

## SD.1

**Strategic Direction #1**

## Celebrate and Strengthen our Region's Waterways, Cultural, and Natural Heritage

**What this means for Peterborough:**

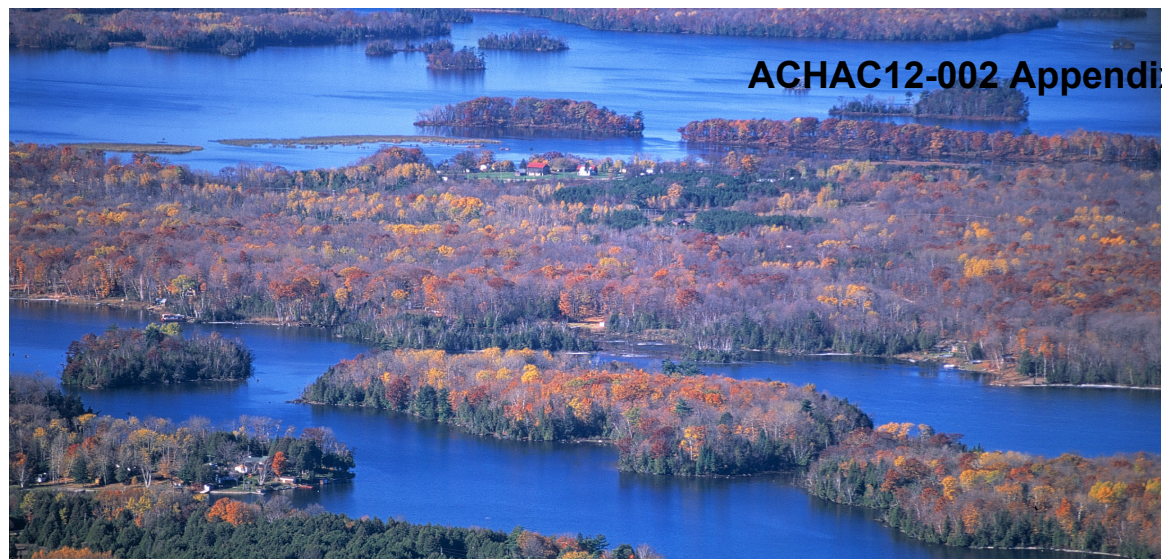
- Improved opportunities to create healthy and active lifestyles
- A stronger tourism economy attracts visitors, residents, and new business opportunities
- Renewed access to the water creates opportunities for greater enjoyment of the City's natural beauty
- Promoting and celebrating the natural history of the region has significant economic potential

The Greater Peterborough Area (GPA) offers a wide range of opportunities for recreational and leisure pursuits afforded by a wealth of natural and cultural heritage resources. It is highly desirable as a "cottage country" destination. The region is notable for the historical human connection to both land and water. It is a connection that is strongly tied to past traditions of hunting, fishing, canoeing/boating camping, and commerce. This history dates back nearly 10,000 years, when the First Peoples traveled the region's waterways, which were part of an important transportation and trade route. In the 17th century, Europeans engaged in the fur trade used these same waterways.

Today, the Kawartha Region, surrounding Peterborough, is often called 'The Land of Shining Waters'. The area features hundreds of lakes, rivers, and waterways that can be accessed from nearly 100 public access points and marinas. Water provides both passive and active recreational opportunities for local residents, cottagers, and visitors who come to fish, paddle, boat and swim. The Trent-Severn Waterway, a National Historic Site ranked by National Geographic as one of the top 500 places in the world to visit, winds its way through the region. Among its most famous features is the Peterborough Lift Lock, the world's highest hydraulic lift lock, which opened in 1904. Both are significant heritage landmarks that draw people from around the world.

