

Quesnel Arts & Culture Impact Assessment

Kick-off Meeting
May 2, 2023

Delivered to



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AGENDA

1. Project Objectives

- *Icebreaker activity*

2. Workplan

- *Discussion*

3. Engagement Approach

- *Next Steps*

- *Questions, comments, ideas*



ABOUT NORDICITY

Nordicity is a leading global consulting firm specializing in policy, strategy, and economic analysis in the media, creative, cultural and digital sectors. Nordicity leads **cultural planning** and **impact assessment** projects for a variety of clients, locally and globally.



Nordicity is a **global firm** with associates around the world and offices located in:
Vancouver | **Toronto** | **London** (UK)

Project Objectives

OBJECTIVES

Conduct an impact of the local arts and culture sector, including economic and social impacts.

The study will:



Document the economic and social impact of the sector



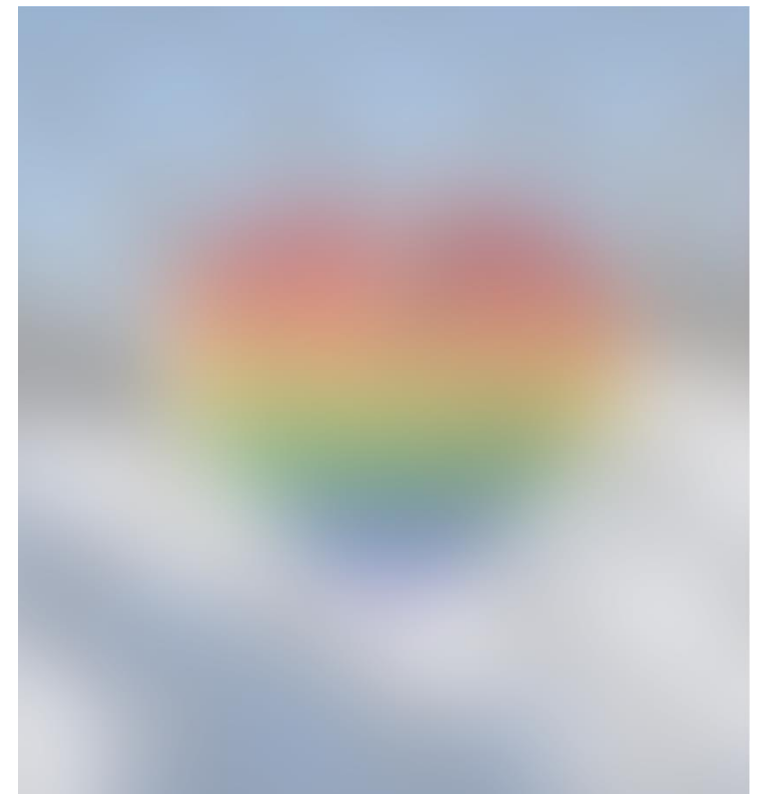
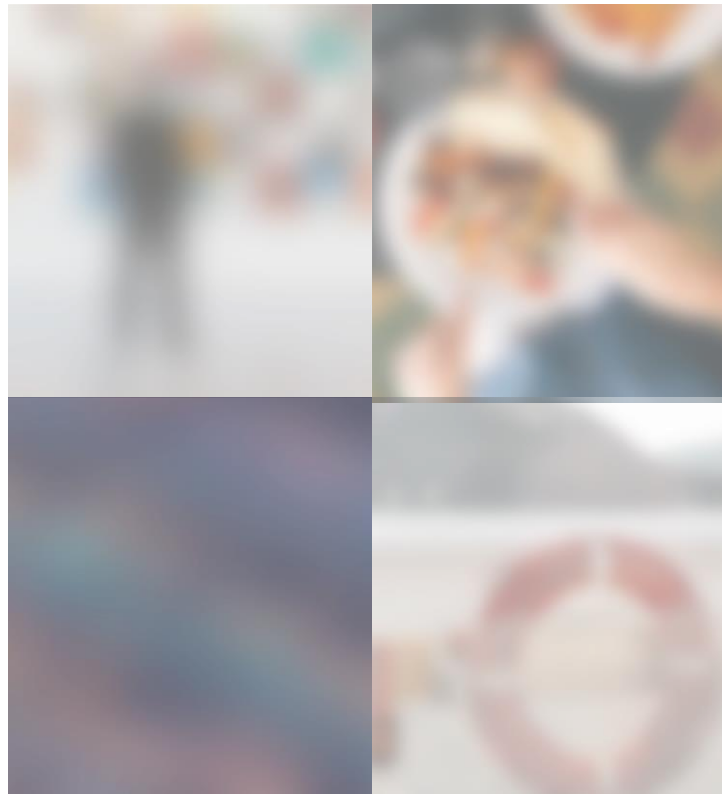
Collect data on cultural facilities needs

