

# City of Abbotsford

## ARTS and HERITAGE

Master Plan 2004

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# EXECUTIVE SUMMARY

The City of Abbotsford is at a formative stage in the development of a framework for arts and cultural initiatives, and the management of heritage resources. Although there are arts and heritage policies outlined in the Official Community Plan, to date the City has not yet embraced the mandate for the implementation of these policies.

Through extensive community and stakeholder consultation, this Plan has been developed to determine the most appropriate and cost-effective civic response to a long-range development of arts and heritage policies and initiatives. Abbotsford currently has one of the lowest per capita allocations of a major municipality in British Columbia to these initiatives, and it will take time to build public support and capacity in these sectors. Despite this, the rich variety of community arts and heritage groups in Abbotsford provides a substantial base of support, and a solid foundation for future endeavors.

The Plan recommends a community-driven, incremental approach with modest actions in the first few years, that will build on partnership opportunities and an expanding population base in the future. A flexible and realistic 20 year Action Plan for the implementation of these recommendations has been developed.

Key elements of the Plan include short and long term recommendations to:

- Revise the OCP policies on Arts, Culture and Heritage
- Establish the mandate for arts and culture under the Parks & Recreation Department. Rename the department as the Parks, Recreation & Culture Department and the Parks & Recreation Commission as the Parks, Recreation & Culture Commission. Establish a Cultural Advisory Committee as a subcommittee of the Parks, Recreation & Culture Commission.
- Establish the mandate for heritage management within the Development Services Department. Expand the advisory mandate of the Clayburn Community Heritage Commission to include the entire City of Abbotsford.

- Undertake feasibility studies for the incremental improvement of capital facilities.
- Allocate resources to ensure the success of these initiatives.
- Over time, continue to build public support for arts and heritage initiatives.

These recommendations were broadly supported throughout the course of the consultative process.

# I. INTRODUCTION

The City of Abbotsford is a rapidly growing community, the fifth largest in British Columbia, and is comprised of a widely diverse population. Formed as a result of the amalgamation of the Districts of Matsqui and Abbotsford on January 1, 1995, the City is at a formative stage in the development of a framework for arts and cultural initiatives, and the management of heritage resources.

Comprehensive civic arts and heritage policies and initiatives will be a crucial part of Abbotsford's ongoing efforts to develop an enriched, cohesive community. The comparative lack of local arts facilities means that residents often go elsewhere for cultural activities without contributing to the local community. Weak heritage policies mean that opportunities for the conservation of significant aspects of local history are being lost. In addition, the City is not taking full advantage of partnership and funding opportunities offered by senior levels of government.

Despite this, the residents of Abbotsford have developed a vibrant cultural life, which merits nurturing and expansion. The existing local arts and heritage groups reflect pride in the unique legacy of historic and community resources, and are a vigorous part of the local identity, economy, and tourism potential. These groups are many and diverse, and contribute to a sense of continuing community traditions.

Given the limitations on public resources, and what will certainly be growing demand for more arts and heritage facilities and initiatives, it is necessary to focus and clarify the City's cultural sector efforts to achieve the best possible results. The goal of this project has been to develop a clear and precise Arts and Heritage Master Plan that will assist the City of Abbotsford in the development of a long term strategic direction for civic arts and heritage programs, that will grow over time as resources allow. This Plan was accomplished through a thorough review and analysis of the existing situation, a comprehensive public consultation process, clear and targeted research, and the development of a realistic and appropriate strategy for implementation.

# 1.1 COMMUNITY CONSULTATION

This project has involved a close and ongoing relationship with City staff and with a project steering committee, appointed by City Council to provide targeted community input. As detailed in *Appendix A*, numerous meetings were held with the steering committee and community stakeholders to determine community expectations and test proposed recommendations. This process started in December 2002 with a tour of selected arts and heritage facilities in other Lower Mainland municipalities and concluded with the Tenth Steering Committee meeting in April 2004.

Two public processes were also held to determine community reaction to the information contained within this Plan. On February 8, 2003, a public workshop was held at the McCallum Activity Centre. An Open House concerning the draft Arts and Heritage Master Plan was held on November 15, 2003. A two page questionnaire was made available to all persons attending the Open House; virtually all of those responding to the questionnaire (99%) supported a broadening of the City’s mandate to include arts and heritage. The proposed vision statement was supported by a similar proportion (98%). Over 90% also were prepared to support a modest tax increase to go towards arts and heritage initiatives. Additional documentation of the 2003 workshops and Open Houses is contained in *Appendix B*.

In addition, comprehensive community surveys were undertaken in order to determine the views and expectations of both arts and heritage stakeholders as well as the broader community. They included both a random household telephone survey of over 200 Abbotsford residents, and a more detailed survey of thirty-four arts and heritage organizations located in the City of Abbotsford. In addition, in-depth background interviews were held with key community leaders. Key findings of the random household telephone survey indicated that a high percentage of respondents felt that arts and heritage is somewhat or very important (86%), and a majority felt that the amount and quality of current performing Arts locations are inadequate to serve the needs of Abbotsford. The survey of arts and heritage organizations indicated that a majority of these groups felt that the City of Abbotsford did not properly fund this sector, and that existing arts and heritage facilities are either poor or very poor. These surveys are more fully described in *Appendices C* and *D* and have also been submitted under separate cover.



## 1.2 ECONOMIC AND SOCIAL BENEFITS OF ARTS AND HERITAGE

Numerous studies have attempted to measure the quantitative and qualitative benefits of arts, culture and heritage. Across Canada is estimated that 670,000 people are employed in the arts and cultural industries, contributing nearly \$22 billion to the Canadian economy (Statistics Canada 1995). Closer to home, the arts and culture sector is a significant contributor to the economy of the Greater Vancouver, generating \$3 billion in direct revenues and employing 65,000 people. This represents 7% of the total employment in the Greater Vancouver Region (Arts and Culture in Greater Vancouver: Contributing to the Livable Region. GVRD 1997).

Culture-related expenditures reach virtually all sectors of the economy as over three quarters of the Lower Mainland population participates in cultural activities annually. The cultural sector is also growing steadily. Cultural facilities also play a significant role in tourism. Visits to municipally operated venues such as theatres, galleries and museums across the Greater Vancouver region exceed 3 million annually (Arts and Culture in Greater Vancouver: Contributing to the Livable Region. GVRD 1997).

Existing research also shows that arts can contribute to livability and a higher quality of life for all residents. There is a growing body of research indicating that arts and culture have a strong positive impact in creating vibrant cultures of creativity and innovation promoting citizen health and well-being and can contribute to community revitalization and inner city re-development. A strong arts and culture sector is also integral to the new economy and the ability to attract skilled workers or 'a creative class' to a particular region or place. Kelowna is an example of a city where broad new programs of cultural initiatives have resulted in the rapid and successful development of an expanded civic cultural framework. More detailed documentation on the benefits of arts and heritage, including the experience of the GVRD and Kelowna, are contained in *Appendix E*.

## 1.3 OTHER LOWER MAINLAND FACILITIES

As part of the technical review for this project, a representative range of municipal facilities was surveyed throughout the Lower Mainland. The facilities in the following jurisdictions were surveyed:

- City of Burnaby
- City of Coquitlam

- District of Maple Ridge
- City of Surrey
- City and District of North Vancouver
- Township of Langley

A number of these facilities were also visited by the Steering Committee in September 2002 at the start of the Project. Based on the experience of these Lower Mainland municipalities and others throughout British Columbia, the key lessons learned are the following:

- The successful development of arts and heritage facilities requires a broad coalition consisting of user groups, volunteers, business groups, financial donors, community and political leaders. It is essential for diverse groups to work together in a common cause to better the community.
- The preparation of a Cultural Plan, Strategic Plan or Master Plan is needed prior to the development of any major facilities. Planning is not an academic exercise; it is needed in order to marshal resources and for the community as a whole to focus on important issues and needed facilities.



Shadbolt Centre, Burnaby

- Creating a mandate and an appropriate organizational focus are key elements, both for policy development and ultimately the development of facilities. A supportive framework is important for municipal staff, business and non-governmental organizations alike.
- Major facilities are costly and typically require a lengthy lead time. Achieving success in small steps will help build toward larger objectives. An essential element of success is for the community to come together to focus on achieving an agreed upon goal.

- A close relationship with the local School District and private school facilities can result in strong attendance. The timing of school programs is particularly advantageous as they typically utilize arts and heritage facilities during low attendance periods for adults. In addition a strong school based program has the potential to generate a lifetime interest when students become adults.



Surrey Arts Centre, Surrey

- A variety of sources should be explored to cover the cost of capital facilities. There are few, if any, instances of a municipality wholly funding an art gallery, museum or performance theatre. In many cases, up to 50% or more of capital funds can be raised from a combination of senior governments, major sponsors, private donors, businesses, special purposes events (e.g. lotteries) and non-government organizations.
- Local fundraising is important both as a demonstration of support at the community level and for the dollars collected.
- A municipal-based operation and a non-profit organization can each serve as a successful operational model for heritage and arts facilities.

A profile of major performing arts, art galleries and museums in the Cities of Surrey, Burnaby, Coquitlam and North Vancouver, the Districts of Maple Ridge and North Vancouver and the Township of Langley is contained in **Appendix F**. These municipalities were selected to gain a perspective on of how other jurisdictions have managed arts and heritage projects of varying sizes. In addition, a profile of the City of Kelowna's Cultural District has been added. This six block precinct has achieved outstanding success as a result of careful nurturing over the past 15 years by the City of Kelowna.

A comprehensive list of theatre and performing spaces throughout the Lower Mainland from Abbotsford to U.B.C. is attached as **Appendix G**. The list includes a total of 45 theatres and other performing spaces. A clear majority (60%) have a capacity of 400 seats or less. Only 7 theatres or 16% have 750 seats or more (i.e. larger than the Abbey Arts Theatre). Most of these large theatres are in municipalities with at least three times the population of the City of Abbotsford.

Most theatres built within the past decade fall into two groups. One consists of medium to large facilities spearheaded by municipalities or school districts. The new Maple Ridge ACT (Arts Centre and Theatre) with a 500 seat capacity and refurbished Main Stage at the Surrey Arts Centre (402 seats) are two municipal examples. The Bell Centre for the Performing Arts (1,110 seats) is an example of a multi-purpose theatre initiated by a school district. Smaller facilities include the new Studio Theatre at the Surrey Arts Centre (129 seats), the Genstar Studio Theatre at the Maple Ridge ACT (maximum of 129 seats) and the Studio Theatre at the Evergreen Cultural Centre (250 seats). These are often called Black Box theatres due to their ability to serve a wide range of performance needs, often with flexible seating arrangements.

### **1.4 GUIDING PRINCIPLES**

In conjunction with the project steering committee, the following key guiding principles were developed to guide the Arts and Heritage Master Plan:

**Arts:**

- Issues growing out of the amalgamation of Matsqui and Abbotsford in 1995 need to be addressed.
- There may not be an opportunity to provide major capital facilities at this time, but in the meantime, there is a need to start providing a framework for the development of modest community cultural activities.
- Cultural activities should be diverse, inclusive and interactive; these activities should be community-driven.
- Better communication should be achieved between and through different agencies.
- The location of cultural facilities may help achieve other goals such as the development of a cultural district or downtown revitalization.

**Heritage:**

- Issues growing out of the amalgamation of Matsqui and Abbotsford in 1995 need to be addressed.
- Abbotsford is at a formative point in the field of heritage conservation, but there have been some important successes (e.g. Clayburn Village, Trethewey House).
- There is a need for more information on individual sites (inventory) and on the City’s history in general. An archival facility is needed.

- There is a need for disseminating heritage information through education and awareness initiatives. The unique story of Abbotsford needs to be told, including geology (e.g. Sumas Mountain), First Nations history and the stories of post-Contact settlement.
- There is a need to link to school curricula and activities.
- Clayburn Village is a unique asset.
- A Community Heritage Commission for the City as a whole has not yet been established.

From these guiding principles, a new vision for arts and heritage initiatives was developed.

## 2. CURRENT SITUATION

The City of Abbotsford has a rich history starting with the Sto:lo First Nation overlain with successive waves of gold-miners, loggers and farmers. European immigration was the basis of early post-Contact settlement patterns. In more recent decades, Abbotsford has become a much more varied community due to immigration from throughout Asia. Today Abbotsford is one of the most diverse multi-cultural communities in Canada.

Abbotsford is also one of the fastest growing cities in B.C. The latest estimate of the City's population is 127,451.<sup>1</sup> In recent years, the City's population has grown at a rate that is more than double that of the province as a whole. Provincial forecasts indicate that the population of Abbotsford will continue to grow at a rate well above the provincial average. The latest provincial forecast anticipates an increase of nearly 50,000 Abbotsford residents over the next 20 years.<sup>2</sup>

- Population of the City of Abbotsford (2001 census): 115,463
- Current population estimate (2004): 130,000
- Forecast population in ten years (2014): 151,570
- Forecast population in twenty years (2024): 175,558

Current City of Abbotsford arts and heritage expenditures consist of the operation of Matsqui Centennial Auditorium, assistance toward the operation of the Abbey Arts Centre, a grant to the M.S.A Museum Society to assist in the operation of Trethewey House and a grant to the Abbotsford Arts Council. The City's 2004 budget allocations for arts and heritage are detailed in *Appendix H*.

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1. BC Statistics, December 2003

2. The P.E.O.P.L.E. cycle 28 forecast prepared by BC Stats, August 2003 is a component/cohort survival population model based on assumptions concerning fertility, mortality and migration updated annually.

## 2.1 CIVIC GOVERNANCE

The City of Abbotsford has seven departments that report to City Council through the City Manager. These are:

1. Parks & Recreation
2. Administrative & Corporate Planning
3. Economic Development
4. Corporate Services
5. Development Services
6. Engineering
7. Fire/Rescue Services

No civic department has a mandate to address either the arts or the City's heritage. The only exception concerns responsibility for the Clayburn Village Heritage Conservation Area, which is managed by the Development Services Department.

Partly because of amalgamation and partly due to rapid growth, the City of Abbotsford is at a formative stage in the development of a civic response to arts and heritage issues. It currently has one of the lowest per capita allocations of any major municipality in British Columbia for these initiatives:

- City of Abbotsford: ± \$1.59 per capita<sup>3</sup>
- City of Surrey: ± \$6.00 per capita
- City of Prince George: ± \$15.00 per capita
- City of Kelowna: ± \$18.59 per capita

## 2.2 CORPORATE STRATEGIC PLAN AND OFFICIAL COMMUNITY PLAN

Following the formation of the new City of Abbotsford on January 1, 1995, a new Corporate Strategic Plan was developed following a wide-ranging consultative process. The objective of the Corporate Strategic Plan was to set strategic objectives for the City and provide the foundation for

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3. Consisting of grants to the MSA Museum Society, Community Arts Council, and community use contributions to the Abbey Arts Centre and Matsqui Centennial Auditorium as detailed in *Appendix H*.

other plans including the Official Community Plan (OCP). The Corporate Strategic Plan was adopted in October, 1995 with the following vision statement.

**Vision Statement**

*Abbotsford will be an economically, socially and environmentally healthy city. People from many backgrounds will contribute values, knowledge and skills to the development of business, culture, education and recreation. The community will be proud of its history and enthusiastic about the future.*

Within the context of this vision, the OCP provides a blueprint of what the community wants to become. The OCP not only provides a statement of where and what land uses the community want to see in the future, it also speaks to Abbotsford’s aspirations for the economy, its strategies for growth management, for meeting social needs, and for building a more interesting and more vibrant community. The OCP is the single most important document that the community has to express its wishes and its program for the future.

An OCP is a municipal bylaw that sets the broad framework for managing development in the City of Abbotsford. In addition to providing objectives for different land uses anticipated to meet future needs for a 5 to 10 year period, the OCP also sets objectives for community services and facilities.

The following policies in the City of Abbotsford OCP address heritage, arts and culture:

**HERITAGE, ARTS AND CULTURE**

Abbotsford has an opportunity to take stock of and preserve its community heritage as an integral part of the City’s development. Recognizing the importance of Abbotsford’s limited community heritage resources, City Policy will:

- 6.1 Support the continuing development of a detailed inventory of Abbotsford’s heritage resources, and identify potential heritage character areas within the City.
- 6.2 Cooperate with governmental and non-governmental heritage organizations to protect the City’s most valuable heritage resources.



- 6.3 Support Abbotsford’s heritage resources as tourism opportunities through the development of heritage walking tours and the establishment of interpretive centres.
- 6.4 Encourage retention or relocation of threatened heritage buildings (i.e., demolition) to identified heritage areas.
- 6.5 Encourage ongoing heritage programs which enhance public awareness and which identify and pursue alternative incentives and methods to facilitate and preserve valuable heritage resources.
- 6.6 Consider acquisition of heritage properties which are appropriate for park use.
- 6.7 Evaluate the need to support construction of new facilities for the Abbotsford Museum Society.

Culture is a critical component of a healthy, vibrant community, and provides social as well as economic benefits. Abbotsford is seen as lacking necessary cultural and arts facilities. To enhance Abbotsford’s cultural and artistic environment, it is City policy to:

- 6.8 Recognize the important role of the arts and culture in enhancing the quality of life in the City. To this end, the City of Abbotsford shall support and encourage the development of arts and cultural facilities and activities in the City.

*Section 19: Heritage Conservation Area Designation and Policies*, outlines the provisions, standards and guidelines for the Clayburn Village Heritage Conservation Area, including a list of Scheduled Properties.

## **2.3 EXISTING ARTS AND HERITAGE ORGANIZATIONS**

Abbotsford already has a wide range of arts and heritage organizations. The Parks & Recreation Department has a contact list that includes 11 heritage organizations whose interests range from automobiles, historical arms, trees and community fairs to genealogy. In the Arts field, there are 7 dance, 11 arts and crafts, 14 musical and 2 theatre organizations. In addition the City has a large

number of cultural societies, seniors' organizations, service clubs, community associations or clubs, youth groups and business and trade associations whose activities involve arts and heritage issues from time to time.

