

Phase 4

Sapporo Culture and the Arts Basic Plan Overview Version

Section 1

The Sapporo Culture and Arts Basic Plan

1 Background and Details of the Basic Plan

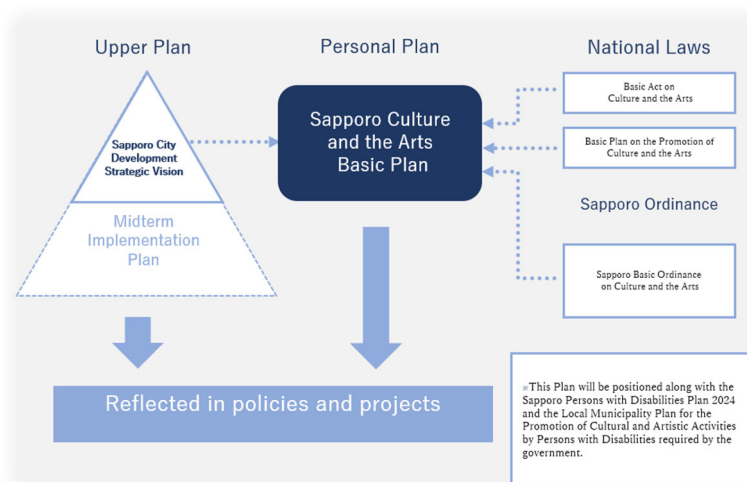
With the end of the planning period for the third phase of the Sapporo Culture and the Arts Basic Plan (FY 2019 - FY 2023), the plan will be revised based on strategies, plans, or ideas related to culture and the arts or the Basic Act on Culture and the Arts. The fourth phase of the Sapporo Culture and the Arts Basic Plan (hereinafter referred to as "this Plan"), in addition to enhancing the intrinsic value of culture and the arts in cultivating rich humanity and fostering creativity, also aims to improve the city's attractiveness by utilizing its culture and arts, including education, welfare, international exchange, urban development, and tourism.

2 Positioning of the Basic Plan

This Plan is positioned as an individual plan following the “Second Sapporo City Development Strategic Vision,” the city’s top-level plan formulated in FY 2022. It is also a local basic plan for promoting culture and the arts required by the Basic Act on Culture and the Arts.

In addition, this Plan will be positioned along with the Sapporo Persons with

Disabilities Plan 2024 and the Local Municipality Plan for the Promotion of Cultural and Artistic Activities by Persons with Disabilities required by the Law for Promotion of Cultural and Artistic Activities by Persons with Disabilities (Promotion of Cultural and Artistic Activities by Persons with Disabilities Act.)



3 Plan Period

FY 2024 – FY 2028

4 Direction of Revision for the Fourth Period

- Since the role of culture and the arts in fostering people's creativity will remain unchanged and will continue to be extremely important in forming a spiritually vibrant society, this Plan will proceed with revisions while building on the basic ideas of the current plan.
- The Plan will be revised in light of the change in circumstances surrounding culture and the arts in Sapporo, including the COVID-19 Pandemic, and changes in the national "Basic Plan on the Promotion of Culture and the Arts."
- Priority items will be established to give a sense of pace to the efforts during the plan period.

Section 2

Perspective of Revisions for the Fourth Phase of the Sapporo Culture and the Arts Basic Plan

1 Societal Background Surrounding Cultural and the Arts

Changes in Social Circumstances

While the culture and the arts sector were greatly affected by the COVID-19 Pandemic, it also served as an opportunity to reaffirm the importance of the intrinsic, social, and economic value of culture and the arts.

Enactment of the Basic Act for Culture and the Arts (2017)

This plan was enacted as an amendment to the Basic Act on the Promotion of Culture and the Arts to incorporate measures in related fields, such as tourism and urban development, into the scope of the law as well as utilize the value created by culture and the arts for succession, development, and creation.

Formation of the Cultural Economy Strategy, Basic Plan on the Promotion of Culture and the Arts, etc. (2017年) ~

● Cultural Economy Strategy

The Cultural Economy Strategy promotes initiatives to expand the economic scale of the cultural and artistic industries and defines perspectives that should be stressed, such as the steady succession and further development of cultural assets.

● Basic Plan for the Promotion of Culture and the Arts

The Basic Plan for the Promotion of Culture and the Arts was formulated based on the Basic Act on Culture and the Arts and defines future goals, such as a “rich and diverse society” that utilizes the social inclusion function of culture and the arts.

