

# Memorandum

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Date: January 6, 2020  
Submitted by: Community Services Department – Cultural Services Division  
Subject: Artist Symposium

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## Background

On November 26, 2019, Council considered a report from the Arts and Culture Committee (Committee) regarding holding an Artist Symposium in May 2020. The following motion was passed:

### RC19/516

THAT the report dated November 12, 2019 from the Arts and Culture Committee regarding Proposed Artist Symposium be referred to staff for action.

When the motion was made, the Mayor confirmed with the City Manager that staff would report back regarding staff time and costs to plan and present the proposed symposium.

Staff consulted with City of Coquitlam staff who had presented a Cultural Summit in November 2019. The Cultural Summit included an evening reception and one-day summit event over 6 hours, welcoming approximately 100 guests, and had an expense budget of \$37,400; had a \$25/person registration fee; involved approximately 270 hours of staff time for planning; and was supported by three member sub-committee. Planning for the Summit began approximately seven months in advance of the event. It was recommended that a lead time longer than seven months be considered for the purposes of speaker selection and recruitment.

Based on the information gathered, staff have prepared the following draft outline, budget, planning, and time assessment to support this project.

## Project Scope

Various symposium formats were discussed by the Committee. Considering the Committee project discussion, the Committee budget request and the short timeline to plan, a four-hour symposium can be delivered.

The date the Committee has chosen for the symposium is May 9, 2020.

To keep costs in line with the budget, staff recommends the symposium include comfort breaks, but not a meal.

Keynote speakers are often booked a year or more in advance. Based on the short planning timeline, staff recommend the symposium have only one keynote speaker and offer multiple breakout sessions in the Galleria, Brovold Room, and Parkview Room.

Estimated attendance is 50-60 people.

### Draft Budget Estimates

	<b>Expense</b>	<b>Revenue</b>
Speaker Fees/Travel Costs <ul style="list-style-type: none"> <li>• 1 keynote</li> <li>• 3 breakout facilitators</li> <li>• Host</li> </ul>	\$3,500	
Day of Support Staff: (Theatre Technicians, Front of House, Events Assistant)	\$2,200	
Catering: <ul style="list-style-type: none"> <li>• arrival beverage service</li> <li>• networking beverage/snack break</li> </ul>	\$800	
Venue Fees	\$0	
Printing and Promotion	\$1,800	
Auxiliary Hours for Special Events Coordination	\$2,000	
Auxiliary Hours for Communications Support	\$1,200	
Miscellaneous	\$1,000	
Registration (@\$10/person)		\$500
Authorized Arts and Culture Committee Budget		\$ 3,500
Authorized Council Budget		\$ 6,500
Arts and Culture Committee Marketing Budget		\$ 2,000
<b>TOTAL</b>	<b>\$12,500</b>	<b>\$12,500</b>

### Planning structure

A three-member sub-committee of the Arts and Culture Committee has already been established to assist with developing the symposium. The subcommittee will assist with defining the symposium theme and identifying speakers.

The staff team to plan and execute on the symposium will be comprised of the Manager of Cultural Services, the Public Art Coordinator, an Events Assistant, and the Staff Artist, with support from the Communications and Engagement Division.

Day of support from Arts and Culture Committee members will be requested to assist with the registration table, welcoming guests, resetting spaces in between sessions, and note taking. Should Committee members be unable to provide this assistance, additional budget will be required to bring in additional staff.

### Communications Support

Staff in the Communications and Engagement Division will prepare a communication plan to promote the symposium, which will include tactics such as advertisements in the Tri-City News, development of a symposium page on the City website, social media posts, e-notifications, and a public service announcement. In addition to the regular staff time needed to plan, write, and edit these materials, auxiliary communications support will be required for the graphic design of the advertising, digital visuals, poster, and symposium program.

The Arts and Culture Committee has a discretionary budget of \$2,000. This budget would be used to offset the communications costs.

### Work Plan Changes

An artist symposium is not currently in the 2020 Work Plan. In order to accommodate this new work without adding costs for staff time, a number of other projects will need to be delayed in the 2020 Work Plan. These include:

1. Local Artist Galleria Exhibition Program;
2. Placemaking at Queens Street Plaza;
3. Next steps on Community Event Management; and
4. Completion of the Public Art Master Plan.

The Symposium would become the focus for the 2020 implementation of the Arts and Culture Master Plan.

Staff anticipate that auxiliary staffing hours will be required to assist with planning the Volunteer Appreciation Barbeque to allow the Events Assistant to shift their focus to the symposium. Staff anticipates that the auxiliary staffing costs would be approximately \$2,000, which is reflected in the above budget.

If Council does not want to delay the above projects, an Event Coordinator could be hired to do the work. If this approach is chosen staff anticipate that an additional budget of \$12,000-\$20,000 will be required.

The recommended resolution is:

**THAT the memo dated January 6, 2020 from the Community Services Department – Cultural Services Division regarding Artist Symposium be received for information.**

Should Council wish to proceed with the Artist Symposium, the following resolutions are recommended:

THAT staff be directed to proceed with planning an Artist Symposium on May 9, 2020 with a budget of up to \$12,500;

AND THAT the following projects be postponed: Local Artist Galleria Exhibition Program, Placemaking at Queens Street Plaza, Next steps on Community Event Management, and Completion of the Public Art Master Plan.

## Report Approval Details

Document Title:	Artist Symposium.docx
Attachments:	
Final Approval Date:	Jan 9, 2020

This report and all of its attachments were approved and signed as outlined below:

Tracey Takahashi for Dorothy Shermer, Corporate Officer - Jan 9, 2020 - 9:18 AM

Kate Zanon, General Manager of Community Services - Jan 9, 2020 - 9:30 AM

Tim Savoie, City Manager - Jan 9, 2020 - 1:13 PM