

SEPTEMBER
2009
JUNE
2011

Appendix A
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TOWN OF NEWMARKET

CULTURAL MASTER PLAN

EDITION #1

status report





Learn more about how the future of arts and culture are to be shaped in the next 10 years with the Newmarket Cultural Master Plan online at www.newmarket.ca, under “Lifestyle” and “Arts & Culture”.



*"The culture
of Newmarket is
rooted in the collective
experience of the community
and it includes respect for the
past, engagement in the present
and a commitment to a
common future."*

CULTURAL MASTER
PLAN, 2009

Culture is an important resource in building vibrant, resilient, and sustainable communities. Newmarket aspires to become a creative community embracing arts and culture. The creation of the cultural master plan in 2009 exemplifies our commitment to this vision. Newmarket is dedicated to enhancing arts and culture within our community and is prepared to ensure the contents of the document are achieved.

The cultural master plan is a very significant document as it not only provides the vision, but focuses on how to achieve this vision. The master plan identifies eight themes for cultural development. Within the eight themes detailed task lists have been created. The tasks have been developed to be phased in through three stages over ten years.

We are currently in the first stage of implementation and this document will provide you with an update on all tasks within this phase. We are delighted to report our progress as we believe that significant achievements have been completed.

GMP – Cultural Master Plan Corp Comm – Corporate Communications Eco Dev – Economic Development
ES – Engineering Services IT – Information Technology NEDAC – Newmarket Eco. Dev. Advisory Committee
PWS – Public Works Services RC – Recreation & Culture

THEME 1: AWARENESS AND ADVOCACY

In Progress

Develop a two-year internal/external communications strategy and plan to build awareness and foster pride (including communications and electronic both Town and community initiatives).
Community initiatives).
and signage, encompassing both Town and community initiatives).

Action(s)

- Created a Cultural Ad and content for Recreation Activity Guides.
- Exploring design options for an Arts & Culture logo for branding and cultural building signage
- Enhancing Arts/Culture web presence on Town's website as part of a larger departmental website review.

Timeframe: 2009 - 2011

Lead: RC

Support: Corp Comm & IT

In Progress

Work with the York Region Arts Council to support their creation of a self-managed directory of artists, places and meeting space in Newmarket.

Action(s)

- Appointed a Newmarket representative to sit on the York Region Arts Council

Timeframe: 2009 - 2011

Lead: RC

Support: N/A

Future

Make direct contact with all private program providers and cultural industries, collectively as a resource with connection to community economic development.

Action(s)

- This initiative has been scheduled to begin in 2011 with the implementation of the Arts & Culture Task Force.

Timeframe: 2009 - 2011

Lead: EC & RC

Support: NEDAC

Activity Guide Printed Ad



Online Arts & Culture Page



2011 Initiative

Provide marketing coordination of all activities year round. Make the residents of Newmarket the first tier of all marketing.

Action(s)

- This initiative has been scheduled to begin in 2011.

Timeframe: 2009 - 2011

Lead: RC

Support: Corp Comm & IT

In Progress

Offer Cultural Master Plan updates on website to inform public; update quarterly.

Action(s)

- Cultural Master Plan updates will be included on the Arts & Culture page on the Town's website.

Timeframe: 2009 - 2011

Lead: RC

Support: IT

In Progress

Enhance arts and culture web presence via the Town of Newmarket website, complete with links to local arts and culture organizations.

Action(s)

- Revise the Arts & Culture page to make it more informative for residents. This will include links to Arts & Culture organizations and will be part of a Recreation & Culture website review.

Timeframe: 2009 - 2011

Lead: RC

Support: IT



Celebrates the Arts Gala





Josée Savaria | LOCAL VISUAL ARTIST |

Josée Savaria was born in Varennes, Quebec, a small town located on the south shore of the St. Lawrence River, near Montreal. Josée has spent the last 30 years developing her unique depiction of the world around us. Since moving to Newmarket 17 years ago, Josée has devoted herself completely to creating both technically accurate and whimsical depictions of the natural world, particularly the aquatic realm.

The recipient of numerous international awards and grants, Josée's art can be found in private and corporate collections in North America, Europe, Africa, Asia and Australia. Josée art is available from her website and in select art galleries worldwide.

