

Considered at the October 10, 2023, Regular Council meeting

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City of Port Moody Report/Recommendation to Council

Date: October 10, 2023
 Submitted by: Councillor Samantha Agtarap and Councillor Kyla Knowles
 Subject: Mayor's Arts and Business Coalition Task Force Update and Recommendations

Purpose

To provide City Council (Council) with a summary of the work conducted by the Mayor's Arts and Business Coalition Task Force and a list of recommendations.

Recommended Resolution(s)

THAT Council refer the seven "quick win" activities identified in the report dated October 10, 2023, from Councillor Samantha Agtarap and Councillor Kyla Knowles to the Finance Committee to identify funding requirements and sources;

AND THAT staff include the seven "quick wins" in 2024 work plans;

AND THAT further work be undertaken by a new Task Force to develop the framework for an Arts and Business Council;

AND THAT \$150,000 in annual funding for the Arts and Business Council be phased into the property tax base at \$75,000 in the 2024 Financial Plan and an additional \$75,000 in the 2025 Financial Plan;

AND THAT the remaining eight recommendations be referred to staff and the new Arts and Business Council for consideration and/or implementation.

Background

The Mayor's Arts and Business Coalition Task Force (MABCTF) was assembled with a mandate to identify opportunities to strengthen the City of Port Moody's branding as "City of the Arts" and to make recommendations to Council on the same (**Attachment 1**). The duties of the MABCTF included:

- Articulate a vision for growing the Port Moody City of the Arts brand;
- Develop a broad brainstorming list of potential opportunities and mechanisms used globally to create synergies between the arts and business with the goal of brand identification and strengthening;
- Identify local opportunities in the context of the global examples;

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- Develop a list of achievable recommendations for consideration by Council;
- Prepare high-level budgets for each identified opportunity and mechanisms; and
- Other pertinent matters as determined by the MABCTF.

The MABCTF was comprised of:

- Chair Councillor Samantha Agtarap;
- Vice-Chair Councillor Kyla Knowles;
- Arts community representatives: Mike Arseneault, Helen Daniels, and Pauline Doyle;
- Business community representatives: Jamie Cuthbert, Rick DeHart, and Adina Diaconu;
- A representative with a focus on local heritage: Laura Dick;
- Port Moody Arts Centre representative: Deanna Kayne;
- Chamber of Commerce representative: Leslie Courchesne;
- City staff: Paul Rockwood (Financial Services and staff liaison), Lindsay Todd (Communications), Joji Kumagai (Economic Development), and Devin Jain (Cultural Services); and
- Administrative support: Jennifer Mills.

MABCTF meetings were held in Port Moody on April 17, May 15, June 19, July 10, July 17, and September 11, following the projected timeline (**Attachment 2**).

Discussion

The MABCTF first met on April 17. Mayor Meghan Lahti provided opening remarks and MABCTF members were briefed on the Council Strategic Plan. The group then conducted a SWOT analysis (**Attachment 3**). This exercise provided an opportunity to create a baseline of existing assets, to discuss opportunities to leverage these assets, and to identify gaps.

At the May 15 meeting, presentations were received from:

- MABCTF member Mike Arseneault on “Defining Art in Port Moody” (**Attachment 4**);
- Staff related to “Alignment of Business and Arts” (**Attachment 5**); and
- The Chair on “Suggested Projects and Programs” (**Attachment 6**), collected and compiled by the Chair and comprising a collection of local, regional, and national ideas submitted by MABCTF members (**Attachment 7**).

From these discussions, over 40 ideas and activities were compiled into a table and assigned to one of four themes: Capacity Building, Storytelling & Marketing, Programming, and City Policy (**Attachment 8**). Elements including outcomes, supporting policies, and barriers to implementation were added to begin to parse ideas for feasibility, costs, and impact.

At the June 19 meeting, MABCTF members were assigned into one of three breakout groups corresponding to the Capacity Building, Storytelling & Marketing, and Programming themes, and asked to place the compiled ideas/activities into a matrix ranging from high impact to low impact on one axis and high cost to low cost on another axis. The fourth theme, City Policy, was prioritized by staff before the meeting and reviewed alongside the other themed activities and ideas organized by the MABCTF.

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The second activity of the meeting was a visioning exercise to grow the City of the Arts brand. The MABCTF brainstormed ideas on what synergies between arts and business might look like and what values could be derived for the community. The term “ambition statement” was used to emphasize that the ultimate purpose of the “City of the Arts” brand is to create value for the community and for the residents and visitors to the City. The ambition statement would also provide another lens from which the MABCTF could review final recommendations to forward to Council for consideration. From this dialogue, three themes were identified:

- Sense of belonging and community pride;
- Fun, joy, vibrant, creative, inspiring place; and
- Prosperous community.

The results of the matrix and the ambition statement exercises can be found in **Attachment 9**.

Further refinement of the ambition statement was conducted at the July 10 meeting (**Attachment 10**). With unanimous consent, the final ambition statement is to:

Foster arts and business partnerships that drive sustainable economic opportunities and cultural experiences to support a vibrant, connected city.

The key terms of the statement include the importance of partnerships, the need to ensure economically viable businesses and artists, and the focus on experiences as an outcome.

Other discussions at the meeting consisted of:

- A review of potential quick wins for select City Policy-related activities; and
- A review of current 2023 City events (**Attachment 11**), and current City-funded or supported events and activities to consider whether there is merit in reallocating funds from those to MABCTF recommendations.

The discussions at this meeting formed the basis of recommendations that were discussed and vetted in subsequent meetings.

Recommendations

At the July 17 meeting, the MABCTF fleshed out the details of its nine recommendations to Council (**Attachment 12**). The discussions related to implementation and identified the need for a staff person (Community Arts Coordinator) to support execution.

In no particular order, the final MABCTF recommendations to Council are:

1. Establish an Arts and Business Council (ABC), envisioned to be structured as a non-profit organization (NPO).
2. Develop an inventory of indoor and outdoor, public and private spaces that are underutilized and could be repurposed for arts-based uses.
3. Create a street art program – pavement art, laneway activation, and art initiatives and experiences including temporary installations and projects.
4. Re-invigorate and review existing events and/or explore creation of new events and festivals (e.g., Festival of the Arts, Wearable Arts, winter festival, Mural Fest).
5. Collection and distribution of news, updates, events, etc. across the community and partnership building (likely a function of the ABC).
6. Identify the experiences that will define the City of the Arts and tell these stories.

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7. Leverage emerging development and funding for long-term, permanent supply of arts spaces, initiatives, and experiences, and to invest in public realm improvements and building design.
8. Encourage use of building colour and other vibrant artistic expressions to facilitate placemaking. The streetscapes, site planning, colour palette, etc. can be a critical basis for creating hubs/vibrancy, attracting certain types of businesses, and other complementary pieces that make up such communities.
9. Create a program to partner artists with landowners (including the City) to repurpose and reinvigorate existing buildings and public areas into arts spaces.

Some of the nine recommendations can be implemented by Port Moody City staff with support from a Community Arts Coordinator. Four recommendations represent actions that City staff cannot complete due to the limitations of the Community Charter and current staff capacity.

The primary recommendation, the establishment of an Arts and Business Council, is crucial to successful implementation of these recommendations. However, the composition of the proposed ABC needs further work to explore the structure and terms of reference. The MABCTF recommends that the ABC be supported financially in its early years by the City through an annual operating grant.¹ The MABCTF confirmed it envisions the Executive Director of the ABC as a paid position.

Beyond these nine recommendations, six other actions under the City Policy theme were identified as “quick wins” that could be facilitated by City staff. In the September 11 meeting, staff presented its report titled “Staff Comments on Task Force Recommendations”.

City Policy: Quick Wins

The six City Policy “quick wins” are (in no particular order):

1. Create a policy to require art panels along development fencing (including City projects).
2. Review and update the City’s Public Art Policy to align with other City policies and plans.
3. Review Council’s annual grant distribution to local groups/establish an arts-based community grant program, prioritizing Port Moody-based organizations.
4. Explore the creation of a program to enable businesses with a valid business licence to use park space at no cost, if class is free.
5. Explore the creation of a program to allow NPOs and community-based groups to use (civic) space, including parks, for free or at a reduced rate, with preference given to Port Moody-based organizations.
6. Explore the development of a free or reduced business licence for artists.

A seventh action was suggested by staff during the meeting:

7. Develop a “City of the Arts” logo that can be used by the community without the restrictions of the City’s official logo.

¹ The MABCTF recognizes that there are many NPOs already doing meaningful and important work within the City. However, the MABCTF has identified that there is an unfilled gap; currently an organization does not exist with a mandate or mission to serve and promote the interests of both the arts community and the business community.

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The MABCTF reviewed the seven City Policy quick wins and the nine primary recommendations for wording and intent. Following this discussion, the MABCTF refined its list of suggested next steps.

Next Steps

It is important to continue the work started by the MABCTF. While staff can undertake the “quick wins” without further MABCTF input, the recommendation to establish an ABC requires further work and we suggest that a new Task Force (NTF) be convened by the Mayor to continue the work needed to facilitate the remaining recommendations.

Next steps include:

- **Develop a Terms of Reference (TOR) for the new Arts and Business Council.** Staff, in consultation with the Chair and Vice Chair, will draft the new TOR to establish the ABC.
- **Establish the new Mayor’s Task Force (NTF).** The current members of the MABCTF, including staff and Council representatives, will be invited to join the NTF.
- **Engage with existing Port Moody NPOs and arts groups to build relationships and develop partnerships.**
- **Establish a founding board for the ABC.** Members of the NTF will be invited to join, along with staff and Council representatives. We also recommend the inclusion of members with experience in NPO governance and other desirable skills identified by the NTF. The MABCTF identified that nine members would be the preferred number, with preference given to MABCTF members that have shown themselves to be deeply engaged in the process.
- **Develop the scope and mandate of the ABC.** The NTF would be responsible for creating the scope and mandate letter. It would be reviewed and refined with the ABC’s board of directors as appropriate.
- **Establish the office of ABC Executive Director** with appropriate annual resources. This includes hiring an interim Executive Director with experience in establishing NPOs. The MABCTF strongly recommends that this be a paid position, and the funding request reflects this.
- **Include the Executive Director on relevant City committees** such as the Advisory Design Panel.

Other Option(s)

Council may wish to delay the activities identified in this report; however, significant time and effort has been undertaken to identify actions the City of Port Moody can take to live up to its “City of the Arts” branding. Delay may cause momentum to be lost, along with the goodwill of the MABCTF participants and community.

Financial Implications

A number of these recommendations require funding and identification of a funding source to ensure that they can be implemented. Further discussions are needed to further understand the financial impacts and risk to the program.

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Communications and Civic Engagement Initiatives

There are no communications and civic engagement initiatives related to this item at this time.

Council Strategic Plan Goals

The recommendations contained in this report meet the following strategic goals and objectives:

- Vibrant and Prosperous Community
 - Improve the local business climate
 - Enhance vibrancy through placemaking, arts, culture, heritage and tourism
 - Develop a vision for City of the Arts
 - Facilitate events and festivals in our community
 - Strengthen the vibrancy of our waterfront and main thoroughfares
 - Leverage public spaces
 - Enhance places where people naturally gather

Attachment(s)

1. Task Force Terms of Reference.
2. Timeline.
3. SWOT Analysis.
4. Presentation - Defining Art in Port Moody.
5. Presentation - Alignment of Business and Arts.
6. Presentation - Suggested Projects and Programs.
7. Email, Councillors Agtarap and Knowles, dated April 26, 2023.
8. Ideas Compilation.
9. Matrix Results and Ambition Statement Exercise.
10. Ambition Statement Discussion Notes.
11. Port Moody Events 2023.
12. Details on Recommendations to Council.
13. Implementation Timeline.

Report Authors

Councillor Samantha Agtarap and Councillor Kyla Knowles



City of Port Moody

Council Committee Terms of Reference

Date: March 14, 2023

File No. 0370-20-22

Type: Short Term Select

Committee Name: Mayors Arts and Business Coalition Task Force

Approvals/Reviews/Amendments

Approval date: March 21, 2023

1. Committee Purpose

The purpose of this task force/coalition of Port Moody's arts and business representatives is to work together to identify opportunities to strengthen the City's branding as City of the Arts and to make recommendations to Council on the same.

2. Duties

The duties of the task force include exploring all opportunities that could result in strengthening and elevating Port Moody's brand as City of the Arts. Specifically to;

- Articulate a vision for growing the Port Moody City of the Arts brand;
- Develop a broad brainstorming list of potential opportunities and mechanisms used globally to create synergies between the arts and business with the goal of brand identification and strengthening;
- Identify local opportunities in the context of the global examples;
- Develop a list of achievable recommendations for consideration by Council;
- Prepare potential high level budgets for each identified opportunities and mechanisms;
and
- Other pertinent matters as determined by the Task Force.

