

## COMMUNITY ENGAGEMENT ACTIVITIES

### Facilitated Consultation Events

Detailed and thoughtful feedback was received at three public facilitated conversations, as well as five Task Group meetings.



Event	Location	Date(s)	Attendance
Task Group Meetings	City Hall	January 10, 2018 February 15, 2018 April 10, 2018 May 23, 2018 June 21, 2018 July 16, 2018 September 12, 2018 October 23, 2018 Feb 20, 2019 May 23, 2019	20-30 per meeting
Community Dialogue Session	City Centre Community Centre	March 19, 2018	52
Artists' Cultural Cafe	Richmond Performance Hall	April 18, 2018	12
Public Cultural Cafe	Rocanini's Coffee, Steveston	April 23, 2018	5
Cross-Departmental Staff Workshop	City Hall	July 23, 2018	37
Community Dialogue Session	Kwantlen Polytechnic University	November 19, 2018	71

## **Interactive Engagement Pop-Up Kiosks**

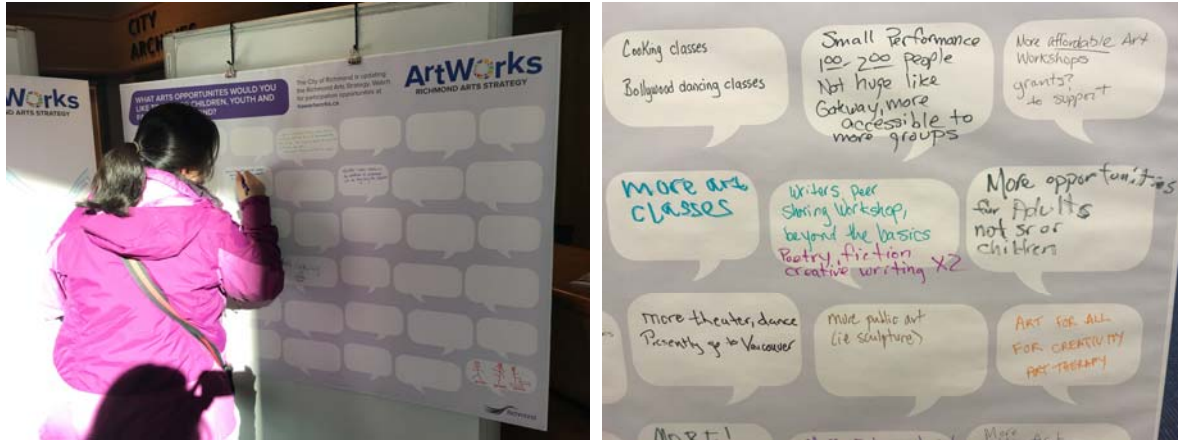
Throughout the campaign, the ArtWorks team appeared in public spaces to gather feedback and ideas from the community. With them, they brought pop-up kiosks, sounding boards and interactive drawing activities designed to gather data in a fun, engaging and visually appealing way.



Event	Location	Date(s)
Children's Arts Festival	Richmond Cultural Centre	February 12, 2018
Cherry Blossom Festival	Garry Point Park	April 8, 2018
We Dance International Dance Day Performance	Aberdeen Centre	April 28, 2018
Richmond Arts Awards	City Hall	May 15, 2018
Richmond Chinese Arts and Culture Festival	Lansdowne Centre	May 26, 2018
Pop-Up Kiosks	Cultural Centre Lobby	May 17 May 28 – 30, 2018
Kwantlen Farmer's Market	Minoru Precinct Plaza	May 29, 2018
National Indigenous People's Day	Musqueam Cultural Centre	June 21, 2018
Culture Days	Richmond Cultural Centre Lobby	September 28-30, 2018

## Sounding Boards

Several different Sounding Boards were set up at a variety of community events, facilities and public gathering spaces. The large and playful boards invited people to contribute their ideas. In total, 450+ responses were received from the community using these boards.



