

Performance Report – SSAC 2010

The SSAC supports and embraces the BCAC values in its activities; these are also shaped and influenced by the distinctive community context on Salt Spring Island.

1. Artistic excellence in all art forms.

- Artistic excellence is a core SSAC value, enhanced through the jury system for ArtCraft, the selection process for the Showcase exhibits¹, and the independent peer review process for Grants and Awards.
- The majority of specific SSAC programming focuses on the visual arts (a wide range – including painting, ceramics, sculpture, metalwork, jewelry, textiles and basketry) to complement the performing arts offerings of our sister organization ArtSpring. SSAC Grants and Awards are inclusive of all art forms, and include promotion of traditional and contemporary music, theatre and dance, as well as the visual arts.

2. Vibrant arts and cultural communities central to the creation of a healthy society.

- SSI is endowed with a talented and diverse artistic community that is recognized and celebrated by the larger island community. The SSAC has played a pivotal role in positioning the arts in the new tourism initiatives as a means of enhancing their sustainability.
- Mahon Hall acts as a catalyst for a diversity of cultural activities during the winter months, including theatre, musical performance, dance, and craft.
- The SSAC seeks to include diverse organizations and venues in its activities – for example the participation of many local retailers in exhibiting the Chairity Chairs. The SSAC participation in the Shared Space initiative provides a particularly rich opportunity for linking social and cultural organizations more closely.
- Delivering on the SSAC vision for the new School for the Arts will further enhance the profile and centrality of the arts to the SSI community

3. Breadth of artistic activity - from emerging to established, from classical to experimental and from traditional to contemporary.

- As indicated in Section 3.1 of the application, the SSAC programs target emerging and established artists. They also embrace an enormous diversity of artistic endeavour including such activities as 1) a collaboration of contemporary dance and sculpture (Dwellings, Vertebrae and Other Tales – Robbyn Scott and Stefanie Denz supported through a Grant), 2) A Showcase exhibit of the work of the well known painter and sculptor pair Kathy and Deon Venter and; 3) a scholarship for a recent high school graduate to pursue a program in wood turning at Selkirk College in Nelson.

4. Inclusiveness, while respecting B.C.'s Aboriginal arts and culture.

- The SSAC is seeking ways to overcome the challenge of not having a First Nations organization on Salt Spring Island with which bridges and cooperative action can be forged. This means that much of our outreach has focused to date on individual artists. For example, a First Nations artist exhibited in ArtCraft 2010; we continue to encourage a breadth of participation in all SSAC activities.
- The anchor exhibit for the 2010 Easter Art Tour featured Eric Klemm's enormously powerful photographic art "Silent Warriors", celebrating the cultures and traditions of North American First Nations communities.

5. Clear goals, developed in consultation with the arts and cultural communities, to guide short and long-term operations.

- An annual strategic planning session involves members of the various SSAC committees that represent different segments of the community as well as the Board members and is designed to provide ongoing review and evolution of goals with community participation. The 2009 session

¹ For a Showcase Exhibit, work must be recent, created within the past 2 years, and must not have been exhibited locally or at ArtCraft either on the main floor or at a previous Showcase. Exhibitions are chosen to reflect innovation, quality and professionalism.

resulted in the articulation of long-range plans, including the School for the Arts, and in 2010 short term action plans for enhanced sustainability and impact.

- The AGM, our Newsflashes and the open community consultations (this past year on ArtCraft) ensure community engagement in ongoing refinement and evolution of strategies and action plans.
6. Fair and transparent administrative and adjudicative processes that adhere to the principles of accountability, independence recognition of merit, and equality of opportunity.
- Our program opportunities, selection criteria and review processes are publicly available on the SSAC Website and monitored by the Board.
 - The Newsletter and AGM provide ongoing accountability, as do Board e-mails to the membership
 - Merit review is at the heart of our decision making process. In addition to *ex ante* merit review, *ex post* evaluation of major new directions is an emerging area of SSAC activity. A survey of the SSAC membership on the new “look and feel” of ArtCraft 2010 is “in the field” as this application is being written.

Receipt of a performance award for 2011 will allow the SSAC to advance more rapidly on three major projects that are current priorities hampered by a lack of funds:

1. Major upgrade to and enhancement of the SSAC Website to include an artists directory – designed to provide local artists with web pages that include images/CDs/DVDs of their work, together with a brief artists statement and hot link to their own web site. This would be a searchable part of the site that would act as an external portal to the arts on SSI. Ideally we would also move into more extensive use of social media, but this is unlikely to occur within 2011 given the need to focus first on the more traditional website development.
2. Implementation of the first phase of the Artist in the Community program focussing initially on the on-island provision of professional development for local artists and the translation of that content into “resource modules” that are web accessible. Partnerships with arts organizations in other locations will be explored. This will underpin more extensive exploration of arts based community development.
3. A new project that is broadly inclusive of all the artistic communities on SSI and celebrates their strength and diversity and provide a more lasting legacy of the arts over time. The current concept is an on line/virtual show entitled “A day in the life of the arts on SSI” with a catalogue that could be obtained in print version (i.e. this would be a curated exhibit). Approaches for what could become an annual (or perhaps each two years) event include:
 - a. Images of artists at work in their own studios
 - b. Images/DVDs of works of art being created
 - c. Images/DVDs of work that has been created in the last year
 - d. Artistic representations/reflections on a theme
 - e. Cycling through different genres of work each yearThe intent would also be to spin off “secondary products” that could be sources of revenue generation to support SSAC programs, grants and scholarships.