A total of 56 arts and heritage organizations were contacted in the early part of the project in order to develop a better understanding of the views of those directly involved in such activities. The results of this survey are included in *Appendix D*. All arts and heritage organizations were invited to review the draft Arts and Heritage Master Plan at an Open House held on November 15, 2003 at the Clearbrook Library. A meeting with the major performing arts organizations in Abbotsford was also held October 21, 2003.

Following is a more detailed description of some of the existing arts and heritage organizations that are representative of the broad range of community activity that have already been established.

**2.3.1 M.S.A. Museum Society**

The mission of the M.S.A. Museum Society is to be the memory of the community by preserving and interpreting its history. Functions of this mandate are to collect, preserve, study and exhibit artifacts and archival material, and to educate and entertain the public. The Museum is a registered non-profit society that relies on a combination of government grants, private donations and fund-raising efforts to provide its services to the people of Abbotsford.

The M.S.A. Museum Society operates Trethewey House, a fully restored heritage house at 2313 Ware Street. Built in 1919-1920 as a residence for Joseph Trethewey, a local timber baron, from lumber produced at the Abbotsford Lumber Company and bricks from Clayburn. Trethewey House has been restored by the M.S.A. Museum Society with furnishings from the 1920s, and was designated as a heritage site in 1983. The large site is city-owned, and includes four old growth Douglas Fir trees, the Sylvia Pinott Heritage/Habitat Garden, a covered gazebo, a rose garden, two new outbuildings built to complement Trethewey House, one of two remaining Interurban Stations (on a trailer), and an historic outhouse (not currently in use). Trethewey House is adjacent to John Mahoney Park and Mill Lake.

The Society's major event is the Heritage Fair. It is held on the Exhibition Grounds in May. Special attention has been given to attracting youth as the Fair includes 50-60 youth volunteers between 12 and 18 years of age. The M.S.A. Museum Society also operates travelling exhibits. Staffing at Trethewey House consists of four full time employees plus 300 volunteers, 200 of which are involved in specific projects. The Society maintains a well-designed and professional website.

Public funding for the M.S.A. Museum Society comes from the Province of B.C., the Government of Canada and the City of Abbotsford. The City's 2004 grant to the MSA Museum Society was \$89,000. Private funding sources include donations and bingo. The new outbuilding on the Trethewey House site was  $\frac{1}{3}$  funded by a government grant and  $\frac{2}{3}$  by the Society.

The closest that the community has to an archives exists in the collection of M.S.A. Museum Society. The Museum archives are located in the basement of Trethewey House. The archival collection consists of:

- approximately 28 linear metres of original documents pertaining to the history, growth and development of the City of Abbotsford
- a collection of interviews with Abbotsford pioneers
- a complete set of *The Abbotsford News* from 1923 to the present
- a complete set of *The Abbotsford Post* from 1910-1924
- over 14,000 locally relevant historical photos
- an ephemera collection, arranged by subject

The Society currently lacks storage space. Currently 600 m<sup>2</sup> of artifacts are stored in the basement of the M.S.A. Centennial Library. The City of Abbotsford does not charge the Society rent for this space; it provides the space for the equivalent of the operating costs (\$7,800 per annum). Other large museum artifacts are stored off-site in other locations.

### **2.3.2 Clayburn Village Community Society**

Clayburn is a unique secluded village situated in the shelter of the west side of Sumas mountain. The village and brick plant were founded in 1905 by Charles Maclure, son of John Maclure, a former Royal Engineer who settled on a government land grant two

kilometers west of Clayburn.  
Reminiscent of a quaint English village, with neat gardens, surrounded by white picket fences, Clayburn was the first company town in B.C. At its height, it supported three stores, a bank, school, and church.



Old Clayburn Brick Yards (BCA# i\_27270)

The Clayburn Village Community Society is the successor to the Clayburn Society which was originally established in 1917 to promote community spirit with recreational, cultural and athletic endeavors. These objectives have expanded to include promoting the educational value of local history and encouraging the preservation of heritage sites. Community effort resulted in a group of residents banding together to purchase the old school in order to preserve its heritage value.

Time brought change to the area, particularly on the hills to the east and south of the village. By 1990, concern about the impact of development on the historic village led to the formation of a sub-committee of the society, the Clayburn Village Heritage Committee. A special day to promote the heritage aspect of Clayburn and to draw attention to its unique atmosphere was proposed. Heritage Day is a non-profit event hosted by the Clayburn community. Work goes on throughout the year to organize the day's events and coordinate the many volunteers needed to make the day a success. All proceeds from this day go towards funding the next Heritage Day. The Society operates a website that promotes Heritage Day and their preservation efforts.

### 2.3.3 Abbotsford Arts Council

The purposes of the Abbotsford Arts Council are:

- To increase and broaden the opportunities for public enjoyment of and participation in cultural activities;
- To stimulate and encourage the development of cultural projects, activities and facilities;
- To act as a clearing house for information on cultural projects, activities and facilities;

- To foster interest and pride in the cultural heritage of the community;
- To interpret the work of cultural groups to the community, enlist public interest, and promote public understanding;
- To bring to the attention of all government authorities the cultural needs of the community;
- To receive, hold and disburse gifts, both real and personal, bequests, devises and other funds;
- To raise money by subscriptions, and to grant any rights and/or privileges to subscribers;
- To enter into any agreements with the Government, or with any authority, municipal or otherwise, that may seem conducive to the objects of the Council, and to obtain and to carry out, exercise and comply with any such rights, privileges and concessions;
- To invest and to deal with the monies of Council not immediately required, upon such security and in such manner as may from time to time be determined, subject however to the provision of the Society Act; and
- To do all such other things as are incidental or conducive to the attainment of the above objectives.

The main events undertaken by the Abbotsford Arts Council are the:

- Christmas Craft Fair
- Abbotsford City Hall Art Shows
- Art Walk
- Berry Festival Hands-On Painting Demonstration
- Bench Art Project
- Kariton Gallery Art Shows
- Studio Tour
- 2004 Summer Games Artisan Fair
- 2004 Summer Games Main Stage
- Abbotsford Downtown Merchants Association Block Parties Painting Demonstration

The City of Abbotsford provides an annual grant of \$15,000 to the Abbotsford Arts Council.

### **2.3.4 Mennonite Archives**

The Conference of Mennonites in British Columbia Archives is operated by the Mennonite Historical Society of B.C. The Mennonite Historical Society of B.C. was formed in 1972 as a non-profit society to:

- Collect and preserve valuable historical records
- Foster awareness of Mennonite history and culture
- Fund research projects related to Mennonite history
- Sponsor programs and events which communicate our history and culture
- Assist in publishing writings and books related to the above

The Mennonite Archival Centre exists to collect and preserve archival materials which illustrate the activities of Mennonite people in British Columbia, including their arrival and early settlement, the growth of communities and the development of institutions and businesses during the 20th century. The Society has a comprehensive website that describes their holdings (total volume: approximately 250 linear feet, inclusive dates: 1900-1995, policies, etc.) The Archives collection contains many genealogical resources, including family histories and census lists.

### **2.3.5 Abbotsford Genealogical Society**

The Abbotsford Genealogical Society has been a non-profit organization since 1977. The Society enjoys a diverse membership from all areas of the Lower Mainland as well as an international membership. The Society holds its meetings at the Clearbrook Library in Abbotsford, British Columbia, Canada. The meetings are generally on the third Tuesday of each month except July and August. The Society also publishes a quarterly newsletter which has achieved some international acclaim.

### **2.3.6 Performing Arts Groups**

There are a number of performing arts groups based in Abbotsford that enrich the cultural life of the community. The following are representative of community involvement in performing arts:

- The Valley Festival Singers, now in its 28th season, is a non-profit choral society whose goal is to enrich the cultural life of its members and the community through pursuit of excellence in rehearsing and performing a variety of choral musical genres.

The choir has established a significant place in the musical life of the community.

- The Valley Concert Society is a not-for-profit society governed by an elected board of directors and a membership of approximately 300 participants. The society has performed a series of concerts for the past twenty years. The concerts, from October to May, are by world class musicians and present a range from solo instrumental, quartets, choral, and chamber orchestras. The present venue is the Matsqui Centennial Auditorium.
- The Abbotsford Symphony Orchestra is a not-for-profit society, that is entirely supported by members, sponsors, ticket sales, and the work of volunteers. As the Symphony Orchestra is committed to enriching the musical life of the entire community, they are expanding and continuing their educational programs for children in Abbotsford.
- The Abbotsford Children's Theatre Company has provided acting programs for young people ages 10 and up for over 20 years. Acting workshops and production opportunities are offered during the year while productions take place in December at the Matsqui Centennial Auditorium. This includes public performances as well as school performances at a reduced rate. The school performances are very popular and sell out every year. The Abbotsford Children's Theatre Company is well known to young audiences and prides itself on providing quality instruction to its members.

## **2.4 EXISTING COMMUNITY FACILITIES**

There are a number of community facilities in Abbotsford that can be used to support Arts programming; the two major ones are described below. Other spaces, such as church halls, provide a significant level of community space, and are rented out according to private arrangements. Given the number of community organizations seeking access to such facilities, there is generally high demand for rentable space of any type.

### **2.4.1 Matsqui Centennial Auditorium**

The Matsqui Centennial Auditorium is connected to City Hall, and has a capacity of 373 seats. This City-owned facility is heavily used. In 2001, there were a total of 606

bookings. The number of bookings exceeded the number of days in the year by two thirds. This is because more than one event can be scheduled in a day such as a noon and an evening event or a noon event followed by a set up for a performance the following day. A majority of bookings are for meetings, predominately City Council and staff meetings. City meetings comprised 278 or 46% of total bookings and non-City meetings comprised an additional 114 or 19% of bookings.

Bookings involving the auditorium stage totalled 349 or 58% of total bookings. However performances and rehearsals comprised less than 30% of total stage bookings and less than 17% of total auditorium bookings. December was the only month in which performances and rehearsals comprised the majority of stage bookings. December was also the only month in which performances and rehearsals comprised over one third of total bookings. The anticipated cost of the Matsqui Centennial Auditorium (community use portion) in the City's 2004 budget is \$47,300.

The Centennial Auditorium requires some renovations to increase its effectiveness for performing arts groups, and provides only limited services with rentals. It is also constrained as a rental facility because of Council and other civic use. Another disincentive for community use is the guideline that Council can cancel any booking. The facility, however, is a very convenient size and can meet many of the expectations of local groups for a long time if adjustments can be made to the current situation. A preliminary analysis indicates that the Auditorium does not currently provide an optimal fit between community and Council needs. The seating capacity of the Auditorium far exceeds that of any other municipal Council in B.C. A comparative chart of the size of other municipal council chambers is included in **Appendix I**. Since 1990, many other Councils in the Lower Mainland and Fraser Valley have constructed or renovated their Council chambers to provide better technical support (e.g. AV facilities) and public access, both directly and through cable and other electronic facilities.

Better connections between the Matsqui Centennial Auditorium and others in the community are needed, especially with the Abbey Arts Centre. Although they have different owners, both are in the public sector and their different seating capacity makes them complimentary, not competitive, facilities.





Abbey Arts Centre, 2004

#### **2.4.2 Abbey Arts Centre**

The Abbey Arts Centre was constructed in 1983. The Abbotsford School District owns the facility although some funding is provided by the City of Abbotsford. It has a capacity of 700 seats with a stage area of 42 feet by 38 feet. A commercial arts addition is located next to the theatre. Seating capacity is 262 persons with an area of 65 feet by 50 feet. Consideration has been given to renovations that would enhance its potential for smaller functions.

The Abbey Arts Centre is heavily used, particularly from January to June. During that time period, there are very few vacant days. The main user is the School District, which uses the facility approximately 50% of the time. Outside groups, including the City of Abbotsford, use the Abbey Arts Centre the remaining 50% of the time. Only one theatre group uses the Abbey Arts Centre, in part due to its large seating capacity. Some community groups are currently struggling. For example, one performing arts organization has dropped from 700 to around 200 members. The number of commercial users, on the other hand, has increased.

The School District subsidy is \$50,000/year, plus maintenance costs for utilities (i.e. heat, light and power). Total annual cost of the facility is approximately \$300,000/year. The City's current (2004) financial contribution consists of \$17,900 for minor capital funding, clerical support of \$15,400 and theatre funding support of \$22,100 for a total of \$55,400. There is a four-tier rate structure ranging from no cost for School District use to commercial group use. The commercial rate for use of the Abbey Arts Centre is \$575.00/night, which is less than \$1.00/person if the facility is 80% or more sold out. This cost includes staffing.

### **2.4.3 Fraser Valley Regional Library**

In 1927, the Provincial Public Library Commission organized a province-wide survey of library services in British Columbia. The survey resulted in a recommendation that large administrative library districts based on cooperation between municipalities and school districts be created to serve rural communities who could not afford to provide library service on their own. In order to prove this innovative idea of cooperative library service could work, the Commission sought funding to undertake an experiment. The Carnegie Corporation of New York awarded a grant of \$100,000 to establish a rural library project and maintain its operation for five years. After considering various regions of the province, the Commission selected the Fraser Valley as the site of British Columbia's book experiment. The project covered an area of approximately 1,600 square miles and contained twenty-four separate governing bodies. Administrative headquarters was situated in New Westminster, while Chilliwack served as the main distribution centre. In order to continue library service to the Fraser Valley after the Carnegie funds were exhausted, residents were asked to vote whether they wished to support the library through local taxes. Twenty of the original twenty-four areas voted "yes" and the Fraser Valley Union Library was created as the first regional library in North America. In 1951, the name was changed to the Fraser Valley Regional Library. This organization continues to serve the growing population of the region through a system of cooperation and resource sharing between nineteen member municipalities and school districts.

Today, the Fraser Valley Regional Library Board's mission is to provide comprehensive library and information services on an equitable and cost-effective basis throughout the service region. The FVRL's vision is to be a valued information service leader, substantially contributing to the quality of life of its communities and demonstrably committed to excellence in its people, products and services.

The FVRL operates a major branch library in Abbotsford, the Clearbrook Library, located on Dahlstrom Road. This facility was designed by CJP Architects in 1994. The library is located on the main (upper) floor which also includes a media room, AV equipment room, two multi-purpose rooms and a seminar room. The lower floor contains a concrete slab floor and is mostly undeveloped. Part of the undeveloped space is currently used for storage purposes by the library, and partly by the M.S.A. Museum Society. The lower floor is accessible from internal stairs in the south-east corner of the building as well as an external entrance. The library design includes provision for future internal stairs and an elevator in the centre of the main floor in front of the reference desk. The total area available for future development is approximately 1,365 square metres (14,700 square feet).

The City of Abbotsford currently provides \$2,085,000 (tax levy) to the Fraser Valley Regional Library. In addition, the City will contribute \$849,000 in 2004 for debt service and operating costs.

#### **2.4.4 University College of the Fraser Valley**

University College of the Fraser Valley was established in 1974 after over a decade of active campaigning by proponents. In the early stages, classes were held in church basements, former schools, and storefronts. University-college status was granted in 1991, after another round of community support. The first permanent campus of the college opened in 1983 on King Road in Abbotsford. New facilities opened in Chilliwack in 1995, after two decades of “temporary” quarters. A new Mission campus was officially opened in the Fall of 1996 as part of the Heritage Park Centre, a joint project with UCFV, the Mission School District, the District of Mission, and the community. UCFV also has a regional centre in Hope and an information centre in Agassiz.

After receiving university-college status in 1991, the first four-year bachelor’s degree programs, in Arts, Business Administration, and Criminal Justice, started in September 1992. In all, UCFV now offers eleven degrees, and over 60 diploma and certificate programs. In Fall 2003, 7,662 individual students were enrolled at UCFV. Another 1,756 people signed up for one or more Continuing Studies courses. UCFV also sponsors lecture series and community forums, produces theatrical presentations, provides space for community events and offers library services.

## 2.5 CURRENT HERITAGE INITIATIVES

Although the City's heritage program is at a formative stage, there are a number of achievements that can be considered as foundation blocks on which future initiatives can build. Heritage enabling legislation, which was significantly revised in 1994, is also very flexible, and the City was one of the first in B.C. to take advantage of the new tools allowed at the time by enacting a Heritage Conservation Area Bylaw for Clayburn.

### 2.5.1 Enabling Legislation

Prior to 1994 there were two key provincial statutes that directly enabled municipal heritage conservation initiatives, the *Heritage Conservation Act* and the *Municipal Act*. These and other legislative enactments were amended through the *Heritage Conservation Statutes Amendment Act 1994*. In addition to the old tools, this enabled a whole new range of conservation initiatives, which are now available to the City of Abbotsford. Please note that virtually all of the tools available to the City in the conservation of built heritage and landscape resources are now enabled under the revised *Local Government Act*, and may be used without the need to create any new tools at the local level. Archaeological resources are handled under the provisions of the *Heritage Conservation Act*. Further information on the enabling legislation is available in a Provincial publication, '*Heritage Conservation: A Community Guide*.'

The Agricultural Land Commission (ALC) is an independent Provincial agency dedicated to protecting the scarce supply of agricultural land that is important to the current and future needs of British Columbia. The ALC encourages the establishment and maintenance of farms, to provide a basis for a sustainable economy and a secure source of food. The Commission also conducts land use planning with local communities and government agencies, and adjudicates applications for the use of land in the Agricultural Land Reserve (ALR). The ALC has demonstrated an increased willingness to negotiate over heritage issues. This is a positive indication that the Commission will consider proposals to save heritage structures as long as there is only minor impact on agricultural production.

### 2.5.2 Historic Places Initiative

A significant opportunity for heritage conservation at the local level is presented by the possibility of new Federal initiatives for the conservation of built heritage. In 1999, the

Federal government made a renewed commitment to the conservation of the country's built heritage, and is currently implementing a Canadian Register of Historic Places, national conservation standards and guidelines, and financial incentives as part of the Historic Places Initiative (HPI). As of May 2, 2001, the Federal Government made a financial commitment to fund the development of these initiatives.