● Revisions to the Cultural Assets Preservation Act

In 2018, revisions were made to promote the systematic preservation and utilization of cultural properties in the region and to strengthen the propulsive power of the local cultural property protection administration. Furthermore, in 2021, revisions were made to establish a new registration system for intangible cultural properties and intangible folk cultural properties, as well as to specify the cultural assets system by local governments and submissions for cultural property registration to the Minister

2 Looking Back on the Third Phase

The status of performance indicators and the summary for each stage of the third phase of this Plan are as follows.

Stage 1 Enrichment of Opportunities		Providing participation opportunities or locations for enriched cultural activities to the people.				
Indicator	Initial Stats FY 2017	FY 2019	FY 2020	FY 2021	FY 2022	Target FY 2023
Percentage of participation in art appreciation activities	82.3 %	83.0 %	70.7 %	74.1 %	81.4 %	85 %
Number of spectators for major events	808,365	692,082	343,845	596,122	654,458	890,000
Number of users of major art facilities	1,404,384	2,312,199	786,906	961,522	1,497,678	2,310,000

- While we made efforts to transmit information online and conduct other initiatives due to the influence of the COVID-19 Pandemic, many cultural events, such as the Sapporo International Art Festival (SIAF) 2020, were cancelled, creating a very difficult time.
- Concerning the excelling points of Sapporo culture and arts, although the enrichment of cultural facilities is growing, the percentage of responses for all items is declining. (Impact and analysis of the loss of exposure to culture and the arts due to the COVID-19 Pandemic)
- As for fields that have been valued/self-conducted, there has been an increase in film, manga, anime, and arts utilizing electronic devices such as computers – the so-called media arts.

Stage 2 Preparation/Training/Support for the Future		Enhancement of cultural and artistic activities for susceptible children, promotion of city artists to higher levels, support for training art managers and others				
Indicator	Initial Stats FY 2017	FY 2019	FY 2020	FY 2021	FY 2022	Target FY 2023
Percentage of those that think the environment makes it easy for children to experience cultural and other activities	56.8 %	60.1 %	59.3 %	50.1 %	48.9 %	70 %
Percentage of people with disabilities who appreciate culture and the arts	27.5 %	31.5 %	26.2 %	28.3 %	32.9 %	40 %

- Continuous efforts are made for children's cultural and artistic activities. However, due to the COVID-19 Pandemic, the number of participants significantly decreased, creating a challenging period like that of stage 1.

- Regarding supporting artists to higher levels, the COVID-19 Pandemic has made it so that supporting artists should be prioritized. Because of this, the city of Sapporo established measures such as the "Sapporo City Cultural and Artistic Activities Resumption Support Program," which subsidizes half of facility usage fees, or the "Sapporo Creative Activities Support Program," which supports artists through so-called intermediary support organizations. These efforts were promoted to keep the light of the arts alive during the COVID-19 Pandemic.

Stage 3 Preservation/use of culture		Appropriate preservation and transmission of culture, art, and cultural assets as well as city revitalization and brand promotion through collaborations with various fields.				
Indicator	Initial Stats FY 2017	FY 2019	FY 2020	FY 2021	FY 2022	Target FY 2023
Number of users of cultural asset related facilities	275,608	399,664	170,990	142,401	378,523	380,000
Number of employees in the creative field	35,934			42,572		39,000
Number of tourists to Sapporo (by the thousands)	15,271	15,260	5,710	7,890	13,108	18,000

- According to the Cultural Awareness Survey, there is a demand for the dissemination of historical details and stories surrounding cultural assets. Such efforts will continue to be important in the utilization of cultural properties.
- Although no progress has been made in collaborations with differing fields or in communicating the appeal of culture and arts both domestically and abroad due to the COVID-19 Pandemic, efforts to widely communicate the value of culture and arts, including collaborations with “NoMaps” and other companies at SIAF2024.

Stage 4 Consideration of Perspectives		Efforts to effectively promote each stage, such as strengthening the function of information dissemination and conducting survey research to revitalize cultural and artistic activities.				
Indicator	Initial Stats FY 2017	FY 2019	FY 2020	FY 2021	FY 2022	Target FY 2023
Number of cultural events shared at the Odori Information Station	3,915	4,506	1,768	1,245	1,970	10,000

- Regarding survey research to revitalize culture and the arts, the “Future of Sapporo Culture and Arts Meeting” was held in 2020 to exchange opinions between the city and people in the field of culture and the arts. Discussions were held on how to provide short-term and medium to long-term support,

resulting in the aforementioned “Sapporo Creative Activities Support Program.”

- According to the Cultural Awareness Survey, there is a downward trend in the use of printed media as a medium for acquiring information. On the other hand, social networking services (SNS) have doubled from 20.4% in 2017 to 40.0% in 2022, suggesting a rising change in how information is obtained.

