



Victoria Arts Sustainability Coalition UNITED FOR A SUSTAINABLE FUTURE – A LOCAL COALITION FOR A CULTURAL LAND TRUST

CRD ARTS CHAMPIONS SUMMIT 2025



OVERVIEW

Who we are, what's been happening



The Honourable Diana Gibson, MLA addresses the crowd at the Open House on June 22, 2025



The Problem – and Solution





Impacts and Outcomes

The Coalition groups shared a myriad of impacts, which are directly tied to this volatile real estate environment including, but not limited to:

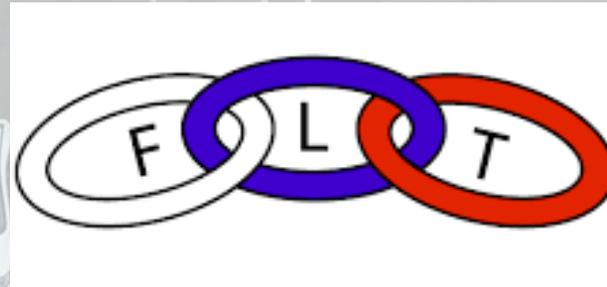
- Organizational fatigue and exhaustion.
- Social erosion and declining participation.
- Volunteer burnout.
- Exploitation.
- Instability and anxiety.
- Contraction and constriction.

Since 2022: **Xchanges rent has gone from \$3,500 to \$7,500 (new landlords); **Errant Art Space** folded – artists disbursed to church basements; **Victoria Arts Council** had to vacate from main storefront due to rising rents and is now operating in greatly reduced space on Front street; **MediaNet** moved to smaller space and on and on....**Rockslide Gallery** (over 80- artists is on notice of closure in < 1 yr*

The Core Coalition Today: Represents hundreds of artists and families in the region



Professional & Community Alliances





CULTURE DISTRICT

The Culture District Opportunity

722 Johnson Street

CULTURE DISTRICT

A circular map overlay showing a grid of streets and various art-related locations. The map includes the following labels and icons:

- us Art Supplies
- Heria's Chinatown National Historic Site
- Centennial Square
- Splatters Art Studio
- British Columbia Arts Council, Victoria, BC
- Arts BC, The Assembly Of BC...
- Artworld Picture Framing & Art...
- London Drugs
- Blue Fox Cafe
- Meares
- Victoria Arts Council
- Urban Art
- Mark Loria Gallery Showcase for works by indigenous artists
- Open Space Arts Society
- Gage Gallery Arts Collective
- Out of the Mist Gallery
- Art Ink Print
- Noah Layne Academy of...
- Vancouver Island School of Art
- Development Office
- Victoria's Chinatown National Historic Site
- Centennial Square
- Splatters Art Studio
- British Columbia Arts Council, Victoria, BC
- Arts BC, The Assembly Of BC...
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- Vancouver Island School of Art

722 JOHNSON STREET

A Viable Property!

- ✓ Great location and exposure, parking, wheelchair access and new elevator
- ✓ Has secure tenants that will help sustain/reinvest to the fund 2027 (renews until 2032)
- ✓ Right size 28, 725 sq - immediate tenancy of 13,000 sq' with room to expand by 2032, which allows time for stabilization
- ✓ Motivated, supportive, and connected seller

