



City of  
**Peterborough**

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**TO:** Members of the Arts, Culture, and Heritage Advisory Committee

**FROM:** Debra Soule, Cultural Planner

**MEETING DATE:** October 10, 2013

**SUBJECT:** Report ACHAC13-022  
Cultural Planning Report

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## **PURPOSE**

A report to update the Committee on the activities of the Cultural Planner for July, August and September 2013.

## **RECOMMENDATION**

That the Arts, Culture and Heritage Advisory Committee approve the recommendation outlined in Report ACHAC13-022, dated October 10, 2013 of the Cultural Planner, as follows:

That the Cultural Planning report with respect to the activities of the Cultural Planner for July, August and September, be received for information.

## **BUDGET AND FINANCIAL IMPLICATIONS**

There are no budgetary or financial implications associated with the recommendation.

## BACKGROUND

The City's Municipal Cultural Plan is a master plan adopted by the City to direct its investment in culture and to identify municipal priorities. The Plan's Strategic Directions serve as a mechanism for identifying and categorizing important priorities. Each Strategic Direction is accompanied by several actions with corresponding initiatives and projects. Either the City, the Community, or the City and Community have been identified as having primary responsibility for implementing these initiatives. The Cultural Planner position was introduced in order to implement actions and initiatives identified within the Plan that are the City's responsibility.

The following is an update of Cultural Planning activities and the Municipal Cultural Plan Strategic Directions that guide them.

### Artsweek 2013

*Municipal Cultural Plan Strategic Direction 2: Promote the arts through key awareness raising events and initiatives and building City staff capacity. Initiative 2.2.2 Continue to support arts and culture festivals and events (e.g. Artsweek, Culture Days)*

The Cultural Planner provided assistance to the 2013 Artsweek Organizing Committee. This year's activities commenced earlier in the calendar year than has previously been the case, giving prospective artists more time to develop and submit proposals that were considered through a juried process. Six artists that were selected for this year's program, which ran from September 6 - 13, featured a wide range of innovative works that dynamically engaged their audiences. They included:

- The Peterborough Storefront Photography Project
- Making Your Way – A ReFrame Stop-Motion Workshop
- Atelier Ludmilla's Wunderbar! giant puppetry show
- Deb Reynolds hands-on print making workshops that created a fabric flag that symbolizes community
- A multimedia art crawl through downtown Peterborough that featured digital videography and live projection with live music; and
- Jeff Macklin's "Neighbourhoods. A Peterborough Anthology of Creative Words and Visual Art".

The week-long Art showcase was extremely well-received and drew large audiences at all of its events. Given the high level of success of this year's events, several projects are being considered for longer term or as annual initiatives.

A story from the Peterborough Examiner on Artsweek 2013 is included in Appendix A.

## **Public Art**

*Municipal Cultural Plan Strategic Direction 2.5: Continue to support the public art policy and initiatives, Action 2.5: Complete and implement formal City procedures for Public Art, Initiative 2.5.2 Maintain the public art inventory and ensure that it is completed*

One of the responsibilities of the Cultural Planner is to administer and coordinate the Public Art program in collaboration with other Division staff.

## **Bus Wrap Project**

The proofs of the artwork that converts Jimson Bowler's painting to the format required for the bus wrap have been received and are being prepared for conversion to a full size vinyl bus wrap, to roll out mid to late October.

## **Repairs to Market Hall Ceramic Mural**

The Cultural Planner coordinated maintenance and repairs undertaken by conservationist Beth McCubbin on the ceramic mural in Market Hall during July and August. The mural, created by Jeannie McRight in 1985 recognized the contributions that enabled the former badminton court to be converted into a multi-functional arts centre. Over the years many of the tiles had deteriorated with visible chipping and flaking. Although the mural was covered to protect it during renovations to Market Hall in 2010, a layer of dust and debris coated the entire surface of the mural. The restoration work, which included a meticulous cleaning of each tile, repair to damaged surfaces and painting the interior arch, has now been completed. A plaque that identifies the artist and tells the story of this piece of public art is currently being prepared.

## **Public Art Inventory**

Over the summer the Cultural Planner supervised student interns who helped to complete an inventory of public art within the City. The inventory identifies the owner of each piece and includes condition reports, photographs and background information on the pieces. The inventory and condition reports have provided the information needed to develop a maintenance schedule for the City's Public Art collection and to identify priority items that require repair over the next year.

