

The Whistler Cultural Landscape
An inventory of arts, culture and heritage resources

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A report prepared for
The Resort Municipality of Whistler

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Table of Contents:

Page

3	1. Executive Summary
4	2. Purpose of this report
	2.1 Scope
	2.2 Methodology
4	3. Background
	3.1 Whistler Heritage Inventory and Draft Plan
	3.2 Public Art Policy
	3.3 Cultural Facilities Feasibility Study, 1997
	3.4 Whistler Arts Plan 2001
	3.5 2020: Arts, Culture & Heritage Strategy
	3.6 Report: Impact of Olympic Games on Arts & Culture in Host Communities
8	4. Planning Context
	4.1 Office of Community Cultural Coordination
	4.2 Cultural Capitals program, 2009
9	5. Current Reality
	5.1 Cultural climate
	5.2 Organizations & Activities
	5.3 Human Resources
10	5.4 Event Profile
	5.4(a) Previous Events
	5.4(b) Potential New Events/Celebrations
11	5.5 Artistic Themes
12	5.6 Facilities
12	5.7 Audience Demographics
12	6. Future Plans, Challenges & Opportunities
13	7. Gap analysis
14	8. Operational Budgets & Financial Resources
	8.1 Local Sources of ACH Funding
14	8.2 ACH Funding from Provincial and Federal Sources
Appendices	
15	I. Organizational Profile
16	II. Event Statistics
17	III. Cultural Calendar
18	IV. Provincial and Federal Funding of local ACH
19	V. Preliminary Scan of Potential Federal & Provincial Funding Sources
19	I. Interviews conducted for purposes of the study

The Whistler Cultural Landscape

1. Executive Summary:

Whistler's cultural landscape has grown significantly over the past several years, and while its essential cultural values haven't changed dramatically, the expression of these values has altered with the demographics of the people who live here. A youthful, active lifestyle is characterized by energetic acts in a dramatic environment, which also offers (by contrast) inspiration, transcendence and peacefulness. Celebrating this mountain lifestyle and expressing these values are central to the core of Whistler's local cultural scene.

At the same time, Whistler Village is considered by many to be an international stage upon which to hold a variety of festivals and events featuring "imported" talent to provide broad-based entertainment, enhance the visitors experience and generate additional tourism. As the local arts community matures, it is becoming more integrated into tourist-oriented cultural events to demonstrate the local flavour and "authenticity" being sought by cultural tourists.

Currently, there are 8 major non-profit arts groups and 4 others supported by the resort's major partners, for a total of 12 "key" arts-related organizations. In addition, there are 9 community groups, plus a number (331) of local artists and numerous commercial interests that make up the arts, culture & heritage (ACH) sector.

The non-commercial cultural sector employs approximately 40 full time equivalent positions, plus up to 60 seasonal staff in event production and 635 volunteers. About 800 local and visiting artists or groups are involved in specific programs and/or festivals, which provide over 270 days of artistic productions, mainly during 6 months of the year. Close to 50,000 people have participated in ticketed or contained cultural programs over the past year, plus several hundred thousand more in free outdoor events.

Close to \$30 million has been committed to construction of "cultural" facilities in Whistler, but there is still a lack of appropriate venues for many events. Annual operating budgets of cultural organizations are in excess of \$4.8 million, which includes over \$3.1 million in event-related costs.

In a relatively short period of time, Whistler's collective ACH community has become a significant cultural and economic force. The next five years, leading up to and beyond the 2010 Winter Olympic and Paralympic Games, will present many challenges, not the least of which is ensuring that the ACH sector is left in a stronger position after it's all over.

2. Purpose of this report:

To create an inventory of existing arts, culture and heritage (ACH) programs delivered during 2005/06 in Whistler by non-profit groups and resort partners to serve as the basis for future planning towards submission of an application for Heritage Canada's Cultural Capitals program for 2009, and also to provide background information to support creation of a community-wide cultural plan towards 2010 and beyond. It is also intended to provide a snapshot of potential ACH granting opportunities over the next five years, to support the community's strategic cultural initiatives.

2.1 Scope

The inventory includes the how, what, why, when and where of ACH programs in Whistler, as well as how they are funded and their future plans. While it is recognized that commercial interests in art (e.g. bars, restaurants, galleries, studios and retail outlets) are an important element of the cultural experience, they are not included in the inventory at this time.

2.2 Methodology

Over a two-week period, from July 31 – Aug. 11 2006, a series of 25 interviews were held with individuals and organizational representatives contributing to Whistler's "cultural sector". Websites and relevant planning documents were also reviewed.

3. Background

Reference is made here to excerpts from existing ACH planning documents as background information for the current planning process.

