



CITY OF PRINCE GEORGE CULTURAL INVENTORY PROJECT

Enumerating and Mapping the City's Arts and Culture Sector.

ABSTRACT

A collaborative project between the City of Prince George & The Community Arts Council of Prince George & District, the cultural inventory project was part of the arts council's 50th anniversary series of initiatives in the year 2018. This summary report is prepared by arts council staff.

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Project Summary

The Cultural Inventory project was a collaboration between the City of Prince George (PG) and the Community Arts Council of Prince George & District (CAC). The project was undertaken in 2018 as part of the CAC's 50th anniversary and provided the organization with a unique and timely opportunity to engage with the City's broad and vibrant creative sector.

The goal of the project was to categorize, enumerate and map the arts and culture resources and participants in the City of Prince George. The methodologies employed were via community outreach, a survey and direct research.

The extended application of the deliverables of this project are intended to help inform a cultural strategic planning initiative being undertaken by PG in 2019, and which will play an important role in strengthening the community's capacity and potential in terms of arts and culture programs, facilities and amenities. This Cultural Inventory project does not provide a historical or broader geographical context but focuses on assets and resources in existence in PG, during the period of summer / autumn 2018. This project was also intended to help redefine the scope of what is currently considered artistic and cultural practices. For example, the community outreach activities were not limited to traditional art practitioners such as painters, musicians, dancers, but also included contemporary fields such as food creators, graphic designers, videographers etc.

Components of the final deliverables of this project include a written report, appendixes with a complete and categorized cultural inventory and reported expenses, and a Google map.

The authors of this report wish to thank Doug Hofstede, City of Prince George, for his tremendous support in initiating and guiding this project. Funding for the Cultural Inventory project was provided by the City of Prince George.

Methodology

The deliverables of this project were designed with a forward-looking approach to help inform insightful policy development.

The outreach and data collection of the project employed a variety of statistical tools such as:

- Survey via several formats and platforms, such as online, in-person and in-print
- Secondary sources of data collection such as online research, programs, brochures etc.
- Open public session
- Communication campaign comprised of print, electronic and social media

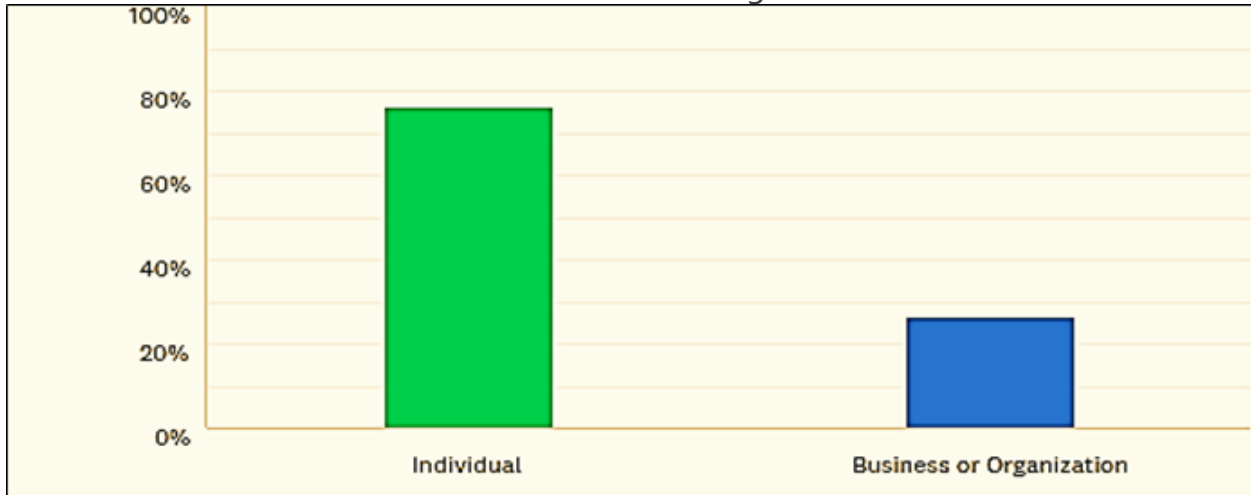
The approach of data collection was focused on the engagement of community members with the CAC and PG, to align and intersect both the homogeneity and diversity of the members of the arts and culture sector in community, resulting in conversations that could lead to new collaborations and partnerships.

Statistical Highlights

- 430 total survey respondents
- 70% of respondents were individuals
- 80% of respondents participate in their activity in a single facility
- 33% of respondents also partner with larger organizations on a regular basis
- A majority of respondents operate on regional level. Survey reflected that the many are now expanding their operations to provincial, national and international levels
- Most organizations have users from all age groups
- Reported annual funds spent on creative activities ranged from \$50 to \$3 million
- Total reported expenditures: \$24,397,295
- Average reported expenditures - \$109,897.30

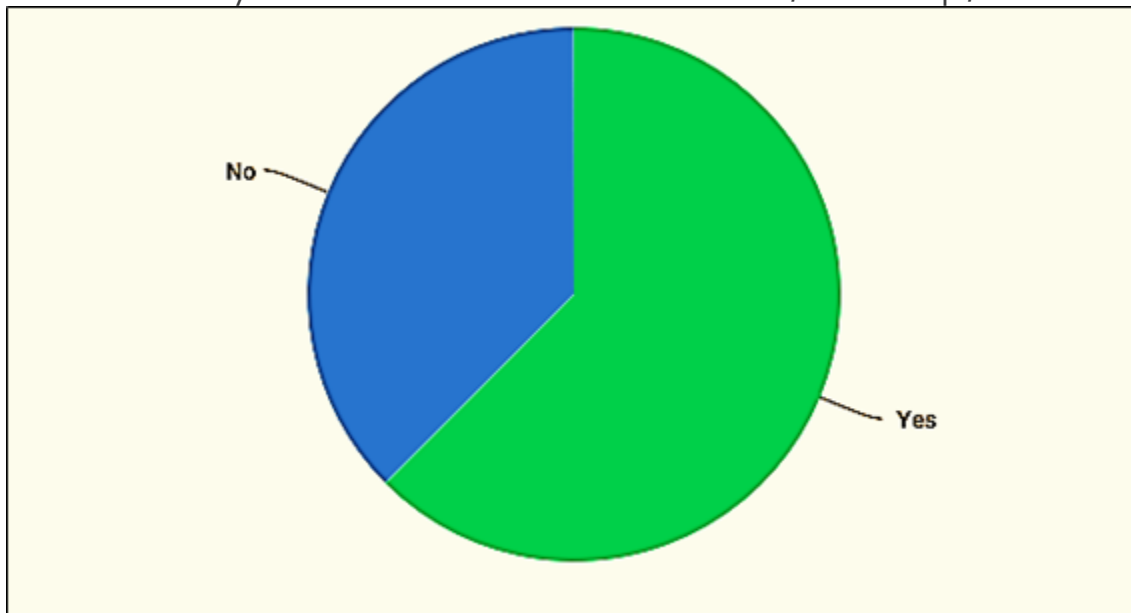
Survey Aggregate Responses (Visualizations)

