



City of
Peterborough

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

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

MEETING DATE: March 8, 2012

SUBJECT: Report ACHAC12-004
Endorsement of the Municipal Cultural Plan

PURPOSE

A report to recommend that the Committee review and endorse the City's draft Municipal Cultural Plan.

RECOMMENDATIONS

That the Arts, Culture & Heritage Advisory Committee approve the recommendations outlined in Report ACHAC12-004 dated March 8, 2012 of the Manager of Arts, Culture & Heritage as follows:

- a) That the Advisory Committee endorse the Municipal Cultural Plan and,
- b) That the Advisory Committee recommend its adoption by Council.

BUDGET AND FINANCIAL IMPLICATIONS

There are no budgetary or financial implications at this time as a result of approving the recommendations in report ACHAC12-004.

BACKGROUND

In 2008, the Arts, Culture & Heritage Advisory Committee identified municipal cultural planning as a priority issue for the City. On July 5, 2010, Council awarded the contract for the creation of a Municipal Cultural Plan to Office for Urbanism (now Dialog) in partnership with Ginder Consulting.

The scope of the project included:

- an audit of the cultural sector with extensive community consultation
- the creation of a vision of cultural prosperity in Peterborough
- a review of the roles and responsibilities of the Arts, Culture & Heritage Division and Advisory Committee;
- the identification of municipal policies, procedures and processes that support cultural integration
- A comparison of Peterborough to other communities;
- The creation of mechanisms for measuring cultural prosperity.

Consultation included meetings with 15 focus groups representing a wide range of interests in the community as well as in depth meetings with members of the heritage and arts communities. Staff from all City departments and members of advisory committees participated in both workshops and presentations by the consultants. A visioning forum and two open houses allowed for the public to review the Plan's progress.

Within the City's bureaucratic structure, A Steering Committee comprised of senior administrators and a Technical Working Group (TWG) including representatives all divisions met regularly to provide input as the plan evolved. The TWG's input was crucial in ensuring that the actions and initiative that the consultants proposed would be achievable with the staffing and budgets available. It was a basic tenant of the Plan that its goals must be within the capacity of those having a role in its implementation for Council to approve it. The consultants made two presentations to Council to provide updates and receive feedback on the vision, underlying principles and emerging strategic directions that guided the plan's development.

In the summer of 2011, a smaller group of staff was assembled to act as a 'Focussed Working Group'. This group met with the consultants three times for an in-depth review of the Strategic Directions to ensure that there was cross departmental buy-in to the proposed actions and initiatives. During the fall of 2011 a core group of staff refined the plan's narrative and provided final editing to the consultant's draft report. The final draft has been reviewed by senior staff and Dan Taylor, the CEO of the Greater Peterborough Area Economic Development Corporation.

Submitted by,

Becky Rogers
Manager of Arts, Culture & Heritage

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