Purpose:

- Gather **compelling data and insights to advocate for increased support** for the sector – including facilities investment

WHY IMPACT?

The true value of arts and culture is not always fully understood



WHY IMPACT?

Impact studies help tell the story of the wide benefits of arts & culture, driven by reliable data



ICEBREAKER!

In 2-3 words, how do arts and culture impact you/your community?

1. Go to menti.com or scan this →
2. Enter the code **3981 0515**



ICEBREAKER!

Go to www.menti.com and use the code 3981 0515

In 2-3 words, how do arts and culture impact you/your community?

 Mentimeter



Workplan

PLAN & TIMELINE

1. Project Inception *May 2023*

- Kick-off meeting
- Refine workplan and methodology

2. Data Collection *May – July 2023*

- Develop research tools
- Create universe list
- Upload and launch survey
- Facilitate 2 Roundtables

3. Analysis *August 2023*

- Data collation and synthesis
- Economic Impact Assessment
- Social and Community Impact Analysis

4. Reporting *September - October 2023*

- Validation Session
- Draft Report
- Finalize Impact Assessment (Final Report)

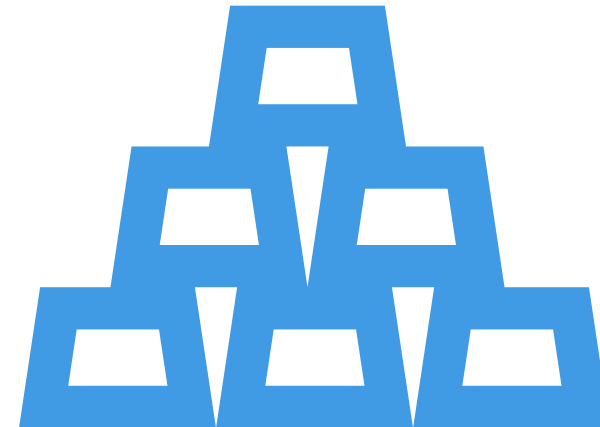
ECONOMIC IMPACT FRAMEWORK

Direct economic impact:

- Labour income
- GDP
- Employment

Time horizon:

