growth of business and the populace. Today, a city's 'climate' is no longer the exclusive purview of economics and weather - arts, culture, heritage and creativity are becoming critical benchmarks by which cities are being graded.

A community is more than a collection of buildings, streets and bridges. ACHC organizations, individuals and supporters are part of an industry that, like infrastructure, serves as a foundation for our future. It is a sector accessible like no other, serving all ages or youth-at-risk, reconnecting thousands of Manitobans to their heritage through museums and galleries, or offering tangible reflections of Winnipeg past and future in architectural design and entrepreneurial output.

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“ART- iFACTS”¹

Economic Impact:

- **\$1 billion** - estimated annual GDP in Winnipeg from the ACHC sector
- **93.8%** - all expenditures by local non-profit organizations spent in Winnipeg
- **8.2%** - Winnipeg business establishments involved in activities related to arts and culture
- **26,000+** - number Manitobans employed full time in ACHC sector - 6.4% of Winnipeg’s and 4.5% of Manitoba’s labour force - comparable to finance, insurance and real estate, and construction sectors
- **4.3%** - average employment growth in industries related to interactive digital media (advertising, creative design, film and video production and information systems design)
- **18:1** - leveraging ratio for every dollar of municipal funding support to local non-profit arts and cultural organizations from the federal and provincial governments and from private sources
- **11%** - reduction of per capita funding to Winnipeg Arts Council since 2007

Social Impact:

- **2.6 million** - local admissions recorded annually for ACHC events
- **1.6 million hours** - volunteer time contributed to non-profit arts and cultural organizations by Winnipeggers each year
- **84.1%** of local non-profit arts and cultural organizations provide programming tailored to young audiences.
- **323,541** – the number of class/workshop hours of arts and cultural education for 166,480 students in Winnipeg.
- **99.6%** - participation rate of Manitobans aged 15 or older in one or more arts, culture or heritage activity in 2010

¹ Sources: Ticket to the Future, Phase 2 – A Cultural Action Plan for Winnipeg; OurWinnipeg; Hill Strategies Research 2009; and, the Winnipeg Arts Council *Encore 2014* report.

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VISION 2030

Vision 2030 imagines a Winnipeg where:

- local arts, culture, heritage and creativity are embedded pillars of our individual and collective thinking and approach to urbanism and municipal decision-making
- arts, culture, heritage and creativity are at the core of the community conversation, recognized and valued for their positive contribution to all facets of citizens' lives
- a visibly vibrant and accessible ACHC sector is a cornerstone in every neighbourhood, driven by a broad-based, sustainable funding model and innovative physical infrastructure
- the role of arts, culture, heritage and creativity is a way of life that inspires, connects and strengthens 'community', in particular our city's unique place within the world, going beyond giving voice and verse to our collective experience and identity;
- Winnipeg has become a city of choice, feted for its diversity, inclusivity and excellence

Vision 2030 is consistent with, and builds upon OurWinnipeg's eight directions for the creative sector:

- 1. Continue to develop Winnipeg's unique artistic identity and diversity of expression**
- 2. Act as a responsible steward for city-owned museums, archives and collections**
- 3. Support a wide range of arts and cultural facilities**
- 4. Support and enable meaningful community expression**
- 5. Foster life-long arts learning opportunities**
- 6. Promote awareness of the richness of Winnipeg's arts and culture within and outside Winnipeg**
- 7. Grow support for creative industries and entrepreneurs**
- 8. Establish Winnipeg as a city of choice and desired destination for artists and creative professionals**

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The following platform strategies and actions are bold, as is the nature and defining power of the ACHC sector. The platform contains a mix of actionable items that can be realized quickly and others that are aspirational and may require decades to become reality.

As with the ACHC sector, the platform encompasses all of the people of Winnipeg. The unique assets of our indigenous and immigrant populations must be brought to bear to actualize the platform and to ensure that " It's Who We Are" truly includes us all.

STRATEGIES AND ACTIONS

To realize the 2030 vision, Manitobans for the Arts urges municipal candidates to incorporate the following strategic actions into their cultural platform.

Strategy 1: Integrate ACHC sector into municipal decision-making processes

Creative cities do not manufacture creativity as a product; creativity is an element that permeates all aspects of urban life - from constructing art to artful construction. Municipal government must make a concerted effort to embrace and instill arts, culture, heritage and creativity as decision-making elements considered along with price, time and quality. When woven into the decision-making matrix, arts, culture, heritage and creativity provide exponential value and broaden citizens' measure of urban success.