3.1 Whistler Heritage Inventory and Draft Plan – info. to be provided

3.2 Public Art Policy

Approved by Council in 2004, the policies of Public Art Program address an overall goal of enriching the public environment and promoting awareness, understanding, access and enjoyment of art as part of everyday life for Whistler locals and visitors. Specific goals identified in the policy include:

- To identify and enhance the sense of community identity unique to Whistler, and to encourage artworks that reflect community and regional diversity, values, history, nature and culture
- To be a catalyst in the creation of significant public spaces that are beautiful, thoughtful and ingenious through the integration of art with community planning and community building projects, and by the integration of art into the fabric of neighborhoods;
- To create opportunities, challenges and encouragement for all types of artists and artistic expression, and for the creation of site specific works that promote relationships between the artwork and the public;

- To develop a coherent approach to public art in the community by providing fair and effective processes for selecting, purchasing, commissioning, maintaining and documenting public art that represents the best in aesthetic and technical quality;
- To encourage the use of public art by both the public and private sectors to ensure quality and innovation in urban design; and
- To maintain a program of public education about the Public Art Program that will ensure a high level of involvement by the community in the public art process and will encourage ownership and stewardship.

3.3 Cultural Facilities Feasibility Study, 1997

Prepared by the Whistler Centre for Business and the Arts, and funded by the RMOW and BC Ministry of Municipal affairs, this report examined the feasibility of building a multi-purpose cultural facility to accommodate the performing and visual arts, with emphasis on the theatre. Included amongst its recommendations was that, prior to proceeding with further facility planning, the RMOW:

- develop a comprehensive cultural plan,
- establish appropriate process to establish a common vision for the future of ACH in Whistler, including ACH policies within its Official Community Plan to support this Comprehensive Cultural Plan.

3.4 Whistler Arts Plan 2001

Undertaken by the RMOW in 1999, this study engaged the services of Professional Environmental Recreation Consultants Ltd. (PERC) and Legacy Heritage Consultants, to develop a framework for art-related activities over the next 10 years. Included in this report were:

Guiding Principles for Strategy Development:

• Provide community benefit	• Respect natural environment
• Enhancing existing community strengths	• Fostering long-term benefit
• Providing balanced benefits	• Fiscal responsibility
• Broad supportability	• Sustainability
• Provide for Growth	• Fostering of partnerships

Identified Needs:

The following is an abbreviated summary of identified ACH needs:

Services: a fuller range of services for locals and visitors

Leadership: community-based advocacy and coordination of ACH activities; an environment that nurtures & supports local artists

Promotion and Communication: within local ACH community and with potential audiences & supporters

Facilities: purpose-built facilities for creation, exhibition and performance

Staffing: additional and more consistent

Funding: longer-term support from RMOW & expanded private sector support

Recommendations:

The following is a “snap-shot” of recommendations made in 3 areas:

Structure: Arts Council to assume broadened leadership role, responsible for advocacy, coordination, promotions, programming, fundraising, partnership development, planning & priority-setting

Facilities: plans for lot 1/9 and vehicle impound site should incorporate ACH; include public art gallery in proposed library/museum; longer-term planning for purpose built facilities (potentially to house Whistler School of the Arts, in collaboration with regional educational institutions)

Services: improved planning & coordination; connect with National arts services

Pre-conditions for Success:

Five common themes or pre-conditions for success were identified:

Better *Communication* between stakeholders & audiences

Better *Coordination* of ACH services

More *Continuity* in services, staffing, funding & facility use

Long term *Commitment* to particular courses of action required of all stakeholders

Completeness in terms of the range of services & system of governance, leadership

3.5 Whistler 2020: Arts, Culture & Heritage Strategy

Developed by a Task Force comprised of a cross-section of ACH interests, this strategy document presents a future vision of success for the cultural sector, defines current realities, and identifies actions for moving forward to achieve success.

2020 Vision of Success

Whistler will be renowned for world-class arts, culture & heritage opportunities that have become a part of Whistler’s spirit and community life. They are creative, authentic and diverse, sustainable, and accessible and affordable to both residents and visitors.