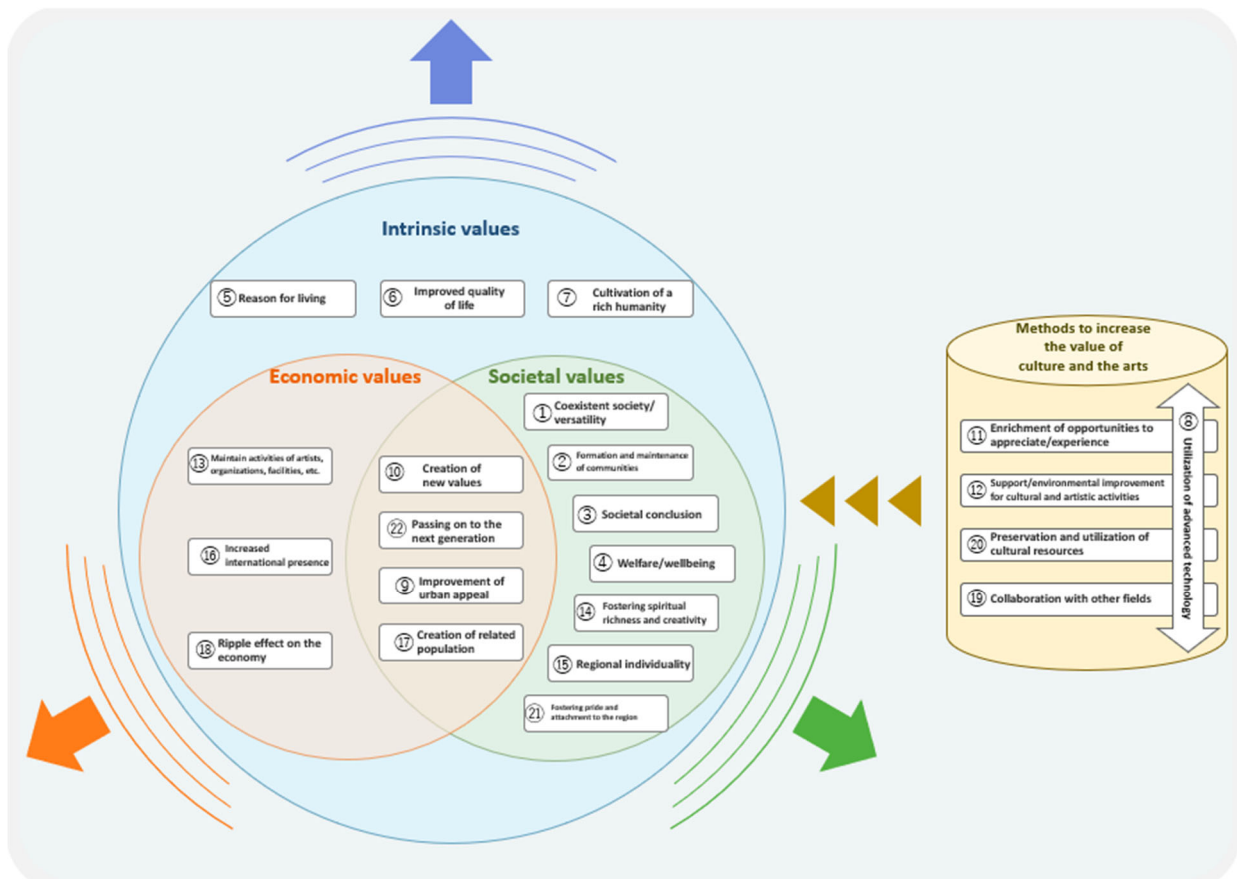
3 Other Things to Consider for Planning the Fourth Phase

This chapter goes over the “Second Sapporo City Development Strategic Vision” (hereinafter referred to as “Vision”), the highest-level plan of Sapporo, the Basic Plan for the Promotion of Culture and the Arts, which local governments are required to consider when formulating their plans under the Basic Act for Culture and the Arts, and various opinions from those concerned with culture and the arts regarding the formulation of the fourth phase.

Target Goal for Second Sapporo City Development Strategic Vision

When analyzing the target goal for the Vision’s key concept basic objective #15 (A city where culture and the arts nurture spiritual richness and creativity and connect us to the world) that citizens and businesses aim for and organizing its relationship with the “intrinsic value” and “social/economic value,” it can be represented as shown in the figure below.