Actions:

- i. Recommend that the Mayor commit to an Annual State of ACHC in Winnipeg address to update progress on the strategies and actions outlined herein.
- ii. Explore establishing a mechanism on arts, culture, heritage and creativity with a mandate to integrate cultural policy and development into municipal decision-making processes.
- iii. Incorporate creativity/innovation criteria, in line with price, timelines and quality, as part of municipal tendering process for goods and services.
- iv. Require ACHC impact statements for proposed policies, procedures, regulations, and development recommendations by the civic administration.
- v. Revise appropriate Secondary Plans, where possible, to strengthen the ACHC focus/identity of distinct areas and neighbourhoods.

Strategy 2: Develop and expand creative spaces and facilities

Ideas may not require bricks and mortar to take shape, but transforming ideas into physical form requires creative spaces and facilities. While a number of assets exist across Manitoba, there remains a far greater demand than supply. Municipal governments have an opportunity to leverage existing opportunities, empower the ACHC sector to better meet the demand and realize its full economic and social benefit.

Actions:

- i. Establish, through financial and legislative support, a Creative Campus in Winnipeg's Exchange District.
- ii. Address the infrastructure deficit affecting existing spaces and facilities (e.g. museums, Concert Hall, historic venues) through a new dedicated capital fund for cultural and heritage organizations. Initial capitalization would be achieved through tri-government negotiations.
- iii. Create programs to promote the positive use and presentation of vacant buildings and spaces, in particular downtown, by the ACHC sector through municipal incentives or concessions for landowners. Vacant buildings contribute to declining property values, vandalism and urban blight within the surrounding area. A program to incent landowners to offer subsidized space to artists, to work and live, would address the negative effects of inactivity, provide value for the landowner on interim basis, support the ACHC sector and contribute to community well-being and pride.
- iv. Support Creative Placemaking Initiatives in neighbourhoods throughout the city. Creative Placemaking intentionally leverages the power of the arts, culture and creativity to serve a community's interest while driving a broader agenda for change, growth and transformation in a way that also builds character and quality of place.
- v. Integrate cultural facilities within existing and new community centres.

Strategy 3: Strengthen financial capacity and sustainability

The ACHC financial support matrix in Canada is complex, diverse and precarious - the impact from a sudden reduction or loss of funds from any of the three major sources - government, private sector or earned revenue - is crippling for a sector operating on the margins. The ACHC sector in Winnipeg is committed to working with its financial partners to secure long-term, predictable and sufficient funding along with a plan to diversify its financial base, with a goal of achieving greater self-sufficiency and self-determination.

Actions:

- i. Set the 2015 City of Winnipeg Operating Budget allocation for the Winnipeg Arts Council (WAC) at \$7 per capita; implement annual per capita increases of \$1 until the funding level has reached the five-city average for municipal funding (Toronto, Montreal, Ottawa, Vancouver, Calgary: 2009 average was \$35 per capita). Subsequent annual funding levels are to be tied to the rate of inflation in Winnipeg. Currently, the City of Winnipeg provides a \$5.65 per capita allocation to WAC.
- ii. Immediately restore the 5% reduction in municipal funding to civic museums approved in the 2013 Operating Budget and commit to annual and retroactive funding indexed to inflation.
- iii. Add to the \$500,000 currently committed to WAC's Public Art Program by collecting an amount equal to 1% of the engineer's estimate of the cost of major municipal capital projects.
- iv. Negotiate with the private sector to allocate a portion of the costs of major private capital projects to public art.
- v. Establish a civic task force in spring 2015, comprised of ACHC, government and other private sector interests with a mandate to identify opportunities to broaden the revenue base for arts, culture and heritage entities.

Strategy 4: Preserve our Heritage

Our city's future requires that we understand and preserve the past, which serves as a historical account of our shared experience. Winnipeg is blessed to have a long-standing heritage community, committed to capturing our collective experiences and presenting them for the enjoyment and betterment of future generations. A robust and innovative reboot of heritage policies and programs in Winnipeg is needed to ensure the community's heritage efforts are able to meet the increasing challenges of funding and development.

Actions:

- i. Review and refresh the City of Winnipeg heritage preservation and museums policy landscape, through the creation of a civic task force using public engagement to solicit community input. The task force is to be comprised of representatives from the ACHC sector, municipal officials and citizens-at-large. Among specific areas to be addressed are museums, heritage buildings and landscapes, monuments, archives, archaeological heritage and significant collections.
- ii. Assess and strengthen current civic practices with respect to information sharing and archival practices with the Province of Manitoba's Historic Resource Branch.
- iii. Restructure the Winnipeg Museums Board from a sub-committee of the Standing Committee on Protection and Community Services to an arm's-length Winnipeg Museums Council and expand the mandate and jurisdiction to include all museums located within the City of Winnipeg. A restructuring of the funding model is needed to ensure all museums are eligible for civic funding based on merit as determined by peer assessors; at present, only 14 museums receive funding from the Winnipeg Museums Board.