

City of Port Coquitlam

Cultural Policy and Plan

Report

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November 2001

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Preamble

October 3, 2011

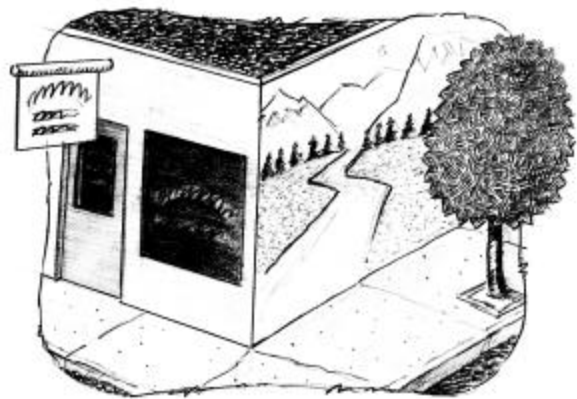
Dear Pat;

Well, here I am in Port Coquitlam. I would have sent you a postcard, but I have too much to say. Not that there aren't Port Coquitlam postcards available here. Quite the reverse! The shops are full of them, and no small wonder, as there is so much to put on them.

This place is amazing. Everywhere you look you see art, hear music, or connect with the community's past. And the people here are something else. They are so proud about their community and are constantly telling you about things you should hear, see, or do.

When I arrived last week I knew that I was heading somewhere special. As I left the highway and made my way downtown I encountered an incredible array of banners. There were sculptures on either side of the road that, wonderful though they were, were just a foretaste of what I have experienced in the time I have been here.

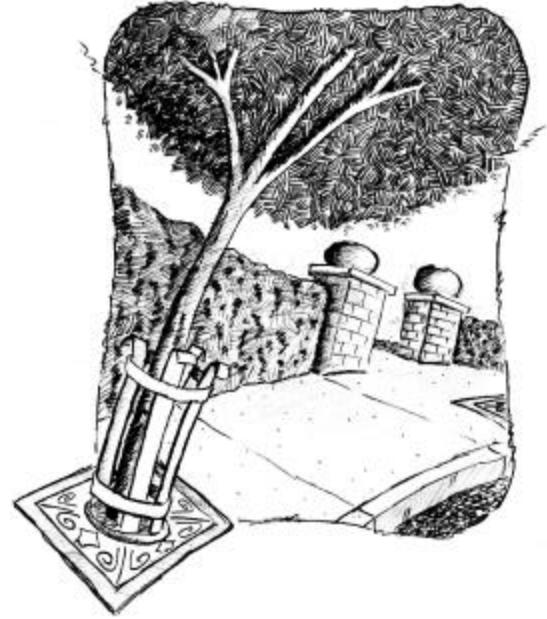
When I parked my car I knew that I was in for a treat. The parking lot wasn't just a bland piece of black asphalt. Its pedestrian areas were highlighted with decorative paving stones, and the wall that surrounded it on three sides featured ceramic tiles designed and created by children from every elementary school in town. The parking lot backed onto a two-storey concrete block wall. In other communities that wall might have been tagged by graffiti artists. Here there was a colourful mural, conceived and painted by local teens who worked in collaboration with a member of the seniors' centre who just happens to be a retired professional artist (actually, I don't think artists ever really retire, given what I've seen here).



I left my car knowing it was safe. Any community that can involve so many age groups in its projects must be a healthy place in which to live. I then took a stroll down Shaughnessy Street, "the main drag." Port Coquitlam's downtown core may not be large, but there's more to see and do here than in many other larger centres. The place is a visual and auditory treat.

The first thing that strikes you is - well - everything! I found my head going back and forth, not knowing where to look first. Art is everywhere and it looks like everyone is involved, not just professional artists, but businesspeople, community organizations, the City, and residents-at-large as well. The buildings are nicely designed and indicate that the downtown area is thriving. I saw art in the lobbies and art on the walls. Some of the newer structures combine retail space on the ground floor with professional offices and residential space in the floors above. I'm told that there are so many attractions in the downtown area that people want to live as close to it as they can.

Public art is everywhere. There are little plazas punctuated with sculptures. There are decorative bollards and railings. Not stuff out of catalogues, but items that have actually been designed locally, then crafted in the City's "arts enterprise" zone, near the historic railway line that runs through the community. Even the street benches are wonderful, again, not mass produced seating, but hand crafted here in town by one of the community's many highly creative artisans. As I sat on one (they positively invite you to sit on them) I looked down at a cast iron tree grate which had also been created locally. The grate was decorated with a Native design, and I was later told that this was the result of collaboration between the City and local Coast Salish artists.



Pulling myself to my feet, I walked down the street, peering into shop windows. There are lots of arts-related businesses here: galleries, art supply shops, bookstores, music shops, and so on. There are thriving restaurants and sidewalk cafes. As I walked along, music wafted out onto the street from several of these, making the shopping experience a highly enjoyable one. I popped into a deli to pick up a snack and found its walls covered with work by local artists, much of it for sale. This is apparently a common way to get art out into the community in Port Coquitlam, and I'm told that everywhere you go in the City your chances of running into a group or solo show are pretty good. The truth of the statement was brought home to me when I looked through the windows of a martial arts

studio and an accountant's office and saw oils and watercolours on the walls of both! A lady beside me struck up a conversation and told me that even the walls of private homes were filled with art, thanks to the art rental programme run by a local not-for-profit organization.

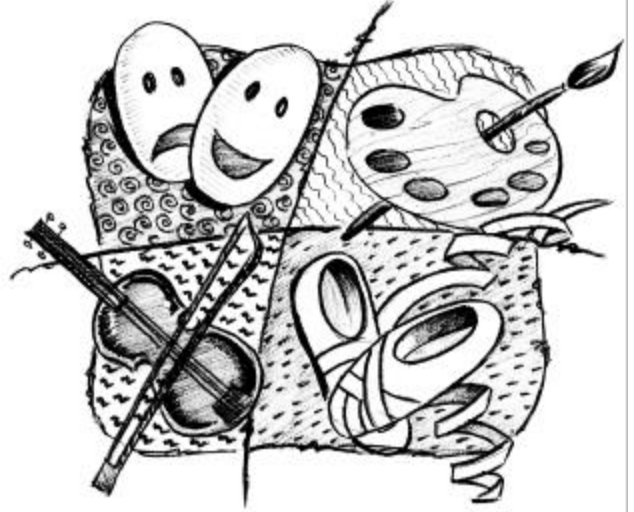
It was a Saturday, so there were a lot of people in the downtown area. But more people kept arriving and I noticed that most of them were heading down a side street. I joined the throng and found myself walking into Leigh Square, a delightful downtown enclave that seems to be the focus of much of the community's life. There I found a wonderful metal sculpture (one of the first of many now installed in the City), leafy trees, fountains, and a band shell. I was handed a programme by a friendly volunteer and it wasn't long before the first of several performers climbed onto the stage. Today's performance was part of a festival celebrating the musical talents of the community. Who would have thought there'd be so much talent in a community this size? I heard a string quartet playing Mozart, a traditional Chinese band, a troupe of First Nations Drummers, a tenor singing Italian opera, a Country and Western soloist, and an amazing local rock band. I was just one of many out-of-town visitors and I found I was just as welcome as anyone who lived in Port Coquitlam.



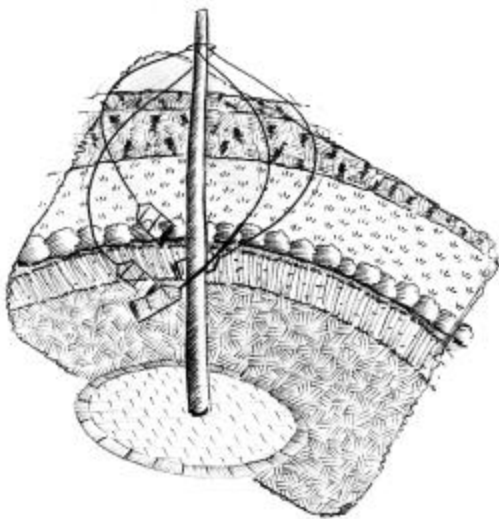
After the performance people seemed reluctant to go home. A good many wandered along Shaughnessy Street to look at the arts and crafts on display (and for sale) on the square in front of City Hall. Others made their way to the local arts centre which stands nearby. The place was a veritable beehive of activity. Looking through glass doorways I was able to see children learning ballet and adolescents learning hip hop (or whatever it is they call it today). There were artists working with family groups on a neighbourhood street banner project, and much to my surprise, an exhibition space with a travelling show of quilts from Ontario! I picked up the centre's programme brochure and found that if I had the time I could join an orchestra for adults, work with disabled children on a number of community arts initiatives, or join in a host of other activities. I found that many of the City's cultural groups meet at the Centre and regularly help with a number of its initiatives in the community.

During lunch (which I ate outside so I could watch one of a number of street performers scheduled to entertain that weekend), I took the opportunity to leaf through the pages of one of the local newspapers. Much to my amazement, I found two full pages devoted to

describing the cultural events and opportunities that were available in the community in the coming months (if I'd wanted to learn more, I found I could connect with the community's cultural web site or call the local arts hot line for even more detailed information!). There was a First Nations Festival, a Multicultural Festival, a One Act Play Festival, a Railway Days event, and goodness knows what else. The local theatre was hosting a wide range of performances both from within and outside the community. A prominent Maritime folk group was scheduled to perform, as was a local teen comedy group. They apparently have quite a following here and I was sorry I wouldn't be around to see them.



The community's heritage wasn't neglected either. My visit to the local museum (also near the downtown core) began with a welcome and orientation from one of its many volunteers. I was then free to wander through the displays and learned a lot about the community's past, from its First Nations origins to its association with the railway, from its boom days just before the First World War right through to the present. When I left, I felt a strong connection with the community's past as well as with its present. That feeling remained with me as I passed a number of carefully restored older buildings (all of them apparently still full of life) and studied a series of interpretive signs that are scattered through the community.



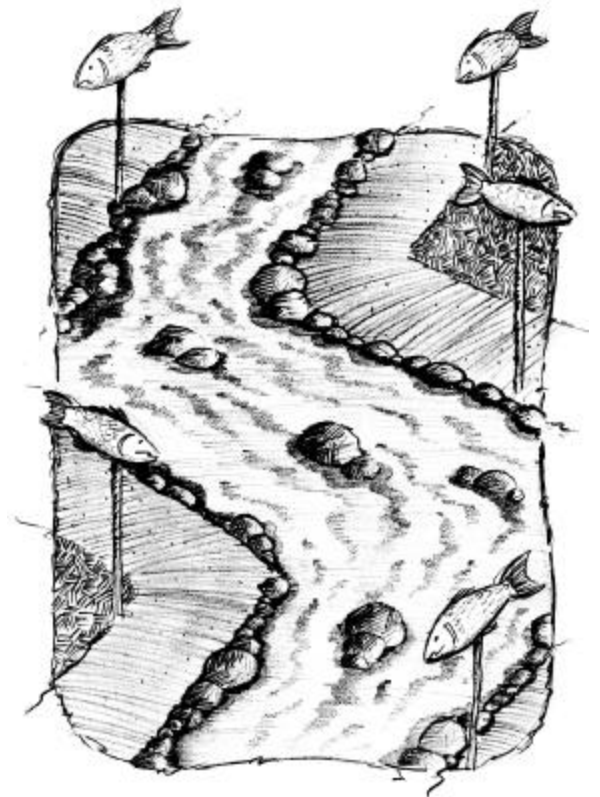
Like anyone involved in business or public life, I couldn't help but wonder how all this had come to pass. Who was behind it and how was it done? I happened to meet a City Councillor and soon discovered that the City had adopted a "Community Cultural Development" approach to culture. This, he explained to me, was an approach that empowered residents to develop their own cultural initiatives and services, that encouraged partnerships, some of them quite untraditional (he explained how one of the local minor sports teams had had their uniforms designed by a textile class at one of the local secondary schools), and that often placed artists in the role of facilitators, working

with individuals and community groups to address community issues, concerns, and aspirations. Community Cultural Development, he explained, was as much an instrument to advance the cause of culture as it was a means to discuss (and maybe even solve) issues in the community. One of the examples he provided me was the City's "Empty Bowl" project. Apparently a group of residents got together with a professional artist to discuss issues of poverty in the community. The talk turned to action when he helped the group to design and create a series of ceramic pots. These were then auctioned off as a fundraiser for the local food bank!

Years ago, after adopting the approach, the City had established a Community Cultural Development Advisory Committee. The Committee's role focussed on policy development, planning, priority-setting, and partnership development. It worked closely with City staff, the City's Parks and Recreation Committee, and the regional arts council to foster cultural projects in the community. Individual artists had become expert teachers and facilitators. Community arts groups had joined one another in partnerships. Festivals had proliferated. Over time, participation in cultural activity had become so pervasive that most Port Coquitlam residents took it for granted. Everyone seemed to be involved, whether taking classes, creating art work of their own, performing with a choral or instrumental group, or attending concerts, visiting clubs, or going to the theatre.

And it didn't cost an arm and a leg. The staff devoted to community cultural development is small in number. For the most part, they support the community rather than provide direct services for it. It's hard to believe just how much they help to accomplish. The Council that started the ball rolling in the first place investigated a number of ways to fund cultural initiatives in the community. These included ideas such as establishing a builders and developers trust, inaugurating a system of matching grants, providing developers with density bonuses in return for providing cultural amenities, establishing a cultural facilities reserve fund, and establishing the Port Coquitlam Foundation. There were lots of cost savings by recycling existing buildings, using existing facilities better, taking culture out into the community, and partnering with anyone who was willing.

I'm told that the community has really changed since all this began. On the one hand, there is art everywhere you look, and plenty of courses, lessons, activities, and performances



to choose from. Culture is definitely part of everyday life. But what seems just as important is how the people themselves have changed. There is a real spirit of community here. People are proud of Port Coquitlam and people of diverse backgrounds often find themselves working on projects together. And culture isn't just pursued for its own sake. People constantly look through their cultural lenses and use their cultural skills in investigating issues and concerns that on the outside seem to have nothing to do with culture. I guess what I'm saying is that culture has been used here not just to beautify the community, not just to entertain, and not just to celebrate the community's heritage, but also to understand issues, to explore solutions, and to build relationships among all community members. You couldn't ask for more than that!

I'll tell you more when I get back home. Until then,

Regards,

Mike

Executive Summary

Background

The City of Port Coquitlam retained the services of Professional Environmental Recreation Consultants Ltd. (PERC) and Legacy Heritage Consultants in the fall of 2000 to undertake the development of a Cultural Policy and Plan. The City desired a Policy to define its approach to the area of culture and a Plan to guide its activities over the next ten years.

To that end, the consultants reviewed a set of background materials provided by the client and other community stakeholders, conducted interviews with representatives of the cultural community, and conducted two workshops with the wider community. Through these processes the current state of cultural activity in the community was documented, community needs were identified, and a vision for culture in the community was developed.

At present, Port Coquitlam possesses a moderate level of cultural activity which is presented in modest and mainly multi-purpose facilities. There are a number of not-for-profit groups operating in the community. Some are Port Coquitlam-based. Others are based in the adjoining communities. Most undertake activities that span municipal boundaries. The community has only a few cultural industries. There is much for the community to do, and every expectation that the community can do it.

Issues

The community consultation process identified a number of issues that relate directly to individual and collective aspirations for culture in Port Coquitlam. These were categorized under four headings, as follows.

- *Leadership.*
Many community members feel that while there are a number of individuals and organizations involved in cultural services in the city, their efforts are not well coordinated, and there is no single entity to which residents can turn to for support, advocacy, or leadership. Nurturing strong, local, cultural leadership will provide Port Coquitlam with the capacity to address many of the issues raised by the community.
- *Opportunities*
The public consultation process revealed a feeling among many residents that while Port Coquitlam enjoys a number of cultural services, that it nonetheless will benefit from additional opportunities or increased levels of service in particular areas (such as the performing arts, heritage, and the visual arts), and that some parts of the

community may have less access to cultural services than others. There was a strong feeling that cultural services should be available to all residents, regardless of location, age, cultural origin, or ability.

- *Facilities*
Many community members noted that Port Coquitlam lacks a number of facilities necessary for participation in or the presentation of a range of cultural activities. These related to instruction, to the creation and display of the visual arts, to the preservation and exhibition of the community's heritage, and to some extent, to the presentation of the performing arts.
- *Resources*
Many of those who participated in the public workshop and interviews noted that there is a need for additional staff to co-ordinate cultural services, to provide support to community cultural groups, and to act as an advocate for culture in the community and with the City.

The public consultation process also recorded a perception among a number of residents that cultural services are not receiving funding at the same level as other leisure activities. A number of residents noted that the City had a long-standing and highly successful tradition of funding amateur sport and fitness, and that expenditures made on cultural services were of more recent date and modest proportions. Virtually everyone who was part of the public consultation process applauded the City's initiative in looking at culture and hoped for positive outcomes as the policy and plan were completed.

The Community's Vision

During the course of the study, the consultants heard from a number of individuals and organizations currently active in the cultural sector, and learned about their individual and group aspirations for culture in their community. They also heard from a broadly-based group of citizens, who, in a workshop format, developed a joint vision for culture in Port Coquitlam:

The City of Port Coquitlam recognizes culture as an important factor in the development of our community. It also appreciates that community cultural development can result in enhanced opportunities for local business and urban revitalization. The City is committed to incorporating and integrating cultural activity into many aspects of community life, involving a complete range of residents, in order to:

- *Bring individuals and community groups together*
- *Increase collaboration between artists and community members*
- *Nurture skilled, responsible, and interdependent citizens*

- *Celebrate our human and natural heritage*
- *Define, enhance, and animate our public places*
- *Foster a sense of physical, intellectual, emotional, and spiritual well-being in our citizens, and*
- *Increase our sense of community identity, spirit, and pride*

This vision recognizes the potential to use cultural activity as a catalyst for community development. In that respect, *how* the community mobilizes to enhance cultural opportunities is as least as important as the resultant enhancement in cultural services.

The Community Cultural Development Model

Given the current state of development of culture in Port Coquitlam, it is recommended that the City adopt a Community Cultural Development approach to facilitating cultural opportunities. This approach (or model) is one that focuses on "helping people to help themselves," rather than focusing on direct programme delivery. Community Cultural Development is a process that empowers people to determine their own visions and priorities, to determine projects, initiatives, services, or programmes in which they would like to be involved, and to work in partnership with each other, with the City, with professional artists, and with the business and not-for-profit sectors to ensure broad levels of participation and resource sharing. Community Cultural Development has the capacity to nurture an interdependent citizenry, to build community, and to build community pride. Community Cultural Development also has the ability to enlist the arts to address residents' issues: by identifying problems, by clarifying concerns, by building relationships, and by contributing toward community dialogue.

The Cultural Policy

The Cultural Policy proposed for the City flows directly from the community's identification of its needs and from its vision for cultural services in the future. The Policy incorporates 10 *Principles* upon which to base municipal goals and objectives in the area of culture. These principles are consistent with and anchor the community development approach to cultural development articulated in the policy.

- Culture is an integral part of community life
- Culture is a vehicle for citizen well-being
- Cultural activity should be accessible to all members of the community
- Cultural activity should benefit people of all interests
- Partnerships are integral to the cultural life of the community
- Cultural activity should build on existing strengths
- Cultural activity should be sustainable and foster long-term benefit
- Cultural activity in Port Coquitlam should recognize its regional and sub-regional context
- Cultural activity should occur within the context of fiscal responsibility

- The City's involvement in cultural activity should be broadly supportable

The draft Cultural Policy also offers a set of 4 Strategic Directions and 10 *Goals* for the City to pursue as it develops strategies for cultural activity:

Strategic Direction 1

Building Cultural Leadership in Port Coquitlam

Goals: To improve the policy framework
To increase community input and participation
To augment leadership for culture in the community

Strategic Direction 2

Fostering Cultural Opportunities for Everyone

Goals: To foster cultural opportunities for every resident
To increase community awareness of cultural opportunities
To enhance and enliven the City's public spaces
To celebrate the community's arts and its heritage

Strategic Direction 3

Finding a Home for the Arts in the Community

Goal: To plan facilities to meet community needs.