Based on this analysis, the Vision aims to enhance various values through four approaches: "enhancement of opportunities for appreciation and experience," "support for cultural and artistic activities and development of the environment," "preservation and utilization of cultural resources," and "collaboration with other fields," while also utilizing cutting-edge technology. This Plan will also promote measures based on this idea.



The National Basic Plan for Promoting Culture and the Arts

The second phase of the national Basic Plan for Promoting Culture and the Arts was approved by the cabinet in March 2023. This Plan will be revised based on the ideas of the second phase of the national plan.

The second phase of the national plan evaluates the implementation and achievement statuses of the measures indicated in the first phase of the Plan as follows.

● Summary of the Evaluation of Phase 1

At the beginning of the plan period, definitive progress was made toward the goals outlined in the "Six Strategies" of the first phase. However, since 2020, the plan has been significantly affected by the COVID-19 Pandemic and has not made significant progress, making it inappropriate for evaluation.

● Challenges of Phase 1

- Weak operating base for those involved with arts and a need to improve the environment for stable activities.
- Need to enhance the environment to where anyone can experience culture and art, including those with disabilities.
- Need to consider measures that secure supporters of culture and the arts in a

multifaceted and long-term manner.

Opinions from Those Concerned with Culture and the Arts

To formulate this Plan, the city of Sapporo established the "Sapporo Culture and Arts Basic Plan Examination Committee," consisting of nine experts, and received opinions from children and those from outside of the committee who are involved in culture and the arts, which were shared with the Examination Committee.

● **Children's Education Committee Meeting** : August 2023

15 young students from municipal schools were appointed as "Children's Education Committee Member for a Day," and discussions were held on three themes: "educational vision," "community schools," and "culture and the arts."

Regarding "culture and arts," we received suggestions such as enhancing school activities and making admission free to families with children and elementary and junior high school students.

● **Findings from Those Involved in Culture and the Arts** : August – Oct 2023

The city of Sapporo interviewed 26 people involved in culture and the arts from 14 organizations about what Sapporo should improve through initiatives and what they consider to be challenges as a cultural arts organization. Important opinions are as follows.

- For those who perform, there are difficulties in securing a place to present their work.
- It is important for children to understand and protect the virtues of culture and arts and its history.
- It is essential to experience art and cultural properties through tourism.
- To promote culture and the arts, it is necessary to have people who can plan projects that combine different genres and link them with other fields.

Section 3

Cultural Promotion Policies During the Phase 4 of the Basic Plan

Stage **1** Enrichment of Opportunities

By creating an enriched environment where all people can easily come into contact with culture and the arts, Sapporo will realize a society where diverse values are respected and lead to creative activities in various settings.

Measure 1

Providing opportunities to become familiar with a variety of culture and the arts

Sapporo will continue to hold cultural and artistic events such as music, fine arts, theater, and media arts. Additionally, the city will create a place where everyone, regardless of age, disabilities, or economic status, can easily experience culture and the arts. Through these efforts, Sapporo aims to promote an inclusive environment where various values are respected and mutual understanding of others is fostered, thereby creating vibrancy within the town.

Key Points
Creating an environment where people with disabilities can participate in a variety of cultural and artistic activities

Measure 2

The use of facilities for culture and the arts

Cultural and artistic facilities are places that not only bring passion and hope to citizens but also nurture creativity and enable a rich and fulfilling life. Considering that these facilities also provide opportunities for social participation and support the creation and revitalization of local communities, we will maintain and operate the facilities.

Key Points
Examination of the current status of future large-scale multi-purpose halls

Along with continuously offering opportunities to become familiar with culture and the arts to the children that bear the future, the city will also conduct maintenance on structures or human resource programs that support culture and the arts.

Measure 1

Enhance opportunities for children to experience culture and the arts

It is important to nurture artistic sensibility, a rich mind, and a respect for cultural traditions through exposure to various opportunities that allow one to become familiar with, experience, and appreciate the joy and importance of culture and the arts, especially from childhood, when one is more sensitive.

To allow children to have such experiences, the city will also collaborate with schools and the activities of private cultural and artistic organizations to nurture the future leaders of culture and the arts.

Key Points

Providing opportunities for children to experience culture and the arts in collaboration with schools.

Measure 2

Creating grounds to support culture and the arts

For the sustainable development for culture and the arts, it is important to have an environment that supports cultural and artistic activities, including art management human resources that serve as intermediaries between stakeholders and coordinate the overall framework of projects. Sapporo will continue to develop an environment that supports culture and the arts by creating various opportunities for these various people to engage in activities and connections, as well as considering the establishment of an art council, which are being established across the country.

