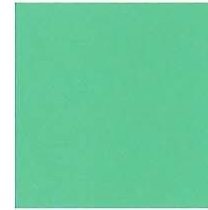
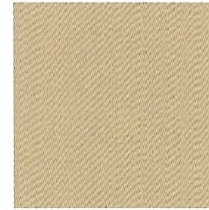
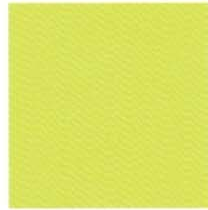
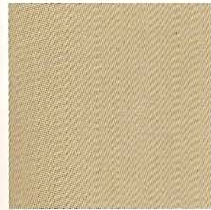
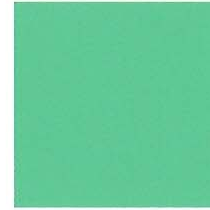
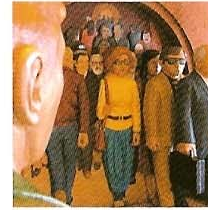
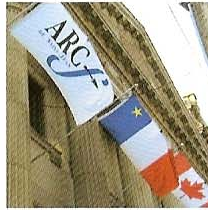
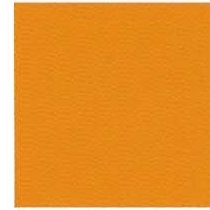
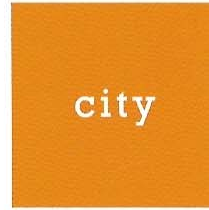
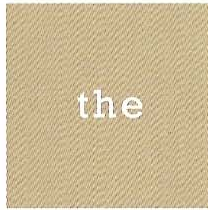
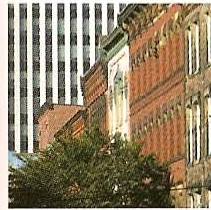


*City of Saint John* **ARTS & CULTURE POLICY**







The City of Saint John is committed to being a city in which the arts are accessible to all, artistic achievement, cultural diversity and heritage are valued and celebrated, and the community's uniqueness and vibrancy are reflected in its arts, culture and citizens, and in its commerce, buildings and facilities.

... there is no validity to the idea that art is a frivolous frill for an elegant elite. We need art.... We need art to learn about ourselves as we react and interpret. We need art to know ourselves. And knowing ourselves is the sound foundation of all life that develops beyond the purely physical. Artists help us to know ourselves.

- *The Right Honourable Adrienne Clarkson, Governor General of Canada (1999 to 2005)*

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## The Arts & Culture Policy

*The Arts and Culture Policy was adopted by  
Common Council on September 26, 2005.*

### **Saint John Common Council**

Mayor Norm McFarlane  
Deputy Mayor Michelle Hooton  
Councillor Jay-Young Chang  
Councillor Stephen Chase  
Councillor Ivan Court  
Councillor Bill Farren  
Councillor John Ferguson  
Councillor Peter McGuire  
Councillor Glen Tait  
Councillor Christopher T. Titus  
Councillor Carl A. White

### **Saint John Community Arts Board**

Michael D. Wennberg – Chairman  
Peter McKelvey – Vice-Chairman  
Bernard J. Cormier – Secretary / Ex officio  
Tim Blackmore  
Peter Buckland  
John Foster  
Deputy Mayor Michelle Hooton  
Philip Huggard  
Dr. Robert MacKinnon  
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Leslie Oland  
Andrea Scott  
Janet Scott  
Jill Whitehouse



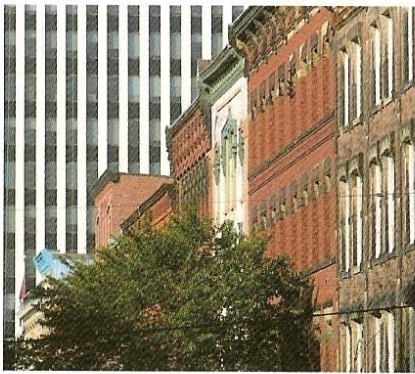
Saint John  
Community  
**ARTS**  
BOARD



CONSEIL  
D'ADMINISTRATION  
**DES ARTS**  
de la communauté  
de Saint John

### **Acknowledgements**

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Saint John Theatre Company / Saint John String Quartet /  
InterAction Children's Theatre / Opera New Brunswick  
Booklet Design/Layout: Lise Hansen



Painters and writers are not acts of god; they come out of specific communities and are the individual points where those communities have become articulate.