Individual vs Business / Organization



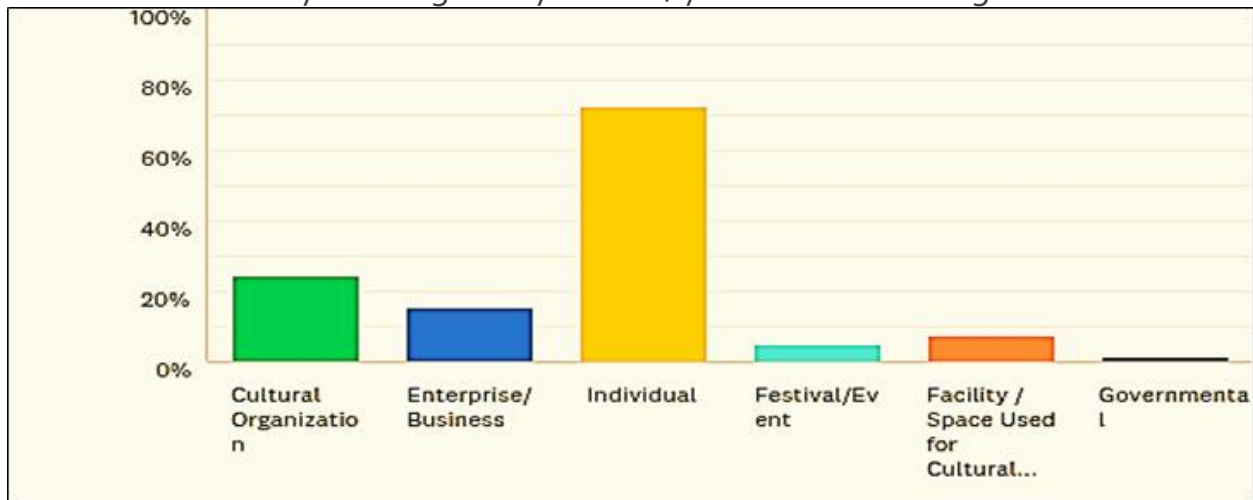
ANSWER CHOICES	RESPONSES	
Individual	76.51%	329
Business or Organization	26.51%	114
Total Respondents: 430		

Are your activities held in a home studio / workshop / office?



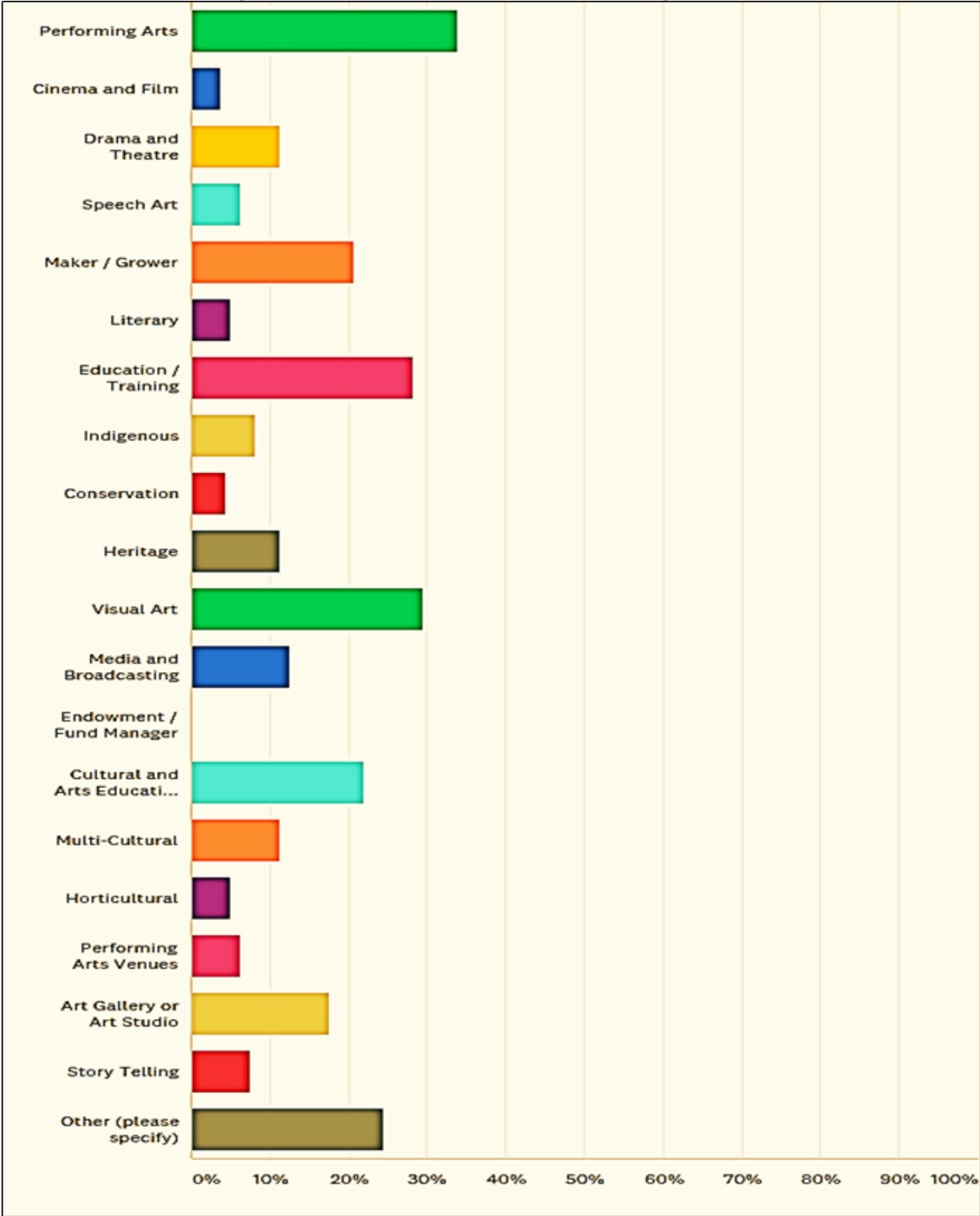
ANSWER CHOICES	RESPONSES	
Yes	62.53%	262
No	37.47%	157
TOTAL		419

How would you categorize yourself / your business or organization?