- **2022 economic data** – to be collected via survey



ECONOMIC IMPACT FRAMEWORK – DEFINITIONS

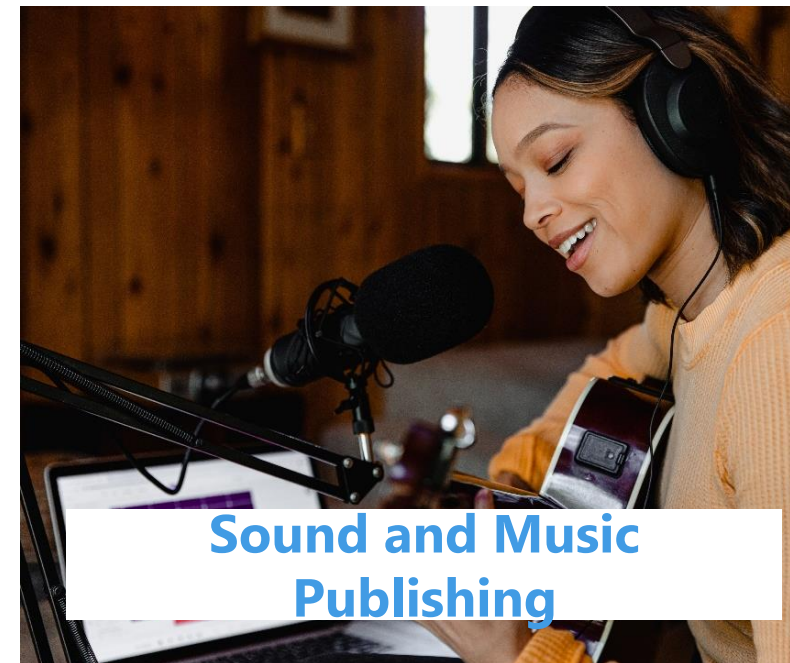
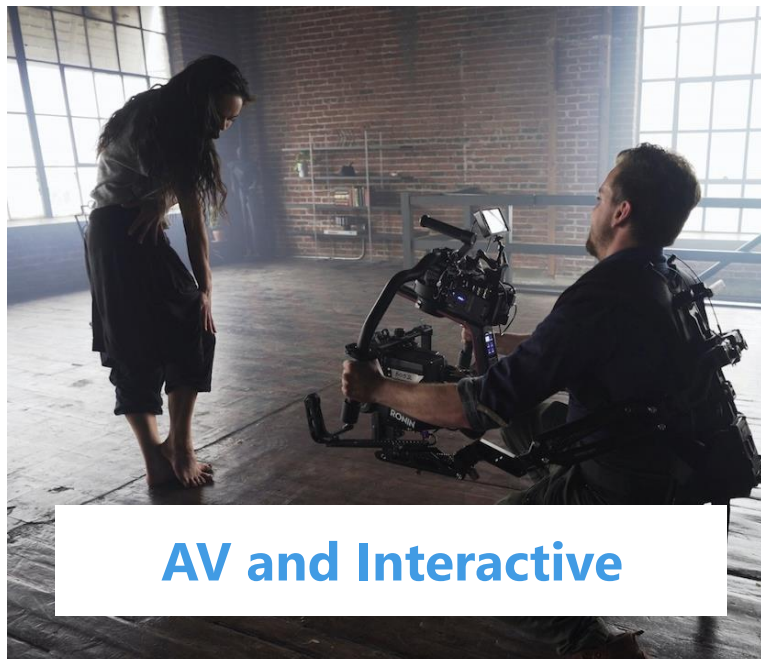
Self-selection within the Cultural Statistics framework below, while still allowing for ‘other’.

Culture Domains					
A. Heritage and libraries	B. Live performance	C. Visual and applied arts	D. Written and published works	E. Audio-visual and interactive media	F. Sound recording
Core Culture Sub-domains					
<ul style="list-style-type: none">• Archives• Libraries• Cultural heritage• Natural heritage	<ul style="list-style-type: none">• Performing arts• Festivals and Celebrations	<ul style="list-style-type: none">• Original visual art• Art reproductions• Photography• Crafts	<ul style="list-style-type: none">• Books• Periodicals• Newspapers• Other published works	<ul style="list-style-type: none">• Film and video• Broadcasting• Interactive media	<ul style="list-style-type: none">• Sound recording• Music publishing
Ancillary Culture Sub-domains					
		<ul style="list-style-type: none">• Advertising• Architecture• Design	<ul style="list-style-type: none">• Collected information		
Transversal domains					
G. Education and training					
H. Governance, funding and professional support					