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Attachment 1

Council Committee Terms of Reference

Mayors Arts and Business Coalition Task Force

March 30, 2023

3. Membership

3.1 The Membership of the Task Force will be the following appointed by the mayor and include:

- Two (2) members of Council, one as Chair;
- Three (3) members representing the arts community;
- Three (3) members representing the business community;
- One (1) member with a focus on local heritage; and
- One (1) member from the Port Moody Arts Centre.
- One (1) member from the Chamber of Commerce
- One (1) staff member from the Financial Services Department;
- One (1) staff member from the Communication Division; and
- One (1) staff member with an Economic Development specialization.
- One (1) staff member from Cultural Services

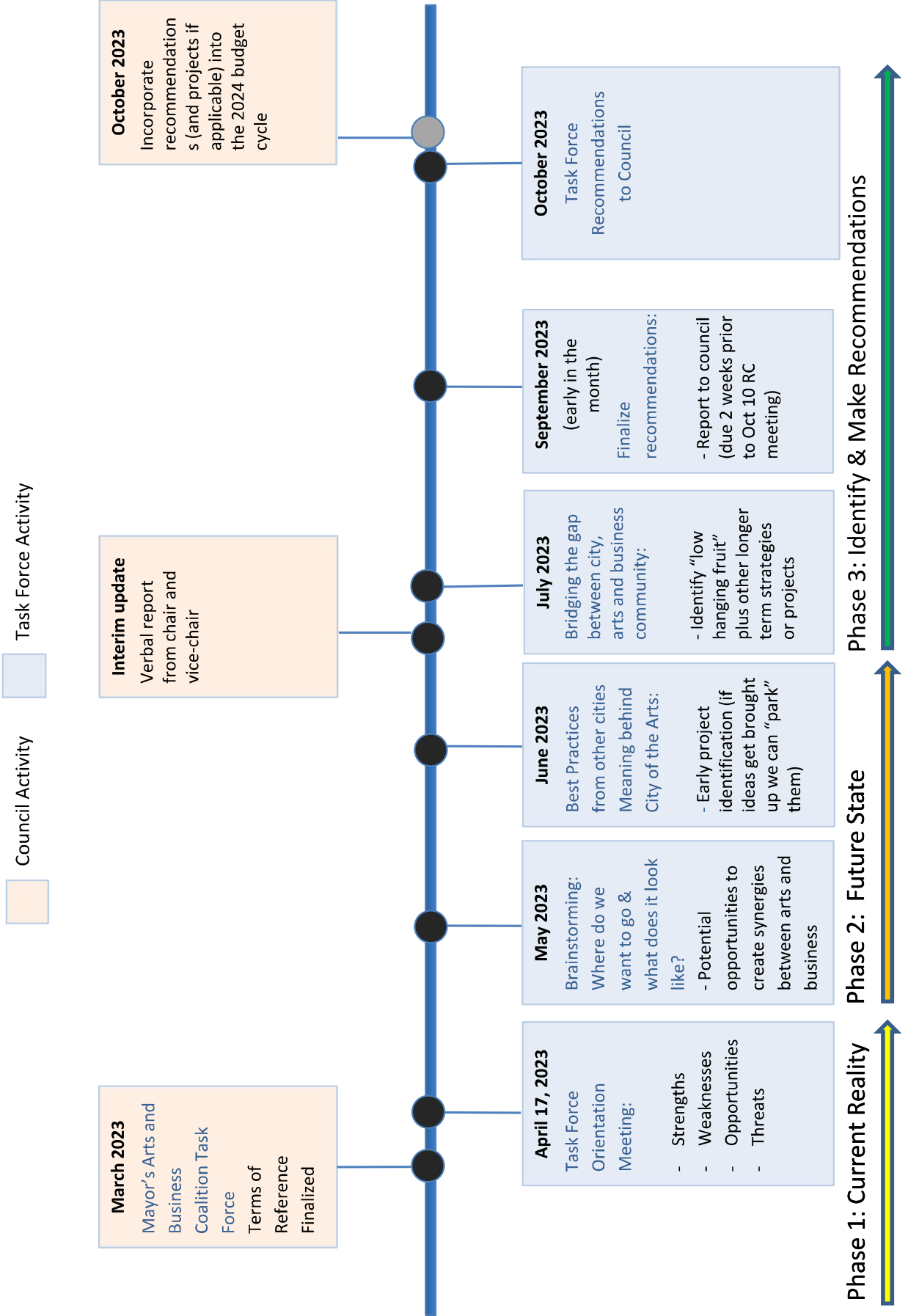
4. Operations of the Task Force

4.1 Meetings shall be called at the discretion of the Chair.

4.2 Meetings shall be conducted in accordance with the rules of procedure set out in the Council Committee System Policy.

4.3 The Task Force shall terminate upon completing recommendations to Council.

Mayor's Arts & Business Coalition Task Force Work Timeline



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Attachment 3

“City of the Arts” SWOT Brainstorming

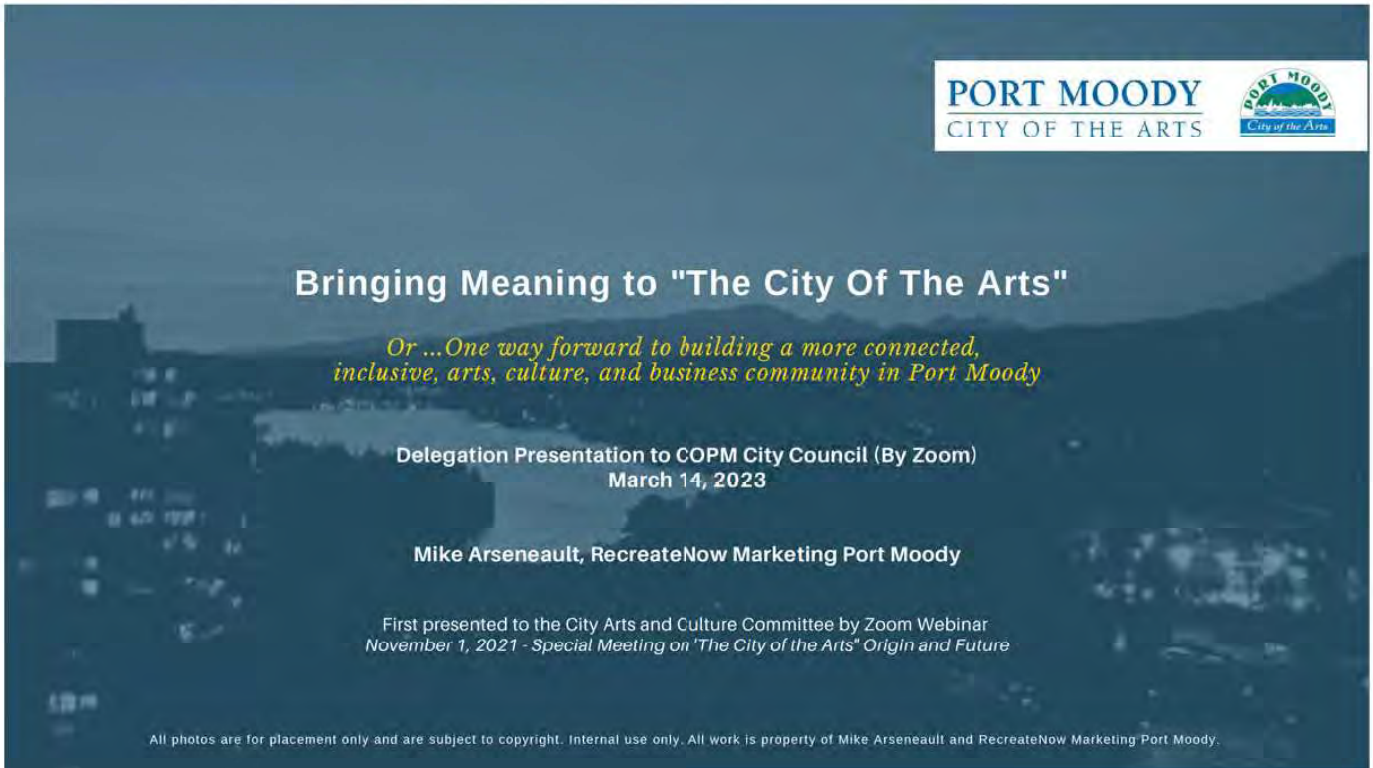
Strength	Weaknesses
<ul style="list-style-type: none"> - Dynamic arts community - Breadth of art disciplines - Boutique shops (e.g., Olive the Best) - Geographically small area - Events like the Arts Shuffle, Ribfest, Car Free Days, Golden Spike Days, Summer Concert Series (some of these bring in a regional audience) - Arts is an economic driver - Arts assets - Financing built into the budget (0.3% allocated to arts, arts reserve) - Artist in residence program - Negotiated arts component with developers - Arts Centre - Waivers for arts related murals - Art grant program - Banner program - There's a readiness for making the City of the Arts really happen - momentum / window of opportunity 	<ul style="list-style-type: none"> - Some art events/programs have disappeared (e.g., used to have wearable arts, arts walk, studio tours) – lost some champions - Inadequate promotion of arts - Lack of identifying with arts from the public - Limited concept of the arts currently (both in type and in geography) - City Hall red tape e.g., charges for murals (these have now been removed) - Lack of arts coalition - Lack of knowledge of what's available (resources, organizations, artists) – e.g., do people know about the Port Moody Foundation - Not enough anchor events - Funding available for the arts - Disconnect between businesses and the arts (e.g., unused space in businesses) - Lack of affordable spaces for art, and lack of affordable housing for artists - Lack of coordination (e.g., new business marketing) - Lack of full cultural representation - Weak media market for getting the word out; history of previous unsuccessful attempts to centralize event promotion

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Attachment 3

Opportunities	Threats
<ul style="list-style-type: none"> - Redefine “Arts” – beer-making, culinary, architecture, etc. – not over complicating it, but making it inclusive - Use arts identity to leverage arts events/offerings - Tell the stories around City of the Arts - Find ways to work together, cross promote - Main place to go to find out about arts offerings - Some way to centralize – portal, tagline, “City of the Arts presents...”, etc - Identify the experiences that will define the City of the Arts - Heritage as part of the arts story - Satellite of hubs (rather than having one centralized place) - TOD development opportunity - Supporting framework for new businesses (incentives for things like murals) - Explore how to make facility spaces more affordable for artists - Facility audit to assess current offerings, accessibility, affordability - Find synergies between groups across Metro Vancouver (cross promotion, attract regional audience, bring \$ into the community) - More resources for how to run an arts businesses, tax incentives, grants, and other supports - Identify cultural and tourist drivers for the arts - Create simple, repeatable events (e.g., annual winter festival) – “simplify and go” - Find ways to connect offerings (e.g., museum/arts exhibit, events) - City leadership on the arts – City as a central connector for arts groups, artists - Explore how CACs are used - Leverage existing funding with grants - Incorporate arts into our infrastructure; integrating arts into the mundane elements of daily life (bus stops, lighting, architectural design, gardening) - bring art into businesses (e.g., health and wellness) - look at regional best practices (e.g., cultural summit) - Kyle Centre development opportunity - Pop up shops and experiences - Take advantage of business down time (e.g., paint nights in a business) → brings in new patrons - New business marketing package - Take advantage of underutilized City Hall outdoor forum - Develop a culture of unique small businesses - Grassroots marketing tactics 	<ul style="list-style-type: none"> - Not moving fast enough for the window of opportunity/momentum - Regional context (strength of arts in surrounding communities, larger funds from sources such as casino revenues) - City of the Arts concept too broad? - Financing – matching vision with a sustainable resourcing model - Affordability for artists, art businesses, small businesses, boutique shops, etc - NIMBY perspective (e.g., Suter Brook Friday music nights, Gallagher’s open mic night → closed due to complaints) - Parking availability, accessibility barriers, transportation ease - Competing amenity needs from developers (developer contributions go to a wide range of amenities that the City needs)

A presentation slide with a dark blue background featuring a blurred image of a waterfront city. In the top right corner, there are two logos: "PORT MOODY CITY OF THE ARTS" in white text on a blue background, and a circular logo with "PORT MOODY City of the Arts" around a central graphic. The main text is centered and includes a title, a subtitle in italics, a date, and a name. At the bottom, there is a small line of fine print.

PORT MOODY
CITY OF THE ARTS

PORT MOODY
City of the Arts

Bringing Meaning to "The City Of The Arts"

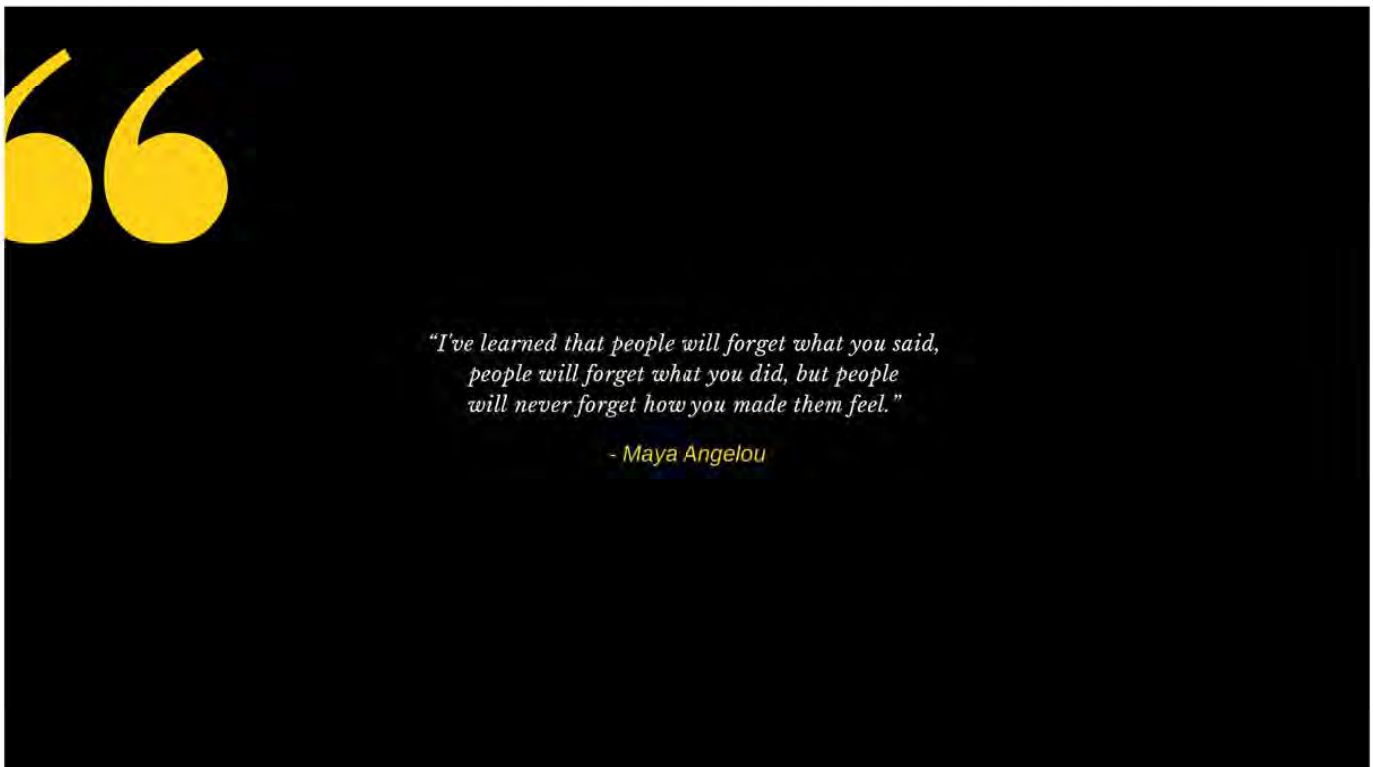
Or ...One way forward to building a more connected, inclusive, arts, culture, and business community in Port Moody

Delegation Presentation to COPM City Council (By Zoom)
March 14, 2023

Mike Arseneault, RecreateNow Marketing Port Moody

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

All photos are for placement only and are subject to copyright. Internal use only. All work is property of Mike Arseneault and RecreateNow Marketing Port Moody.