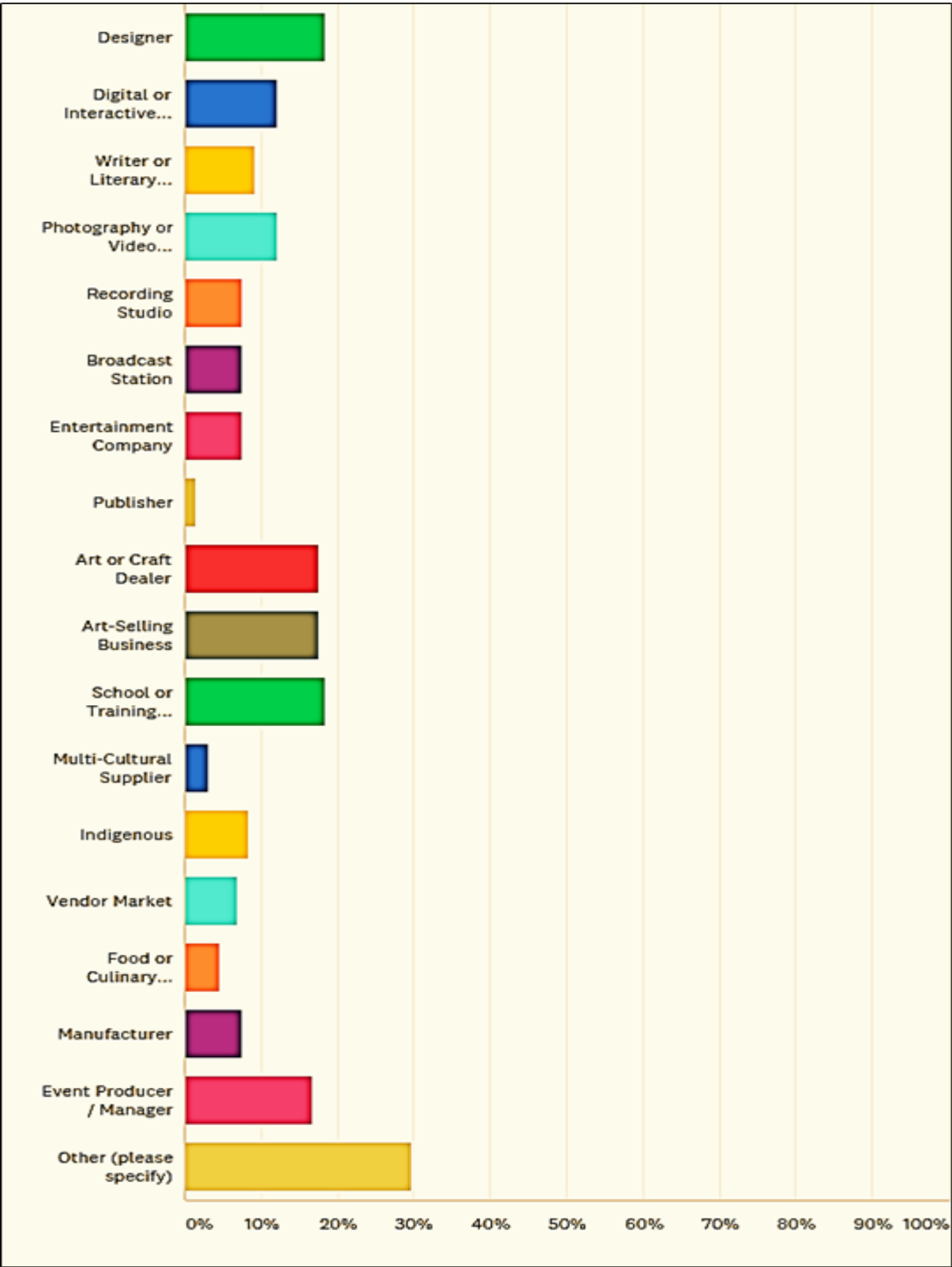
ANSWER CHOICES	RESPONSES	
Cultural Organization	24.65%	106
Enterprise/Business	15.35%	66
Individual	72.56%	312
Festival/Event	4.88%	21
Facility / Space Used for Cultural Purposes	7.67%	33
Governmental	1.63%	7
Total Respondents: 430		

If you selected Cultural Organization in the 4th question, how would you further categorize yourself / your business or organization?



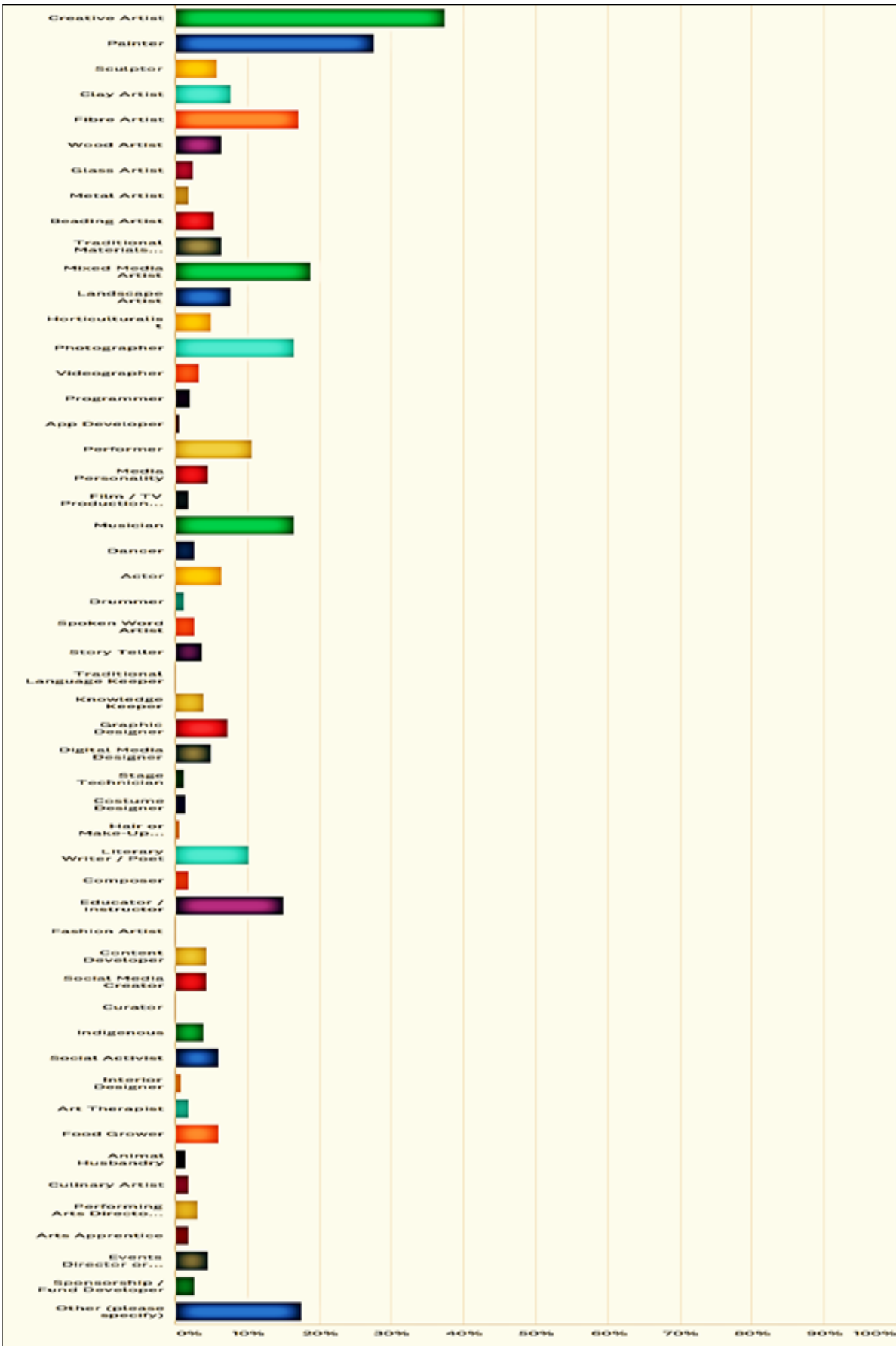
ANSWER CHOICES	RESPONSES	
Performing Arts	33.96%	54
Cinema and Film	3.77%	6
Drama and Theatre	11.32%	18
Speech Art	6.29%	10
Maker / Grower	20.75%	33
Literary	5.03%	8
Education / Training	28.30%	45
Indigenous	8.18%	13
Conservation	4.40%	7
Heritage	11.32%	18
Visual Art	29.56%	47
Media and Broadcasting	12.58%	20
Endowment / Fund Manager	0.00%	0
Cultural and Arts Education / Training	22.01%	35
Multi-Cultural	11.32%	18
Horticultural	5.03%	8
Performing Arts Venues	6.29%	10
Art Gallery or Art Studio	17.61%	28
Story Telling	7.55%	12
Other (please specify)	24.53%	39
Total Respondents: 159		