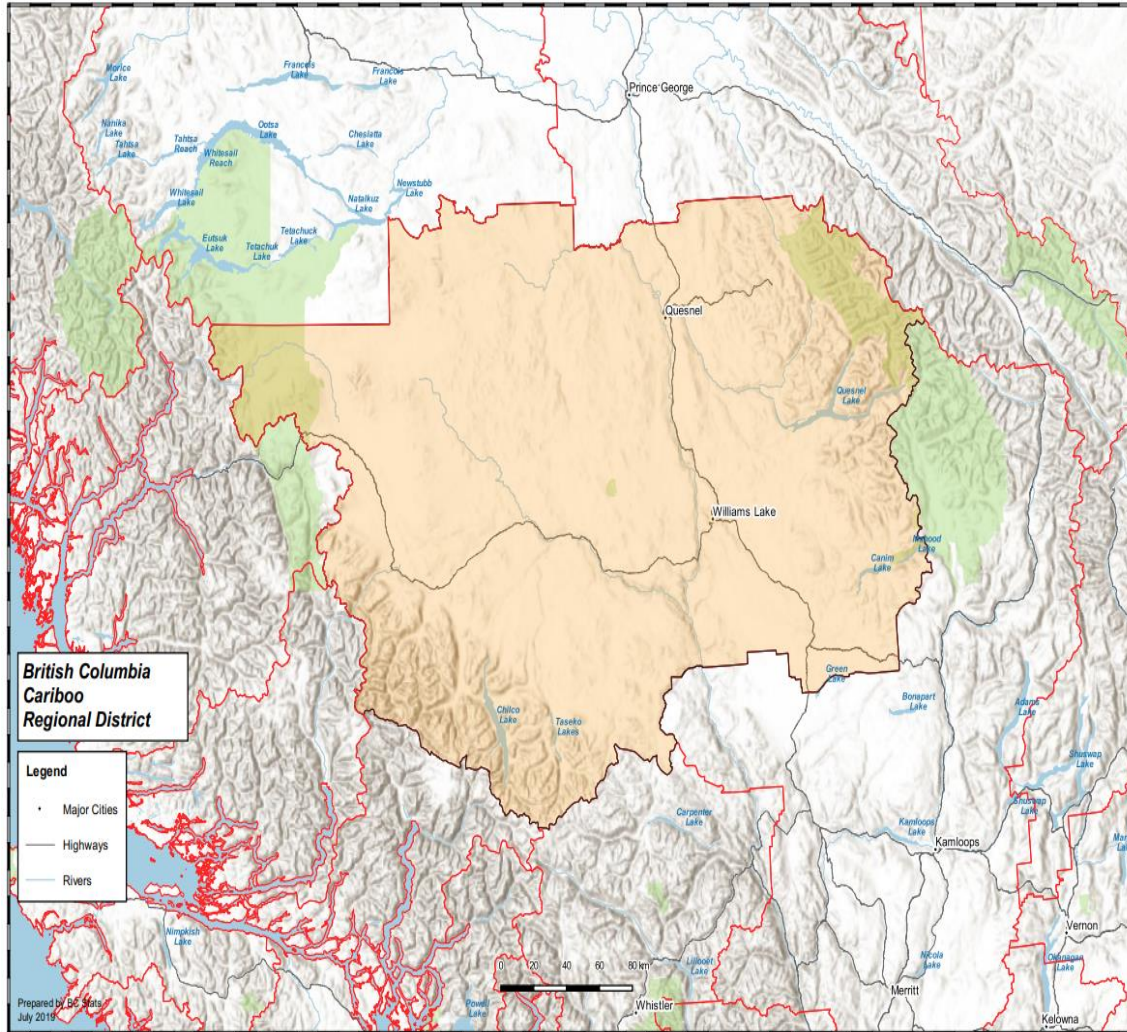
ECONOMIC IMPACT FRAMEWORK – DOMAINS



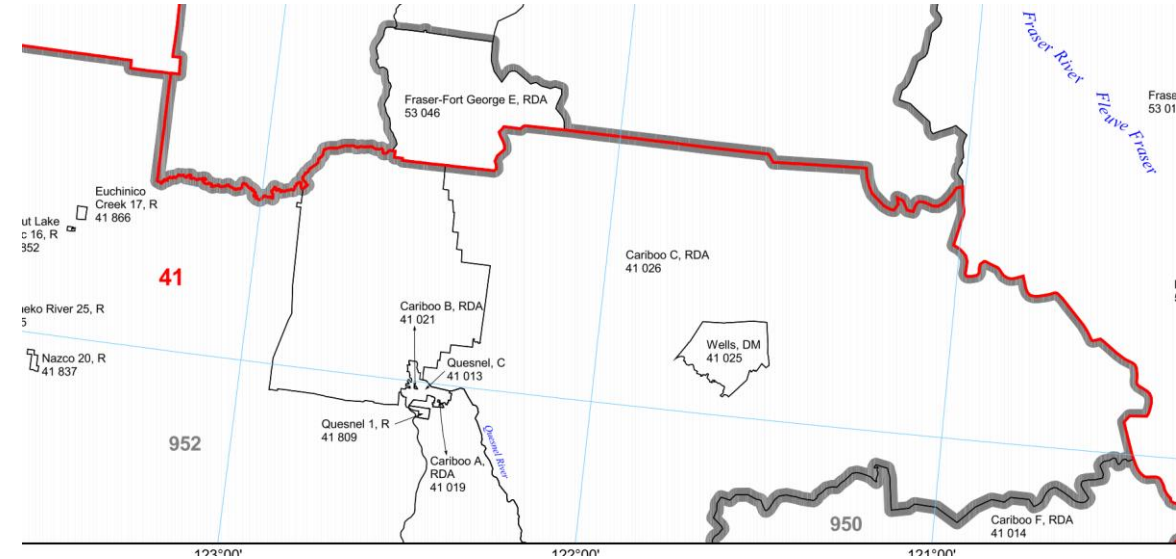
ECONOMIC IMPACT FRAMEWORK – DOMAINS



ECONOMIC IMPACT FRAMEWORK – BOUNDARIES



Source: Province of British Columbia



Next, we need to confirm the area (based on Census sub-divisions) the study will focus on

- *The above map shows the main sub-divisions surrounding the City of Quesnel*

ECONOMIC IMPACT FRAMEWORK – THE ‘UNIVERSE’

Arts Organizations

Stats Canada 6-digit NAICS,
Online Listings

- Sector Profile
- Revenue
- Expenditure breakdown
- Employment
- Audience impact

Artists