A slide with a solid black background. On the left side, there are two large, stylized yellow quotation marks. In the center, a quote is written in a white, italicized serif font. Below the quote, the name "Maya Angelou" is written in a smaller, yellow, italicized serif font.

“

*"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".

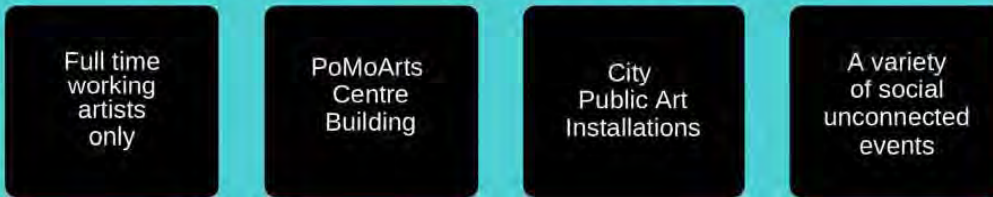
"I'd really love to see us all trying to keep and live up to our name by supporting and contributing to Arts in the City".

"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



"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."

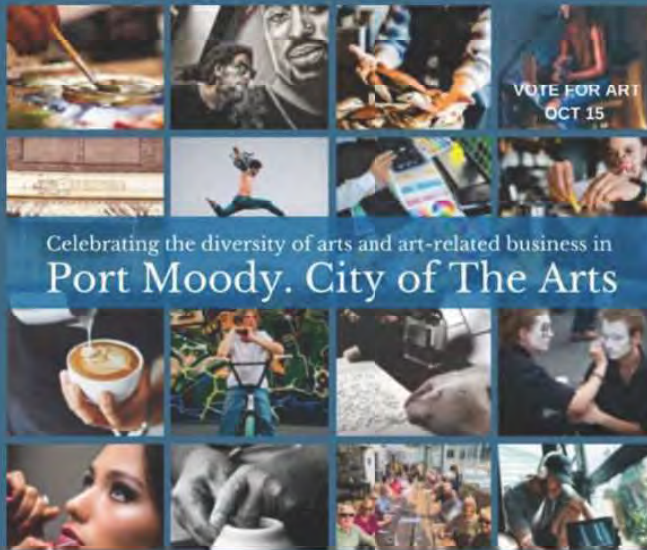
Change the narrative and embrace the diversity of arts in Port Moody.

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.



Celebrating the diversity of arts and art-related business in
Port Moody. City of The Arts

- Painting
- Sculpting
- Beer making
- Photography
- Pottery
- Woodcarving
- Writing
- 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."



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.

The collage includes a portrait of a woman with glasses, a wooden sign that says "NOONS CREEK creative", and a collection of various craft supplies like paintbrushes and containers.

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.

example with artist story

Katy Jackson, Noons Creek Creative Studio

VISUAL ARTS

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

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 she was an artist-in-residence there for three years. Gillian now works from her home studio which is open by request.

ART(S) IS

example with artist story

Gillian McMillan, Potter, Tri-City Potters

POTTERY

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

ART(S) IS

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

Margaret Inoue, *Cocoaro Craft Chocolate*

CHOCOLATE MAKING

ART(S) IS PORT MOODY
CITY OF THE ARTS

- 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
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 PORT MOODY CITY OF THE ARTS

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

Art/Artist ID & Brand

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

BREWMASTER

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.

This is a working design treatment only. The design concepts on the slides that follow are for placement only. Not all content is final. These are examples for demonstration only to show design treatment and copy direction. Do not share externally.

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

ART(S) IS

PORT MOODY
City of the Arts

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.

Considered at the October 10, 2023, Regular Council meeting

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Attachment 4

*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 -

e: mikes.arseneault@gmail.com

RecreateNow Marketing Port Moody

c: 971-724-0273

w: recreatenow.com

LinkedIn: <https://www.linkedin.com/in/mikearseneault/>

FB: www.facebook.com/recreatenow

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

All photos and creative are for placement and discussion. Photos are subject to copyright. Property of RecreateNow Marketing. Internal use only.


Life without arts.




1

Transformation of the economy

- Production-based economy to digital economy
- Rapid transition
- Port Moody – heavy industry used to be the backbone of the local economy



Source: K+S Potash Canada



Source: Tri-Cities News

PORT MOODY
CITY OF THE ARTS

2

2

Transformation of the economy

- Digital economy value drivers are intellectual property, technology, knowledge
- Work is increasingly becoming specialized and non-fungible

Source: Invest Vancouver

PORT MOODY
CITY OF THE ARTS

3

3

Metro Vancouver economy

- MV key industry clusters:
 - Digital media and entertainment, green economy, agritech, life sciences, apparel, high-tech, trade and transportation
- Port Moody's potential future sectors:
 - Media and entertainment production
 - Digital development operations
 - Back-office operations
 - Corporate office

Source: SiteB

Source: Tree Top Party


PORT MOODY
CITY OF THE ARTS

4

4

Impact of automation

- Brookings Institute:
 - Recent automation advances using AI and robotics have or will begin to impact even professional sectors such as legal, accounting, and health care
 - Workers need to complement what machines can do
 - Communication, complex analytical skills, and creativity are essential




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5

5

- Three high priorities for businesses in knowledge-based sectors in urban areas when considering locating needs
 - Access to skilled labour
 - Affordable housing
 - Vibrant, transit-oriented communities
- Intersection of public spaces and office buildings



Source: PC23 Rethinking the Post-Covid Business District

PORT MOODY
CITY OF THE ARTS

6

6

City policies to support economic development

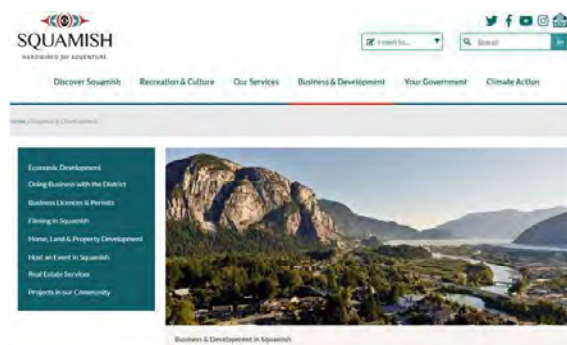
- Economic development master plan
- Industrial Land Strategy
- Tourism Strategic Plan
- Economic Study
- Art in Public Spaces Master Plan



7

City of Squamish

- Port Moody lacks a clear, defined vision for economic development
- Squamish: tagline of “Hardwired for Adventure”
- Suggests play hard, work hard, take risks



8

Opportunity to align business and arts

- Developing Port Moody’s arts and culture ecosystem will become critical infrastructure to foster creativity and local prosperity – a symbiotic relationship
 - Define a local economy vision
 - Create vibrant communities and public spaces to attract and retain knowledge-based workers
 - Vibrant public spaces help bring and keep visitors to an area, who then support the businesses nearby
 - Support businesses, which will need creative and skilled workers to generate value and compete


PORT MOODY
CITY OF THE ARTS

9

9

Quick starts

- Pop-up galleries in vacant retail spaces
- Showcase local art in small businesses
 - Create a directory of interested artists and businesses, City is a matchmaker
- Develop a program to allow buskers to perform in front of businesses
 - Policy solutions if performer would be encroaching on City property



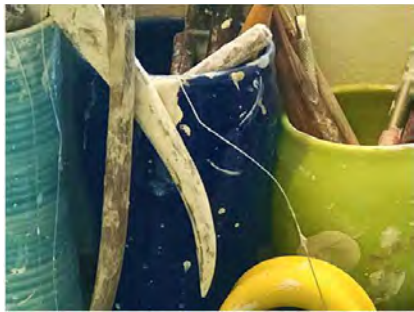
PORT MOODY
CITY OF THE ARTS

10

10

Longer-term: generate creative capital

- Build up the stock of artist studios and creative spaces
- Creative placemaking to activate the public realm but also as a means to improve employment space
- Protect the businesses that support the arts and the creative economy
- Recruit a maker space and incubator
- Leverage the “seeds” in the city already doing this work




PORT MOODY
CITY OF THE ARTS

11

11

Longer-term: generate creative capital

- Build up the stock of artist studios and creative spaces
- Creative placemaking to activate the public realm but also as a means to improve employment space
- Protect the businesses that support the arts and the creative economy
- Recruit a maker space and incubator
- Leverage the “seeds” in the city already doing this work



Source: NPC23 Equity + Placemaking in the Capital Region


PORT MOODY
CITY OF THE ARTS

12

12

Longer-term: generate creative capital

- Build up the stock of artist studios and creative spaces
- Creative placemaking to activate the public realm but also as a means to improve employment space
- **Protect the businesses that support the arts and the creative economy**
- Recruit a maker space and incubator
- Leverage the “seeds” in the city already doing this work



Sources: Arctig Fabricating & Welding; Surf-Tech Industries Ltd.


PORT MOODY
CITY OF THE ARTS

13

13

Longer-term: generate creative capital

- Build up the stock of artist studios and creative spaces
- Creative placemaking to activate the public realm but also as a means to improve employment space
- Protect the businesses that support the arts and the creative economy
- **Recruit a maker space and incubator**
- Leverage the “seeds” in the city already doing this work



Source: MakerLabs

PORT MOODY
CITY OF THE ARTS

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Longer-term: generate creative capital

- Build up the stock of artist studios and creative spaces
- Creative placemaking to activate the public realm but also as a means to improve employment space
- Protect the businesses that support the arts and the creative economy
- Recruit a maker space and incubator
- Leverage the “seeds” in the city already doing this work



Thank you

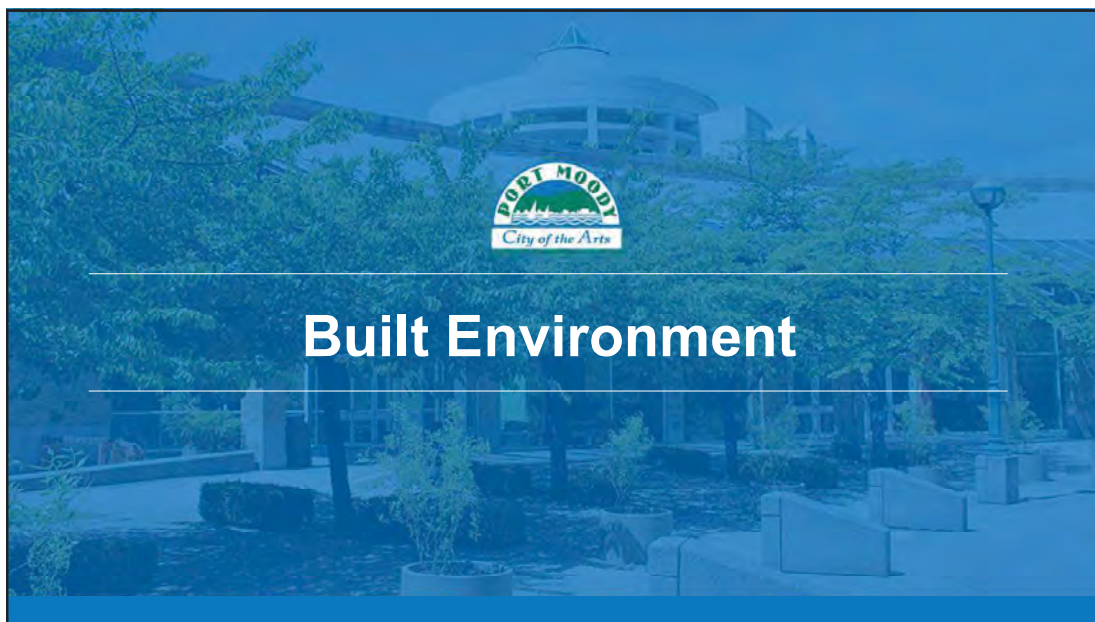
MABCTF - On-Table - 2023 05 15

11

Item 4.3



1



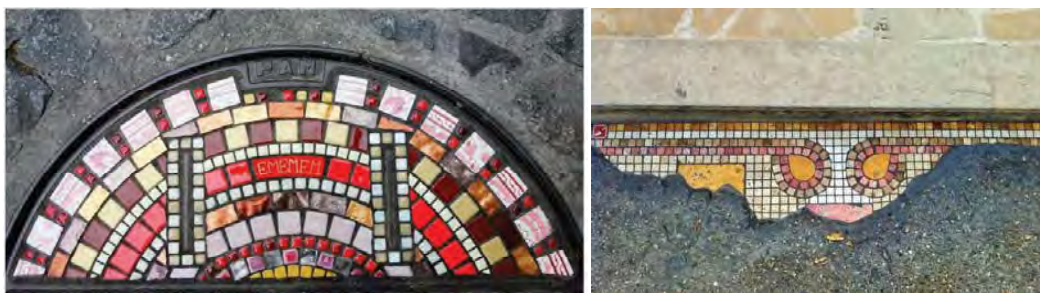
2

Art in the built environment – Pavement Art



- Reference: [Street Artist Transforms Cracks in the Pavement Into Gorgeous Mosaics \(mymodernmet.com\)](https://mymodernmet.com)

Art in the built environment – Pavement Art



- Reference: [Street Artist Transforms Cracks in the Pavement Into Gorgeous Mosaics \(mymodernmet.com\)](https://mymodernmet.com)

Art in the built environment – Pavement Art



- Reference: [Taking Art to the Streets, Just Look Down \(New York Times\)](#)