By 2020:

- The community is passionate about ACH, and is alive with creative energy & aesthetic appreciation
- ACH and their local creators and contributors are appreciated and supported as cornerstones of the resort community’s health, vitality & economic prosperity
- A range of year-round cultural opportunities attract visitors of all ages, interests and abilities
- There is a physical and organizational focal point for the diversity of ACH activities that spread throughout the community
- Whistler’s people and history, the natural environment and First Nations culture are retained, celebrated and reflected through authentic and diverse offerings
- Local and regional heritage, culture and community spirit are shared locally and beyond Whistler
- Whistler is a magnet for international artists who come here to perform, create, teach and be inspired

Challenges:	Opportunities:
Preserve & celebrate local heritage	Enhance cultural heritage preservation
Authentic, diverse and unique offerings	Expanded understanding of First Nations

Accessibility & affordability	Capture stories of local personalities
Contribution to the local economy	New or modified ACH spaces
Community passion	Enhance collaboration & efficiencies between ACH groups
Restricted venues to attract high profile artists and display local art	Enhance ACH marketing to potential visitors
High cost of living	Assess economic impact of ACH
	Build local ACH leadership
	Educate locals about value of ACH

Recommended Actions:

2005:

- Develop a calendar of all ACH events in Whistler
- Review ACH venues & offerings; identify gaps & new opportunities
- Improve communication of existing ACH programs/events
- Review feasibility of creating a municipal museum; identify facility needs
- Collect stories of Whistler
- Research potential funding for ACH

2006:

- Update Whistler's Heritage plan & develop museum action plan
- Develop standards for live-work studios
- Establish RMOW position responsible for ACH
- Hold design competition to create portable ACH venues
- Events Whistler to identify opportunities for ACH in major 3rd party events
- Expand regional ACH partnerships
- Enhance relations with Spo-7-ez, VANOC and Vancouver ACH community
- Develop Whistler 2010 ACH strategy
- Identify/create venues for artists to performs/work "on display" in public
- Develop screening criteria to allow public outdoor performances/sale of art
- Conduct economic impact study of Whistler's ACH
- Develop economic plan based on 2020 Economic Strategy

2007:

- Develop a program for public utility art
- Develop public art gallery program for multi-use ACH facility
- Develop cultural corridor strategy
- Conduct operational/functional review of major ACH organizations to identify areas for increased efficiency
- Develop ACH economic strategy
- Hold regular meetings with event producers to leverage ACH opportunities
- Celebrate opening of Squamish Lil'wat Cultural Centre with other local ACH groups
- Include corridor partners in CELEBRATION 2010™
- Develop a long-term strategy for Artist-in-Residence program
- Ensure continued production of Village Animation

3.6 Report: Impact of Olympic Games on Arts & Culture in Host Communities

Commissioned by the Whistler Arts Council in 2004, this report identifies close to 50 “lessons learned”, including:

- Proposed Arts Festivals are often a relevant factor in winning the Games, even though final Festival budgets do not always reflect preliminary budgets in the Bid Book
- Olympic sponsors have expressed interest in expanding their promotion programs beyond sporting images
- Organizers should look for ways to maximize synergies between Olympic sports and cultural activities.
- The host city often funds its own Arts Festival, parallel to or in association with the Olympic Arts Festival
- Many of the events included in the Olympic Arts Festival are staged by “third-parties”
- Cultural Olympiad provides a testing ground for arts festivals in advance of Games
- Funding of Olympic Arts Festivals can have a detrimental effect on fundraising for other community projects
- Renewed interest has been expressed in reviving Arts Competitions
- Exhibitions play an important role in Olympic Arts Festivals
- Securing adequate venues for cultural events a challenge
- Programs for Youth a major focus
- Attendance at Olympic Arts Festivals is largely comprised of regional markets

4. Planning Context

4.1 Office of Community Cultural Coordination

Established with 2006 RMOW funding, with the Arts Council as “lead agency”, this new office will create a strategic framework and five-year plan to enable the community’s ACH sector to maximize opportunities provided through the planning and staging of the 2010 Winter Olympic and Paralympic Games, and to support initiatives outlined in the ACH Strategy of *Whistler 2020*.

4.2 Cultural Capitals program, 2009

Municipal Council has agreed to proceed with an application for funding of \$500,000 from Heritage Canada’s Cultural Capitals program for 2009, with an application deadline of October 16, 2006.

5. Current Reality

5.1 Cultural Climate

There is a receptivity in Whistler for continuing to develop ACH to enhance quality of life for residents and visitors, to help diversify the local economy, and to increase “cultural tourism”.

Evidence of this includes:

- the 2001 *Whistler Arts Plan*, commissioned by the RMOW
- an ACH Strategy within *Whistler 2020*,
- inclusion of ACH in the Economic Strategy of *Whistler 2020*,
- an All-Candidates meeting on ACH prior to the Nov. 2005 Municipal election,
- construction of a \$9 million public library,
- creation of a new Art Room in Whistler Secondary School,
- support of a master planning process for the museum,
- annual RMOW financial support of close to \$1,462,000 for ACH related organizations and activities,
- Inclusion of ACH in Tourism Whistler’s strategic planning,
- Creation of Events Whistler,
- Expansion of the Public Art Program,
- Community-wide support of new Whistler Theatre Project,
- Participation of the Chamber of Commerce in an *Arts and Business Award*,
- RMOW support of Spo-7-ez Cultural Centre,
- RMOW dedication of a portion of Alta Lake Park for Artists-in-Residence,
- Inclusion of ACH in Lot 1/9 deliberations & Athlete’s Village, and
- RMOW support for a Cultural Capitals application for 2009.