There was once a substantial canoe-building industry in and around Peterborough. By the 1930s, 25 percent of all Canadians working in the boat-building industry were employed in the Peterborough area. Canoe building remained prominent in the city until the early 1960s, and this history is now celebrated at the Canadian Canoe Museum, which houses the world's largest collection of canoes and kayaks.<sup>12</sup>

<sup>12</sup> [www.welcomepeterborough.ca](http://www.welcomepeterborough.ca)



*The Kawartha Lakes*

*"There is a strong connection between the city and the surrounding water bodies – indeed, water is a fundamental part of the City's heritage. This relationship is reflected in the natural and built heritage (Lift lock, Canoe Museum, Little Lake). As the City evolves, this relationship needs to be acknowledged as a core element of Peterborough's culture and identity, and celebrated as a key asset."*

- STAKEHOLDER INTERVIEW PARTICIPANT

In the centre of Peterborough is Little Lake, a significant focal point for residents. Historically, the establishment of industry and private residences along its shores restricted access to the Little Lake waterfront. More recently, the City has made efforts to revitalize the waterfront and re-connect citizens to the water (for example, through policies and recommendations in the Official Plan, Central Area Master Plan, and the Little Lake Master Plan). The Little Lake Master Plan specifically calls for increasing connections to and around the lake, maintaining public accessibility, balancing demand for water and land resources, restoring the environment around the lake, showcasing arts and culture, accommodating tourism, and focusing on recreational opportunities.

The region's cultural and natural heritage continues to be an important environmental, social, and economic asset for Peterborough. The strong sense of stewardship that residents feel towards water is an important link between people and place that should be leveraged for its social and economic value to the City.

## Strategic Direction #1

### Celebrate and Strengthen our Region's Waterways, Cultural and Natural Heritage

## ACHAC12-002 Appendix B

ACTIONS		INITIATIVES
1.1	<b>Reinforce</b> existing policy to maintain and increase community access to the water	1.1.1 Support current Planning Division policy to acquire waterfront property for public use
		1.1.2 Support environmental policy (e.g. Little Lake Master Plan) that seeks to clean water in the Otonabee River
1.2	<b>Explore</b> creative design for new infrastructure where appropriate	1.2.1 Include ACH Division to provide input into development of RFPs for Utility Services Infrastructure Projects
1.3	<b>Complete</b> the trail system around Little Lake as per the Little Lake Master Plan and along the Otonabee River	1.3.1 Prioritize land acquisition for trail completion
		1.3.2 Seek additional public/private partnerships for trail development
		1.3.3 Negotiate waterfront access east of QTG-Pepsico for extension of west bank Otonabee Trail
1.4	<b>Protect</b> historic bridge crossings and heritage corridors along the waterfront (i.e. Water St. N. area)	1.4.1 Identify bridges eligible for heritage designation
		1.4.2 Ensure compliance with archaeological policy in waterfront infrastructure projects
		1.4.3 Ensure that infrastructure and road works projects along heritage corridors reflect good urban design
1.5	<b>Celebrate</b> Peterborough's recreational, hunting, fishing, and agricultural heritage	1.5.1 Recognize and interpret Jackson Creek as an important historic and present-day cultural heritage and natural resource
		1.5.2 Continue to support cultural institutions that celebrate Peterborough's recreational heritage
		1.5.3 Consider public art projects that focus on hunting, fishing, and agriculture
1.6	<b>Consider</b> impact of development near areas of natural heritage significance (i.e. Jackson Park)	1.6.1 Review, and if necessary, strengthen existing policy within the Official Plan to ensure that new developments do not negatively impact areas of natural heritage significance
1.7	<b>Encourage</b> broader cultural marketing initiatives	1.7.1 Work with GPAEDC to market and promote year-round use of the water
		1.7.2 Promote local food
		1.7.3 Collaborate with Peterborough and the Kawarthas Tourism and community partners to market heritage assets to tourists
		1.7.4 Explore opportunities to improve way-finding to cultural attractions for visitors (using both traditional signage plus GPS and app technology)
1.8	<b>Strengthen</b> city and regional ties to protect, enhance and promote cultural and natural heritage	1.8.1 Celebrate and promote the City's traditional connection with the Lift Lock and Trent-Severn Waterway
		1.8.2 Encourage and support GPAEDC initiatives that strengthen City/regional relationships around culture

## SD.2

## Strategic Direction #2

### Strengthen the Arts

#### What this means for Peterborough:

- The Arts sector is a major economic resource in Peterborough
- Highly professional cultural opportunities are available to everyone in Peterborough
- By using culture to improve our 'quality of place' new businesses and new jobs are attracted to the City

