

2018 Winnipeg Municipal Election – ARTS AND CULTURE PLATFORM

Proposed by **Manitobans for the Arts**

Manitobans for the Arts was created in 2012 to advance arts, culture, heritage and creativity in our province. **Manitobans for the Arts** is a non-partisan, volunteer and member-led group that places arts and culture at the centre of our province's prosperity and quality of life.



Nuit Blanche Winnipeg 2016: CLOUD by Caitlind r.c. Brown and Wayne Garrett.
Photo by Ian Walsh.

Arts, culture, heritage and creative industries are engines for economic growth: they generate jobs, stimulate tourism and attract businesses.

Manitobans for the Arts envisions a Winnipeg where arts, culture, heritage and creativity are embedded pillars of our individual and collective thinking, driving municipal decision-making and urban planning.

We are heartened that since the last election, City Council has recognized the value and impact of the cultural sector with strategic investments, and through the creation of the Mayor's Advisory Committee on Arts, Culture and Heritage.

Winnipeg has among the lowest funding per capita rate in Canada, less than Halifax (\$17), less than Saskatoon (\$32), less than Calgary (\$42) and significantly less than the national average of \$24.

Source: Hill Strategies

In the leadup to the 2018 Municipal Election, **Manitobans for the Arts** calls on Mayoral and Councillor Candidates in Winnipeg to commit to implementing the following three strategies, if elected, to ensure their term will include arts, culture, heritage and creativity.



Graffiti Showcase presented by NOMAD and Friday Knights.
Photo by Michael Schneider.

Manitobans for the Arts will invite Mayoral and Councillor candidates (incumbents and challengers) to respond to an Arts and Culture survey.

Candidates can provide examples of how they have concretely demonstrated support for the cultural sector. A Report Card of responses will be shared on the **Manitobans for the Arts** website.

STRATEGY 1: Invest in ARTISTS

The City of Winnipeg has a proven commitment to the arts and cultural sector. Artists and organizations receive support through well-respected and long-established agencies including the Winnipeg Arts Council (WAC). Over the past four years, new funds have been invested in WAC, ensuring community impact and widening the reach of the sector. Further investment will strengthen the financial capacity and sustainability of cultural organizations and the community of artists Winnipeg celebrates with pride.

Now is the time for long-term strategic investment, through two key actions:

1. Increase by \$1 per capita funding in each budget cycle for the next five years, until a \$12 per capita value (indexed to inflation) is provided to WAC annually.
2. Earmark 1% of the City's annual capital budget for Public Art, to ensure the current City of Winnipeg Public Art Policy can be carried out.



Culture Days Manitoba 2016, Fubuki Daiko at Student Day at The Forks.
Photo by Natalie Baird.

STRATEGY 2: Invest in FACILITIES

Across the city, culture is housed and created in theatres, galleries, performance venues, studios, historical homes, museums, libraries and other community hubs. There is a critical infrastructure deficit in existing spaces and facilities. As our city's artists and creative practitioners innovate and grow, investment in infrastructure will ensure that Winnipeg's cultural sector continues to make its mark.

Winnipeggers deserve a new cultural capital source of funding, to support the needs of cultural and heritage organizations.

Two key actions will help transform the sector:

1. Establish an arm's-length capital fund for arts and heritage facility renewal, rehabilitation and development. Upon completion of the City's historic \$5-million capital investment over five years to the Inuit Art Centre ending 2020, reallocate the \$1 million annually to this fund in perpetuity.
2. Identify hubs of arts and creative activities and support them through municipal tax incentives and concessions for property owners who encourage sustainable creative space development.

STRATEGY 3: Invest in EVENTS

Winnipeg is home to many iconic Canadian cultural festivals and events. These arts and culture celebrations highlight the best attributes of our community: artistry, enthusiasm, volunteerism and pride. They animate our neighbourhoods, attract tourists and contribute to a vibrant city. City Hall has been a facilitator of these marquee events – from Folklorama to the Fringe, Jazz Fest to ManyFest, Nuit Blanche to night markets.

To support and foster the creation of more events, the City could:

1. Direct the permitting process for events specifically to the Film and Special Events Office, and establish an online portal application process.
2. Establish a database of annual events, and experienced event organizers, and provide a priority streamlined application process for these events and organizers.

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