Strategic Direction 4

Resourcing the Community's Cultural Activity

Goals: To enhance staffing for cultural services
To enhance financial resources for cultural activity

The Cultural Plan

Having established a picture of the community and of the cultural activity that occurs within it, having determined a community vision for cultural activity in the future, and having developed a Policy framework to guide future efforts, it was then possible to develop the Cultural Plan. The proposed Plan is designed to guide the City's efforts over the next 10 years. The actions and activities proposed within in can be categorized under

4 Strategic Directions under which there are 10 goals. A total of 29 recommendations are proposed to accomplish these goals.

- *Building Cultural Leadership in Port Coquitlam*
This category proposes 6 recommendations which would improve the policy framework for cultural services, increase community input and participation within the area of leadership, and increase the profile of cultural leadership.
- *Fostering Cultural Opportunities for Everyone*
This category proposes 9 recommendations to foster cultural opportunities for every resident, to enhance and enliven the community's public spaces, and to celebrate the community's artists and its heritage.
- *Finding a Home for the Arts in Our Community*
A total of 5 recommendations are proposed here, including actions that would maximize the potential of existing facilities and create new facilities to meet future needs.
- *Resourcing Our Community's Cultural Activity*
The 9 recommendations within this category relate to augmenting staffing for cultural services and enhancing the financial resources required for cultural activity in the future.

The table that follows summarizes the Strategic Directions and recommendations of the Plan. It also details the results that can be expected from each recommendation, indicates the principal stakeholders, proposes a timeline, and identifies the level of cost of each. Under the category of "Timeline," "Short Term" refers to the next one to five years, "Medium Term" refers to the next five to ten years, and "Long Term" refers to the period ten years beyond the present. Under the category of "Cost," "Low" refers to expenditures of less than \$15,000; "Moderate" connotes expenditures in the \$15,000 to \$75,000 range, and "High" indicates expenditures in excess of \$75,000.

It should be noted that, consistent with the focus on community development, it is less important that these specific recommendations are implemented, and more important that the community moves forward, building its capacity to deliver and co-ordinate enhanced cultural opportunities.

Strategic Direction 1: Building Cultural Leadership in Port Coquitlam

Goals & Recommendations	Expected Outcomes	Principal Stakeholders	Timeline	Cost
Improve the Policy Framework				
<i>Recommendation 1</i> Adopt a civic Cultural Policy that places an emphasis upon Community Cultural Development	<ul style="list-style-type: none"> ▪ Common understanding of City's role ▪ Sound basis for future planning 	<ul style="list-style-type: none"> ▪ City Council ▪ City Staff 	Short Term	Low
Increase Community Input & Participation				
<i>Recommendation 2</i> Create a Community Cultural Development Advisory Committee to assist the City to implement its Policy & Plan	<ul style="list-style-type: none"> ▪ Increase in Human Resources devoted to Culture ▪ Community Building ▪ Community Empowerment 	<ul style="list-style-type: none"> ▪ City Council & Staff ▪ Local artists ▪ Cultural organizations ▪ Business ▪ Residents-at-large 	Short Term	Low
<i>Recommendation 3</i> Develop residents' and artists' understanding of and ability to work with a Community Cultural Development model	<ul style="list-style-type: none"> ▪ Increase in participation in cultural initiatives ▪ Increase in number of cultural initiatives ▪ Development of partnerships ▪ Heightened sense of community 	<ul style="list-style-type: none"> ▪ Arts organizations ▪ Heritage community ▪ Residents-at-large ▪ City of Port Coquitlam 	Short Term	Low
<i>Recommendation 4</i> Participate in annual meetings of Northeast Sector city staff to review services, share information, and explore co-operative ventures	<ul style="list-style-type: none"> ▪ Increased service levels ▪ Non-duplication of services ▪ Co-sponsored services ▪ Cost reductions 	<ul style="list-style-type: none"> ▪ Parks and Recreation staff 	Short Term	Low
<i>Recommendation 5</i> Establishment of community-based festival society	<ul style="list-style-type: none"> ▪ Increased service levels ▪ Heightened sense of community ▪ Development of partnerships ▪ Increase in Human Resources devoted to festivals ▪ Community Empowerment 	<ul style="list-style-type: none"> ▪ Cultural organizations ▪ City staff ▪ Arts organizations ▪ Residents-at-large ▪ Business 	Short Term	Low

Goals & Recommendations	Expected Outcomes	Principal Stakeholders	Timeline	Cost
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Augment Leadership for Culture in the Community

<p><i>Recommendation 6</i> Develop strategies to acknowledge & promote culture within the mandate and structure of the City's Parks & Recreation Department.</p>	<ul style="list-style-type: none"> ▪ Clarification of role of Department ▪ Positive message to community 	<ul style="list-style-type: none"> ▪ City Council and staff 	<p>Short Term</p>	<p>Low</p>
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Strategic Direction 2: Fostering Cultural Opportunities for Everyone

Goals & Recommendations	Expected Outcomes	Principal Stakeholders	Timeline	Cost
Foster Cultural Opportunities for Every Resident				
<p><i>Recommendation 7</i> Develop programmes, projects, and activities in collaboration with local artists, arts organizations, the heritage community, the business community, non-cultural community groups, and residents - at-large</p>	<ul style="list-style-type: none"> ▪ Increased awareness and appreciation of cultural opportunities ▪ Increased participation in cultural activities ▪ Increased skill development ▪ Balance individuals and a balanced community ▪ New partnerships ▪ Increased resources through sharing of existing and identification of new resources ▪ Beautification of the community 	<ul style="list-style-type: none"> ▪ Local artists ▪ Heritage community ▪ Business ▪ Educational community ▪ Other community organizations ▪ Residents-at-large ▪ CCD Advisory Cttee ▪ City Staff 	Short Term	Low
<p><i>Recommendation 8</i> Ensure that community cultural programmes and initiatives are open and accessible to people of a full range of abilities, backgrounds, and interests</p>	<ul style="list-style-type: none"> ▪ Heightened level of inclusivity ▪ Increased community understanding & acceptance of recent immigrants and their cultures ▪ Increased integration of recent immigrants ▪ A richer cultural life for the community ▪ Increased skill development in individual artists and residents ▪ Increase in cultural resources of the City ▪ Potential for increased economic well-being on part of individual artists ▪ Enhanced reputation for the City 	<ul style="list-style-type: none"> ▪ All residents ▪ CCD Cttee ▪ City Staff 	Short Term	Low

Goals & Recommendations	Expected Outcomes	Principal Stakeholders	Timeline	Cost
<p><i>Recommendation 9</i> Foster the integration of a community arts approach within the Parks and Recreation Department's regular recreational/cultural programming</p>	<ul style="list-style-type: none"> ▪ Development of programmes and activities that reflect actual community interests and needs ▪ Potential development of partnerships with and between community organizations and individual artists ▪ Integration of the Community Cultural Development approach into all components of the City's Parks and Recreation Department 	<ul style="list-style-type: none"> ▪ Parks and Recreation Department ▪ Programme participants 	Short Term	Low
<p>Increase Community Awareness of Culture</p>				
<p><i>Recommendation 10</i> Promotional support for community-based cultural activities</p>	<ul style="list-style-type: none"> ▪ Increased awareness of cultural opportunities in community ▪ Increased participation in cultural services offered by community groups ▪ Increasingly healthy and productive not-for-profit sector ▪ Increased skill development in individual residents ▪ Increased partnering in the cultural sector ▪ Increased legitimization of community arts activities 	<ul style="list-style-type: none"> ▪ Parks and Recreation Department ▪ Community cultural organizations 	Short Term	Moderate
<p>Enhance and Enliven Our Public Spaces</p>				
<p><i>Recommendation 11</i> Develop a Public Art Policy and Programme</p>	<ul style="list-style-type: none"> ▪ A recognized framework and a set of guidelines for public art in Port Coquitlam ▪ Increased community awareness of the arts ▪ Increased community participation ▪ More art in the community ▪ Increased economic prosperity for individual artists ▪ Economic spin-offs in the community 	<ul style="list-style-type: none"> ▪ City of Port Coquitlam ▪ Individual artists ▪ Community arts organizations ▪ Residents-at-large ▪ CCD Cttee 	Medium Term	Low to Moderate

Goals & Recommendations	Expected Outcomes	Principal Stakeholders	Timeline	Cost
<i>Recommendation 12</i> Encouragement of arts initiatives in private sector development	<ul style="list-style-type: none"> ▪ Increased community awareness of the arts ▪ More art in the community ▪ Increased economic prosperity for individual artists ▪ Economic spin-offs in the community 	<ul style="list-style-type: none"> ▪ City of Port Coquitlam ▪ Individual artists ▪ Community arts organizations ▪ Development community 	Medium Term	Low
<i>Recommendation 13</i> Increase opportunities for presentations of cultural activity in downtown & other public open spaces	<ul style="list-style-type: none"> ▪ Increased community awareness of the arts ▪ Increased community acceptance of the arts ▪ Increased community participation in the arts ▪ Balanced individuals and a balanced community ▪ Increased economic viability for the downtown core 	<ul style="list-style-type: none"> ▪ Community cultural organizations ▪ Individual visual artists and performers ▪ Business community ▪ City of Port Coquitlam ▪ CCD Cttee ▪ City Staff 	Short Term	Low
<i>Recommendation 14</i> Integration of cultural components into City's own initiatives and projects	<ul style="list-style-type: none"> ▪ Development of an appreciation of culture among municipal staff ▪ Increased community awareness of the arts ▪ Increased community acceptance of the arts ▪ Increased community participation in the arts 	<ul style="list-style-type: none"> ▪ City of Port Coquitlam ▪ Individual artists ▪ Community cultural organizations 	Medium Term	Moderate

Celebrate Our Heritage

<i>Recommendation 15</i> Updating of Existing Heritage Inventory and Development of Heritage Management Plan	<ul style="list-style-type: none"> ▪ Accurate information on community heritage resources ▪ Increased community awareness of the importance of heritage ▪ Development of community consensus on what should be preserved ▪ Creation of a set of tools to manage recognized heritage resources 	<ul style="list-style-type: none"> ▪ City of Port Coquitlam ▪ Heritage community 	Medium Term	Moderate
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Strategic Direction 3: Finding a Home for the Arts in Our Community

Goals & Recommendations	Expected Outcomes	Principal Stakeholders	Timeline	Cost
Plan for Facility Needs				
<p><i>Recommendation 16</i> Explore development of an interim facility for community arts activities in the downtown core</p>	<ul style="list-style-type: none"> ▪ Increase in supply of facilities for the arts ▪ Increased opportunities for the presentation of cultural programmes ▪ Creation of a focal point for the creation of the arts in Port Coquitlam ▪ Enhancement of downtown core 	<ul style="list-style-type: none"> ▪ City of Port Coquitlam ▪ Community cultural organizations ▪ Business community ▪ Not-for-profit sector ▪ CCD Cttee 	Short Term	High
<p><i>Recommendation 17</i> Augment outdoor performance spaces in the community</p>	<ul style="list-style-type: none"> ▪ Increased visibility of community cultural activity ▪ Increase in supply of facilities for the performing arts ▪ Increased opportunities for the presentation of performing arts 	<ul style="list-style-type: none"> ▪ City of Port Coquitlam ▪ Community cultural organizations ▪ CCD Cttee 	Short Term	Moderate
<p><i>Recommendation 18</i> Identify spaces and develop facilities in the community as alternate locations for the presentation of cultural activities</p>	<ul style="list-style-type: none"> ▪ Increased visibility of community cultural activity ▪ Increase in audience development ▪ Increase in supply of facilities for the arts ▪ Increased opportunities for the presentation of cultural programmes ▪ Integration of cultural activity into community life ▪ Cost savings for community groups 	<ul style="list-style-type: none"> ▪ Parks and Recreation Department ▪ Other governmental organizations ▪ Community cultural organizations ▪ Business community ▪ CCD Cttee 	Short Term	Low

Goals & Recommendations	Expected Outcomes	Principal Stakeholders	Timeline	Cost
<p><i>Recommendation 19</i> Development of a cultural facility in Port Coquitlam</p>	<ul style="list-style-type: none"> ▪ Increased security of and access to community collections ▪ Increased public access to community collections ▪ Increased community awareness of City's past ▪ Increased community access to local art ▪ Increased community access to art from outside the community ▪ Development of an audience for the visual arts ▪ Development of instructional and work space for the community arts and for advanced art education ▪ Increased community awareness of local talent Increase in community identity and community pride 	<ul style="list-style-type: none"> ▪ City of Port Coquitlam ▪ Community cultural organizations ▪ Business community ▪ Not-for-profit sector ▪ CCD Cttee 	<p>Long Term</p>	<p>High</p>
<p><i>Recommendation 20</i> Review the need for a large regional performing arts theatre</p>	<ul style="list-style-type: none"> ▪ Ability to present touring productions ▪ Ability to present local productions and presentations requiring larger number of seats or specialized facilities ▪ Increase in community identity and sense of community spirit 	<ul style="list-style-type: none"> ▪ Cities of Port Coquitlam, Coquitlam, and Port Moody 	<p>Long Term</p>	<p>Moderate</p>

Strategic Direction 4: Resourcing Our Community's Cultural Activity

Goals & Recommendations	Expected Outcomes	Principal Stakeholders	Timeline	Cost
Enhance Staffing for Cultural Services				
<p><i>Recommendation 21</i> Augment current staff to create a full time position devoted to Community Cultural Development</p>	<ul style="list-style-type: none"> ▪ Enhancement of cultural resources within the Parks and Recreation Department ▪ Increased support to community cultural organizations (current and future) ▪ Increased co-ordination of community cultural activity ▪ Provision or facilitation of "higher level" cultural programming ▪ Increased levels of cultural activity in the community ▪ Growth in participation in cultural activity in the community ▪ Increased integration of cultural activity into the everyday lives of residents 	<ul style="list-style-type: none"> ▪ City Council ▪ Parks and Recreation Department 	Short Term	Moderate
<p><i>Recommendation 22</i> Provide additional staffing resources to match growth in cultural activity</p>	<ul style="list-style-type: none"> ▪ Enhancement of cultural resources within the Parks and Recreation Department ▪ Increased support to community cultural organizations (current and future) ▪ Increased co-ordination of community cultural activity ▪ Provision or facilitation of "higher level" cultural programming ▪ Increased levels of cultural activity in the community ▪ Growth in participation in cultural activity in the community ▪ Increased integration of cultural activity into the everyday lives of residents 	<ul style="list-style-type: none"> ▪ City Council ▪ Parks and Recreation Department 	Medium to Long Term	Moderate

Goals & Recommendations	Expected Outcomes	Principal Stakeholders	Timeline	Cost
<p><i>Recommendation 23</i> Provide continuing staffing support to regional cultural initiatives of the GVRD</p>	<ul style="list-style-type: none"> ▪ Continued Port Coquitlam vice in regional cultural planning initiative ▪ Support to implementation of regional cultural plan ▪ Increase in community awareness of and participation in regional cultural activities ▪ Development of the local audience for culture 	<ul style="list-style-type: none"> ▪ Parks and Recreation Department 	Short Term	Low
<p>Enhance Financial Resources for Cultural Activity</p>				
<p><i>Recommendation 24</i> Establishment of Port Coquitlam Foundation with a cultural component</p>	<ul style="list-style-type: none"> ▪ Increase in financial resources to assist local initiatives ▪ Creation of a funding vehicles with which residents can identify ▪ Increase in effectiveness of local funding appeals ▪ Increased sense of community and community pride ▪ Reduction of impact on taxpayers ▪ Increased participation by community organizations and business 	<ul style="list-style-type: none"> ▪ City Council ▪ Business ▪ Residents-at-large ▪ Community organizations 	Medium Term	Low
<p><i>Recommendation 25</i> Explore options to augment funding for cultural services and opportunities:</p> <ul style="list-style-type: none"> ▪ Builders and Developers Trust ▪ Matching programme ▪ Density bonus system ▪ Facilities Capital Reserve Fund 	<ul style="list-style-type: none"> ▪ Increase in financial resources to assist local initiatives ▪ Decreased reliance on the City as a sole funding agency ▪ Creation of a funding vehicles with which residents can identify ▪ Increase in effectiveness of local funding appeals ▪ Increased sense of community and community pride ▪ Reduction of impact on taxpayers ▪ Increased participation by community organizations and business 	<ul style="list-style-type: none"> ▪ City of Port Coquitlam ▪ Business ▪ Community organizations ▪ Residents-at-large ▪ Development community 	Medium Term	Low to Moderate

Goals & Recommendations	Expected Outcomes	Principal Stakeholders	Timeline	Cost
<p><i>Recommendation 26</i> Increase in annual funding for City's cultural programme area</p>	<ul style="list-style-type: none"> ▪ Creation of greater balance in services delivered to residents ▪ Increase in cultural activity in the community ▪ Increased sense of legitimacy of cultural activity in the community ▪ Increased skill development in individuals ▪ Increase in sense of community and community pride 	<ul style="list-style-type: none"> ▪ City Council ▪ Parks and Recreation Department 	Short Term	Moderate
<p><i>Recommendation 27</i> Transfer of current cultural grants to Parks and Recreation Department</p>	<ul style="list-style-type: none"> ▪ Rationalization of granting system ▪ Increased understanding of community group activities and needs on part of City ▪ Enhanced working relationships between City and community cultural groups 	<ul style="list-style-type: none"> ▪ City Council ▪ Park and Recreation Department 	Short Term	Low
<p><i>Recommendation 28</i> Increase levels of annual grants to community cultural groups</p>	<ul style="list-style-type: none"> ▪ Increase in levels of service which community groups are able to offer ▪ Increased participation by community members in cultural activity ▪ Increase in audience for culture ▪ Heightened sense of community & community pride 	<ul style="list-style-type: none"> ▪ City Council 	Medium Term	Moderate
<p><i>Recommendation 29</i> Commit resources to support GVRD cultural initiatives</p>	<ul style="list-style-type: none"> ▪ Increase in cultural service levels in the region ▪ Decrease in duplication of services by individual municipalities Increase in cultural tourism in the region 	<ul style="list-style-type: none"> ▪ City Council 	Long Term	High

1. Introduction

In September 2000, the City of Port Coquitlam commissioned a Cultural Policy and Plan to guide the development and delivery of cultural activity in the community over the coming decade. The City issued a Request for Proposals to consultants, and, following a rigorous review process, a consulting team consisting of Professional Environmental Recreation Consultants Ltd. and Legacy Heritage Consultants was chosen to undertake the project.

While there are some exceptions, the emergence of cultural planning as an activity undertaken by local government is a relatively recent development. Historically, municipal governments have devoted most of their attention to community planning and to the development of physical infrastructure (roads, sidewalks, water, sewers, street lighting, and so forth). Nonetheless, many have long been involved in the provision of cultural services, and in some cases, the provision of facilities for cultural activity. Their involvement in culture has often been incidental and unplanned.

In British Columbia, municipalities are increasingly recognizing the need to create balance in their communities, and are aware of the many social and economic benefits that accrue from increased levels of cultural activity. Port Coquitlam's decision to embark upon a cultural planning process is timely. A number of neighbouring municipalities have recently undertaken similar studies of their own, and the Greater Vancouver Regional District has developed a Regional Cultural Plan through a Steering Committee of staff appointed by the administrators of participating municipalities.

The three North Shore municipalities (West Vancouver, North Vancouver City, and North Vancouver District) were among the first jurisdictions in the Greater Vancouver Regional District to undertake a cultural plan, in 1988. Burnaby's Arts Policy dates from 1990. Coquitlam's, which combines both policy statements and attendant strategies, is more recent, dating from 1997. Outside the GVRD, Greater Victoria's Arts Policy was adopted in 1989. Kelowna's Cultural Policy was adopted in 1994, while Nanaimo's dates from 1993. Chilliwack's Cultural Strategy was completed in the fall of 2000, while Surrey's Cultural Strategic Plan was approved in principle the year before.

It will be noted that some jurisdictions have commissioned "cultural" studies while others have undertaken "arts" studies. The two terms are often used interchangeably, and in some circumstances, the phrase "arts and culture" has also been used. Some studies have spent considerable time and effort to develop universally acceptable definitions of these two words - words that often defy easy definition. The Greater Vancouver Regional District's Cultural Plan Steering Committee recently attempted to define both terms.

The Committee has defined "culture" as:

"The arts, multiculturalism, and heritage resources and activities as practised and preserved in a community. These practices reflect the beliefs, experiences, and creative aspirations of a people in a specific geographic and political area."