- Northrop Frye

## 1.0 Introduction - The Creative City

**1.1** Common Council recognizes the importance of Saint John being, and being seen externally as, a “creative” city. Council agrees that it must play an ongoing leadership role to ensure that this happens.

**1.2** Common Council recognizes the key role that arts and culture play in Saint John’s social, cultural and economic development, as vehicles for growth, urban renewal, and effective marketing of Saint John.

**1.3** Specifically, Common Council recognizes that arts and culture (including heritage):

**Generate Economic Wealth.** In addition to being employment generators in their own right, arts and culture

attract businesses to Saint John. Arts and culture are a significant economic development magnet, and they contribute to the success of other sectors - such as tourism and trade.

**Improve Quality of Life.** Arts and culture contribute to good personal health, good mental health (by reducing stress and depression), high self-esteem and positive self-image. They also provide important means for demonstrating and developing creativity and self-expression.

**Reduce Anti-Social Behaviour.** Arts and culture help to reduce self-destructive behavior, thereby reducing crime. Arts and culture also help to reduce racism through increasing understanding of, and between, cultures.

**Build Healthier Communities.** Arts and culture assist with the development of social skills and stimulate

participation in family and community life. They act as a catalyst to build strong, self-sufficient communities. They help people understand their neighbors, their history and their environment, and help to generate pride in Saint John's different communities.

**Provide Opportunities for Minority Groups.** An open and vibrant arts community and awareness of arts and culture help minorities to feel part of a welcoming Saint John community. Arts and culture provide a vehicle for inclusion, without insisting on integration.

**1.4** Through this policy, and the adoption of specific action plans developed under it, Common Council will support the development of local artists and public art, generate new employment opportunities, develop opportunities for arts expression, participation, presentation and exhibition and improve the quality of Saint John's built environment.

## 2.0 Definitions

**2.1** For purposes of this policy:

(a) **Art** is a process of human creation or invention of an original idea with aesthetic content. Art is expressed through participation, performance, display, and exhibition, by people in both professional and amateur capacities. A *work of art* is produced by the transformation of an original idea through the artist's skill, technique and knowledge. It is a creative process in which culture is reflected, perceived, interpreted, and presented. It includes (without limitation):

- (i) visual arts (painting, sculpture, printmaking, fine craft, photography, mixed media);
- (ii) literary arts (fiction, non-fiction, poetry, playwriting);
- (iii) performing arts (theatre, music, dance, opera);
- (iv) media arts (film, video, animation, sound recording, cyber arts);
- (v) arts industries (production line craft, publishing, graphic and surface design);

- (vi) civic arts (building architecture, landscape architecture, urban design, art in public places); and
- (vii) community arts (ethno-cultural or folk arts, recreational arts, variety and novelty arts).

(b) **Arts activity** includes (without limitation) concerts, shows, plays, book launches, readings, events, exhibitions, parades, festivals and displays.

(c) **Arts infrastructure** includes those elements which foster the arts, including funding, buildings, facilities and other physical assets, programs, services, and services-in-kind; and includes arts groups, arts organizations and arts suppliers.

(d) **Culture** encompasses all manner of human activity. In the broadest sense, it is the way of life of a people. It incorporates art, heritage, history and all the other traits and elements that distinguish a given society as it evolves over time; including its identity, its environment and its vision of the world.

## 3.0 Purpose Of This Policy

**3.1** This policy articulates the position of the City with respect to arts and culture. Actions of the City, including those policies and procedures subsequently developed, will be consistent with the principles, goals, roles and actions described in this policy. The purpose of this policy is to:

- (a) formally establish the place of arts and culture in the life of Saint John, and as such, to acknowledge arts and culture as one of the means by which the City commits to enhancing the quality of life of its citizens and visitors;
- (b) help define the role of the City in community development using arts and culture; and
- (c) assist the City in its decision-making with respect to tangible support for arts and culture – including investment, in-kind assistance, programming, promotion, planning, development, other municipal services and communications.