Event	Location	Date(s)
Art at Work Workshop	Richmond Art Gallery	Feb 22, 2018
Richmond Youth Dance Company Showcase	Richmond Performance Hall	March 2-3, 2018
Branscombe House Artist-in-Residence Workshops and Doors Open Exhibition	Branscombe House	March 10, 2018 April 14, 2018 May 12, 2018 June 2-3, 2018
Richmond Delta Youth Orchestra Spring Concert Series	Various locations Gilmore Park United Church and Richmond Alliance Church	March 10, 2018 April 21, 2018
Lipont Art Centre	4211 No.3 Road	March 11-June 3, 2018
Theatrical Performances: <i>I Lost My Husband and Nine Dragons</i>	Gateway Theatre	March 15-24, 2018 April 12-21, 2018
Art About Finn Slough Exhibition	Cultural Centre	April 13, 2018
Kwantlen Design Week	Kwantlen Polytechnic University	April 16-20, 2018
Richmond Potters Club Spring Sale	Richmond Performance Hall	April 20-22, 2018
Richmond Gem and Mineral Club	Richmond Performance Hall	April 28-29, 2018
Richmond Arts Awards	City Hall Lobby	May 15, 2018
Richmond Arts Centre Hallway and Media Lab	Richmond Cultural Centre	October 11-21, 2018

## **Stakeholder Presentations and Feedback**

Information about the ArtWorks campaign was presented to various community stakeholders and groups including:

- Individual artists participating in the Richmond Art Gallery's Artist Salon and Art at Work workshop
- Meetings with City staff and Council members
- Steveston's 20/20 group
- Richmond's Public Art Advisory Committee
- Richmond's Intercultural Advisory Committee
- Musqueam Band via the Protocol Officer
- Richmond Community Centre Area Coordinators meeting
- Resident Art Groups at the Richmond Cultural Centre
- Richmond Art Gallery Youth Collective
- Local artists at the Captstan ARTS Units Social Mixer
- Youth at various community centres via Youth Services Coordinators

## Richmond Arts Strategy Marketing Activities

### Print

**LET'S TALK ABOUT HOW ART WORKS IN RICHMOND.**

The City of Richmond is developing a new Arts Strategy to enrich Richmond's quality of life through broad accessibility and engagement with the arts. The Strategy will serve as a guide for decision-making to empower ideas, people and resources around a shared vision and set of goals, strategies and tactics. Share your vision for the future of the arts in Richmond. **Have your say!**

- Complete the online survey and learn more at: [howartworks.ca](http://howartworks.ca)
- Email: [culture@richmond.ca](mailto:culture@richmond.ca)
- Tweet your ideas to: [#ArtWorksRichmond](https://twitter.com/ArtWorksRichmond)

**Deadline for feedback is May 31, 2018**

[@CityofRichmondBC](https://www.facebook.com/CityofRichmondBC) [@Richmond\\_BC](https://twitter.com/Richmond_BC) [@HowArtWorks](https://www.instagram.com/HowArtWorks)

**ArtWorks**  
RICHMOND ARTS STRATEGY

**You are invited!**

**Community Dialogue session**  
Monday, March 19, 7:00 to 9:00 p.m.  
City Centre Community Centre, 5900 Minoru Blvd.

What is your vision for a vibrant future for the arts in Richmond? What kind of art activities and cultural spaces do you want to see in your community? Join the conversation about how we can best move the arts forward in our communities and be part of the development of a new Richmond Arts Strategy.

Learn about the Arts Strategy development process, provide important feedback on key issues and hear about additional opportunities to take part in the process over the next few months, including an online survey, drop-in cultural cafes, and other pop-up activities.

**Pre-registration required: [culture@richmond.ca](mailto:culture@richmond.ca)**  
(Please indicate if you are representing a cultural organization.)

For more information about the Richmond Arts Strategy and the arts in Richmond, visit [www.howartworks.ca](http://www.howartworks.ca)

[@CityofRichmondBC](https://www.facebook.com/CityofRichmondBC) [@Richmond\\_BC](https://twitter.com/Richmond_BC) [@HowArtWorks](https://www.instagram.com/HowArtWorks)

**You spoke. We listened.**  
After months of community consultation, the **Draft Richmond Arts Strategy 2019-2024** is now online at [HowArtWorks.ca](http://HowArtWorks.ca)

Before it is finalized and officially endorsed by City Council, you are invited to review and provide feedback at [culture@richmond.ca](mailto:culture@richmond.ca)