5.2 Organizations and Activities

There are 10 key organizations in Whistler with a primary focus on ACH, plus at least 9 volunteer organizations that are critical to growth of ACH as the grass-roots level. While the focus of the resort’s 3 major partners is not primarily ACH, they contribute significantly to growth of the cultural sector.

Appendix I provides an overview of organizations involved in the cultural sector. Appendix II provides a profile of specific events, and Appendix III provides an annual calendar of events.

5.3 Human Resources

For organizations with a primary focus on ACH, there are an estimated 40 full-time equivalent positions, including up to 60 seasonal staff positions during event production. Roughly 635 volunteers participate in the full range of activities, which engage close to 789 local and visiting artists or groups. In looking towards the future, a need has been expressed for training opportunities and “succession planning” for staff and volunteers, as well as professional development for artists.

5.4 Event Profile

The combined activities of 14 non-profit and resort partners provide over 270 days of ACH activities, largely focused on 6 months.

July/August: (128 days): Children's Art Festival (2 days), *ArtWalk* (60 days), Art & Music Festival (3 days), Art Workshops on the Lake (2 months), Village Animation (14 days), Summer Theatre (34 days), LUNA (8 days), Walking through Time (14 days), and Crankworx (9 days)

February: (28 days): A month of Celebration 2010™ activities

December (20 days): Film Festival (4 days), Bizarre Bazaar (2 days), North Pole Central (14 days)

April: (10 days): TELUS World Ski & Snowboard Festival

November: (3 days): Highlighted by Cornucopia

The remaining months of September, October, January, March, May and June have significantly less ACH activity.

5.4(a) Previous Events

According to Doug Perry, retiring CEO of the Telus World Ski & Snowboard Festival, as quoted by Michel Beaudry in his Aug. 10/06 Pique newsmagazine column,

"Whistler has experienced more event failures than successes. A disproportionately high number of Whistler events have sustained financial losses, or have never reached maturity".

Whether true or not, there are several ACH events which never reached maturity, for one reason or another:

International Mozart Festival: July/August (3rd party)

Festival Vancouver in Whistler: August (3rd party)

Jazz Festival: August (Tourism Whistler)

Bluegrass Festival: September (Tourism Whistler)

Oktoberfest: October (Tourism Whistler)

Weetema (Tourism Whistler)

Winterstart (Tourism Whistler)

Vancouver Symphony on the Mountaintop (Whistler Mtn)

Music in the Mountains: Sept-April (WCBA)

Young Artists' Experience: music and painting, July (WCBA)

Whistler Photo Workshops: July/Aug. (WCBA)

Best of the Comedy Festival (MY Place)

5.4(b) Potential New Events/Celebrations (at idea stage)

The following is a preliminary list of potential new and/or expanded activities and celebrations that have been discussed at various levels:

- Increased 3rd party productions of festivals, events & concerts
- Greater incorporation of First Nations culture in ongoing events
- Introduction of First Nations exhibits and events as part of Squamish Lil'wat Cultural Centre
- "Cultural Journey" include Aboriginal-themed, non-essential signage on Highway 99
- Development of a Sea-to-Sky Cultural Alliance
- Expansion of Celebration 2010™ into Olympic Arts Festival
- Inclusion of disabled artists, leading up to Paralympic Arts Festival
- A month-long summer Artist-in-Residence Program

- Expanded speaker series and author readings in new library
- Completion of Museum Master Plan, possibly including public art gallery
- Expanded Writers Festival featuring major Canadian authors
- Expanded cultural programs as part of Crankworx and TWSSF
- Inclusion of local culture in “test events” leading up to 2010
- Expansion of Street Entertainment to year-round program
- Circus/Street Entertainment School
- Film Institute
- 2007 - 25th Anniversary of Arts Council
- 2008 – Quilters' Showcase

5.5 Artistic Themes

“Culture” is made up of a society’s values, beliefs & assumptions, and has many components, including performing, visual, literary & culinary arts, as well as heritage, design and aesthetics. It includes all the intangible elements of communal existence that describe the diversity of a community and make it unique. It is the collective awareness, experience and memory that we interpret and express to ourselves and to the world. Like communities themselves, culture is fluid, forever in the process of evolution & discovery.