If you selected Cultural Enterprise or Business in the 4th question, how would you further categorize yourself / your business or organization? (Please select all the applicable boxes)



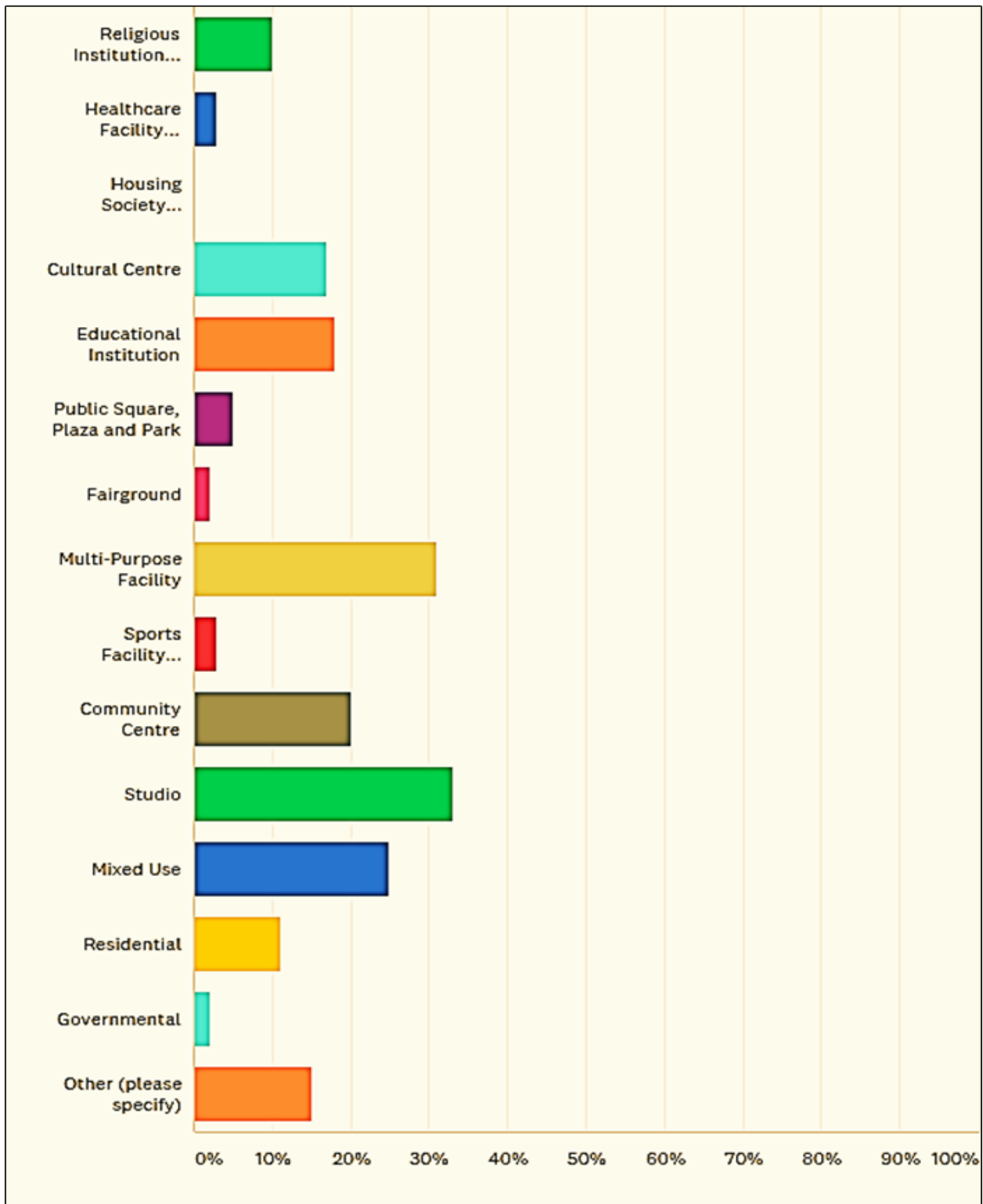
ANSWER CHOICES	RESPONSES	
Designer	18.32%	24
Digital or Interactive Media	12.21%	16
Writer or Literary Enterprise	9.16%	12
Photography or Video Enterprise	12.21%	16
Recording Studio	7.63%	10
Broadcast Station	7.63%	10
Entertainment Company	7.63%	10
Publisher	1.53%	2
Art or Craft Dealer	17.56%	23
Art-Selling Business	17.56%	23
School or Training Institution	18.32%	24
Multi-Cultural Supplier	3.05%	4
Indigenous	8.40%	11
Vendor Market	6.87%	9
Food or Culinary Enterprise	4.58%	6
Manufacturer	7.63%	10
Event Producer / Manager	16.79%	22
Other (please specify)	29.77%	39
Total Respondents: 131		