When not busy in her home studio creating her art, Josée can be found at the Southlake Health Regional Centre art gallery where she volunteers her time to run the gallery.

www.joseesavaria.com

*Artist
Highlight*



THEME 2: CULTURAL SECTOR DEVELOPMENT

In Progress

Ensure ongoing focus on the role, importance and development of culture within all municipal planning, programming and communications via all commissions and department activities.

Action(s)

- Educating staff through newsletters and Town Hall presentations.
- Discussing development opportunities with Senior management.

Timeframe: 2009 - 2011

Lead: Council & RC

Support: N/A

Complete

Initiate a broadly based group of community cultural representatives to provide support for the cultural sector, which will evolve into a self directed arts council.

Action(s)

- Established an Arts & Culture Task Force.

Timeframe: 2009 - 2011

Lead: Council & RC

Support: N/A

Complete

Develop a municipal oversight process for cultural development for the purpose of reporting to Council on an interim basis.

Action(s)

- Created a Status Report to provide updates on a semi-annual basis.

Timeframe: 2009 - 2011

Lead: CMO/ Standing Comm

Support: RC



Arts & Culture Task Force

Heritage Day



In Progress

Explore consolidating heritage interests in Newmarket, working with the community to determine an appropriate model.

Action(s)

- A.R.C.H. is a well established committee that consists of the Newmarket Historical Society, Heritage Newmarket and the Museum
- Held a successful formal Heritage Day Event on February 19, 2011. This event will be held annually.
- 2011 budget approved.

