



City of  
**Peterborough**

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**TO:** Members of the Arts, Culture & Heritage Advisory Committee (ACHAC)

**FROM:** Erik Hanson, Heritage Resources Coordinator

**MEETING DATE:** November 12, 2009

**SUBJECT:** Report ACHAC09-002 Municipal Cultural Planning Update

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## **PURPOSE**

A report to provide the Arts Culture & Heritage Advisory Committee (ACHAC) with an update on the City's cultural planning initiatives.

## **RECOMMENDATION**

That ACHAC approve the recommendation outlined in Heritage Resources Coordinator Report ACHAC09-002, dated November 12, 2009, of the, as follows:

That the Arts, Culture and Heritage Division report on the City's Cultural Planning initiatives be received for information.

## **BUDGET AND FINANCIAL IMPLICATIONS**

There are no budget or financial implications associated with the recommendation.

## **BACKGROUND**

**Creative Communities Prosperity Fund-** The City has submitted an application to the Creative Communities Prosperity Fund (CCPF) requesting \$93,000 from the Province to support Peterborough's Municipal Cultural Plan (MCP). At the September meeting of

the Arts, Culture & Heritage Advisory Committee members of the Committee requested a summary of the application. The CCPF Application Summary is in Appendix A of this report.

**Community Calendar Launch** Peterborough.communitycalendars.org was formally launched on October 29, 2009. The calendar was well received, and two local newspaper articles can be found in Appendix B of this report. Thank you to all ACHAC members that attended the launch. Please encourage your organizations to begin using and promoting the calendar.

**Community Calendar Banner Contest** – The competition to design the banner for Peterborough’s Community Calendar has been launched. Submissions are due December 1, and the winner will be announced on Heritage Day. The entry form can be found on peterborough.communitycalendars.org.

**Linking Culture and Economic Development** – The Municipal Cultural Planning Researcher attended *Linking Culture and Economic Development*, a workshop hosted by Greg Baeker on October 19, 2009. A number of interesting ideas relating to cultural mapping were discussed:

- Mr. Baeker is developing a cultural map for the City of Saskatoon that will include crime statistics provided by the local police service. Their objective is to see if there is a correlation between cultural assets (or lack thereof) and crime in various parts of the city. It should be ready in April, 2010.
- The Region of Niagara has investigated the possibility of using cultural mapping to support public health planning.
- The Town of Oakville is using a Wiki-based cultural map/database. This enables the public to modify information in the database. Changes will not be visible until they are moderated. The City of Thunder Bay is working on something similar.
- The Town of Markham has started using school board data instead of census data for updating their cultural map. They have found that their local school board has exceptionally up-to-date, accurate data about the income levels and ethnic make-up of each neighbourhood.

**Cultural Mapping** – Arts, Culture & Heritage staff are working with Peterborough Technology Services (PTS) to design and implement a new system for collecting and storing data regarding Peterborough’s cultural assets. In order to create a municipal cultural plan, the City of Peterborough needs an up-to-date, comprehensive cultural database. This project will go well beyond traditional cultural mapping (simply plotting cultural assets on a map) to build detailed profiles of Peterborough’s cultural workers, facilities, businesses, organizations and displays. The profiles will be linked to civic addresses on the City’s Geographic Information System (GIS) when appropriate. The database will be populated using a combination of first and second hand research.

**Cultural Heritage Zone** – The Little Lake Master Plan was on the City Council Agenda on November 9. The plan encourages the City to make better use of the cultural assets on the east side of Little Lake, and to create a ‘cultural heritage zone’ in that area in conjunction with Parks Canada and the Trent-Severn Waterway. The Little Lake Master Plan is more likely to be successful if the City achieves some ‘early wins’ by undertaking priority actions. An early win could be achieved by moving forward with the creation of the cultural heritage zone, but since current staff have very limited availability, an intern should be hired to conduct background research, arrange public meetings, act as a liaison between the organizations involved and perform various other tasks related to this project.

Submitted by:

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**Attachments:**

Appendix A - CCPF Application Summary  
Appendix B - Community Calendar Launch Articles

## APPENDIX A: CCPF APPLICATION SUMMARY

### Overview

The purpose of the Municipal Cultural Plan is to insure that, along with economic, social and environmental factors, cultural factors are considered when the City of Peterborough makes decisions. The project will involve: an inclusive community consultation process; mapping and profiling the City's map of cultural assets; and creating cross-cultural and cross-sectoral partnerships to integrate cultural planning with other City operations (i.e. land use planning).

### Why Peterborough is well suited for this project

Peterborough has a long and rich history of involvement in municipal cultural planning, including:

- The creation of a map of cultural assets, which was last updated in 2007;
- Involvement in the Municipal Cultural Planning Partnership (MCPP) since its inception:
  - The City's Director of Community Services, Ken Doherty, served as inaugural chair of MCPP;
  - The City's Heritage Resources Coordinator, Erik Hanson, was involvement in creating the Municipal Cultural Planning Toolkit;
- Hosting the 2009 Ontario Heritage Conference with a theme of *Heritage in Creative Communities*;
- Creation of City plans that support cultural prosperity (see appendices);
- Increased funding and capital allocations for arts, culture and heritage;
- Investment in cultural facilities, such as Market Hall.