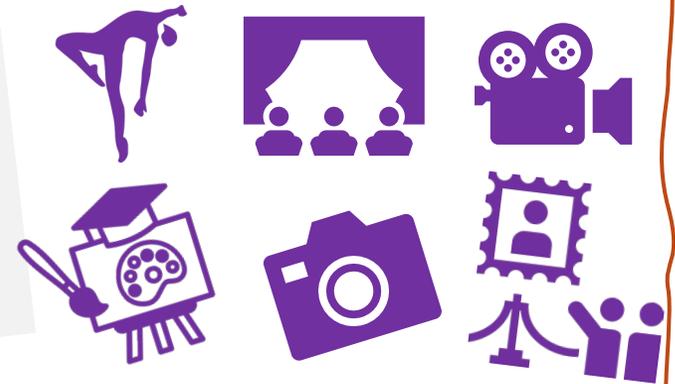


High Profile Downtown
Owner-Occupier/Investor Opportunity

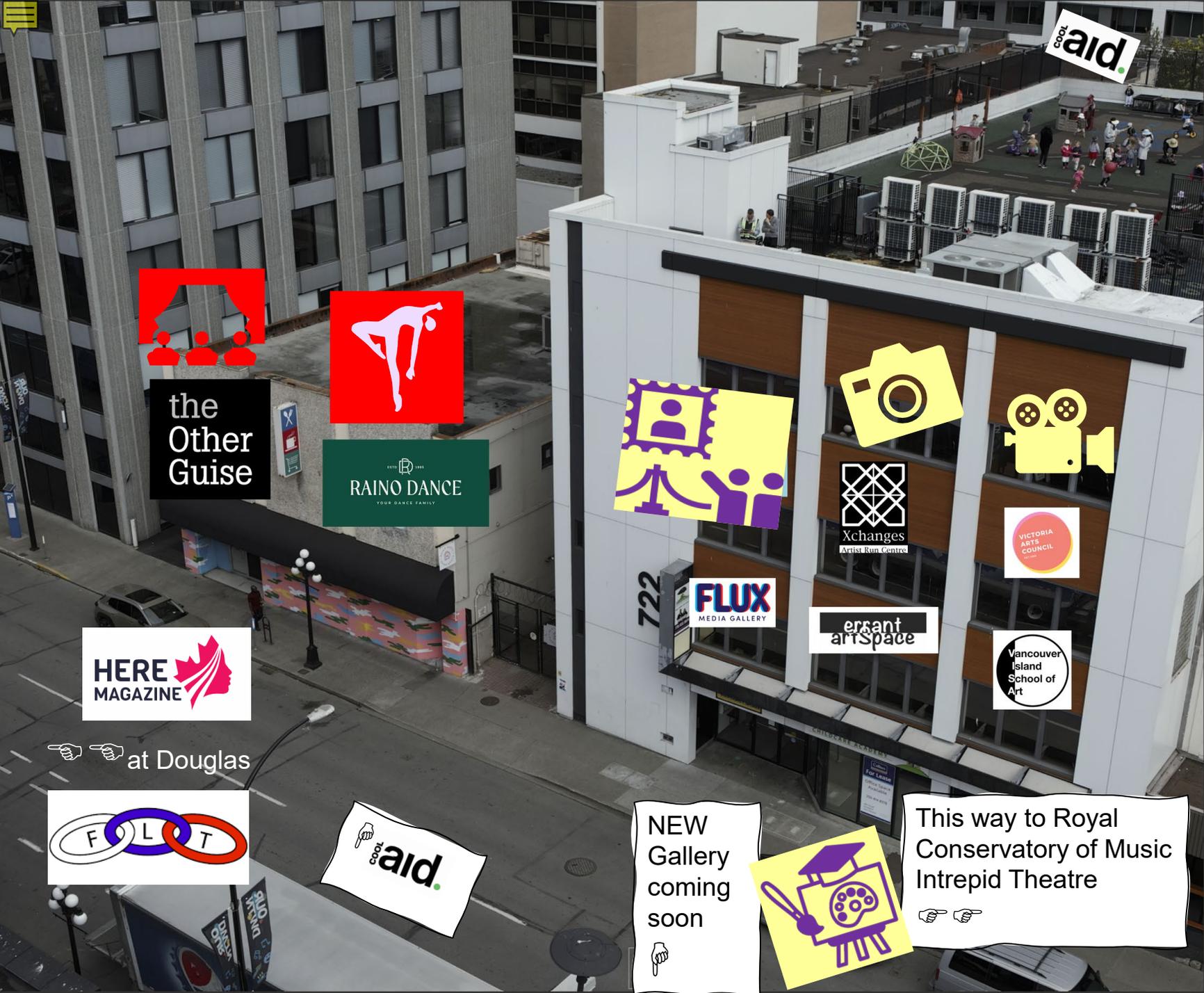
722 JOHNSON ST
VICTORIA, BC

CBRE | INVESTMENT PROPERTIES
VICTORIA

Next Door CULTURE DISTRICT
Performing Arts Neighbours and
Collaborators –
The Other Guise – Theatre
RAINO - Dance

