

Bringing Meaning to "The City Of The Arts"

*Or ...One way forward to building a more connected,
inclusive, arts, culture, and business community in Port Moody*

Delegation Presentation to COPM City Council (By Zoom)
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First presented to the City Arts and Culture Committee by Zoom Webinar
November 1, 2021 - Special Meeting on "The City of the Arts" Origin and Future

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*"I've learned that people will forget what you said,
people will forget what you did, but people
will never forget how you made them feel."*

- Maya Angelou

Mike Arseneault + RecreateNow Marketing

A Port Moody City resident and homeowner, and grateful 2022 Civic Arts Award Recipient.

A creative storyteller born with endless curiosity and enthusiasm.

A strategic award-winning marketer who thinks global, but acts local.

A sponge for listening and learning with a motivating desire to innovate and lead.

A curious artist and curator who uses images and design, color and light, words and typography, to inspire and evoke.

A theater chameleon; actor and producer, as comfortable onstage or behind the scenes.

A small business owner, heritage champion, and relentless community advocate, enabler, and connector.

A creative and resourceful pull-up-his-sleeves and get-it-done guy who believes that an "arts-connected community" is a better community.

These are just a few of the brands below that I have been fortunate to help lead over the years.



Purpose: What I'm sharing today

Observations from close to fifty "1:1 coffee meetings" and qualitative outreach with a diverse group of Port Moody artists, influencers, business owners, City leaders, "arts, culture, and heritage" stakeholders, and community members.

Current perception of "The City Of The Arts" slogan/positioning.

A new "way-forward" to evolve, broaden, and bring more dimension to the *definition* of "art" and "all arts" in The City of the Arts.

A communications and messaging "idea" (platform) to bring more personal meaning to change and deepen the public's personal connection to Port Moody and "The City Of The Arts".

Key Insights: Why people love Port Moody

The People are the "heart" of the City.

- Lovely friendly people, strong sense of "community"
- "Passionate community groups and organizations"
- "Great hikes, lovely people, community vibe"
- "It's a City, but definitely feels like a small town"
- "My neighbours"
- "Gorgeous city and I love how friendly everyone is. Definitely feels like a small town"
- "It's the little things"

Nature is at our doorstep.

- Nature at our doorstep (ocean, inlet, lakes, mountains, trails)
- "Steps away from oceanfront park and beautiful mountain views"
- "Small town in a gorgeous setting"
- "Nature and a sense of community"
- "Beautiful outdoors (Eagle Mountain, Shoreline trail, Rocky Point Park, Old Orchard)"
- "The inlet, trails, lakes, mountains, salt air, trains, family, and the memories"
- "The juxtaposition between urban ease and true wilderness"
- "Safe place to raise a family"

Our Amenities, Events, and an Arts Venue

- Breweries and Food Trucks
- Artisan places (Cascadia Bakehouse, Rocky Point Ice Cream, Gabi & Jules, Café Divano)
- "The Arts Centre, vibrant neighbourhoods, parks and amenities, breweries, friends, trails, the festivals"
- "Golden Spike Days, RibFest, Car Free Day, Farmer's Market, Sunday Music in the Park"
- "I look forward to the future. I hope we will get more shopping and dining options and reasons to stay here all the time"

Key Issue: Confusing perception of "arts" in Port Moody and "The City Of The Arts".

"The artists and artisans living and working in Port Moody are the City's biggest assets."

"I have been here for seven years and looking for the answer to this question."

"The 'City of Arts' was an identity tag line for PoMo that had faded along with the ignored signs that carried it."

"City of the Arts is not necessarily a City adorned with public art but instead it is a City that supports artists and artisans and has the spaces that are needed to create, fabricate, and manufacture their work".

"I don't think we really have any, or at least many. I was a bit let down by that bit of false advertising."

"The Arts Centre is a fantastic asset to the city. The studios on Esplanade also. And, although temporary, the Spring Street studios are another great asset. The common denominator is spaces to create".

"What might make it live up to its moniker? I think that we have a shortage of affordable studio spaces, so maybe we could request/require developers to provide these kinds of spaces."