“Who we are and what Whistler is are questions that will be asked by many people in the next few years...the things that identify us as Whistlerites are not so easy to pinpoint”
Bob Barnett, Pique newsmagazine editorial, Aug. 10/06

Defining Whistler’s “culture” is a difficult challenge, and translating this into an over-all “artistic theme” is even more difficult. Several organizations define themselves as dedicated to developing, incorporating, building, stimulating, enriching or celebrating arts and culture in Whistler. Others are more dedicated to advancing a particular art-form. Some target local audiences; others are geared towards attracting visitors to the resort.

During the course of interviews for the purpose of this investigation, several adjectives were offered as descriptive of Whistler’s current culture, including the following *yin and yang* dichotomies:

Youthful, active, bold, extreme, vibrant, on-the-edge, reckless, energetic, elevated, brave, challenging, stimulating, dramatic, entrepreneurial ...
while at the same time transcendent, inspirational, authentic, and peaceful.

When asked to suggest a unifying theme to capture these express these images, most people said they would have to think about it for a (long) while; others suggested the challenge be sent to the “creative department”; while others came up with the following suggestions:

- The Whistler Experience (reflecting a young, active lifestyle)
- Arts, Culture & Mountain Lifestyles
- Creative Culture in a Youthful Community
- Integrating & Celebrating Arts, Sports and Nature (or the Environment)
- WhistlerArts: Always Real
- Real Arts in an Unreal Place

- Artistic Celebrations of Active Lifestyles
- Active Arts or Arts in Action
- The Sport of Arts
- Bold Art or Extreme Art
- Kinetic Arts & Culture
- Where art meets nature in a dramatic setting

Facilities

Purpose-built ACH facilities:

MY Place, the Art Room of Whistler Secondary, Alta Lake Station artists-in-residence house, Squamish Lil'wat Cultural Centre, library and (temporary) museum

Multi-purpose facilities that can be adapted for ACH:

Outdoor venues (Village squares, community parks, on-mountain sites, Creekside plaza), Catholic Church, hotel ballrooms, Telus Conference Centre, school gymnasiums

Potential new venues:

Lot 1/9, Athletes' Village, outdoor amphitheatre on old "dogpound" site, a permanent 5,000-seat on-mountain amphitheatre, a more permanent tent in Rebagliati Park, "livesites" and/or permanent outdoor staging within the Village

5.7 Audience Demographics

Close to 50,000 people have participated in ticketed or contained ACH events over the past year (not including library or museum attendance). Attendance at free outdoor events like the Mainstage at Crankworx and the Telus World Ski & Snowboard Festival, or the Music and Arts Festival and Village Animation Program is difficult to assess, but numbers are estimated in the hundreds of thousands.

6. Future Plans, Challenges & Opportunities

The concept of long-term planning beyond a single season is a luxury to many arts groups. Many simply plan for "more resources"; others (in the minority) have a clear vision for their future and are meticulously working towards fulfilling their goals. There seems to be a willingness and enthusiasm to collaborate in planning for the future growth, not only for individual events, but also for the entire ACH sector.

Many challenges faced by arts groups in Whistler are the same as they were 5 years ago:

- Lack of on-going financial support
- Sustainable business models
- Shortages of qualified staff and subsequent "burn-out"
- Lack of suitable venues
- Coordination of activities
- Community awareness of the value of ACH
- Zoning restrictions on display and sale of art

Additional challenges anticipated over the next few years include:

- Limitations on "acceptable" sponsorships
- Growth of the ACH volunteer pool
- Building future ACH leadership
- Increasing creative talent & business skills of local artists

- “democratizing” the ACH sector by making it more tech-savvy
- For Whistler’s “international stage” to compete in the entertainment business, it needs overall creative and technical direction

However, there is a feeling of optimism in the ACH community about future opportunities, including:

- 2010 Olympic Arts Festival and Cultural Olympiad
- inclusion of ACH in pre-Olympic test events
- potential sponsorship opportunities
- Commissioning of new works
- Enhanced collaboration between local ACH groups
- Increased collaboration between ACH groups throughout the Sea-to-Sky Corridor

7. Gap Analysis

Scheduling: For six months out of the year, arts and culture are a visible and active part of the Whistler scene. There is an opportunity to create new or expanded events during the balance of the year.

Audience demographics: Not all groups have a full analysis of their audience demographics. Although there is growing participation by the tourist market, local residents still comprise the majority of ticketed attendees at most events, with the exception of the 3 larger “street” festivals: Crankworx (15-20,000 people), the Ski and Snowboard Festival (250,000 people) and the Arts and Music Festival (8,500 people). Even for the Film Festival, 60% of their 5,200 attendees are from within BC. An intensive marketing strategy to promote Whistler’s “cultural experience” to wider markets is needed.