Art in the built environment – buildings as art



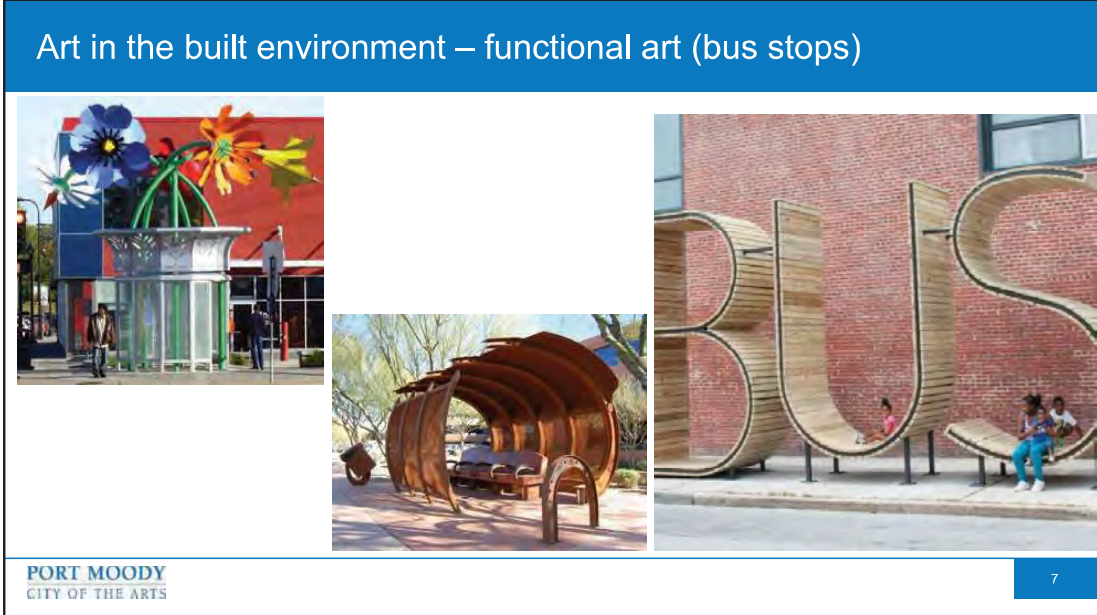
- Jellybean Row, St Johns NFLD
- Popular tourist destination, helps to drive local economies
- Used to sell marketed items like mailbox



MABCTF - On-Table - 2023 05 15

14

Item 4.3



7



8

Art in the built environment – murals



PORT MOODY
CITY OF THE ARTS

9

9

Art in the built environment – street / public art



PORT MOODY
CITY OF THE ARTS

10

10

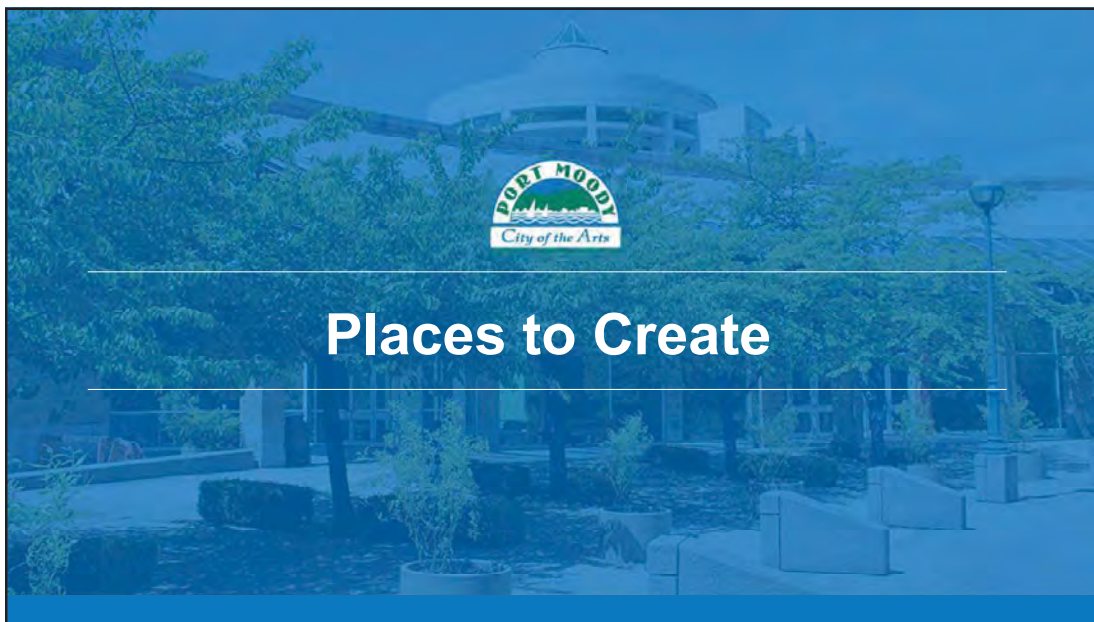
Art in the built environment – sculptures



Art in the built environment – building exteriors

- E.g.: Vancouver historical palette
- Ideas:
 - Each area/development/neighbourhood has a specific colour palette
 - Consistent with city branding, dedicated points of contact within city to streamline processes
 - Info packages to new residents, developers, new business.





13

Places to create – art on the street



- Creative spaces 'out in the wild' of everyday streetscapes.
- Old buildings repurposed into art spaces.
- Art factories benefit from affordable space enabling them to flourish.
- Developers can set aside floor area (500 - 5000 m²) for art places in their plans. (Amsterdam)

14

Places to create - studios

- Vancouver – Howe Street Studios
 - Created as a CAC
 - Managed on cost-recovery model that sets rental rates
 - Tenancy – application process, selection by peers
- Public art in street facing window



Places to create – repurposing existing spaces

- cSpace, Calgary
 - Affordable, flexible and inspiring spaces
 - Diverse tenant community
 - Knowledge sharing space
- Is there an opportunity to do this here?
 - loco school / gym



Places to create – studios

- Within Port Moody, limited space
- How do we connect available spaces to artists (all types)?
 - Within existing businesses (under-utilized spaces)
 - Empty spaces
 - ([Commercial Space | Port Moody, British Columbia | Spacelist](#))
 - New / to be constructed space
- How else does the city facilitate creation and connection to affordable studio/maker spaces?

17



18

Policy as a tool - Art in public spaces



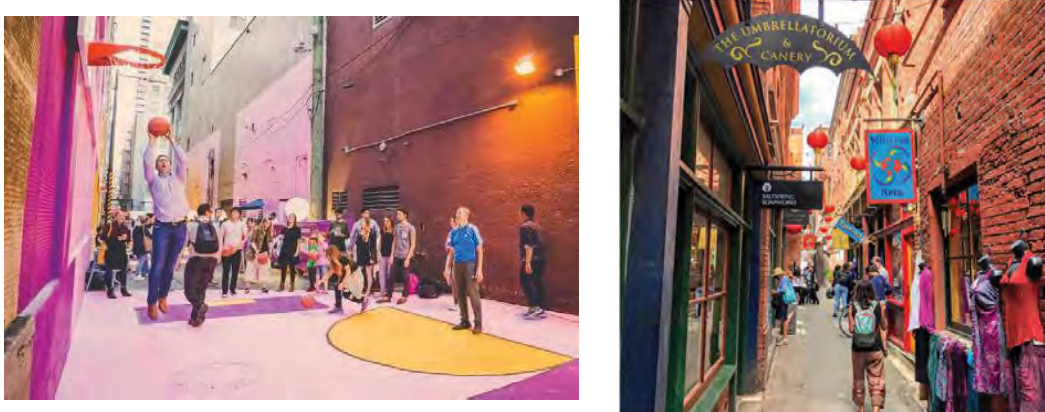
- Celebrate neighbourhood character and identity
- Encourage unique and memorability of spaces
- Activate laneways
 - [Alley Oop](#) (Vancouver), Fan Tan Alley (Victoria)

PORT MOODY
CITY OF THE ARTS

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Policy as a tool – placemaking examples



PORT MOODY
CITY OF THE ARTS

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Policy as a tool – OCP

- Enshrine an Arts & Culture Hub (district?) in the city
 - Creates visibility, excitement, traffic and consumers
 - Opportunity to imprint PoMo on cultural scene external to our city
- Example: Seattle Arts & Culture District
 - Dedicated to nurturing and protecting the presence of arts and culture in neighborhoods.
 - Increase walkability, vitality, regional focus, and interest.
 - The city's mission in creating these districts is to ensure that the organizations and individuals that give these unique neighborhoods their verve remain healthy and vibrant for future generations.


Policy as a tool – activating public spaces

- Winter holiday contest
 - Need more communication of results
- Free outdoor community classes
 - No charge to businesses with valid license to use park space if class is free
- Free permits to artist for “Art in the Park” displays
- Other ideas?



23


Art as a destination – placemaking & economic driver




CATCH A SHOW

Old Strathcona has a bustling arts & entertainment scene that offers everything from stand up comedy & music performances to live theatre productions. Find a show to inspire your next visit:

- Fringe Theatre
- Grindstone Theatre
- Varscona Theatre
- Waterdale Theatre
- Workshop West Playwrights' Theatre
- Rapid Fire Theatre
- The Yardbird Suite
- Blues on Whyte
- Foundry Room



EXPLORE THE MANY MURALS OF OLD STRATHCONA



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Art as a destination – placemaking & economic driver

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CITY OF THE ARTS

25

25

Art as a destination – placemaking & economic driver

NEW YORK CITY TRAVEL GUIDE

Neighborhoods to Know in NYC

STREET ART NYC

PORT MOODY
CITY OF THE ARTS

26

26

Art as a destination - placemaking

- Metelkova, Ljubljana - an autonomous culture zone in former military barracks.



Synergies

- Co-working spaces – both desks and workshop studios
 - Ljubljana, Slovenia
 - Poligon
 - Roglab: co-working plus CNC cutter, 3D printers etc.
 - Kampus: student incubator & start ups
 - Potential for Site B?
- Events
 - In co-working spaces (Site B is already doing this)
 - Support non-profits through free or reduced fees?
- Hostel/accommodation linked to art spaces

Ideas / Brainstorm

- Ideas for action / programs / policy
- Sort the ideas into “buckets”
 - E.g., policy, programs etc.
- Who are the partners?
- Consider ease of implementation, costs
- What are the barriers to success?



Thank you!

Considered at the October 10, 2023, Regular Council meeting

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Attachment 6

PORTMOODYARTSANDBUSINESSCOALITIONTASKFORCE

MIKEARSENEAULTRECREATENOWPORTMOODY

Considered at the October 10, 2023, Regular Council meeting

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Attachment 6

THE HISTORIC
U.S. COAST GUARD BOATHOUSE
GARIBALDI, OREGON

Living Boathouse

A PHOTOGRAPHY EXHIBITION
OF A VITAL OREGON LANDMARK



one day in august
one iconic subject
ten photographers
ten unique perspectives
one shared passion
one expression of love

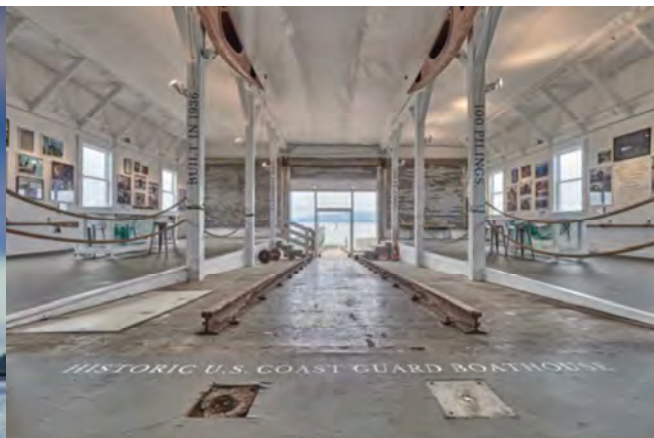
FEATURING NEW IMAGES FROM

MIKE ARSENEAULT	MIKE KRUTSINGER
RODNEY DAHL	DOUG OWEN
JOHANNA FROESE	TED PURCHASE
LANI HIGH	JOSHUA STILLIS
JOE HUDSPETH	LAURIE JEAN WICKER

GARIBALDI CULTURAL
HERITAGE INITIATIVE

- gallery exhibition curation by *recreatanow* -

©2023 Oregon Coastline Cultural Heritage Initiative. All rights reserved. Photo: Mike Krutsinger



JAPANESE FISH PRINTING WORKSHOP

Saturday, September 29, 2019
11:00 AM - 1:00 PM

Cyprints is the traditional Japanese method of printing fish, a practice which dates back to the mid-1800s. This form of nature printing was used by fishermen to record their catches, but has also become an art form of its own.

HISTORIC U.S. COAST GUARD BOATHOUSE
GARIBALDI | OREGON



my stories
bayceen

Considered at the October 10, 2023, Regular Council meeting

658

Attachment 6



Considered at the October 10, 2023, Regular Council meeting

659

Attachment 6



Considered at the October 10, 2023, Regular Council meeting

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Attachment 6



CITY OF THE ARTS



BUSINESS OF THE ARTS

Considered at the October 10, 2023, Regular Council meeting

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Attachment 6

MONOVA is a unique name created by using an acronym of "Museum Of North Vancouver." Easy to say, memorable, and contemporary it speaks directly to who and what the museum is. The name is brought to life as a custom typographic wordmark which embodies the character of the museum by evoking a sense of engagement, lively interaction, and encouraging exploration and discovery. Created to visually reflect the landscape of North Vancouver, the wordmark dips below, and rises above a "horizon" or "shoreline" inspired by the importance of the water and the mountains which both play an integral part in all the stories of North Vancouver's history, and future.



The MONOVA brand employs a flexible identity system that both visually suggests the landscape and industry that has shaped North Vancouver, while also encouraging a sense of intrigue, curiosity and exploration. Importantly, it also reflects the thinking, character, and interests of a wide range of collaborators. Projects such as this have a large and varied stakeholder group, who all worked together to bring a shared vision for the new museum to life.