HPI, being developed by the Department of the Environment and the Parks Canada Agency in collaboration with the provinces and territories, will significantly change the methods for protection, conservation and rehabilitation of historic places in Canada. It is anticipated that any financial or tax benefits from these programs will be limited to revenue-generating properties. This may have significant implications for a number of Abbotsford's heritage resources.

Eligibility for funding incentives will be based on inclusion of a site in the Canadian Register of Historic Places (CRHP). Community Heritage Registers (CHR) are the tool by which program benefits will be allocated, as nominations to the CRHP will be drawn from local CHRs established by local governments. Properties on existing CHRs will be automatically eligible for the CRHP. Currently, the City of Abbotsford has no Community Heritage Register.

### **2.5.3 Existing City Heritage Initiatives**

The city's heritage program is in a formative stage. Existing heritage tools used by the City are the Clayburn Heritage Conservation Area Bylaw, three heritage site designations and part-time use of one planner. Staff assistance is limited to a review of building permits involving older structures and the Clayburn Bylaw.

Three buildings currently have been designated as heritage sites. They are:

- Trethewey House
- Clayburn School
- Clayburn Church.

Additional heritage buildings are in need of protection. This will require partnerships to protect and restore buildings that would otherwise be lost.



Tretheway House

Sikh Temple



One very positive event was the recent federal designation of the 1911 Sikh Temple. Although this designation does not confer legal protection, the commemorative value is considerable, and Parks Canada has announced a financial contribution of \$500,000 over the next three years to protect and restore the Sikh Temple.

#### **2.5.4 Clayburn Heritage Conservation Area**

Five previous planners were involved in heritage issues culminating in the Clayburn Heritage Area Revitalization Bylaw in 1995. The adoption of the bylaw was a struggle. The M.S.A. Museum Society prepared an inventory of past and existing heritage buildings. This inventory represented a start towards proper heritage management but has no legal status and is in need of updating. The City now provides staff liaison to help Clayburn administer the bylaw.



Top + left: Clayburn, 2004

### **2.5.5 City Records Management**

The City currently has in place a comprehensive Records Management program. Prior to amalgamation, the two Districts of Matsqui and Abbotsford had undertaken a Records Amalgamation Report that looked at how to combine existing municipal records. At the time, both jurisdictions supported the implementation of the MOA Classification System. The report also recommended that a City Archives be established for the long-term preservation of historic material in cooperation with the Museum and Library, starting in 1996. A City Archives has never been established.

A review of the records currently held by the City indicate that very little material of archival interest was ever absorbed when the two Districts amalgamated. Any historic records that have survived appear to be in the collection of the M.S.A. Society. Therefore the short-term issue of a public archives needs to be addressed, more as a community collections repository than as a significant part of the City's Records Management policies. The City's long-term needs for an archival facility are not currently known.

### **2.5.6 Heritage Inventories**

The City has not yet conducted a comprehensive inventory of heritage resources. The situation, extent and condition of potential heritage sites is therefore mostly unknown.

Some heritage inventory work was undertaken prior to amalgamation for some areas of Matsqui, Sumas and Abbotsford. This work was undertaken on an informal basis, is not considered comprehensive and has not been updated. Further inventory work was conducted in recent years by UCFV students, but this work was very limited in scope. Lists of identified heritage resources are currently held by the M.S.A. Museum Society. The City does not yet identify any potential heritage sites on its civic database.



## 3. ARTS MASTER PLAN

A strong arts and cultural framework is an essential part of a healthy community. Artistic and cultural resources are an integral part of community development, and should recognize the diversity of the community's population and the richness of their traditions, artistic expression and cultural differences.

The definition of art and culture in our society covers a vast spectrum of ideas, activities and products. Arts and culture are dynamic and interactive and include the processes of creation, production, presentation, preservation, interpretation and dissemination. Greater promotion of arts and culture would benefit Abbotsford residents in a variety of ways including the creation of economic development opportunities and encouraging social interaction and friendships among residents. Art can be used to beautify City streets with banners created by local artists. Public art such as sculptures add interest to urban spaces. In addition, public art has been used to animate public spaces serving as a catalyst for tourism in some cities. This would provide another means for celebrating Abbotsford's present and past.

### 3.1 A NEW VISION FOR THE ARTS IN ABBOTSFORD

As part of this Plan, a new vision for the civic response to arts initiatives was developed in conjunction with the project steering committee. This is the starting point for the development of a new mandate for the City's involvement in arts initiatives.

#### ***VISION FOR THE ARTS IN ABBOTSFORD***

*The City of Abbotsford, in recognition of the public benefits of the development of local arts initiatives, will establish and promote the development of arts programs that will engage community members and provide opportunities for education and artistic expression, for the enrichment of the entire community.*

## **3.2 CIVIC GOVERNANCE**

One of the key findings of the consultation process was the need for the City to accept a mandate for community arts coordination. This mandate is currently not included within the City's administrative structure. After broad consultation and discussion, it was felt to be most appropriate to include this mandate within the Parks & Recreation Department. This could be signalled through a change in name of the Department to Parks, Recreation & Culture. Although the terminology varies considerably, this approach has been taken by a number of other large municipalities in B.C.

## **3.3 CO-ORDINATION FUNCTION AND STAFFING**

A key recommendation of this plan is to establish an Cultural Advisory Committee as a subcommittee of the Parks, Recreation and Culture Department to advise Council on arts and culture. The mandate of the Cultural Advisory Committee may also include community co-ordination, fundraising and initiation of public art projects.

In order to begin developing a mandate for civic arts policies and community coordination, it was considered essential to identify staff time and expertise that would be devoted to this issue. As a starting point, a minimum of a half-time staff position of Arts and Culture Coordinator was discussed. The duties of this position could include:

- 1) liaison with community groups
- 2) co-ordination of timing of community events
- 3) assist with promotional efforts of local groups
- 4) liaison with the M.S.A. Museum Society
- 5) begin development of public arts policies, including a Public Art Program

This is further discussed in the sections on Implementation and Resource Allocation.

### 3.4 PUBLIC ART POLICIES

Public art is defined as artwork in the public realm, which is accessible to the public and possesses aesthetic qualities. The artwork may be permanent, semi-permanent, functional, or temporary, and includes all forms of art conceived in any medium, material, performance, media, or combination thereof, including but not limited to: civic infrastructure and furnishings, sculpture, landscape, painting, drawings, parades and kinetic works. The public realm includes the places and things, such as building facades, parks, public open spaces, and streets that provide for unrestricted physical or visual access to the general public.

The purpose of a Public Art Policy for the City of Abbotsford would be:

- To ensure that the artwork and creative concepts of artists become part of the planning and design of publicly accessible spaces and contribute positively to making public art visually stimulating and community oriented.
- To guarantee an approved, fair, invested and consistent public selection process so that all the citizens of Abbotsford can access and participate in the cultural, economic and social developmental opportunities afforded by public art.
- To serve as an act of public trust and stewardship for public art.

A strategy and process for advancing the realization of public art in the community can be the catalyst for increasing public understanding, awareness, and enjoyment of the arts in everyday life. There are many potential public benefits to instituting a civic public art program. The benefits of such a program include the :

- creation of a clear sense of community pride and identity.
- enhancement of the quality of the built environment creating a more attractive, interesting, and livable environment.
- advancement of the City of Abbotsford as an Arts & Culture destination.
- provision of a forum for discussion on ideas and values that promote a sense of civic pride and community identity.
- increased opportunities for the community and artists to participate in the design of the public realm.

Leadership in art policies, and its integration in the development of the public realm through the establishment and implementation of necessary policies, procedures, and actions will allow the City of Abbotsford to give direction to the private sector, public interests and agencies in achieving an integrated approach to public art in the community.

**3.4.1 Civic Art Initiatives**

The intent of a civic art policy is to incorporate public art, at the planning stages, into the development or renovation of civic infrastructure, buildings, parks, and bridges, and to encourage the collaboration between City staff, artists, engineers, design professionals, and the community to enrich such projects.

In some jurisdictions (for example, the City of Richmond), a local government commits a budgeted amount or an amount of funds equivalent to a percentage (usually the equivalent of 1%) of its annual Capital Works Budget over a three year period to the planning, design, and development of public art as an integral part of its capital projects, and to establish a Public Art Reserve in which to hold these funds until such a time as their use is directed by a Public Art Commission.

**3.4.2 Private Sector Initiatives**

This initiative requires the developer to contribute a certain percentage of the estimated construction cost (0.5%, for example) to public art, or a dollar figure/built area (for example, \$0.90/ft<sup>2</sup>). Usually this initiative applies to larger scale developments, both residential and commercial. Different city and municipal governments have different specifications for what the threshold may be before a developer is requested to participate. For residential developments the number of units for which this applies may be 10 or 20, for example, while for commercial development it may be a number over 100,000 square feet.

Governments have established different methods regarding the way this money, derived from private sector development, will be spent on public art. Typically the funds will be spent on a project off (but often near) the development site. However, the developer can often choose the level of participation desired in the design and planning process of the new project. This can range from simply donating the required amount to a public art reserve fund and choosing to have no participation in the design/planning process, to allowing the developer to both fund and manage the design/planning process of the

public art project. If the developer chooses to manage the public art project, the developer works closely with city staff, the Public Art Committee and a consultant(s) on the project. City Staff are to advise and work with developers to manage the public art selection as per the City's Public Art Program policies.

Some governments simply require the money to be placed in a general Public Art Reserve fund to be administered by the government and Public Art Committee. Other local governments allow the money or part of the money to be spent for art on the development site itself with the developer both funding and managing the project. There are a number of municipalities that combine these and other options.

### **3.4.3 Community Public Art Programs**

Community public art programs typically request artists and community members to determine specific site requirements, and choose among competing proposals. This provides opportunities for artists and the public to express their individual and collective ideas through public art as a means to support the arts, build community pride, enhance local character, and strengthen community identity.

Many local governments have allocated a certain amount of funding from their budget to be spent on public art projects within the community. Alternatively, funding for art commissions and projects may come from a Public Art Reserve fund which may be supported with the contributions from private sector developers due to their participation in the city's public art program/private sector initiatives. A competition or selection process may be held to select a winning project(s).

### **3.4.4 Administration**

Public Art Programs are typically administered by a Council-appointed Public Art Commission/ Committee, which advise on all aspects of public art policy, planning, education, and promotion, including the allocation of funds from designated City sources.

In one community, for example, the Public Art Commission/Committee consists of nine volunteers appointed by City Council to give public oversight and direction to the Public Art Program. Members include at least two artists and five other art professionals, an architect, a landscape architect, a developer, and a citizen at large. The committee does not select art work, but provides public oversight of the process and panels that do.

It advises City Council and city departments on public art issues, and acts as an advisory interface between elected officials, staff, artists, and the public. Meetings are open to the public, and the City Clerk can advise on meeting schedules and on appointments to the committee. Public participation is substantial. Meetings with the public identify goals, desires, and needs of this group. The public has great input in proposing sites, artist selection, and type of work to be commissioned, especially since the members of the public are often part of panels. Also, City Council, which is an important stakeholder in the process, is accountable to the public.

### **3.5 FACILITIES DEVELOPMENT**

It is expected that as the City continues to grow and arts initiatives mature over time, there will be an increased need to provide facilities for cultural events and activities. There is a strong feeling among many Arts and Cultural organizations that major new facilities are needed including a performance theatre, art gallery, arts and crafts facilities and museum. Underlying this are beliefs that existing facilities are aging and inadequate, that the level of public support for the arts and heritage has been and continues to be far below that of other comparable cities and that there is a need to redress historical under funding.

While there is some truth to these statements, a more cautious approach is warranted for several reasons. First, Council has made a strong commitment to reduce civic debt before considering major capital expenditures. It is therefore assumed that the case for undertaking significant capital expenditures for arts and heritage facilities has to be made in the context of Council's overall approach to the provision of services and debt management, not as a challenge to Council policy.

Second, the experience of Lower Mainland municipalities demonstrates that there is a significant time horizon required to plan for major new capital facilities and build the consensus necessary for a successful undertaking including fundraising. Bypassing these requirements will incur a high risk of failure through a lack of public support. Building a case for new civic facilities is not only essential, it can only occur when the City is able to provide the necessary capital support (i.e. following the retirement of major existing civic debt).

Third, there is a need to exercise caution with respect to major capital facilities. For example, while existing performance theatres are well used, much of the Centennial Theatre utilization is

not for arts functions or even ones requiring a stage. Furthermore, due to the multi-tiered rate structure, much of the existing utilization is at nominal rates. Any new facilities, particularly if they are larger in capacity, will not only require a higher rate structure, they will incur substantial operating expenses.

Fourth, many new and well used performing theatres have been built throughout B.C. in the past decade. However, most are small to medium sized facilities such as those in the District of Maple Ridge, and the Cities of Surrey, Burnaby and Coquitlam. These facilities have generally had a lengthy gestation period but are well utilized as documented elsewhere in the report. Only three performing arts facilities larger than the Abbey Arts Centre have been constructed in well over a generation. One went into receivership for several years (former Ford Theatre in downtown Vancouver), a second received a very large private donation to enable its construction (Chan Centre at U.B.C.) and the third is located in a municipality with three times the population of Abbotsford (Bell Centre for the Performing Arts in Surrey).

For these reasons, the development of major new capital facilities for the arts and heritage will require a lengthy development horizon. In the meantime, there is a remarkable opportunity to provide significant arts and heritage facilities over the short to medium term in a prime location. That location is the ground floor of the Clearbrook Library. This large and mainly vacant space represents an ideal location to provide appropriate and functional space for both an art gallery and a City museum. The unfinished space has been vacant for a decade. It offers an opportunity to economically provide for unmet needs as well as compliment the existing library within the City's designated cultural precinct.

The rationale for completing the ground floor of the Clearbrook Library is based on a combination of factors. First, the Clearbrook Library enjoys a very central location. Vehicular access and by public transit are both excellent.

Second, the building has already been constructed and needs only ground floor improvements and completion of the internal access from the ground level to the main (library) level. The existing library is an attractive and modern building. The addition of arts and heritage facilities would compliment and strengthen the library as a central resource for Abbotsford.

Third, there is great potential for synergy between four complimentary elements: an expanded library; an art gallery; a museum; and a community archives. The result is likely to lead to a greater attraction than the sum of each of the individual elements.

Fourth, the cost of internal renovations for the ground floor of the Clearbrook Library are likely to represent a significant cost saving over other options such as constructing a new stand-alone building. There are also important economies of scale such as shared parking with other civic uses in the precinct.

Fifth, this area has already been identified as the preferred location for civic uses in the Abbotsford Central Area Plan. The study area consisted of the linear area from the historic Abbotsford downtown along South Fraser Way to the precinct around City Hall. This 2001 study was prepared by Coriolis Consulting Corp. and Hotson Bakker Architects for the City of Abbotsford. The objectives of the Central Area Plan were to articulate a long term vision for this area and provide guidance for land use development including public sector initiatives such as cultural and institutional development. The plan proposes that any future major civic institutions or cultural facilities should be located either in the Clearbrook/Civic Centre precinct or the old downtown. Such facilities are identified as an important component in the enhancement of the City Centre due to their contributions to the City's aesthetic, economic and overall vitality. The Civic Centre precinct concept was particularly favoured due to its potential to accommodate additional civic and cultural uses.

The opportunity to renovate the ground floor of the Library was included in the draft Arts and Heritage Master Plan and was presented at the second Open House held in November 2003, and was very well supported. As a result, these improvements are recommended for implementation over the short to medium term. However, any of these actions must be reviewed within the context of the Library Master Plan which is currently being prepared.

Another opportunity would be to maximize the community use of the Matsqui Centennial Auditorium through renovations that would increase its effectiveness. Generally, this theatre is an ideal size for many public events, although there are a number of short-comings that have been identified, including inadequate back-of-house facilities. Renovations to the theatre could be coupled with an expansion to City Hall that could serve a number of public purposes. This expansion could include the construction of a dedicated Council Chamber of approximately 100 seats. This would provide Council with a purpose-built venue, including set up for appropriate audio-visual



use. Such a facility could also serve multiple purposes, including an executive meeting room and an emergency response center (similar to the new Council Chambers in the City of Richmond). The Auditorium could still be booked for larger City meetings. This would provide the opportunity to proceed in a phased time period with the required renovations to the Auditorium that would make it more fully functional for community use, and fulfill anticipated needs for the foreseeable horizon.

### **3.6 PARTNERSHIP OPPORTUNITIES**

There are already numerous local arts groups that all contribute to a rich community cultural life. On an ongoing basis, ways should be explored to develop partnerships with community arts groups.

As arts and culture initiatives develop, the broader community will continue to be involved. There are many examples of facilities and programs throughout the Lower Mainland that were achieved through the support of service groups such as the Lions, Rotary and Kiwanis. Corporate sponsorships can also be significant, and should be more fully explored.

There will also be ongoing opportunities to apply for funding under programs offered by senior levels of government, including arts initiatives, museum assistance programs, assistance with the development of cultural spaces and funding for archival programs.

### **3.7 RECOMMENDED OCP ARTS AND CULTURE POLICIES**

The City of Abbotsford OCP should be amended to include the following policies regarding arts and culture:

Cultural expression is a vital element of a healthy, vibrant community. Its benefits are both social as well as economic. Nurturing Abbotsford's cultural policies will be the mandate of a broadened Parks, Recreation & Culture Department. To enhance the City's cultural and artistic environment, it is City policy to:

- Recognize the important role of the arts and culture in enhancing the quality of life in the City. To this end, the City of Abbotsford shall support and encourage the development of arts and cultural facilities and activities in the City.
- Provide residents with a range of community cultural facilities, in various neighbourhoods and convenient locations as the necessary population and financial levels are reached to support such facilities.
- Encourage community use of schools and to that end enter into joint use partnership agreements with the School District.
- Support arts and culture in the community by working in cooperation with other agencies in the provision of arts and culture facilities and services.
- Support public investment in culture and arts through joint initiatives with community groups and others.
- Continue to support the development of a public art gallery.
- Provide support to performing arts groups and explore opportunities to establish appropriate public facilities for their use.
- Support increased opportunities for arts instruction through co-operative initiatives with the School District, the University College of the Fraser Valley and other community groups.
- Develop public art policies, and pursue opportunities for developers to include public art associated with development or redevelopment.