Artistic Content: Many of the existing events are multi-disciplinary in nature, striving to “entertain” both residents and visitors. Popular music is by far the largest component of Whistler’s festival/entertainment scene, with less emphasis on jazz or classical music. There has been recent growth in discipline-specific events (writing, film, theatre, & painting), despite concern expressed by some that this approach is too narrow to attract large audiences. Local and Aboriginal artists are increasingly being integrated with visiting artists, but the lack of a public art gallery has been a limiting factor.

Two areas which are missing from the “mix” include First Nations art and culture, and artists with disabilities (in light of the 2010 Paralympic Winter Games).

8. Operational Budgets and Financial Resources

Over the past few years, close to \$30 million in capital has been committed to ACH related facilities (including the Spo-7-ez Cultural Centre, the public library, and improvements to the Art Room at Whistler Secondary).

Annual operating budgets for the major 12 ACH organizations are slightly in excess of \$4.8 million (including the library & museum). Of this, over \$3 million is spent on delivering specific events. See Appendices I and II for details.

8.1 Local Sources of ACH Funding

RMOW

Annual Municipal contributions to the cultural sector are in the range of \$1,462,000 (about 37% of total operating budgets) as follows:

Public art program	150,000
Events Whistler	25,000
Museum	90,000 (not including Master Plan)
Library	450,000 (not including new building)
Arts Council	255,000
MY Place	360,000
C2010/WFF matched funding	100,000
Community ACH groups	31,700

Community Foundation of Whistler: In 2005, a Legacy Arts Endowment in excess of \$200,000 was created with local private-sector donations matched by funding from both Provincial and Federal Governments. Disbursements to the Arts Council will commence in 2006. Policies on allocation of funds are yet to be established.

Whistler Blackcomb Foundation: Grants are typically applied to capital projects or legacy items. Other than \$40,000 contributed to the Legacy Arts Endowment in 2005, support of ACH initiatives has been relatively small.

American Friends of Whistler: TBA

Festival of Lights: This annual fund-raising event provides relatively small grants to variety of community-based non-profit.

8.2 ACH Funding from Provincial and Federal Sources:

Over the past couple of years, about \$361,500 in ACH funding has been secured from Provincial (65%) and Federal (35%) sources, as indicated in Appendix IV. There is substantial room for growth in this area, particularly with planning exercises, capacity building, networking, commissioned works, public art or enhanced programs for existing festivals, as indicated in a preliminary way in Appendix V.

Appendix I. Organizational Profile			
Non-profit	Mission	Staff	Budget
*Whistler Arts Council	To integrated arts & culture into the fabric of the Whistler community	4 F/T; 3-5 P/T	650,000
*MY Place	To challenge, engage and stimulate our community to explore their imaginations and to develop their creativity, spiritual and intellectual awareness	6 F/T; 5 P/T	940,000
*Whistler Film Festival	To encourage development of arts & culture in Whistler; to support the art of film, and to provide an educational and entertaining environment for film enthusiasts and industry professionals	2 F/T; 32 seasonal staff	800,000
*Whistler Writers Group	To grow the culture of literary arts within the region	N/a	18,000
*Museum & Archives	to document, preserve, display & celebrate the human and natural history of Whistler	2 F/T; 1 P.T	90,000
*Whistler Theatre Project	to entertain, enlighten and inspire and bring audiences the magic of theatre through a unique and memorable outdoor experience	4 seasonal F/T; 25-30 F/T during production	400,000
*Squamish Lil'wat Cultural Centre	To celebrate the joint history of the Squamish and Lil'wat Nations by showcasing their histories, creative works and cultures	1 F/T in fall 2005; anticipate 15 F/T & 31 seasonal FP/T	TBA
*Whistler Forum	using tools of dialogue to enhance citizen engagement and to strengthen community leadership	1.5 F/T	140,000
Total, non-profits			\$3,038,000
Municipal & Resort Partners			
Public Art Program	enriching the public environment and promoting awareness, understanding, access and enjoyment of art as part of everyday life for Whistler locals and visitors	1 F/T	150,000
Parks & Recreation Dept.	To deliver high quality sports, leisure & arts programs to the community of Whistler		TBA
*Whistler Public Library	"Whistler's Gateway to Knowledge", providing collections and resources that support the cultural, information, recreation & education needs of Whistler	10 FP/T	550,000 (82% from RMOW)
*Tourism Whistler	Marketing, sales, packaging and research to promote Whistler as destination resort	1 F/T for ACH	300,000 for ACH
*Events Whistler	to establish Whistler as the premier resort in which to host festivals, events & concerts	1 F/T	75,000
*Telus Whistler Ski & Snowboard Fest.	To celebrate snowsports, music, arts & mountain life	3 F/T; 10 seasonal F/T	(\$1 million) \$750,000 for ACH
Total, Municipal/resort partners			\$1,825,000
Non-incorporated/Other Groups			
Artists' Guild		N/a	
Whistler Singers	25-40 members perform 8-10 concerts throughout the year	N/a	
Children's Chorus	A non-auditioned community choir for children & youth	N/a	20,000
Soul Function Dance	This private studio also has a non-profit arm		
Drama Club	Student-directed musicals at Whistler Second.	N/a	5,000
Bridge Club	Weekly play in MY Place	N/a	
Quitter's Guild	30-40 members meet twice monthly, with 6 annual week-end workshops & an exhibit every 3 yrs. – next in 2008	N/a	1,500
Garden Club	Irregular meetings of local gardeners	N/a	
Whistler Reads	Community-wide reading program	N/a	
Photography Club		N/a	
Whistler Music Festival (3 rd party)	2,000 teenagers from throughout BC in week-end music camp during May		
Howe Sound Music Festival (3 rd party)	Piano adjudications in Whistler & Squamish		
Total, other			\$25,000
Grand total			\$4,888,000