The City of Peterborough has a particularly vibrant arts scene for a city of its size. The city boasts over 350 local businesses involved in cultural activities and nearly 150 not-for-profit arts and cultural organizations. There are also hundreds of professional artists and cultural workers, many with national and international reputations, who make the community their home. There are numerous annual festivals and events related to the arts, and dozens of galleries, museums, and live performance venues. Peterborough has dynamic local music and culinary scenes that draw tourists from across the region, and contribute strongly to the animated character and economic vitality of downtown Peterborough. These are important parts of the cultural sector that all contribute significantly to the strength of Peterborough's economy.

Other positive aspects of Peterborough's arts scene include a diversity of artistic practice, a strong "percentage for public art" municipal budget strategy, an energetic arts community, and the existence of a number of informal support networks across disciplines. These assets are of significant value to the community, and contribute to Peterborough's high quality of place. In recognition of this fact, the City has, in less than a decade, more than doubled its per capita spending on arts and culture, and now spends more in this area than many other similarly sized cities in Ontario.

Nevertheless, the arts scene in Peterborough faces a number of challenges. Since the closure of the Peterborough Arts Umbrella, the community lacks citywide coordination within the arts and culture sector. It has also been argued that the growth of the professional arts sector in Peterborough has been stymied by a lack of training opportunities and resources. There are currently no locally offered fine arts or art history programs at Trent University or Fleming College to help attract and retain a critical mass of artists within the community. The growth of the arts sector in Peterborough requires greater collaboration and partnership building between the arts community, and community partners such as local businesses, educational institutions, and the City. These partnerships should seek to better coordinate, organize, market, and support local artists and arts organizations while providing opportunities for mentorship and capacity building.

<b>ACTIONS</b>		<b>INITIATIVES</b>
<b>2.1</b>	<b>Support</b> the community development of arts advocacy and capacity-building structures	2.1.1 Support and encourage the creation of a new Culture Council
		2.1.2 Develop a strategy for knowledge exchange between those in the small business and cultural sectors
		2.1.3 Support collaboration and communication between creative industry leaders
<b>2.2</b>	<b>Promote</b> the arts through key awareness-raising events and initiatives and building City staff capacity	2.2.1 Consider an arts awards program
		2.2.2 Continue to support arts and culture festivals and events (e.g. Artsweek)
		2.2.3 Create a strategy to resource arts coordination
		2.2.4 Create a strategy to resource coordination of special events
<b>2.3</b>	<b>Encourage</b> GPAEDC to integrate arts and cultural industries into their marketing	2.3.1 Work with GPAEDC to develop a strategy to integrate arts and cultural industries in marketing
<b>2.4</b>	<b>Support</b> educational arts programming and link it with downtown and other community initiatives	2.4.1 Enable local student artists to have their work displayed in municipal facilities
		2.4.2 Encourage the DBIA to continue to have its street banner program feature local student artists' work
<b>2.5</b>	<b>Continue</b> to support the public art policy and initiatives (BP2.5)	2.5.1 Explore a variety of methods for the delivery of public art projects
		2.5.2 Explore and encourage methods to support the inclusion of public art in new developments
<b>2.6</b>	<b>Continue</b> to use the Community Grants Program to support the Arts	2.6.1 Incorporate the MCP principles into the decision-making process for arts, culture, and heritage-related applications in the Community Grants process
<b>2.7</b>	<b>Seek</b> opportunities to complement cultural festivals and activities with City events/ programming	2.7.1 Create a strategy to integrate cultural activities into city-wide events (e.g. sporting events)
<b>2.8</b>	<b>Increase</b> the visibility of Peterborough's professional artists and recognize their community contribution	2.8.1 Hire and profile local professional artists at appropriate City events (e.g. exhibit openings, City-sponsored conferences)
		2.8.2 Review and update the "Free in Peterborough" website
		2.8.3 Explore ways to provide opportunities for local artists and performers to showcase their talents
		2.8.4 Develop a strategy to turn attendees at "free" festivals and events into paying patrons at future events
		2.8.5 Create a 'Cultural Worker in Residence' fellowship that generates a product - public art, musical composition, dance or theatre piece, sculpture or painting, etc.