If you selected Individual in the 4th question, how would you further categorize yourself



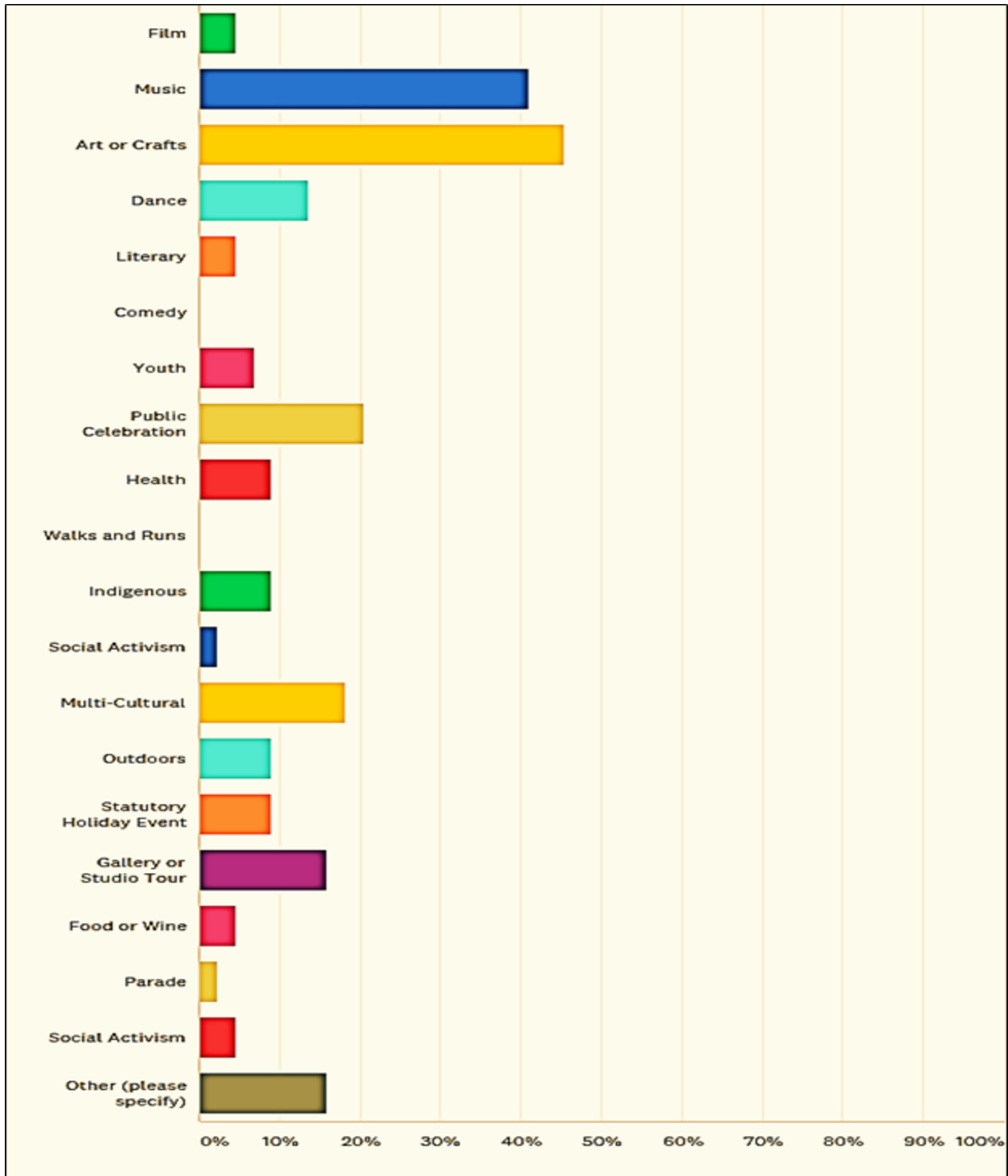
ANSWER CHOICES	RESPONSES	
Creative Artist	37.54%	122
Painter	27.69%	90
Sculptor	5.85%	19
Clay Artist	7.69%	25
Fibre Artist	17.23%	56
Wood Artist	6.46%	21
Glass Artist	2.46%	8
Metal Artist	1.85%	6
Beading Artist	5.54%	18
Traditional Materials Artist	6.46%	21
Mixed Media Artist	18.77%	61
Landscape Artist	7.69%	25
Horticulturalist	4.92%	16
Photographer	16.62%	54
Videographer	3.38%	11
Programmer	2.15%	7
App Developer	0.62%	2
Performer	10.77%	35
Media Personality	4.62%	15
Film / TV Production Artist	1.85%	6
Musician	16.62%	54
Dancer	2.77%	9
Actor	6.46%	21
Drummer	1.23%	4
Spoken Word Artist	2.77%	9
Story Teller	3.69%	12
Traditional Language Keeper	0.00%	0
Knowledge Keeper	4.00%	13
Graphic Designer	7.38%	24
Digital Media Designer	4.92%	16
Stage Technician	1.23%	4
Costume Designer	1.54%	5
Hair or Make-Up Designer	0.62%	2
Literary Writer / Poet	10.15%	33
Composer	1.85%	6
Educator / Instructor	15.08%	49
Fashion Artist	0.31%	1
Content Developer	4.31%	14
Social Media Creator	4.31%	14
Curator	0.31%	1
Indigenous	4.00%	13
Social Activist	6.15%	20
Interior Designer	0.92%	3
Art Therapist	1.85%	6
Food Grower	6.15%	20
Animal Husbandry	1.54%	5
Culinary Artist	1.85%	6
Performing Arts Director or Producer	3.08%	10
Arts Apprentice	1.85%	6
Events Director or Producer	4.62%	15
Sponsorship / Fund Developer	2.77%	9
Other (please specify)	17.54%	57
Total Respondents: 325		

If you selected Facility / Space Used for Cultural Purposes in the 4th question, how would you further categorize yourself / your business or organization?