## 4.0 Principles Of This Policy

4.1 This policy is based on the following principles:

**Artistic Diversity.** A wide variety of art forms should be recognized and encouraged as contributing to a full and vibrant arts life in Saint John. Both contemporary and traditional art forms are recognized and valued, and creative risk-taking is encouraged.

**Cultural Diversity.** The many different ethnic and linguistic cultures in Saint John are encouraged to celebrate and promote their distinct cultures and art forms, and maintain the meaning and history behind their cultures and art. The sharing of these arts forms will help increase understanding and acceptance of cultural diversity.

**Accessibility and Participation.** The arts should be accessible to all. Participation in, and appreciation of, the arts by Saint John residents and visitors – regardless of where they live, work, play and socialize - should be encouraged.

**Recognition of Achievement in Arts and Culture.** Creativity, innovation, and excellence should be valued, supported and celebrated as essential elements of arts community development.

**Partnerships.** Partnerships between government, businesses, individuals and the arts community enhance the creation and provision of arts activities, access to the arts, and recognition that Saint John is a creative city.

**Public Art.** Art in the public domain should be encouraged, properly maintained, and promoted.

**History and Heritage.** Saint John's unique history and heritage, including its unique built heritage, should continue to be preserved, used and promoted.

**Integration.** Arts and culture development must be integrated into all of Saint John's plans and activities.

## 5.0 General Goals & Objectives

### 5.1 Goal 1: Accessibility and Participation

Saint John residents and visitors should have the opportunity to participate in a variety of arts and cultural activities and have access to performances, concerts and exhibitions. Participation in and appreciation of art enhances the lives of residents and contributes to the development of the community.

*Objectives of this goal are to:*

- (a) support community-based arts and cultural projects in all areas of Saint John;
- (b) encourage access to arts and culture through improved marketing and information; and
- (c) support arts and cultural events in all areas of Saint John that celebrate the diversity of Saint John's communities and lifestyles.

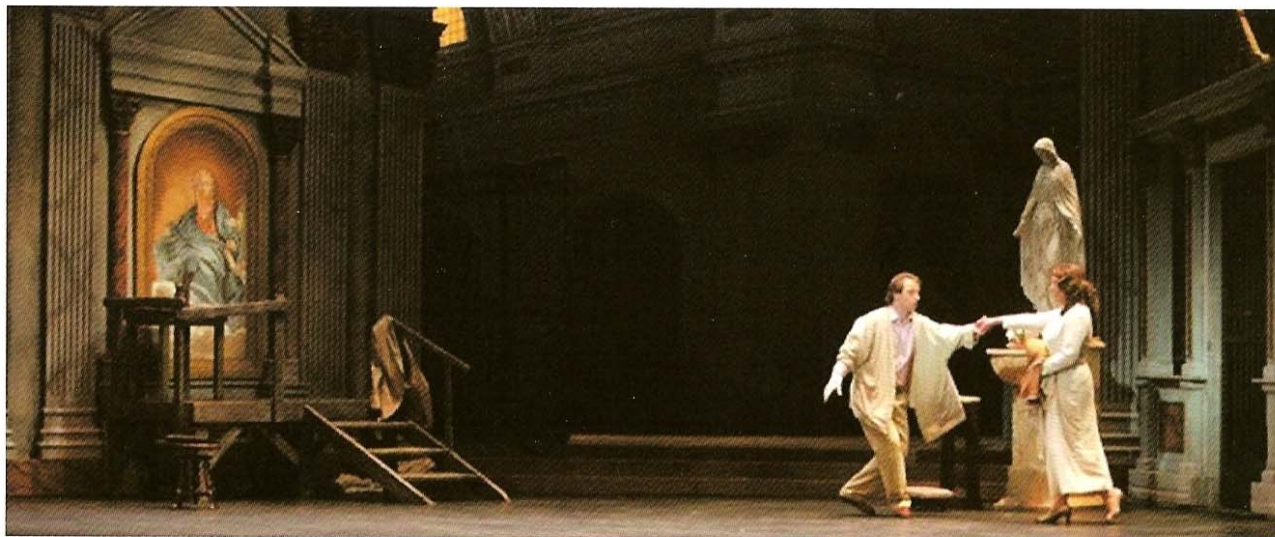
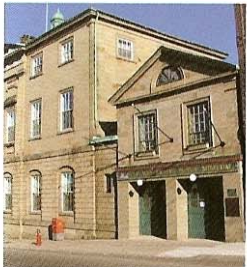
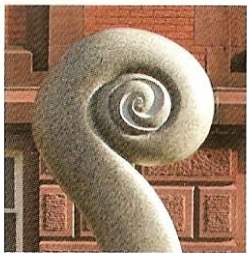
### 5.2 Goal 2: Strong Arts and Culture Infrastructure

