



City of
Peterborough

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

FROM: Becky Rogers, Manager of Arts, Culture & Heritage

MEETING DATE: March 10, 2011

SUBJECT: Report ACHAC11-009
Municipal Cultural Planning Introduction and Update

PURPOSE

A report to provide the Committee with an introduction to the City's Municipal Cultural Planning Project and to update the Committee on the work completed to date.

RECOMMENDATION

That the Arts, Culture and Heritage Advisory Committee approve the recommendation outlined in Report ACHAC11-009 dated March 10, 2011 of the Manager of Arts, Culture & Heritage as follows:

That the Arts, Culture and Heritage Division report on municipal cultural planning be received for information.

BUDGET AND FINANCIAL IMPLICATIONS

There are no budgetary or financial implications as a result of approving the recommendation in report ACHAC11-009.

BACKGROUND

Introduction

The goal of municipal cultural planning is to insure that, along with economic, social and environmental factors, cultural factors are considered when municipalities make decisions. While Peterborough is recognized nationally for its proactive support of arts, culture and heritage, it has never created an integrated plan that recognizes culture as a basic building block for prosperity.

The goals of the Municipal Cultural Plan are to:

- Identify the City's cultural resources and determine how they can be used to improve quality of life;
- Integrate culture into the City's planning and development processes;
- Increase co-operation across departmental boundaries;
- Develop strategies for improving the social, economic, and environmental health of the community through culture;
- Enable the City to access federal and provincial grants that require a municipal cultural plan;
- Support the City's Integrated Community Sustainability Plan (ICSP), which is now a requirement for receiving money from the Federal Gas Tax Transfer;
- Create a better understanding of culture as a resource for community development.

The staff team working on the MCP includes the Manager of ACH, Heritage Resources Coordinator, and Municipal Cultural Planning Researcher. They are being supported by consultants from the integrated design firm Dialog, along with Jenny Ginder of Ginder Consulting. The project is being directed by a steering committee that consists of the City's senior staff, including the Chief Administrative Officer, City Solicitor, Director of Community Services, Director of Utility Services, Director of Planning & Development, Director of Corporate Services, and Director of IT. The project has also been supported by a cross-departmental Technical Working Group that can provide expertise on matters such as land use planning, building code requirements, GIS, engineering, etc.

Work Completed to Date

Funding Received - In October 2009 the City submitted an application to the Creative Communities' Prosperity Fund (CCPF) seeking funds to support the development of its

Municipal Cultural Plan. In March 2010 the Ministry informed the City that the Province would be providing \$63,625. This money is in addition to the municipal funds that have been committed to the project for a total project budget of \$160,000.

Consultant Hired – The Request-for-Proposals (RFP) seeking a consultant to lead the municipal cultural planning process was released on April 28, 2010 and closed on May 20, 2010. A review committee was formed with representation from three City departments (Community Services, Utility Services, Planning & Development Services) and the ACHAC. The committee reviewed the proposals on June 4, 2010, and three of the bidders were invited to an interview later that month. The Committee agreed that Dialog (then known as Office for Urbanism) was the strongest candidate. Council approved the decision to award the contract to Office for Urbanism on July 5, 2010.

Cultural Mapping – Division staff have been working with Peterborough Technology Services (PTS) to integrate cultural mapping data (information about cultural organizations, cultural businesses, public art, plaques, heritage buildings, etc.) into AMANDA. AMANDA is database software used by other City departments, including Building and Planning, to keep track of information regarding people, buildings, businesses, etc. Records of individual people can be linked to records for properties and businesses. For example, an individual could be linked to a building that they own, another building in which they are a tenant, another building that they were contracted to work on, and a business that they own. Integrating cultural data with data from other departments greatly increases the amount of available data for cultural mapping analysis. For example,

Stakeholder Focus Groups & Interviews – Focus groups were held with key stakeholders from September 16 – 24, 2010. The groups included social service providers, business leaders, artists/arts organizations, sports and recreation groups, environmentalists, heritage organizations, First Nations, and educators. The consultants also arranged one-on-one interviews with community leaders, such as the presidents of Trent University and Fleming College.

Public Launch – The project was officially launched on September 29, 2010 at the Art Gallery of Peterborough. The Project Team was very happy with the turnout – approximately 100 people. Attendees were given an opportunity to comment on some of the initial input collected at the focus groups.

Visioning Forum & Open House – A daylong forum was held at St. John's Church on November 29, 2010. Participants were divided into groups. Each group had an opportunity to comment on each of the emerging "cultural drivers". A description of each of these drivers has been included in Appendix A. The second half of the forum focussed on developing a vision and guiding principles for the MCP. Interested members of the public who were unable to attend the Visioning Forum could attend the Public Open House in the evening. Approximately 165 people attended either the Visioning Forum or Open House.