## 4. HERITAGE MASTER PLAN

The term “heritage” is used to describe a wide range of aspects, from physical to social and cultural elements. Common physical aspects of heritage can include aboriginal artifacts, community collections, historic building and archival information. Heritage is important for a number of reasons. Each community’s heritage is distinctive, and therefore can help instill a sense of community identity and resident pride. It promotes a sense of stability and continuity for residents, an understanding of where we have been and how we got here today. As such, key resources should be preserved for the enjoyment and benefit of future generations. Heritage conservation is also important economically; it can increase property values and provide opportunities for business, property owners and tourism.

Heritage resources are the physical elements that make each community what it is. They are tangible embodiments of historical, cultural and social values. They give Abbotsford its particular sense of time and place, and they are cultural expressions of what that place is. Historic structures such as Trethewey House and the Sikh Temple are examples of tangible built heritage. The community may value many other historically significant features such as farms, industrial sites, natural landscapes and vegetation. Intangible elements of heritage are also diverse, ranging from cultural ancestry to social identity, community relationships and traditions, and are also worthy of celebration and respect.

Heritage conservation has many potential cultural, social and economic benefits. The preservation of cultural heritage is by far the most frequently given reason for the conservation of structures and sites. Conserving heritage allows a community to convey a sense of its history. It provides aesthetic enrichment as well as educational opportunities. A community maintains a more interesting urban environment by retaining symbols of its past. These elements serve to moderate the impact of rapid change, currently so evident in the City of Abbotsford.

Economic benefits have also been proven to result from heritage conservation activities such as spin-offs associated with the movie and tourist industries. Provincial strategy now links heritage conservation with tourism and many regional examples show the success of this approach. Conservation activities have also resulted in the provision of restoration trade-related jobs for communities. Also, the preservation of historical sites sometimes supports other public needs such

as educational programs. The development of community and tourist attractions based on a heritage theme can provide direct economic benefits.

Since the 1995 amalgamation, the City has taken only hesitant steps towards developing a civic heritage program. These program initiatives may therefore be seen as being at a formative stage. An incremental approach to heritage planning is therefore recommended. A “one-step-at-a-time” approach will help the City acquire experience and to achieve some level of success before undertaking large projects, giving confidence and experience to establish new and larger initiatives. Whatever the projects or activities, the next step should build on those successes.

### **4.1 A NEW VISION FOR HERITAGE CONSERVATION IN ABBOTSFORD**

In conjunction with the project steering committee, the following vision was determined for a revitalized City of Abbotsford heritage program. This is the starting point for the development of a new mandate for the City’s involvement in heritage initiatives.

**VISION FOR HERITAGE CONSERVATION IN ABBOTSFORD**  
*The City of Abbotsford, in recognition of the public benefits of preserving tangible links to its historical development, will establish a heritage conservation program that will strive to protect, through a balance of incentives and regulations, significant examples of our heritage.*

### **4.2 CIVIC GOVERNANCE**

At this point in time, the City of Abbotsford has not fully embraced a mandate for heritage conservation. Planning for heritage conservation falls naturally within a community’s land use planning. Most municipalities in B.C. include heritage planning as part of their planning functions. Necessary approvals for heritage rehabilitation work can then be expedited and consolidated. Staff can work with owners to identify and resolve technical conservation problems and regulatory conflicts. Procedures related to heritage conservation may be included in the City’s planning information.

The City of Abbotsford, in order to establish an effective civic heritage program, should establish a mandate for the heritage management function within the Development Services Department and ensure that there are adequate staff resources to undertake this function. This heritage management function should include:

- 1) liaison with the proposed Community Heritage Commission
- 2) coordination of the response to development applications
- 3) processing appropriate permits and approvals
- 4) negotiations with heritage building owners
- 5) coordination of heritage inventory activities
- 6) development heritage plans and policies
- 7) monitoring of heritage resources
- 8) evaluation of heritage program effectiveness

The heritage planning function would require an allocation of staff time and resources. At this stage in the City's development, this would be approximately equivalent to a half-time planning position, which could be either assigned to existing staff or added as part of a new position. This is further discussed in the sections on Implementation and Resource Allocation.

#### **4.2.1 Heritage Stewardship Policies**

It is important that The City establishes a stewardship role in the management of heritage resources. The City of Abbotsford, in co-operation with key stakeholders such as the M.S.A. Museum Society and the Clayburn Village Community Society should set, by example, the standard for other owners of heritage properties.

There is a need to promote heritage awareness within all City departments, so as to ensure that the value of civic-owned heritage resources is fully recognized. This involves developing comprehensive policies and administrative mechanisms for publicly-owned resources under direct City control.

The City also has direct control over a broad range of other heritage resources, such as landscape features and parks. The conservation of heritage contributes to the quality of life and the environment, and is worthy of higher public profile and commitment. It is thus important that the City should adhere to recognized conservation principles in the treatment of its own resources, in order to best promote a shared stewardship of heritage

resources. The City does not, however, have guidelines for the treatment of these sites. Their care should be standardized through individual conservation plans. Future initiatives could include the development of annual maintenance programs for these sites and an internal monitoring process for heritage resources under direct City control. This should include an awareness of, and sensitization to, heritage issues for all City departments.

The City should also work to identify other heritage sites that are in public ownership, and work with other levels of government and institutional owners to promote public heritage conservation.

#### **4.2.2 Community Heritage Commission**

A Community Heritage Commission (CHC) is a body created or authorized by local government, established under the *Local Government Act*. A CHC is intended to assist a Council with the management and implementation of community heritage conservation planning and activities. Such an advisory body can be established and maintained at minimal cost, and enables the involvement of community leaders as volunteers.

A CHC may exercise a broad range of powers, including the ability to undertake support activities and/or to take on other non-regulatory activities delegated to it by a Council. A CHC can be established or appointed by local government to advise on a range of heritage matters, or to undertake a specific task, project, or program. A Community Heritage Commission may:

- advise local government on matters included in the Commission's terms of reference,
- advise local government on matters referred to it by local government, and/or
- undertake or support heritage activities authorized by local government, such as fundraising and coordinating a conservation program.

The City can create or authorize a CHC or Community Heritage Commission by adopting a bylaw, which must include the Commission's:

- name,
- terms of reference,
- composition and appointment procedure, and
- operating procedures.

The City has already established a CHC specifically for Clayburn. If Council chooses to create a CHC with a City-wide mandate, a logical approach would be to expand the mandate of the current CHC and appoint representatives from different neighbourhoods as well as persons with a City wide perspective (e.g. M.S.A. Society). Modest staff support and liaison would be required. The CHC would undertake its business activities and report to Council according to its terms of reference. The commission could also be constituted as a foundation that would also have fundraising capacities, could hold real property, and could have charitable status.

Council considered the appointment of a Heritage Commission on October 28, 2002 but deferred any decision until Council considers the recommendations of the Arts and Heritage Master Plan.

#### **4.2.3 Heritage Strategic Plan**

If Abbotsford is to be successful in retaining significant heritage resources for future generations, an overall strategy for civic heritage initiatives will be required. The City has now commissioned a Heritage Strategic Plan, which will be completed in 2004. This comprehensive plan will be created with extensive public input and will outline a framework within which heritage policies will be developed and evaluated. Community consultation and consensus will be vital to the success of the Heritage Strategic Plan. Priorities will be outlined and a five-year Action Plan for implementation will be recommended.

The Heritage Strategic Plan will form the basis for the development of future civic heritage policies for Abbotsford. It will consist of an assessment of enabling legislation, recommended processes to carry out the intent of the legislation, and practices to ensure that responsible conservation measures are implemented. Once the plan is in place, it will become the basis for the civic heritage management program.

The value of conserving a community's heritage is not always immediately recognized, especially if there are other perceived financial benefits to eliminating heritage assets through redevelopment or replacement. In cases where there are other external pressures threatening heritage assets, it has been recognized that more effective conservation will be achieved through incentives rather than by stringent regulation. Heritage property owners will benefit more from the "carrots" being offered than by "sticks." The result of

an effective heritage management program is satisfaction and benefits on all sides, plus renewed investment in heritage properties. The Heritage Strategic Plan will therefore outline actions that balance public and private interests, incentives and regulations and community heritage priorities.

#### **4.2.4 Community Heritage Register**

A Community Heritage Register (CHR) is an official listing of properties identified by a local government as having heritage value or heritage character. A CHR may be established by communities that are interested in integrating heritage conservation activities into other local government land use planning processes (e.g., OCP, local area plan).

A Community Heritage Register is intended to:

- officially list significant heritage resources in the community;
- give notice to property owners and potential buyers of heritage factors (historical, architectural, aesthetic, etc.) which may affect development options for a listed property; and
- enable monitoring of proposed changes to properties through the local government licensing and permit application processes. Inclusion of a property on a CHR does not in itself constitute permanent heritage protection and does not create any financial liability for the local government. The register may, however, be used to “flag” properties for possible future protection.

Properties on a CHR are eligible for special provisions in the B.C. Building Code Heritage Building Supplement. Inclusion on a CHR does not constitute heritage designation or any other form of permanent heritage protection; however, it does enable a local government to withhold an approval, withhold a demolition permit or require an impact assessment.

For revenue-generating properties made available for a commercial use, inclusion on a CHR can also act as a gateway to the new conservation incentives now being offered through the Federal Government, through the Commercial Heritage Properties Incentive Fund.



The City of Abbotsford should consider establishing a Community Heritage Register, starting with the three sites that have already been designated plus the 1911 Sikh Temple. By establishing a CHR, new sites can then easily be added as they are identified. An incremental approach has the added benefit of reinforcing the importance of heritage issues by bringing them before the public on a periodic basis.

#### **4.2.5 Heritage Application Review Procedures**

Currently, without adequate information on which heritage sites should be managed, there is a sense of confusion both from the private and public sectors. This leads to uncertainty in the development process, confusion and delays which are frustrating to all parties. As the Heritage Program is established, there will be certainty about which sites are considered significant and how they will be managed.

The City will need to establish review procedures for heritage applications, including the expectations for how sites will be treated, what incentives will be offered and what regulations will be enforced. The steps required will be further outlined in the Heritage Strategic Plan.

Comprehensive new national Standards and Guidelines have been introduced by the Federal Government (*Standards and Guidelines for the Treatment of Historic Places in Canada, 2004*). These can be adopted by the City as the basis for the treatment of heritage sites and as the basis for the review of heritage applications.

### **4.3 HERITAGE INFORMATION**

The basis of any sound conservation program is accurate technical and historical information, which ensures that authenticity is achieved both in the physical rehabilitation of sites and in the promotion of historic material. The provision of heritage information is a crucial part of the City's heritage initiatives. This information can range from broadly-based general requirements (updated inventory information) to site-specific issues ("how old is my house?") to technical advice ("how do I restore my wooden windows?"). The need for heritage information will grow over time as heritage initiatives develop.

The City has never undertaken a broad-based inventory of its heritage resources. This will be a crucial step that will be more fully developed as part of the Heritage Strategic Plan process.

**4.3.1 Public Archives**

Currently, the City does not have a civic archives facility. The M.S.A. Museum Society operates the equivalent of a community archives, but has limited resources to fulfill an archives mandate. The City has now grown to the point where such a function is required.

If there is no local repository that can accept community records, they may be dispersed or lost. In order to support the emerging heritage program, there needs to be a facility that both preserves records, as well as make historical information available.

The City, in order to assist in the preservation of Abbotsford’s historical records, should further examine the potential to either assist the M.S.A. Museum Society in the establishment of a small but effective community archives, or else directly support such a facility. A new development for many community archives is the use of web-based services. It has the great advantage of allowing for the broad dissemination of archival information even when resources are limited.

**4.3.2 Genealogical Information**

Genealogy and family history research are the fastest growing hobbies in North America. The explosive availability of genealogical research material on the internet has spurred new public interest. Given the interest in this field, local libraries are responding by providing access to genealogical information, including public classes on how to conduct research. The Cloverdale Library in Surrey has specialized in this area.

**4.4 HERITAGE COMMUNICATION AND AWARENESS**

A campaign of “heritage marketing” and public awareness initiatives should be more fully developed in order to publicize and make visible the City heritage goals and achievements. Potential initiatives will be outlined as part of the Heritage Strategic Plan.

Heritage awareness can start in a modest fashion with historical plaques or markers in downtown Abbotsford with later expansion to private dwellings and community trails. Walking and driving tours can be developed, both in downtown and other neighbourhoods. Heritage information can also be posted on the City's website.

Over time, coordination of community heritage groups and their individual events will be a key factor. The City can play a role in nurturing assist these groups either through the proposed heritage planning function or through the Community Heritage Commission.

#### **4.5 PARTNERSHIP OPPORTUNITIES**

Effective initiatives are not built in isolation; they often require the involvement of many groups and individuals to achieve success. For all anticipated programs and initiatives, ways should be explored to develop partnerships with community groups with similar mandates and goals.

As the Heritage Program develops, the broader community can become involved in heritage initiatives. There are many examples of projects throughout the Lower Mainland that were achieved through the support of service groups such as the Lions, Rotary and Kiwanis.

There will also be ongoing opportunities to apply for funding under programs offered by senior levels of government, including heritage planning initiatives (such as the heritage inventory), capital improvements (such as infrastructure grants) and shared incentives (Commercial Heritage Properties Incentive Fund). These will be more fully explored in the Heritage Strategic Plan.

#### **4.6 RECOMMENDED OCP HERITAGE POLICIES**

The City of Abbotsford OCP should be amended to include the following policies regarding heritage management:

Abbotsford will assist in the conservation of significant community heritage resources, and integrate heritage planning within the function of the Development Services Department. Recognizing the importance of Abbotsford's limited community heritage resources, it is City Policy to:

- Develop an ongoing heritage program that will promote heritage conservation, enhance public awareness of Abbotsford’s unique history and identify and pursue alternative incentives and methods to facilitate and preserve valuable heritage resources. This will include a comprehensive framework for civic heritage planning that provides a balance of appropriate incentives and regulations, with full use of the legislative tools available for this purpose.
- Expand the mandate of the Clayburn Community Heritage Commission to include the entire City.
- Cooperate with governmental and non-governmental heritage organizations to protect the City’s most significant heritage resources.
- Undertake a comprehensive inventory of Abbotsford’s heritage resources, and identify potential heritage character areas within the City.
- Undertake the preparation of a Heritage Register of significant community heritage resources with a view to their conservation and maintenance as elements in the cultural and social life of the community, in cooperation and consultation with property owners. Inclusion on the Heritage Register should enable the use of conservation incentives.
- Consider transferring potential density from a site included on the Heritage Register in an effort to protect the City’s heritage resources.
- Continue to support the activities of community heritage groups that work towards developing programs and methods to educate the public as to the community’s heritage resources and foster an awareness of heritage.
- Support Abbotsford’s heritage resources as tourism opportunities through the development of heritage walking tours and the establishment of interpretive programs.
- Consider acquisition of heritage properties that are appropriate for park use.

- Evaluate the need to support construction of new facilities for the Abbotsford Museum Society and for the establishment of a community archives facility.
- Continue to support the conservation of the unique character of Clayburn Village, and celebrate and promote this unique area.

## **5. ACTION PLAN FOR IMPLEMENTATION**

The following 20 year Action Plan has been developed as a guide to the implementation of the recommendations of the Arts and Heritage Master Plan. Modest actions are proposed for the first few years, until the retirement of the civic debt and until community support has been allowed to grow over time. Implementation is also based on growth projections that show continuing rapid growth in the City, and the expanding need for new civic services.

Circumstances will change over time, and a flexible response to implementation will be required. This plan should be monitored and revised over time as the primary focus has been on short and medium term actions recommendations over the next decade.

### **5.1 SHORT TERM ACTIONS (2004-2007)**

#### **City Arts Actions:**

- Expand the mandate of Parks & Recreation Department to include cultural initiatives. Start by changing the name to the Department to Parks, Recreation & Culture. Provide 0.5 FTE staff support through the establishment of an Arts and Culture Coordinator function.
- Create a Cultural Advisory Committee as a subcommittee of the Parks, Recreation and Culture Department to advise Council on arts and cultural issues. Support through the establishment of a modest annual budget (approximately \$2-3,000).
- Continue to support the Abbotsford Arts Council as a community coordinating agency. Evaluate the longer term need and mandate of this service.

## **City Heritage Actions**

- Expand the mandate of Development Services Department to include an integrated approach to heritage resource management. Provide 0.5 FTE staff support through establishment of a Heritage Planner function.
- Expand the mandate of the Clayburn Community Heritage Commission to a city-wide mandate and rename the CCHC as the City of Abbotsford Community Heritage Commission. Support through the establishment of a modest annual budget (approximately \$2-3,000).
- Complete the Heritage Strategic Plan and through consultation with senior levels of government initiate a City-wide heritage inventory.

## **Facilities Development**

- Undertake a Capital Improvement Feasibility Study to determine the opportunities, capital and operating costs of establishing a temporary art gallery, community museum, archives, and programmable arts space. This could be linked with the development of a children's library in the vacant ground floor of the Clearbrook Library.
- Undertake a Capital Improvement Feasibility Study to determine the opportunities, capital and operating costs of renovating the Matsqui Centennial Auditorium for increased community use and providing new multi-purpose Council Chambers. Such a study could also explore the feasibility of establishing a 120 seat adaptable performing arts facility (often called a "Black Box" theatre) either in conjunction with the Civic complex or the Abbey Arts Centre.
- If the results of the Feasibility Studies are positive and have community support, funding of appropriate capital improvements should be considered within the City's Capital Prioritization Plan. If funding cannot be secured, implementation will be deferred until the retirement of civic debt in 2007.

**5.2 INTERMEDIATE ACTIONS (2008-2014)**

If improvements to the Clearbrook Library, the Matsqui Centennial Auditorium and Abbotsford City Hall have not been implemented, planning for construction should follow the retirement of major civic debt.