The Committee has defined "the arts" as:

"The visual arts (painting, print-making, drawing, sculpture, crafts, photography, film, and video), theatre, music and song, literary arts and dance. The arts encompass original composition, creative interpretation, and facsimile reproduction and distribution. Cultural industries - publishing, film, sound recording, video, and audio-visual broadcasting - are included."

For the purposes of this study, it was agreed early in the process to accept what is becoming an increasingly common definition of the words: "arts" and "culture." Here, the term "arts" refers to all aspects of the visual and performing arts (spanning the continuum from amateur to professional activity), while the term "culture" encompasses both the arts and heritage. The term "heritage," in turn, includes both museums and archives, as well as built heritage.

The development of Port Coquitlam's Cultural Policy and Plan has benefited substantially from support from the City's Parks and Recreation Department. The department's focus on leisure services, and its many connections into the community, render it the most appropriate department in the City to act in this role. Further, it should be noted that Parks and Recreation departments across Canada are increasingly taking note of culture as an area of activity to which they should pay more attention. This interest was clearly expressed by the Canadian Parks and Recreation Association in 1989 when it stated that "Municipal authorities must begin to acquire detailed knowledge of the range, quality, and the needs of the arts in their communities, and define their own objectives and policies for artistic development." Interest in having British Columbia's municipalities provide more in the way of cultural leadership, services, and facilities has also been clearly expressed by the Union of B.C. Municipalities.

Municipalities that have commissioned studies of this sort have done so in realisation of the fact that cultural activity has become increasingly important in the lives of individual residents, and in realisation of the fact that cultural activity can go far in developing a sense of community identity, while providing significant economic benefits as well. Showcasing the cultural achievements of individuals and groups, as in performances and exhibitions, builds self-esteem among the creators and a sense of pride, through association, among audience members. Particular artists or groups (which often prefix their names with the community in which they live) often become identified with particular municipalities.

2. Methodology

The methodology employed in the study couples extensive background research with in-depth public consultation. The consultants began their assignment with a review of written materials relating to parks, recreational, and cultural services in the community, as well as with a review of more general materials describing the city and its current planning initiatives.

City staff were instrumental in providing access to these materials, which ranged from community plans to feasibility studies, and from programme information to budget documentation. Supplementary information was obtained through Statistics Canada and B.C. Stats. Groups and organizations interviewed early in the study also provided a wide range of useful background information. A number of cultural planning documents from other municipalities were also referred to, as were recent reports by the Greater Vancouver Regional District's Cultural Plan Steering Committee, the Union of B.C. Municipalities, and the provincial Ministry of Small Business, Tourism, and Culture.

These materials have been referred to throughout the project. They provided useful background information during the public consultation portion of the project, and further assisted the consultants as they developed optional responses to the issues identified in the course of the project.

After an initial review of the background materials, the consultants embarked upon an extensive public consultation process which included a series of interviews with individuals representing a comprehensive range of heritage and visual and performing arts organizations, as well as with members of the business community, and representatives of several educational and social service organizations.

These interviews focussed on the mandate of all stakeholder groups; on determining their current involvement in cultural services; on capturing their vision for cultural services in Port Coquitlam in the future; on identifying physical, human, and financial barriers; on determining possible strategies to achieve group visions; and on identifying potential partnerships and resources.

The interviews utilised a common set of questions and were undertaken with the following organizations and cultural industry representatives:

- ARC Arts Council
- School District 43
- Port Coquitlam Business Improvement Association
- Maz and Me's comedy supper club
- Graphic Artist and Illustrator
- Professional Photographer
- Society for Community Development
- Family and Children Services, Simon Fraser Health Region
- Professional Visual Artists
- Art Focus Group
- Coquitlam Music School
- Terry Fox Theatre Advisory Group (TAG)
- Studio One Centre for the Performing Arts
- Martiniuk School of Dance
- Stage 43 Theatrical Society
- Coastal Sound

- Wilson Centre (Seniors) Advisory Board
- K & S Dance Productions
- Port Coquitlam Heritage and Cultural Society
- B.C. Registered Music Teachers Association

A summary of the main themes identified in the interview process is attached as *Appendix "A"*.

The results of the interviews were subsequently discussed with the Steering Committee and plans were made for a public forum to be held on October 4. City staff ensured that the workshop was well advertised, and so that members of the general public who might not have any affiliation with one or more of the organizations interviewed, would have an opportunity to make their viewpoint known. People interested in the forum were asked to pre-register. This enabled staff to send them each a package of information about cultural activity in a number of other communities. It was intended that this information provide "food for thought" rather than models to be emulated.

A total of 30 people attended the forum, which focussed on the types of cultural experiences, services, and opportunities that people would like to see available in Port Coquitlam in the future; as well as on what needed to occur to make those aspirations possible. A summary of the notes from the workshop is attached as *Appendix "B"*.

The Steering Committee met with the consultants on November 23rd, and it was decided to conduct a workshop, with the intent of developing a community vision for cultural activity in Port Coquitlam. Participation in the workshop was by invitation, with representatives from a wide range of community groups in attendance. Participants were encouraged to "leave their hats" at the door, and to think about how a vision for culture might be created to serve the overall interests of the community.

The workshop was held on January 16 2001 with 16 members of the public in attendance:

- Anne Brisson (ARC Arts Council)
- Peg Bruce (Wilson Centre Advisory Committee)
- David Cairns (May Day Committee)
- Ada Con (Terry Fox Library)
- Pat Dales (Business Improvement Association)
- Deanna Danisek (Langara College Recreational Leadership intern)
- Eleanor Dricos (British Columbia Registered Music Teachers Association)
- Amanda Jeffrey (Secondary School student)
- Dan Mattinson (Coastal Sound)
- Lois Milne (Port Coquitlam Heritage and Cultural Association)
- Greg Moore (former City Planning Department staff member)
- Marilyn Saunders (Lindjberg Academy)
- Donna Turner (Greater Coquitlam Volunteer Centre)
- Stephen Unser (local visual artist)
- Leslie Webb (May Day Committee)
- Thelka Wright (Terry Fox Theatre Advisory Group)

The meeting was also attended by members of Council and staff: Councillor Crowe, Councillor Talbot, Alete McInnis (seniors services), Chris O-Hara (youth services), Cheryl Zipper (parks planning and design), and Susan Hull (special events and arts). Graphic artist Brad Nickason used pen and ink to capture many of the ideas put forward at the meeting.

The agenda for the meeting included an overview of the project and its methodology, a summary of the findings to date, and a series of inter-active exercises designed to help participants articulate their perceptions of the value and purpose of cultural activity in the community. Participants in the meeting agreed that culture is and should continue to be an intrinsic part of community life, and suggested a number of key themes for incorporation into a formal Vision Statement.

Following the second public workshop, visits were made to a series of facilities used for cultural activity. This was done to get a sense of the spaces available for cultural purposes, to determine gaps, and to gain a better sense of the services available to residents. Early in the public consultation process, it became clear that many community residents do not restrict their participation in cultural activity to services offered within the city's boundaries. Many residents access facilities and services in Port Moody and Coquitlam, and other nearby municipalities. The facilities visited therefore included those located in other Northeast Sector municipalities as well as those located within Port Coquitlam. These visits were conducted on January 18 and 23 2001 and included:

- Terry Fox Library, Port Coquitlam
- Terry Fox Theatre, Port Coquitlam
- Wilson Centre, Port Coquitlam
- Port Coquitlam Recreation Centre, Port Coquitlam
- Elks Hall, Port Coquitlam
- Stage One, Port Coquitlam
- Place des Arts, Coquitlam
- Evergreen Arts Centre, Coquitlam
- Inlet Theatre, Port Moody
- Port Moody Arts Centre, Port Moody
- Rumours Night Club (formerly Coquitlam Theatre)

With a wide range of information and input in their possession, drawn from background reading, interviews, facility visits, and public events, the consultants were able to identify a series of issues relating to cultural services in the community. A set of optional responses was then developed and refined, many of which have now been incorporated into this Cultural Policy and Plan.

3. Community Profile

The City of Port Coquitlam is one of a series of municipalities incorporated in the early 20th century (municipal incorporation having been made possible by the province's first Municipal Act, passed in 1873). The City is located in a high growth area of British Columbia's Lower Mainland, and is bounded on the west and north by the City of Coquitlam, on the east by the Pitt River and the Municipality of Pitt Meadows, and on the south by the Fraser River.

The area currently encompassed by the City is part of the traditional territory of various groups of Sto:lo First Nations people, including the Kwantlen, the Katzie, and the Kwikwitlem Nations. The exact delineation of the lands controlled by these Sto:lo sub-groups has not been determined, but it is generally felt that, in historic times, at least, the Katzie controlled the area from Port Hammond in the east to Pitt Lake in the west. The Kwikwitlem Nation likely controlled area on the north side of the Fraser River, running from a point east of New Westminster and up the Coquitlam River. Archaeological evidence points to the presence of aboriginal occupancy of Port Coquitlam dating back some 4,500 years.

The first Europeans to sight what is now Port Coquitlam were probably explorer Simon Fraser and his band of voyageurs, who descended the Fraser River in 1808, while in the employ of the Montreal-based North West Company. The same area was later traversed by expeditions led by the Hudson's Bay Company's James McMillan in 1824 and 1827. With the establishment of the Hudson's Bay Company's post at Fort Langley in 1827, the First Nations inhabitants of the Fraser River and its tributaries entered into trading relationships with the men of Fort Langley.

The Fraser River Gold Rush of 1858 brought thousands of fortune seekers to the Lower Fraser, but there is no evidence of any of them stopping at Port Coquitlam as they made their way to and from the bars of the middle and upper Fraser River. While a small number of families attempted to settle in the area in the 1850s and 1860s, it was not until the Fraser Valley was surveyed and quarter sections of land made available through pre-emptions, that settlement began to increase. The development of the area accelerated once again when the Canadian Pacific Railway built a spur line to connect New Westminster with its trans-continental rail line at a point east of Port Moody, in 1887. The point where the two lines met was just west of the current downtown core, and became known as Westminster Junction, and later, as Coquitlam Station.

The arrival of the railroad led to the development of a village near the station. This settlement, originally known as Westminster Junction, in time, became the heart of Port Coquitlam. By 1891, growth in the Westminster Junction area was sufficient to warrant the incorporation of the community and the outlying area as the District Municipality of Coquitlam.

At the time of incorporation, and for many years afterward, settlement concentrated at the Junction, with the outlying portions of the municipality remaining largely undeveloped. Population levels in the municipality remained low, with residents finding employment in logging, farming, sawmills, and later, at the Essondale Hospital (Riverview). Early councils had few resources to work with and were hard pressed to provide the extensive system of dykes required to protect low lying areas from flooding.

The move of the railway's freight yards and engine facility to the community, announced in 1912, led to a period of rapid growth and rampant speculation. Considerable new construction occurred

in the form of housing and commercial facilities. Landowners near the Junction recognized that the outlying portions of the municipality would be expensive to service and petitioned the provincial government to create a separate city of their own. The City of Port Coquitlam was accordingly incorporated on May 7 1913, with great hopes that a major port and industrial centre would develop within its boundaries.

These hopes were dashed shortly after the outbreak of the First World War, when British Columbia's economy took a serious downturn. Hundreds of Port Coquitlam properties were sold for taxes, and the infant city was forced to renegotiate and refinance loans made to it by eastern financiers. A major fire in 1920 was followed by a flood in 1921. The stock market crash of 1929 and the ensuing world-wide economic depression further hampered the city's development.

It was not until the 1950s that the city truly began to grow and prosper. Circumstances such as the post-war economic boom and the arrival of the Lougheed Highway jump-started the city's economy. Extensive new suburbs for a highly mobile population began to be planned starting in the late 1950s. The city's population grew by over 150% in the post-war decade, and by a further 100% in the period 1961-71. New community amenities, such as the Port Coquitlam Recreation Centre (1967) and the Hyde Creek Recreation Centre (1973) were built to serve the recreational needs of a growing population. While growth slowed in the period 1971-81, at over 50%, its rate of growth remained among the province's highest. Even in the period 1981-91, when the city's supply of developable land began to be diminished, the city's population grew by an additional 34%.

The maintenance and enhancement of residents' sense of community has been a challenge, given the city's rapid growth, the influx of new people, and the difficulty of creating a sense of connection between the northern and southern portions of the community, which is effectively bisected by the Lougheed Highway. Recent years have seen the city taking steps to improve its physical character, its economic health, and the quality of life of its residents. The creation of a vast industrial estate in the early 1990s substantially added to the city's tax base, while diversifying it at the same time. Its two recreation centres have been expanded, a downtown beautification programme has been undertaken, and outdoor recreation facilities, such as the PoCo Trail, have been significantly upgraded.

At the dawn of the new millennium, Port Coquitlam's population is nearing 52,000. After several decades of rapid growth, the city's rate of population growth (0.6%) has now fallen below the provincial average of 0.9% per year. Growth rates experienced in adjacent municipalities are also below the provincial average. Coquitlam's and Pitt Meadows' growth rates currently stand at about 0.7%, while Port Moody's is lower, at 0.4%. Despite experiencing a decline in its population growth rates, the value of building permits in the city increased in 1999 after a generally downward trend beginning in the mid-1990s.

Port Coquitlam's population is a relatively youthful one. Almost 24% of residents are younger than 15, compared to a provincial average of 19.7%. The proportion of the population aged 15 to 24 approximates the provincial average of 13%, while the proportion of the population aged 25 to 44 (37.9%) exceeds the provincial average of 32.7%. Port Coquitlam's share of the older adult population (i.e. those aged 45 to 64) is slightly lower than the provincial average (21.8%), while its percentage of seniors (6.3%) is less than half the provincial average (12.8%).

At the time of the 1996 Census, residents of Port Coquitlam experienced an unemployment rate somewhat lower than the provincial average (7.7% in Port Coquitlam compared to 9.6% in the province as a whole). A smaller proportion of the population was unemployed and a smaller proportion of the population was dependent on the social net than in the province as a whole. Of the three industries providing employment to the most people were retailing, manufacturing, and transportation & communication. Port Coquitlam residents were substantially less likely to be involved in primary industries, and slightly less likely to be employed in the hospitality industry, than people in the province as a whole. They were more likely to be employed in transportation & communication, construction, and wholesaling than people in the province as a whole.

Residents' income levels (average family incomes) were slightly higher than those of people in the province as a whole (\$58,928 in Port Coquitlam compared to a provincial average of \$56,527), but lower than residents of the Greater Vancouver Regional District as a whole (where the average family income is \$60,438). City residents were far more likely to receive their income from employment (78.8%) than from other sources. This circumstance reflects the fact that Port Coquitlam's adult population is younger, and more likely to be in the work force, than is the adult population of the province as a whole. In British Columbia as a whole only 66.3% of the population derive their income from employment, with sources such as pensions, investment, and self-employment being significant sources of income.

Port Coquitlam's population is predominantly Canadian-born, but a large minority (23%) are immigrants. At the time of the 1996 Census, 7,945 residents (17% of the total population) considered themselves members of visible minorities. Of these, almost 49% were Chinese, while 18% were South Asian. A significantly proportion of the visible minority population identified themselves as Filipino, Black, Japanese, Latin American, West Asian, and Korean.

On the whole, the educational levels achieved by Port Coquitlam residents compare favourably with those of other British Columbians. Only 5.1% of residents aged 25 and over have less than a Grade 9 education (compared with 8.5% in British Columbia as a whole and 7% in the Greater Vancouver Regional District as a whole). 76.6% of the adult Port Coquitlam population possess secondary school certificates (compared to 71.6% in the province as a whole), and 49.4% possess a trades or non-university certificate or diploma (compared to 48.1% in the province as a whole). Port Coquitlam residents, however, are significantly less likely to have completed a university degree than residents of the province as a whole. Only 13.6% of adult residents of the city have university degrees, compared to 18.2% in the province as a whole, and 17% in the Greater Vancouver Regional District as a whole.

4. Culture in Port Coquitlam

Port Coquitlam possesses what might be described as a moderate level of cultural activity offered in a modest set of mainly multi-purpose or adapted facilities. Residents of the city have reasonable access to dance and music instruction, and a lesser degree of access to local level visual arts and to community theatre. They have a much lower level of access to both the visual and performing arts at the professional level. While the community is home to a number of special events which may have a cultural component, there is little in the way of festivals of a specifically cultural nature. The potential for residents to access, preserve, and celebrate the community's heritage is also restricted.

Though often conscious of living in distinct municipalities, each with its own history and unique characteristics, residents of Port Coquitlam, Coquitlam, Port Moody, Anmore and Belcarra often cross municipal borders to shop, to recreate, and to participate in cultural activity. The three municipalities are served by a single arts council. Not-for-profit organizations such as Art Focus (visual arts), Coastal Sound (choral society), and Stage 43 (drama group) attract members and draw their audiences from all three municipalities.

The ARC Arts Council works from offices in the Port Moody Arts Centre, and offers services in the following areas:

- Advocacy
- Promotions
- Research
- Information services
- Special events

Art Focus provides its members with ongoing opportunities for study and networking, and occasional opportunities to exhibit their work within the context of semi-annual group exhibitions. The group also co-ordinates ongoing displays of visual art at City Hall and Giselle's Restaurant. Coastal Sound, the sub-region's principal choral group, offers 9 age-based levels of instruction, and performs publicly up to 6 times per year. Stage 43 is the sub-regions' principal theatrical group, mounting 3 major productions each year, rehearsing at Riverview and performing at the Evergreen Cultural Centre and Terry Fox Theatre.

Despite this significant trend toward sub-regional service delivery, Port Coquitlam possesses a few organizations with a more local focus. These include the Port Coquitlam Heritage and Cultural Society (which collects and preserves artifacts and archival materials solely from Port Coquitlam), the Terry Fox Theatre Advisory Group (which devotes itself to supporting the city's only purpose-built performance facility), and the Wilson Centre Seniors Advisory Society (which offers a wide range of cultural and other leisure activities to a membership that is largely drawn from Port Coquitlam). Arts-related services at the Wilson Centre include classes in drawing and painting, ceramics, and textile arts, as well as performing arts activities such as line dancing, band, choir, piano, and drama.

Instruction in dance and instrumental music is largely provided by the private sector. The City is home to several significant private dance schools (Stage One, K&S Dance Productions, Mallado Dance Elite, Encore Dance, and the Martiniuk School of Performing Arts). Port Coquitlam residents also access private dance schools in adjacent municipalities. Between them, these

schools provide instruction in a range of styles of dance (including ballet, tap, clog, hip hop, and jazz. Many of their students participate in dance festivals outside the sub-region, insofar as none of the theatres in Port Coquitlam, Coquitlam, and Port Moody possesses the capacity and facilities to house such activities.

The private sector also provides significant opportunities for instruction on musical instruments, through the British Columbia Registered Music Teachers Association (several members of which teach from their homes in Port Coquitlam), and through the Coquitlam Music School.

The City of Port Coquitlam is also a player in the cultural life of the community, offered "recreational arts" activities through the Hyde Creek Centre, and to a much lesser extent, using facilities in the Wilson Centre and (in the past) the Terry Fox Library. These activities are aimed at a number of age groups, with an emphasis being placed on pre-schoolers and children. Courses offered at the Hyde Creek Centre include various forms of dance, textile arts, ceramics, and woodworking, and are offered through a recreation programmer, rather than through the City's arts and special events programmer, whose activities include working with professional level artists, working with arts organizations, and using the arts as an instrument for community development. The "recreational arts" programmes offered at the Hyde Creek Centre, on the other hand, tend to be at an introductory level and are aimed at a more general audience. Examples include:

For Pre-schoolers

- Kinder Ballet
- Music and Make Believe
- Jelly Tune
- Musical Munchkins
- Nursery Rhyme Theatre
- Preschool Pottery
- Moving with Music
- Kinder Hip Hop

For Youth

- Contemporary Dance
- Theatre Sports

For Adults

- Ceramics
- Crafts
- Painting
- Woodcarving
- Clog and Ballroom Dance

For Children

- Fairytale Theatre
- Wood Carving
- Pottery
- Folk Art (crafts)

Most of the community's cultural activity takes place in adapted or in multi-purpose spaces. Dance instruction is offered in retro-fitted industrial and commercial spaces. Music instruction is offered in adapted commercial space, and in institutional space, as well as in private homes. Visual art instruction takes place in multi-purpose rooms at the Wilson and Hyde Creek Centres and the Terry Fox Library. The community's heritage is preserved in a City fire hall and presented in a storefront facility. Only theatre is truly well-served, in the purpose-built Terry Fox Theatre. This theatre is owned and operated by School District 43. The City and the School District have an agreement under which the City administers 30 dates of public use per year.