## SD.3

## Strategic Direction #3

### Strengthen Heritage

#### What this means for Peterborough:

- Our local heritage reinforces our identity and ensures quality of place
- Heritage preservation is a major contributor to the economy of the region
- Heritage conservation makes the downtown a more exciting place to spend time
- Adaptive reuse of heritage buildings helps create a healthier downtown and creates significant construction jobs
- Peterborough's internationally respected museums and galleries are a major drawing card for the City

Heritage buildings and historic streetscapes in the downtown are powerful reminders of Peterborough's past that continue to shape the city's identity and reinforce its uniqueness. While efforts are underway to recognize and support these important assets, there is concern within the heritage community that more comprehensive protection is needed. A greater awareness by the general public of the City's own heritage initiatives will help ensure that their effectiveness is not undermined. The community has also expressed concern that current regulations do not adequately protect the city's most important heritage corridors, such as George Street and Hunter Street.

The formation of the Peterborough Architectural Conservation Advisory Committee (PACAC) in the 1970s sparked a community commitment to heritage preservation that has put the City in the forefront of built heritage protection practice in Ontario. Today, Peterborough boasts over 120 designated heritage sites, three of which are also recognized as National Historic Sites: the Peterborough Lift Lock, Cox Terrace, and the Peterborough Drill Hall/Armoury. Peterborough has led Ontario in the use of tax incentives for preservation with its aggressive Heritage Property Tax Relief Program, implemented in 2003. The program provides eligible owners of designated heritage properties property tax relief of 40 percent of residential property taxes, and 20 percent of commercial property taxes.

In 2011, Peterborough's successes in the area of heritage preservation were recognized when the City was awarded both the Lieutenant Governor's Ontario Heritage Award for Community Leadership, and Heritage Canada's Prince of Wales Prize for Municipal Heritage Leadership for outstanding contributions to the identification, preservation, protection, and promotion of Ontario's heritage. Peterborough was recognized for its strong leadership in heritage conservation through support for its own cultural institutions, arms-length groups like the Canadian Canoe Museum and Peterborough Historical Society, and support for a wide array of cultural events and festivals.

Building on its recent successes, continuing policy and regulatory work to protect historic buildings and streetscapes and increasing awareness of these initiatives are key steps in ensuring that Peterborough's built heritage remains part of the important cultural landscape of the city. Implementation of additional tools such as the creation of heritage conservation districts and supporting the repurposing of notable heritage buildings will help to continue Peterborough's legacy of successful heritage conservation practice.

It is also important to enable greater access to, and recognize the important role of, local museums, archives, libraries, and other cultural facilities, to support their growth and ensure that their institutional mandates are met. The City should continue to reinforce the important role of heritage-related institutions such as the Peterborough Museum and Archives, Hutchison House, and the Canoe Museum in curating nationally and internationally significant collections like the Balsillie Collection of Roy Studio Photographs.

**Strategic Direction #3**  
**Strengthen Heritage**

<b>ACTIONS</b>		<b>INITIATIVES</b>
<b>3.1</b>	<b>Make</b> built heritage conservation of the Downtown a corporate priority	3.1.1 Promote heritage streetscapes as important economic assets
		3.1.2 Continue to resource and implement the Heritage Property Tax Relief Program
		3.1.3 Commission a Conservation District Study
		3.1.4 Explore and encourage the creation of policy tools to support heritage preservation in the Downtown
		3.1.5 Explore Council approval of a Register of Eligible Properties, as provided for under the Ontario Heritage Act
		3.1.6 Encourage protection of heritage resources during the Official Plan review
<b>3.2</b>	<b>Develop</b> tools for citizen engagement in the preservation of historic buildings	3.2.1 Make the heritage layer of the City's cultural map publicly accessible
		3.2.2 Continue Fleming College partnership and seek out opportunities to have student exhibits focus on built heritage
		3.3.1 Adopt and implement the current Draft Archaeology Policy
<b>3.3</b>	<b>Protect</b> Archaeological Resources	3.3.2 Inform City staff of archaeology policy and compliance with procedures
		3.4.1 Seek out and host provincial and national heritage events and conferences and other opportunities to gain provincial and national recognition
<b>3.4</b>	<b>Raise</b> the profile of heritage preservation activities in the city, provincially, and nationally	3.5.1 Formalize the inclusion of an interpretive component in capital infrastructure projects (e.g. Hunter Street bridge and Confederation Square interpretive panels)
<b>3.5</b>	<b>Develop</b> a comprehensive marketing strategy for heritage assets	3.5.2 Encourage and promote a unified city-wide program of heritage interpretation (e.g. panels)