By this time it is anticipated that arts and heritage initiatives will have grown to an intermediate stage, and may require additional staff and financial resources to ensure their ongoing success. Subject to need and available funding, the part-time Arts Coordinator and Heritage Planner may need to increase to full time positions.

**5.3 LONG TERM ACTIONS (2015-2024)**

Based on a slow, incremental approach, major stand-alone facilities such as a performance theatre, art gallery and museum and program initiatives can be phased in over time. It is essential that this phasing be properly coordinated, with full public support in order the ‘build the audience.’ The need for a large performing arts center is not anticipated until the long term horizon. Efforts to establish such a facility need to start early, and community support must be established in order to ensure success. The appropriate location for major capital improvements will also need to be re-assessed.

**5.4 FINANCIAL IMPLICATIONS**

It is recognized that many of the proposed actions in the Arts and Heritage Master Plan will require further study and detailed programming. At this stage, the following table should be considered an order of magnitude estimate of the budgetary impact of the initiatives outlined in the Action Plan.

There are a number of outside resources that may be available to help undertake some of these initiatives, including provincial grant programs (available through the Province) and private and corporate sponsors.



<b>ACTION</b>	<b>SHORT TERM (2005 to 2007)</b>	<b>INTERMEDIATE (2008 to 2014)</b>	<b>LONG TERM (2015 to 2024)</b>
<b>Operational</b>			
Arts and Culture Coordinator	\$30,000 0.5 FTE	\$60,000 1.0 FTE	\$60,000 1.0 FTE
Arts Advisory Committee	\$2,500	\$10,000	TBD
Public Arts Policy	\$5,000	\$10,000	TBD
Heritage Planner	\$30,000 0.5 FTE	\$60,000 1.0 FTE	\$60,000 1.0 FTE
Community Heritage Commission	\$2,500	\$10,000	TBD
Heritage Policy Development	\$30,000*	\$15,000	TBD
Annual Operational Total	\$100,000	\$165,000	TBD
<b>Capital</b>			
Cultural Facilities Feasibility Study	\$50,000**	\$1,200,000***	TBD****
City Hall Upgrade Feasibility Study	\$40,000**	\$1,500,000***	TBD****
Arts Centre	—	—	TBD****

\* Heritage Inventory - Potential Cost Recovery

\*\* Feasibility Study

\*\*\* Potential order of magnitude costs for discussion only

\*\*\*\* Potential Cost Recovery through Senior Government grants and fund raising

Note: Figures not adjusted for inflation

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The City of Abbotsford Arts and Heritage Master Plan was undertaken by the Arlington Group Planning & Architecture Inc. for the City of Abbotsford, 2002-2004, with the assistance of CV Marketing Research Inc. The project team included:

**Arlington Group Planning & Architecture Inc.**

- Graham Farstad
- Donald Luxton

**CV Marketing Research Inc.**

- Eric Vanderham
- Clay Olsen

We would like to sincerely thank Mark Taylor, Director, Parks & Recreation, who acted as client liaison throughout the duration of the project. Other City of Abbotsford staff who participated included: Toiresa Strong, Director of Administration and Corporate Planning; Dan Bottrill, Director of Corporate Services; and Andrew Young, Planner, Development Services.

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**Project Steering Committee**

- Councillor Moe Gill
- Cathy Goodfellow, Abbotsford School Trustee and Parks & Recreation Commission
- Dan Bottrill, Director of Corporate Services
- Cathy Burrell, Abbotsford Arts Council
- Lorna Keith, Valley Concert Society
- Ed Janzen, M.S.A. Museum Society and Valley Festival Singers
- Ann-Marie Mathieu, Abbotsford Library Manager, Fraser Valley Regional Library
- Lee Murray, Abbotsford Arts Council
- Toiresa Strong, Director of Administration and Corporate Planning
- Helene Sundberg, Clayburn Village Community Society
- Mark Taylor, Director, Parks & Recreation
- Lynne Wright, M.S.A. Museum Society (Trethewey House)

# **APPENDIX A: ARTS AND HERITAGE MASTER PLAN MANDATE AND PROCESS**

This project has involved a close and ongoing relationship with City staff and with a project steering committee appointed to provide targeted community input. The following meetings, open houses were held to determine community expectations and test proposed recommendations.

- September 14, 2002: Tour of Lower Mainland Facilities
- September 25, 2002: First Steering Committee Meeting
- October 30, 2002: Second Steering Committee Meeting
- November 27, 2002: Third Steering Committee Meeting
- January 22, 2003: Fourth Steering Committee Meeting
- February 8, 2003: Community Stakeholders Workshop
- March 5, 2003: Fifth Steering Committee Meeting
- March 20, 2003: Sixth Steering Committee Meeting
- April 30, 2003: Seventh Steering Committee Meeting
- May 21, 2003: Eighth Steering Committee Meeting
- June 18, 2003: Senior Staff Meeting, with Council in attendance
- September 29, 2003: Council Workshop
- October 7, 2003: Ninth Steering Committee Meeting
- October 21, 2003: Performing Arts Community Stakeholder Workshop
- November 15, 2003: Public Open House
- April 13, 2004: Tenth Steering Committee Meeting
- May 18, 2004: Presentation to the Parks & Recreation Commission
- June 14, 2004: Presentation to Abbotsford City Council
- June 21, 2004: Approval in principle by Abbotsford City Council

# **APPENDIX B: COMMUNITY CONSULTATION**

## **FIRST PUBLIC OPEN HOUSE**

As part of this project, on February 8, 2003, a public workshop was held at the McCallum Activity Centre. The first half of the workshop covered the following:

- purpose of the Master Plan,
- time frame for the study,
- a progress report by the consultants,
- a presentation on Federal Heritage initiatives by Bob Parliament, and
- documentation of strengths, weaknesses, opportunities and threats.

The second half of the workshop consisted of a break-out into four small groups to focus on three basic questions:

- Where does the (Arts) (Heritage) community want to be in 10 years?
- What are the most important priorities?
- How can we make them happen?

While the attendance of nearly 30 persons was not large, it included a good cross-section of stakeholders. The active participation of three Council members including the Mayor showed the interest of Abbotsford's elected officials. Valuable comments came out of the workshop and all persons that submitted written comments indicated that the workshop was helpful. Steering Committee members noted that many participants were cynical and skeptical as they had been involved in numerous unsuccessful attempts to secure arts and heritage facilities in the past. However, there was general agreement that consensus was needed on a process and a program before capital facilities could be considered. A modest start toward something that works for the City was a necessary first step.

## **SECOND PUBLIC OPEN HOUSE**

An Open House to review the draft Arts and Heritage Master Plan was held on November 15, 2003 from Noon until 4:00 p.m. The meeting was held in the meeting room at the Clearbrook

Library, 32320 Dahlstrom Avenue. The Open House format consisted of a series of wall posters summarizing the background, proposed vision, and key recommendations for the Arts and Heritage Master Plan. Most of the Steering Committee members were in attendance as well as Mark Taylor, Parks and Recreation Director and the consultants, Donald Luxton and Graham Farstad. At 1:00 p.m. the consultants gave a PowerPoint presentation documenting the study process and key recommendations. This was followed by a lively question and answer session which ended at 2:30 p.m. Over 50 persons were in attendance for the presentation and question and answer session. Total attendance was 131 based on sign-in sheets. With the exception of two persons from Chilliwack, all addresses on the sign in sheets were from Abbotsford.

A two page questionnaire was made available to all persons attending the Open House. A large majority of those in attendance (109 or 83%) filled out part or the entire questionnaire. The questionnaire consisted of 8 questions designed to probe individual involvement in arts and heritage activities, the role of the City of Abbotsford, various potential arts and heritage initiatives and the willingness to support a modest tax increase to pay for such initiatives. The questionnaire included both multiple choice as well as open ended responses.

For the over 100 persons responding to the questionnaire, over 80% indicated an involvement in the performing arts, visual arts or heritage activities including genealogy. Virtually all (99%) supported a broadening of the city’s mandate to include arts and heritage. The proposed vision statement was supported by a similar proportion (98%). Over 90% also were prepared to support a modest tax increase to go towards arts and heritage initiatives.

A majority (57%) supported a city museum on the lower floor of the Clearbrook Library. A large majority (65%) also supported an art gallery on the lower floor of the Clearbrook Library. Approximately one quarter of respondents preferred that these activities take place in downtown Abbotsford. An analysis of individual responses indicated very little opposition to the Clearbrook Library as a location for a city museum and an art gallery. However, some concern was expressed about the adequacy of this location over the long term or the likelihood of this short to medium term option becoming a long term solution. Finally a majority of respondents (61%) supported a new facility for the performing arts while 29% supported improvements to the Matsqui Centennial Auditorium.

# APPENDIX C: RANDOM TELEPHONE SURVEY

Below is the Executive Summary from the Random Household Telephone Survey conducted by CV Marketing Research Inc. as part of this project. The full report has been submitted under separate cover.

## EXECUTIVE SUMMARY

CV Marketing Research, an independent research firm, conducted a 202-sample telephone survey of randomly selected Abbotsford residents. The purpose of the survey was to understand the views and concerns of Abbotsford residents towards arts and heritage in their community to assist in the direction of the Abbotsford Arts and Heritage Master Plan. The survey gathered information about resident's participation in arts and heritage and the importance they place in it to contribute to their overall community health. Finally, the survey sought to determine the level of support that residents felt the arts and heritage community should receive from the City and how this support should be borne by taxpayers.

### **Importance and Involvement in Arts and Heritage Groups**

The overall sentiment from respondents was that arts and heritage is somewhat, but not very, important to themselves and their family. Nearly six in ten respondents (59%) indicated that arts and heritage was just *somewhat important*, while the remainder considered it to be either *very important* (27%) or *not important* (14%). Few respondents (6%) were currently involved in an organized Arts or Heritage group, either as a volunteer or a member. When attending performances was included, the number of respondents involved with Arts groups increased to 37% for performing Arts, such as choirs, bands, theatre companies, and dance studios. Another 29% of respondents were involved with visual Arts, including carvers, painters, and sculptors. Heritage groups and activities were much more popular, as 45% of respondents attended or were involved with the Clayburn Village Heritage Society and 39% attended or were involved with the MSA Museum.

Overall, respondents considered having most arts and heritage groups in their community to be fairly important. Heritage groups were considered somewhat more important than Arts groups, as the MSA Museum and Clayburn Village Heritage Society were considered to be *very important* to

57% and 53% of respondents respectively. Among Arts groups, only performing groups, including choirs, bands, theatre companies, and dance studios were considered to be nearly as important (46% considered *very important*).

More than six in ten respondents (62%) indicated that they or someone in their household is *regularly* or *occasionally* involved in tracing family history, reading historical books, or collecting historical items. This was considerably higher than involvement in Arts related activities, such as visual arts (43% *regularly* or *occasionally*) or playing musical instruments (37% *regularly* or *occasionally*).

### **Perception of Arts and Heritage in Abbotsford**

Overall, most respondents were moderately opinionated concerning arts and heritage issues in Abbotsford. More than half of respondents (56%) *agreed somewhat* that Abbotsford residents show significant support for Arts groups. Slightly more respondents (60%) felt the same of Heritage groups, indicating that Heritage is somewhat more supported by Abbotsford residents. Similar numbers of respondents (58%) *agreed somewhat* that Arts groups have significant support from the City, while approximately as many (57%) felt the same about Heritage groups.

Over a quarter of respondents (27%) *agreed strongly* that support for these groups will struggle because of Abbotsford's close proximity to Vancouver, which allows residents to satisfy their needs for arts and heritage events. This was supported by the fact that over one-quarter of respondents (27%) that do attend Arts related events attend the majority (more than 50%) outside of Abbotsford. Nonetheless, there was still a sizeable group of respondents who felt that, given the level of interest that does exist, the City does not fund these groups properly. Specifically, over half of respondents with an opinion (54%) *strongly* or *somewhat disagreed* with the assertion that the City properly funds Arts groups while somewhat fewer respondents (43%) felt the same about funding for Heritage groups. Respondents were split evenly between feeling that the City should increase funding for the Arts (47%) or feeling that they should maintain the current level of funding (47%). However, when it came to Heritage groups, respondents were more in favour of maintaining the current level of funding (58%) than they were for increasing the level of funding (37%). Of those respondents that supported an increase in funding for either Arts or Heritage groups, just over half (53%) would support a modest tax increase to pay for the funding. Nearly another quarter (24%) answered either maybe or that it would depend on how much the increase was. The remaining respondents would not support a tax increase (24%).



Respondents were slightly more of the opinion that the amount and quality of current performing Arts locations are inadequate to serve the needs of Abbotsford (59% *strongly* or *somewhat agreed*). The majority of respondents felt that Abbotsford has either fewer arts and heritage facilities and shows as other cities (46%) or, at best, the same number (43%). Nonetheless, most respondents (68%) felt that the number and size of arts and heritage groups in Abbotsford will grow in the next ten years.

There was a strong sense from respondents that arts and heritage groups are not attracting enough people in order to be successful (82% *strongly* or *somewhat agreed*). Nonetheless, there was still a strong perception that these groups are well organized and work together co-operatively (77% *strongly* or *somewhat agreed*).

# **APPENDIX D: ARTS AND HERITAGE GROUPS SURVEY**

Below is the Executive Summary from the Arts and Heritage Group Feedback Self-Administered Survey conducted by CV Marketing Research Inc. as part of this project. The full report has been submitted under separate cover.

## **Executive Summary**

The Executive Summary is a brief account of the research findings. The full report including open-ended comments has been submitted under separate cover.

## **Survey Objectives**

CV Marketing Research, an independent research firm, conducted a self-administered survey of arts and heritage groups in Abbotsford. The purpose of the survey was to solicit feedback from these groups concerning their current and future needs so that these might be considered in the Arts and Heritage Master Plan. The survey also sought to determine their attitudes and perceptions towards the current state of the arts and heritage community in Abbotsford and its relationship with the City.

## **Organization of Arts and Heritage Groups**

The 34-responding organizations surveyed generally characterized the arts and heritage groups in Abbotsford, of which they are included, as being diverse but not well organized. In fact, nearly one third of all respondents (32%) felt that the groups did not have an effective organization. This was particularly high amongst Arts-based groups, as 42% were of this opinion. It was felt by a large majority of respondents (65%) that the task of organizing and co-ordinating arts and heritage groups should be split between both the Arts Council and the City of Abbotsford. Very few respondents felt that this task should fall to either the Arts Council alone (18%) or the City alone (12%).

## **Perceived Relationship with The City Of Abbotsford**

Nearly all respondents were of the opinion that the relationship between the arts and heritage community and the City of Abbotsford was either negative (44%) or, at best, neutral (44%) or

non-existent (3%). In fact, just 9% of respondents felt that the arts and heritage community and City shared a positive relationship. This largely negative / neutral relationship stems primarily from the perception that the City places very little importance on arts and heritage, as demonstrated through a lack of financial support. Compounding this perception was the fact that the groups see considerable funding go to sports groups and facilities while other cities appear to provide greater support for their arts and heritage community. Some groups commented that the City Councillors have little interest in the arts and view it as a special interest group.

Generally, respondents were divided on the issue of whether the arts and heritage communities had the support of Abbotsford residents. Arts groups in particular did not agree (63%) that *the Arts community has significant support from the residents*. Similarly, over half of Heritage groups surveyed (60%) disagreed that *the Heritage community has significant support from the residents*. However, even more Arts groups (84%) and all Heritage groups (100%) still felt that they *do not have significant support from the City of Abbotsford*. This highlighted the possibility that, while the arts and heritage community may not feel that there is overwhelming support from the public, they still perceive that they receive even less support from the City. This notion is strongly supported by the fact that 100% of Arts groups disagreed (68% *strongly*) that *given the level of interest in the Arts by the residents, the City of Abbotsford properly funds this sector*. Similarly, all Heritage groups surveyed were unanimous in their disagreement (40% *strongly*) that *given the level of interest in Heritage by the residents, the City of Abbotsford properly funds this sector*. Interestingly, while Arts groups and Heritage groups were less strong in their opinions regarding the lack of support for the other (i.e. Arts groups referring to Heritage groups), most still perceived that there was indeed a lack of support from the City. Overall, 100% of Heritage groups surveyed, and 84% of Arts groups, disagreed that *the City of Abbotsford is doing enough to preserve its history*.

Other comments also showed how Arts groups typically perceive the City as the primary cause for their problems. A commonly held belief of the general public in Abbotsford is that the relative proximity to Vancouver will always limit the interest and support for Abbotsford-based Arts groups, such as the symphony. However, this assertion was largely rejected by Arts groups, as just 37% of these groups were willing to concede that this was a factor in their struggle for support. Their own opinion of their performances was quite high, suggesting that they may feel that Abbotsford residents have no need to travel to Vancouver to satisfy their desire for the Arts.

**Facilities Available to Arts and Heritage Groups**

The Kariton House and Matsqui Centennial Auditorium were the most frequently used facilities by Arts groups, while Heritage groups used a wide variety of facilities. The majority of respondents (58%) considered the facilities available to the arts and heritage community to be either poor or very poor. Arts groups were the most critical on this issue, as nearly three-quarters (74%) rated the facilities available as either *poor* or *very poor*. Of those that rated the facilities thus, a common complaint was that obtaining space can be expensive and/or difficult to book. Some specific criticisms ranged from most available centres being too small and lacking room for displays, to theatre rental rates being too high. The majority of respondents (62% of Arts groups, 80% of Heritage groups, and 70% of Other groups) agreed that *the amount and quality of performing arts locations, such as the Abby Arts Theatre and the Matsqui Auditorium, are inadequate to serve the needs of Abbotsford.*

When asked specifically what was needed in order to bring their vision of the arts and heritage community to fruition, most respondents identified new facilities from which to perform and operate out of. The Arts groups, in particular, cited the need for an arts centre with a gallery and performance space. The Heritage groups were less focussed on facilities, although some expressed a desire to see a permanent facility to house and display artifacts. There were a few suggestions that a new museum was needed, likely in addition to the Trethewey House. When asked specifically about the viability of this current facility, most respondents (79% of Arts groups, 60% of Heritage groups, and 67% of Other groups) disagreed that *the Trethewey House at Mill Lake is a great museum for a town the size of Abbotsford.*

# APPENDIX E: ECONOMIC & SOCIAL BENEFITS OF ARTS AND HERITAGE

Numerous studies have attempted to measure the quantitative and qualitative benefits of arts, culture and heritage. Across Canada is estimated that 670,000 people are employed in the arts and cultural industries, contributing nearly \$22 billion to the Canadian economy (Statistics Canada 1995). Closer to home, at a regional level the arts and culture sector is a significant contributor to the economy of Greater Vancouver. According to a 1997 study<sup>1</sup>, arts and culture generate \$3 billion in direct revenues, employ 7% of the region's total employment in the Greater Vancouver Region and generate approximately \$1.1 billion in direct wages and salaries in the region. At the same time culture-related expenditures reach virtually all sectors of the economy. According to the same study, arts and culture in the GVRD contributed to a combined GDP of \$3.45 billion; a total regional employment of 107,000; \$2.4 billion in combined wages and salaries; and attracted an excess of \$500 million in government revenues.