"The arts are just so many things to me, visual arts, culinary arts, literary arts, performing arts. They create interaction between people, creative thinking, opinions, goals, and pleasure".

"To me the arts are not just random sculptures developers place as part of the development requirements. The arts can be our natural landscapes as well. I think it's time for a rebranding".

"I'd really love to see us all trying to keep and live up to our name by supporting and contributing to Arts in the City".

"Mike A has been asking this question since he moved here at the end of 2020, and has been instrumental in moving us towards a more fun, collaborative and inclusive direction".

Problem: Definition of "art" in Port Moody is too narrow.

Broadly speaking, "art" or "arts" seems to have a very narrow definition. This may explain why it's hard for people to convey any emotional attachment to the "The City Of The Arts" slogan. To many people, it's simply a moniker with limited dimension, understanding, or authenticity.

Four general buckets (classifications) for arts were identified

Full time
working
artists
only

PoMoArts
Centre
Building

City
Public Art
Installations

A variety
of social
unconnected
events

"Art should be something that liberates your soul, provokes the imagination and encourages people to go further." - Keith Haring

"Shouldn't we ask more from The City of the Arts?"

What is the opportunity?

"Arts" can be the multiplier to help build a stronger, more prosperous and connected arts and business community. The City of the Arts is Port Moody's slogan/positioning so we should own it and amplify it. We need to show how arts live and impact our community and work to change the perception that **arts** is just a building or a sculpture in a park.

ARTS IS "the heartbeat of the community".

And by this we mean ALL ARTS.

The City of the Arts should embrace, celebrate, and amplify the diversity of the arts in Port Moody.

"Maybe we can help change the narrative and definition of art."

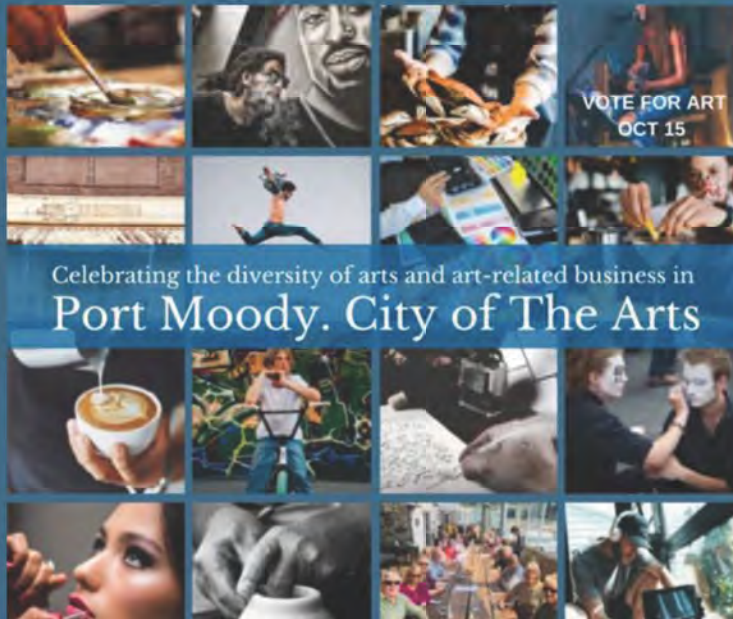
Change the narrative and embrace the diversity of arts in Port Moody.

We can build a deeper connection to the arts by communicating a broader, more inclusive definition of art(s) and the creative maker. We need to tell the diverse stories of the artists, creatives, makers, and arts-related businesses that live, work, play, and invest time, energy and resources here in Port Moody.

Let's embrace the diversity; all the shades and colours of arts in Port Moody.
Let's support both established and emerging artists.

Art lives, works, and plays in Port Moody (but who knew)?

ART(S) IS
Everywhere.



Painting
Sculpting
Beer making
Photography
Pottery
Woodcarving
Writing
Film
Improv
Illustration
Design
Busking
Architecture

Cooking
Dance
Film
Music
Theater
Poetry
Spoken Word
Heritage
Fashion
Gastronomy
Storytelling ...

etc. etc. etc.

