



City of
Peterborough

TO: Members of Arts Culture & Heritage Advisory Committee

FROM: Erik Hanson, Heritage Resources Coordinator

MEETING DATE: November 4, 2010

SUBJECT: Report ACHAC10-028
Culture Days

PURPOSE

A report to inform the Arts, Culture & Heritage Advisory Committee on Peterborough and Area Culture Days.

RECOMMENDATION

That the Arts Culture & Heritage Advisory Committee (ACHAC) approve the recommendation outlined in Report ACHAC10-028 dated November 4, 2010, of the Heritage Resources Coordinator as follows:

That the report to inform the Arts, Culture & Heritage Advisory Committee on of Peterborough and Area Culture Days be received for information.

BUDGET AND FINANCIAL IMPLICATIONS

There are no additional budget or financial implications resulting from this report.

BACKGROUND

Culture Days is an annual event that is open to all communities and individuals who believe in making the public aware of the importance of the arts and culture to their lives. 2010 was the first year that Culture Days was a nation-wide event. It took place during the weekend of September 24 - 26.

The Coordinator's Final Report, prepared by the Peterborough and Area Culture Days Coordinator, can be found in Appendix A of this report.

Submitted by,

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Attachments – Appendix A - Peterborough, the Kawarthas and Area Culture Days 2010

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The greatest challenge was the relatively late start to the organization of the area CD celebration. I suggest an earlier start next year for several reasons: 1) Many organizations such as the craft guilds are closed for the summer. 2) Public Schools, Colleges and Universities are largely out for the summer 3) Sponsorships, marketing and public awareness take months to organize properly

I was proud to have two large media sponsorships from radio (thanks to Theresa Foley) and Peterborough This Week, thanks partly to an introduction to Regional General Manager Mary Babcock by Sheryl Smith and also due the Ontario Arts Council, who purchased two ads in PTW. Graphic designer Suzanne Noga worked for a much reduced rate and was also paid by the OAC. The value of all the leveraged ads, favours and sponsorships was nearly \$20,000.

The other challenge for CDs in the first year was that Artsweek, The Kawartha Autumn Studio Tours, Peterborough Pride and Doors Open were all going on that same weekend. I tried hard to coordinate all the activities and bring them together. There was some valuable cross-marketing as well. I did get to a couple of the Doors Open events and noticed that there seemed to be different demographics for those compared to the Culture Days events. CDs attracted a younger crowd in general and at the museum events especially, with younger parents and many children and pets able to enjoy the day there.

The national CDs committee is suggesting the event be moved to the following weekend next year. I am not sure that is good for our area as I believe there is room and separate audiences for everything to happen, especially when people get used to the event as a yearly happening.

Another thing I noted was that the events at hubs, the Peterborough Museum, Hunter Street Festival, Showplace seemed to be more likely to attract the public than events spread out thinly.

Helen Edwards, Marketing Director at Lansdowne Place, was very keen to be involved with Culture Days. I would suggest that as a hub for next year. This would be a good place to develop a potential new public. Helen should be contacted as soon as possible. She told me that she will have a stage next year.

I was in contact with the Business Improvement Association and obtained tents for the Hunter Street Festival from them. I would suggest a much more thorough effort to involve local business in CDs next year. Perhaps even some businesses would want to sponsor an individual event or artist.

The New Canadian Centre did a wonderful event, showcasing wrapped foods from sushi to eggrolls. They also have little programming in the summer and should be contacted in spring ideally.

The multicultural aspects of Peterborough and the area were not on display as much as I had hoped. Chaka Chikodzi did a fantastic event on Hunter Street. The problem for many people is that there were not any resources for individuals. There should be small production amounts made available in future, perhaps through sponsorships.

Alderville First Nation had a great series of events on the reserve, including Dancing the Rice. They are keen to repeat the event next year. I had extensive discussions with Anne Taylor at Curve Lake FN but because she also coordinates the yearly powwow held one week before CDs she could not participate. There is interest, however, to demonstrate some ancient methods of building and food storage. Hiawatha FN did not seem interested.

I met with a few artists in Buckhorn and wanted to encourage more than the one event there, the same in Millbrook where I held an info session attended by about 12 people. There is interest to do something next year in both those locations.

Again because of the late start I was not able to involve the schools or Trent or Fleming in CDs. There is a lot more potential there, given that all the events are free and that is where future audiences are developed. I would suggest a Culture Days brochure or card in the new student's orientation packages at Fleming and Trent. Also if the public schools are met with in the spring, they could be more involved.

The city was committed to CDs, but with earlier meetings, there could be more coordination across the agencies that the city funds. The extensive involvement of the Peterborough Museum and Archives was great and more agencies should have been that committed. The tourist bureau was eager to help and wanted to have brochures earlier. Ben Dick of the Arts and Heritage Dept. was a constant help through the summer.

Key Accomplishments

- Met weekly with the working committee to keep them up to date on Culture Days events.
- Artist information session Millbrook (August 5) and kept in contact with Artsweek, Doors Open, Peterborough Pride and Kawartha Autumn Studio Tours to coordinate events into Culture Days. Met with artists in Buckhorn.
- Mary Helen Moes resigned as Sponsorship Coordinator and this task was taken up by the Coordinator. Secured Media Sponsorships with Peterborough This Week, The Wire Magazine, Star 93.3 and 107.9FM The Breeze.
- Continued contacts with all area cultural organizations, including the New Canadians Centre, Curve Lake Cultural Centre, Alderville Learning Centre, craft guilds, etc. Met with Showplace, the Peterborough Museum and Archives and Artsweek to plan these locations as hubs.
- Sent out a Press Release announcing details of programming Culture Days. Did press interviews with radio, television and newspaper.

- As of August 31 there are over 70 events registered online. By September 24th there were 76 events registered.
- Held a joint (with Artsweek) Media Launch at the Art School of Peterborough with further radio, newspaper and television coverage.
- The Peterborough BIA endorsed Culture Days and donated tents for the Hunter Street Festival.
- Maintained close email and phone contact with Ontario Culture Days Coordinator Aubrey Reeves and also with the National Task Force through weekly teleconferences. The Ontario Arts Council contributed to our marketing costs by paying for the graphic designer of our local brochure and by placing two half-page ads in Peterborough This Week.
- Had a very successful first Culture Days 2010. The hubs at the Hunter Street Festival, Showplace and the Peterborough Museum worked well to attract larger crowds. Managed to attract a lot of families with young children to the museum events, especially. In general Culture Days seemed to appeal to a younger demographic.