The GVRD noted that the regional arts and culture sector:

- directly employed 62,000 people in full and part time jobs, accounting for 7% of Greater Vancouver's total 1996 employment;
- supported 37,000 indirect and induced jobs for a total of 99,000 jobs, 11% of the region's total employment in 1996;
- produced over \$2.3 billion in direct, indirect and induced wages and salaries; and
- generated 3.5 billion in direct, indirect and induced Gross Domestic product (value added). (*Strategies for Regional Arts and Cultural Development in Greater Vancouver* 1999 Regional Cultural Plan Steering Committee)

The research indicates that there is a substantial opportunity for the arts and culture sector to increase its economic contribution. Already, the cultural sector is growing more steadily than many other sectors, including manufacturing and construction and public participation in arts

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1. *Arts & Culture in Greater Vancouver: Contributing to the Livable Region* [1997] Report of the Regional Cultural Plan Steering Committee

and cultural activity is high. The combined revenues from all levels of government provide an estimated \$100 million to the cultural sector within Greater Vancouver; this combined contribution leverages \$3 billion in direct revenues and represents an exceptional value or return on investment.

The City of Kelowna provides an excellent case study of the development of cultural facilities and their benefits at a municipal scale. A 1998 study by the City of Kelowna concluded that the economic impacts of arts and culture were very substantial. Assessing the Central Okanagan as a whole, arts and culture accounted for a total of 2,368 full and part time jobs (or 1,896 full-time equivalent jobs). Of this total, 1,592 jobs (or 1,198 full-time equivalent jobs) were created directly through expenditures made by the cultural sectors. The remaining 776 jobs resulted from the “ripple effect:” the induced impact of arts and culture on employment in other sectors through the spending and re-spending of incomes by cultural workers, and by workers in other supporting sectors. All told, 3.8 percent of regional employment was due to the cultural economy. Along with job creation, arts and culture accounted for \$37.3 million in direct GDP impact. Adding the induced impact of arts and culture on other sectors, the cultural economy accounted for \$67.1 million in total GDP impact. Between 1,300 and 1,700 volunteers were involved with the region’s cultural organizations. The dollar value of the hours donated by these volunteers was between \$780,000 and \$1 million. While helping to sustain the local economy, this volunteerism also demonstrated a strong support for, and commitment to, community participation in arts and culture. Finally the economy enjoyed almost \$1 million in peripheral impacts due to the performing arts, such as expenditures on restaurants and other activities associated with performing arts attendance. The report recommended that the City of Kelowna assume a leadership role with other stakeholders and create a strategic plan for developing the Kelowna Cultural District.

This was followed up with a Cultural District Implementation Strategy and Marketing Plan in 2000. Strong financial support was provided by the City of Kelowna, and these initiatives have been very successful in positioning the City as a leader in arts and culture. In 2003 the City of Kelowna was named a Cultural Capital of Canada by the federal department of Canadian Heritage. The Cultural Capital award of \$500,000 from the federal government will be used to enhance the City’s cultural legacy.

In addition to their economic contribution, the research also shows that arts also contribute to livability and a higher quality of life for all residents. There is a growing body of research indicating

that arts and culture have a strong positive impact on developing complete communities and creating a vibrant culture of creativity and innovation.

In his study of Western Canadian cities, Azmier (2002) suggests that in addition to contributing to economic growth, arts and culture can also enhance community identity and social cohesion, promote citizen health and well-being and can contribute to community revitalization and inner city re-development. A myriad of recent studies, most notably, Richard Florida's *The Rise of the Creative Class*, also indicate that a strong arts and culture sector is integral to the new economy and the ability to attract skilled workers or 'a creative class' to a particular region or place. "More and more, international analysts are arguing that arts and culture may aid in attracting and retaining skilled workers, and ultimately to establishing a strong, viable and globally competitive economy." As these authors point out, concentrations of human capital or skilled labour can contribute to increased efficiencies in service provision, higher levels of productivity, as well as an ability to attract capital investment and new business. Other commonly cited benefits of a strong arts and culture policy include creating distinctive neighbourhoods, preserving cultural heritage, providing community identity and pride and combating social problems such as vandalism by engaging youth.

Various studies have defined the arts in different ways. Typically the arts cover a wide spectrum of ideas, products and practices including performances, visual arts and crafts, festivals, cultural industries (book and magazine publishing, film, music industry, broadcasting), libraries, heritage (museums, archives, etc.), multidisciplinary activities, photography, design, cultural service associations, and arts and culture education.

Public participation in arts and cultural activity is high. Canadian Facts, a public opinion/research firm, was commissioned by the GVRD to gather information on the levels and distribution of public involvement with arts and cultural activities in the Lower Mainland. Their findings identified that 79% of the region's adult population attended cultural events, either attending a professional performance, visiting an art gallery or museum, or participating in a festival. This represents about a 10% increase in participation over previous measurements undertaken in 1991 as part of the Canadian Arts Consumer Profile. The municipal inventory indicated that municipally owned cultural facilities recorded over 3 million visits in 1995, including 1.2 million visits to theatres, almost 700,000 to museums and over 500,000 visits to art galleries and exhibition centres. These facilities attracted both adults and children. School visits to cultural facilities coupled with the outreach programs of the arts and cultural community form an important component of

the programming and use of many municipal facilities, and provide valuable educational services.

There is a direct relationship exists between regular attendance at professional cultural events and levels of individual participation. As might be expected, when people are personally involved in arts and cultural activities, they are more likely to attend professional performances. Consequently those who are personally involved in arts and cultural activities also enhance a community's resources and its ability to attract a broader range of professional calibre activities.

Demographers have noted that as the population grows older, leisure time increases and disposable income levels grow, the demand for cultural products and services will expand more rapidly than personal income or the rate of population growth. According to Statistics Canada, this will make this sector "one of the most dynamic in years to come."

In the United States, a comprehensive 2002 survey indicated that the non-profit arts industry generated \$134 billion in economic activity annually, included over \$24 billion in federal, state and local tax revenues. Of the \$134 billion total, \$53.2 billion consisted of spending by arts organizations while \$80.8 billion was event-related spending by arts audiences:

The \$80.8 billion in event-related spending by arts audiences reflected an average of \$22.87 per person in spending for hotels, restaurants, parking, souvenirs, refreshments, or other similar costs-with non-local attendees spending nearly twice as much as local attendees (\$38.05 compared to \$21.75). The \$134 billion in total economic activity produced a significant national impact, including the following:

- 4.85 million full-time equivalent jobs
- \$89.4 billion in household income
- \$6.6 billion in local government tax revenues
- \$7.3 billion in state government tax revenues
- \$10.5 billion in federal income tax revenues

This was the most comprehensive economic impact study of the non-profit arts industry ever conducted. It was based on surveys of 3,000 nonprofit arts organizations and more than 40,000 attendees at arts events in 91 cities in 33 states, plus the District of Columbia.<sup>2</sup>

There is a strong association between arts and heritage activities at a given location and the likelihood of its selection as a tourist destination. Statistics from the Travel Industry of America indicate that in the United States:



- Cultural heritage travel is increasing—volume up 10% in the period from 1996-2000
- Cultural heritage travelers extend their stays—4.7 nights away from home vs. 3.4 nights away from home for others
- Cultural heritage travellers spend more money than other travellers—\$631 vs. \$457
- Cultural heritage travellers are more likely to shop compared to other travellers (44% vs. 33%)
- Cultural heritage travellers like variety—17% likely to participate in four or more activities compare to 5% of other travelers, and are more likely to use commercial accommodation (campground, hotel, B&B)
- Cultural tourists are older (45-64, on average) and tend to have a higher level of education and income

The promotion of cultural tourism can provide many benefits to the community, including:

- Cultural heritage tourism has the ability to put small communities on the map, such as Stratford, Ontario, Taos, New Mexico and Chemainus, B.C.
- Surveys indicate that residents of communities with a strong cultural heritage tourism base are more likely to be especially proud of their community
- Cultural heritage tourism can provide incentives for residents and businesses to participate in architectural and landscape restoration

Many of the following conclusions of the GVRD in 1997 have relevance to Abbotsford today:

- The cultural sector is well-placed among other traditionally significant industries within Greater Vancouver with a slightly lower GDP contribution than the educational sector but ahead of the mining, food and beverage, and forestry sectors.
- There is evidence of a strong association between arts and heritage activities at a given location and the likelihood of their selection as a tourist destination (Statistics Canada).

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2 *Arts & Economic Prosperity: The Economic Impact of Nonprofit Organizations and Their Audiences*, [June 2002], Americans for the Arts Organization.

- While all levels of government provide an estimated \$100 million to the cultural sector within Greater Vancouver, this combined contribution leverages \$3 billion in direct revenues and represents an exceptional value or return on investment.
- The significant return on investment is further substantiated by the fact that the cultural sector is growing more steadily than other sectors including manufacturing and construction.
- There is a relationship between government support and growth within the sector. Additional growth can be stimulated through increased strategic investment.
- Economic benefits are distributed throughout the region. A growing proportion of cultural organizations and firms, ranging between 25% and 40% depending upon type, are located outside of the City of Vancouver. Organizations and companies located throughout the region make direct purchases of materials and supplies from sources region-wide, employees live in the various municipalities of the region, and audiences travel from municipality to municipality to see desired performances and events, or to consume other cultural products.
- Municipal investments to provide cultural facilities and services to meet the needs of Greater Vancouver residents are valued by both residents and visitors—visits to municipally operated venues such as theatres, galleries and museums across the region exceed 3 million annually.
- Direct provision of cultural services through the operation of cultural facilities translates into significant employment—over 375 full-time jobs and over 835 part-time or contract jobs are directly attributable to municipal cultural programs, services and municipally operated facilities.
- 2,700 volunteers provide over 100,000 hours of support in the delivery of these programs and services annually. Thus, the activity of the municipalities plays a significant part in the overall economic impact of cultural activity in the region.

Finally, it should be noted that arts and cultural activities are not confined by municipal boundaries. In addition to local arts participation and consumption, the majority of Greater Vancouver residents travel out of their own municipality to attend arts and cultural activities in other urban centres across the region, most notably to attractions and venues located within Vancouver. This was confirmed in the survey of Abbotsford residents undertaken by CV Marketing Research.

## **APPENDIX F: REVIEW OF CULTURAL FACILITIES IN OTHER SELECTED MUNICIPALITIES**

- City of Burnaby
- City of Coquitlam
- District of Maple Ridge
- City of Surrey
- City and District of North Vancouver
- Township of Langley
- City of Kelowna

**CITY OF BURNABY**

Population 2001 census - 202,421, 2003 estimate - 205,261

**Shadbolt Centre for the Arts**

6450 Deer Lake Avenue  
Burnaby BC

Located in Deer Lake Park, Burnaby’s Shadbolt Centre for the Arts first opened November 1995. The Centre features two theatres—the 285 seat James Cowan Theatre and the Studio Theatre (a black box facility) which can accommodate up to 200 persons. With an atrium and lounge area overlooking a view of Deer Lake, the Centre has a comprehensive range of music and dance studios, reception, meeting and banquet rooms, along with an outdoor concert site and amphitheatre. With the construction of the new Centre, the Burnaby Arts Centre and James Cowan Centre was expanded by 36,000 square feet.

As part of the larger Deer Lake complex, the Shadbolt Centre is nestled between two adjacent heritage facilities: the Art Gallery at Ceperley House and the Burnaby Village Museum. Ceperley House is a landmark arts and crafts heritage mansion acquired by the City in 1966 which offers exhibitions, artist talks and other visual art events. The Burnaby Village Museum is a four-hectare open-air museum consisting of historic buildings, gardens and a farm circa 1925. It also features the 1912 C.W. Parker Carousel and a newly restored interurban tram 1223.

Each year the Shadbolt Centre presents a wide variety of events, performances, festivals and concerts from all areas of the performing arts. Approximately 120,000 persons visit Shadbolt Centre annually. Over the 2001/2002 period the James Cowan Theatre was used a total of 212 days, while the smaller studio was rented for a total of 161 days. As part of its mandate to provide service to the community, the Centre offers a full complement of visual and performing arts programs, education and outreach for all levels and age groups. Over 8,000 people are registered for visual arts classes each year. Non-profit groups can rent facilities for a 35% discount.

Collectively, the Shadbolt Centre, the Burnaby Art Gallery at Ceperley House and the Burnaby Village Museum are owned and operated through the City of Burnaby’s Cultural Services Division of Parks, Recreation and Cultural Services. The City of Burnaby’s commitment to the

arts over the last two decades is acknowledged as generous by other municipalities. The Shadbolt Centre has union staff. In terms of its operating budget, the Shadbolt Centre usually recuperates 65% of its gross expenditures. With total operating expenses for 2003 anticipated to be \$2.1 million, the Shadbolt Centre will require net support from the City of Burnaby in the order of \$736,000. In contrast, the Burnaby Art Gallery at Ceperley House and the Burnaby Village Museum are more heavily subsidized. (See the following tables for details). The City of Burnaby's overall budget for Arts and Culture programming is \$5.5 million annually, of which \$3.3 million (60%) is funded by the taxpayers of Burnaby.

### **Creating the Shadbolt Centre**

The desire for a newly expanded Arts Centre in Burnaby came about as the result of the City's Cultural Policy in the early 1990s. The idea of building a new addition to the former Burnaby Arts Centre first began in 1988 following on the heels of a 1987 referendum which asked residents if they would support building a theatre at Metrotown. That referendum failed just by .05% as many wanted to upgrade the facilities at Deer Lake instead. In 1988 staff and consultants researched several options, including a 100,000 square foot facility at the cost of \$20 million. That option proved too expensive.

The total capital costs of the Shadbolt Centre were \$9.6 million dollars of which the City paid \$6.3 million (66%). Of the remaining \$3.3 million, \$1 million was donated by the provincial government and nearly \$2 million came from corporate sponsors, including Trans Mountain Pipeline (\$500,000) and BC Tel (\$300,000). There was no federal contribution. The rest was raised by the community. The community campaign including funding raising costs was \$300,000. The construction of the Shadbolt Centre coincided with the municipality's own Centennial in 1992, when the District became a City.

The Burnaby Parks, Recreation and Cultural Services Division is currently examining future options for the expansion of the City's overall cultural facilities. These include converting the older James Cowan Theatre into visual arts studio space and building a new 400-700 seat theatre, upgrading the existing James Cowan theatre and/or building a new Art Gallery at Metrotown Centre. Currently the City of Burnaby has \$20 million in trust from casino monies earmarked for heritage.

**Shadbolt Centre**

2003 Total Expenses	\$2,114,910
2003 Total Projected Revenue	\$1,378,670
Required Support from the City of Burnaby	\$736,240
Percentage revenue recovery over expenses	65.19%

**Ceperley Art Gallery**

2002 Total Expenses	\$392,000
2003 Total Projected Revenue	\$56,000
Required Support from the City of Burnaby	\$336,000
Percentage revenue recovery over expenses	14.29%

**Burnaby Village Museum**

2002 Total Expenses	\$1,890,000
2003 Total Projected Revenue	\$745,000
Required Support from the City of Burnaby	\$1,145,000
Percentage revenue recovery over expenses	39.41%

## **CITY OF COQUITLAM**

Population 2001 census – 117,816, 2003 estimate – 122,696

### **Evergreen Cultural Centre**

1205 Pinetree Way

Coquitlam, BC V3B 7Y3

The City of Coquitlam's Evergreen Cultural Centre opened in October 1996. Located in Coquitlam's new Town Centre at the juncture of Pinetree Way and Guildford Way, across from the new civic hall, the Centre houses a 264 seat flexible studio theatre, a 1,500 square foot art gallery with an adjoining art shop, a rehearsal hall (with sprung floors) as well as a series of art and dance studios, which provide 3,000 square feet of space for local artists, classes and workshops. The Centre's spacious glassed-in lobby looks over Lafarge Lake, a former gravel pit which has been converted into a lake.

"A shared vision of the City of Coquitlam, the Tri-City arts community, private business and senior government", the Centre reflects the commitment expressed in the City's Vision Strategic Plan that "by 2010 Coquitlam will be a community recognized for a strong cultural awareness which celebrates our sense of community, cultural diversity and heritage".

The Centre's 264 seat Studio Theatre is able to assume a high degree of flexibility from proscenium stage to banquet hall. The Studio Theatre has complete support facilities for performances of dance, music and theatre. The theatre can be converted into nightclub cabaret and has other special amenities, including state of the art lighting, sound and acoustics. At the same time the Centre's 1,500 square foot art gallery presents exhibitions which showcase international, national and local art in a Class A setting.

Over the 2001/2002 season, almost 54,000 visitors visited the Evergreen Cultural Centre. In all 21,000 people attended theatre productions or events staged in the Studio (black box) theatre, 12,600 people visited the gallery and just over 19,500 people attended workshops or other events. Over the 2001/2002 season, the Evergreen Centre's Studio Theatre hosted a total of 124 performances, public events and activities and was open a total of 202 days/year. The Art Gallery held 9 exhibitions and was open to public 319 days/year. In addition to its theatre productions,

the Centre offers a whole complement of educational programs in the performing and visual arts. In 2001/2002 the Centre offered 119 visual and 136 performing arts courses. In partnership with School District 43, the Evergreen Centre provides educational workshops for school children. It is estimated that in an average school year, over 6,000 children (K-12) participate in the Centre's visual and performing arts classes. Week long arts camps during the summer are also held for youth.

