



City of
Peterborough

TO: Members of the Arts, Culture & Heritage Advisory

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

MEETING DATE: May 10, 2012

**SUBJECT: Report ACHAC12-009
2011-2012 Creative Cities Prosperity Fund Application**

PURPOSE

A report to advise the Arts Culture and Heritage Advisory Committee on the City's successful application to the Creative Cities Prosperity Fund.

RECOMMENDATION

That the Arts Culture and Heritage Advisory Committee approve the recommendation outlined in Report ACHAC12-009 dated May 10, 2012, of the Manager, Arts, Culture & Heritage Division as follows:

That the Arts Culture and Heritage Advisory Committee receive the report on the City's successful application to the Creative Cities Prosperity Fund for information.

BUDGET AND FINANCIAL IMPLICATIONS

With the funding from the Grant and the 2012 capital budget for the Division there are sufficient funds to begin implementing the Municipal Capital Plan.

BACKGROUND

In October 2009 the City submitted an application to the Creative Communities' Prosperity Fund (CCPF) seeking support for the development of its Municipal Cultural Plan. In March 2010 the Ministry informed the City that the Province would be providing \$63,625.

In June 2011 the City submitted a second application for Creative Communities' Prosperity Fund (CCPF). The request was for \$100,000 to assist with implementation of the Municipal Cultural Plan. The focus of the application was on: the creation of a one-year contract staff position, Municipal Cultural Planner, to coordinate the implementation of the MCP; and on a series of strategic directions, actions, and initiatives identified in the Plan. Many of the initiatives in the Plan will take several years to complete, but some priority actions were identified for implementation within the first year. The priority actions focus on strengthening Peterborough's cultural sector and maximizing use of the city's cultural resources, especially in the historic downtown.

The specific actions identified in the CCPF application include:

The creation of a cross-departmental committee with representation from all municipal departments to oversee the process; and begin to utilize the new tools for measuring cultural prosperity that were developed as part of the creation of the MCP

- Supporting the development of a community cultural coordinating body to act as an advocate for, and to encourage greater cooperation within, the cultural sector;
- Working in partnership with the City's Planning and Development Department to involve artists in the design phase of downtown improvement projects recommended in the Central Area Master Plan such as:
 - Celebrating the gateways to the downtown;
 - Creating a new Public Square – a multi-purpose outdoor venue for gatherings and community celebrations;
 - Establishing kiosks that will provide visitors with information about restaurants, stores, cultural attractions, etc.;
- Assisting other municipal departments (e.g. Public Works, Engineering, Social Services, etc.) in identifying projects and operations relating to the Municipal Culture Plan and cultural capacity building;
- Commissioning a heritage conservation district study;

- Working in partnership with Peterborough Technology Services, the Greater Peterborough Area Economic Development Corporation, and Peterborough & the Kawarthas Tourism to launch a public portal for the Cultural Map and integrate cultural industries and activities into all marketing strategies;
- Strengthening City/regional ties by facilitating knowledge sharing about municipal cultural mapping and planning with other municipalities in the Kawartha region.

In September 2011 the City was notified of the success of the funding application. The Province approved:

Expenditures	Proposed Budget	Approved Budget
Contract Staff	\$65,000	\$32,500
Artist Involvement in Planning Projects	\$35,000	\$7,500
Conservation District Study	\$50,000	\$25,000
Unfunded Expenditures		
Cultural Mapping	\$10,000	
Community/Tourism Calendar	\$10,000	
Cultural Coordinating Organization	\$20,000	
Regional Cultural Planning Workshops and Seminars	\$10,000	
	\$200,000	\$65,000

SUMMARY

With Council approval of the Municipal Cultural Plan, and funding from the Province through the Creative Cities Prosperity Fund, the City will be able to undertake the initial stages of implementation.

Submitted by,

Becky Rogers
Manager of Arts, Culture & Heritage

Contact Name:
Becky Rogers
Phone: 705-742-7777 Ext. 2380
Fax: 705-745-8958
E-mail: brogers@peterborough.ca