Staff Workshop – A workshop was held on January 21, 2011 with approximately thirty City staff representing all municipal departments. The discussion focussed on refining the overarching principles for the MCP, as well as the strategic directions and key actions. The consultants have created these from the input received from the public at the Visioning Forum and Open House. The Project Team was very pleased with the strong representation from each department.

Submitted by,

Becky Rogers
Manager of Arts, Culture & Heritage

Ben Dick
Municipal Cultural Planning Researcher

Contact Name:

Ben Dick

Phone – 742-7777 Ext. 1487

Fax – 745-8958

E-mail bdick@peterborough.ca

Attachments:

Appendix A – Cultural Drivers

Appendix B – Project Schedule

Appendix A – Cultural Drivers

At the November 29 Visioning Forum the MCP consultants presented 11 “cultural drivers”. The cultural drivers were meant to:

- Illustrate key factors or forces that will shape the conversation and direction of the Municipal Cultural Plan;
- Assist in understanding internal and external factors that influence the City’s current and future leadership role with respect to culture;
- Present unique and timely opportunities, as well as significant constraints.

The 11 drivers were: post secondary institutions, cultural assets, water, quality of life, sports, downtown, plan alignment, demographic responsiveness, economic impact, the regional context, and leadership. The consultants identified a significant opportunity associated with each of these drivers.

POST SECONDARY INSTITUTIONS

Opportunity: To better capture the opportunity that post-secondary institutions can play in city- building.

CULTURAL ASSETS

Opportunity: To conserve and build upon the breadth of cultural assets that exists within the community.

WATER

Opportunity: To recognize Peterborough’s historical, emotional, and physical connection to the water.

QUALITY OF LIFE

Opportunity: To maintain and improve quality of life – for residents and visitors – by building on the city’s cultural assets.

SPORTS

Opportunity: To recognize and nurture sports (spectator and recreational) as part of the cultural life of the city.

DOWNTOWN

Opportunity: To ensure that the downtown continues to thrive as the cultural centre of the city by protecting and leveraging the unique and existing assets of the city’s core.

PLAN ALIGNMENT

Opportunity: To align existing and proposed policy frameworks to embrace a shared vision.

DEMOGRAPHIC RESPONSIVENESS

Opportunity: To recognize and respond to the diverse needs, values, and backgrounds of communities in Peterborough.

ECONOMIC IMPACT

Opportunity: To measure and understand the economic impact of culture, so that resources can be strategically leveraged towards Peterborough's economic development.

THE REGIONAL CONTEXT

Opportunity: To capitalize on opportunities and address challenges that Peterborough faces given its geographic location and regional context.

LEADERSHIP

Opportunity: For Peterborough to be a leader in facilitating culture by reflecting best practices.

Appendix B – Project Schedule

Here is an approximate timeline for the remainder of the project. All ACHAC members are strongly encouraged to participate in the Draft Review Forum, which has been tentatively scheduled for May 30. The location of this forum will be determined soon.

FEB TO MARCH: Consolidating What We've Heard	
Plan Development	Key Dates
<ul style="list-style-type: none"> • Consolidate Principles, Strategic Directions • Identify Priority Actions • Begin drafting Table of Contents of MCP for discussion 	<ul style="list-style-type: none"> • February 23rd: Steering Committee Meeting, Technical Working Group Meeting & Project Team Meetings • Mon, March 28th: Council Briefing & Project team touch base
APR TO MAY: Developing the Plan Content	
<ul style="list-style-type: none"> • Develop Content of Draft Municipal Culture Plan • Draft Forum 	<ul style="list-style-type: none"> • April: Content development /Create Draft Working Framework of Plan • Week of May 2nd: Project Team to review Draft Framework • Week of May 9th: Steering Committee Update • May 16th - May 30th: Revisions to the Draft Framework (incorporating outcomes of meeting with Steering Committee) & prepare Forum Materials • May 30th: Draft Forum (details TBC)
JUNE TO SEPT: Finalizing the Plan	
<ul style="list-style-type: none"> • Review input from Draft Review Forum • Final Draft Plan is developed, revised, and submitted • Final Presentation to Council 	<ul style="list-style-type: none"> • Weeks of June 6th & 13th: Review Draft Forum outcomes & discuss next steps of finalizing Plan • July 18th: DIALOG to submit Final Draft Plan • July 18th – August 1st: Project team review of Final Draft Plan – Ben to consolidate and forward all comments to DIALOG • August 1st – August 16th: Final revisions • Aug 15th: Submit Final Plan to Senior Admin • Date TBC (between Aug 16th - Sept 6): A Combined Presentation to Advisory Committees • Sept 6th: Final Presentation to Council