The Evergreen Centre is owned by the City of Coquitlam and is operated by the Evergreen Cultural Centre Society. The mandate of the Evergreen Cultural Centre Society is "to provide a focal point for excellence and spirit in the arts through creation, development, presentation, appreciation and participation in a wide range of cultural activities." The Society leases the facility from the City for a \$1 year. In addition the Society applies to the City of Coquitlam each year for an operating grant to fund the overhead, staff and maintenance costs of the Centre. The Arts Centre costs \$850,000 to run an annual basis. The Arts Society receives \$550,000 from the City annually (65% of total operating costs) and raises the remaining \$300,000 from the community.

The Society is responsible for all the programs run through the Centre and generates its primary revenue from such cost recovery programs such as the theatre box office and taught courses. At the same time the Society goes outside the community to access funds from other external organizations like the BC Arts Council and seeks sponsorships from businesses for special programs. At present the Evergreen Centre has 10 staff and about 181 volunteers, who give 5,217 hours per year.

The Evergreen Centre was the result of a City planning initiative which involved a number of public visioning and consultation exercises. The planning initiative not only identified a need and interest in the community, but had substantial political support. The capital costs to construct the Evergreen Centre came to nearly \$8.6 million dollars. Equal funding came in part from the municipality, the province and the federal governments. Other donations were received from the corporate sector, private developers and the Evergreen Cultural Centre Society. To aid with the cultural arts program, the City of Coquitlam set up a Builders Trust—a voluntary program for developers to contribute seed money to the centre. Through this fund nearly \$700,000 was donated by various developers and today certain rooms and studios within the Centre are named after certain benefactors including Bosa, Polygon, and BC Hydro.



**SOURCES OF FUNDING FOR  
EVERGREEN CULTURAL CENTRE**

Total Construction Expenditures: \$8,556,959

Funding Sources:

- BC/Federal Infrastructure Grant,  
City of Coquitlam (Shared equally) \$7,850,486
- Donations pledged from corporate  
development, and private sources \$692,400
- Evergreen Cultural Centre Society \$14,073

TOTAL FUNDING \$8,556,959

The Centre’s current attendance and usage rates are anticipated to grow with the corresponding growth of both the City and the larger Lower Mainland. Continuing discussions are taking place for a phased expansion of the facility.

# DISTRICT OF MAPLE RIDGE

Population 2001 census – 65,924, 2003 estimate – 71,399

## Maple Ridge Arts Centre and Theatre (The ACT)

11944 Haney Place  
Maple Ridge BC

The District of Maple Ridge’s new Arts Centre and Theatre (The ACT) opened in May 2003. Built as a part of the Town Centre Project, the new Centre is an integral component of the downtown revitalization project which is slated to bring new activity to the District’s downtown core. The ACT is located close to several recently constructed facilities, including the new Public Library, the Youth Centre and the expanded Leisure Centre and Business Centre.

Like Coquitlam’s and Burnaby’s Art complexes, the Maple Ridge Centre has been designed as a multi-purpose facility. The new 43,000 square foot facility houses a 500 seat performance theatre, a studio theatre, a new art gallery, and several visual arts studios. The 500 seat performance area is a proscenium style theatre with a fly loft, state of the art lighting and sound systems and performer support facilities. The 2,311 square foot Genstar Studio Theatre or black box facility can seat up to 129 persons. It is used for multiple events and performances, such as dinner theatre and cabaret style performances. The new development also consolidates two smaller art galleries located in Maple Ridge since 1980s. The Centre also houses a small conference room, a teaching darkroom, gift shop, lobby and bar and offers full box office services for the theatre and a catering kitchen for larger receptions and gala events. In addition the Centre will offer a variety of art courses. To date the Centre has over 1,000 confirmed registrations for the new season.

One of the District’s main objectives is to keep the ACT affordable and accessible and “to have a fit seven days a week”. According to the District’s recent projections, the theatre has been pre-booked for many events—due in part to facility’s competitive rates. Like many other venues, the Centre will use a sliding rate scale based on whether a group is local, non-profit or commercial.

The Maple Ridge Arts Centre and Theatre is owned by the District of Maple Ridge, which leases the facility to the Ridge Meadows Arts Council. As a non-profit society, the Ridge Meadows Arts Council has provided arts and cultural programming in the community for the past 14 years.

Additionally the Art Gallery will be sub-let to another non-profit society which has been operating a public Art Gallery in the community for 18 years. The District of Maple Ridge has always had a strong “community-led” orientation and the District would rather encourage local arts societies to accept responsibility for cultural community programming, rather run the new Centre’s programs directly. Under the current operating agreement, the District will lease the ACT to the Society for the next three years and half years for a cost of \$10.00.

Collectively, the Districts of Maple Ridge and Pitt Meadows identified the need to build an arts facility through the 1996 Ridge Meadows Arts and Culture Policy and Plan. In 1998, the District first engaged consultants to help plan the Centre. The construction costs of the Centre have been projected to be in the area of 8.2 million, while the equipment related costs of the theatres have been projected at an additional \$2.2 million.

Under a complex agreement, involving several other properties, a private developer constructed the \$8 million dollar Centre on the District’s behalf and is to enter a long term leasing agreement with the District. At the same time the federal and provincial governments contributed \$1.4 million and a successful community campaign helped to raise \$750,000 towards the remaining \$2.2 million dollars.

Since the development of the ACT, the District of Maple Ridge has been taken to court by a private citizen who believed the District had not obtained the proper public assent in order to proceed with such a facility. After some deliberation, it was found that the District had misinterpreted the need to obtain public assent through a referendum under the *Local Government Act*. Consequently it is now being resolved through the courts whether the District will be responsible for the \$8.2 million dollar building and whether the District’s lease payment will be converted to debt payments.

According to the Maple Ridge Arts Centre Business Plan (January 1999, Update January 2002), the ACT will be supported by five major sources of revenue: an ongoing annual grant from the Districts of Maple Ridge and Pitt Meadows; ticket sales and course registrations; rental revenues, fundraising and sponsorship and revenues from bars and concessions. The Centre will receive approximately \$400,000 in annual grants from the District of Maple Ridge and the District of Pitt Meadows. Maple Ridge and Pitt Meadows areas pay the annual grant of 400,000 proportionate to population (80-20% split). Both the total expenses and revenues for the first full year of operation of the Centre are estimated at \$849,158.

Ultimately the success of Maple Ridge’s new ACT development will be its ability to market facilities and services to a broad range of consumers. The Centre’s primary target market audience is the citizens of Maple Ridge and Pitt Meadows and the adjacent municipalities. By offering a broad base of programming, both the Society and District hope to minimize financial risk and “grow their audience” over time. A series of the key performance indicators have been identified for the first year and include the number of rental dates and presentations in main stage and studio theatres, the engagement of a competent and committed staff and the number of arts programs and workshops offered at the Centre. Plans called for the Centre to operate with an initial staff complement of 11 people, including an Executive Director, a Theatre Manager, a Marketing/Resource Development Manager and a Fine Arts Program Manager.

## **CITY OF SURREY**

Population 2001 census - 363,013, 2003 estimate - 390,145

### **Surrey Arts Centre (in Bear Creek Park)**

13750 - 88th Avenue

Surrey, B.C.

The newly refurbished Surrey Arts Centre in Bear Creek Park opened in April 2002 to host the BC Festival of the Arts. The expanded Centre includes a new 150-200 seat studio theatre, an expanded art gallery and high tech lab for computer generated art, two restructured art studios, an expanded ceramics workshop and several smaller program rooms. The Surrey Arts Centre's existing 405 seat main stage theatre was also retrofitted as part of the upgrade. The total cost of the redesigned facilities was \$7.5 million. Of this approximately \$5.8 million was spent on construction, while the remaining \$1.7 million was spent on furnishings, fittings, sound & lighting equipment, consulting fees, moving and storage expenses, the relocation of staff in temporary trailers, new signage and commissioning. The City financed the entire project, with \$10,000 raised by the Surrey Art Gallery Association (SAGA).

The desire to upgrade the original Surrey Arts Centre was first identified during the development of the City's 1999 Cultural Strategic Plan. Through an extensive public process, the need for a larger Arts Centre and a smaller studio or performing space was identified by local arts and community groups. As part of the redevelopment, the City's art gallery was also rebuilt. The new gallery now consists of two exhibition halls, one measuring 80 square meters with 3.3 meter ceilings, and the other measuring 240 square meters with 6 meter high ceilings. During the facility re-development, the storage vault for the City's permanent art collection was enlarged. At the same time the Centre was made fully wheelchair accessible.

The Surrey Art Gallery's mission is to engage the public in an ongoing dialogue about issues and ideas and to facilitate learning and enjoyment of contemporary art. The gallery is a Class A gallery and in addition to exhibiting art, the gallery acquires and preserves contemporary art work. The City established a permanent art collection in 1975 and this now consists of 264 works of contemporary art. In 1999 the Gallery received two provincial awards, the B.C. Museums Association Award of Merit and the B.C. Parks and Recreation Association Award. In addition to

the two formal Gallery spaces and the Tech lab; art from the permanent collection is displayed throughout the building and the lobby area is booked for a rotation of community art shows six times per year. The Surrey Arts Centre also offers a full complement of courses and workshops in both the visual arts as well as educational programs for schools.

Initial estimates for the new Surrey Arts Centre were that approximately 104,000 people will visit annually. Prior to 2002, upwards of 40,000 tickets were sold at the Main stage Theatre. Generally the Main stage has been used about 233 days a year and has hosted approximately 49 productions and/or events a year. There are currently no statistics on the studio's usage as it is a new facility however bookings to date include dance competitions, business seminars, live theatre and cultural events. The Centre is in the process of marketing the studio and educating the public about its existence.

The Surrey Arts Centre is owned and operated by the City of Surrey through the Parks, Recreation and Culture Department. The net operating costs for the Surrey Arts Centre prior to the renovation were \$953,000. Post construction, the projected gross operating cost budgeted for the Surrey Arts Centre is \$2,037,000 with projected revenue of \$723,300. The resulting projected net subsidy from the City of Surrey is \$1,313,700. At present the Centre has 11 full time employees and 35-40 part time staff (casual, part time instructors). The Centre also relies on a large contingent of volunteers and has 100 volunteers who work upwards of 2200 hours per year running the SAGA gift shop, the art rental program, docent led gallery tours and mail out of the Arts Centre's monthly newsletter.

<b>Surrey Arts Centre</b>	
2003 Total Operating Costs	\$2,037,000
2003 Total Projected Revenue	\$723,300
Required Support from the City of Surrey	\$1,313,700
Percentage Revenue recovery over expenses	35.50%
Annual Cost Per Capita @ 360,000 Residents	\$3.65

### **Bell Performing Arts Centre**

Sullivan Heights Secondary School

6250- 144 Street, Surrey, B.C.

Another recent development in the City of Surrey has been the completion of the Bell Performing Arts Centre. Located at 6250 - 144th Street in Newton, the new Centre is a professional theatre, built by Surrey School District as an attachment to the Sullivan Heights Secondary School. The new 1,100 seat theatre opened January 9, 2002 and cost approximately \$14 million dollars to construct. This was approximately \$11 million above the standard Ministry of Education funding. To finance the centre, the School District obtained a low interest loan of \$10 million dollars and raised \$2.84 million dollars through its corporate campaign. In particular Bell West donated \$1 million or \$100,000 each year for next ten years, buying naming rights to the Centre, with the option of repurchasing the naming rights in 10 years. Bell West also received the telecommunications account for the Surrey School District. Other sponsors included the Bank of Montreal who committed \$200,000. The province also donated \$1.5 million and the School District raised funds from the community through a seat sale.

The Centre received 260 bookings in the first three months, almost 100 bookings over the 174 projected bookings. This is expected to reduce the net loss to \$66,000 for the Centre's first year of operation compared to the initial projections of \$ 99,000. The goal of the Centre is to break even in five years. Bookings at the Theatre to date reflect a mix of commercial, school and community functions. The Centre has low overhead costs with just four employees and a large volunteer contingent. The Bell Theatre is just beginning to market its facility to bigger promoters.

### **Surrey Museum and Archives Centre**

6022 - 176 Street

Surrey, B.C.

The existing Surrey Museum and Archives Centre is located next to the Cloverdale Fairgrounds. The Museum contains a series of permanent exhibitions including the 1881 Town Hall relocated from Surrey Centre, the traditional and contemporary life and activities of the Semiahmoo and Kwantlen First Nations, some early businesses in Surrey, recreated period rooms from 1900 to 1930 and the Anderson cabin, the oldest original cabin remaining in Surrey.

The City of Surrey Archives is the repository for all historical municipal documents. Also included are donations from the community. Highlights include 60,000 photographic prints and negatives, 4,250 maps and plans, 180 oral history tapes, 10,600 school registers, and the “Surrey Leader” newspaper from its establishment in 1929. A specialized reference library is available for in-house research. The permanent gallery chronicles the history of selected pioneers that settled in Surrey in the late 1800s.

The City of Surrey is planning on building a new Museum and Archives Centre, also in Cloverdale. The size of the facility has been downsized from the original \$10 million capital cost to \$5 million based on reduced federal and provincial grants. The capital program includes \$3 million from the City of Surrey (plus \$1.3 million value in land), and \$1 million each from the province and federal governments through the Canada: BC Infrastructure Program. The Friends of the Surrey Museum and Archives have developed a capital fundraising program for specialized equipment and supplies with a \$1 million target. This latter program will be launched at the end of 2003 once the design for the new Museum is complete. Construction is projected to begin in the spring of 2004 with completion in May of 2005 and an official opening in October of 2005.

The new building is in the design phase and is projected to be 18,000 square feet. The functional program divides the space as follows: 7,000 square feet for exhibits; 4,000 square feet for storage; and 7,000 square feet for public programs, visitor reception and administrative support. The new Museum will provide both permanent and temporary exhibits, school programs, public programs and special events, and rental opportunities. It is projected that an admission fee will be charged. The need for a new facility arises from the planning assessment for collections, care and programming undertaken from 1991-1999. The current facility lacks space for adequate storage, programs and exhibits, lacks environmental controls, and is structurally insufficient to be expanded. The current Museum has an annual attendance of approximately 25,000 visitors. The operating projections and business plan for the new facility have not yet been finalized but it is anticipated that the attendance will increase to 50,000-60,000 visitors in the first year of operation. The current operating budget of approximately \$650,000 will remain the same. The operating structure and staffing have not been finalized.

In addition to the new Museum, the City of Surrey Archives will be relocated into an adjacent heritage building along with Heritage Administration offices, and some features of storage and maintenance. The operating budget of approximately \$125,000 for the Archives will be maintained.



## **CITY AND DISTRICT OF NORTH VANCOUVER**

City population 2001 census - 46,236, 2003 estimate - 48,136

District population 2001 census - 85,904, 2003 estimate - 85,839

### **North Vancouver Museum & Archives**

Presentation House Arts Centre

209 West 4th Street,

North Vancouver, BC

The City of North Vancouver is in the midst of planning for the redevelopment of the Versatile Shipyards site on Burrard Inlet. The site is located to the east of the Seabus terminal. Through the development the City has retained a 2,400 square foot former machine shop as a heritage building. The current plan is that the North Vancouver Museum will move into this amenity building and a new museum on the waterfront will anchor the new development planned for the Versatile Shipyards area. In addition to new museum, waterfront walkways, public piers, new apartment buildings, stores and offices are planned for the site. While it has been suggested that the Presentation House Art Gallery will also be moving to the new site, no decision has yet been reached on this proposal.

There is an elaborate 'Museum and Science Centre' proposal now before Council to develop an undersea technology and science centre as part of the new museum space. The proposal itself is intended to highlight the industrial, social, recreational and technological history of the North Vancouver community. Under the current proposal the Museum will have four major themes: Moodyville, Burrard Dry Dock 1942, Burrard Inlet Today and a Deep Exhibits. According to the Museum and Archives website the 'Deep Exhibits' will highlight the province's role in submarine design and innovation and will include: "a 40 foot 'Well Head' from the Arctic Ocean, a 'Diving Bell Elevator' ride, a 'Sub Rescue' motion simulator experience, equipment displays, film, dioramas, and interactive didactic exhibits and demonstrations in an underwater research tank set in a living 'sea floor'".

The benefits of developing a Museum and Science Centre include increased tourism to help generate dollars for the community. The "Shipyards Project" is further seen "as a way of helping to create and maintain businesses and employment on the North Shore by offering a place for people

to shop dine and visit Lower Lonsdale”. The redevelopment will enhance public access to the waterfront and help create of “theme plazas for public assembly and historical interpretation” (Sources: North Vancouver Museum and Archives Internet Website).

At the same time the North Vancouver Museum & Archives Commission is working to create a new Heritage Services Centre in the District of North Vancouver’s Lynn Valley. The new Heritage Centre is scheduled to open in 2005 and is to be located in the 1920 heritage brick structure that has been a part of the Lynn Valley elementary school since the 1920s. An additional public plaza will be constructed to “open up the west facade of the heritage building to a view from Mountain Highway” (IBID). The proposed facility is designed to complement the new museum on the waterfront and will house a museum and archives offices, some program space, a photography laboratory and a conservation facility at a cost of \$3.6 million dollars.

Indeed the current thinking at the both the City and District of North Vancouver is not to amalgamate cultural facilities, but to decentralize them for everyone’s enjoyment and use. Together, the City and District of North Vancouver have a shared ‘Commission’ model, and they share three separate but joint Commissions on Recreation, Arts and Culture and Museum and Archives. Each of these Commissions and their work are supported by core funding provided by both municipalities. Most recently the City and District have collaborated and adopted a bi-municipal Cultural Plan for the North Shore.