**What do you think?**  
Tell us by **May 31, 2019**

[@CityofRichmondBC](https://www.facebook.com/CityofRichmondBC) [@Richmond\\_BC](https://twitter.com/Richmond_BC) [@HowArtWorks](https://www.instagram.com/HowArtWorks) [www.howartworks.ca](http://www.howartworks.ca)

### Advertisements and Media coverage

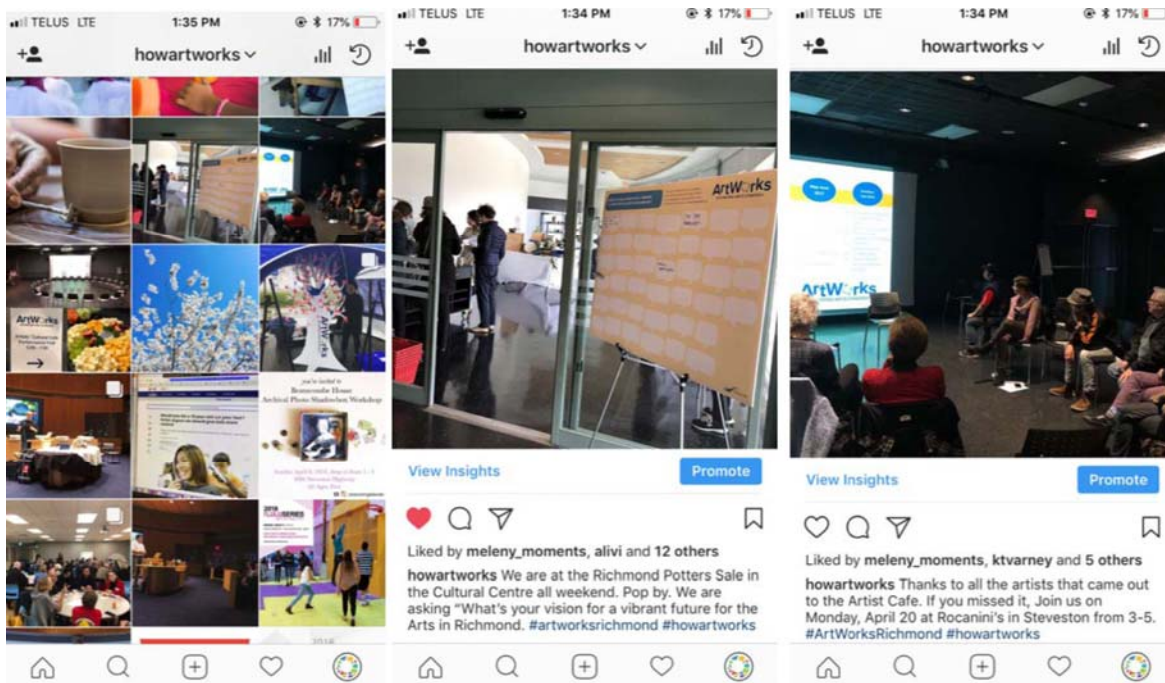
- New Releases: February 27, 2018, April 30, 2018, November 6, 2018 and May 21, 2019
- Ads in Richmond News: May 10 and 30, 2018
- Ad in The Sentinel: May 2018 issue
- Sing Tao: Mentioned in May 1, 2018 publication
- Ads in Gateway Program: March 2018 and April 2018
- Ad in Richmond Youth Dance Company Showcase program: March 2, 2018
- Ad in Richmond Delta Youth Orchestra program: March 10, 2018 and April 21, 2018

### Other

- 350 posters in community centres, libraries, City facilities, public spaces and community sites
- "Take the survey" buttons worn by Cultural Centre staff
- 2,000+ Postcards distributed at community centres as well as meetings, programs and pop-up kiosks at 26 venues including Gateway Theatre, Lipont Art Centre, Cherry Blossom Festival, Branscombe House, River Rock restaurant, Lulu Series, Concord Gardens ARTS units, Arts at Work workshops and Kwantlen Farmers Market.