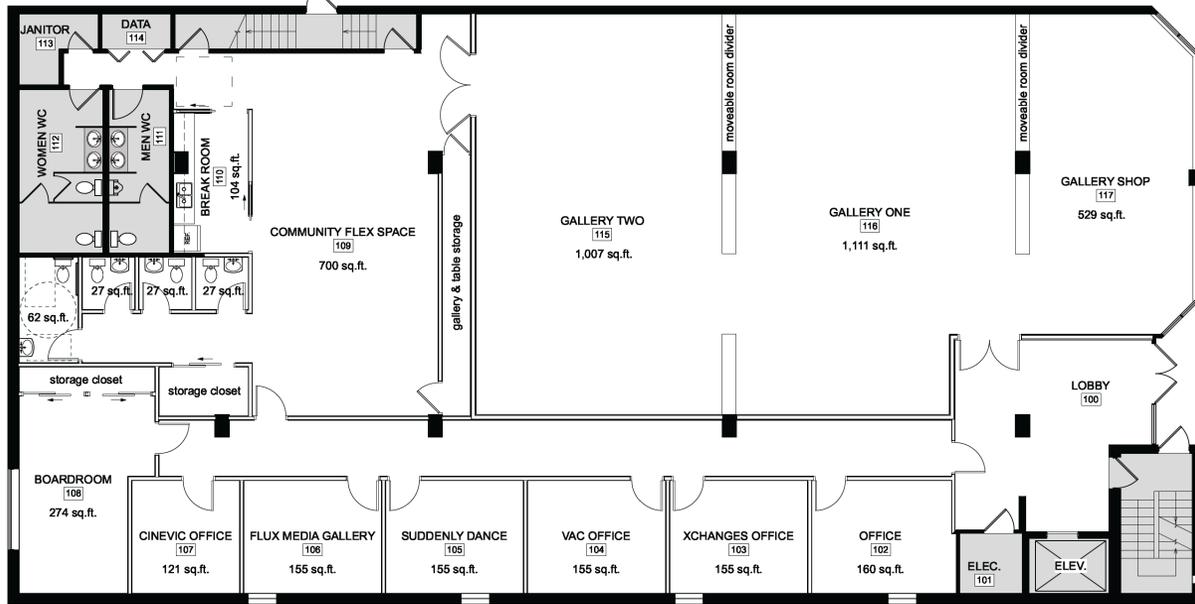


UP TO 10 ARTS RELATED GROUPS ARE
MOBILIZING IN THIS AREA – THE COALITION IS KEY



- ✓ A Culture District builds momentum and energy in the community
- ✓ Reinventing abandoned office space into valuable cultural spaces – win-win-win from all perspectives – especially environmentally
- ✓ Lifting artists and their families in a more significant economic way than in the past 20-50 years
- × This is NOT about gentrification or “arts washing” the neighbourhood

The Vision - 2 Floors - 13,000 sq'

