

A Cultural Plan for a Creative Nanaimo

NANAIMO
Culture
Heritage
 IT'S WHO WE ARE

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Culture Planning History

- 1990 – Department of Parks and Recreation adds “Culture” to its name;
- 2005 – Parks, Recreation and Culture Master Plan;
- 2008 – Cultural Strategy;
- 2008 – Official Community Plan;
- 2010 – Community Plan for Public Art;
- 2012 – Corporate Strategic Plan – **Cultural Vitality**;
- 2014 – Cultural Plan for a Creative Nanaimo (Cultural Strategy Mach 2) – adopted March 10.

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Culture Planning Process

Spring 2012	Fall/Winter 2012	Spring 2013	Winter 2014
PHASE 1 Identify Current Cultural Assets & Resources	PHASE 2 Visioning Community Engagement SWOT Analysis	PHASE 3 Plan Preparation Stakeholder Feedback Recommendation	PHASE 4 Plan Approval & Implementation
<ul style="list-style-type: none"> Review plan to have other plan Cultural resources inventory Cultural mapping 	<ul style="list-style-type: none"> Community Events Community survey Stakeholder meetings 	<ul style="list-style-type: none"> Preparatory plan Open house and community review Final plan draft Final community plan 	<ul style="list-style-type: none"> Sign letters and council approval Committee and council approval Drafting Approval status

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Nanaimo Cultural Assets & Resources



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Vision Statement

Nanaimo will be a healthy and prosperous community that recognizes the importance of creativity and cultural vitality for quality of life and place.

Guiding Principles to Achieve Vision:

- Creativity and Innovation
- Accessible and Inclusive
- Collaboration
- Quality of Life
- Preserving Our Heritage
- Accountability and Sustainability
- A "Cultural Lens"
- Governance



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Plan Strategies

1. **Strengthening the Creative Sector**
 - eg. Partnerships and Collaboration
2. **The Creative Economy**
 - eg. Cultural Tourism
3. **Connectivity, Connecting People, Communities and Ideas**
 - eg. Improve physical and social connectivity
4. **Cultural Spaces and Places**
 - eg. Enhance existing spaces and creating new ones
5. **Cultural Asset Priority Plan**
 - eg. Create affordable, purpose built, small performance and rehearsal space – support Port Theatre community performing arts centre expansion



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Cultural Managers Working Group



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Plan Actions – Some Key Examples

- Create a "Cultural Services" Department.
- Develop a marketing and awareness campaign to celebrate our cultural resources and promote the benefits of culture in our community (social media, newsletter, networking events, etc.).
- Increase the Events and Festivals Grant funding by ten percent per year for the next seven years annually (current Events and Festivals Fund for 2013 is \$27,573).
- Showcase our cultural assets, resources and history/heritage (coal mining, logging, heritage sites) in public gathering places, waterfront walkways and parks, tourist areas and in the downtown Arts District.
- Set up new public art reserve fund with an annual municipal contribution of \$100,000 in order to fund permanent public art (in support of the Community Plan for Public Art).