## **TOWNSHIP OF LANGLEY**

Population 2001 census - 90,685, 2003 estimate - 91,359

### **Langley Centennial Museum and National Exhibition Centre**

9135 King Street

Fort Langley, B.C.

V1M 2S2

The Langley Centennial Museum and National Exhibition Centre was first opened in 1958. Owned by the Township of Langley, it was staffed by volunteers for the first 16 years. The museum collection includes 10,000 artifacts, 450 works of art, 2,500 historic photos, most of which are now available on-line and 140 linear feet of archival records. The facility has an area of approximately 6,000 square feet, of which one half is devoted to exhibition space.

The museum serves approximately 41,000 persons annually including 11,600 students through curriculum based school programs. The museum offers some 80 public programs and plays a central role in 6 special events annually. Staffing consists of 5 full time, 5 part time or summer students and 30-40 volunteers who routinely contribute large amounts of time in a labour of love in support of heritage activities. Key responsibilities are to promote cultural tourism, undertake heritage planning and serve as the arts and heritage curator for the Township of Langley. As the first capital of British Columbia, Fort Langley has a strong focus on history. Staff see the museum as the knowledge base and stage set for the Township as a whole. It serves as an organizer of special events, a skill development centre and resource centre.

The 2002 museum operating budget was \$400,000. The typical overall cost recovery is between 20% and 30%. School programs are 100% cost recovered. The museum was originally part of the Parks and Recreation Division but was moved into the Planning and Development Division in 1998. The museum has established an endowment fund through the Vancouver Foundation.

Reflecting Fort Langley's historic roots, the B.C. Farm Machinery and Agricultural Museum is located next door to the Langley Centennial Museum and National Exhibition and the Fort Langley National Historic Site is within two blocks.

The Fort Langley Heritage Conservation Area was originally established in 1988. The current area is equivalent to eight blocks including the commercial core along Glover Road as well as extensions to the National Historic Site and two Township museums. Heritage tourism is the product as related services include 14 restaurants and coffee shops, five art schools and galleries, three antique shops and the eastern trailhead for the Fort to Fort Trail. The Heritage Conservation Area also involves Facade and Design Guidelines adopted in 1993 and Streetscape Design Guidelines adopted in 2002. The Township estimated the economic impact of this heritage mix was \$28 million in 1999. In addition, house prices are estimated to enjoy a \$20,000 to \$30,000 premium over comparable houses in other areas.

## **CITY OF KELOWNA**

Population 2001 census - 96,288, 2003 estimate - 103,421

The City of Kelowna's Cultural District consists of a six block area located immediately north of City Hall in downtown Kelowna and next to Okanagan Lake.

The development of the Kelowna Cultural District has taken place over a number of years. Important milestones include the following:

- 1989 Mayor's Task Force on Cultural Policy called for the integration of arts and cultural into a wide range of planning and economic development processes.
- 1992 Strategic Plan included a number of primary goals including support for a vibrant and lively arts community, a commitment to preserve special features of Kelowna's past for the benefit of present and future generations and support for the City's multi-cultural diversity. A new Strategic Plan is currently underway.
- 1998 study by the City of Kelowna which documented a significant economic impact for arts and culture. The study recommended that the City assume a leadership role and create a strategic plan to develop the Kelowna Cultural District.
- 2000 Cultural District Implementation Strategy and Marketing Plan which provided recommendations designed to enhance, manage, finance and market this area. Many of these were implemented including organizational changes and significant financial commitments by the City of Kelowna. Included were the creation of an Arts Development Office and cultural co-ordinator position.
- Per Capita spending on the arts and culture in Kelowna has increased from \$13.92 in 2000 to \$18.59 in 2003

The Cultural District received a major boost in October 2003 when it was named a Cultural Capital of Canada by the federal department of Canadian Heritage. The City of Kelowna was awarded \$500,000, which coupled with the City's existing budget of \$500,000, will help to build a cultural legacy by 2000. The Cultural Capital award is presented to communities that have demonstrated an ongoing commitment to arts and culture as well as plans to further develop their artistic and cultural identity.

The Cultural District contains over a dozen facilities used for the performing arts, visual arts or museums. Key facilities include the following:

**1. Rotary Centre for the Arts/Mary Irwin Theatre**

The Kelowna Rotary Centre for the Arts is the centerpiece for the City's Cultural District. Opened in 2002, the \$7.0 million 40,000 square foot building caters to the visual and performing arts. It features a 328 seat theatre, art gallery, pottery studio, dance studio, music room as well as commercial leases for a wine bar and other visual arts studios. Local fundraising was spearheaded by 8 Rotary clubs in the central Okanagan who raised \$350,000. Owned by the City of Kelowna with a modest subsidy of \$160,000 annually, the Rotary Centre is operated by a non-profit society. Although growing pains were experienced, the result is considered a definite success.

**2. Kelowna Community Theatre**

This 868 seat theatre is home to the Okanagan Symphony Orchestra and the Sunshine Theatre Company. Owned and operated by the City of Kelowna, the 1962 theatre's technical capabilities have recently been upgraded and the lobby renovated. In 1999, average attendance for 200 evening bookings was 65% or 560 persons.

**3. Prospera Place**

A 6,300 seat multi-purpose sports and entertainment venue completed in 1999. This privately owned facility has an operating agreement with the City of Kelowna. Prospera Place is a major regional attraction including the Kelowna WHL franchise, cultural events and trade shows. The local credit union now has the naming rights.

**4. Kelowna Art Gallery**

This 15,000 square foot facility opened in 1996. The three exhibition galleries feature some 15 temporary exhibits annually with attendance of 57,000 in 1998.

**5. Kelowna Library**

Built in 1995, the Kelowna Library is a 40,000 square foot two storey building with an 800 square foot public assembly room. The library is a major anchor and traffic generator for the Cultural District.

**6. Kelowna Centennial Museum**

This 1967 building contains 4,000 square feet of permanent plus 1,500 square feet of temporary exhibit space. It is owned by the City of Kelowna and managed by the Kelowna Museum Society. The museum receives 55,000 visitors annually.

**7. Laurel Packing House**

This 1917 heritage building is operated by the Kelowna Centennial Museum as an agri-

tourism centre. The building has 8,000 square feet of public assembly space on the main floor used for a variety of purposes including community festivals plus second floor office space used by non-profit organizations. In addition, the 3,000 **B.C. Orchard Industry Museum** and 1,000 square foot **Wine Museum & VQA Wine Shop** are located there. Annual visitation for each is approximately 20,000. Both of these museums are operated as satellites of the Kelowna Centennial Museum.

#### **8. Okanagan Military Museum**

This 1999 museum occupies 5,000 square feet of space in the 1948 Memorial Arena. The museum is dedicated to collecting, preserving and interpreting military memorabilia relating to military service of residents in the Okanagan Valley.

#### **9. Actor's Studio**

Contains a flat floor stage with non-fixed seating in a former warehouse renovated in 1998. Total area is 18,000 square feet including an 800 square foot rehearsal hall and theatre seating for 100 persons. It is operated by a non-profit actor's co-operative.

#### **10. Flashbacks Nightclub**

This private cabaret and dance club is located in a 1912 heritage structure originally built as a cigar factory. The nightclub currently features local and touring bands.

#### **11. Waterfront Park**

This 18 acre park features a boardwalk promenade along Lake Okanagan and forms the western boundary of the Cultural District. This excellent recreational resource also includes an outdoor amphitheatre which can accommodate up to 800 persons.

#### **12. Other Facilities**

Other complementary facilities in the Cultural District include three private art galleries, arts and framing supplies, a fine crafts boutique, antique furniture businesses, restaurants and pedestrian artworks connecting the Cultural District with Downtown Kelowna.

In addition to these facilities, the City's cultural legacy includes a winter program and strengthened summer events. Key events include a Fall Wine Festival, a Comedy Festival, a Parks Alive program and a five day cultural festival in addition to the long standing Kelowna Regatta.

Close collaboration between non-profit agencies, the private sector and the City have been essential to the success of Kelowna's Cultural District. Strong and sustained population and economic growth have also been important contributing factors.

# APPENDIX G: THEATRE/PERFORMING SPACE INVENTORY

## GVRD AND FRASER VALLEY

Venue	Capacity	Owner
Havana Cafe (Vancouver Commercial Centre)	90	Havana Cafe
Jericho Art Centre (Vancouver, Point Grey, Spanish Banks)	100	City of Vancouver ParksBoard/West Point Grey Community Centre Association
Pacific Theatre (Vancouver, 12th and Hemlock)	124	Holy Trinity Anglican Church/Pacific Theatre Society
Shadbolt Recital Studio (Vancouver, Downtown)	125	City of Burnaby
Studio Theatre, Surrey Arts Centre (Bear Creek Park)	129	City of Surrey
Firehall Arts Centre	150	City of Vancouver Firehall Theatre Society (non-profit run)
Scotiabank Dance Centre (Vancouver, Downtown)	154	The Dance Centre
Presentation House	158	City of North Vancouver Presentation House Society (non-profit run)
Shadbolt Studio (Shadbolt Centre for the Arts)	175	City of Burnaby
Inlet Theatre (Port Moody)	193	City of Port Moody
Maison de la Francophonie de Vancouver (South Granville)	200	Society de Francophonie de Vancouver



<b>Venue</b>	<b>Capacity</b>	<b>Owner</b>
Chan Centre - Telus Theatre (UBC)	200	UBC
Arts Club New Revue (Vancouver, Granville Island)	225	Arts Club Theatre
Waterfront Theatre (Vancouver, Granville Island)	240	CMHC/Granville Island Cultural Society
Studio Theatre, Evergreen Cultural Centre (Coquitlam Town Centre)	250	City of Coquitlam (non-profit run) Evergreen Arts Centre Society
James Cowan Theatre (built prior to but now part of the Shadbolt Centre)	285	City of Burnaby
Vancouver East Cultural Centre (Vancouver, East Side, Venables and Victoria)	284	City of Vancouver (non-profit run) VECC Society
Performance Works (Vancouver, Granville Island)	300	CMHC/Granville Island Cultural Society
Roundhouse Community Theatre (Vancouver, Yaletown)	300	City of Vancouver (Parks Board run) Roundhouse Society
Terry Fox Theatre (Coquitlam)	300	Coquitlam School District
Norman Rothstein Theatre (Vancouver, 41st and Oak)	316	Greater Vancouver Jewish Community Centre
Douglas College Theatre (New Westminster)	350	Douglas College

<b>Venue</b>	<b>Capacity</b>	<b>Owner</b>
Capilano College Theatre (North Vancouver)	358	Capilano College
Metro Theatre (Vancouver, Marpole)	367	Metropolitan Co-operative Theatre Society
Matsqui Centennial Auditorium	373	City of Abbotsford
Main Stage, Surrey Arts Centre (Bear Creek Park)	402	City of Surrey
Frederic Wood Theatre (UBC)	410	UBC
Arts Club Granville Island (Vancouver, Granville Island)	440	Arts Club Theatre
Maple Ridge Arts Centre and Theatre Genstar Studio Theatre	500 maximum of 129	City of Maple Ridge (non-profit run) Ridge Meadows Arts Council)
Richmond Gateway Theatre Main Stage Studio	548 100	Richmond Gateway Theatre Main Stage Studio
Michael J. Fox (Burnaby South School)	613	Burnaby School District
Stanley Theatre (Vancouver, South Granville)	630	Arts Club Society
Vancouver Playhouse (Vancouver, Downtown)	688	City of Vancouver

<b>Venue</b>	<b>Capacity</b>	<b>Owner</b>
Abbey Arts Centre (Abbotsford)	701	Abbotsford School District
Clarke Theatre	702	Mission School District
Centennial Theatre (North Vancouver)	705	City of North Vancouver (North Vancouver Recreation Commission)
Bell Performing Arts Centre	1,110	Surrey School District
Vogue Theatre (Vancouver, Downtown)	1,144	Vogue Theatre Restoration Group
Massey Theatre (New Westminster)	1,260	New Westminster School District, Massey Theatre Society
Chan Centre for the Performing Arts (UBC)	1,500	1,500
Centre in Vancouver for Performing Arts (Vancouver, Downtown)	1,843	Law Brothers (Denver, Colorado) (formerly known as the Ford Theatre)
Orpheum Theatre (Vancouver, Downtown)	2,780	City of Vancouver
Queen Elizabeth Theatre (Vancouver, Downtown)	2,929	City of Vancouver

## Summary—Theatre/Performing Space Inventory GVRD and Fraser Valley

Total # of Theatres	Up To 100 Seats	101-200 Seats	201-400 Seats	401-500 Seats	701-750 Seats	750-1500 Seats	Over 1500 Seats
44	3	11	13	3	7	4	3
%	7%	25%	29%	7%	16%	9%	7%

## APPENDIX H: CITY OF ABBOTSFORD EXPENDITURES FOR CULTURE AND HERITAGE

	2004 BUDGET	AMOUNT
	<b>HERITAGE</b>	
1*	M.S.A. Museum Society	\$89,000.00
	<b>CULTURE</b>	
2	Matsqui Centennial Auditorium (Community use portion)	\$47,300.00
3*	Fraser Valley Regional Library (tax levy)	\$2,085,000.00
4	Fraser Valley Regional Library (debt service+ operating)	\$849,000.00
5*	Abbey Arts Centre (2/3 Community Contribution for theatre funding support, minor capital +clerical assistance)	\$55,400.00
6*	Community Arts Council	\$15,000.00
	CULTURE AND HERITAGE (excluding FVRL)	\$206,700.00
	<b>TOTAL CULTURE AND HERITAGE</b>	<b>\$3,140,700.00</b>

\* Transfers to other agencies

# APPENDIX I: MUNICIPAL COUNCIL CHAMBERS INVENTORY

MUNICIPAL COUNCIL CHAMBERS			
MUNICIPALITY	2001 CENSUS POPULATION	PUBLIC SEATING	DATE OF CONSTRUCTION OR MAJOR UPGRADE
District of North Vancouver	82,310	164	1993
District of Delta	96,950	120	1990
District of Maple Ridge	63,169	96 (plus 19 temporary seats)	1981
City of Richmond	164,345	94 (plus 31 temporary seats)	1999
City of Coquitlam	112,890	134	1998
City of Burnaby	193,194	100	2002
City of Abbotsford	115,643	373	1992

# APPENDIX J: WEBSITE ADDRESSES

## Abbotsford

### City of Abbotsford

<http://www.city.abbotsford.bc.ca/>

### Abbotsford Symphony Orchestra

<http://www.abbotsfordsymphony.org/>

### Clayburn Village Community Society

[www.clayburn.heritagebc.org](http://www.clayburn.heritagebc.org)

### Fraser Valley Regional Library

<http://www.fvrl.bc.ca/>

### Mennonite Archives

<http://www.mhsbc.com/>

### M.S.A. Museum Society

[www.abbotsford.net/msamuseum](http://www.abbotsford.net/msamuseum)

### University College of the Fraser Valley

<http://www.ucfv.bc.ca/>

### Valley Concert Society

<http://www.valleyconcertsociety.com/>

## Federal Programs

Museum Assistance Program, Canadian Heritage

[http://www.pch.gc.ca/progs/pam-map/index\\_e.cfm](http://www.pch.gc.ca/progs/pam-map/index_e.cfm)

Cultural Spaces Canada, Culture Canada  
[http://www.pch.gc.ca/progs/ecc-csp/index\\_e.cfm](http://www.pch.gc.ca/progs/ecc-csp/index_e.cfm)  
Historic Places Initiative  
[http://www.pch.gc.ca/progs/ieh-hpi/index\\_e.cfm](http://www.pch.gc.ca/progs/ieh-hpi/index_e.cfm)

Standards and Guidelines for the Conservation of Historic Places in Canada  
[http://www.pc.gc.ca/docs/pc/guide/nldclpc-sgchpc/nldclpc-sgchpc1\\_e.asp](http://www.pc.gc.ca/docs/pc/guide/nldclpc-sgchpc/nldclpc-sgchpc1_e.asp)

Commercial Heritage Properties Incentive Fund  
[http://www.pc.gc.ca/progs/plp-hpp/plp-hpp2a\\_e.asp](http://www.pc.gc.ca/progs/plp-hpp/plp-hpp2a_e.asp)

### **Provincial Programs**

British Columbia Heritage Branch Community Heritage Planning Program  
[http://www.mcaaws.gov.bc.ca/heritage\\_branch/planningprograms/planning.htm](http://www.mcaaws.gov.bc.ca/heritage_branch/planningprograms/planning.htm)

Archives Association of B.C.  
<http://www.aabc.bc.ca/>

### **Other Municipal**

City of Kelowna  
<http://www.artsinkelowna.com/>

### **Background Studies**

Strategies for Regional Arts and Cultural Developments in Greater Vancouver  
(September 1999)  
<http://www.city.vancouver.bc.ca/commsvcs/oca/SpecialInt/Region/pdf/strategies.pdf>

The Economic Impact of Arts & Culture in the Central Okanagan and Toward Our Future;  
Cultural Tourism and the Cultural Industries (1998)  
<http://collections.ic.gc.ca/Okanaganvalley/project/tourism/>

Economic Impact of the Arts and Festivals on the Edmonton Region (2001)  
<http://www.lin.ca/lin/resource/html/David002.pdf>



Patterns in Culture Consumption and Participation Statistics Canada's Culture Statistics Program (2000)  
<http://www.canadacouncil.ca>

Attendance at Arts Performance, Museum and Art Galleries in Canada and the Provinces (2003)  
<http://www.canadacouncil.ca>

Donors to Arts and Culture Organizations in Canada (2004)  
<http://www.canadacouncil.ca>

Arts and Culture in Greater Vancouver: Contributing to the Livable Region (1997)  
<http://www.city.vancouver.bc.ca/commsvcs/oca/Specialist/Region/Phase 1/>

Cultural District Implementation Strategy and Marketing Plan, City of Kelowna (2000)  
<http://www.city.kelowna.bc.ca/>

The Economic Impact of Non-Profit Organizations and Their Audiences (2002)  
<http://www.americansforthearts.org>  
Americans for the Arts is a non-profit organization which has been dedicated to advancing the arts in the USA for the past 40 years.