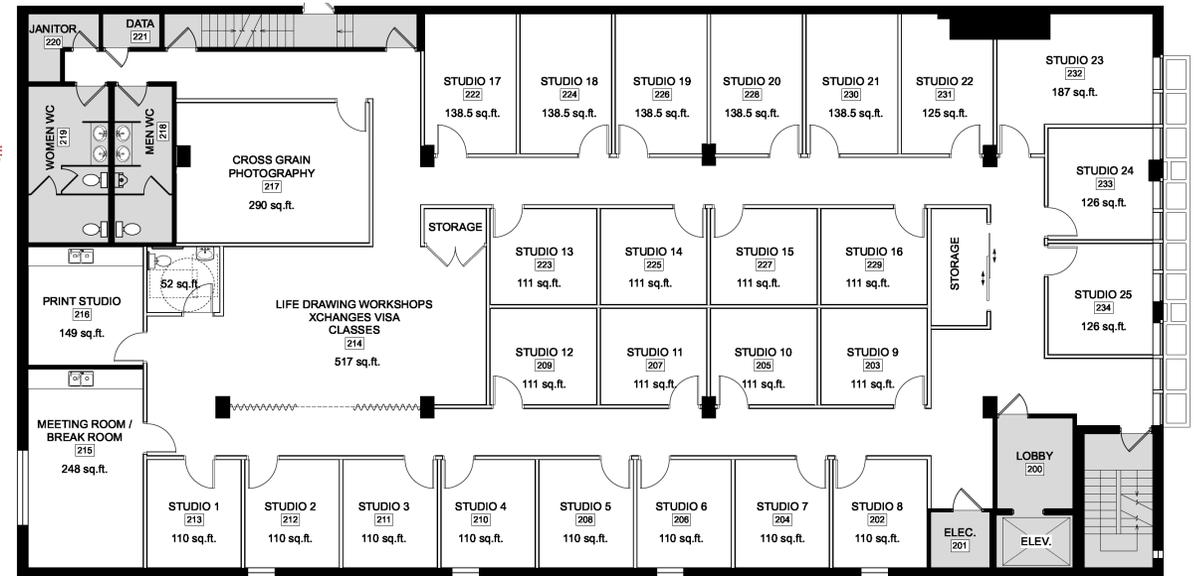


722 Johnson VASC | Proposal 1st Floor Plan

SK-03 numberTEN
 2025-08-11
 1:100
 2025514

1st Floor: presentation/exhibition spaces, community space; special events, classes/workshops, community board room for meetings
 Offices, and an innovative street-facing collective shop space for artists and artisans, art supplies

2nd Floor - Production spaces, creative work areas for individual artists in visual and media arts, and community studios (printmaking, photography); social space



722 Johnson VASC | Proposal 2nd Floor Plan

SK-04 numberTEN
 2025-08-11
 1:100
 2025514



re-imagining
the future

community
engagement



ACCESSIBILITY



More than the elevator (but this is awesome – new condition! No waiting for a project to do this)

Inside - accessible washrooms and design for wheelchair access (halls, doors etc.)

Seniors and persons with access barriers can finally attend day and evening programs and events!

Tons of parking if needed, plus the building has 18 **dedicated spaces** to earn revenue and increase access (each floor of the parkade has secure access to the building)