NORTH VANCOUVER



TROLLEY DANCES ARCHIVE



FILMS AND FESTIVALS TO CELEBRATE BLACK HISTORY MONTH



CULTURE DAYS: ARTS AND CULTURE FOR ALL



ARTS IN THE GARDEN 2023



NORTH SHORE ART CRAWL



LGBT Q+A



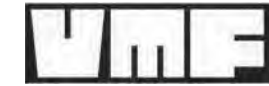
ART EDUCATION



BIRDS OF THE INLET - SONGS & STORIES



City Centre Opening Weekend Block Party
Sat, June 25 @ Sun, June 26
OPEN ARTIST STUDIO @ 11am @ GARDNER @ JUBILEE @ CUPHEART BAR @ FOOD TRUCKS @ MORE @ ALL ARTS
Thanks to everyone for celebrating with us! Join us for Round 2 at the City Centre Festival Hub during Vancouver Mural Festival (August 4-13)



ART RENTALS



NORTH SHORE CULTURE COMPASS IS A FREE ONLINE MAP THAT VISUALIZES THE RICH CULTURAL LANDSCAPE OF THE LOWER MAINLAND'S NORTH SHORE.



NORTH VAN ARTS INTERNATIONAL FILM SERIES ARCHIVE



FORMAT HOARDING PROJECT →

Considered at the October 10, 2023, Regular Council meeting

662

Attachment 7

From: Committees <committees@portmoody.ca>

Sent: Wednesday, April 26, 2023 1:38 PM

Cc: Paul Rockwood <PRockwood@portmoody.ca>; Samantha Agtarap <sagtarap@portmoody.ca>; Kyla Knowles <kyknowles@portmoody.ca>

Subject: Mayor's Arts and Business Coalition Task Force

Sent on behalf of Chairperson Agtarap and Vice-Chairperson Knowles.....

Dear Task Force members,

Thank you all for a great first meeting. The energy and ideas you all brought to the table are appreciated and I know those ideas will help us collectively move forward on overcoming the barriers we identified in the SWOT.

Our next meeting is May 17 (agenda to be sent out the week before). While the agenda is not yet finalized, we are anticipating two presentations, plus some brainstorming work on our vision of the community.

In the meantime, we are asking for you to collect ideas from other cities around the world that inspire you. Please identify approximately three ideas or photos that demonstrate connections between the arts and business communities. These ideas can be related to policy or programs, streetscapes, an example of a "vibe" we'd like to cultivate, or anything else you think is useful and relevant to our discussions.

One major concern we (and we are sure others) have for our community is the affordability of spaces to create art (production, rehearsal, creation) and as our city grows, I believe we need to keep this front of mind. Two recent articles outline the challenges that Vancouver area artists (and we imagine, artists throughout our region) are currently experiencing.

- <https://www.straight.com/news/vancouver-art-scene-is-in-arrested-development?>
- <https://www.cbc.ca/news/canada/british-columbia/vancouver-risks-becoming-a-city-without-art-as-studio-spaces-become-harder-to-find-artists-say-1.6813142>

Send your photos, ideas, links etc. to me (sagtarap@portmoody.ca) by **May 10** so I can incorporate them into any presentation or discussions in our next meeting. Additionally, if you are aware of examples of cities that have found creative ways to keep production spaces (fabrication, theatres, studios, etc.) in an evolving city, please send those along too.

We look forward to our future discussions,
Samantha and Kyla

This response is provided by Councillor Agtarap and may not reflect the City of Port Moody's official position or that of Council.

Considered at the October 10, 2023, Regular Council meeting

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Attachment 8

Idea	Desired Outcome	Theme	Policy/ Program/ Other	Level of Eff Partners	Lead	Barriers to Implementation	Notes
1 Inventory of City-owned, privately-owned, and public outdoor spaces (available or underutilized), and assess current offerings, accessibility, affordability (SWOT) Take advantage of underutilized City Hall outdoor amphitheatre (SWOT)	Connect makers with spaces, reduce waitlist, more exposure to local art for residents, visitors, employees, etc.	Capacity building	Elements related to this idea are in the Art in Public Spaces Master Plan			Building Code and/or Zoning Bylaw may prohibit repurposing of space (e.g. concerts in a place of residence - washroom, assembly requirements prohibit this type of use). Some public spaces are not available to rent (i.e. stage at RPP cannot be rented privately for a public performance) Getting buy-in from businesses? Getting the word out?	Does this have a business connection? While this is important to do, is it outside the scope of this committee?
2 Take advantage of business down time (e.g. paint nights in a business) - brings in new patrons (SWOT)	Support local businesses during slower periods, unearth additional underutilized spaces for arts uses	Capacity building	None				
3 City concierge service to start a new business	Smooth process to establish a business, creative solutions to overcome barriers	Capacity building	None			Cost for staffing	Perhaps a referral to Ec Dv and Tourism Committee?
4 Review of policies and processes that create barriers to business	Create a culture of cooperation and a "yes" attitude for small businesses to start (understanding of enablement)	City policy	None, but Development Process Review initiative is underway			Unsure but could revisit after conclusion of Development Process Review	
5 Explore creation of an Arts Council/ Establish Port Moody arts collaborative (SWOT)	Fill in arts NPO gap in the city/ Improve collaboration and cross promote, find synergies with groups in MV, look at regional best practices (SWOT)	Capacity building	None			Cost. An organization such as this would require ongoing financial support from the city (at least core funding).	
6 Newsletter or similar distribution of news, community updates, available space to businesses/ Find ways to connect offerings (SWOT) Find ways to cross promote (SWOT) Find synergies between groups across MV (cross promotion, attract regional audience, bring dollars into the community) (SWOT) look at regional best practices (e.g. cultural summit) (SWOT)	Strengthen community, highlight available resources	Storytelling & marketing	Arts and Culture Master Plan (2.1.3); opportunity pending with new Theatre application with newsletter capability (replacing Inlet Theatre Presents)			Resources required whether led by the City or by an Arts Council especially for content beyond baseline. Newsletter could be the vehicle to deliver this content.	
7 City leadership on the arts - City as a central connector for arts groups, artists (SWOT)	Stronger community network, improved access to information	Capacity building	Arts and Culture Master Plan (2.1.5)			Currently, there is no Arts Council	
8 Main place to go to find out about arts offerings (SWOT) Some way to centralize - portal, tagline "City of the Arts presents..." etc. (SWOT)	Stronger community network, improved access to information	Storytelling & marketing	Arts and Culture Master Plan (2.1.3)			Cooperation from community groups to regularly forward information to the City for centralization of information (City currently has a self-serve Events Calendar on the website; clear distinction of what constitutes "arts offerings" especially with respect to for-profit businesses (Charter considerations if City-led). Building Code, competing needs in new development (e.g. affordable housing, park space, employment space, area amenities, etc.)	
9 Leverage emerging development (TOD, Faveille loco lands, Kyle Centre, etc.) to incorporate building design, public realm improvements, artist spaces, etc. through strong master plans (OCP)	Increase in artist studios and artistic expression in the community, keep artists in the city	City policy	Arts and Culture Master Plan (1.1.3, 1.1.4, 1.2.4); Industrial Land Strategy (strategy 5); OCP review is underway			Many competing demands on CACs, potentially Building Code	Ideally, a substantial collection of studios (e.g. a building) is established and not just a couple of units here and there. Best that the City is not the operator.
10 Explore policy to enable creation of artist studios (SA) Explore how CACs are used (SWOT)	Long-term supply of artist studios	City policy	Arts and Culture Master Plan (2.2.2)			Cooperation from developer	
11 Policy to require art panels, City branding along development fencing	Area beautification, promotion of the City, promotion of the arts community	City policy	None			None	
12 Decentralize destinations, support movement of patrons from events and festivals to other areas of the city	Increased economic activity for local businesses, increased awareness of the city	Storytelling & marketing	Tourism Strategic Plan (6.2); Arts and Culture Master Plan (3.3.2, 3.3.3); Art in Public Spaces Master Plan (1.1.7)			None	
13 Revisit execution and content of existing events and festivals - arts lens (e.g. private business must support participation of artists, art booths, etc.)	Expand presence of Port Moody arts at key community events	City policy	None			Participation of event organizers to adapt events, willingness of artists to participate. May be pushback from arms-length, third party organization/society coordinating the event to City recommendations or guidelines. Significant undertaking especially human resources and funding to re-establish and sustain events, even ones considered simple and repeatable. City may not be best positioned to execute some of these types of events	
14 Re-establish arts events such as Festival of the Arts, Art Walk, Wearable Arts, winter festival/ Create simple, repeatable events (e.g. annual winter festival) - "simplify and go" (SWOT)	Expand presence of Port Moody arts through events	Programming	None			Exploration is not too resource intensive but establishing, executing, and sustaining new events and festivals would be. Agreement from property owner	
15 Explore creation of additional events, festivals (e.g. Mural Fest)	Expand presence of Port Moody arts through events	Programming	None			Insurance requirements, level of comfort by artists in having their artwork temporarily housed in a private residence or business Broad participation by businesses and consistent application of core messaging	
16 Mural on PCT storage building	Increased public art on prominent surface in the community	Programming	None			Insurance requirements, level of comfort by artists in having their artwork temporarily housed in a private residence or business Broad participation by businesses and consistent application of core messaging	
17 Develop "lease art" program	Increase visibility and circulation of local art in the community	Programming	None			Insurance requirements, level of comfort by artists in having their artwork temporarily housed in a private residence or business Broad participation by businesses and consistent application of core messaging	Could tie into business/artist directory idea
18 Develop a guide for small businesses to undertake grassroots marketing tactics (SWOT)	Amplify message to promote the city as City of the Arts	Storytelling & marketing	None			Insurance requirements, level of comfort by artists in having their artwork temporarily housed in a private residence or business Broad participation by businesses and consistent application of core messaging	
19 Supporting framework for new businesses (incentives for things like murals) (SWOT)	Increase connectivity for businesses and arts opportunities	City policy	None			Insurance requirements, level of comfort by artists in having their artwork temporarily housed in a private residence or business Broad participation by businesses and consistent application of core messaging	This item needs more discussion to further develop the specifics of the idea
20 Redefine "Arts" - beer-making, culinary, architecture, etc. - not overcapitalizing it but making it inclusive (SWOT) Heritage as part of the arts story (SWOT) City of the Arts concept too broad? (SWOT-1)	Clarify "arts" for the Port Moody context	Storytelling & marketing	None			Insurance requirements, level of comfort by artists in having their artwork temporarily housed in a private residence or business Broad participation by businesses and consistent application of core messaging	
21 Tell the stories around City of the Arts (SWOT)	Increase awareness of the city as an arts hub	Storytelling & marketing	Elements related to this idea in the Tourism Strategic Plan (section 3 and 6.1); Arts and Culture Master Plan (1.2.1, 1.2.3); elements related to this idea in the Art in Public Spaces Master Plan (2.1.9)			Capacity to develop stories, themes, content, etc.	
22 Use arts identity to leverage arts events/offers (SWOT)	Expand cultural capacity using existing assets	Storytelling & marketing	None			Cooperation of event organizers and others to utilize the City's "City of the Arts" brand to leverage existing events and attract new ones None	
23 Identify the experiences that will define the City of the Arts (SWOT)	Strengthen authenticity of content/branding	Storytelling & marketing	None but City of the Arts Strategy is pending			Uptake by businesses; also need to further develop programs and assets in order to create a useful package	Could tie into concierge service
24 Create a new business marketing package (SWOT)	Amplify message to promote the city as City of the Arts	Storytelling & marketing	None but City of the Arts Strategy is pending			Uptake by businesses; also need to further develop programs and assets in order to create a useful package	Could tie into concierge service
25 Create pavement art program (SA)	Increased public art in underutilized locations, more showcase opportunities for local artists	Programming	Mural Program (free permit)			Street and safety considerations, potential permit costs (Highway Use Permit)	
26 Expand mural program (SA)	Increased public art, more showcase opportunities for local artists	Programming	Mural Program (free permit); elements related to this idea in the Art in Public Spaces Master Plan (2.1.13); community art on civic walls program is being considered, as is a funding program to support murals			Mural program exists but lack of funding may impact implementation	
27 Develop program to integrate art into public realm functional needs (SA) integrate arts into infrastructure (bus stops, lighting, architectural design, landscaping, street wayfinding, etc.) (SWOT)	Enhance arts character of the city	City policy	Arts and Culture Master Plan (1.1.5)			Such a project may not be a priority for some institutional partners so timelines could vary	
28 Create building colour palette (SA)	Foster a more playful public realm, contribute to an arts aesthetic	City policy	None			Uptake by property owners, principles that the colour palette would be based on	