What should be the desired outcome?

Solution: A deeper more meaningful connection to the City achieved by changing/expanding the definition of arts and sharing the diverse artist stories

If we communicate a broader vision and definition of "arts" in Port Moody, and share the diverse artists stories, we can **connects "arts" to the "hearts"** of more residents who live, work, play, visit and invest in Port Moody.

We can invite everyone to enjoy the benefits of a more inclusive, harmonious, prosperous and arts-connected community.

We can also attract the right businesses and industry that support and want to be part of this this City with the enviable positioning and slogan - **The City of the Arts**.

"Arts in Port Moody is way more than a building or art in the park.

All artists from the brewmasters on Brewer's Row to the multitude of makers, creators, artisans, designers, arts events, non-profits, and local businesses rely on arts in some way to connect, grow and prosper.

ARTS in the "The City of the Arts" should be a key lever to build and differentiate Port Moody".

How can simple improved messaging help?

Proposed Messaging & Branding Idea

ART(S) IS



"A great positioning statement should be distinct, authentic, believable, inspiring, memorable, and ownable."

ART(S) IS **PORT MOODY**
CITY OF THE ARTS

Easily adapts to existing COPM branding

Sample Executions



Note: This is a working design treatment only.

The design concepts on the slides that follow are for placement only.
Not all photos, names, content are accurate. They are examples for demonstration only
to show design treatment/approach and copy direction. Do not share externally.

ART(S) IS

Dance
Film
Music
Painting
Sculpting
Writing
Illustration
Visual Artist
Theater
Poetry
Photography
Spoken Word
Heritage
Pottery
Fashion
Architecture
Gastronomy
and more.

Katy Jackson, Noons Creek Creative Studio

VISUAL ARTS



ART(S) IS PORT MOODY
CITY OF THE ARTS

ART(S) IS

Visual Arts

Katy has a diverse arts and business background starting her career in advertising and the music industry in Toronto. These days, she pursues her passion for arts as a Ceramic/Fibre Artist and is the founder, small business owner, and teacher, at Noons Creek Creative Studio here in Port Moody.

Katy Jackson, Noons Creek Creative Studio

VISUAL ARTS

example with artist story

ART(S) IS PORT MOODY
CITY OF THE ARTS

ART(S) IS

Dance
Film
Music
Painting
Sculpting
Writing
Illustration
Graphic Design
Theater
Photography
Poetry
Mixology
Spoken Word
Heritage
Pottery
Fashion
Architecture
Gastronomy
and more.

MIXOLOGY

Greta Smith, Mixologist, St. James Well Pub

ART(S) IS PORT MOODY
CITY OF THE ARTS

Dave Whetham, Photographer, Port Moody Shutterbugs

PHOTOGRAPHY

ART(S) IS

Dance
Film
Music
Painting
Sculpting
Writing

Photography

Theater
Poetry
Spoken Word
Heritage
Pottery
Fashion
Architecture
Gastronomy
and more.

ART(S) IS

PORT MOODY
CITY OF THE ARTS

Dance
Film
Music
Painting
Pottery
Writing
Illustration
Graphic Design
Theater
Poetry
Photography
Spoken Word
Heritage
Pottery
Fashion
Architecture
Gastronomy
and more.

ART(S) IS

Gillian McMillan, Potter, Tri-City Potters

POTTERY

ART(S) IS

PORT MOODY
CITY OF THE ARTS



ART(S) IS

Pottery

Born in Dorset, England, for years this Potter and Educator organised the local craft fair, sold from her home studio, taught wheelthrowing at Place des Arts and even built a natural gas fired kiln in her garden. After years of learning and perfecting her craft, she helped establish the Port Moody Arts Centre and its clay programme where she was an artist-in-residence there for three years. Gillian now works from her home studio which is open by request.

Gillian McMillan, Potter, Tri-City Potters

POTTERY

example with artist story

ART(S) IS **PORT MOODY**
CITY OF THE ARTS



Film
Music
Painting
Sculpting
Writing
Illustration
Graphic Design
Dance
Poetry
Spoken Word
Heritage
Photography
Pottery
Fashion
Architecture
Gastronomy
and more.