## Digital



### Howartworks.ca

- 5,246 webpage visits during the campaign

### Social Media Posts

- 35 Instagram posts @howartworks to 501 followers
- 18 Facebook posts on @cityofrichmondca to 6,473 followers
- 18 Twitter posts on @Richmond\_BC to 5,498 followers

### Social Media Shares

- Details of the ArtWorks campaign were shared by the Richmond Museum (Facebook and Twitter), Fun Richmond (Facebook), Richmond Economic Development (Twitter), Cinevolution (Facebook), Richmond Arts Coalition (Instagram and Facebook), Lipont Art Centre (WeChat) and Clarkson Events (Instagram and Facebook)

### Digital Advertisements

- Announcements on digital screens at the Richmond Oval and all community centres
- Google Ads (impressions: 147,053, total clicks: 384)
- Instagram Ads (reach: 3,359 people)

### Emails

- Targeted emails including e-newsletters to Artist Directory and the Arts Strategy mailing lists (515 subscribers), emails to Let's Talk Richmond mailing list (4,305 subscribers) and, via partners, hundreds of emails to community members, staff, local organizations and artists via personal messages and targeted stakeholder lists.

## **Richmond Arts Strategy Task Group**

The Richmond Arts Strategy Task Group is comprised of representatives from local arts and cultural organizations, businesses and independent artists. The multi-generational and multicultural group of community ambassadors and champions have provided support, direction and feedback to the Project team through the engagement process. They met regularly to inform and shape the new Strategy and have been essential to ensuring the final document appropriately reflects community input.

### **Community Members**

- Glen Andersen, Multidisciplinary Artist, Environmental Activist
- Sid Akselrod, Artist, Photographer, Art Teacher, Steveston-London Secondary
- Linda Barnes, Chair of Richmond Arts Coalition, Steveston Historical Society, and Steveston 20/20 Group
- Ceri Chong, Industry Development Manager, Tourism Richmond
- Sandra Ciccozzi, Richmond Potters' Club
- Gabby Cometa, Richmond Youth Media Program
- Jonathan Der, Violinist, Conductor, Chamber Musician and Church Organist, Richmond Delta Youth Orchestra and St. Anne's Steveston Anglican Church
- Rob Fillo, Multidisciplinary Artist, Vancouver Media Services Inc.
- Chris Ho, VP of Development, Polygon Homes
- Sudnya Mulye, Founder and Artistic Director of Sudnya Dance Academy
- Jay Nunns, Artistic and Community Engagement Director, CircusWest Performing Arts
- Andrea Paterson, Photographer, Writer, Fibre Artist
- Terry Point, Musqueam Knowledge Keeper, Richmond School District 38
- Angelica Poversky, Artist, Spoken Word Poet, Artistic Programmer
- Carolyn Robertson, Dean of the Wilson School of Design, Kwantlen Polytechnic University
- Quelema Sparrow, Actor, Director, Writer, Musqueam Nation
- Jovanni Sy, Playwright, Director, Actor, Former Artistic Director of Gateway Theatre
- Minghui Yu, Richmond Resident, IT Professional
- Thomas Yu, Board Member, Richmond Chinese Community Society
- Toni Zhang McAfee, Arts Administrator, Museum Professional, Community Arts Programmer

### **Staff**

- Suzanne Carter-Huffman, Senior Planner, Planning & Development, City of Richmond
- Kirsten Close, Coordinator, Major Projects, Community Services, City of Richmond
- Katie Ferland, Acting Economic Development Manager, City of Richmond
- Neonila Lilova, Manager, Economic Development, Finance and Corporate Services, City of Richmond
- Dorothy Jo, Acting Inclusion Coordinator, Community Services, City of Richmond
- Donna Lee, Inclusion Coordinator, Community Services, City of Richmond

## **Interview Participants**

- Alexa Loo, City Councillor
- Camilla Tibbs, Executive Director, Gateway Theatre
- Carol Day, City Councillor
- Crystal Chan, Richmond Resident
- George Duncan, Chief Administrative Officer, City of Richmond
- Jane Fernyhough, Director, Arts, Culture and Heritage Services
- Linda Barnes, Chair of Richmond Arts Coalition
- Mark Glavina, Founder, Phoenix Art Workshop
- Wayne Craig, Director, Development

## **Cross- Departmental Staff Workshop**

City staff from the following areas participated in a facilitated workshop on July 23, 2018

Arts Services, Communications, Community Social Development, Corporate Business Service Solutions, Corporate Partnerships, Economic Development, Engineering and Public Works, Finance, Heritage Services, Major Events, Parks, Planning and Development, Policy Planning, Project Management, Public Art, Recreation and Sport, Richmond Public Library, Seniors and Sustainability