The city's first long-term exposure to a cultural industry began when the Coquitlam Theatre opened on Shaughnessy Street in 1912. The theatre offered the community uninterrupted local access to motion pictures for the next 45 years. The city's most enduring and much beloved May

Day traces its origins to 1923. The 1920s also saw the formation of the "Melody Kings," one of the community's first semi-professional musical groups, which acquired considerable local fame through playing at dances, weddings, social events, and May Day. The community's first significant dramatic group, the Port Coquitlam Variety Players, organized in 1951, and became well known for its productions of musicals and comedies. The Coquitlam District Music Festival was founded in 1953, and endures to the present. The Senior Citizens Choir of Port Coquitlam was established at about the same time.

The degree to which residents have participated in cultural activity has varied over time. Many long-term residents speak fondly of a time when a large proportion of what was formerly a relatively small population saw local cultural activity as an integral part of community life, though it is possible that few would have considered such activity as "cultural" at the time. A number of individuals consulted during the interview phase of this project noted how successive councils had been able to build a sense of community through support to amateur sport, and that cultural activity had a similar capacity to develop the community.

The degree to which Port Coquitlam residents have access to cultural opportunities at the local and sub-regional levels is summarised in the table below.

Table 1
Assessment of Availability of Cultural Opportunities

Opportunity	Level of Access in Port Coquitlam	Level of Access in the Northeast Sector
Visual Arts: Community	Low	Moderate
Visual Arts: Professional	Low	Moderate
Crafts	Low	Moderate
Live Theatre: Community	Moderate	Moderate
Live Theatre: Professional	Low	Moderate
Dance: Community	Moderate	Moderate
Dance: Professional	Low	Low
Voice	Moderate	Moderate
Instrumental Music: Comm	Moderate	Moderate
Instrumental Music: Profess	Low	Moderate
Community Heritage	Low	Moderate
Cultural Festivals	Low	Moderate

That the City of Port Coquitlam has only recently begun to provide for the cultural aspirations of its residents is a reflection of its history and its demographic make-up. According to the

Canadian Arts Consumer Profile, an individual's likelihood of participating in cultural activity is directly linked to his or her age, level of income, and education. These findings were recently confirmed in a study of attendance patterns commissioned by the Greater Vancouver Regional District. According to this research, younger, less affluent, and less educated people are less likely to participate in cultural activity than people who are older, wealthier, and more educated. Port Coquitlam's population is younger than the population of the province as a whole and is less likely to possess university graduation, while its levels of household income are only slightly higher than the provincial average.

Port Coquitlam's history has also had a direct bearing on the development of cultural services in the community. As has been shown, its early history was one characterised by rampant speculation, followed by dramatic recession. In the face of an economic downturn that lasted for several decades, the city was forced to renegotiate its loans, the last of which were scheduled for repayment in 1961. With its debt load under control, the city was then able to develop its infrastructure (roads, sidewalks, street lighting, water, sewers, and so forth) to a satisfactory level. With the population growth that began in the 1950s, and with its improved financial circumstances, the city was able to provide the indoor and outdoor recreational facilities demanded by a population dominated by young families. It is a sign of the city's maturation that it is now devoting attention and resources toward cultural services and facilities.

As in any municipality, the degree to which the City of Port Coquitlam has supported cultural activity has a direct bearing on the development of cultural activity in the community. After many years of only minor investments in the cultural life of the community, the City of Port Coquitlam has recently increased its expenditures on culture in a substantial manner. As noted in *Appendix "E"*, the City's investment in culture increased by 100% in the years 1996 to 2000, that is, from \$90,800 per year in 1996 to \$186,100 in the year 2000.

Despite these increases, the City's support of cultural activity lags behind that of almost all other municipalities in the Greater Vancouver Regional District. According to a survey conducted by the Cultural Plan Steering Committee of the GVRD in 1995 (see Appendix 6), the average municipal (operating) expenditure on culture in the region was \$12.29 per capita. The City of West Vancouver led the region with a per capita expenditure of \$29.74, while the City of Langley had the smallest per capita allocation for culture at \$0.26. Figures supplied by the City's Finance Department indicate an expenditure on culture of \$1.89 per capita in Port Coquitlam in the year 1995 (these expenditures are itemized in Appendix "E"). In 1995, only the City of Langley spent less than Port Coquitlam. Even in the year 2000, the City's levels of investment in culture remain low in comparison to other jurisdictions, at \$3.58 per capita.

5. Cultural Issues in the Community

Each of the individuals and stakeholder groups interviewed during the course of the study identified a number of issues they felt needed to be addressed to achieve their vision and the community's vision for culture in Port Coquitlam. Many of these issues recurred throughout the interviews and re-surfaced in the first community workshop as well. These issues are synthesised below.

Leadership

1. The City lacks a Cultural Policy to define its commitment and approach to culture.

At present, the City of Port Coquitlam has little in the way of policy documents that relate to the delivery of cultural services in the community. Such policy that does exist is minimal. It occurs in the Official Community Plan and in the Parks and Recreation Master Plan, and relates solely to the development of instructional and performing arts facilities and to the refurbishment of the historic Kilmer House. The City of Port Coquitlam Downtown Plan references the potential for an area housing cultural industries (an "Arts-Enterprise" zone adjacent to the CPR railyards near Kingsway). Most of the stakeholders who participated in the public consultation phase of the study viewed the City's initiation of the Cultural Policy and Plan in a positive light, feeling that the time had arrived when the City should articulate its approach to culture in a clear and comprehensive policy statement that reflected input from a wide range of community stakeholders.

2. While cultural leadership is provided at the regional level, it is less clearly provided at the municipal level.

ARC (the Arts Resource Centre Arts Council) is currently the one organisation trying to provide leadership in the cultural field in Port Coquitlam. ARC is a registered not-for profit society with a mandate to advocate on behalf of the arts in Coquitlam, Port Coquitlam, and Port Moody. It also provides consultative services and promotional services to local artists and arts groups.

A number of residents interviewed during the public consultation phase of the project expressed a concern that there is no recognized organisation providing leadership in the cultural area specifically in Port Coquitlam. Representatives of the dance community, the theatre community, the Business Improvement Area, social service agencies, and others feel that ARC, which has a mandate to serve the entire Northeast Sector, and whose premises are in Port Moody, is hard pressed to serve the many demands placed upon it.

3. Opportunities exist for the Cities of Port Coquitlam, Coquitlam, and Port Moody to co-operate more fully with respect to the delivery of cultural services and amenities.

This was an observation of the dance community, the theatre community, the heritage community, the ARC Arts Council, social service agencies, and musicians, and was also a theme expressed at the first community workshop. Several stakeholders noted that as the three cities were contiguous and as two of them were relatively small, residents commonly moved between them to work, to shop, and to recreate. It was suggested that in some ways the three cities were a single community. Given that the population of Port Moody was small, and that the population of Port Coquitlam was only moderate, it was noted that it would be more cost effective for the three jurisdictions to undertake some projects (especially the development of large facilities) together, rather than separately.

4. *Artists within the community are not well linked.*

There is no one organisation representing all members of the arts and heritage communities in Port Coquitlam. Many Port Coquitlam residents interested in culture are members of special focus organizations such as the Port Coquitlam Heritage and Cultural Society, Art Focus, Coastal Sound and Stage 43. The ARC Arts Council has a mandate to facilitate the development of a solid communications network within and outside the arts community in the Northeast Sector, and has a membership of 160 individuals and 44 member groups. Despite the existence of the Arts Council, a number of individual Port Coquitlam visual and performing artists lack a feeling of connection with each other.

This viewpoint was expressed by a number of stakeholders during the interview process held early in the study. Representatives of the dance community, seniors, and visual artists noted that there is no mechanism to bring artists together to share their knowledge, experience, and skills. The ARC Arts Council, though a major advocate for the arts in the Northeast Sector, has a membership that consists largely of members who live outside Port Coquitlam. It is interesting to note that several of the stakeholder groups interviewed during the course of the study had not met each other until the time of the interviews.

Opportunities

5. *The community lacks a fully comprehensive set of cultural opportunities.*

Port Coquitlam residents' enjoy good levels of access to some types of cultural services in their community. Their access to other types of services is somewhat limited when compared to that enjoyed in adjacent communities. The community's music instructional needs appear well served by a major music school and a number of teachers who work from their homes and who are members of the British Columbia Registered Music Teachers Association. There is a major community choral organisation offering instructional and performing opportunities to all population ages. There are also several privately operated dance schools. While instruction in these areas is readily available, however, the community's ability to attend *performances* of dance, voice, and instrumental music is quite limited.

The performing arts are served by Stage 43, and in a different way, by the Terry Fox Theatre Advisory Group. Stage 43 presents three community productions per year. The Terry Fox Theatre presents both school and community performances and a limited number of touring productions. In the visual arts, Art Focus presents 2 large group shows each year of very limited duration. Smaller, and less accessible presentations of local art are provided by Art Focus, and occasionally, the ARC Arts Council, at Port Coquitlam City Hall. The visual arts are also viewable at the Terry Fox Library, but in very substandard conditions.

While the City's Parks and Recreation Department offer a wide range of "recreational arts" programmes, these are primarily aimed at children. Programmes for adults and seniors are offered primarily at the Wilson Centre. Programmes of a cultural nature have been offered at the Port Coquitlam Recreation Centre. The Parks and Recreation Department does not currently offer cultural programmes in public schools.

All the stakeholder groups interviewed identified the need for a more comprehensive set of cultural services as a significant need in the community. A number of service needs were also

identified by participants in the first community workshop. The services most frequently mentioned were:

- A public art programme
- Cultural activity downtown and on the streets
- Outdoor cultural activity, including shows, sales, and festivals
- Performances for children and youth
- Master classes for existing practitioners
- Local theatre

The community's perception of the level of cultural services in Port Coquitlam is reflected in statistical data revealed in a study of patterns of attendance in cultural activity conducted by the Greater Vancouver Regional District in 1997. The study found that events presented in the Northeast Sector were the destination for only 1% of performance event trips made by GVRD residents. Vancouver, with its larger number of services and facilities, was the object of 80% of performance event trips. The Southeast area of the region, in comparison, was the destination of 6% of performance event trips.

The study found that residents of the Northeast Sector were the most likely to have attended no cultural events in the preceding year, and that they were less likely to have attended theatrical, ethnic music or dance, symphonic, comedy, and choral performances than most people living elsewhere in the GVRD. Curiously, they were the most likely to have attended performances of chamber music, classical soloists, and country and western music.

6. *Cultural opportunities should be facilitated in all areas of the City.*

Much of Port Coquitlam's cultural activity takes places in or near the downtown core: in private schools and studios, or in municipally owned facilities near the Port Coquitlam Recreation Complex. A different sort of activity takes place on the north side of the Lougheed Highway at the Hyde Creek Centre or at the Terry Fox Theatre. Little appears to be offered in the residential neighbourhoods south of the downtown core. The activity rooms at the Hyde Creek Centre are currently used to capacity. The special purpose spaces at the Wilson Senior's Centre are also well used. Spaces at the Terry Fox Library and the Port Coquitlam Recreation Centre, however, are ill-suited to dirty or noisy activity, to multi-day activity, or to activity for which storage is required.

Stakeholders were ambivalent on the question of a service delivery model for culture in Port Coquitlam. While it was generally acknowledged that cultural activity has a major role to play in the development of a sense of Port Coquitlam as a distinct community, some stakeholders noted that the Lougheed Highway threatened to cut the City into two communities. Once commuters were home, it was argued, it was difficult to get them to travel across the Highway for any type of event, particularly given the congestion that occurs on Shaughnessey Street at certain times of day. Some residents suggested that cultural services be offered at a separate, free standing arts centre, while others called for services to be offered in schools or in existing recreation facilities.

7. *The audience for culture in Port Coquitlam is not well developed.*

Representatives of a number of organizations portrayed Port Coquitlam as a "blue collar" community in which many people had yet to develop marked interest in cultural activity. This perception of community character is confirmed by an analysis of the 1996 Census data, which

indicates that on average, Port Coquitlam residents are not as wealthy and are less likely to have a university education than are the average residents of the G.V.R.D. Members of the dance, theatre, seniors, heritage, music, business, and visual arts communities all shared the view of the representative of the arts council that Port Coquitlam residents appeared to participate in the arts at only a modest level. Others described the community as having a latent interest in cultural activity, which, given the talent in the community, could flower as the City and other stakeholders began to commit additional resources to the cause. Developing participation in cultural activity would result in increased audience levels as well as in significant social and economic benefits.

This perceptual information is confirmed by a study of patterns of attendance in arts and cultural activity that was commissioned by the Greater Vancouver Regional District in 1997. The study demonstrated that residents of the Northeast Sector were slightly less likely to have attended theatrical performances in the previous year than residents of other parts of the GVRD. The same study also demonstrated that Northeast Sector residents were less likely to have attended festivals and substantially less likely to have visited museums or art galleries. Given the lack of museum facilities in the area, and given the relative newness of the Evergreen Cultural Centre at the time, this is not surprising.

8. *Exposing people to cultural activity starting at an early age has the capacity to create life-long cultural consumers.*

A number of opportunities exist for children in Port Coquitlam to become involved in cultural activity at an early age. For the most part, these opportunities consist of registerable programmes and courses of instruction. Examples include dance and music classes offered by the private sector and visual arts activities offered by Parks and Recreation. In order to participate in these activities, children must be directed to them by an interested parent. In a community where adult participation in cultural activity is relatively low, alternative strategies are required to expose children to opportunities to participate in cultural activity.

Virtually all of the stakeholders interviewed portrayed Port Coquitlam as a community in which there was significant interest and high levels of participation in organised sports, and a community in which people's busy lives (many families have two parents in the work force) act as a deterrent to their becoming fully involved in community life. Today, many children lead very active lives in which their spare time is programmed by their parents. Many are required to decide at an early age which types of leisure activities they will become involved in. If adult residents are disinclined to involve their children in activities of a cultural nature when they are young, it will be difficult to attract their interest later in life. Exposing people to cultural activity when young, within or outside the context of the family, has the potential to create interested and motivated artists, arts consumers, and arts supporters in the future.

9. *Increasing cultural opportunities for families has the capacity to create life-long cultural consumers.*

This is an observation of the consultants, based on input from a number of interviewees who pointed to a need for festivals, local entertainment, and incremental audience and participant development. The observation is corroborated by research undertaken on behalf of the Greater Vancouver Regional District which determined low levels of participation in cultural activity by residents of the Northeast Sector. This includes attendance at festivals and visits to museums, two types of activity well suited to the family group, but most of which are located elsewhere in the region.

Involving families in cultural activity not only provides individuals with exposure to the visual and performing arts and heritage, increasing their knowledge, skills, and abilities; but such involvement also strengthens the family unit. Many of the cultural services currently available in the community are directed at individuals. Augmenting existing services with activities for families has the potential to increase both current and future participation.

10. *Port Coquitlam's individual artists and cultural activity do not have a high public profile.* Representatives of the dance, business, and theatre communities and individual visual artists all expressed the view that much of the cultural activity that took place in the community went unnoticed by many, and that while the community had a number of talented artists, they were not well known. This level of awareness acts against the advancement of the cause of culture insofar as residents are not aware of what is available to them. The economic viability of a number of artistic endeavours in the community is thereby undermined.

11. *Port Coquitlam residents do not have easy access to artistic excellence from outside the community.*

Research for the Greater Vancouver Regional District has demonstrated that significant numbers of GVRD residents travel to Vancouver to participate in cultural activity, much of it at a professional or "master" level. Port Coquitlam residents' reduced ability to access the work of accomplished artists from outside the community was noted in the course of interviews with representatives of the music, social services, theatre, and visual arts communities. The observation was made with reference to both the visual and performing arts (which include drama, instrumental music, musical theatre, and voice). All who made the comment were united in the belief that, while the community itself has much to offer in the way of artistic talent, residents should also be exposed to the work of recognized professional artists and musicians from outside the community. It is only through exposing audiences and practitioners to excellence, that excellence can be recognized, and used as a yardstick for one's own artistic advancement, whether as a creator or as an audience member. A number of stakeholders noted that residents should not always have to travel outside their community to be exposed to work of excellence.

12. *There is a perception that Port Coquitlam's cultural activity could be better marketed.* The promotion of cultural activity in Port Coquitlam is generally undertaken by each of the organizations or businesses creating or offering a cultural product or service. With the exception of a monthly schedule published in the *Tri City News*, and information contained in the ARC Arts Council's newsletter and bulletins, there is little joint marketing of cultural activity in Port Coquitlam.

Representatives of the dance, seniors, business, social services, theatre, and music communities all pointed to marketing as being an issue of concern to people involved in the development and delivery of cultural services in Port Coquitlam. Several pointed to the quality of the community's artistic productions and noted that large numbers of residents, many of whom were relatively new to the community, remained unaware of what was available locally. The absence of a newspaper devoted exclusively to Port Coquitlam, people's disconnection with community, and time constraints on reading were cited as obstacles to the effective promotion of cultural activity in the community.

13. *Cultural activity is not integrated into residents' daily lives.*

At present, cultural activity in the City of Port Coquitlam is something that residents must seek out, rather than something that is highly visible and easily accessible. There is little public art in the community (the City's street banner programme is a recent, notable exception). There are few examples of art decorating the facades of private buildings. Artists are not visible on the streets and there is little in the way of music in public places, with the great exception being the summer, when the City presents a series of six free public concerts ("Music in the Park"). Music is also a component of the City's Canada Day and May Day festivities. The recent construction of a band shell in Leigh Square will provide a venue for additional public performances.

Generally, people interested in the arts must seek them out. People not involved in the arts seldom encounter them, and have a lesser appreciation of what they are about. This observation is based on the portrayal of a number of interviewees of Port Coquitlam as a place where cultural activity is not seen as an integral part of residents' daily lives. Many Port Coquitlam residents, like residents of many like communities, may see cultural activity as something that is undertaken by others, or which they themselves undertake only on an occasional basis. In an ideal situation, residents would experience cultural activity on a much more regular basis: when they go to a restaurant, when they go shopping, when they go to a sporting event, when they attend a special event, or when they walk or drive down a neighbourhood street. Cultural activity would become "second nature," an unquestioned part of living in Port Coquitlam.

14. *There is a perception that Port Coquitlam's multicultural minorities are not well connected with the overall cultural life of the community.*

This was an observation of representatives of a number of social service agencies and was echoed at the first public workshop. With a population that includes close to 11,000 immigrants, many of whom are from Asia, and who together constitute almost 25% of the City's population, Port Coquitlam is a culturally diverse community. At present, there appear to be few programmes, services, or activities aimed specifically at new Canadians, although there are two significant community events (Greek Day and Canada Day) that celebrates the community's cultural diversity. Minority group participation in cultural organizations in Port Coquitlam appears to be limited.

15. *The preservation of Port Coquitlam's heritage would benefit through additional planning and improved facilities.*

Port Coquitlam's history as an incorporated municipality stretches back close to one hundred years. Its history as a community is even deeper, encompassing the years when it was part of the District of Coquitlam, the Colonial period, and thousands of years of prehistory. Interest in improving the community's management of its heritage was expressed by representatives of social service agencies, visual artists, and the heritage community itself, as well as at the public workshop.

Much of the City's portable heritage (historical artifacts and archival materials) is currently in the care of the Port Coquitlam Historical and Cultural Society, which occupies storefront premises near the Terry Fox Library. The larger part of the Society's collections not readily accessible, being stored in private homes and in a City fire hall. Facilities for researchers, display, and school and public programming are extremely limited, prohibiting the organisation from realising its full service potential. The Society has no staff. Policies and procedures are undeveloped.

While the City's built heritage has been documented in a heritage inventory, a heritage management plan has yet to be undertaken.

Facilities

16. *The development of outdoor facilities for the performing arts would help to bring cultural activity to place where people naturally congregate or to the sites of community special events, providing venues for local performing arts groups and exposing residents to a wide range of performances.*

This issue was identified by representatives of a wide range of organizations, including the dance, theatre, seniors, social services, visual arts, and music communities. The issue was also one that attracted interest at the first public workshop. The City currently runs an annual series of "Music in the Park" concerts in July and August in Lions Park, near the downtown core. Throughout the public consultation phase of the project, people spoke of the advisability of taking cultural activity to where the people are, i.e. to its parks and other outdoor public spaces. Specific suggestions included festivals in the parks, and a band shell and outdoor dance facility. The construction in 2001 of a band shell in Leigh Square will contribute substantially to addressing this issue.