The City will help to maintain and develop necessary arts and cultural infrastructure - both physical and organizational - which supports the rich diversity of the arts and the community.

*Objectives of this goal are to:*

- (a) encourage the development of both new and established arts and cultural organizations that support artists and art workers at all levels;
- (b) provide encouragement, information and opportunities for artists and arts and cultural groups to strengthen their administrative, marketing, technology, and management skills;
- (c) facilitate and promote the provision of a range of venues, facilities, and events that support a flourishing arts and cultural sector;





The vitality of a city is not measured  
in its commerce, but in its art.

- *Albert Einstein*



- (d) facilitate networking, communication, information exchange, and collaboration between arts practitioners, arts and cultural organizations, and the arts educational sector;
- (e) provide financial and in-kind support to artists, arts and cultural organizations, and arts and cultural facilities, where appropriate;
- (f) work cooperatively with Saint John area municipal councils and other groups, with the other two levels of government, and with educational bodies, to further develop arts and culture in the Saint John area; and
- (g) identify and attract new sources of funding for the promotion, development and marketing of arts and culture.

### 5.3 Goal 3: Unique and Stimulating Environment

Public buildings, facilities, displays and spaces (both "built" and "natural") act as showplaces for what is uniquely Saint John. They enhance both its image and the quality of its overall environment. The landscapes, cityscape, and heritage of Saint John not only attract visitors; they stimulate and inspire artists, writers and performers. The City has a responsibility to support, maintain and develop the distinctive natural and built features of Saint John.

*Objectives of this goal, within financial restraints of the City, are to:*

- (a) promote and expand a broad range of public arts programs;
- (b) facilitate and promote events and performances in public spaces;
- (c) promote and celebrate Saint John's beautiful surrounding natural environment;
- (d) commission and display public art;
- (e) incorporate art in all City and City-sponsored capital projects and programs; and
- (f) encourage Saint John area municipalities, other levels of government and private developers to include arts and culture as part of significant new developments and regeneration programs.

#### 5.4 Goal 4: Integral Part of Growth Strategy

Arts and culture play an important role in economic development and in attracting visitors to Saint John. The contribution that arts and culture make to the local economy is one of the main reasons why Council must invest in them.

*Objectives of this goal are to:*

- (a) work with all levels of government, the *Saint John Community Arts Board*, *Enterprise Saint John*, *Uptown Saint John*, *University of New Brunswick at Saint John*, *New Brunswick Community College*, the local school board, schools, youth groups and other key public and private stakeholders to develop and implement arts training and employment strategies;
- (b) work with the *Saint John Community Arts Board*, *Enterprise Saint John*, youth and arts groups and other stakeholders to develop the potential for arts-related small businesses, arts enterprise incubators and creative industry clusters;
- (c) work with youth and arts groups and Saint John businesses to identify opportunities to increase investment in arts and

culture and to encourage collaboration between the arts and business sectors; and

- (d) identify and develop the potential for arts and culture to act as a magnet for new immigrants and visitors, and to project positive images of Saint John to the world.