Local Council Persona
Estimates

- Sector Profile
- Arts income
- % expenses
- Community impact

Universe
Methods

Key Data
Streams

SOCIAL IMPACT FRAMEWORK

Overlapping themes of non-economic benefits:

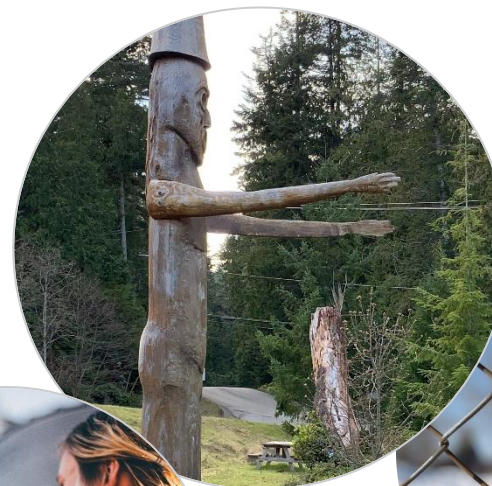
Community
Empower-
ment



Imagination &
Vision



Local Image
& Identity



Personal
Development



Social
Cohesion



Health
& Wellbeing



DISCUSSION – CONFIRMING THE SCOPE

- Other considerations based on report audience?
- Available data on audience size?
- Artists in the region?
- Geographical considerations?



Engagement Approach

WHO ARE WE ENGAGING?