Considered at the October 10, 2023, Regular Council meeting

Idea	Desired Outcome	Theme	Policy/ Program/ Other	Level of Eff Partners	Lead	Barriers to Implementation	Notes
29 Create program to partner artists with landowners (including City) to repurpose and reinvigorate buildings and public areas into art spaces (RA)	Increased public art in underutilized locations, more showcase opportunities for local artists	City policy	None			Cooperation from landowners	
30 Create laneway activation program (SA)	Foster a more playful public realm, contribute to an arts aesthetic	Programming	Related to Art in Public Spaces Master Plan			Selecting an appropriate location, especially since such spaces are likely to have heavy vehicle traffic	
31 Enshrine an Arts & Culture Hub in the city (SA)	Establish an area of the city whereby arts is prioritized	City policy	None but OCP is an option; elements related to this idea in the Art in Public Spaces Master Plan (2.1.7) as well			Cooperation from landowners, developers, brokers, businesses and a clear, defined vision with associated policies	
32 Create a program to enable businesses with a valid business licence to use park space for free if class is free (SA)	Needs to be defined	City policy (similar program already in place)	None but similar program existed during Covid that could potentially be resurrected			Registration portal still required to ensure no conflicts (time or programming) with other user groups. Program outline to establish max participant numbers to keep impact on other park users minimal/reasonable.	
33 Create program to allow NPOs to use (civic) space for free or at a reduced-rate (SA)	Lower overhead costs, increased use of civic facilities for arts groups and therefore, increased cultural output	City policy	Council has asked staff to report back on how to manage requests for reduction of fees by local arts groups for facility rentals			Capacity to manage interest and requests	
34 Create a directory to match interested artists with businesses to showcase artwork (DJJK)	Increased exposure and profile for local artists and local businesses, improved ambiance for local businesses	Programming	None			Need a reasonable pool of businesses and artists for matchmaking to a success	
35 Create a pop up gallery in vacant retail spaces program (DJJK)	Increased exposure and profile for local artists, increased exposure for vacant retail spaces	Programming	None			Cooperation from landowners, mitigating risk to artwork and potential damage to property	
36 Develop a program to allow buskers to perform in front of businesses (DJJK)	Diversification of art forms in community, enliven commercial districts, increased exposure for local artists and local businesses	Programming	Street Performers permit (requires adaption or revision to Bylaws)			Bylaws preventing performers from encroachment onto City property, noise complaints from nearby residents or businesses	
37 More resources for how to run an arts business, tax incentives, grants and other supports (SWOT)	Improved viability for arts businesses	Programming	Elements related to this idea in the Arts and Culture Master Plan (1.2.4); elements related to this idea in the Economic Development Master Plan (14.1)			Community Charter - enabling support to one business means opportunity needs to be generally available to all but if led by an NPO, such restrictions would not be applicable	
38 Develop a culture of unique small businesses (SWOT)	Strengthen small business community and vibe in the city	Programming	None			Small businesses are at risk due to increasing lease/land costs. Cities are also limited in their ability to "require" small businesses in commercial spaces. Developing culture may require small businesses to work together to promote and nurture this culture. Both business collaboration and culture development are challenging to sustain.	
39 Identify cultural and tourism drivers for the arts (SWOT)	Facilitate more tourism through arts ?	Capacity building	None			To be determined	
40 Leverage existing funding with grants (SWOT)	Increase arts investments in the city	Capacity building	None			Applying, managing and overseeing grants can be labour and time intensive; City may not be eligible for grants that NPOs, event organizers, and artists would be	
41 Satellite of hubs (rather than having one centralized place) (SWOT)	Increase the presence of arts throughout the city	Programming	Arts and Culture Master Plan (3.3.2), Art in Public Spaces Master Plan (1.1.7)			Capacity to establish hubs; operationally, hubs increase costs versus a centralized model	
42 Broaden cultural representation (SWOT-W)	Increase diversity of expression	Programming	Arts and Culture Master Plan (2.1.6, 2.1.7); Objective 3.1 in Art in Public Spaces Master Plan with elements related to this idea in 2.1.12			Broadening cultural representation in a way that is meaningful, sustainable, and authentic	Perhaps this should not only be cultural but also thematic.
43 Related to 42 - include equity lens in any of these ideas/programs (Municipal Equity Kickstart Guide) (SA)	Increase access and opportunity for all artists	City policy				Meaningful inclusion and opportunities in existing programs needs to happen, rather than a separate program.	Needs to be implemented across all city programs
44 Street banner program expansion (or overarching goal) - ensure all people living in Pultro feel seen and represented in the artwork	Visibility, diversity and equity	Capacity building	Banner program			Meaningful inclusion and opportunities in existing programs needs to happen, rather than a separate program.	Needs to be implemented across all city programs
45 Updated Public Art Policy	Revised and updated Public Art Policy to current best practices	City policy	Public Art Policy				
46 Review Council's annual grant distribution to local groups	Equitable access for local groups to financial support	City policy	Community Grant Program				

Mayor's Arts and Business Coalition Task Force: Notes from the June 19, 2023, Meeting

At the June 19, 2023, Mayor's Arts and Business Coalition Task Force meeting, the group covered two items in a workshop format.

1. Prioritization of activities and ideas generated from the first two meetings
2. Articulating a vision for growing the Port Moody City of the Arts brand

Item 1: Prioritization of activities and ideas generated from the first two meetings

The activities and ideas were assigned by the City one of four themes in advance of the meeting: Storytelling & Marketing, Programming, Capacity Building, and City Policy. The Task Force members were arranged in groups to categorize the first three themes - Storytelling & Marketing, Programming, and Capacity Building – into a matrix using the Microsoft Whiteboard application. The matrix was divided into high impact to low impact and high cost to low cost cells.

The fourth theme, City Policy, was prioritized by City staff before the meeting and reviewed with the rest of the activities and ideas by the Task Force.

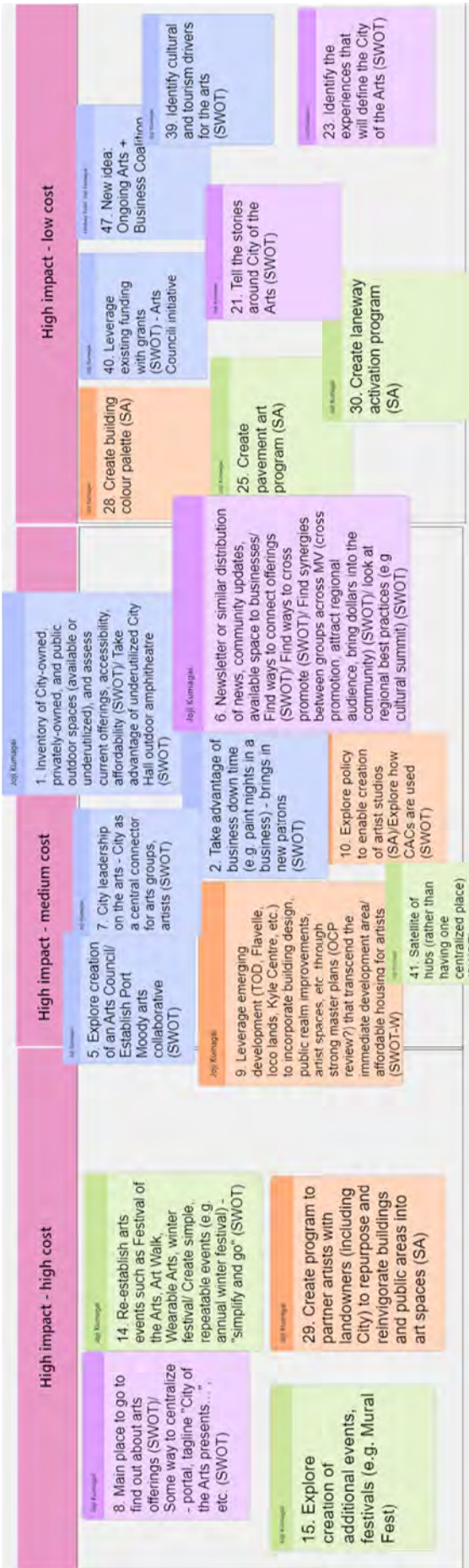
Results of the evaluation of activities and ideas are below. The themes were colour coded accordingly:



Considered at the October 10, 2023, Regular Council meeting

Attachment 9

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Considered at the October 10, 2023, Regular Council meeting

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Low impact - high cost	Low impact - medium cost	Low impact - low cost
<p>16. Mural on PCT storage building</p> <p>37. More resources for how to run an arts business, tax incentives, grants and other supports (SWOT)</p> <p>35. Create a pop up gallery in vacant retail spaces program (DJ/JK)</p>	<p>12. Decentralize destinations, support movement of patrons from events and festivals to other areas of the city</p> <p>17. Develop "lease art" program</p>	

Some ideas were placed in the “Values/Principles” box. There was one idea that was recommended to be referred to the Economic Development and Tourism Committee.

Values/Principles

44. Street banner program expansion (or overarching goal) - ensure all people living in PoMo feel seen and represented in the artwork - move to IDEA Committee

38. Develop a culture of unique small businesses (SWOT)

42. Broaden cultural representation (SWOT-W)

Related to 42 - include equity lens in any of these ideas/programs (Municipal Equity Kickstart Guide) (SA)

3. City concierge service to start a new business - move to EDTC for discussion

Item 2 :Articulating a vision for growing the Port Moody City of the Arts Brand

As per the Terms of Reference, the Mayor’s Arts and Business Coalition Task Force duties include “articulating a vision for growing the Port Moody City of the Arts brand.”

For this second exercise, participants were asked to write thoughts from the prompting questions:

- What do synergies between arts and business look like?
- What words come to mind when thinking about synergies between arts and business?
- What tangible and intangible value would be derived for the community?



The following comments were generated by the Task Force (67 total contributions):

- Sustainable initiative
- Art can show culture of the business
- Art ~ business: connected through vibrancy
- Creative spaces
- Collaboration
- Art touches: everything we do, all aspects of our lives
- Sense of community
- Partnerships
- Success
- Art(s) - all arts can change the future + unite the community
- Arts solidify PoMo brand as Art is Everywhere, We are Art
- Feeling: everyone wants to be here. Fun!
- Learning/ teaching

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Attachment 9

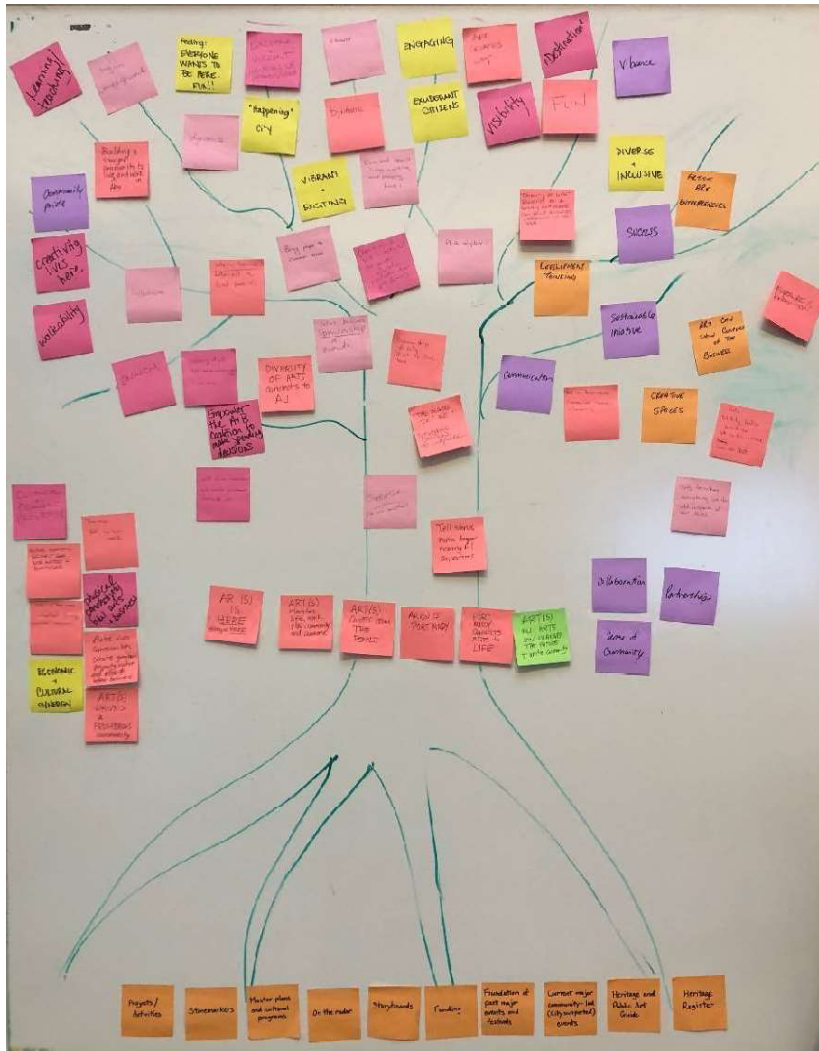
- Buy-in, engagement
- Dynamic
- Building a stronger community to live, play and work in
- Arts ~ Business: interactive (not passive)
- Inclusive
- Community pride
- Creativity lives here
- Walkability
- Arts drives innovation and creative investment into the city
- Empower the A+B Coalition to make spending decisions
- Diversity of arts connects to all
- Enrich
- Creativity of arts feeds entrepreneurship and vice versa
- Dynamic
- Vibrant
- Excited about living, working, and playing here!
- Vibrant + exciting
- Bring people to common areas
- Arts + business sponsorship of events
- “Happening” city
- Exciting + vibrant immersive atmosphere
- Port Moody connects arts to life
- Art(s) is Port Moody
- Art(s) comes from the people
- Art(s) elevates life, work, play, community and commerce
- Art(s) is here everywhere
- Arts rich communities create greater property value and attract better businesses
- Physical connectivity b/w arts + business
- Business Art in Our Work
- Mutual economic benefit for both artists + businesses
- Cultural and economic prosperity
- Art(s) drives a prosperous community
- Art ~ Business connected through common language
- Economic + cultural synergy
- Ownership of city. Proud to live here.
- Tell stories. Make deeper meaningful connections.
- “The place to be.” Desirable location to live/work.
- Diverse + inclusive
- Artists are entrepreneurs
- Supportive (to one another)
- Pride of place
- “Destination”
- Exuberant citizens

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- Art creates joy
- Engaging
- “Live, work, play, create”
- Visibility
- Fun
- Vibrance
- (Don’t limit biz incentives to just murals...include other art forms)
- Development thinking
- Exposure/recognition
- “Quality of life” benefits of a healthy art scene can drive business investment to the area
- Communication

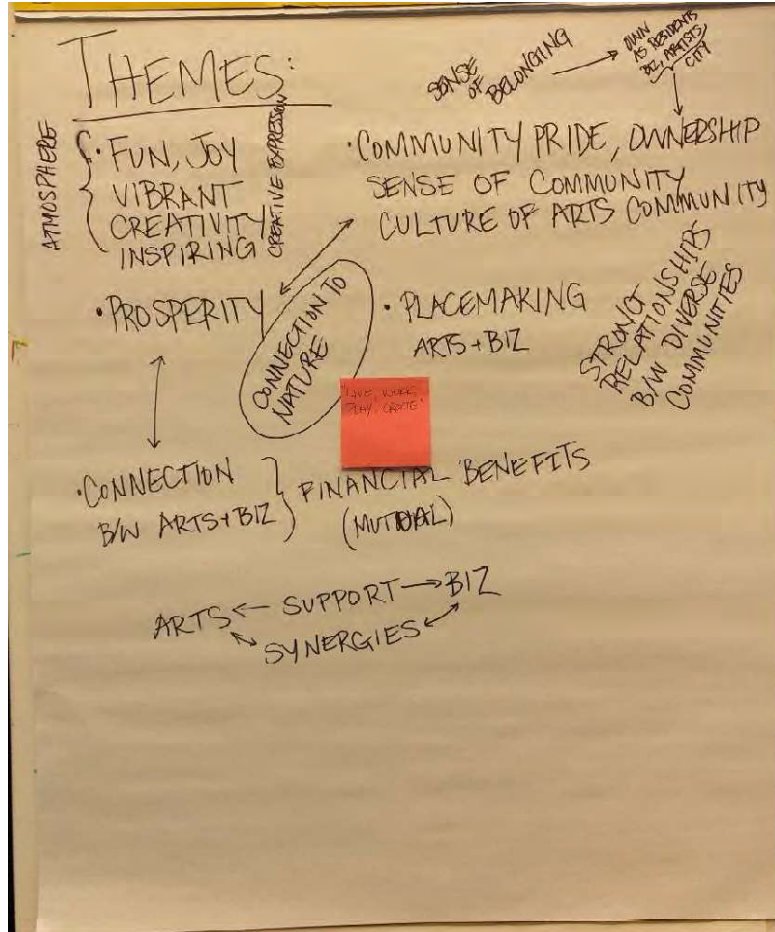
The comments were posted to a tree with “roots” based on a high-level summary of programs and actions the City is currently undertaking to support the arts:



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At the conclusion of this generative exercise, initial themes were teased out:



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Attachment 9

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Theme	Characteristics	Components (nouns)	Policy/ Programs/ Activities from prioritization exercise (High impact activities)	Alignment with Council Strategic Plan Goals
<p>1. Sense of belonging, community pride</p>	<p>-Ownership by residents, artists, businesses -Strong relationships between diverse communities</p>	<p>-Coordinated and impactful storytelling -Strong local business community -Well-designed, walkable communities and buildings</p>	<p>-6. Newsletter or similar distribution of news, community updates, available space to businesses/ Find ways to cross promote/ Find synergies between groups across MV (cross promotion, attract regional audience, bring dollars into the community)/ look at regional best practices (e.g. cultural summit) -8. Main place to go to find out about arts offerings/ Some way to centralize – portal, tagline “City of the Arts presents...”, etc. -21. Tell the stories around City of the Arts -23. Identify the experiences that will define the City of the Arts</p> <p><i>From Values/principles box:</i> 38. Develop a culture of unique small businesses 42. Broaden cultural representation 43. Related to 42 – include equity lens in any of these</p>	<p>6, 8, 21, 23. Enhance vibrancy through placemaking, arts, culture heritage, and tourism</p> <p>38. Improve the local business climate 42, 43, 44. Enhance community wellbeing</p>

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Attachment 9

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	<p>-Creative expression -Synergies and symbiosis between arts and businesses -Connection to and inspiration by nature</p>	<p>-Unique and ubiquitous placemaking, creative spaces -Healthy complement of artist studios -Channels for regular coordination and communications between artists and businesses</p>	<p>ideas/programs (Municipal Equity Kickstart Guide) 44. Street banner program expansion (or overarching goal) – ensure all people living in PoMo feel seen and represented in artwork – move to IDEA Committee</p>	
<p>2. Fun, joy, vibrant, creative, inspiring place</p>			<p>-7. City leadership on the arts – City as a central connector for arts groups, artists -9. Leverage emerging development (TOD, Flavelle, loco lands, Kyle Centre, etc.) to incorporate building design, public realm improvements, artist spaces, etc. through strong master plans (OCP review?) that transcend the immediate development area/ affordable housing for artists -10. Explore policy to enable creation of artist studios/ Explore how CACs are used -14. Re-establish arts events such as Festival of the Arts, Art Walks, Wearable Arts, winter festival/ Create simple, repeatable events (e.g. annual winter festival) – “simplify and go” -15. Explore creation of additional events, festivals (e.g. Mural Fest)</p>	<p>9, 10. Create complete and connected communities through balanced growth 7, 14, 15, 28. Enhance vibrancy through placemaking, arts, culture, heritage, and tourism 25, 29, 30. Leverage public spaces 41. Enhance vibrancy through placemaking, arts, culture, heritage, and tourism/ Leverage public spaces</p>

Considered at the October 10, 2023, Regular Council meeting

Attachment 9

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<p>3. Prosperous community</p>	<p>-Artists and businesses are financially healthy</p>	<p>-Community supportive of local businesses and artists -Functional spaces that provide opportunities for businesses and artists to occupy and succeed</p>	<p>-25. Create pavement art program -28. Create building colour palette -29. Create program to partner artists with landowners (including City) to repurpose and reinvigorate buildings and public areas into art spaces -30. Create laneway activation program -41. Satellite of hubs (rather than having one centralized place)</p>	<p>1, 2, 39, 47. Improve the local business climate 5, 40. Lead with good governance</p>
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Considered at the October 10, 2023, Regular Council meeting

Attachment 9

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		-47. New idea: Ongoing Arts + Business Coalition	
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Mayor's Arts and Business Coalition Task Force: Notes from the July 10, 2023, Meeting

[Ambition statement discussion](#)

The task force terms of reference includes the following duties:

Articulate a vision for growing the Port Moody City of the Arts brand

At the June 19, 2023, task force meeting, a discussion took place whereby members generated ideas and themes related to a vision for growing the City of the Arts brand. An ambition as opposed to vision was discussed to recognize that the outcome should be cognizant of the benefits to the community and its people.

From this work, a draft ambition statement was tabled at the July 10, 2023, meeting to initiate a conversation with the task force:

- Connected to nature, Port Moody's artists, businesses and residents prosper within a vibrant and connected community.

Three options were also offered by a task force member:

- In the stunning natural setting of Port Moody, we believe a more prosperous, vibrant, and connected community thrives when all arts (and artists), cultural endeavors, and businesses are connected.
- The City of the Arts, with its stunning location bustling with opportunity, embraces, celebrates, and amplifies the diversity of the arts. We believe that a stronger connected relationship between arts and business will result in a more vibrant and prosperous community.
- In this glorious community connected to nature, The City of the Arts embraces, celebrates, and amplifies the diversity of the arts, to champion a stronger, more-connected and prosperous arts and business community.

With task force members divided in three groups (programming, storytelling & marketing, and capacity building), further statements were generated (figure 1):

- Connected to nature, Port Moody's artist, businesses and residents flourish within a vibrant and connected community.
- Port Moody embraces, celebrates and amplifies the diversity of the arts, to champion a stronger more connected and prosperous arts and business community.
- Foster Arts and business partnerships that support sustainable economic opportunities and cultural experiences.
- Advance a strategic framework to drive a stronger committed relationship between all arts and business that will result in a more vibrant and prosperous community.

As a group, a final version was created (figures 2 and 3):

- Foster arts and business partnerships that drive sustainable economic opportunities and cultural experiences to support a vibrant, connected city.

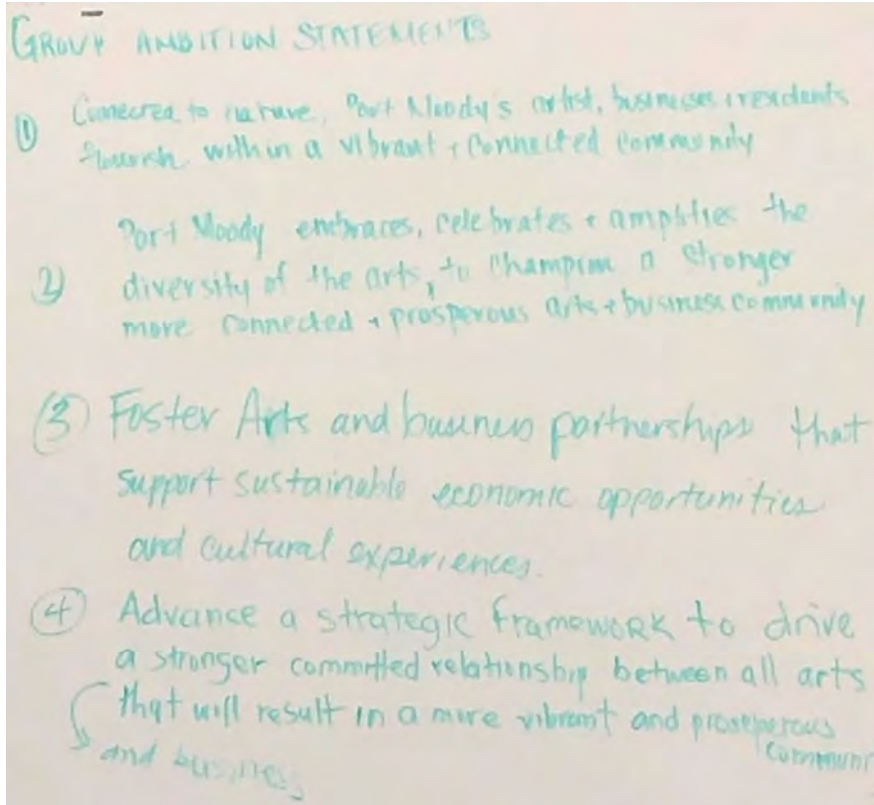


Figure 1: Draft ambition statements generated from breakout groups.

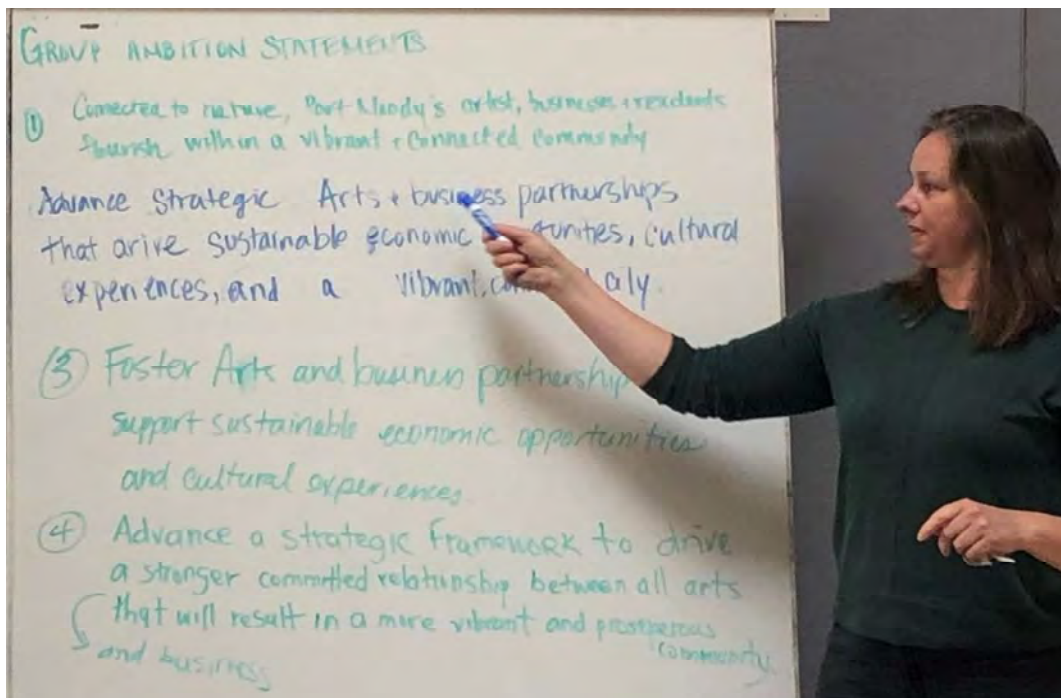


Figure 2: Group discussion on ambition statement.

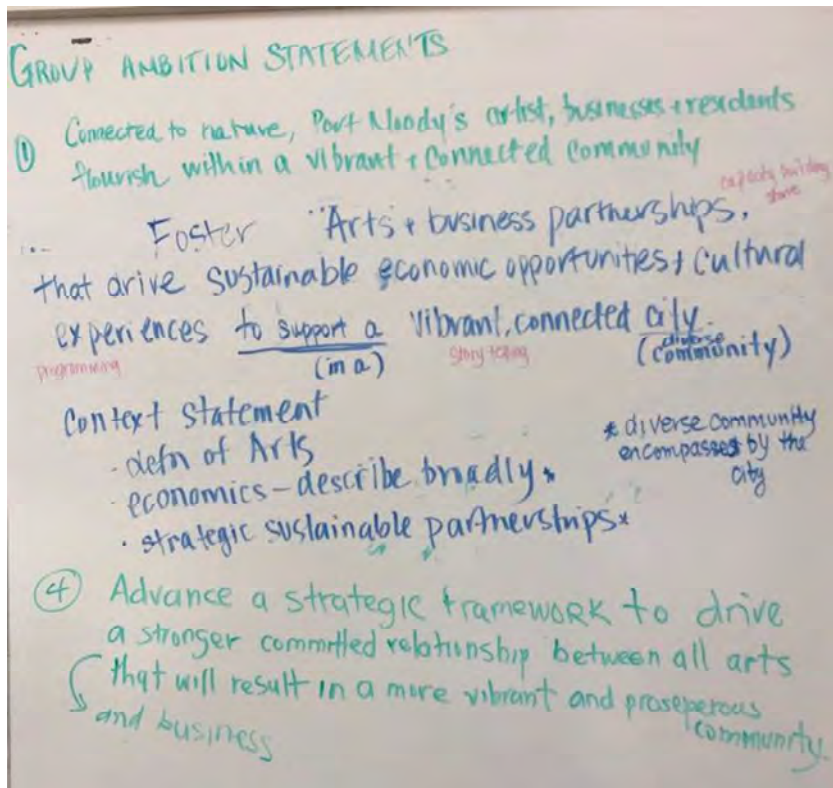


Figure 3: Final ambition statement (in blue).