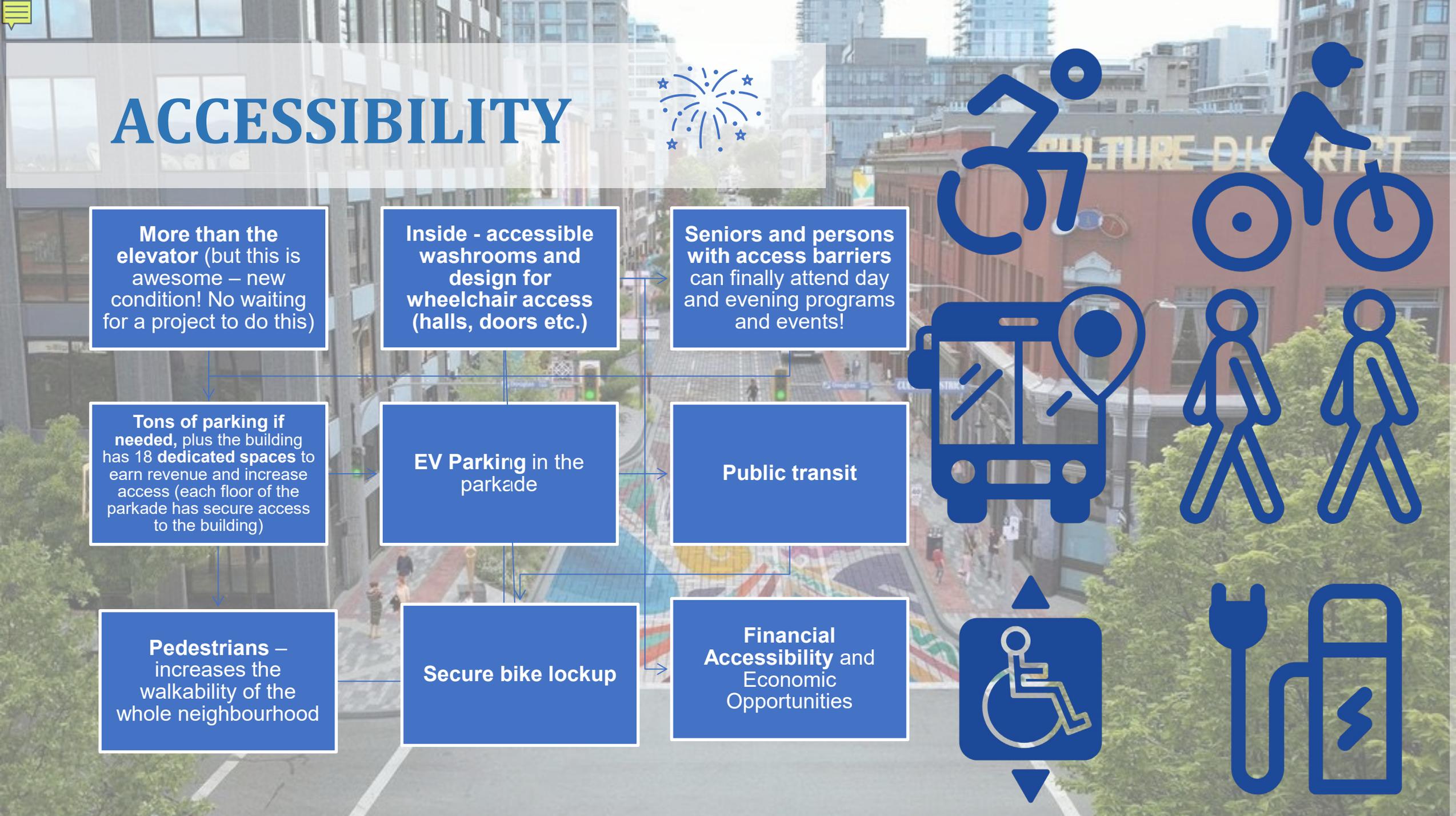
EV Parking in the parkade

Public transit

Pedestrians – increases the walkability of the whole neighbourhood

Secure bike lockup

Financial Accessibility and Economic Opportunities





Economic Impacts of the Arts



[Advocacy](#)

[Programs & Services](#)

[Resources](#)

[Publications](#)

[Events](#)

[News](#)

[Blogs](#)

[Membership](#)



NEWS

Arts and Culture Sector Contributes \$131 Billion to Canada's Economy

New report Artworks reveals how the arts and culture sector drives economic growth and Canadians' quality of life





THE HEART OF SUSTAINABILITY

CULTURAL LAND TRUSTS



Cultural Land Trust Movement

WORLD
CITIES
CULTURE
FORUM

CITIES
CITY PROJECTS
DATA
REPORT

PUBLICATIONS
NEWS
EVENTS

PARTNERS HUB
ABOUT US
CONTACT

NEWS

Posted: Tue 8 April 2025
By Katherine Thornton

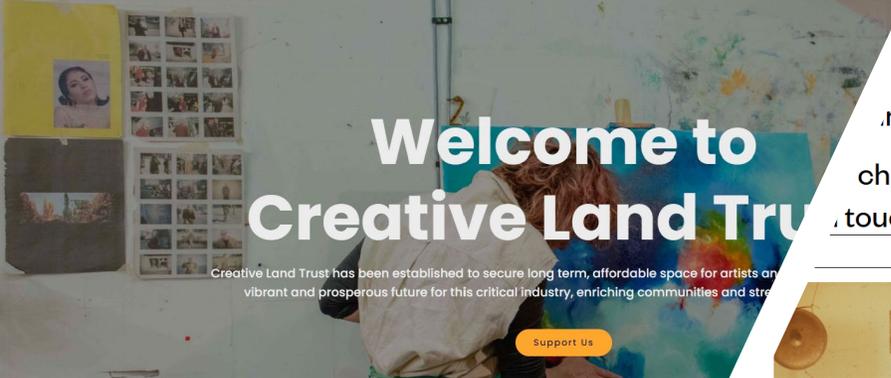
WORLD CITIES TO TACKLE CREATIVE SPACE CRISIS AT INAUGURAL CREATIVE LAND TRUST SUMMIT