## SD.4

## Strategic Direction #4

## Strengthen Downtown as a Cultural Hub

Downtown Peterborough is the historic core and cultural hub of the city. It is home to a wealth of heritage buildings, unique streetscapes, theatres, galleries, community art organizations, music venues, cafes, restaurants, and other cultural amenities. This clustering of resources makes the area a draw for local residents, artists, musicians, and tourists. The community values streets such as George and Hunter for their heritage, pedestrian-scale, specialty businesses, cafes, and restaurants. They are seen as good models for the planning and design of other downtown streetscapes.

The *Central Area Master Plan*, approved by City Council in May 2009, focuses on stimulating creativity, capturing opportunity, and making the downtown core a City priority. It reflects the vision for the area that the City's Official Plan identifies as the "historic heart of the community." It articulates a planning strategy that emphasizes civic, cultural, and economic functions for the core. The Plan also stresses the importance of increasing the quality of place in downtown neighbourhoods through well-designed new residential development, greater pedestrian connectivity, improved municipal infrastructure, economic development, good planning, and urban design.

To strengthen the downtown as a vibrant cultural hub, implementation of the *Central Area Master Plan* policies will need to be given priority. Greater activity in the downtown can also be encouraged by building a strong pedestrian environment, increasing the residential critical mass, creating welcoming and attractive gathering spaces, increasing programming and cultural events, enhancing existing major cultural facilities, and increasing the presence of the cultural sector and educational institutions in the downtown.

The status of downtown as a "creative hub", and the focal point of cultural activity for the entire region, should be reinforced so that it can continue to be an incubator of creative entrepreneurship within the community. Investments should be made in the hard (transit, street design, etc.) and soft (parks, programming of public spaces, etc.) infrastructure of downtown, and the space and programming of the commercial, not-for-profit, and community sectors should be protected. In strengthening the downtown, opportunities for "culture-led regeneration" (the re-use, renewal, or revitalization of places where art, culture, and creativity plays a leading and transformative role), can be pursued.

### What this means for Peterborough:

- Culture plays a major part in making the downtown a commercially successful environment that is attractive for new development
- A culturally vibrant downtown gives people a wide variety of restaurants and entertainment venues
- When cultural activity in an area increases, crime rates decrease
- Investing in downtown infrastructure will spur re-development that brings new life to the heart of the city

**Strategic Direction #4**  
**Strengthen Downtown as a Cultural Hub**

<b>ACTIONS</b>		<b>INITIATIVES</b>
<b>4.1</b>	<b>Continue</b> to support the development of a critical residential mass	4.1.1 Ensure that the Official Plan review includes high urban design standards and encourages development of urban design guidelines as per the Ontario Planning Act
		4.1.2 Explore initiatives and incentives that help owners meet code requirements for upper floor development of existing buildings
		4.1.3 Continue to support the Official Plan policies related to the value of primary and secondary schools in the urban core as a way of stimulating residential intensification
		4.1.4 Consider introducing guidelines to incorporate crime prevention through environmental design (CPTED) for new construction in the core area
<b>4.2</b>	<b>Reinforce</b> the City's upcoming Transportation Master Plan's priorities for enhancing active forms of transportation (e.g. walking, cycling, transit) and creating a vibrant pedestrian-oriented environment in the Downtown	4.2.1 Emphasize creating an accessible and pedestrian-oriented environment in the core
		4.2.2 Enhance cycling infrastructure in the core
		4.2.3 Continue to increase the profile of transit by explicitly linking the value of transit and cultural vitality
		4.2.4 Review transportation policy initiatives for their value in enhancing cultural vitality in the core area
		4.2.5 Explore or review a "complete streets" policy for the City that supports active transportation ("complete streets" are streets that are designed to enable safe and comfortable access for all users – pedestrians, cyclists, motorists, and public transit users of all ages and abilities)
<b>4.3</b>	<b>Support</b> initiatives that create welcoming spaces for all	4.3.1 Support initiatives that ensure welcoming spaces for youth and multi-generational cultural activity (BP4.3.1)
		4.3.2 Facilitate more programming of downtown public spaces
<b>4.4</b>	<b>Reinforce</b> the priorities of the Central Area Master Plan	4.4.1 Create a public square as per the Central Area Master Plan
		4.4.2 Undertake a feasibility study to review the future development needs of the key ACH Facilities – the Museum, Gallery, and Library – in the core
<b>4.5</b>	<b>Explore</b> opportunities for post-secondary institution program delivery in the downtown	4.5.1 Recognize the value that the post-secondary institutions bring to the Downtown and collaborate with them to explore opportunities for program delivery in the Downtown