### Deliverables

The City's Senior Administration approved the following deliverables for the Municipal Cultural Plan, as outlined in the Project Definition Document:

1. A cultural profile of the community, including a map and database of cultural assets both tangible and intangible;
2. A vision of cultural prosperity in Peterborough created with input from a diverse group of stakeholders.
3. A review of the capacity of the Arts, Culture and Heritage Division and Advisory Committee with recommendations;
4. Mechanisms for integrating cultural planning with other City initiatives, such as land-use planning, community economic development, environmental responsibility, sustainability and social capital;
5. Cultural data will be fully integrated into the City's Land Information System, so that it can be used to support Official Plan reviews, transportation plans, development plans and other strategic planning initiatives;
6. The LIS information will also be used to support public access to information about cultural resources in the community;

7. Measures and indicators to model the social and economic impact of arts, culture and heritage in Peterborough, which will lead to a better understanding of the value of creative industries;
8. Creation of cross-cultural and cross-sectoral partnerships in support of cultural development in Peterborough.

Each of these deliverables is consistent with the objectives of the CCPF, and was included in the application.

### **Timeline**

The Ministry of Culture is planning to announce their funding decisions for the CCPF in January. The City cannot begin spending any CCPF money, including the matching funds, until then. All of the money must be spent by March 31, 2010. While awaiting the funding decision the City will continue with some aspects of the municipal cultural planning project, including cultural mapping, but will not hire a consultant until the funding decision has been made.

### **Partners, Monitoring & Next Steps**

We have listed each of the organizations represented on ACHAC as a partner for this project, but did not commit any of these organizations specific tasks. The City will also collaborate with the New Canadians Centre and Curve Lake First Nation to insure that the Municipal Cultural Plan addresses cultural issues concerning new Canadians and the First Nations. Input from neighbouring municipalities and the County of Peterborough will be welcome, though they will not formally be involved in the process.

ACHAC will have a role to play in monitoring the project, and insuring that Peterborough's MCP continues to be an effective planning document for the City in long-term. A Steering Committee, comprised of City staff from all departments, has been created to insure that there is cross-departmental involvement in MCP.

### **How the project relates to the goals of the Ministry of Culture and CCPF**

The Ministry of Culture's mission is: *"Fostering a prosperous creative economy and sustaining vibrant liveable communities."* Through the CCPF they hope to encourage and support municipalities working to achieve these goals.

The City's CCPF application informs the Ministry that with support from the fund cultural planning will be integrated with other City priorities. By mapping and profiling Peterborough's cultural assets, the City will gain a better understanding of how these resources can be used to enhance quality of life. A key component of the mapping will be the identification of, and proposals for resolutions to, barriers to cultural prosperity. The final report will include recommendations for facilitating cross-cultural and cross-sectoral partnerships that will enhance cultural prosperity. By developing measures and indicators of the economic impact of arts, culture and heritage in Peterborough, the City will be better able to build a strong, stable cultural sector that is fully integrated into municipal planning and development processes.

## **APPENDIX B: COMMUNITY CALENDAR LAUNCH ARTICLES**

### **New online resource unveiled**

#### **Peterborough Community Calendar is live and awaiting your eyes**

The Peterborough Community Calendar, a new initiative aimed at putting daily arts, culture and heritage events at your fingertips, is up and running and coming soon to a computer screen near you.

On Thursday afternoon at the Peterborough Public Library, the initiative -- a joint project of the Province, the City, the library, Community Opportunity and Innovation Network (COIN) and TEKdesk -- was unveiled while TEKdesk representatives provide a run-through of the calendar's features.

The website for access is <http://peterborough.communitycalendars.org>

The idea, explained City arts, culture and heritage division manager Beck Rogers, is simple but vital -- to allow local arts, culture and heritage organizations to set up accounts for posting events to the site which the public can easily access. She noted the site's creation is a natural extension of what the library has provided for years -- information to the public.

"The goal was to create a complete calendar event and mapping solution," said Ms Rogers, thanking TEKdesk for its expertise in creating the site and implementing its many navigation options.

Users of the site, who don't have to register, can search for events that fit their interest via attributes, event type, date range or keyword. Those wishing to have their entry on the site are prompted to create a user account, receiving an e-mail with unique log-in and password. They then complete an online form for their event. After check that all the event information has been included, the site moderator approves it and the item is posted.

Ironically, Thursday's launch came on what was the 40th anniversary of the launch of the internet.

Source: Peterborough This Week

Author: Paul Rellinger

Date: October 29, 2009

## **Library launches online community calendar for arts, culture, heritage**

Peterborough Public Library launched an online community calendar for arts, culture and heritage activities at a press conference Thursday in the library auditorium.

It will give the community and arts, culture and heritage groups a single place to go to when they want to find or list an activity, said Becky Rogers, the city's arts, culture and heritage division manager.

"Peterborough has a large, vibrant and independent arts community," she said. "Until now, the many artists, organizations and associations that stage events have had no means of sharing information."

It has been difficult for the artists and groups to schedule and market events and people trying to find out about upcoming events had to search through a variety of sources, Rogers said.

The library and Tekdesk, a Peterborough-based digital support service for Ontario libraries, created the calendar with funding from the provincial government. Otonabee-South Monaghan Township, Brant, Halton Hills, Nipigon, Carleton Place and Keswick are also part of the community calendar pilot project.

Representatives from various organizations attended the event to learn about new resource. Tekdesk workers gave a brief demonstration of the program for 37 people. Anyone can go to the website to browse through the events listed on the calendar. The first event listed for today on the calendar is Quilt Stories: A Stitch in Time put on by the Peterborough Museum and Archives from 9 a.m. to 5 p.m.

A community calendar is a "critical community development resource" that will help arts, culture and heritage groups to communicate and co-operate with each other, city community services director Ken Doherty said.

Individuals and groups that want to list events can sign up for an account that would allow them to post items on the calendar or if they don't have Internet access they can call the library for assistance, Rogers said.

She said the library launched the calendar on the 40th anniversary of the birth of the Internet.

Source: Peterborough Examiner  
Author: Brendan Wedley  
Date: October 30, 2009