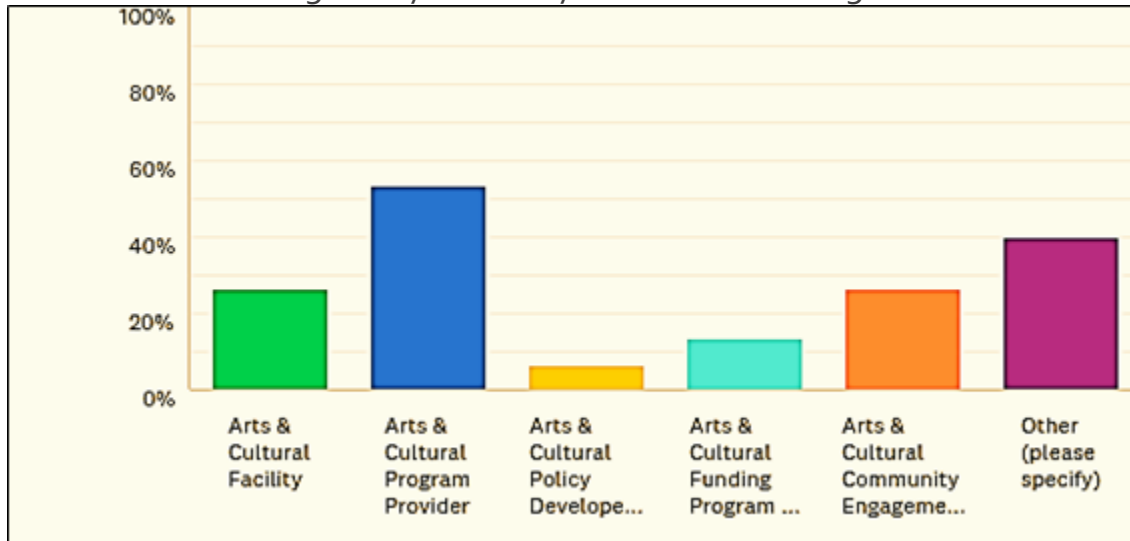
ANSWER CHOICES	RESPONSES	
Religious Institution Providing Space for Cultural Use	10.00%	10
Healthcare Facility Providing Space for Cultural Use	3.00%	3
Housing Society Providing Space for Cultural Use	0.00%	0
Cultural Centre	17.00%	17
Educational Institution	18.00%	18
Public Square, Plaza and Park	5.00%	5
Fairground	2.00%	2
Multi-Purpose Facility	31.00%	31
Sports Facility Providing Space for Cultural Use	3.00%	3
Community Centre	20.00%	20
Studio	33.00%	33
Mixed Use	25.00%	25
Residential	11.00%	11
Governmental	2.00%	2
Other (please specify)	15.00%	15
Total Respondents: 100		

If you selected Festival/Event in the 4th question, how would you further categorize yourself / your business or organization?



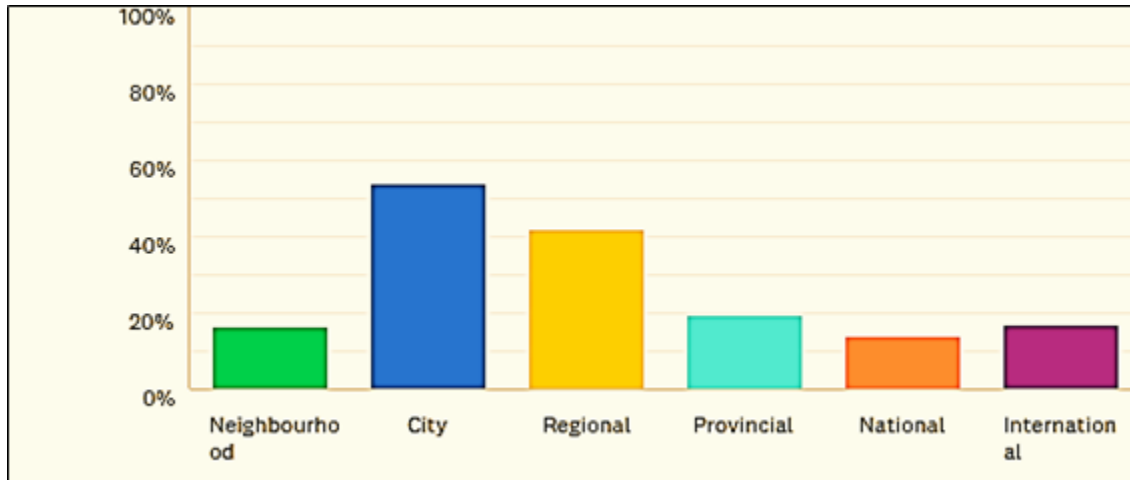
ANSWER CHOICES	RESPONSES	
Film	4.55%	2
Music	40.91%	18
Art or Crafts	45.45%	20
Dance	13.64%	6
Literary	4.55%	2
Comedy	0.00%	0
Youth	6.82%	3
Public Celebration	20.45%	9
Health	9.09%	4
Walks and Runs	0.00%	0
Indigenous	9.09%	4
Social Activism	2.27%	1
Multi-Cultural	18.18%	8
Outdoors	9.09%	4
Statutory Holiday Event	9.09%	4
Gallery or Studio Tour	15.91%	7
Food or Wine	4.55%	2
Parade	2.27%	1
Social Activism	4.55%	2
Other (please specify)	15.91%	7
Total Respondents: 44		

If you selected Governmental in the 4th question, how would you further categorize yourself / your business or organization?