Considered at the October 10, 2023, Regular Council meeting

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Attachment 11

Column1	Date	Event	Location	Presenter/Organizer	Misc. Notes	City Support
1	Jan.1	Penguin Plunge	Rocky Pt. Park	Pleasantville Community Association		~\$2K event funding/support
2	Feb.	Black History Month Performances	Outpost	Private	One evening of a variety of performances	Promotion/Encouraged larger summer event
3	Mar.	Canadian Film Festival	Inlet Theatre	Port Moody Film Society		Supported with reduced theatre rates
4	Apr. 21	Earth Day	Various	City of Port Moody		City-led
5	Apr. 28/29	Close-Up Film Festival	Inlet Theatre	Yuna Fahim		
6	Apr. 29	Inlet Spring Regatta / Nothin' Dragging	Rocky Pt. Park	Hosted by Nothin' Dragging	Biggest singleday event in Port Moody	Fee waivers (in-kind support early on)
7	May 5	Dragonboat Festival	City Hall Galleria	Port Moody Rotary		
8	May 6	Search for the Perfect Pint	Noons Creek Hatchery/ PoMoRec Centre	Noons Creek Hatchery		Reduced rates and staff support
9	May 13	Fingerling Festival	Old Orchard Hall	Yanilo Music		
10	May 29-Jun 8	Annual "Smile of Spring" Classical Concert	Inlet Theatre	Evelia Espinosa		Free exhibit space
11	May 31	White Pines Gala	Inlet Theatre & Galleria	Port Moody Library	Celebrating local authors	Library led
12	June 8-10	"12 Angry Jurors"	Inlet United Church at the Springs	loco Players Theatre	4 performances	
13	June 13 - Tuesdays	Port Moody's Original Jazz Jam	Fraser Mill Fermentation Co.	Gord Hembruff	Every Tues. at 7pm	
14	June 21	Indigenous Peoples Day	Rocky Pt. Park	Port Moody Ecological Society & Presence of Ancestors Project		Funding and day of support (up to \$8K)
15	June 23	The Shuffle / Port Moody Art Walk	PoMo Arts Centre / various Moody Centres	Community Committee		approx \$25K in support
16	June 30 - Jul 3	Golden Spike Days	Rocky Pt. Park	Golden Spike Days Society		Free space/cover insurance cost (\$2.1K)
17	Jul 9-Sept. 3	Summer Sundays	Rocky Pt. Park	M/C: George Balzer	9 sessions	Free space/cover insurance cost (\$2.1K)
18	July 21-23	Ribfest	Rocky Pt. Park	PoMo Rotary		\$35,000 in support
19	Aug.	Car-free Day	St. John's Street	City of Port Moody	Expected back in 2025	City-led
20	Aug. 12	Brewhalla Beer & Music Festival	Pioneer Memorial Park	Brewhalla	Cancelled for 2023	paid rental
21	Aug. 31-Sept. 2	"Lullaby to Broadway"	Inlet Theatre	loco Players Theatre	4 performances	\$3K grant towards theatre use
22	Sept. - Apr. Monthly	Inlet Theatre Music Series	Inlet Theatre	Inlet Theatre Music Series Committee	8 concerts	2 years of support for theatre use
23	Sept. 22 - Oct. 15	Culture Days	Various	Culturedays.ca		City participates
24	Oct. 1	"Love Letters"	Inlet United Church at the Springs	loco Players Theatre	2 performances	
25	Oct. TBC	loco Ghost Town Day Festival	loco Townsite/Port Moody Station Museum	Port Moody Heritage Society	smaller event planned for 2023	support through festival grant
26	Nov. 9 - 11	"War of the Worlds"	Inlet United Church at the Springs	loco Players Theatre	4 performances	
27	Nov. 11	Remembrance Day Parade and Ceremony	Spring St/ PoMo Legion	PoMo Legion/ City of Port Moody		\$20K staff support
28	Dec. TBC	Summer Sunday fundraiser	Inlet Theatre	M/C: George Balzer		supported theatre use
29	Dec. TBC	Cheer at the Pier	Rocky Pt. Park	City of Port Moody		City-led
30	Dec. 18 TBC.	CP Holiday Train	Behind Rec Centre	CPR		City-led

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5. Establish an Arts and Business Council Theme: Capacity Building Council Strategic Plan alignment: Vibrant and Prosperous Community - Enhance vibrancy through placemaking, arts, culture, heritage, and tourism. Improve the local business climate. / Sustainable Core Services - Lead with good governance. Description: An Arts and Business Council is envisioned as a not-for-profit entity that would help fill a gap in the community, that being of a steward of arts capacity building, relationship development and programming. Many of these functions are challenging for the City to fulfill due to legislative and/or operational constraints.				
Who is involved in establishing this initiative? - City - MABCTF - explore best practices elsewhere	What is the process? What resources are required? - registered non-profit - community stakeholders - start-up funding from the City, provision of space/location	What are the outputs and outcomes? - non-profit to apply for grants - takeover grants process - terms of reference - empower to make recommendations - operating funding model - update inventories - see items 6, 8.	How much does the City contribute (direct costs and in-kind)? - funding base - executive director and general operating costs - exact amount TBD - office/meeting space	What is the ease of implementation? - complicated - potential one year to establish - growing pains to be expected

1. Inventory indoor and outdoor, public and private spaces that are underutilized and could be repurposed for arts-based uses Theme: Capacity Building Council Strategic Plan alignment: Vibrant and Prosperous Community - Enhance vibrancy through placemaking, arts, culture, heritage, and tourism. Improve the local business climate. Description: Expand arts capacity in the city by accessing underutilized public and private spaces.				
Who is involved in establishing this initiative? - City (facilities, public space) - businesses - churches - not-for-profits/associations/clubs - schools - artists - developers	What is the process? What resources are required? - call for space/call for uses - quarterly update/living document - incentives for space provision; incentives for space users - usable space component to development planning/approvals - insurance (centralized) - 1 FTE staff to coordinate (inventory coordinator) * could also include art rental in this program	What are the outputs and outcomes? - database - ongoing incentives program - light network - collaborative model * #29: Repurpose and Reimagine program (RRP)	How much does the City contribute (direct costs and in-kind)? - initial staff and database infrastructure	What is the ease of implementation? - high commitment

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<p>25, 30. Create street art program - pavement art and laneway activation Theme: Capacity Building Council Strategic Plan alignment: Vibrant and Prosperous Community - Leverage public spaces. Description: This program would encourage and enable the incorporation of art in areas typically not considered for the expression of public art while also bringing vibrancy to such spaces.</p>					
<p>Who is involved in establishing this initiative? - Arts and Business Council - City Public Art Policy</p>	<p>What is the process? What resources are required? - concepts/ideas e.g. paint doorways in laneway to create "gallery" like between Robson St and Alberni St. in Vancouver</p>	<p>What are the outputs and outcomes? - better-looking spaces - community gathering spaces - "cool" factor - tourist draw</p>	<p>How much does the City contribute (direct costs and in-kind)? - rules and regulations - permits - new development?</p>	<p>What is the ease of implementation? - depends on the City's will to do this</p>	
<p>14, 15. Re-establish and/or explore creation of additional events and festivals (e.g. Festival of the Arts, Wearable Arts, winter festival, Mural Fest) Theme: Capacity Building Council Strategic Plan alignment: Vibrant and Prosperous Community - Leverage public spaces. Description: Opportunity for residents and visitors to enjoy and celebrate the city and to develop and strengthen community and economic partnerships.</p>					
<p>Who is involved in establishing this initiative? - City - Inventory, Repurpos and Reimagine Program (underdeveloped) * goal should be to create <u>experiences</u></p>	<p>What is the process? What resources are required? - reassess existing festivals - where is the art? - reappropriate space</p>	<p>What are the outputs and outcomes? - busking programs in stations and key traffic areas - Nuit Blanche/ fringe festival/ dine-in theatre/ film projections on walls/ installations in business spaces in use and unused - artist work in empty transit ad spaces on SkyTrain platforms</p>	<p>How much does the City contribute (direct costs and in-kind)? - community grants - CAC funds/ ongoing budget pocket - other grants - business community/ developer</p>	<p>What is the ease of implementation? - high commitment</p>	

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6, 8. Collection and distribution of news, updates, events, etc. across the community and partnership building (likely an Arts/Business Council function)				
Theme: Storytelling & Marketing				
Council Strategic Plan alignment: Vibrant and Prosperous Community - Enhance vibrancy through placemaking, arts, culture, heritage, and tourism.				
Description: This activity would help to elevate, promote, connect, and coordinate many of the initiatives already taking place in the city.				
Who is involved in establishing this initiative?	What is the process? What resources are required?	What are the outputs and outcomes?	How much does the City contribute (direct costs and in-kind)?	What is the ease of implementation?
- Arts and Business Council	- database - website - print media - social media	- exposure - increased participation	- cross-promotion - funding for City staff	- high to start - low/medium once running

21, 23. Identify the experiences that will define the City of the Arts and tell these stories.				
Theme: Storytelling & Marketing				
Council Strategic Plan alignment: Vibrant and Prosperous Community - Enhance vibrancy through placemaking, arts, culture, heritage, and tourism.				
Description: This initiative will help in the branding of the City as the City of the Arts and also further promote existing assets in the community.				
Who is involved in establishing this initiative?	What is the process? What resources are required?	What are the outputs and outcomes?	How much does the City contribute (direct costs and in-kind)?	What is the ease of implementation?
- Arts and Business Council - Broad cross section of the community through outreach and dialogue	- Identify current stories that can lift the COTA brand, reflect diversity of stories e.g. smaller events and initiatives, hidden stories - this initiative (21,23) feeds into initiative 6/8	- community dialogue, partnerships with other organisations, media partners	- depends on how much is leveraged	- need a strategy to disseminate effectively

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<p>9, 10. Leverage emerging development and CACs to build a long-term, permanent supply of artist spaces and to also invest in public realm improvements and building design</p> <p>Theme: City Policy Council Strategic Plan alignment: Vibrant and Prosperous Community - Leverage public spaces./ Healthy Community Development - Enhance community wellbeing. Description: Leveraging emerging development opportunities could enable the investment of artists spaces, public realm improvements, etc. without a direct financial outlay by the City.</p>				
<p>Who is involved in establishing this initiative? - City finance, development planning - City Council - the new Arts and Business Council/Coalition - Land Use Committee</p>	<p>What is the process? What resources are required? - revise Public Art Policy and how reserves are being used and for what (e.g. art studios, festivals, etc.) - revise terms of reference</p>	<p>What are the outputs and outcomes? - pool all contributions for public art into one community fund, to be directed by either the new Arts and Business Council and/or Port Moody Foundation</p>	<p>How much does the City contribute (direct costs and in-kind)? - see Arts and Business Council costs</p>	<p>What is the ease of implementation? - change is hard but good</p>

<p>28. Create a building colour palette</p> <p>Theme: City Policy Council Strategic Plan alignment: Vibrant and Prosperous Community - Enhance vibrancy through placemaking, arts, culture, heritage, and tourism. Description: This guide would encourage playful colour schemes for buildings that would brighten up the streetscape, distinguish neighbourhoods, and potentially be a tourism draw.</p>				
<p>Who is involved in establishing this initiative? - Advisory Design Panel - update terms of reference to encourage more diverse colour options - colour palette for home owners to use a guideline</p>	<p>What is the process? What resources are required? - review current colour/design bylaws - review new strata limitations from municipal standpoint</p>	<p>What are the outputs and outcomes?</p>	<p>How much does the City contribute (direct costs and in-kind)?</p>	<p>What is the ease of implementation? - easy</p>

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29. Create a program to partner artists with landowners (including the City) to repurpose and reinvigorate buildings and public areas into art spaces Theme: City Policy Council Strategic Plan alignment: Vibrant and Prosperous Community - Enhance vibrancy through placemaking, arts, culture, heritage, and tourism. Leverage public spaces. Description: This program would help create more synergies between artists and businesses while bringing additional public art to the city.			
Who is involved in establishing this initiative? - the new Arts and Business Council - Repurpose and Reimagine sub-committee - inventory coordinator/ arts coordinator	What is the process? What resources are required? - gather business licence information and gather artists information and needs - pull data from #1 inventory - create a sub-committee to build network - 1 arts coordinator (F7/PT) - incentives from landowners - incentives for artists	What are the outputs and outcomes? - mutual benefits - output = directory to connect artists with spaces - more identifiable art across the city - more animated spaces/ social gathering - pop-up and experiential, mash up - temporality - digital art, film screenings on walls - 14, 15. events and festivals	How much does the City contribute (direct costs and in-kind)? - contact direct to business owners - list of City-owned properties - City website/link
			What is the ease of implementation? #NAME?

Attachment 13

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ACTIVITY/ ACTION	2023		2024			
	Q4	Q1	Q2	Q3	Q4	
Quick win - 11. Policy to require art panels along development fencing	Develop program outline	Discussions with developers, canvass interest from artists	Implementation			
Quick win - 45. Review and update City Public Art Policy	Begin review	Conclude review, approval of updates				
Quick win - 46. Review Council's annual grant distribution to local groups/ Establish arts-based community grant program		Begin review process, finalize scope and policies for an arts-based community grant stream	Call for applications (funds from Art Works Reserve)	Approval of first cohort		
Quick win - 32. Create program to enable businesses with a valid business licence to use park space for free if class is free	Work with Parks and consult with businesses to learn about demand and needs	Establish expanded program, pending results of consultation				
Quick win - 33. Create program to allow NPOs to use (civic) space for free or at reduced rate	Create program guidelines (as there is already a similar program in place)	Implementation of program, communications to local NPOs				
Explore creating a free or reduced business licence for artists	Explore this option with goal of implementing policy for 2024					
Hire Community Arts Coordinator	City budgeting process	Finalize responsibilities, post position	Hire for position			
5. Est. an Arts and Business Council	City budgeting process	Establish founding board, develop ToR and other legislative docs	Establish office of the Executive Director	City budgeting process for future funding		
1. Inventory indoor and outdoor, public and private spaces that are underutilized and could be repurposed for arts-based uses				Community Arts Coordinator establishes baseline. Develops program outline.		
25, 30. Create a street art program - pavement art and laneway activation				Community Arts Coordinator creates program outline with goal to launch in early 2025 with first installation by summer (funding from Art Works Reserve)		
14, 15. Re-establish and/or explore creation of additional events and festivals	City budgeting process	Explore Festival of the Arts/Day of Arts/other opportunities		Day of Arts in tandem with Culture Days	City budgeting process for Festival of the Arts	
6, 8. Collection and distribution of news, updates, events, etc. across community and partnership building				Arts and Business Council establishes program infrastructure, begins partnership building. Logo design led by Community Arts Coordinator and Communications.		
21, 23. Identify the experiences that will define the COTA and tell these stories.						
9, 10. Leverage emerging development and CACs to build a long-term, permanent supply of artist spaces and to also invest in public realm improvements and building design		Workshop with Council to discuss use of developer levies and developer public artwork financial contributions. Review policy related to public artwork financial contributions.				
28. Create a building colour palette	City budgeting process	Secure consultant		Finalize palette for Clarke Street corridor, establish program guidelines		
29. Create a program to partner artists with landowners (incl. City) to repurpose and reinvest buildings and public areas into art spaces					Arts and Business Council established program	