## **Cultural Mapping Project**

*Cultural Mapping is "a systematic approach to identifying and recording a municipality's cultural resources. Cultural mapping begins with an inventory of local cultural resources. It then seeks to demonstrate the relationship between those resources and various social, economic and environmental factors (such as rent, proximity to other resources, etc.), and then presents the information graphically in various ways." City of Peterborough Municipal Cultural Plan*

During July, August and September, the Cultural Planner, working in conjunction with PTS and GIS staff, has been further developing the City's Cultural Maps. The maps, which will be launched as a public portal through the City's web page, are nearing completion. The interactive maps include cultural facilities, cultural festivals and events, cultural organizations, heritage resources, cultural industry businesses and public art maps. The maps will also enable viewers to input their own stories and perspectives on the City's intangible culture and to connect with the web sites of cultural businesses and organizations throughout the city.

The maps will raise the community's awareness of the City's wide spectrum of cultural resources and will be an important tool in project and program development throughout the sector. From a City planning perspective, the maps enable a wide range of analysis of the dimensions of the cultural sector and the creative economy, including the distribution and accessibility of resources, or the effects of locational or transportation constraints. The maps can also be used to examine additional social and demographic dimensions by introducing information from other City databases. For example, one could track changes in vandalism following the introduction of a new youth centre in the downtown core.

A more detailed report and presentation on the Cultural Maps will be provided to the Committee when the public portal is launched.

### **2013 SPARK Photo Festival Report**

*Municipal Cultural Plan Strategic Direction 2: Promote the arts through key awareness raising events and initiatives and building City staff capacity. Initiative 2.2.2 Continue to support arts and culture festivals and events*

*Municipal Cultural Plan Signature Objective 1: Create and implement cultural indicators and economic impact measurement tools to assist in developing a comprehensive argument for the economic and social value of supporting culture, and as a means of promoting the MCP as an economic development tool, IP3.9.2 Research the economic cost and benefit of existing and future festivals*

The Cultural Planner worked closely with the 2013 SPARK Photo Festival organizing committee to develop an impact assessment framework and research tools for the festival. Festival organizers were interested in acquiring feedback from participating artists, venue owners and committee volunteers to inform and improve future festivals. The Cultural Planner sought information about the economic impacts of this inaugural cultural festival. Data that was gathered from visitor guest books during the festival and from survey research with participants. Although reported attendance numbers for the 49 exhibitions was high, only 44% of the guest books were returned with limited numbers of entries in each. Although this precluded an accurate calculation of economic impacts, it was clear that attendance was high at the photographic exhibitions, and based on 22 Guest Books counted, over 20 % of the guests were visitors from out of town.

Economic impact assessments reveals that the higher the number of out of town visitors that attend cultural events, the greater the economic impact within the locality. In its first year, the SPARK Photo Festival drew a substantial number of out of town visitors to Peterborough.

Beyond the economic impacts, the developmental impacts on the cultural industry were substantial. Not only did the festival strengthen relationships amongst photographic artists and the business community, survey information revealed that festival workshops, exhibitions and volunteer activities produced significant professional development, cultural capacity building and skills development outcomes that have strengthened the overall capacity of cultural community. Over 10,000 volunteer hours went into the organizing and running of the festival and organizers covered all of their costs and have built a reserve towards next year's festival.

### **Tourism Advisory Committee**

*Municipal Cultural Plan Implementation Plan Action 3.12: Recognize the value of culture as a tourism asset.*

As a member of The Kawartha Tourism Advisory Committee, the Cultural Planner presented the Canada Day Multicultural Festival Report to the Committee in September, thus making the economic impact research findings available to businesses and agencies engaged in tourism activities. The findings reveal the important tourism economic impacts of cultural events in Peterborough.

Submitted by,

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### Attachments:

Appendix A – Peterborough Examiner Article

## Appendix A

# Artsweek kicks off Friday



By [Galen Eagle](#), Peterborough Examiner  
Tuesday, September 3, 2013 7:59:06 EDT PM



When Esther Vincent put her call out to fellow photographers this spring to help her realize her Artsweek Peterborough exhibit, she had a single source of inspiration. She wanted a new take on an old-fashioned staple – a picture of the proud storeowner standing outside his or her shop.

The Roy Studio Collection is full of prime examples from the men and women who built the city's downtown.

That idea sparked the Peterborough Storefront Photography Project, which paired up photographers and business entrepreneurs in portraits of owners and their businesses.

“The photos are lovely. I’m really happy with what has come back to me. I had no idea when I sent the call out what would happen,” Vincent said. “The photographers have gone all sorts of different directions with it.”