## SD.5

## Strategic Direction #5

## Incorporate Culture in All Neighbourhoods

### What this means for Peterborough:

- Creating Cultural programs for neighbourhoods plays a significant role in their revitalization
- As people come together in culturally enriched neighbourhoods, pride of place and a greater sense of community emerge
- As shared cultural experiences bring people together, neighbourhoods become safer

Culture has a significantly positive impact on a community's quality of life when it is made widely accessible. This means that culture needs to be nurtured throughout the city and made available in all neighbourhoods and communities. Making culture accessible means creating opportunities to enjoy cultural production in community facilities, neighbourhood parks, and other community nodes across the city. International research suggests that small cultural groups, intimate arts venues, and locally-scaled community cultural activities are generally more important to building healthy communities and revitalizing neighbourhoods than the construction of major institutions. Participation in artistic, cultural, and creative projects at the neighbourhood level contributes to community-building, the preservation of cultural heritage, the improvement of the built environment, increased civic participation, and stronger economic development.

This is consistent with the strong sentiment, reflected in the *2010 Peterborough Quality of Life Report*, that Peterborough prides itself on being large enough to have a diversity of amenities while being small enough that residents feel well-connected to their neighbourhoods and communities. Peterborough's neighbourhoods vary widely in identity, household makeup, age, income levels of residents, cultural background, geography, land use, community amenities, and extent of built infrastructure. To ensure that culture is nurtured throughout the city, it is important to recognize the individuality of Peterborough's neighbourhoods. The City can then identify cultural resources and activities and strengthen them through partnerships with neighbourhood organizations, artists and cultural workers, business owners, and residents.

**Strategic Direction #5**  
**Incorporate Culture in All Neighbourhoods**

<b>ACTIONS</b>		<b>INITIATIVES</b>
<b>5.1</b>	<b>Facilitate</b> and support neighbourhood-based events and programming	5.1.1 Identify and celebrate the distinct neighbourhoods of the city
		5.1.2 Encourage the creation of community gathering spaces and programming opportunities in all neighbourhoods, including flexible programming space such as temporary ice rinks
		5.1.3 Expand cultural programming in community centres and facilities such as Queen Alexandra Community Centre, YMCA, churches , Trent University
<b>5.2</b>	<b>Support</b> cultural innovation in both existing and new neighbourhood infrastructure, design and projects	5.2.1 Review how parks and open space are provided for at the neighbourhood level
		5.2.2 Review how library services are currently provided at the neighbourhood level and undertake a best practices review of other municipalities
		5.2.3 Adopt a 'public works as public art' policy
		5.2.4 Explore potential opportunities for the Art Gallery, Museum, and Library to create outreach programming in neighbourhoods

## SD.6

## Strategic Direction #6

## Encourage Inclusivity and Facilitate Diversity

### What this means for Peterborough:

- Peterborough is steadily becoming a more multi-cultural city
- Diversity removes barriers to participation for everyone
- Diverse cultures bring a richness of creativity and contribute to a higher quality of place
- Diversity is good for business- it brings new ideas and perspectives, allows innovation, and attracts the best talent from the largest labour pool
- Diversity and inclusiveness is a powerful force in promoting the community at a regional and provincial level

The diversity of Peterborough's population is increasing steadily. According to a study by the Peterborough Partnership Council on Immigrant Integration (PPCII), Peterborough is part of an "urban" shift that is seeing increasing numbers of immigrants moving to the city from larger urban centres like the GTA and Durham region.<sup>13</sup>

Although the visible minority population is still relatively low, there is significant diversity in terms of the nationalities represented by newcomers. The diverse ethnic backgrounds and traditions of the people of Peterborough have always shaped the cultural landscape and identity of the city, and will continue to do so in the future.