CREATIVE LAND TRUSTS ARE HELPING CITIES
PROTECT AFFORDABLE CREATIVE WORKSPACE

Shelley Trott, Executive Director of the Kenneth Rainin Foundation says:

Creative Land Trusts are needed now more than ever as cities face turbulent geopolitical climates that threaten creative workspaces.....





Welcome to Creative Land Trust

Creative Land Trust has been established to secure long term, affordable space for artists and a vibrant and prosperous future for this critical industry, enriching communities and streets.

Support Us

...ome's history, there has been a consistent
...it to documenting our work – from our original houses, to
...d other projects, and many of the 7,000 artists we have
...nce 1972.

...hive is now open by appointment. To arrange a visit, please
...touch.



CULTURAL SPACE AGENCY

Cultural Land Trusts - International



real estate. For good.

As the cost of real estate rises, U



Workshop & Artists Studio Provision (Ltd.)

...ounded to provide secure, stable workspace to the artists and makers based across Scotland.

...land's national provider of
...a spaces, Wasps has raised
...30m, invested in buildings for
...benefit of the cultural sector in
...otland. Wasps owns
...approximately two thirds of its
...property portfolio, providing
...additional security for its tenants.

In its development capacity, Wasps contributes a positive role to the reg
communities across Scotland. As part of its remit, Wasps redevelops h
buildings, converting them into ideal and much needed facilities for r
creative industries, social enterprises and charities, generating emr
local economies.

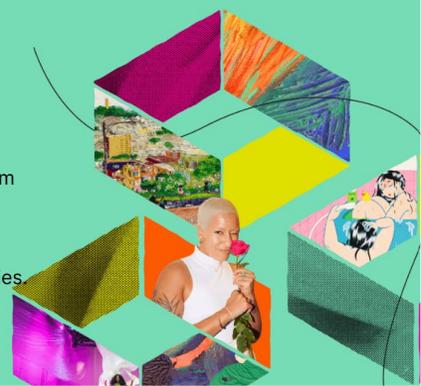
Find out more about our activities in our annual reviews [here](#).

MOMENT

Announcing the **Space to Dream Initiative**, designed to ensure long-term affordability for artists and arts organizations in the Bay Area.

Join us in shaping the future of our cities.

