

## **Appendix A – Recommendations and Suggestions**

### Stakeholders:

- Trent University & Fleming College
- Trent Severn Waterway
- Art Users
- Advocates of the consumers of art
- Festival goers
- Patrons
- Literary associations
- Hospitality industry
- PCVS
- New Canadians Centre
- Youth (the next generation)
- Seniors
- People who are not currently participating in cultural activities
- Seasonal users (i.e. cottagers)
- Business support groups
  - Chamber of Commerce
  - GPA EDC
  - DBIA
  - Prosperity Round Table
  - Community Futures
- Corporate sponsors
- Funding bodies (all levels of government and private foundations)
- Regional stakeholders
- First Nations
- Art Gallery
- MAAC
- Library Board
- Peterborough Historical Society
- Community groups producing cultural activities
- Peterborough Green Up and other environmental groups
- Newcomers
- Women's Art Association
- Service Clubs
- Multicultural groups
- Horticultural society
- Agricultural society
- Festival of Trees
- Bars and restaurants
- Hotel Association
- Major employers
- Sports groups
- ORCA

Community Consultation:

- Focus groups
- Seek out identifiable communities
- Surveys
- Social networking
  - Facebook
  - Twitter
- Social research to identify targets
- Public meetings
- Attend community events
- Cover different seasons (not everyone is here year-round)
- Focus on last week in September (DOP, Arts Week, Studio Tour, etc.)
- Audience surveys at major festivals (Dragon Boat, Little Lake Music Fest, etc.)
- Survey non-users
- Engage community at Farmers Market

Reporting:

- Phased process of information dispersion
- Access to Council is limited (2 presentations maximum)

Outcomes:

- Public art as an integral part of city building
- Official Plan integration
- Comparative analysis (how does Peterborough compare to other cities)
- Analysis of the impact of culture on quality of life
  - Measurement tools
- Concrete measures
  - Stakeholders should see themselves in these measures
- Inventory of cultural resources (cultural map)
- Community awareness
- Integration of culture into our community identity
- Internalize the value of our culture
- Understanding of the condition of the arts community
  - Who they are
  - Level of satisfaction
  - Capacity
  - Their role in the community
- Formation of a new arts council or umbrella group
- Improved capacity for public to understand art
- Improved capacity to advocate through/with/by arts programs