



WHAT IS THE "ARTS & CULTURAL ACCORD FOUNDATION" AND "THE ARTS & CULTURAL HIGHWAY"

"The Arts and Cultural Accord Foundation" is a coalition of JL artists, arts organizations, commerce, tourism and leaders in government with a specific mandate to promote the arts and establish a means for the arts to develop as an industry that not only benefits the quality of life for the local community but also provides a means for attracting tourists to our region.

The "Arts & Cultural Highway" is the branding of a corridor which includes Vancouver Island, the Gulf Islands and the Sunshine Coast. The purpose is to package and market BC's arts and cultural resources along that corridor as an artistic experience for the visitor . The vision behind the A&C Highway is simple: by linking existing individual resources to form a larger regional coalition, the whole becomes greater than the sum of its parts.

What are the Accord Foundations objectives?

In the first three years of the project, the A&C Accord Foundation has gathered support by forming a coalition between its stakeholders and laid the foundation to create an inventory and to catalogue the artistic resources along the A&CH. The fourth year marked the development of a business & marketing plan as well as a database, search engine and portal, for the Arts & Cultural Accord Foundation which will link all associated participants along the A&CH. In 2003, our fifth year, the Accord Foundation will embark on expanding the marketing campaign to strengthen the coalition of associates. The strategy is designed to communicate the importance of the A&CH as a brand name - a slogan to all stakeholders - and by the end of the fifth year, the "Arts & Cultural Highway-Circle Tour" and its resources will be marketed to the world.

What attractions will participate along the Arts & Cultural Highway?

Marketing along the A&C Highway will include artists, fine art artisans, arts councils, museums, art galleries, arts events, cultural festivals, and First Nations' cultural attractions, just to name a few. Other components will include wineries, cheese makers, culinary, garden art and accommodations.

Are there other Arts & Cultural Highways found elsewhere in the world?

Yes. Examples include the Gold Rush Trail, The Okanagan Arts & Cultural Corridor, Los Caminos del Rio (Texas), the Art Museum Trail (Maine), the Oregon Trail, the Illinois and Michigan Heritage Canal Corridor, the Louisiana Music Trail, the Romantische Strasse in Germany and a Cultural Road in Japan.

Why is this project important to the west coast of British Columbia?

Just imagine.....a new economy in British Columbia where Arts & Tourism is the major industry.

With the loss of traditional job opportunities in British Columbia and the necessary pursuit of a new economy, it is incumbent upon those of us who are involved with arts and tourism development to gather our resources and articulate to those in power the immense opportunity for all disciplines of the arts to be developed into a major industry. By addressing the rising market demand for Arts & Cultural tourism products, the project will help to diversify the BC's tourism industry and increase visitor volume and revenues, be marketed to the world.

www.theartsandculturalhighway.ca

How is the "Accord Foundation" managed?

By a philanthropic management team which includes Karl Schutz, the originator and architect of the Chemainus Mural Project, as the founder and Director of marketing; Phillip Field, Founding President of the Vancouver Island Symphony, appointed Commissioner to the City of Nanaimo Parks, Recreation and Culture Commission and a member on the City of Nanaimo Cultural Committee, as the Chief Executive Officer; Stephen A. Berna, CA. Executive Director of the Municipal Finance Authority of British Columbia as the Treasurer; as well as interested leaders from the arts, arts organizations, commerce, tourism and government representatives: "The Stakeholders".

How is the "Accord Foundation" Funded?

Funding will be provided by individual philanthropists, corporations and all those who benefit. The vision is based on the Magic Chemainus Financial Success formula whereby every stakeholder invests a little and everyone wins a lot. To date January 2003 over \$ 1 million in kind, in cash and in pledges have been invested in the Accord Foundation to create a "New Renaissance".

Lets catch the spirit, join the winning team and pledge your support.

For more information, contact:



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