

Our City, Our Voices.

reimagine
NANAIMO

HOW WE CONNECT

Culture connects us and defines us. It is about our history, our values, and beliefs and evolves over time. Our culture is what makes our city unique, distinctive, and vibrant. Culture is why people love where they live. Our City recognizes the importance of the role played by creativity, innovation, arts and culture, in creating a healthy community.



Culture is important to our economy

In 2012, economic modeling showed that the combined indirect and induced impacts of arts and culture on Nanaimo's economy was equivalent to \$94 million, including generation of 880 jobs.¹ This continues to grow.



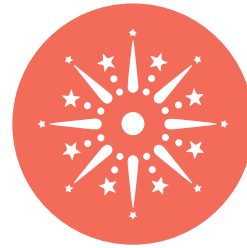
Art is visible in our community

Each year, Nanaimo's new permanent artworks, temporary art program, and street banners create dynamic and beautiful spaces, spark conversation, share stories, and enrich our public spaces.



Partnerships create opportunity

Our culture and heritage spaces are co-managed by non-profits with passion and expertise. These include The Port Theatre, Nanaimo Museum, Nanaimo Art Gallery, and others who create meaningful experiences to make, perform, exhibit, learn, engage, and be entertained.



We're recognized for our culture

In 2008 Nanaimo was named a Cultural Capital of Canada. Our arts organizations and leaders attract investment and accolades provincially and nationally. We've got top talent!



We encourage cultural excellence

Each year the City presents Culture & Heritage Awards. Local musicians, dancers, artists, architects, Indigenous language champions, and authors are among award recipients.



Nanaimo welcomes musicians and performers of all types to share, explore, and grow their talents.



The City is amplifying Snuneymuxw stories through art: Joel and William Good created houseposts at Departure Bay (St'i'ilep). James Johnny Jr. and Jim Johnny Sr. created a new work called *The Raven* at the South Fork Water Treatment plant (shown right). Snuneymuxw artist Noel Brown created designs for the new Inclusive Playground at Maffeo Sutton Park.

Reference:

¹ Nanaimo Arts & Culture Economic Impact Study, 2013

WHAT DO OUR PLANS SAY NOW?

- ▶ Apply a cultural lens to community planning and decision-making and include cultural development in overall City planning and as part of revitalization strategies.
- ▶ Invest in arts and culture to strengthen the City's economy, improving quality of life, and enhancing community identity and pride.
- ▶ Make arts and culture accessible, inclusive, and reflective of our diversity.
- ▶ Preserve and interpret our heritage.
- ▶ Encourage creativity and innovation to attract skilled creative professionals to Nanaimo.
- ▶ Encourage inclusive community participation in arts and culture.
- ▶ Market Nanaimo as a desirable place to visit for unique cultural experiences.
- ▶ Foster community collaboration and partnerships to build capacity and create new opportunities.

OPPORTUNITIES

- ▶ Culture programs support reconciliation between Indigenous and non-Indigenous communities by deepening understanding of land, histories, and futures.
- ▶ Nanaimo's Cultural Asset Priority Plan outlines priorities for spaces, including:
 - » Extension of the Harbourfront Walkway from Departure Bay to Nanaimo River Estuary, animated with heritage and public art.
 - » Further activation of Diana Krall Plaza.
 - » A purpose-built, outdoor performance space.
 - » Nanaimo Art Gallery's plan for creation and exhibition space and multi-use community arts space.
 - » Small performance and rehearsal spaces.
- ▶ Evolve our offerings like public art and our poet laureate program so that they have greater impact.



Celebration is at the heart of a community. Events, festivals, live music, theatre, dance, and art bring us together. Because of COVID-19, some of these activities have been on hold, but we are well positioned to reimagine and recover.

CHALLENGES

- ▶ Maintaining an appropriate level of investment to support arts and cultural facilities and programs.
- ▶ Raising awareness about the strong link between arts and culture and a sustainable economy.
- ▶ Building the capacity and resiliency of organizations and creative professionals so they can adapt in an uncertain future.
- ▶ Affordability of cultural experiences for people of all ages and incomes.
- ▶ Retention of young, talented creative professionals.
- ▶ Lack of visual appeal around some City gateways, corridors, and streetscapes.
- ▶ Ensuring that our cultural programs and services truly reflect and embrace diversity in all its forms.

20+ non-profits receive operating grants each year and the City funds many of the creative projects and events that connect us.

Snuneymuxw Youth Dancers at The Port Theatre during a City event.