ART(S) IS

Cori Caulfield and students, Caulfield School of Dance

DANCE

ART(S) IS **PORT MOODY**
CITY OF THE ARTS



Dance
Film
Music
Painting
Sculpting
Writing
Illustration
Graphic Design
Theater
Poetry
Photography
Chocolate Making
Heritage
Pottery
Fashion
Architecture
Gastronomy
and more.

ART(S) IS

ART(S) IS PORT MOODY
CITY OF THE ARTS

Margaret Inoue, Cocoaro Craft Chocolate

CHOCOLATE MAKING



Dance
Film
Music
Sculpting
Writing
Illustration
Graphic Design
Busking
Poetry
Photography
Spoken Word
Heritage
Pottery
Fashion
Architecture
Gastronomy
and more.

ART(S) IS

Joe Ryan, Musician and Busker

BUSKING

ART(S) IS PORT MOODY
CITY OF THE ARTS



Dance
Film
Music
Painting
Sculpting
Writing
Illustration
Graphic Design
Theater
Poetry
Photography
Spoken Word
**Heritage
Storytelling**
Pottery
Fashion
Architecture
Gastronomy
and more.

The heritage stories of the historic loco Townsite.
The legacy of Dr. Mary Anne Cooper.

ART(S) IS PORT MOODY
CITY OF THE ARTS

ART(S) IS HERITAGE STORIES



Dance
Film
Music
Painting
Sculpting
Writing
Illustration
Graphic Design
Acting
Poetry
Photography
Spoken Word
Heritage
Pottery
Fashion
Architecture
Gastronomy
and more.

ART(S) IS PORT MOODY
CITY OF THE ARTS

ART(S) IS

Mike Arseneault, Artistic Director, and performers of loco Players Theatre

PERFORMANCE



Dance
Film
Music
Cooking
Sculpting
Writing
Illustration
Graphic Design
Theater
Poetry
Photography
Spoken Word
Heritage
Pottery
Fashion
Architecture
Gastronomy
and more.

ART(S) IS

Juraj Dado, Executive Chef, Saint St. Grill

FINE DINING

ART(S) IS **PORT MOODY**
CITY OF THE ARTS



Dance
Film
Music
Painting
Sculpting
Writing
Beer Making
Graphic Design
Theater
Poetry
Photography
Spoken Word
Heritage
Pottery
Fashion
Architecture
Gastronomy
and more.

ART(S) IS

Liam Murphy, Head Brewmaster at Yellow Dog Brewing

BEER MAKING

ART(S) IS **PORT MOODY**
CITY OF THE ARTS



Beer Making
 As the brewmaster, Liam is, in essence, the chef of the brewery responsible for preparing and brewing recipes as well as for approving final batches of beer.

Taste the art that is happening on Brewer's Row in Port Moody, The City of the Arts.

example with artist story

ART(S) IS

Liam Murphy, Head Brewmaster at Yellow Dog Brewing

BEER MAKING

ART(S) IS. Artist Stories, Online & Retail Applications



ART(S) IS. The art of brewing great beer.

As the brewmaster, Liam is, in essence, the chef of the brewery responsible for preparing and brewing recipes as well as for approving final batches of beer.

Taste the art that is happening on Brewer's Row in Port Moody, City of the Arts.

Liam Murphy, Head Brewmaster at Yellow Dog Brewing

BREWMASTER

Find us at 2817 Murray Street, Port Moody, BC V3H 1X3. Tel: 604-492-0191 or online at yellowdogbeer.com

Art/Artist ID & Artist Story and Call Action to Website

Art/Artist ID & Retail Storefront



Find our more at yellowdogbeer.com

ART(S) IS. The art brewing of great beer.

BREWMASTER

PORT MOODY CITY OF THE ARTS

Art/Artist ID & Brand



ART(S) IS. The art of brewing great beer.

BREWMASTER

PORT MOODY CITY OF THE ARTS

ART(S) IS. Social Media Examples and beyond



City Website, Facebook, Instagram



END IN MIND (where this work should live)

This work should live on the City Website and social media channels and be designed as a sharable social media campaign.