17. *Opportunities for the community to view the visual arts are inadequate.*

This issue was recognized by a number of stakeholders, including representatives of the heritage, visual arts, and theatre communities. It was also identified at the first community workshop. Public art galleries already exist at Coquitlam's Evergreen Centre and at the Port Moody Arts Centre. There is also gallery space at Coquitlam's Place des Arts. The only public spaces available for the display of art in Port Coquitlam have been in City Hall, in the Mabbett Room of the Port Coquitlam Recreation Complex, and in the Terry Fox Library. These have been exhibitions of limited size and duration.

Community stakeholders have suggested that dedicated space for the exhibition of work by local and other artists would help expose the community to the visual arts, and visual artists to the community. Opportunities also exist to display the visual arts in less formal display spaces, such as shop fronts, professional offices, and other public and private sector venues.

18. *Dedicated, accessible, and appropriate space for the creation of the visual arts is at a premium.*

The need for dedicated and accessible space for the creation of the visual arts was identified by representatives of the visual arts and theatre communities. The need was also strongly voiced at the first public workshop. While dedicated and accessible studio space currently exists in arts centres in Port Moody and Coquitlam (at the Port Moody Arts Centre, and at Coquitlam's Place des Arts and Evergreen Centre), the spaces currently used in Port Coquitlam (at the Hyde Creek Centre, the Terry Fox Library, and the Wilson Centre) are fraught with problems relating to size, accessibility, and storage.

19. *Port Coquitlam residents do not have ready access to a complete range of performing arts opportunities.*

Port Coquitlam residents, like others in the Northeast Sector, must currently travel to Vancouver, Burnaby, and New Westminster to attend performances that cannot be accommodated in local facilities. Construction of a 600 to 650 seat theatre to serve the residents of the Cities of Port

Coquitlam, Coquitlam, and Port Moody was first discussed over 15 years ago. Several planning studies have been undertaken with a focus on location and feasibility. While the large, regional theatre originally envisioned has not been built, each of the three cities is now home to smaller theatres. The construction of these facilities has proved to be a positive development, insofar as the three facilities have provided a home to local performing groups and have gone far to develop local audiences. What has been lacking, however, is a facility capable of hosting some specialized functions (such as large dance festivals, travelling shows) and performances requiring a large number of seats to make individual performances feasible. In the absence of such a facility, Northeast Sector audiences are either "going without" or travelling to other communities, a situation that limits the population's cultural opportunities and which may be detrimental to the local economy in the long term. Having said this, the long-term need for a larger theatre in the Northeast Sector may well be mitigated by the construction of a major facility in Maple Ridge.

Resources

20. *Staffing levels in Port Coquitlam are not sufficient to support the cultural life of the community.*

The City of Port Coquitlam currently has one part-time staff person in its Parks and Recreation Department whose duties include cultural programming. ARC Arts Council staff support the cultural life of the five municipalities, and the level of support provided to each is proportional to the level of funding supplied by each. Having staffing dedicated to cultural matters was identified as a priority by representatives of the business community and visual artists. Lack of time precludes the City's incumbent from fully developing the relationships, partnerships, and initiatives that would expand cultural activity and services in the community.

21. *At present, there are minimal financial resource being directed toward community cultural activity or toward future facility development.*

This issue was identified during interviews with the dance, theatre, and seniors communities. The community's feelings have been largely confirmed through an examination of the City's actual spending per capita on culture in comparison with other Lower Mainland jurisdictions. Lack of financial resources limits cultural opportunities in Port Coquitlam. Further, there is currently no long-term cultural facility development plan in the City of Port Coquitlam. The development of facilities for the presentation of the performing arts and for the creation and exhibition of the visual arts will be a major undertaking. If these facilities are to be developed, a financial strategy which places their construction within the context of the City's long-term capital plan, will be required.

The City's current per capita funding of cultural activity is relatively low when compared with that of other jurisdictions in the Greater Vancouver Regional District. The need for an additional financial commitment by the City for cultural initiatives was identified by representatives of a diverse range of stakeholders, including the dance, theatre, seniors, music, business, social services, and visual arts communities. Seeking additional funds for cultural activity is also a major theme of the Greater Vancouver Regional District's Cultural Plan, which has recommended that member municipalities contribute to regional cultural initiatives at the rate of \$3.26 per capita. Several of the groups interviewed spoke of dividing existing municipal revenues more equitably, developing partnerships, and seeking new sources of revenue, rather than increasing taxes to provide the revenue stream required for new initiatives.

Analysing the Community's Cultural Issues

While addressing a few of the above noted issues - relating to cultural leadership and co-ordination, services, facilities, staffing, and funding - may result in some improvements to the community's cultural health, it should be noted that the community's cultural aspirations are inter-related. Given the current state of cultural services in Port Coquitlam, any attempts at "quick fixes" are unlikely to succeed. It is therefore appropriate for the community's issues to be addressed in an ordered and incremental fashion.

It is not possible for the community to make the leap, in a single bound, from where it is now in terms of cultural opportunities, to where the community would like it to be. A number of actions have to take place, in a logical and sequential order. There is first and foremost a need for a civic cultural policy, followed by a need for local cultural leadership to help implement the policy. Increasing the City's cultural staffing ranks next in importance (to develop partnerships and to support the cultural community), followed by the fostering of additional opportunities, increasing funding, and improving the City's inventory of cultural facilities (it would be inadvisable to develop facilities in advance of audience development).

6. A Vision for Culture in Port Coquitlam

As has been noted, a community workshop, devoted to developing a community vision for culture in Port Coquitlam, was held on January 16, 2001. Participants in the workshop were representative of a wide range of community groups, and there was considerable interest in building a common vision, through a formal Vision Statement, of what the community hoped its cultural life would look like in the future.

In consultation with participants, the following over-riding themes were determined to be the basis upon which the Vision Statement should be built:

- Culture as part of everyday life
- Culture as a vehicle for citizen well-being
- Culture to bridge gaps between people and to bring groups and people together
- Opportunities for all to participate actively in cultural activities: including all interests, all levels of ability, and all demographic variables
- Culture should build on what we already have, especially our heritage
- Culture must be visible: increase access to it and visibility of it
- Culture is a vehicle for defining a sense of place and creating a local character
- Culture as a vehicle for economic development

A draft Vision Statement was then developed that incorporated all the above themes. It was reviewed first with staff and then with the participants in the public workshop. Amendments were made in response to this feedback. This community, and the individual issues and aspirations expressed by representatives of community groups and individual residents (through the interview process and the first public workshop), underlie the Cultural Policy and Plan proposed in this report.

The final version of the community vision for culture in Port Coquitlam reads as follows:

The City of Port Coquitlam recognizes culture as an important factor in the development of our community. It also appreciates that community cultural development can result in enhanced opportunities for local business and urban revitalization. The City is committed to incorporating and integrating cultural activity into many aspects of community life, involving a complete range of residents, in order to:

- *Bring individuals and community groups together*
- *Increase collaboration between artists and community members*
- *Nurture skilled, responsible, and interdependent citizens*
- *Celebrate our human and natural heritage*
- *Define, enhance, and animate our public places*
- *Foster a sense of physical, intellectual, emotional, and spiritual well-being in our citizens*
- *Increase our sense of community identity, spirit, and pride.*

7. A Community Cultural Development Approach for Port Coquitlam

As has been suggested cultural activity and cultural services in Port Coquitlam have yet to develop to the same extent as cultural opportunities in adjacent municipalities. Residents who were part of the community consultation process undertaken in conjunction with this report were strongly of the opinion that more could be done to develop culture in the community. These individuals and groups raised many issues, spoke of many needs, provided individual and group visions, and offered a number of solutions.

In light of the issues raised by the community, in light of the community's vision for cultural activity in the future, and in light of where the community is now in terms of its cultural development, it is recommended that Port Coquitlam adopt a Community Cultural Development approach for dealing with cultural activity in the future. As will be demonstrated, such an approach has the potential to instill current participants with new life, to create new participants, to create new partnerships, to create new services and opportunities, to build audiences, and to use scarce resources in a more effective manner.

Simply stated, Community Cultural Development uses the principles of community development to nurture cultural activity at the community level. One authority states that Community Development "helps people to help themselves." Community Development is about helping people to recognize their talents, about valuing each citizen's input, about mobilizing talents, about creating group visions, and undertaking group projects. It is about empowering people, rather than directing them; and about facilitating processes rather than providing services. Community Development seeks to foster the growth of individuals, to create inter-dependent citizens, to build community, and to build community pride.

Community Cultural Development has the potential to involve the uninvolved, to enable residents to interact with the arts and heritage at the local level, and to show people that cultural activity can be fun, important, rewarding, and relevant. Community Cultural Development also has the capacity to mobilize residents and address major community issues. A growing number of communities have used the arts to identify issues, to develop solutions, and to bring residents together to take action to benefit their communities. Communities that have embraced the Community Cultural Development model have become stronger, healthier, more balanced, and more vibrant.

As envisioned under this model, the City of Port Coquitlam's activities in the area of culture would assume embrace four functions: planning, protecting, providing, and facilitating. The greatest emphasis would be placed on facilitating.

In its planning role, the City would examine questions relating to facility development, including such issues as: location, design, funding, and operations. In its role as a

protector the City would take steps to preserve the community's built and portable heritage. In its role as a provider, the City would incorporate culture into a number of its activities, such as integrating the arts into its own infrastructure projects (e.g. sidewalk paving, tree grates, benches, manhole covers, and fences). As a provider, the City would also continue to design, schedule, and present programmes in areas such as the visual and performing arts, using its own and others' facilities. In its role as a facilitator, however, the City would enable residents to plan, develop, and initiate projects of their own. One example might be a group of teens first consulting with property owners and the City and then, perhaps with the assistance of a local artist, painting a mural on a blank concrete wall to enliven a barren industrial area. Another example might be a group of elementary school-aged children working with arts-minded seniors to create a set of murals for installation in their neighbourhood. A further example might see a major community religious or service organisation partnering with arts organizations to make better use of its facilities.

Communities that have implemented a Community Cultural Development model have experienced a number of significant benefits:

- An increase in community volunteerism and activity
- An increase in participation in community initiatives
- A heightened sense of community and an increase in community pride
- An increase in resources, through partnering, for community projects
- Strengthened relationships between individual residents, community organizations, business, and municipal government
- A unified response to community issues
- Increased awareness and use of community facilities

Community Cultural Development initiatives also have the ability to connect communities with previously untapped financial resources. Conventional arts programming may be ineligible to funding from a number of sources. Initiatives based in Community Cultural Development, however, may be eligible for funding from sources such as Health Canada, Human Resources and Development Canada (HRDC), non-cultural foundations, and a wide range of corporations (such as insurance companies interested in reducing their risks through art therapy).

Community Cultural Development does not just happen. It requires a catalyst and resources. Municipalities adopting the approach typically devote staff resources to help create the environment, and to provide the co-ordination, facilitation, and supports required by the community. Individuals employed in Community Cultural Development:

- Facilitate the efforts of diverse individuals and organizations
- Help to develop partnerships
- Promote inclusiveness, rather than elitism

- Help individuals and organizations to satisfy their own artistic and other needs and to reach their full potential
- Enable, assist, and support, rather than direct

Implementing a Community Cultural Development model has the capacity to make the community's vision for culture in Port Coquitlam a reality, by involving a wider range of residents, by making cultural activity an integral part of the life of the community, by bringing diverse interest groups together to work on common projects, by offering opportunities to every resident, regardless of their background or abilities, by mobilising the community's existing strengths, and by making better use of limited financial resources. The investment required is slight, while the dividends to be gained are immense.

8. A Cultural Policy for Port Coquitlam

It is proposed that the community's vision for culture in Port Coquitlam form the basis of the City's Cultural Policy, which is outlined in this section of the report. Additional statements consisting of a set of governing Principles and a set of Goals complete the City's Cultural Policy. The City's Cultural Plan flows from the Policy, and consists of a series of strategies designed to accomplish a number of the Policy's Goals.

City of Port Coquitlam Cultural Policy

Definitions

Culture:

The arts, multiculturalism, and heritage resources and activities as practised and preserved in a community. These practices reflect the beliefs, experiences, and creative aspirations of a people in a specific geographic and political area.

The Arts

The visual arts (painting, print-making, drawing, sculpture, crafts, photography, film, and video), theatre, music and song, literary arts and dance. The arts encompass original composition, creative interpretation, and facsimile reproduction and distribution. Cultural industries - publishing, film, sound recording, video, and audio-visual broadcasting - are included.

Heritage:

Heritage includes artifacts and architecture, historic and prehistoric resources, and archival and interpretive material and activity.

Community Cultural Development:

Community Cultural Development is an approach to cultural activity that employs the principles and techniques of community development: facilitating rather than providing, supporting rather than directing, and creating an enabling environment that permits community members and artists to work in partnerships to achieve community cultural goals. Community Cultural Development also entails using culture to mobilize community members to identify and address issues of community concern.

Vision Statement

The City of Port Coquitlam recognizes culture as an important factor in the development of our community. It also appreciates that community cultural development can result in enhanced opportunities for local business and urban revitalization. The City is committed to incorporating and integrating cultural activity into many aspects of community life, involving a complete range of residents, in order to:

- *Bring individuals and community groups together*
- *Increase collaboration between artists and community members*
- *Nurture skilled, responsible, and interdependent citizens*
- *Celebrate our human and natural heritage*

- *Define, enhance, and animate our public places*
- *Foster a sense of physical, intellectual, emotional, and spiritual well-being in our citizens*
- *Increase our sense of community identity, spirit, and pride.*

Guiding Principles

The City of Port Coquitlam recognizes the following ten guiding principles as the basis of its Cultural Policy:

a) Culture is an integral part of community life.

- Culture is part of the everyday life of the City of Port Coquitlam. It touches the lives and activities of all its residents, workers, and businesses on a constant basis.
- The cultural life of the City contributes significantly to the City's identity and to residents' sense of place.
- The City will strive to ensure that cultural considerations are taken into account whenever possible and appropriate.

b) Culture is a vehicle for citizen well-being.

- Cultural activity contributes to the physical, intellectual, and spiritual well-being of all the City's residents.
- Culture is an effective tool for social transformation, given its ability to mobilize people and assert local values.
- Participation in cultural activity contributes to the development of physical and social skills in individuals, promotes the development of their intellectual capacity and creativity, and provides an opportunity for them to develop their full potential as well-functioning and contributing members of society.
- Participation in cultural activity builds self-esteem and enhances individual life satisfaction levels.

c) Cultural activity should be accessible to all members of the community.

- The City recognizes that cultural services should be available to all members of the community, regardless of their place of residence, age, gender, origins, or abilities.

d) Cultural activity should benefit people of all interests.

- The City acknowledges that services should be available to residents and artists interested in each of the cultural sectors: the visual arts, the performing arts, heritage, and cultural industries.

- e) *Partnerships are integral to the cultural life of the community.*
- The City believes that developing the cultural life of the community is best accomplished through the development of partnerships with and between individual residents, community organizations, other governments, and the private sector.
 - To ensure that the cultural interests of its residents are consistently addressed, the City will play a lead role in fostering the cultural life of the community, recognising that in some cases its role will be to provide, and that in other cases, its role will be to nurture, to guide, or to facilitate.
- f) *Cultural activity should build on existing community strengths.*
- The City of Port Coquitlam is home to a number of cultural organizations, cultural industries, and individual artists. It possesses a long and colourful history, and is now home to people from a variety of cultural and linguistic origins. The City's promotion of cultural activity will therefore promote, celebrate, and build upon its history, the heritage of its residents, and the talents and accomplishments of its residents.
- g) *Cultural activity should be sustainable and foster long-term benefit.*
- Rather than aim for short-term and potentially short-lived success, the City recognizes that cultural activity requires time to develop and mature, and that real benefits to the community will accrue in the long-term. The City's policies and plans should allow for growth in services and growth in the community.
- h) *Cultural activity in Port Coquitlam should recognize its regional and a sub-regional context.*
- The City acknowledges that its residents participate in cultural activity not just within its boundaries, but within those of the Northeast Sector and other areas of the Greater Vancouver Regional District, and that artists and audience members from outside the community participate in activity within the City as well as in their own communities. The City further acknowledges that strategies are required that recognize the influence of the region and the sub-region upon services within the City. The City acknowledges that while it will endeavour to participate in regional and sub-regional initiatives, its first responsibility is to implement its own cultural objectives.
- i) *Cultural activity should occur within the context of fiscal responsibility.*
- The City's involvement in cultural activity should reflect fiscal responsibility.
- j) *The City's involvement in cultural activity should be broadly supportable.*
- The City's involvement in cultural services should be supportable by a broad range of stakeholders, including arts organizations, individual artists, business, the School District, City Council, and residents-at-large.

Strategic Directions and Goals

The City will pursue four strategic directions and nine goals to achieve its vision for culture in the community:

Strategic Direction 1.

Building Cultural Leadership in Port Coquitlam

It will be the City's goal:

- a) *To Improve the City's policy framework.*
 - The City will ensure that policies are in place to govern its involvement in cultural activity.
- b) *To increase community input and participation.*
 - The City will assist its residents in providing leadership in the cultural field on behalf of the residents of Port Coquitlam. The City's role will be one that encourages input and participation by all community stakeholders. The City recognizes that leadership is shared, and that individuals, organizations in the community, and the City itself all have roles to play.
- c) *To assist in providing leadership for cultural activity in the community.*
 - The City's leadership role will include planning, policy development, programming, facility development and operation, but will emphasize community cultural development. The City will ensure that its leadership role and the place of culture within the City's range of services is well understood by the community.

Strategic Direction 2.

Fostering Cultural Opportunities for Everyone

It will be the City's goal:

- d) *To foster cultural opportunities for every resident.*
 - The City will encourage and assist its residents in the development of cultural initiatives for the benefit of the community.
 - The City will assist in nurturing a full range of cultural opportunities for its residents. These will include the preservation of the City's heritage and access to that heritage, instruction in the visual and performing arts, exhibitions of the visual arts, and performances of music, dance, and drama, and other activities of a cultural nature.
 - The City will establish and maintain cultural programmes for the benefit of its residents where there is an identified community need or demand. Such services shall complement those of the private and not-for-profit sectors.

- The City will ensure that participation in cultural activity is accessible to all members of the community, including people of all ages, ethnic backgrounds, genders, creeds, and abilities. Access may be directly through City programmes or facilities, or through the programmes, facilities, and services provided by its partner organizations. Public access includes access to instruction, and participation as either a creator, a presenter, or a performer.
 - The City will encourage the participation of all its residents in cultural activities of their own choice.
 - The City will facilitate opportunities for local artists and the heritage community to participate in civic activities.
 - The City will ensure that programmes, services, and facilities are designed with the special needs of all residents taken into account.
- e) *To increase community awareness of cultural opportunities.*
- The City recognizes that as one of the principal organizations in the community providing leadership in the field of culture, it has a major role to play in promoting public awareness of culture in Port Coquitlam. The way in which the City promotes culture and the way in which the City acts as an advocate for culture will have a material effect on public attitudes toward culture and on the degree to which cultural activity is embraced by all members of the community. By fostering public awareness of cultural activity, opportunities, and benefits, the City will create a climate in which residents will become willing and enthusiastic participants and supporters, and develop an environment in which culture will grow and prosper.
- f) *To enhance and enliven the City's public spaces.*
- The City will incorporate cultural activity into its initiatives on a routine basis. Examples include incorporating a cultural component into civic and community events; soliciting artists' perspectives in the planning of buildings, parks, and public spaces; developing a civic art collection; and developing an art in public spaces programme.
 - The City will encourage the private and not-for-profit sectors to incorporate culture into their own initiatives, including but not restricted to new building construction.
- g) *To celebrate the community's artists and its heritage.*
- The City will endeavour to ensure that individual artists and cultural organizations receive encouragement, support, and recognition from the City and other organizations in the community.
 - The City will facilitate cultural initiatives of cultural service providers and the broader community through Council and its committees, through technical assistance from staff, as well as through awards, grants, and other mechanisms that the City may establish from time to time.