* indicates key organizations with primary ACH mandate

Appendix II. Events Statistics

Event	Vollies	# artists engaged	Budget	# days	audience
C2010 (WAC)	71	182 artists in 17 events	\$116,000	28	8,500
Out of Bounds (WAC)	2	13	11,000	28	2,500
Perf. Series (WAC)	35	7 shows/yr	90,000	7	1,526
CAF (WAC)	121	112	70, 000	2	3,000
ArtWalk (WAC)	3	55	21,000	60	5,000
Art Workshops (WAC)	5	6 instructors	15,000	14	59 students
Bizarre Bazaar (WAC)	20	110 artists	42,000	2	5,200
ARTrageous (WAC)	12	35	22,000	1	225
Writers Retreat (VC)	10	18	18,000	4	150
Literary Leanings (VC)	5	4	N/a	2	Cel. 2010
Collective Novel (VC)	3	18 local writers	N/a	2	TWSSF
North Pole Cent. (MYP)	72	12 local artists	60,000	14	5,000
Real Canadian (MYP)	30	6 shows in '06	TBD	6	800
Village Animation (MYP)	2	20 acts; 139 hours	27,000	14	(Est. 2,000 per week-end)
Arts SSP (MYP)	1	12 shows/yr.	12,000	(365)	3,000
Film Festival (WFF)	100	TBA	620,000	4	5,200
Reel Alternatives (WFF)	10	TBA	13,000	24 (twice monthly)	2,400 est
Feature Script workshop (WFF)	0	2 screenwriters	8,600	2	40 est
Youth Film Program: Get Reel (WFF)	0	Professional filmmakers	2,500	3	24 est
Art & Music Fest. (TW)	10	10 Mainstage 9 Liveart artists	120,000	4	(8,500)
Cornucopia (TW)	(120)	75 wineries; 26 seminar leaders; 25 restaurants	400,000	4	(3,000)
Chinese New year (TW)	TBA	24	20,000	3	TBA
Museum	18	5		20	
Library	20	5-6	(550,000)	(100)	(6,000)
Whistler Theatre Project	20	25-30	400,000	34	7,000 (est)
Public Art (RMOW)	10	2-3/year	150,000	(365)	TBA
LUNA (RMOW)	12-16	N/a			
First Night (RMOW)					
Whistler Forum	40	15	140,000	TBA	TBA
TWSSF	(350-500)	20 live concerts 5 pro photographers 5 storytellers 25 Brave artists 18 local writers TBA film-makers	(\$1 mill) \$750,000 on ACH	10	(250,000)
Crankworx (EV)	(160)	9 bands	(450,000)	9	15-20,000
Total	635	789	\$3,128,000	301	49,624

Note: items included in () are not tallied in total

Appendix III. Cultural Calendar, from Sept. 2005 to Sept. 2006												
	Sept. 05	Oct. 05	Nov. 05	Dec. 05	Jan 06	Feb 06	Mar 06	Apr 06	May 06	June 06	July 06	Aug 06
WAC		Perf. Series	Perf Series Artrageous	Bizarre Bazaar	Perf Series Bus/Art Award	Cel 2010 Out of Bounds	Perf Series	Perf Series			CAF Art Walk	AWOL
TW			Cornucopia									Art & Music Festival
MY Place	ASSP	ASSP	ASSP	ASSP NP Central	ASSP Real Cdn.	ASSP Real Cdn.	ASSP Real Cdn.	ASSP Real Cdn.	ASSP	ASSP	ASSP Village Animation	ASSP Village Animation
WFF			Get Reel (Youth Film Pgm)	Film Festival		Best of the Fest					Reel Altern	Reel Altern; Feature Script Work
Writers Group	Writers Retreat					Literary Leanings		Collective Novel				
Museum											Walking Through Time	Walking Through Time
Library						Slide shows					Reading club	Reading club
Whistler Theatre Project												Summer Theatre & Youth pgrm
Other				First Night				Ski & Snowboard Festival			LUNA Crankworx Canada Day Farmers Market	LUNA Farmers Market