The storefront project includes the work of 18 photographers, featuring 22 different Peterborough businesses. The exhibit opens Friday at 420 George St. and runs until Sept. 13, open noon to 7 p.m. daily. It will celebrate its opening night Monday (7 to 10 p.m.) when the public will have an opportunity to meet some of the photographers and profiled business owners.

Artsweek Peterborough kicks off with an opening reception at Market Hall Friday, running from 6 p.m. to 9 p.m. and featuring musical guests Nick Ferrio and Jake Dudas.

Artsweek is a week-long celebration of the arts that showcases the work of Peterborough area artists and supports the development of professional and emerging artists. The city provides annual funding for Artsweek activities.

With openings, workshops, and performances Artsweek brings artists and art lovers from both near and far together for a week of socializing, sharing, and professional development.

“It’s to showcase arts and culture and to demonstrate the city’s excitement and commitment to professional and developing artists,” said Debra Soule, with the city’s arts, culture and heritage division.

### Making Your Way

A ReFrame stop-motion workshop, participants in this animation drop-in experience are invited to make characters and props for their own story, which they will direct and film on a miniature set of Peterborough that highlights the city’s trail system and the Otonabee River.

“It’s putting creation back into recreation,” explained artist Wendy Trusler. “It is designed for different degrees of interactivity. If you have five minutes or if you have five hours you can come and make a short or long film.”

By moving characters around on the set and filming each move with an iPad, participants create short, stop-action movies that showcase Peterborough’s recreational gems.

“We wanted to focus on the natural world and getting people out and doing things and seeing what’s available in Peterborough,” Trusler said.

The public can access the workshop Sunday at the Millennium Park Display Room from 1 to 4 p.m., Wednesday, Sept. 11 at the Peterborough Public Library from noon to 6 p.m. and Friday, Sept. 13 at Lansdowne Place from 9:30 a.m. to 9 p.m.

Do you hear what I see?

This exhibit is described as a multimedia art crawl through downtown Peterborough featuring a series of spectacles melding digital videography and live projection with live music.

The event takes place Friday, Sept. 13 beginning at Bluestreak Records on George St. at 6 p.m. and winding its way through the downtown to The Spill Café and The Theatre on King before ending at Artspace on Aylmer St. for a “bring your own beamer” event, where the public is encouraged to bring their own projectors to make art or take advantage of the digital videography workshops on hand. The event also doubles as a closing party for Arstweek.

“The objective with it was to pair artists from a large scale, national scene, with local artists and to have a mixed media message – music paired with live projections – and sort of create mini spectacles throughout the city,” explained co-organizer Nick Ferrio.

The pairings of visual artists and musicians includes Kennedy Cult and Lester Alfonso; Baby Eagle and Candace Coultier; The Losing Hand and Jared Raab; and Deloro, who will accompany the “bring your own beamer” party.

#### One Thousand Wishes: Creating a Shared Vision of Community

The audience is invited to learn and use simple hands-on print making techniques to create a fabric flag that symbolizes “community.”

“Anyone can do it and achieve a result that is very aesthetically pleasing,” said artist Deb Reynolds, who hopes to gather 1,000 pieces for a fabric flag.

“The initial idea is that people would make marks, or symbols or words that reflect their wishes for community,” she said. “In doing it together, we are creating community.”

The printing workshop will be on display Sunday at the Millennium Park Display Room from 1 to 4 p.m., Monday at Confederation Park from 4:30 to 7:30 p.m., Wednesday, Sept. 11 at the Peterborough Downtown Market from 11a.m. to 2 p.m. and Thursday, Sept. 12 at Peterborough Square from 11a.m to 4 p.m.

#### Public Energy presents Atelier Ludmilla’s Wunderbar!

Atelier Ludmila’s cast of creatures are on an adventure to help two young heroes, a great blue heron and other feathered and furry friends overcome a giant greedy organ grinder in this family-friendly outdoor performance. The audience will be invited to join in, don masks, create a character and dance puppets.

Performances are Saturday and Sunday at Victoria Park beginning at 3 p.m.

#### Neighbourhoods: A Peterborough Anthology of Creative Words and Visual Art

This project is a 48-page book of visual art and prose from a diverse cross section of residents, compiled by artist Jeff Macklin. A series of public readings and presentations of



the book will happen throughout the week including at the Peterborough Downtown Market Wednesday, Sept. 11 from 11 a.m. to 2 p.m. and at the Circus Shoppe (located at the corner of Aylmer and Murray streets) from 7 to 8 p.m.

“There are not that many avenues for people to have their writing or their visual art published,” Macklin said. “Hopefully...it will become a yearly thing.”

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