- The City will place an emphasis on community arts to foster cultural activity at the community level, and ensure that its residents develop skills both as creators and as an audience for cultural activity. The City will also strive to ensure that local audiences receive the benefits of a broader perspective, by exposing residents to experiences drawn from outside the City, including instruction, performances, and exhibitions of work by regional, national, and international artists.

Strategic Direction 3.

Finding a Home for the Arts in the Community

It will be the City's goal:

h) To plan facilities to meet community needs.

- The City will support initiatives to provide new or adapted facilities for cultural activity where the need for those facilities has been demonstrated.
- The City recognizes that some cultural activities can effectively take place in multi-purpose spaces, and that others require purpose-built facilities and specialised equipment.
- The City recognizes that a number of facilities may be required in the future for the creation and exhibition of the visual arts, for festivals and outdoor events, for concerts and performances, and for the purposes of rehearsal, storage, research, and administration; and for the preservation, exhibition, and interpretation of the community's heritage.
- The City will balance residents' desires to access services near their place of residence must be balanced against the cost-effectiveness of providing services in central locations.
- The City will work with the private sector, schools, and community organizations, all of which may be well-placed to provide facilities for cultural purposes, and may have the ability to develop, market, and present services that meet community needs. The City recognizes that involving such partners may add diversity to the City's economy, lessen the need for civic expenditures, and reduce the need for direct involvement by the City.

Strategic Direction 4.

Resourcing the Community's Cultural Activity

It will be the City's goal:

i) To enhance staffing for cultural services.

- The City will provide staffing to facilitate cultural services in the community, and to assist the community in realizing its own cultural aspirations.

j) *To enhance financial resources for cultural activity.*

- The City will provide funding to support municipal cultural activities and to assist the community in addressing its own cultural priorities.
- The City recognizes that while services, financial assistance, and other forms of support may be offered by the City, the City is but one of many partners in the community's cultural life, and that the City's cultural sector should not necessarily expect the City to be its sole supporter or a perennial supporter of individual groups.

November 2001

Final Report

City of Port Coquitlam

PERC

Legacy
Heritage
Consultants

9. A Plan for the Future

During the course of the study, the consultants reviewed background information provided by the client and community stakeholders. They conducted interviews with representatives of the community's principal, organized stakeholder groups. They also conducted two public workshops, one to identify individual perceptions of community wants and needs, the other to develop a community vision for cultural services in the future. This dialogue with the community has been instrumental in developing a Cultural Policy for the City. The Policy, in turn, has greatly influenced the 29 recommendations that follow, which fall under the four Strategic Directions and ten goals identified in the Policy.

Strategic Direction 1

Building Cultural Leadership in Port Coquitlam

Goal A: To Improve the City's Policy Framework

- 1. That the City of Port Coquitlam adopt the Cultural Policy contained in this report.**
The City of Port Coquitlam currently has little in the way of policy documents specifically relating to culture. Having a well articulated Cultural Policy that is accepted by the City and embraced by the community will ensure that the City's goals and roles in the area of cultural services are well understood and will provide a reference point for all future decision-making. The Cultural Policy presented in this report identifies Community Cultural Development as an instrument to achieve many of its goals.

Goal B: To Increase Community Input and Participation

- 2. That the City of Port Coquitlam create a Community Cultural Development Advisory Committee to assist the City in the implementation of its Policy and Plan.**

There is at present little public consensus on who is providing cultural leadership in Port Coquitlam. The ARC Arts Council, most of whose members live in other municipalities, is not generally seen as an advocate for the arts in Port Coquitlam. Creating a locally-based Community Cultural Development Advisory Committee, responsible to Council through its Parks and Recreation Committee, will complement the work of ARC, built upon the community development process initiated by this study, and help to create local leadership for culture. The Committee, which would have advisory rather than operating responsibilities, would provide input to staff and Council on matters such as:

- Policy Development
- Programming and other cultural initiatives
- Promotions
- Partnerships
- Planning and priority-setting

Such a body could be composed of representatives from a number of community stakeholder groups, including:

- School District No. 43
- Business Community
- Performing Arts Organizations
- Visual Arts Organizations
- Individual Artists
- Heritage Community
- Unaffiliated Artists
- Members-at-Large

Having broad community representation on such a Committee will bring credibility, resources, and profile to the group. Establishing such a group would complement the work of ARC in Port Coquitlam and in the region. To ensure full communication and co-operation, the Committee could explore developing a formal link to ARC, such as having one of its members sit on the ARC board of directors. Similarly, a member of the Committee could also be assigned to sit on the City's Parks and Recreation Committee, to provide a formal link to the body to which it would be responsible.

- 3. That the City's Community Cultural Development Advisory Committee develop residents' and artists' understanding of the Community Cultural Development model.**
 The Community Cultural Development approach to cultural activity is one that is gaining increasing favour in many municipalities, provinces, and states. The approach is now common in much of Australia and has been adopted by a number of Canadian cities. The Assembly of British Columbia Arts Councils, which is the umbrella body for community arts councils in this province, has also adopted the model. The model is less familiar to practicing artists, and even less familiar to the general public. A period of orientation will be required for the community to understand and embrace the approach. Similarly, artists from the community will need to be oriented to the approach and will need to receive training to enable them to act as facilitators for the arts in the community.
- 4. That the City of Port Coquitlam's Parks and Recreation staff participate in meetings with staff in the Cities of Coquitlam and Port Moody to review services, share information, and explore co-operative ventures to benefit the residents of the Northeast Sector.**
 Port Coquitlam residents, like those in the adjacent cities, access recreational and cultural services offered throughout the sub-region. Without a co-ordinated approach, there is potential for duplication of services and initiatives and for competition for audience and registrations, a situation that may lead to programme cancellations, and to residents not being well-served. Having the staff of the three cities co-ordinate their efforts would lead to operational efficiencies and improve opportunities for the residents of all three communities. Examples of co-operation might be co-sponsorship of festivals, joint promotion of cultural tourism opportunities, or cost sharing on selected capital items (such as a portable sound system).

Goal C: To Augment Leadership for Culture in the Community.

5. That the City of Port Coquitlam facilitate the establishment of a community-driven festival society.

During the public consultation phase of this project, a significant number of participants noted that the community would benefit through an increased programme of festivals. Research by the GVRD has indicated that Northeast Sector residents do not attend festivals in large numbers. This would appear to reflect the fact that there are relatively few large festivals in the area. The establishment of a community-run festival society could address these issues. Such an entity could also work with Parks and Recreation staff and the proposed Community Cultural Development Advisory Committee on existing community events, thereby ensuring greater community involvement and ownership, while bringing additional resources to the fore.

6. That the City of Port Coquitlam develop strategies to acknowledge and promote culture within the mandate and structure of the City's Parks and Recreation Department. After many years of successfully focusing on the physical and sporting interests of their communities, many municipal parks and recreation departments have begun to include cultural services among their responsibilities. This expanded mandate has been encouraged by federal and provincial ministers responsible for culture, and by the Union of British Columbia Municipalities. Despite this agreement among provincial and national leaders, the municipal role in culture is not always known or fully understood. It is therefore recommended that the City take steps to highlight its involvement in culture. One option the City may wish to explore is renaming its Parks and Recreation Department to reflect its involvement and commitment to culture.

***Strategic Direction 2
Fostering Cultural Opportunities for Everyone***

Goal D: To Foster Cultural Opportunities for Every Resident

7. That the City of Port Coquitlam facilitate the development of cultural programmes, projects, and activities in collaboration with local artists, arts organizations, the heritage community, the business community, non-cultural community groups, and residents.

The Community Cultural Development approach is one that enjoins artists and cultural organizations in projects and initiatives with community members. Exactly what those projects and initiatives will be will be determined in discussions between and among the stakeholders. Examples could include artist-in-residence programmes, community art projects, art walks and art drives, inclusion of a cultural component in community special events, and so forth. Some of these activities could be undertaken under the auspices of existing community groups and organizations, with support from City staff. In the longer term, community aspirations and the complexity of the activities undertaken may ultimately result in the City facilitating the development of one or more specialized not-for-profit societies, such as a local festival society. Such a development would empower the community and shift responsibility for a number of activities from the City to the community. It may be advantageous to develop an inventory of visual and performing artists in Port Coquitlam to ensure full participation.

8. That the City of Port Coquitlam ensure that community cultural programmes and initiatives are open and accessible to people of full range of abilities, backgrounds, and interests.

The City should encourage the participation of all its residents in its community cultural programmes and initiatives, regardless of skill levels, abilities, or background. Port Coquitlam is home to residents with a wide range of artistic talents and experiences. The City should endeavour to ensure the involvement in cultural activities of all its residents, whether beginners or accomplished artists.

The 1996 Census demonstrated that the City of Port Coquitlam has become a culturally diverse community with a large population of recent immigrants. While the City's cultural diversity is reflected in its July 1 celebrations, this is but a single event. Further, the City's multicultural population does not appear to be heavily involved in any of the community's better known cultural groups. Connecting "mainstream" cultural organizations (including the City's Parks and Recreation Department) with the City's visible and invisible minorities (and First Nations) has the capacity to enrich the cultural life of the community to a significant extent.

Port Coquitlam is also home to residents with a wide range of abilities. Some residents have observed that the participation in City recreational programmes is rendered difficult for some disabled people by the City charging programme fees to care givers as well as to programme participants. It is recommended that the City review its policies and practices relating to access by the disabled to its programmes.

9. That the City of Port Coquitlam foster the integration of a community arts approach within the Parks and Recreation Department's regular recreational/cultural programming.

The City of Port Coquitlam currently offers a wide range of recreational programmes with a cultural component or focus. Many of these are at an introductory level, and are designed to expose participants to basic skill development. Many, especially those for small children, have additional aims, such as the development of social skills or motor skills. It is recommended that these programmes continue to be facilitated by the City's recreation programme staff, but that opportunities to develop and implement such programmes using the Community Cultural Development model constantly be explored. It appears that opportunities exist for the City's recreation and cultural programmers to broker opportunities for the other as they come into contact with individuals and organizations in the community. These opportunities should constantly be identified and pursued.

Goal E: To Increase Community Awareness of Cultural Opportunities

10. That the City of Port Coquitlam provide promotional support for the services and activities offered or initiated by the community's other public and not-for-profit cultural organizations.

In the absence of a Port Coquitlam-specific newspaper, despite the publication of the ARC Arts Council's monthly newsletter (*Visions*), and despite the publication of a monthly arts calendar in the *Tri-City News*, many Port Coquitlam residents remain unaware of the services offered in their community. The lack of an effective vehicle in which to publicize their services often results in programmes being under-subscribed, and hence, cancelled. It is recommended that the City explore opportunities to assist community arts organizations in

promoting their activities. One option might be to provide space in the City's quarterly recreation programme guide. This would assist community organizations in reaching a broader public, and result in increased participation levels in community-based activities.

Goal F: To Enhance and Enliven the City's Public Spaces

11. That the City of Port Coquitlam develop a joint community-municipal task force to develop a public art policy and programme for the community.

In recent years, an increasing number of British Columbian municipalities have undertaken the development of civic public art policies and plans which have resulted in the inclusion of art in construction projects undertaken by participating municipalities. The art incorporated in such construction may be as small as a manhole cover or as large as a monumental sculpture. Public art policies and plans generally involve community stakeholders and are developed through extensive community consultation. The development of a public art policy and programme is beyond the scope of the current study, but it is recommended that a

public art initiative be undertaken in Port Coquitlam, and that it be based upon the Vision, Guiding Principles, and Goals identified in the City's Cultural Policy. It is further recommended that this initiative be largely community-driven, and that the City's representation include members of City departments such as Engineering, Planning, and Parks, as well as staff dedicated to cultural concerns.

Such an initiative would explore a wide range of options for Public Art (with product ranging from commissioned works to works conceived and created by community members), would explore how art might be integrated into the City's own infrastructure, and could explore ideas such as an art rental programme and a civic art collection (developing a civic art collection could send a positive message to the community and illustrate leadership, showing that the City is committed to supporting the arts in a very direct and highly visible way).

A Public Art Policy initiative would also likely explore issues such as artists' rights and responsibilities, collections management strategies, funding sources, and associated costs (both capital and maintenance).

12. That the City of Port Coquitlam encourage the private sector to include arts initiatives in private sector development.

In recent years, the City of Port Coquitlam has experienced marked residential, commercial, and industrial growth. Art has been conspicuous by its absence from such development. While the City does not have the statutory authority to require developers to incorporate art in their developments, it can create policy guidelines, and can apply moral suasion. The City's success in this regard will be heightened when it has a public art programme of its own.

13. That the City of Port Coquitlam increase opportunities for the presentation of cultural activity in downtown Port Coquitlam and in other public open spaces.

Port Coquitlam has been portrayed as having a population within which many members do not consciously seek out cultural activities. As noted above, the City's population does not conform to the norm for arts participation established by the *Canadian Arts Consumer Profile*, which suggests that people who are older, who are university-educated, and who have higher incomes, are more likely to participate in cultural activity. This study suggests a number of ways through which participation in and the audience for culture in Port Coquitlam may be developed. Involving children from an early age, creating opportunities for families, and coupling cultural activities with special events will go far to increasing participation. Taking cultural activity to the people, especially in the downtown area and in other public open spaces, will also increase the profile of culture and levels of participation in cultural activity. Having residents become active participants, utilizing the Community Cultural Development model, is key to this process.

14. That the City of Port Coquitlam integrate cultural components into the City's own initiatives and capital projects.

An increasing number of British Columbian municipalities now make a practice of including a cultural component (usually a visual arts component) in their new capital projects. This is generally known as "integrated arts," and can range from including artistic considerations in the design of new parks and facilities to having artists design aspects of the City's infrastructure. In some cases, municipal policies may establish that a percentage of a construction budget (one to one and one-half percent, for example), be directed toward a piece of public art. Less costly examples include locally designed manhole covers, tree grates, and benches. Ensuring that the City's capital projects include a cultural component has the capacity to increase the profile of the arts in the community and to build a heightened sense of community.

Having artists serve on municipal design teams working on a city's own capital projects or reviewing development permit applications is a practice adopted by a number of municipalities. Because of their training in aesthetics, visual artists have the capacity to provide insights into urban design that may result in projects reviewed by civic design teams being unique to Port Coquitlam and thereby build an increased sense of community and community pride.

While the integration of art into the City's capital projects will heighten public awareness of the aesthetic and other dimensions of culture, so will the inclusion of cultural components in other City initiatives. Opportunities for a cultural component in projects such as special events, presentations, and ceremonies should also be pursued.

Goal G: To Celebrate the Community's Heritage

15. That the City of Port Coquitlam undertake an update of its existing heritage inventory and commission the development of a heritage management plan.

The City's Heritage Resource Inventory was undertaken in 1985. Since that time a number of buildings on the inventory have been demolished. It is not unconceivable that, 15 years later, other buildings should be added. While heritage inventories form a useful starting point for heritage planning, they are only that. It is therefore recommended that a comprehensive heritage management plan be undertaken, incorporating strategies for protection, commemoration, education, and so forth, as provided for in the Heritage Statutes Amendment Act.

Strategic Direction 3

Finding a Home for the Arts in the Community

Goal H: To Plan Facilities to Meet Community Needs

16. That the City of Port Coquitlam explore the development of an interim facility for community cultural activities in the downtown core.

The creation of a centre for arts instruction in the downtown core, perhaps on Leigh Square (which already has a band shell planned) would reinforce the downtown area as focal point for cultural activity in the City, and provide residents south of the highway with easy access to cultural programming. Such an action would also strengthen the economic health of the downtown area. The interim facility could be administered by the City in consultation with the arts community, members of which might want to use the facility for their own purposes as well. It would include a mix of multi-purpose and dedicated visual and performing arts space, to allow artists and community members to undergo instruction, to create their work, and to present it to a broader public.

17. That the City of Port Coquitlam augment its outdoor performance spaces.

A number of the recommendations of this report focus on audience development and participant development, either directly or indirectly. Creating outdoor venues for the performing arts has the capacity to take performances to people who might not otherwise seek them out. Using the techniques of community cultural development, residents could be encouraged to take leadership in identifying outdoor performance opportunities and undertake them themselves. A fixed band shell in Leigh Square will provide a permanent downtown venue for some performing arts activities. It is recommended that the City also explore other options for outdoor performance facilities at other locations throughout the community.

18. That the City of Port Coquitlam identify spaces in the community as alternate, non-traditional locations for the presentation of community cultural activities.

In the absence of a significant set of purpose-built cultural facilities, and in the absence of a strong community cultural consciousness, taking cultural activity to places where people congregate for other purposes has the capacity to increase public awareness of, participation in, and consumption of, cultural activity. It is recommended that the City facilitate the presentation of cultural activities in non-traditional venues such as restaurants, shop fronts, professional offices, and public buildings; and that it also explore partnering with School District 43 around joint use of facilities.

19. That the City explore the development of a cultural facility in Port Coquitlam in concert with the arts, heritage, and wider communities.

Many of the City's current cultural programmes are offered in the Hyde Creek Centre, a facility located on the north side of the Lougheed Highway. The Centre is difficult for some members of the community to reach, given transportation issues. It is a well-used facility, with little capacity to increase its offerings.

The heritage community of Port Coquitlam would be better able to serve the community if it had a more satisfactory facility for the collection, conservation, display, and interpretation of the City's archival and artifactual heritage. The Cultural and Heritage Society stores most of its collections in a fire hall in the northern part of the City. The Society has a small display

and meeting space that is incapable of holding anything but a fraction of the community's collections. It cannot host large group visits or travelling exhibitions that might be of interest to the community.

The visual arts community of Port Coquitlam currently lacks a highly accessible and continuous public venue in which to artists and community members might learn, work, or present their creations. The City's own cultural initiatives also suffer (there is no appropriate space, for example, in which to undertake Port Coquitlam's street banner programme). There is no facility at all for the presentation of exhibitions from outside the community. While there are exhibition spaces at the Evergreen Cultural Centre, Place des Arts and the Port Moody Arts Centre, these do not fully meet the needs of Port Coquitlam residents.

Given the current state of development of the community's cultural organizations and given the current lack of widespread support for and participation in cultural activity in the community, it will likely be some years before the community is ready for a cultural facility of its own. While detailed planning for such a facility may be premature, it is recommended that the City undertaken some initial planning, and that a high priority be placed on the protection of a site for a future facility.

20. That, in the long-term, Port Coquitlam City Council initiate discussions with the Cities of Coquitlam and Port Moody to re-assess and review the need for a large performing arts theatre in the Northeast Sector.

The development of a large performing arts theatre for the residents of the Northeast Sector was discussed well over a decade ago. In 1986, the Cornerstone Planning Group proposed two options (centralized and decentralized) for facility development in the three cities, both of which included a major theatre. In 1992-93, the City of Coquitlam commissioned Waisman Dewer Grout Carter Inc. to recommend an approach to facility development in the Town Centre. The resultant study proposed a 600 seat theatre and a 250 seat theatre, as well as other cultural spaces. Thinking at the time was that a theatre of 500 to 650 seats would be needed to serve the requirements of Port Coquitlam, Coquitlam, and Port Moody residents. Efforts to involve the three cities in planning a single, central facility were unsuccessful. Rather than building one large theatre, the three communities have now built three smaller facilities: the Inlet Theatre in Port Moody (193 seats), the Evergreen Theatre in Port Coquitlam (264 seats), and the Terry Fox Theatre in Port Coquitlam (350 seats).

The decision made in the previous decade not to proceed with the development of a large, regional theatre was recalled with regret by representatives of several stakeholder groups interviewed early in the study. The construction of such a facility was proposed by the Fine Arts Council (now ARC) in 1986, and was recommended in the City's 1991 Parks, Recreation, and Culture Master Plan. Each of the cities in the Northeast Sector now has a community theatre of its own, and these have gone far to develop audiences for theatre in their respective communities.

While there are no hard and fast guidelines to indicate the population base required to support a theatre of 600 to 650 seats, the experience of other communities is instructive. The North Shore's Centennial Theatre is supported by a population of 173,000 people (the combined population of West Vancouver and North Vancouver City and District). Richmond, with a population of 165,000, has its own large theatre (Gateway Theatre). The Vincent Massey

Theatre, in New Westminster, draws on the combined populations of its own city and that of south Burnaby (151,000 people). The cities of the Northeast Sector have a combined population of over 187,000, a number that exceeds that of each of these other population centres. The new theatre in Maple Ridge will be supported by the combined populations of Maple Ridge and Pitt Meadows (78,000 people) and may attract users and audience members from the Northeast Sector. The impact of the Maple Ridge Theatre will need to be assessed as part of any process reviewing the need for a large theatre to serve the residents of the Northeast Sector.