It should be pitched to media for long lead features stories and to short lead and a partnership to profile arts in the City (i.e. Tri-City News, Tri-Cities Community TV etc).

It should be produced as print collateral (booklet/post cards) and shared at all events and in all City buildings and community centers.

It should be distributed at all City partnered events like Ribfest, Golden Spike Days, and through strategic partners like PoMoArts, Port Moody Heritage Center and be on display in store windows and buildings that are awaiting new owners.

ART(S) IS. Economic Development Extensions

ART(S) IS. Economic Development Extensions

This idea can be adapted as an integrated campaign for economic & business development



at the heart of art.

COPY DIRECTION:

Port Moody, a City within the municipality of Metro Vancouver, is located 30 minutes from Vancouver with Skytrain access at the tip of the Burrard Inlet.

A stunning location bustling with opportunity.

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Port Moody, a City within the municipality of Metro Vancouver, is located 30 minutes from Vancouver with Skytrain access at the tip of the Burrard Inlet.

A stunning location bustling with opportunity.

TV PRODUCTION

at the heart of art.

video

documentary SERIES

Digital Arts

NATURE
Locations



Port Moody, a City within the municipality of Metro Vancouver, is located 30 minutes from Vancouver with Skytrain access at the tip of the Burrard Inlet.

A stunning location bustling with opportunity.

FILM PRODUCTION

at the heart of art.

video

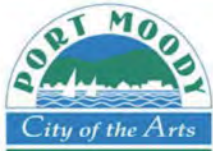
Digital Arts

locations series

post-production

ART(S)

IS



Port Moody, a City within the municipality of Metro Vancouver, is located 30 minutes from Vancouver with Skytrain access at the tip of the Burrard Inlet.

A stunning location bustling with opportunity.

TECH & DESIGN

at the heart of art.

digital arts

animation

VIRTUAL

Graphic Design

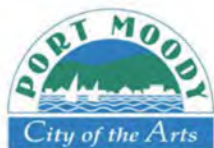
ART

PHOTOGRAPHY

artist community

ART(S)

IS



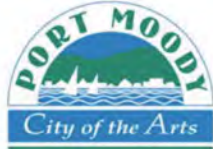
Port Moody, a City within the municipality of Metro Vancouver, is located 30 minutes from Vancouver with Skytrain access at the tip of the Burrard Inlet.

A stunning location bustling with opportunity.

GAMING & MEDIA ARTS

at the heart of art.

social
ART digital arts
GRAPHIC DESIGN
social media content



Next Steps: How I Can Help

This would be the approach of RecreateNow Marketing

Collaborate as a consultant with City Marketing + Communications Staff or lead this project as an Independent Contractor.

Create a project plan for City Approval: timeline, budget, success metrics, and scope of work (deliverables).

Identify and shortlist diverse artists and arts-related businesses that represent the best of Port Moody.

Collect and document the artist stories (with copywriter, photographer, possibly videographer).

Design the work for review, feedback, and final City approval.

Produce the work.

Partner with City Arts, Culture & Heritage Committee and Economic Development and Tourism Committee and local retailers (and participating artists) on ways to extend the campaign across the community.

Launch with a phased approach (launch with 6-9 stories and add 2-3 new stories every 6 months).

Create a content calendar showing where/when the work lives (City website, PR, social media, retail etc.)

Track and report key learnings, successes and opportunities to refine. Ongoing support as needed.

*I believe there is tremendous opportunity to move forward stronger.
"The City of the Arts" is a distinct positioning and many cities would be honoured
to have this positioning (tagline) as their guiding light and reason for being.*

*We need to strengthen the equity in "City of the Arts".
We need to broaden and expand the definition of arts and amplify and tell all the stories of arts
(makers and creators), and arts-related businesses that make Port Moody such a
desirable place to live, work, play, and become
the destination for the most desirable development.*

- Mike Arseneault -

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loco Players FB: www.facebook.com/groups/iocoplayersportmoodytheatrearts

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Life without arts.