SURVEY:

Everyone – especially:

- Artists
- Arts organizations
- Other community-based organizations
- Indigenous rightsholders
including members of Lhtako Dené Nation,
?Esdilagh First Nation, Lhoosk'uz Dené
Nation, Ulkatcho First Nation, Nazko First
Nation, and Métis and urban Indigenous
residents)

ROUNDTABLES:

- Artists (including writers, actors, etc)
- Arts administrators and cultural workers
- Municipal representatives
- Indigenous rightsholders – including
artists and First Nation representatives
- Businesses, Chamber of Commerce
- Community organizations working with
equity priority groups
including but not limited to people with
disabilities, newcomers, LGBTQ2S+

OUTREACH

The outreach *message* is just as important as the outreach methods

Give people a reason to care

- Show why the survey matters
- Engage on an emotional level to encourage people to take the survey
- Many in the sector feel the arts and undervalued, so it's an emotive topic many care about

Example: "Art needs your help" impact study promotional campaign, DIG



Art needs your help.
(And a chew toy. But mostly your help.)

OUTREACH

Think of it as a campaign, not just a survey

- Should the survey have its own visual identity?
- What are the target metrics? # responses? Target audience demographics?

Possible visual identity assets:

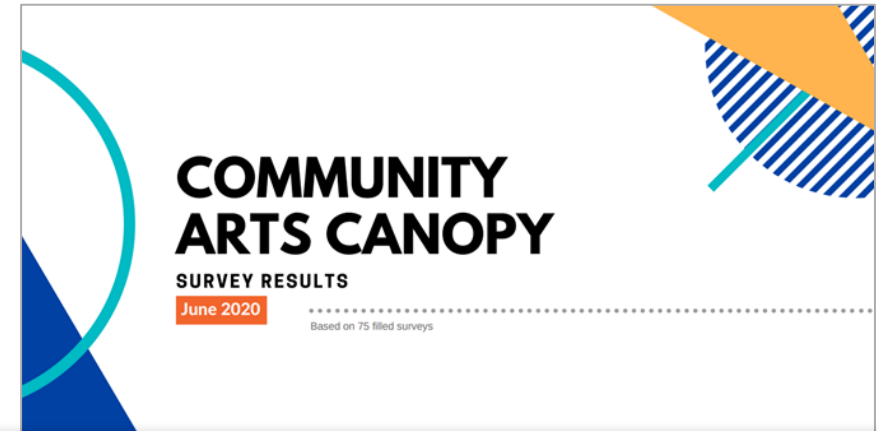
- Dedicated webpage explaining why people should care, with a prominent survey link – useful tool to help partners co-promote & a place to share findings
- Potentially brand identity, logo, 1-2 image assets
- Dedicated hashtag to be used across platforms by all partners

Consider how it will stand out online

Create a strong identity to help the survey campaign cut through the digital noise

OUTREACH

Visual examples



2020
CALGARY ARTS
PROFESSIONALS
SURVEY

OUTREACH

Considerations:

- **Plan a strategy** to connect with audiences beyond your existing networks and digital platforms
- **Consider bringing “influencers” on board** to act as “ambassadors” for the survey campaign – could also include a celebrity who cares about the topic
- **Connect with hard-to-reach audiences** before the survey is live – offer ownership in how they share
- **Think on- and offline:** share via your social networks/partners’ networks & email subscriber lists, online and print press, personal connections, municipal partners’ platforms... cast the net wide!

Consider tangible incentives –

Can participants have the chance to win a creative/cultural experience?



Looking Forward

NEXT STEPS

1. **Refining workplan** in line with what we've agreed today
2. **Desk research** including developing the 'universe list'
3. **Preparing engagement materials** (survey questions, roundtable materials)
4. **Organizing roundtables** – i.e., developing list and scheduling

QUESTIONS OR COMMENTS?

Over to you!

- Do you have any further feedback or recommendations on the workplan?
- Thoughts on survey promotion?
- Recommended individuals/organizations to invite to roundtables?



Thank you!
Questions/Comments?
Contact lplant@nordicity.com