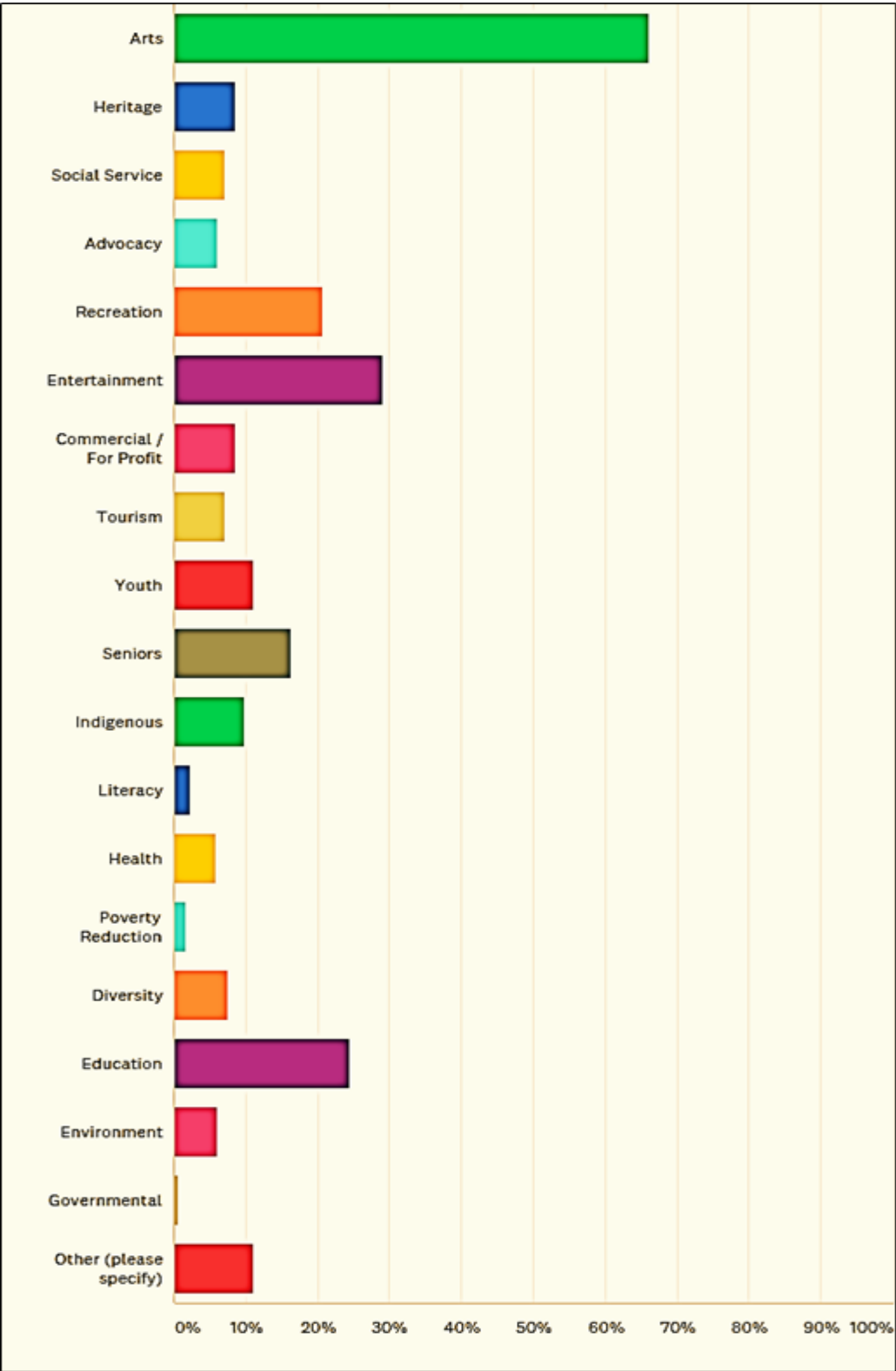
ANSWER CHOICES	RESPONSES	
Arts & Cultural Facility	26.67%	4
Arts & Cultural Program Provider	53.33%	8
Arts & Cultural Policy Developer / Analyst	6.67%	1
Arts & Cultural Funding Program / Officer	13.33%	2
Arts & Cultural Community Engagement Program / Officer	26.67%	4
Other (please specify)	40.00%	6
Total Respondents: 15		

What is the geographical reach of your / your business's or organization's activities?



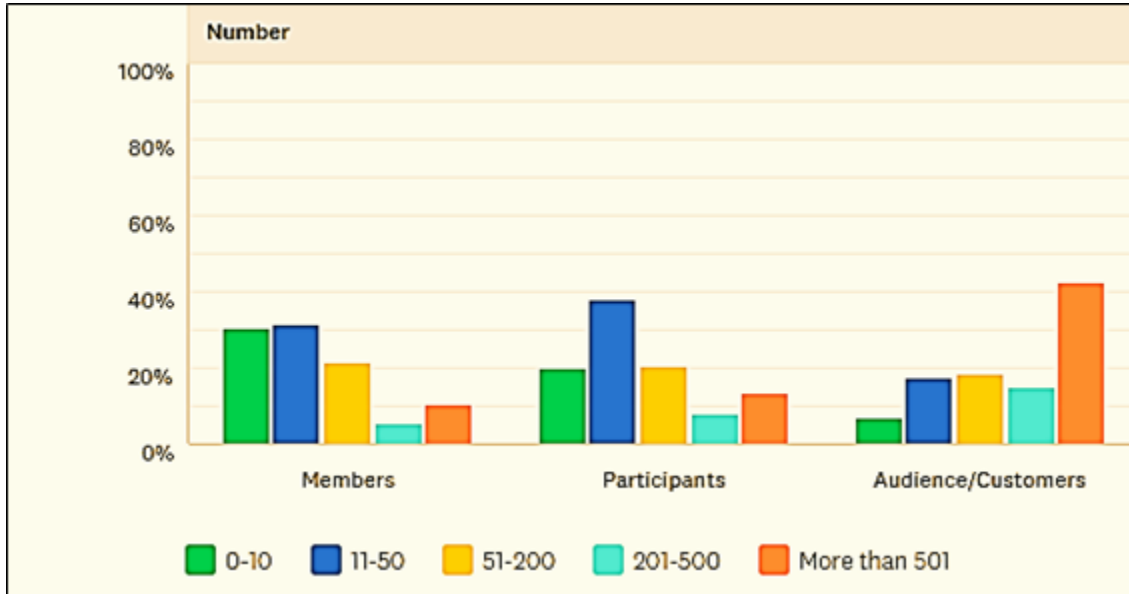
ANSWER CHOICES	RESPONSES	
Neighbourhood	16.61%	49
City	53.90%	159
Regional	42.03%	124
Provincial	19.66%	58
National	13.90%	41
International	16.95%	50
Total Respondents: 295		

Which of the following best describes the scope of your / your business' or organization's purpose or mandate?



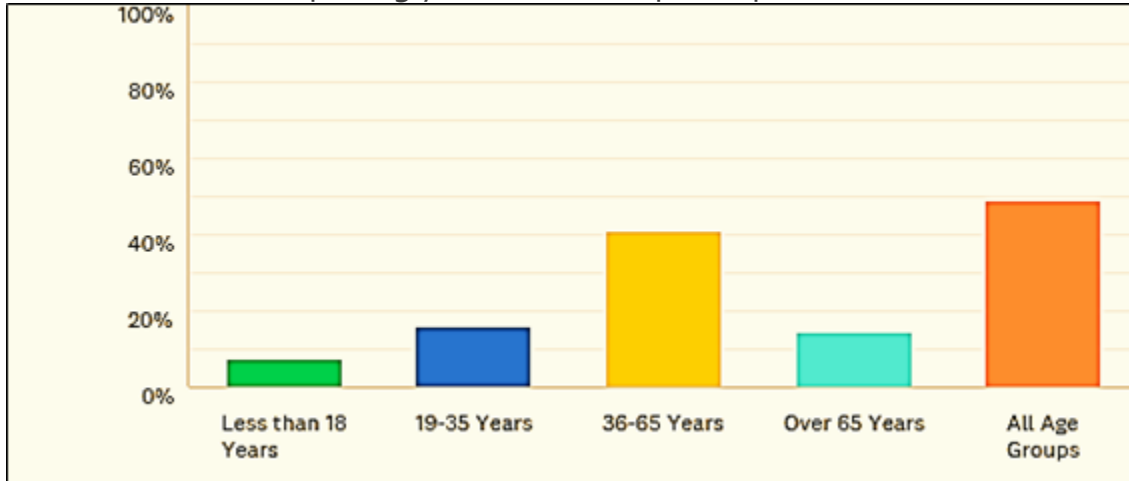
ANSWER CHOICES	RESPONSES	
Arts	66.10%	195
Heritage	8.47%	25
Social Service	7.12%	21
Advocacy	6.10%	18
Recreation	20.68%	61
Entertainment	29.15%	86
Commercial / For Profit	8.47%	25
Tourism	7.12%	21
Youth	11.19%	33
Seniors	16.27%	48
Indigenous	9.83%	29
Literacy	2.37%	7
Health	5.76%	17
Poverty Reduction	1.69%	5
Diversity	7.46%	22
Education	24.41%	72
Environment	6.10%	18
Governmental	0.68%	2
Other (please specify)	11.19%	33
Total Respondents: 295		