**Strategic Direction 4
Resourcing Our Community's Cultural Activity**

Goal I: To Enhance Staffing for Cultural Services

- 21. That the City of Port Coquitlam's position of Arts Programmer, which is currently a 0.68 FTE position, be made a full time position, and that its duties be expanded to include a focus on Community Cultural Development.**

Responsibility for the City's cultural services is currently divided between two recreation programmers. One, whose programmes are offered primarily at the Hyde Creek Centre, focuses on recreational cultural programmes. The other, who is housed in the Parks and Recreation building, has focused on higher order community-based programmes and special events. The creation of a part-time position dedicated to community and civic events (such as festivals) is now underway.

If the Community Cultural Development and other initiatives recommended in this report are to be attended to in an effective manner, and if the participant and audience development and service enhancements proposed in this report are to be achieved, then there is a need for additional staff resources.

Converting the position of Cultural Programmer to a full time position in the short term would provide the staff resources necessary to begin to implement the Plan. It is proposed that the position include a major focus on Community Cultural Development, an approach to service delivery that applies the principles of community development to the area of culture: relationship-building, community empowerment, asset building, volunteer development, and so forth. In addition to addressing cultural opportunities in the community, this expanded position should also be responsible for enlisting the arts to address broader community issues and concerns.

- 22. That the City of Port Coquitlam provide additional staffing resources in the future to match growth in demand for community-based cultural activity.**

The implementation of a Community Cultural Development approach to facilitating opportunities may in time require the addition of further staff resources to meet increased expectations and to expand participation in cultural activity. Given the unpredictability of the magnitude of initiatives that the community may wish to undertake, it is uncertain when additional resources may be required, but it will likely fall within the medium term.

23. That the City of Port Coquitlam continue to provide staff participation in the Greater Vancouver Regional District's regional cultural planning process.

The Greater Vancouver Regional District's draft regional cultural plan has been developed over a period of several years and has now been presented to member municipalities for their review. The plan advocates the creation of a staff position to address issues and initiatives at the regional level, and suggests that member municipalities contribute to a levy to offset the costs associated with the position and its initiatives. Given the need to co-ordinate the cultural activity of the member municipalities, and given the potential financial impact on the City, it is recommended that the City continue to provide staff resources to sit on the regional plan's steering committee, to provide Port Coquitlam's perspectives to the committee, to assist the committee in its work, and to report back to Council.

Goal J: To Enhance Financial Resources for Cultural Activity

24. That the City of Port Coquitlam explore the development of a Port Coquitlam Foundation, including a cultural section, to assist with the funding of cultural and other initiatives within the boundaries of the City.

British Columbian municipalities are increasingly looking for creative ways to fund their services. A number of municipalities (such as Surrey) have recently facilitated the establishment of community foundations to raise and disburse funds in aid of community initiatives. The creation of a Port Coquitlam Foundation would provide a focus and a vehicle for community fundraising. A number of funds could be created within the Foundation, one or more of which could be devoted to culture. The Vancouver Foundation has assisted other community foundations in the past by providing seed money on a matching basis. While the creation of a Port Coquitlam Foundation might be initiated by Council, its development and subsequent operation should be community-driven. Further, while the foundation should have a cultural component, City staff would not play a direct role in its administration.

25. That the City of Port Coquitlam explore one or more of the following opportunities to augment its funding of cultural services and opportunities in the community.

a) The establishment of a Port Coquitlam Builders and Developers Cultural Facilities Trust. At least two Lower Mainland municipalities (the City of Coquitlam and the Township of Langley) have established arms-length trusts to solicit donations (generally based on a contribution per housing unit) from builders and developers undertaking projects in their communities. Donations to Coquitlam's Builders Trust assisted that community in the development of the Evergreen Cultural Centre. Langley's Trust has assisted the Langley Community Music School in the construction of a major new facility. It has also assisted the Langley Players to renovate the Langley Playhouse.

b) *The establishment of a matching funding programme for cultural initiatives in the community.*

Municipalities are constantly challenged by the desire to create new programmes and the need to find new sources of funding to support them. A growing number of jurisdictions (including senior levels of government and foundations) offer funding to community initiatives on a matching basis. This lessens the impact on taxpayers and builds community ownership in specific projects. In Port Coquitlam, community groups might raise their share of the funds required for a project through grants from business, service organizations, foundations, and individual philanthropy.

c) *The provision of density bonuses to developers providing cultural amenities to the City as part of new development.*

A number of municipalities have developed systems whereby developers are allowed increased densities in new development in return for providing cultural amenities to the City. There are various significant examples of this in the region. When the Cathedral Place development was built in Vancouver, the developer was allowed increased density in return for providing space for the Canadian Craft Museum. Nearby, the Hong Kong Bank of Canada received permission to build at a greater than normal density in return for providing space for exhibitions in its lobby area. In what was a highly creative solution at the time, the owners of the Park Place development in the same area were able to purchase the redevelopment potential of the Christ Church Cathedral site from the Anglican diocese (thereby preserving the historic building), with assent from the City, in return for an annual payment to the cathedral. While the potential for agreements of this magnitude does not exist in Port Coquitlam, there is nonetheless potential for more modest density bonuses that could benefit the City's cultural life in a tangible way.

d) *The establishment of a cultural facilities capital reserve fund and/or designated funds for the future development of cultural facilities in the community.*

In an effort to develop alternatives to uncertain funding mechanisms such as money referenda, a number of British Columbian municipalities have created special purpose reserve funds into which a portion of their revenues are deposited each year. One example is the Township of Langley, which created a reserve fund for cultural facilities over a decade ago. The creation of a cultural facilities reserve fund in Port Coquitlam would assist the City in developing the series of cultural facilities that will be required in the future.

26. That the City of Port Coquitlam increase its level of funding for its cultural programme area.

Statistics provided by the Greater Vancouver Regional District indicate that the City of Port Coquitlam's annual operating spending on culture ranks second lowest in the region. If the City wishes to create greater balance in the services it provides to its residents, and if it wishes to create a complete community, additional expenditures on culture will be required. Prior to increasing funding for cultural programmes, however, it would be prudent for the City to increase its level of staffing in the cultural area, to ensure that this increased funding is administered effectively.

27. That the City of Port Coquitlam transfer responsibility for the administration of its current cultural grants to its Parks and Recreation Department.

If the City is to take a new and holistic approach to the delivery of cultural services and the facilitation of cultural initiatives, it would be appropriate to unite its various cultural initiatives and services under a single umbrella. This will eliminate confusion on the part of the public and result in a more efficient delivery of services.

28. That the City of Port Coquitlam increase the levels of its annual grants to community cultural groups.

Assisting community-based cultural groups to deliver services lessens the need for the City to provide those services itself, potentially at greater cost. A modest and judicious increase to grants provided to community groups will contribute to the improvement and expansion of cultural services in the community. As noted above, with respect to funding for cultural programmes, it would be advisable for the City to augment its staffing for culture prior to increasing its annual grants to community cultural groups.

29. That the City of Port Coquitlam provide financial support toward the implementation of the Greater Vancouver Regional District's regional cultural plan in the medium to long term.

While the GVRD's Regional Cultural Plan proposes that members of the Regional District contribute to a regional services, it is recommended that first priority be given to funding the cultural objectives of the City, within the boundaries of the City. Once a demonstrable increase in activity and service levels in Port Coquitlam has been effected, it will then be appropriate to consider providing funding for regional initiatives.

Appendices

Appendix A

Principal Interview Themes

PERC

City of Port Coquitlam

Cultural Policy and Plan

Stakeholder Interviews: Initial Themes

Dance

- Arts Council has a Port Moody emphasis
- Lots of dance students in PoCo (almost 600)
- The Evergreen theatre is a problematic place in which to perform
- Terry Fox Theatre is just ok, City missed boat
- PoCo Arts need to be showcased on stage, all together
- Community lacks interest in the arts
- Council supports minor sports to exclusion of arts
- Needs a lot of promoting
- Low ambitions for facilities, adapt rather than build, feeling burned, overtaxed
- City needs to provide leadership, not ARC
- Generally, participation levels are low
- Need a movable dance floor or festival stage
- Re-apportion the existing funding pie to give culture greater resources
- Feeling of betrayal
- Suspicious of City's initiative

Theatre

- Dance is healthy, theatre is emerging
- Stage 1 has a good, under-utilised facility
- Terry Fox Theatre is good for dance, not theatre
- Terry Fox Theatre needs more public days (City's 30 days are used up)
- Need to expose residents to excellence from outside the community
- Too much emphasis on sports
- People want local entertainment
- Need audience development
- Do the "Kelowna thing" here
- Do a festival of the arts
- Get municipalities together
- ARC is Port Moody based
- City should play a bigger role, co-ordinator, developer
- Or an arms-length employee
- Cut the pie differently, not so much to sports
- City Council is not arts-friendly
- Need an arts board or commission, official status, to advocate
- Suspicious of City, are they serious?

Wilson Centre (Seniors)

- Arts could revitalize downtown
- Bring street vendors downtown
- Some services for seniors in homes
- Need better networking, marketing, calendar of events
- Need regular theatre series
- Need populist performances to build audience
- Link seniors with secondary schools, intergenerational
- Rehabilitate "Rumours"
- Need bandshell in a park
- Promote cultural industries
- Create public art
- There is latent talent
- Most people are interested
- Street performers
- PoCo Arts Foundation
- Need a PoCo Arts Coalition of all groups

Heritage

- Need a stand alone Museum and Archives
- Build first, people will donate artifacts later
- A little programming by a small group
- Need a bigger regional theatre in 10 years
- Mayors need to open communication channels
- Intergenerational activity is good
- Need a free standing arts complex with all disciplines together
- Establish basic local services first
- Interest is now low, poor attendance
- Some travelling shows have been well received

Music Teachers

- Only a handful of teachers in PoCo
- But more than 200 students
- Uses facilities in Ridge Meadows
- Also uses local Baptist Church, Place des Arts
- TF Fox Theatre is good, but too small
- Participation levels are low
- Public interest is only in their children's performances
- Little visual arts in school
- Students do not attend events in Vancouver
- City not exposed to excellence
- Need seed money for festivals

ARC

- Mandate expanded geographically 5 years ago
- Is an advocate in the community
- Also does lots of programming
- Is also an information network
- Has had less impact in PoCo
- Large number of groups represented
- Tries to balance programmes in 3 cities
- PoCo should emulate Public Art initiative (populist) being sought in Coquitlam
- PoCo residents are blue collar, some afraid of the arts, have little exposure to the arts
- Need to build audience incrementally
- Fear of mystique of arts
- Not a strong arts community, unlike Port Moody
- Evergreen is struggling
- Leigh Square has great potential
- Reserve a site for a regional facility and festival
- Involve 3 councils
- Downtown PoCo art walk
- Street banners, revitalization

BIA and Cultural Industries

- Hyde Creek is inadequately used with insufficient equipment
- Need one central place for the arts
- Lougheed and train tracks divide the community
- PoCo's programmes do not have as good a reputation as New Westminster's
- People are going elsewhere, and community is not being built
- PoCo is not a community: new people are connected to former communities
- Programmes and services need better marketing
- Need partnerships between arts and business
- Need a PoCo theatre group
- PoCo needs a festival or should be part of a larger festival
- The arts need City staff and City dollars
- Staff should be at arms-length from the City
- City is not arts-conscious and must be educated
- ARC should offer more in PoCo
- Fraser River and Port Mann are barriers to cultural tourism
- We are missing both a person (coordinator/advocate) and a supportive climate
- PoCo is notorious for going it alone
- People feel local means second rate
- We should pick a niche and do it better than anyone else
- Old community was blue collar and isolated, and that attitude still prevails
- PoCo has no local newspaper, no face, no identity as far as some are concerned
- Press should be telling the good news stories

Social Services Group

- PoCo lacks sense of community compared to, for example, Port Moody
- PoCo Council does not support the arts, and this works against building community identity
- Exposure to arts builds people's skill, abilities, self-esteem, promotes socialisation, is preventive in nature
- City has offered good programmes and has had a poor response, this is due to poor promotions
- We need alternate types of marketing
- Some people are not aware of a PoCo identity
- Many people are caught up in commuting, and have no time for community activities
- Multi-cultural population is not connected to mainstream or older community
- Partnering is vital
- Parks and Recreation should provide supports required for handicapped to participate in programmes and to use facilities
- PoCo should use its parks better, for cultural activities (art, music, theatre in the parks)
- Showcase local talent to build awareness and pride
- Bring in outside talent to push the envelope
- The three councils must get together
- Work with youth, involve them
- We have the facilities we need, but they aren't being well used
- Arena atrium is a big unused space
- Heritage management plan is required
- Better facilities for heritage are required
- A video on PoCo history would be great: could be included in a "Welcome to PoCo" video for new residents
- Facilities and artists should host an open house
- We need to investigate what is happening in other two cities and insert ourselves where appropriate
- We are tripling our efforts with 3 cities
- Agencies are now working together, Councils should do the same
- Consult with citizens re: programming: too many are cancelled do to lack of registration
- Parks and Recreation is under-resourced, with unclear responsibilities
- City should partner with ARC more
- Partner, don't reinvent wheel
- We need an arts and culture committee with youth involvement
- Rename department: Parks, Recreation, and Culture
- There is latent interest in the arts, its just needs to be mobilised
- Community must be empowered to shape future services
- Support staff should not have to pay for access to programmes and facilities
- Ask the people if they prefer to have some debt in return for more services
- The Committee system needs to be expanded to permit more citizen involvement

Professional Artists

- PoCo Parks and Recreation does not pay its arts instructors as well as Coquitlam's
- Need a mechanism and place for visual artists to gather, share, show, sell
- All the arts should be together under one roof: synergy
- Visual artists live in PoCo but are invisible, not known to public or to each other
- Need opportunities for the artists to meet the public: mutually beneficial
- Mosaic, mural and banner programmes in PoCo are excellent
- Art can be used for healing: homeless, addicts, mentally ill
- Need to use parks better for the arts
- Need a central place for the arts
- Many people must leave the community to see or view cultural presentations
- Leadership should be a City responsibility, like exec director of ARC
- PoCo needs its own arts council
- PoCo should have an "arts alive" weekend, like Langley's
- We need to focus activity downtown, tie to revitalisation
- Funds should come from City, advertising space in arts publications and promotional materials
- This is a challenging community" blue collar, low income, lone parent families
- Put art in the recreation centres to counter emphasis on sports
- We need to develop audience painlessly at an early age
- Put all the arts together, synergy, symbiosis
- Partner with business

Art Focus and Coastal Sound

- PoCo has lots of youth opportunities for sports, but less so for the arts
- This is also true of experiences for adults
- The three cities do not work together
- Should be one Parks and Recreation Department for all three jurisdictions
- The individual identities of the three cities have faded
- People don't want to drive to get quality services, but have to
- We need local arts venues
- We need VAG quality shows here in our own community
- We need master classes here in our own community
- PoCo should have a public art gallery, like Place des Arts and Evergreen
- Travelling art shows would be great
- PoCo needs a museum to show and tell our history
- All aspects of the arts should be in one facility
- Three cities should host a festival together, a cultural tourism event
- Evergreen is an unsatisfactory facility
- Councils lack the resources required to build and operate a better facility
- Parents need to be educated about the value of the arts, children need to be exposed to the arts at an early age
- Rename the department: Parks, Recreation, and Culture
- A bigger piece of the pie should go to culture

- Our Councils need to be educated about the value of the arts to a community and its residents
- Community groups should partner to promote the arts
- Programming in the three cities should be better co-ordinated: there is only one audience
- ARC should be the co-ordinator
- There should be a population-based funding formula for ARC
- We should use the existing arts council and put supportive councillors on it
- There is no venue suitable for large performances of both dance and choral music
- Cities should do an economic impact study re: the arts in the three cities

Terry Fox Theatre Advisory Group/Coquitlam Music School

- Groups needing bigger house should hold performances over 2 or more days
- Performing arts should be taken to the people: Leigh Square and Lions Park
- PoCo needs a bandshell. There is only one in the three cities
- Tie the arts to downtown revitalisation
- Access to downtown is an issue due to congestion, lack of Lougheed crossings
- PoCo residents have few local cultural choices
- Many programmes and services are poorly known
- Better marketing is required, e.g. a website or hotline
- Outdoor performances in all genres and outdoor visual arts shows would be an asset
- Downtown PoCo is the only real downtown in the three cities, art would beautify it and draw people to it
- We need a fuller range of arts-related programming: visual and performing
- Local talent is unknown or undervalued, people should be more exposed to it
- We will need a 650 seat theatre in 5 to 10 years
- We currently need a space for the creation and exhibition of visual art
- Don't duplicate the gallery at the Evergreen Centre
- Parents give priority to sports at expense of arts (e.g. music lessons)
- City has a history of funding only sports
- A policy is not enough, funding will have to go with it
- This is a opportunity for the City to build a community vision, to build ownership and commitment

Appendices

Appendix B

**Notes From Community Workshop
October 2000**

PERC

Port Coquitlam Cultural Policy and Plan

Notes from a Community Workshop October 2000

1.0 Creating Performing Arts (focus on artists' skill development)

- Drama classes (**2 votes**)
- Performing arts schools workshop
- Acting for film and television courses
- Mentoring programmes (**4 votes**)
- International exchange programme
- Sister city programme (**1 vote**)
- Work with SD 43 towards fine arts school
- Form an arts council specific to Port Coquitlam to work in conjunction with ARC (**10 votes**)
- Planning/economic development initiatives to promote, attract, and facilitate arts/cultural entrepreneurs and facilities (studios, schools, theatre, etc.) (**2 votes**)
- Working with groups in existence to help facilitate facilities for practice of arts (reasonably priced)
- Trained theatre staff, all disciplines
- Senior programming classes/all ages + kids

1.1 What's Needed?

- Improve community spirit
- Money from somewhere!!!
- Accessing existing community
- Facilities- local schools
- Supporting Terry Fox Theatre (**3 votes**)
- Creating rehearsal spaces for community groups
- Community theatre group
- Bring in professionals well-known in the industry for the workshops. (**10 votes**)
- Advertising in critical- be sure you attract all ages, including teens
- Introductory university type programmes/exchange the theatre
- Financial incentives
- Public/private partnerships
- Artists Trust (could apply to arts and crafts also): where a broad constituency raises money for and encourages the arts
- Create an initiative for performing arts support groups such as staging and props. There are few facilities offering rentals such as these. Those developing to be of service of rental to others
- Funding- possibly per capita like amateur athletic association (**3 votes**)

2.0 Showcasing Performing Arts (focus on the audience)

- Musical theatre productions (**3 votes**)
- Stage plays (similar performances as Evergreen) (**1 vote**)
- Performing art program that will travel to other Parks/Rec/Areas
- Well designed (acoustics, lobby, seating) performance venues, possibly dual purpose (school, private use, not for profit performing group usage)
- A big bulletin board/brochure rack in the lobby of the Rec Complex (**1 vote**)
- Bandstand in Lions Park (**1 vote**)
- Fine tuned acoustics @ venues
- Easy and accessible schedule of events in the Tri Cities > something bimonthly/monthly that I can post on the fridge (**3 votes**)
- Three to four day festival events throughout city (**2 votes**)
- Arts calendar
- Commissioned public art pieces
- Coordinated promotional approach of delivery of services from the private and public sector
- Financial backing/public private partnerships for play/theatre productions
- Inclusion of all age groups
- Public space as a stage- street performances, buskers, etc. (**2 votes**)
- Get together with other communities to bring larger art performances to this area: Tri City focus (2 votes)
- Music and dinner theatre package with local theatre and restaurants (**3 votes**)

2.1 What's Needed?

- Funds to add to our existing facilities (**1 vote**)
- More fundraising programmes and community awareness of the needs
- Exchange programme with university/international theatres
- Public boardwalk on the river. Westminster Quay/Granville Island (**1 vote**)
- Get all the groups to come together and offer a "trial" of their services e.g. 2 for 1, 1/2 day workshop
- Adequate staging and facility (not 250 to 300 seats) for all art groups, performing and visual (2 votes)
- Support your local theatre, buy a seat at Terry Fox Theatre
- Create an exciting mix of professional, amateur, community performances (**1 vote**)
- Reasonable prices - free Tuesdays?, kids get in free?
- Make sure that whoever is in charge has knowledge or background in the field