Abbreviations:

ASSP: Arts Sea-to-Sky Program
 AWOL: Art Workshops on the Lake
 CAF: Children's Art Festival
 Cel 2010: Celebration 2010
 NP Central: North Pole Central

Real Cdn: Real Canadian Series

Appendix IV. Provincial and Federal Funding of local ACH	
Government of BC	
Spirit of BC:	
Film Festival	15,800
Museum	4,200
Arts Council (Celebration 2010)	<u>25,000</u>
	\$45,000
Arts Now:	
Writers' Group (05)	7,500
Museum (05)	22,000
Arts Council (05)	12,000
Whistler Theatre (05)	25,000
Festival Vanc. in Whistler (05)	12,000
Film Festival (06)	<u>6,000</u>
	\$85,000
Renaissance Fund (Vanc. Foundation)	75,000 (CFOW Endowment)
BC Touring Council	7,000 (Arts Council, annually)
BC Arts Council	7,500 (Arts Council, annually)
BC Film	15,000 (Film Festival)
Total, Government of BC	\$234,500
Government of Canada	
Heritage Canada:	
Arts Presentation	9,000 (Arts Council, annually)
Telefilm Canada	10,000 (Film Festival)
Sustainability Program	<u>75,000</u> (CFOW Endowment)
	\$94,000
Western Economic Diversification	7,500 (Film Festival)
	<u>25,000</u> (Whistler Forum)
	32,500
Total, Government of Canada	127,000

Table V. Preliminary Scan of Potential Federal & Provincial Funding Sources	
Provincial	
VANOC	\$23 million budgeted for Cultural Program, not including Ceremonies. Funds for 2010 Commissioned works to be announced Nov. 2006
Arts Legacy Now	Four programs: Catalyst, Creative Communities, Explorations & Innovations
Spirit of BC Arts Fund	Funds up to 50% of eligible project costs; Dec. deadline
BC Arts Council	Small grants for operating & project assistance
BC Touring Council	Community Presenters' Assistance Program (up to \$7,000)
ArtsPOD	Up to \$10,000 for planning & strategic development. Deadlines in March & Sept.
BC Film	
Heritage Legacy Fund	\$5 million endowment fund, held by Vancouver Foundation; administered on behalf of BC Heritage Society & Land Conservancy
BC Arts Renaissance Fund	Administered by Vancouver Foundation, to provide matched endowment funding for arts
Medici Fund	Also administered by Vancouver Foundation, to assist arts with organizational development. \$50,000/yr. max.
Federal	
Canada Council for the Arts	Multi-disciplinary Festivals grant (max \$25,000/festival) OR Artists & Community Collaboration Fund (ACCF); Theatre Production Project Grants (\$25,000/yr); Visiting Foreign Artists' Program
Heritage Canada	Museums Assistance Program Cultural Spaces Arts Presentation Canada Sustainability Program (Funding available for: stabilization projects, capacity building, endowment incentives & networking)
Telefilm Canada	
Western Economic Diversification	

Appendix VI. Interviews conducted for purposes of the study

Greg Albrecht, Events Whistler
 Kerry Chalmers, Whistler Museum & Archives
 Kelly Clark, Whistler Arts Council
 Maureen Douglas, VANOC/Whistler
 Sue Eckersley, TWSSF (by phone)
 Barrett Fisher, Tourism Whistler
 Shauna Hardy Mishaw, Whistler Film Festival
 Stella Harvey, Vicious Circle
 Alison Hunter, Whistler Children's Chorus (by phone)
 Andree Janyk, School District 48 (by phone)
 Christian Kessner, Higher Ground/MY Place
 Dennis Marriott, MY Place
 Kevin McFarland, RMOW
 Doti Niedermeyer, Whistler Arts Council
 Brenda Oakes, Quilters' Guild (by phone)
 Kay Pal, LUNA (by phone)
 Michelle Payette, Tourism Whistler (by e-mail)
 Joan Richoz, Whistler Public Library
 William Roberts, Whistler Forum (by phone)
 Kristen Robinson, Crankworx, Whistler Arts & Music Festival
 Catherine Rockendale, Sea-to-Sky Cultural Alliance
 Paula Shackleton, Whistler Reads
 Zaib Shaikh, Whistler Theatre Project (by phone)
 Lauren Strata, Whistler Public Library
 Burke Taylor, VANOC (by phone)
 Anne Townley, Museum & Archives