Please indicate the estimated sizes of your membership, participants and or audience / customers



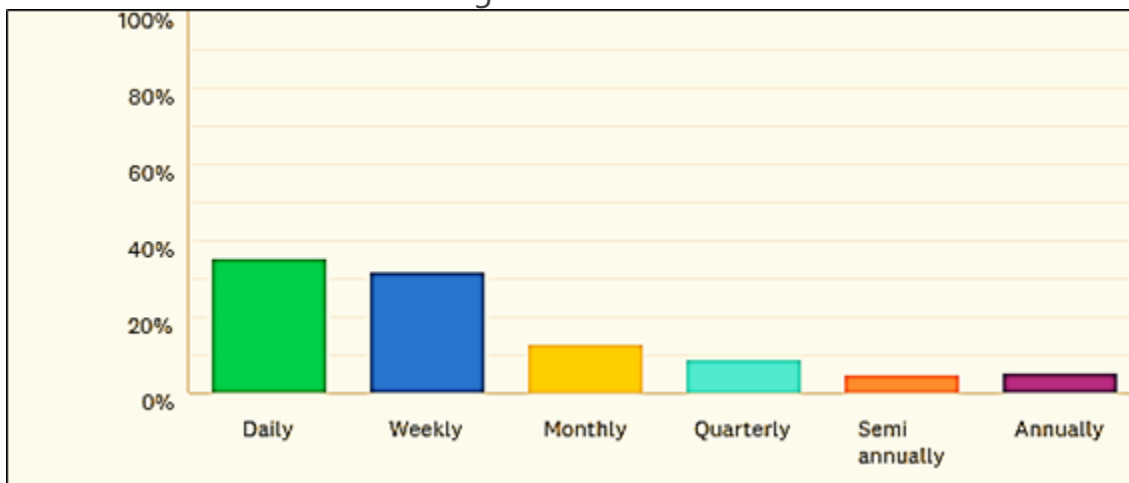
Number						
	0-10	11-50	51-200	201-500	MORE THAN 501	TOTAL
Members	30.43% 49	31.68% 51	21.74% 35	5.59% 9	10.56% 17	161
Participants	19.88% 32	37.89% 61	20.50% 33	8.07% 13	13.66% 22	161
Audience/Customers	7.14% 14	17.35% 34	18.37% 36	14.80% 29	42.35% 83	196

On the basis of previous question, please estimate the primary age group(s) comprising your members/participants/customers.



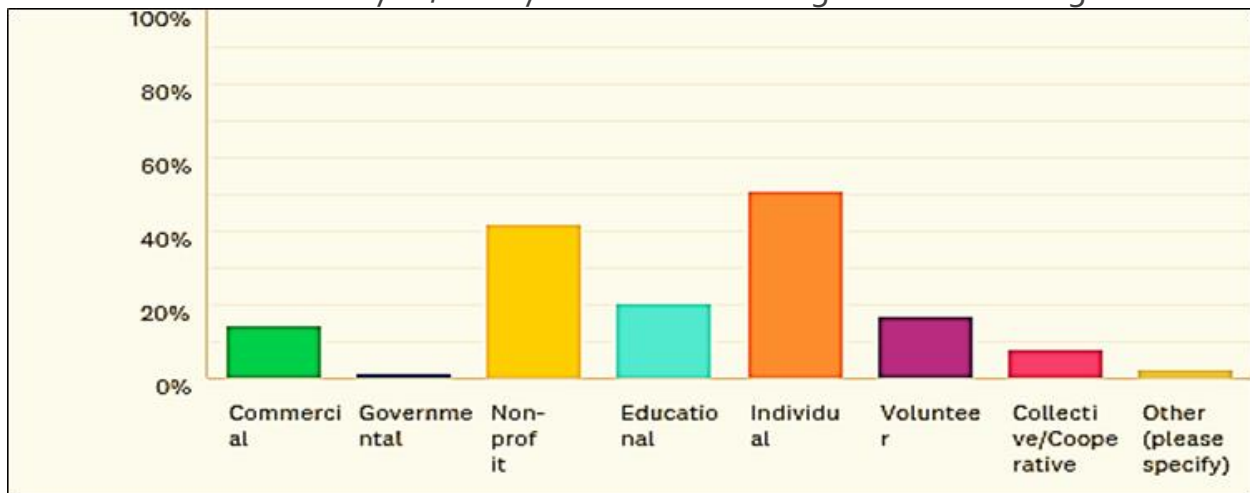
ANSWER CHOICES	RESPONSES	
Less than 18 Years	7.26%	18
19-35 Years	16.13%	40
36-65 Years	41.13%	102
Over 65 Years	14.52%	36
All Age Groups	49.19%	122
Total Respondents: 248		

How would you best define the rate of usage of your / your business's or organization's activities?



ANSWER CHOICES	RESPONSES	
Daily	35.25%	104
Weekly	32.20%	95
Monthly	13.22%	39
Quarterly	8.81%	26
Semi annually	5.08%	15
Annually	5.42%	16
TOTAL		295

Which sector do you/does your business or organization belong to?



ANSWER CHOICES	RESPONSES	
Commercial	14.53%	43
Governmental	1.69%	5
Non-profit	41.89%	124
Educational	20.27%	60
Individual	51.01%	151
Volunteer	16.89%	50
Collective/Cooperative	8.11%	24
Other (please specify)	2.70%	8
Total Respondents: 296		

Appendix A: Cultural Inventory By Category (Spreadsheet)

Appendix B: Reported Expenditures (Spreadsheet)