## 6.0 The City's Strategic Roles

**6.1** To implement and support this policy, Common Council will act as a:

**promoter and advocate of Saint John arts and culture**

- both to the community (including residents, businesses and visitors) and to the world – helping to confirm Saint John as an arts destination;

**planner, facilitator and enabler of Saint John arts and culture**

- by helping to plan, maintain and develop the infrastructure - both physical and organizational - which supports the rich diversity of arts and culture, and by providing information on arts and culture, arts opportunities, art works and facilities;

**partner in the arts** - by participating with, and helping to coordinate the activities of, a wide range of active Saint John arts and cultural groups, organizations and individuals;

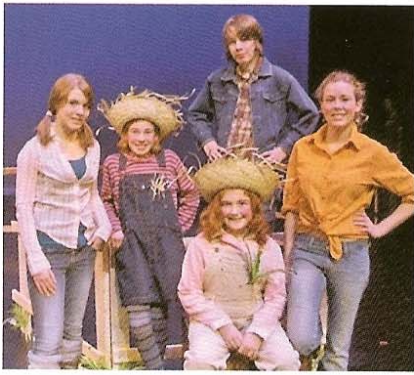
**custodian, manager, exhibitor and patron** - of the City's own current and new arts and heritage resources; and

**designer and architect** - of a municipal environment that sustains and encourages an artistically and culturally diverse and interesting community.

## 7.0 Actions to Implement and Support This Policy

**7.1 Support of Arts and Cultural Organizations and Events.** Common Council recognizes that arts and culture (including heritage) must play more than a supporting role





... money invested by governments in cultural subsidies is returned in multiples – cultural goods and services generate, in jobs, more than triple what is spent by the three levels of government on all forms of cultural support.

- Max Wyman

– that they are key factors in attracting and retaining talented and educated (and extremely mobile) artists, entrepreneurs, educators and other professionals. Accordingly, Common Council will:

- (a) annually give due consideration to providing annual grants and other tangible ongoing support systems to artists, arts and cultural groups and special events located in Saint John (based on an application process and clear and relevant criteria) and to the acquisition of public art;
- (b) support identified key areas in arts and culture, such as education and film, video and new media industries;
- (c) support, and continue to support, key non-profit arts and culture institutions and organizations that are based in Saint John, such as *Imperial Theatre*, *Saint John Free Public Library*, *Saint John Arts Centre* and other theatres, groups, annual

festivals, parades and special events;

- (d) review and expand these support systems to the institutions and organizations referred to in paragraph (c) above and to other institutions and organizations with provincial scope, as finances permit;
- (e) give due consideration to annual submissions for funding by *Saint John Community Arts Board*, and to fully support efforts by that Board to seek additional program funding, so as to enable the effective implementation and monitoring of this policy by *Saint John Community Arts Board* through the City's *Cultural Affairs Office*; and
- (f) encourage private sector developers, other Saint John area municipalities and other levels of government and government agencies to support arts and cultural organizations and events in a similar manner.

**7.2 Support of Arts and Cultural Facilities.** Common Council will continue to provide support, both in-kind and through annual operating grants (directly or by means of the *Greater Saint John Regional Facilities Commission*), to *Imperial Theatre, Harbour Station, Saint John Arts Centre* and *Saint John Free Public Library*, among other facilities. Circumstances permitting, Common Council’s support may also extend to:

- (a) grant and assistance programs in support of other existing and new Saint John-based arts and cultural facilities and infrastructure; and
- (b) encouraging private sector developers, other Saint John area municipalities and other levels of government and government agencies to contribute in a similar manner to the region’s vitality.

**7.3 Arts and Culture Recognition.** As part of its recognition of the importance of arts and culture, Common Council will support (through the *Saint John Community Arts Board* or other means) one or more annual events at which municipal arts and culture awards will be publicly promoted and celebrated. Common Council will also give due consideration to developing naming opportunities by which municipal and other agreed facilities (such as streets, areas, districts, parks, spaces and buildings) may be named after notable local artists, entrepreneurs and important historical figures.

