

COMMUNITY ARTS COUNCIL
of the Alberni Valley
EST 1965

Top 10 Community Themes & Outcomes from the Arts & Culture Survey

data collection AUG - NOV 2025 via Digital Jotform

All survey data, responses, and compiled findings remain the exclusive property of the Community Arts Council of the Alberni Valley

Top 10 Community Themes & Outcomes from the Arts & Culture Survey

AUG-NOV 2025 | Data collected by the Alberni Arts Council

1

NATURAL ASSET

Strong pride in the Valley's **natural setting** as a creative asset

- The natural environment was the most frequently identified strength.
- Outdoor arts programming, land-based creativity, and place-responsive projects will resonate strongly with residents
- Future initiatives can confidently integrate nature, outdoor venues, and environmental themes

2

LOCAL ARTISTS

Respondents consistently highlighted **local creators** as central to the cultural identity

- Investment in local artist visibility, exhibitions, and paid opportunities is strongly supported
- Programs that connect artists directly to the public will align with community priorities
- Artist-led workshops, markets, and demonstrations should remain a core strategy

3

INDIGENOUS CULTURE

Indigenous culture was seen as a key community strength, with a clear need for more inclusion

- Continued and expanded Indigenous leadership, partnerships, and programming will meet clear public expectations
- Cultural initiatives should prioritize relationship-building, knowledge sharing, and visibility of Indigenous voices

4

AWARENESS OF EVENTS

The most common obstacle reported was **lack of awareness of events**

- Communications strategy improvements will likely produce the fastest participation gains
- Investment in coordinated promotion, centralized listings, and consistent marketing channels is critical
- Outreach systems matter as much as programming itself

5

GREATER VARIETY

Many respondents felt programming **lacks sufficient diversity**

- Expanding art forms, performance types, and participatory activities should be prioritized
- Touring performers, new mediums, and interactive projects would directly respond to this gap
- Program diversification should be treated as a measurable strategic objective

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PUBLIC ART

Demand for more **public art and murals** is extremely strong

- Community-visible artwork is one of the clearest actionable priorities
- Murals, installations, and outdoor works provide high-impact, widely supported investments
- Public art initiatives can serve both cultural and tourism objectives

7

AFFORDABILITY

Cost of participation and the need for **affordable opportunities** appeared repeatedly

- Free and low-cost programming should remain central to community arts delivery
- Subsidized workshops, bursaries, and publicly funded events align with community needs
- Accessibility pricing strategies are essential for equitable engagement

8

INTERGENERATIONAL

Youth, seniors, and **intergenerational** programming are needed – specifically for youth and older adults

- Age-inclusive programming should be intentionally planned rather than incidental
- Dedicated youth markets, workshops, and senior-friendly day programs would address gaps
- Intergenerational creative spaces may produce strong participation outcomes

9

CULTURAL DIVERSITY

Respondents selected **increased cultural diversity and inclusion** as priority improvements

- Future programming should intentionally reflect multiple cultural communities
- Partnerships with cultural organizations and community groups can strengthen representation
- Inclusive design should be treated as a program planning standard

10

COMMUNITY FUTURE

Community sees arts and culture as important for the **future of the Alberni Valley**

- Public support exists for long-term cultural investment
- Arts initiatives can be framed as economic development, tourism development, and community cohesion strategies
- Strategic planning can confidently position arts as essential infrastructure, not optional programming



Artist Data compared with the Arts & Culture Survey

data collection AUG – NOV 2025 via Roundtables and Jotform

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OVERVIEW:

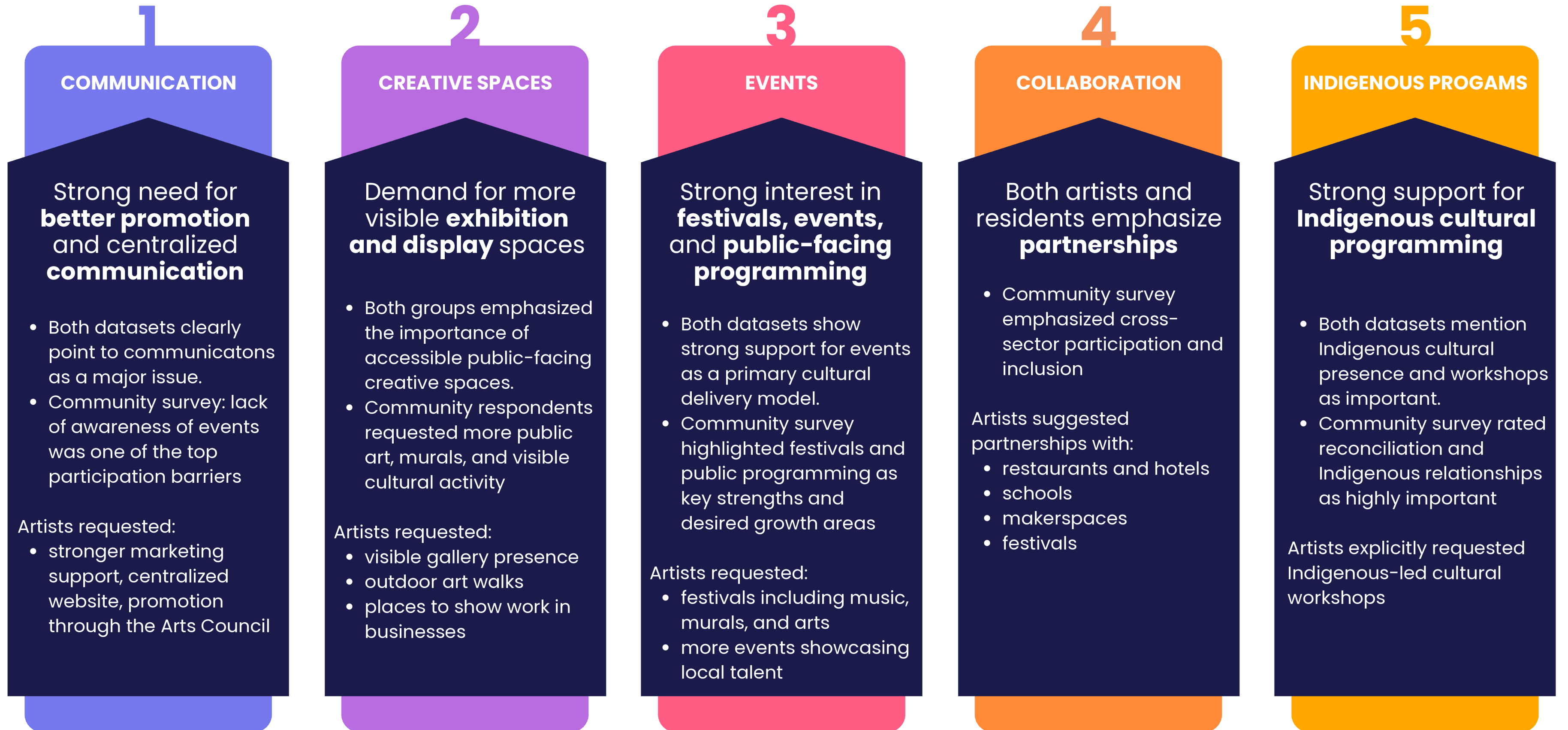
Comparison of artist consultation data with the broader community survey shows strong alignment around the need for **improved promotion**, more **visible exhibition opportunities**, expanded **festivals and public programming**, stronger **cross-sector partnerships**, and **increased Indigenous cultural presence**.

However, key differences emerge: artists emphasize **income sustainability, professional opportunities, and need for creative infrastructure**, while the general community prioritizes affordability, access, and programming diversity.

Together, the findings suggest that successful cultural development strategies must simultaneously strengthen public-facing cultural participation while also building behind-the-scenes economic and professional support systems for local creators.

Top Corresponding Themes (Artist Data + Community Survey Align)

AUG-NOV 2025 | Data collected by the Alberni Arts Council



Top Non-Corresponding Themes (Artist Data vs Community Survey Differences)

AUG-NOV 2025 | Data collected by the Alberni Arts Council

1

INCOME FOR ARTISTS

Artists focus heavily on **income sustainability** — community does not

Artists strongly requested:

- opportunities to sell work
- professional income pathways
- artist co-ops
- business support

Interpretation: The public values cultural experiences; artists need economic infrastructure. These are related but not automatically solved by the same programs.

2

AFFORDABILITY

Community prioritizes **affordability and access** — artists mention it far less

Artists focused much more on:

- visibility
- marketing
- professional opportunities

Interpretation: Residents worry about affordability to attend. Artists worry about viability to create. These are two sides of the same ecosystem but show different priorities.

3

CONNECTION

Artists strongly want networking and creative connection spaces

Artist data repeatedly referenced:

- creative hubs
- artist co-ops
- spaces to connect
- collaboration environments

The general public survey rarely mentioned this.
Interpretation: Internal artist ecosystem development is an artist-driven need, not a broad public demand.

4

NEED FOR INFRASTRUCTURE

Community emphasizes cultural experiences and community identity — **artists emphasize professional opportunity and infrastructure**

The general community survey frequently framed arts and culture in terms of community pride, identity and belonging, tourism and vibrancy, and public experiences.

By contrast, artist responses focused more on access to studio/work space, tools, equipment, and technical resources, rehearsal, creation, and making environments, and practical infrastructure needed to produce work

Interpretation: Residents tend to view arts primarily through the lens of cultural experience and community benefit, while artists view the system through the lens of production viability and infrastructure. This indicates that investment in creation infrastructure may be critically important for the artist ecosystem even though it is largely invisible to the broader public.



Thank You

to the **Alberni Valley Community Foundation**
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