GET INVOLVED



MEET



Cultural Land Trusts – the 1st in Canada

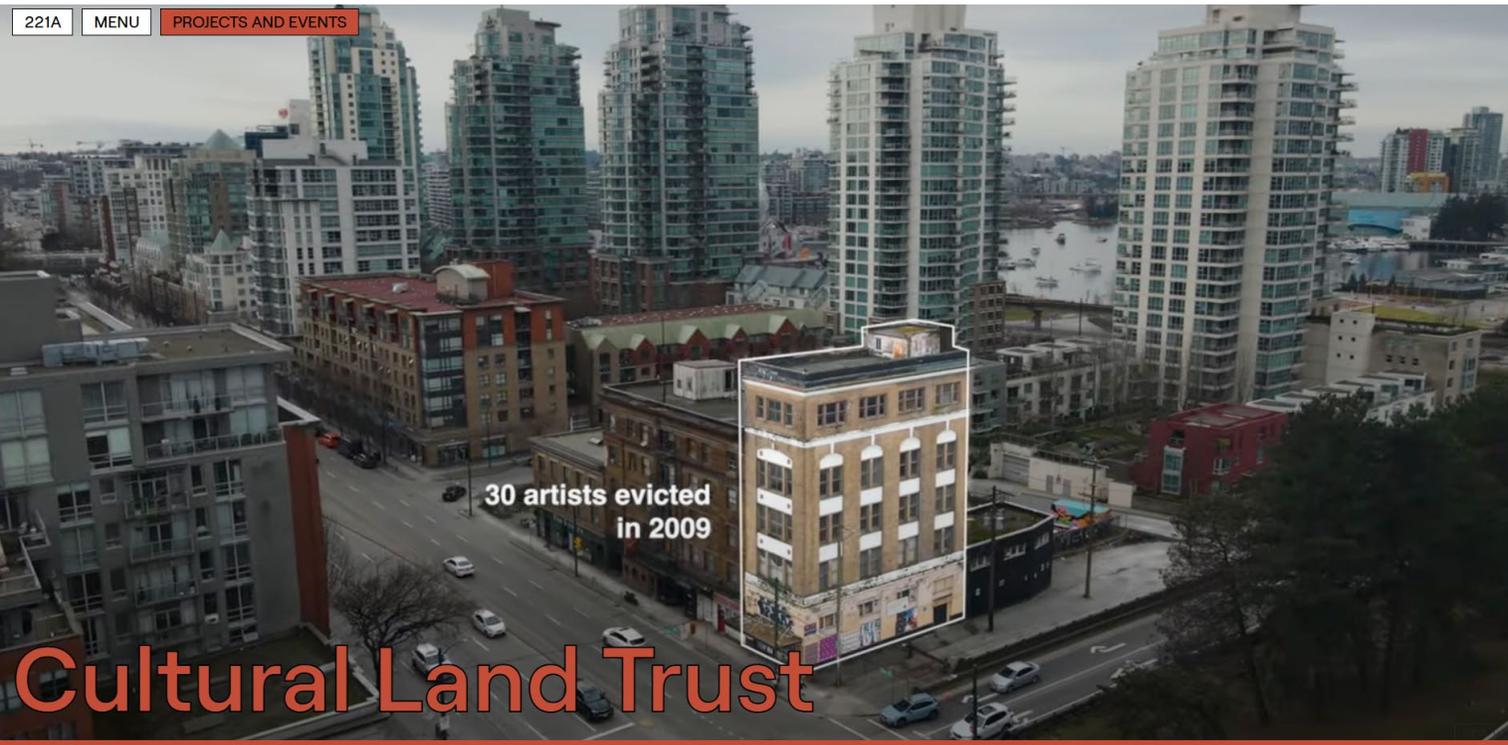
Purchase of Units at Youngplace Building Preserves Arts and Cultural Spaces

19.02.2025 | Blogs Media Coverage

“This is a first for the Foundation. It is important for us to use our resources to support new models of financing and ownership in media, arts and culture,” said Sadia Zaman, CEO, Inspirit Foundation



Cultural Land Trusts - Local

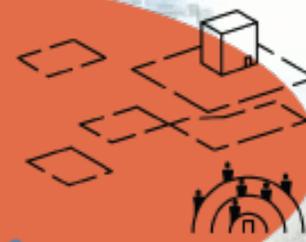


- Deep research and thought leadership from 221A in Vancouver since 2018
- A bold but feasible vision for building a CLT network and provincial governance
- Victoria could be the first!
- Regional vision for the islands – not just Victoria!



CULTURE DISTRICT

CULTURAL LAND TRUST PROVINCIAL BOARD
 12 Members from key organizations across BC



Strategic Advisors



Scale Collaborative
 Arts Administration
 Legal
 Sustainability

Government and Funding Advisors



Arts Coalition Collaborative Board



5-6 Core Organizations
 Victoria Arts Council, Xchanges Gallery and Studios, Vancouver Island School of Art
 MediaNet/Flux Gallery, Errant Art Space
 Other Key Interested Parties

Building Operations Staff



Building Maintenance
 Financial Management
 Revenue Generation
 Event Coordination
 Emergency Management

Community Advisors



First Nations,
 Disability Resource Centre,
 Intercultural Association,
 Service Clubs,
 DT Business Assoc.,
 Neighbours