3.0 Creating Visual Arts and Crafts (focus on artists)

- Artists in residence programme (**2 votes**)
- Creation of public art works (**1 vote**)
- Studios to work in CLUB: painting, sculpture, band, music (**1 vote**)
- Practice hanging/installing non-traditional (i.e. installations, fibre art, sculpture, etc.), a visual art form (hanging stuff is really hard work)

- Establish a formal programme for the creation of public art > thematic, annual "call" to artists/ public arts competitions
- Provide opportunities to bring established artists in to mentor emerging artists = development **(1 vote)**
- Encourage practice of all art forms in all levels of schooling
- More arts courses available - encourage participation at beginner or "non-artist" level
- Satellite art programmes in neighbourhoods utilizing school facilities
- Educational opportunities for art media from a variety of ethnic cultures and for all ages
- Much better scheduling and competing art venues. More advance notice
- "Junior" art exhibits in public facilities (city hall, community centre) rotate exhibit through the schools in the community **(3 votes)**

3.1 What's Needed?

- Raise art and cultural consciousness in community through advertising and leadership
- Get the kids interested from school displays/workshops, etc. and the parents will follow
- Supporting local artists through funding raised either through fundraising or public private partnerships (i.e. the Builders Trust in Coquitlam) **(7 votes)**
- Involve in the activity mass media **(1 vote)**
- Committee to organize
- Art Centre
- Artist exchange programmes- introduce artists to other areas throughout the community
- Organize exhibits for Tri-City thru ARC/Arts Council not 3 cities all separate
- More venues for one person shows so the artist can be better able to sharpen their vision

4.0 Exhibiting Visual Arts and Crafts (focus on audience)

- More often and more range to exhibits such as displayed City Hall this past May
- Display in an area where I might be just passing by - that will encourage my interest **(1 vote)**
- Permanent spot in an existing facility for year round exhibits - make it a gallery-like setting
- Gallery promotion flyer of all art displays
- Sculpture fountains (think of Rome or Paris)
- Multicultural murals
- Involve in exhibiting well known artists as well as students and newcomers
- Opportunities to view/experience public art (visual) e.g. sculpture gardens, street art, public spaces as art, etc. **(1 vote)**
- Readily available list of venues/schedule (timing), less "pile up" in October
- Alternative exhibit spaces: retail space, warehouse, public spaces, private **spaces (5 votes)**
- Expand downtown beautification project to involve public art displays **(3 votes)**
- Exhibiting emerging artists' works
- Exhibitions and acquisition programme to promote/develop education of visual arts

4.1 What's Needed?

- Permanent venue
- Warehouse space
- If not a permanent venue, several different venues in public buildings to raise awareness of the arts
- Monthly meeting to strategize and plan next move. Newsletters and a structured organisation to oversee project
- Art Loan programme
- Re-open theatre as theatre
- Make public spaces available for art- commission public art projects and venues **(5 votes)**
- Create colour/people with display talents (visual impact) to attract people
- Public Art Gallery
- Awareness in the business community that "art is good business" **(1 vote)**
- Launch a commercial district art exhibit/walk

5.0 Preserving and Showcasing our Heritage

- Creation of a historical village **(1 vote)**
- Preservation of heritage through period costumes presentation
- Historical collection of the performing arts (e.g. Ed Harrington, Kirkwood, et al)
- Aural histories
- Archival preservation- full time archivist
- Make public more aware that we exist (PoCo culture + heritage) and that we are looking for items to display. Awareness.
- Have more writing in papers from different cultures **(1 vote)**
- Print a leaflet highlighting PoCo's older homes and buildings and telling a bit of their histories.
- Tours
- Ditto > establish heritage "walks" around PoCo to view historic sites, buildings, etc. Provide "experts" on these subjects to lead walks and teach our heritage. **(2 votes)**
- A school presentation = encourages children to be proud of their community **(1 vote)**
- Restore and preserve historical sites
- Historical walking tour

5.1 What's Needed?

- Turn Marian Krocker Park into a heritage theme park **(1 vote)**
- Restore and move existing historical buildings to a preserved site
- Better facility and more staff for heritage market and have more "open house" situations
- Designating a section of the leisure guide to showcase heritage and preservation
- A permanent free standing heritage centre, owned by the PoCo Heritage and Culture Society . Fundraising efforts are now underway. Perhaps consider public private partnerships for this goal also **(6 votes)**
- Develop and compile heritage inventories: architectural and natural (1 vote)
- A travelling display/hall of fame that goes to the schools. Showcase the neighbourhood that the school is in. **(3 votes)**

- Create a heritage flyer (**2 votes**)
- Create a heritage trust (awareness and fundraising board) (as in Coquitlam)
- Develop heritage waterfront park/facilities (**1 vote**)

6.0 Festivals and Special Events

- Integrate arts/culture and sports events
- Create an umbrella festival society (**2 votes**)
- Lack of arts based festival and events in unique locations (e.g. music in the park type - need more of)
- Community markets (as form of cultural experience/event) (3 to 4 day events) (**2 votes**)
- Performing Arts: music and dance festivals such as Coquitlam and Surrey
- More musical and orchestra events open to public
- Have a festival devoted solely to the arts
- Something to interest the 12 and the 20 year olds (**3 votes**)
- Not just family things. That mean parents and toddlers. Don't forget singles and seniors
- Dragon boat races on the Coquitlam River (**1 vote**)
- Literary writers festival - smaller version of Word on the Street (**1 vote**)
- Focus and Deliver a few well done events. Don't try to be everything to everybody. (**2 votes**)
- Don't do everything at the same time every year. Stagger events

6.1 What's Needed?

- Marketing, media exposure, planning committees, volunteers, local arts council (**8 votes**)
- If you're going to draw a big crowd, provide enough parking (or a shuttle bus) (**2 votes**)
- Partnering and cooperation with other municipalities in the area
- Direction- volunteers need it!
- City "granting" programme
- Port Coquitlam film fest of local talent
- Everybody I know wants to sell their stuff- who's buying? And in what venue? (it costs money to create art) (**1 vote**)
- What about a talent show? (**1 vote**)
- Link with broader regional events/festivals - with local activities (e.g. Vancouver International Film Festival > local film events) (**2 votes**)
- Film Festival (Vancouver style) be first in area!

7.0 Other Cultural Experiences

- Create a cultural industry initiative such as an "international" art camp
- A place to accommodate accomplishments by the people of Port Coquitlam (Hall of Fame experience) (**3 votes**)
- Create linkages between community and artists through Public and Community Art Programmes (**2 votes**)
- Artists in residence programme in workplace, schools
- Integrated cultural district with business and arts industries (i.e. Granville Island) (**3 votes**)

- Create some kind of pipeline or clearing house for all cultural info available on-line, in print, etc.
- Racial Harmony Festivals, multicultural event
- A Cultural newsletter **(1 vote)**
- Getting there on transit! Not so easy!
- Raise collective consciousness **(2 votes)**
- Economic spin-off from art/culture
- Inclusive cultural environment - policy statement, visual inclusiveness in brochures, staff development, welcome signs, translations, integrated programmes (1 vote)

7.1 What's Needed?

- A vision to embrace. **(3 votes)**
- Acceptance of vision and commitment to it
- Drive to achieve it
- Think locally, act regionally. Integrate cultural experiences with our sister communities e.g. arts tours that cross municipal boundaries **(1 vote)**
- City adopt a policy that allows for artists to join design teams on projects that enhance public spaces and built environment **(2 votes)**
- Look at a literature activity as solo endeavour versus group endeavour - what would the "artist" need to practice?
- Staff development to create an inclusive environment (language bank, rep on inter municipal cultural diversity committee in the lower mainland). More visual opportunities (i.e. brochures, flyers)
- Boost awareness in all cultural activities **(3 votes)**
- Educational awareness programme for all arts/cultural activities
- More volunteers (don't treat our communities as only "bedroom" suburbs > you live here, help support your community.

Appendices

Appendix C

**Notes from Community Workshop
January 2001**

PERC

City of Port Coquitlam

Cultural Policy and Plan

Community Workshop Notes January 2001

A Community Workshop was held at the Wilson Seniors Centre on January 16, 2001. Participants included community leaders from a wide range of disciplines. The goal of the workshop was to develop a draft Vision Statement for Culture in the City of Port Coquitlam.

Warren Sommer opened the meeting by welcoming participants and explaining the work of the consultants in developing a Cultural Policy and Plan for the City, in collaboration with the community. Participants were requested to briefly put aside the interests of specific groups that they might be affiliated with, and to think of the cultural aspirations of the community more generally.

Brian Johnston then conducted a workshop which elicited ideas about how residents would like the cultural life of their community to look in the future. Like ideas were matched with each other, and a series of themes for inclusion in a community Vision Statement for Culture was developed.

It was agreed that the consultants would develop a draft Vision Statement using the results of the meeting, and that this would be subject to review by those in attendance before being amended and placed in the draft report. The final version of the Vision Statement can be found in the body of the report in section 6.0. The Vision Statement also forms part of the Cultural Policy presented in section 8.0.

Appendices

Appendix D

Cultural Groups in Port Coquitlam

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Cultural Groups, Organizations, and Services in Port Coquitlam

Group	Description, Services, & Activities	Facilities Used
ARC Arts Council	Registered not-for-profit society advocating for the arts, providing information, and offering programmes primarily for the residents of Port Coquitlam, Coquitlam, and Port Moody. The Arts Council organizes visual arts exhibitions at Port Coquitlam and Coquitlam City Halls, as well as at Place des Arts. It also organizes a Faces Festival including a craft fair and art walk in conjunction with the Faces Festival at Blue Mountain Park. Its annual Performing Arts Gala showcases talent from the three cities.	Port Moody Arts Centre (former City Hall)
Art Focus	Not-for-profit society established in 1993, with members mainly from Port Coquitlam, Coquitlam, Port Moody, and Pitt Meadows. Art Focus presents 2 large <i>group</i> shows each year. <i>Individual</i> members exhibit their work at various venues, including Place des Arts.	Mabbett Room of Port Coquitlam Recreation Centre, Place des Arts, Wilson Centre, Port Coquitlam City Hall, and Terry Fox Library (meetings and annual shows)
British Columbia Registered Music Teachers Association	Group of professionally certified music teachers, each working independently, generally from home-based studios, offering instruction in keyboards, flute, piano, organ, strings, and voice. Concerts are presented in various indoor facilities, as well as in parks	Ridge Meadows School, Mary Hill Baptist Church, Place des Arts
City of Port Coquitlam Parks and Recreation	The City's Parks and Recreation Department offers a comprehensive set of recreational visual arts and crafts and performing arts programmes, primarily for children, and mainly at the Hyde Creek Centre. Programmes include: dance (line, break, clogging, ballroom, and hip hop), woodcarving, ceramics, quilting, sewing, and miscellaneous crafts. A number of the department's children's programmes use the arts to develop physical and social skills in children. The department also plays a facilitative role in several community events with cultural components (such as Canada Day, May Day and Greek Day), co-ordinates the City's special community arts projects (such as the community banner programme), co-ordinates the Terry Fox Theatre public access	Hyde Creek Recreation Centre, Port Coquitlam Recreation Centre, Wilson Seniors Centre, Terry Fox Library

	programme, co-ordinates the Music in the Park programme, and administers the City's annual Arts Grants programme.	
Coastal Sound	Established c. 1989 as the Coquitlam District Choral Society, Coastal Sound draws its members and audience from Port Coquitlam, Coquitlam, and Port Moody. The organization, which is a registered not-for-profit society, offers 9 levels of choral instruction for students ranging from pre-schoolers to adults. Up to 6 concerts are performed each year, often with guest artists.	Has performed in Northeast Sector theatres but now presents its productions at Chandos Pattison Auditorium
Coquitlam Music School	Privately owned and operated music school founded c. 1972 and operating from leased premises in Port Coquitlam. The school operates 6 days per week and provides instruction to students ranging in age from 4 to 84. 50% of its students are adults, 25% are teens, and 25% are children. A total of about 12 recitals are presented each June.	Leases space in strip mall for instruction and rehearsals
Encore Dance School	Privately owned school is successor to Gracie's School of Dance (founded 20 years ago) offering classes to students from age 3 to professional level, in ballet, jazz, tap, acrobatic, and musical theatre genres. Participates in community events.	Leases 7,500 sq. ft. facility for instruction and rehearsals. Performs at the Shadbold Centre
Footloose Dance Productions	Privately owned school established in 1999, focusing on tap, hip hop and ballet for students ranging in age from preschool to seniors (75% of students are children under 16). Participates in summer festivals and community events and presents annual show.	Leases studio space for instruction and rehearsals. Performs at hospital, seniors homes, etc., and offers annual shows at Terry Fox Theatre and Evergreen Cultural Centre
Martiniuk School of Performing Arts	Privately owned and operated school of dance founded c. 1975, offering instruction in tap, jazz, ballet, and hiphop, as well as in musical theatre. The school and its students regularly participate in regional dance festivals	Michael J. Fox Theatre, Abby Arts Centre
K&S Dance Productions	Privately owned and operated school of dance founded c. 1991, offering instruction in tap, jazz, ballet, and hiphop. The school and its students regularly participate in regional dance festivals	Michael J. Fox Theatre; Abby Arts Centre
Port Coquitlam Heritage and Cultural Society	Not-for-profit society established in 1988 dedicated to collecting, preserving, and displaying artifacts and archival materials from Port Coquitlam's past. Participates in May Day, Harvest Festival, and Canada Day events, and opens its display centre to booked	Heritage Display Centre, with artifact storage at Northside Fire Hall

	school groups and the general public.	
Stage 43	Registered not-for-profit society mounting 3 major theatrical productions each year (classical, contemporary, and <i>avant garde</i>) and presenting murder mysteries and dinner theatre as fund raisers.	Leases facility for rehearsals, storage, workshop, etc. at Riverview. Productions are staged at Evergreen Cultural Centre and other venues
Stage One Centre for the Performing Arts	Business operating in an adapted industrial building south of the downtown core, offering programmes in dance, theatre, and music	Leases space in complex of industrial buildings
Table 23 Comedy Troupe	Informal group of young actors presenting improvisational comedy theatre in the community and throughout the region.	Rehearses in private homes and public parks. Performs at Terry Fox Theatre as well as at clubs and events throughout the Lower Mainland
Terry Fox Theatre Advisory Group (TAG)	Unincorporated group of citizens providing advocacy, fundraising, and programming support to the Terry Fox Theatre. Profits from the group's productions are directed to an endowment fund for long-term maintenance and for equipment purchases, as well as for scholarships.	Terry Fox Theatre
Theatrics Youth Theatre Society	Not for profit society operating in School District 43 and providing performing arts instruction for youth aged 4 to adult. Students participate in the organization's productions which presented in community venues several times a year. The society also offers training in TV and film acting, workshops to resolve community issues, and instruction in singing and choreography.	Community venues such as Poirier Recreation Centre, Evergreen Cultural Centre, and Terry Fox Theatre
Triad Concert Society	Not for profit society founded in 1981 to bring high quality musical entertainment to the community. Offerings range from classical to semi-classical and folk music. 5 to 6 productions are scheduled each year, drawing from through BC, elsewhere in Canada, and overseas.	Evergreen Cultural Centre, Inlet Theatre, Terry Fox Theatre
Wilson Seniors Centre Society	Registered not-for-profit society offering a rich and varied set of activities for its members, including: visual arts (oils, water colours, and drawing & sketching) and performing arts (line dancing, band, choir, piano instruction, and theatre).	Wilson Centre

Appendices

Appendix E

City of Port Coquitlam Expenditures on Culture 1996 - 2000

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City of Port Coquitlam: Cultural Net Expenditures on Culture 1996-2000

Year	Community Arts Programming(1)	Civic Events(2)	Community Events(3)	Arts Grants(4)	Heritage Centre	Special Art Projects	Designated City Staff	TOTAL
1996	2,700	6,400	**55,450	5,000	0	0	21,250	\$90,800
1997	3,150	7,900	**58,800	5,000	0	0	27,400	\$102,250
1998	1,500	1,950	87,950	4,600	0	0	18,000	\$114,000
1999	3,200	10,850	69,900	5,500	2,000	21,750	33,100	\$146,300
2000	16,350	10,950	71,250	5,550	6,000	29,500	46,500	\$186,100
Total	26,900	38,050	343,350	25,650	8,000	51,250	146,250	\$639,450

- Reporting Notes:
- (1) includes Community Banners, Music in the Park, Terry Fox Theatre Concerts
 - (2) includes Terry Fox Run, Remembrance Day, Greek Day, and misc. civic events
 - (3) includes May Day, May Day float, and Canada Day celebrations
 - (4) annual budget allocation for arts grants in \$13,000
 - ** 1996 and 1997 records are unavailable; figures are estimates only

- General Notes:
- A) Two capital expenditures during this 5 year period:
 - \$396,000 toward construction of the Terry Fox Theatre
 - \$90,000 to the Heritage Display Centre
 - B) Recreational Arts and Craft programming is run on a cost recovery basis;
 - Approximately 2,350 registrations and 2,300 hours of arts and craft programming were recorded in 1999
 - Two rooms in City facilities are designated for arts activities
 - C) The City contributes \$900,000 per annum to the operation of the Library as well as associated facility maintenance costs
 - D) Figures do not reflect less easily traceable expenditures such as subsidised use of City facilities by cultural groups and overhead for marketing, and so forth
 - E) A large portion of these expenditures relate to special events, rather than to activity of a purely cultural nature. The creation of a part-time position devoted to special events will result in a diminution of the budget available for cultural programming
 - F) Source: Finance Department, City of Port Coquitlam

Appendices

Appendix F

**Per Capita Expenditures on Culture in
the Greater Vancouver Regional
District 1995**

PERC

**Per Capita Expenditures on Culture in the Greater Vancouver
Regional District in 1995**

Municipality	Net Cultural Budget per capita
Burnaby	\$19.95
Coquitlam	\$2.53
Delta	\$4.83
Langley City	\$0.26
Langley Township	\$6.92
Maple Ridge/Pitt Meadows	\$9.95
New Westminster	\$15.53
North Vancouver City	\$9.98
North Vancouver District	\$8.75
Port Coquitlam	\$1.89
Port Moody	\$3.03
Richmond	\$18.32
Surrey	\$5.34
Vancouver	\$18.01
West Vancouver	\$29.74
White Rock	\$6.58
GVRD Average	\$12.29

Source: Greater Vancouver Regional District

Appendices

Appendix G

Public Cultural Facilities in the North East Sector

PERC

Appendix G: Public Cultural Facilities in the Northeast Sector

Municipality	Facility	Operation	Description
Port Coquitlam	Wilson Centre	Not for Profit	Seniors Centre located adjacent to Port Coquitlam Recreation Complex. Centre includes an art room with kilns and an activity used for sewing and textile art.
	Terry Fox Theatre	School District 43	School proscenium theatre with orchestra pit and removable thrust, with 336 to 350 seats with greenroom/classroom and associated facilities.
	Hyde Creek Centre	Public	Recreation centre with 25m. pool, meeting room, and art room with kilns.
	Heritage Centre	Not for Profit	Store front facility used for storage of Heritage and Cultural Society records, display of artifacts, and meeting space.
	Terry Fox Library	Fraser Valley Regional Library Board	Public library containing 3 multi-purpose rooms occasionally used for visual arts instruction and display
Coquitlam	Place des Arts	Not for Profit	Renovated mill manager's house with major new construction offering art exhibitions, recitals, music instruction, pottery instruction, two dimensional visual art instruction, and instruction in dance, drama, and yoga. Facility includes a gift shop.
	Evergreen Cultural Centre	Not for Profit	Purpose built complex includes an art gallery, 3 visual arts studio spaces, gift shop, rehearsal hall/dance studio, and 264 seat thrust stage theatre capable of conversion to 140 seat flat floor cabaret style theatre.
	Mackin House Museum	Not for Profit	Historic house museum in restored mill manager's house.
Port Moody	Inlet Theatre	City	193 seat proscenium theatre/Council chamber with fixed raked seating
	Port Moody Arts Centre	Not for Profit	Former City Hall building converted to include visual arts studios, pottery studio, music studios, art gallery, gift shop, and arts council offices.
	Port Moody Museum	Not for Profit	Former railway station restored and converted for use as community museum

*a major performing arts theatre is currently being planned for Maple Ridge, and will add to the stock of performance facilities within reach of Northeast Sector residents.