

Attachment # 5
Arts and Theatre Strategies

The City has a long history of supporting performing arts and culture. The Massey Theatre, along with the Anvil Theatre and Bernie Legge Theatre, provides the crucial infrastructure to attract and host theatrical performances in the City.

The Arts Strategy 2019 – 2024 was developed to articulate the vision that will direct City decisions and implementation actions for the performing arts in the City.

Extensive stakeholder engagement for the Arts Strategy began in 2016. Results indicated that the City's existing theatre assets were of varying age, condition, functionality and unique programming potential. They also indicated that the Massey Theatre was among the most utilized cultural facilities in the City, and played an important role in community-building, local business and economic development.

The final Arts Strategy 2019-2024 was approved by Council on December 10, 2018 and is available at the following web address:

https://www.newwestcity.ca/database/files/library/2019_Arts_Strategy_Final.pdf.

A separate Theatre Strategy was completed in 2019 to guide the City's governance of these specialized assets. The Theatre Strategy identifies a need to bring the Massey Theatre to modern standards in order to support its vision as a Performing Arts Centre, a community gathering place and a regional destination. The Theatre Strategy goals, objectives and strategic priorities are aligned with the Arts Strategy.

The final Theatre Strategy 2019 was approved by Council on December 9, 2019 and is available at the following web address:

[https://www.newwestcity.ca/database/files/library/New Westminster Theatre Strategy 2019 \(Final\).pdf](https://www.newwestcity.ca/database/files/library/New_Westminster_Theatre_Strategy_2019_(Final).pdf)

Together, the Arts and Theatre Strategies establish the need for a major renovation of the Massey Theatre as a strategic priority to ensure the health and future growth of the performing arts in the City. Both Strategies articulate goals and objectives that will be advanced by the Massey Theatre Renovation project.