**7.4 Public Art.** Common Council recognizes the importance of public art to the quality of life in Saint John. The City (through the *Saint John Community Arts Board*) will:

- (a) catalogue and document Saint John area public art; and
- (b) create a public art plan that identifies appropriate public art projects that will aesthetically enhance its urban spaces. Common Council will allocate at least one percent (1%) of the cost of appropriate City capital projects to the creation and installation of public art as part of such municipal projects. It will also encourage private sector developers, other Saint John area municipalities and other levels of government and government agencies to do the same.

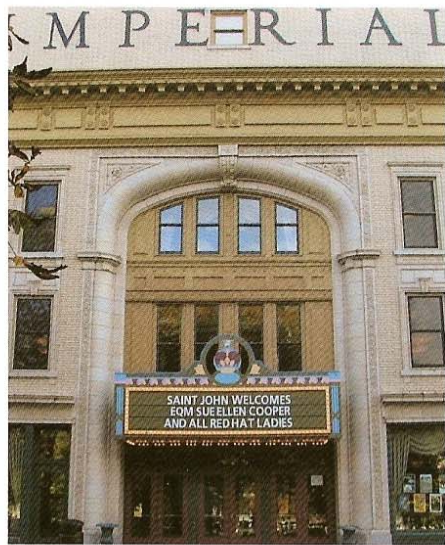
**7.5 Heritage Properties and Heritage Development.**

As part of this policy and other policies of the City, Common Council will continue to maintain an inventory of heritage properties within the City, including: (i) their current state of repair; (ii) potential need for upgrading; (iii) potential and existing provincial and/or national site designation; and (iv) the role such properties can play in promoting Saint John as a physically and historically interesting and unique community, with a strong sense of its past and its traditions. Common Council will continue to support this unique Saint John asset:

- (a) through its *Heritage Office* resources, through grant programs and through active lobbying for financial incentives (such as tax credits, property tax rebates, assessment freezes and special mortgage loans for renovation and restoration) for appropriate heritage development;
- (b) by the decisions it makes in proceeding with new municipal or municipally-sponsored capital projects, and in its review and approval of other projects; and
- (c) where appropriate, by ensuring that new City buildings, parks and walkways incorporate compatible heritage and architectural styles into the projects’ designs.

**7.6 Cultural Diversity.** Common Council recognizes that cultural and linguistic diversity is a valuable asset to Saint John; and it will encourage initiatives and events that foster and promote such diversity and new cultural collaborations.

**7.7 New Sources of Funding For The Arts.** Hand in hand with the need for the City to provide more support for arts and culture (including heritage development) is the need to identify, and lobby the Provincial and Federal levels of government for, mechanisms to provide Saint John with alternative sources of revenue – such as government grants, *Atlantic Lottery Corporation* funding, special development charges (or cash in lieu thereof) and/or visitor accommodation levies (ie: a so-called “marketing and promotion levy” – such as many Canadian municipalities currently charge). These new



revenue sources would be directed back to the City for use (in whole or part) in promoting the arts and culture sector and the hospitality sector.

**7.8 Integration with Other City Planning and Initiatives.** Arts and culture cannot be treated as isolated, stand-alone elements of a community. To achieve real results, this policy and action plans under it must be coordinated with, and integrated into, all of the City's other plans, policies, developments, activities and initiatives, including:

- (a) economic growth strategies;
- (b) immigration strategies;
- (c) recreational facilities;
- (d) tourism promotion;
- (e) Saint John's historical and heritage assets; and
- (f) *Vision 2015*.

All business and functional units within the City's administration must understand this policy and how it may apply in their service areas. Similarly, actions of Common Council and of the City's commissions, boards and committees

should be consistent with this policy and its principles and objectives.

**7.9 Ongoing Monitoring and Review.** This policy and all action plans under it must be kept up-to-date and reviewed as circumstances change. Adoption by the Saint John area municipalities of the *Growth Strategy* in 2003 also included a commitment to ongoing monitoring in order to assess how successful the communities are in implementing growth strategy recommendations. Ongoing monitoring must also be a key component of this arts and culture policy. The *Saint John Community Arts Board* will report to Council annually on a range of issues that (among others) address:

- (a) the status of this policy's implementation;
- (b) Common Council's ongoing support of this policy; and
- (c) the progress being made in achieving this policy's goals and objectives.