Key Interested Parties



Community Networks & Partners







CLT BUILDING BLOCKS

COMMUNITY INVESTMENTS & COLLABORATION NEEDED

GROUP	CAPITAL INVESTMENT	OPERATIONAL PROJECTS PROGRAMS
Coalition		✓
Foundations	✓	✓
Private Donors	✓	✓
Provincial Gov	✓	✓
Federal Gov	✓	✓
Cultural Funding (Can Council, BCAC)	✓	✓
City of Victoria	✓	✓
Community Fundraising/Impact Bonds	✓	✓

Path Forward



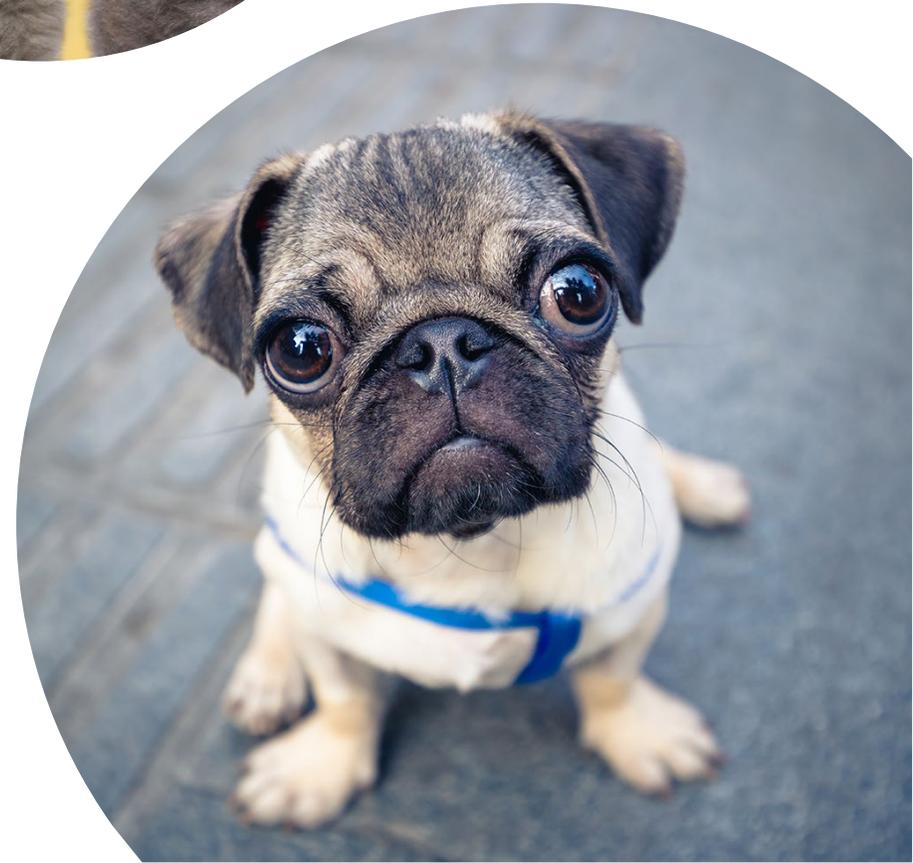
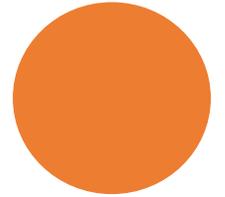
2 / 2 Ian Laing, third from right, who co-owns 722 Johnson St., stands with members of the Victoria Sustainable Arts Coalition, who want to buy the building. From left: Sue McArthur, Kristen Petersen, Kegan McFadden, Heidi Bergstrom, Judy Woo, Wendy Welch, Caitlin Acken Taylor and Susan McLennan. ADRIAN LAM, TIMES COLONIST

Check Out

Time for another stretch!

Let us know if.....

- You learned something new here today about CLTs and their importance?
- Does a CLT inspire you?
- Does this project sound feasible to you?
- Please chat with us at the Classifieds!
- **THANK YOU!!**



Contact the Co-Leads

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