



CV/ARTS

City of Courtenay
September 25, 2024





Today's Presentation

- Provide organizational update.
- Fee For Service Agreement update.
- Meet Jemima Thomas, Interim ED.





About CV/Arts

Mission: We support, promote and celebrate our vibrant, inclusive arts community. We actively educate and promote the Comox Valley as a creative and dynamic arts producing center.

Staff

Jenny Casey, ED

Charie Karumi, CEM

Jemima Thomas, Interim ED

Board

Megan Trumble

Liza Willows Hughes

Dru Chapple

Sean Kerrigan

Christina Jones

Helen Utsal

Marie-Clo Sarault



Growing and Deepening

- 56 years of championing arts & culture.
- 5000+ Creatives in the region and growing.
- Growing participation and engagement.
 - More artists in Studio Tour
 - Increased sponsorships
- 52 regional partners.
- \$15k artist fees disbursed.
- +60.3% reach on Facebook



Our Work

ADVOCACY



PROGRAMS



PARTNERSHIPS



Advocacy

Cultural Plan

- Aligning our work and connecting sectors (Tourism)

Public Art

- Best Practices in Mural Development
- Case Studies

Duncan Commons

- Convening Key Partners
- Summer Pulse



Programs

- Arts Guide + Studio Tour
- Incubator Microgrants
- Art Wagon
- Digital Creation Hub
- A-School Pro D for Artists
- 30 Day Drawing Challenge
- Arts + Land



Partnerships

Exhibitions

- YQQ + CV/Arts
- Chamber + CV/Arts

Community Events

- Family Day
- Moonlight & Magic

Ancestral Echoes

- MIKI'SIW Metis Association
- Immigrant Welcome Centre





FFSA Update*

Existing FFSA extended through 2025.

- License of Occupation – Annually renewed
- Current agreement out of date – written during COVID
- Opportunity to meet goals in SCP with new FFSA

Our hope is to establish a new FFSA for 2026 that will align with Cultural Plan objectives. This happens to also align with CV/Arts strategic planning timeline!

*See separate deliverable report on current FFSA, provided as handout.



Shared Goals: Alignment with Cultural Plan's Key Findings

CV/Arts already meeting goals and objectives in the Cultural Plan:

- **Public Art Policy** initiating conversations on mural best practices, authoring handbook. Investing in case studies.
- **Microgrant Program** supports artists to bring art-based experiences, pop-ups and community engagement to the public for free.
- **Community Calendar** is used by a wide swath of organizations and individuals. It is managed by paid CV/Arts staff and updated regularly.
- **Pulse on the Plaza: Development of Arts-Based Public Spaces**
- **A-School Pro D: Bolster sector' long-term though developing more cultural workers.**
- **Digital Creation Hub: sector development via training of technical workers for events and live performances.**



Leveraging Municipal Support

City of Courtenay.....\$57,200

Federal.....\$18,400 

Provincial.....\$58,000 

CVRD.....\$10,200

CVCF.....\$8,408

Gaming.....\$30,000

Sponsorships.....\$9,700

Membership.....\$1,427

Earned Revenue.....\$17,267

Note: Grants included above will not match annual report statement due to grant deferrals. This chart shows the cheque amount awarded in FY 24, but not how the amounts were recognized for the fiscal year.



Leadership Transition

Jemima Thomas serving as Interim ED for maternity leave coverage.





Goals for FY 2024-25

- Same Program Offerings as FY2023-24
- Grow and deepen key partnerships
- Realistic increase in funding
- Diversify audience
- Expand promotional networks
- Start new FFSA conversations





Looking Ahead...

THE ART WAGON: was used for some programming in FY24, aiming to work on improving it and developing a robust outreach program. Exciting potential here for remote programming.



RECONCILIATION THROUGH STORYTELLING: Expanding Shared Wisdom program in partnership with Kat'ate'mot Cultural Society and Kester Reid.



PULSE ON THE PLAZA: Building on success of summer 2024, working in close partnership to grow Pulse through provincial and national granting opportunities.

LINC Mural Project Update

- CV/Arts created **Call for Artists**.
- Convened a **selection committee** comprised of artists, curators, youth, KFN representation.
- Committee selected **Emily Thiessen** as the artist for the project.
- Next steps are developing a robust **community engagement plan** to co-create the mural's content and composition and the **youth engagement plan**.
- Project **timeline might shift to the Spring** depending on wet season.

Case Study for how community engagement needs to be at the HEART of a public art program for the City.





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