Peterborough's cultural diversity should be recognized and celebrated. The PPCII study found that many newcomers feel that "Peterborough has a great appreciation for multicultural aspects of the community", but "continued public education is needed to promote the positive impact of different cultures and what they bring to Peterborough". It is important for the City to create cultural opportunities that both meet the needs of, and include the expressions of its increasingly diverse community. Diversity must also be understood to include not just immigrants but also youth, seniors, First Nations groups, people of all sexual orientations, low income populations, and those with special needs. First Nations groups in particular have expressed their desire to be able to practise their cultural traditions more fully within the community. Organizations such as the Peterborough Partnership Council on Immigrant Integration, the New Canadians Centre, Community Living Peterborough, the Peterborough and District United Way, the Peterborough Social Research Council, the Rainbow Coalition, and the Nogojiwanong Native Friendship Centre all work towards improving quality of life for diverse communities. Such organizations can play key roles in promoting diversity and facilitating the growth of a more inclusive city.

Peterborough's population also includes a wide range of age groups. The fastest growing age group within the city is between 25 and 44 years old – a demographic group that municipalities need to attract to build and sustain the labour force.

<sup>13</sup> Peterborough Partnership Council on Immigration Integration. (2010). The faces of our future: Planning for a diverse community.

The strength of this demographic in Peterborough presents an opportunity for both economic growth and cultural development within the city. In turn, leveraging Peterborough's cultural assets will be a key strategy for attracting and retaining this cohort. The City of Peterborough currently has a Youth Commission and a Youth Council with participants between the ages of 14 and 19 years old. There is also a City-operated Downtown Youth Space, The Loft, which provides a year-round facility for youth to gather downtown. However, the community has identified the need for more proactive youth engagement and outreach as well as more regular, affordable, and accessible, year-round cultural and recreational programming for youth that is both affordable and accessible.



## Strategic Direction #6

## Encourage Inclusivity and Facilitate Diversity

ACTIONS		INITIATIVES
6.1	<b>Actively</b> support newcomers through collaboration with community partners	6.1.1 Continue membership in, and support of, the Peterborough Partnership Council on Immigration and the New Canadian Centre
		6.1.2 Continue to support the Immigration Portal
		6.1.3 Continue to support the PPCII in immigrant attraction and retention
		6.1.4 Continue to ensure that the programming and resources of the PPL mirror the cultural needs of the community
6.2	<b>Celebrate</b> First Nations	6.2.1 Maintain ongoing dialogue with First Nations groups
		6.2.2 Respect First Nations protocols and traditions in City processes
		6.2.3 Provide support and access to City resources for First Nations events and activities through collaboration with Nogojiwanong Friendship Centre
6.3	<b>Encourage</b> and actively promote involvement by diverse groups (age, ethnic backgrounds, orientation) in existing cultural and city-wide events	6.3.1 Review programming for major events to ensure that there are no barriers to involvement
		6.3.2 Support the active recruitment of board members that represent the diversity of the community
		6.3.3 Consider how to incorporate activities at major events that reflect the diversity of the community
		6.3.4 Continue to support Multi-Cultural Canada Day
6.4	<b>Increase</b> the capacity for multicultural community gatherings	6.4.1 Complete a feasibility study on the potential need for the creation of a multicultural centre – a dedicated, shared space for multi-cultural groups
		6.4.2 Provide multi-cultural meeting space in existing City-owned and managed facilities
6.5	<b>Improve</b> communication and awareness about a user-friendly community calendar that is inclusive of all cultural events	6.5.1 Bring the community calendar onto City servers to improve quality
		6.5.2 Increase awareness and encourage corporate use of the calendar