Key Points

Consideration of an art council's function to Sapporo

Sapporo will effectively utilize the creativity and value of culture, the arts, and cultural assets, appropriately preserving and passing them on, leading to the revitalization of the city and the promotion of Sapporo's brand.

Measure 1

Preservation and use of cultural/natural heritage

It is important that citizens fully recognize the value of Sapporo's cultural and natural heritage and carefully preserve, inherit, and develop them. Sapporo will actively use the diverse charms of cultural assets and traditional culture, including those not specified, in tourism and urban development. Doing so will deepen the revitalization of the region and its local communities. This will serve as a bridge to the next generation.

Key Point

Considerations for maintenance of the Sapporo Natural History Museum (temporary name)

Measure 2

Promoting Sapporo's appeal abroad through culture and the arts

Through domestic and international collaborations/exchanges with Creative Cities and initiatives linked to tourism events such as the Snow Festival, Sapporo will increase opportunities for domestic and international tourists to experience culture and arts, furthering the city's appeal as an international city. Furthermore, as an SDGs Future City, Sapporo aims to improve the city's overall sustainability, leading to environmental consideration in cultural and artistic projects and strengthening of the city's brand power.

Key Point

Considerations of effective collaborations between cultural and artistic events and other events

Sapporo will enhance its support for artists to further collaborate with various fields, revitalize the city, make effective investments, innovate, and create various cultural and artistic possibilities.

Measure 1

Utilization of new content or collaborations with other fields that used the creativity of culture and the arts

In order to make connections with the creativity of culture and the arts, Sapporo will promote the revitalization of the city and the enhancement of existing tourist resources through collaborations with various fields, such as education, urban development, welfare, and economics, and by utilizing the latest scientific technologies and contents.

Key Point

- Exploration of new possibilities in culture and the arts, including the use of pop culture such as manga, fusion of different genres, collaboration among different fields, and other experimental attempts.
- Implementation (arousal of creativity through involvement with business and the economy, including during the preparation period) of the Sapporo International Art Festival (SIAF)

Measure 2

Enhancement of artist support

Sapporo will conduct initiatives that provide opportunities for local individuals or groups who wish to further enrich and develop cultural and artistic activities with opportunities for presentations and promotions as well as support and new challenges for advancement. In addition, the city aims to create an environment stimulated by artists from all over the world and where local art can be raised to a higher level.

Key Point

Consideration of supports that encourage artists to take on new challenges

Section 4

Mechanisms that Support the Overall Plan

1 Verification of Project Effectiveness

Based on the unique characteristics of cultural and artistic fields, such as the intrinsic value of culture and arts (e.g., cultivation of creativity and sensitivity), Sapporo will consider appropriate indicators, including both quantitative and qualitative measures, while examining the current state of appraisals that contribute to the improvement of policies.

In addition, to conform the project structure to the times, Sapporo will utilize mechanisms for exchanging opinions stipulated in Article 10 of the Sapporo Basic Ordinance on Culture and the Arts, appropriately conduct inspections by outside experts, and conduct necessary revisions during the plan period.

Indicators for Promoting the Plan

Indicator		Current Stats 2022 FY	Target 2028 FY
Overall	Level of satisfaction with the cultural and artistic environment	32.1 %	40 %
Stage 1	Percentage of participation in cultural and artistic activities	81.8 %	85 %
	Percentage of people with disabilities who appreciate culture and the arts	58.6 %	65 %
	Number of spectators for major events	654,458	854,000
	Number of users for major art facilities (Sapporo Art Park, Sapporo Concert Hall “Kitara”, Sapporo Education and Culture Hall, Sapporo Cultural Arts Community Center, etc.)	1,497,678	2,143,000
Stage 2	Percentage of those that think the environment is conducive for natural, social, cultural, and other activities for children	48.9 %	50 %
	Level of satisfaction with the cultural and artistic environment among those involved in the field	35.8 %	45 %

Stage 3	Number of users of cultural asset related facilities (Clock Tower, Hoheikan, Former Residence of Nagayama Takeshiro, Okadama Jomon Remains, etc.)	486,850	575,000 人
	Number of tourists to Sapporo (by the thousands)	13,108	16,900
Stage 4	Percentage of artists that would like to collaborate with other cultural, artistic, or social fields	76.6 %	80 %

2 Survey Research to Stimulate Future Cultural and Artistic Activities

To revitalize future cultural and artistic activities in Sapporo, the city will collect and exchange data related to cultural and artistic activities with the national government and other cities within and outside of Hokkaido, as well as analyze the needs of citizens. In addition, the city will continue to archive cultural and artistic properties digitally.