Timeframe: 2009 - 2011

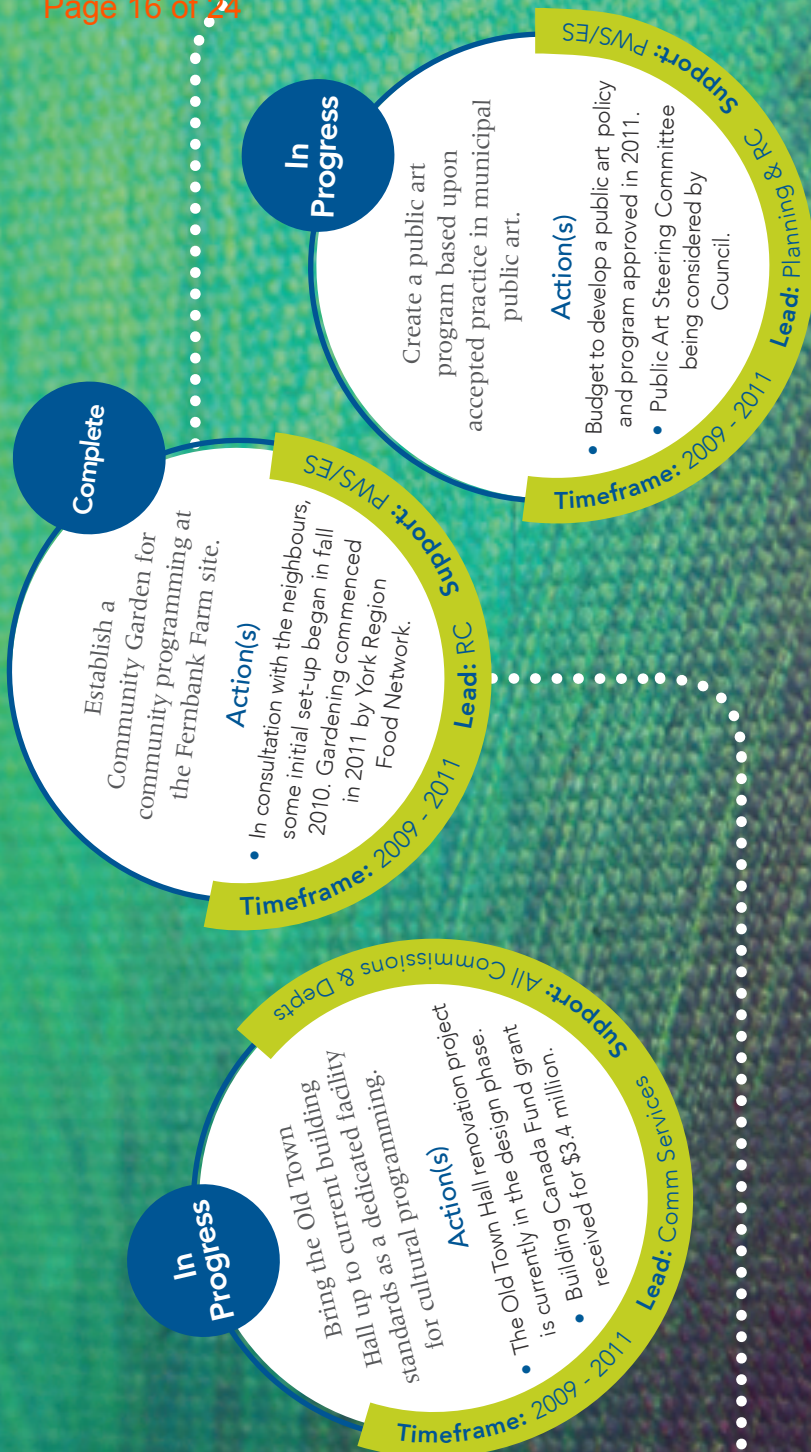
Lead: RC & Museum

Support: A.R.C.H.

"A.R.C.H. represents an important collaboration among the three Newmarket heritage groups. Pooling knowledge and resources allows for new cultural programs that will raise the profile of culture in the Town."

BETH SINYARD | CURATOR
ELMAN W. CAMPBELL
MUSEUM

THEME 3: CULTURAL SITES AND FACILITIES



Old Town Hall Renovation



THEME 4: FINANCING CULTURAL DEVELOPMENT

In Progress

Initiate a review of the Community Grants Program.

Action(s)

- A new Community Grants Program will be completed in 2011.

Support: Finance

Timeframe: 2009 - 2011

Lead: RC

Complete

Establish a Town of Newmarket funding mechanism for arts and culture development/initiatives.

Action(s)

- Over \$100,000 to date raised through the Newmarket Celebrates the Arts Gala program. This program funds the Newmarket Celebrates the Arts Grants program investing in local artists and Arts & Culture groups.

Timeframe: 2009 - 2011

Lead: Mayor's Office

Support: Finance & RC

"By receiving the arts grant from the Celebrate the Arts Grant Committee... the grant has allowed the Newmarket Group of Artists (NGA) to reach into the Newmarket community, and to engage citizens from all aspects of our growing town. NGA has been able to build and establish an artistic community for visual artists, that has been recognized by the Town, its artistic community and by the people living here."

LESLIE BERTIN | ARTISTIC PRODUCER
NEWMARKET GROUP OF ARTISTS

Community Grants Program





Main St. Heritage District



THEME 5: INTEGRATED PLANNING

In Progress

Develop goals and guidelines for cultural spaces. Pay attention to areas of intensification; develop policies for funds collected through Section 37 of Planning Act.

Action(s)

- The Secondary Plan is underway for the intensification areas (i.e. the urban centres). It will examine how public art, heritage and cultural resources can contribute to a sense of place and a clear civic identity.
- The Secondary Plan will provide specific bonus requirements to be sought by the Town as provided for in Section 37 of the Planning Act.

Timeframe: 2009 - 2011

Lead: Planning

Support: Comm Services

Action(s)

Develop guidelines for coordinated enhancement of public realm as extension to Official Plan and other goals; and for oversight and promotion of built heritage as community asset.

In Progress

The Secondary Plan for the urban centres has been initiated and is currently anticipated to be completed in 2012. The Secondary Plan will strive to create a well-connected and enriched public realm at the block, neighbourhood, and street level, and will put forward private and public realm design standards. The Secondary Plan will examine how passive and active parks can be logically integrated into the urban fabric.

- Council approved the adoption of the proposed Heritage Conservation District for Lower Main Street South. A designation bylaw is intended to be brought forward to Council in late 2011.

Timeframe: 2009 - 2011

Lead: Planning

Support: Comm Services

THEME 7: HISTORIC CORE AS CULTURAL CENTRE

In Progress

Ensure the new design of Community Centre Lands is of Community integrated scale, uses at grade, sensitively including scale, and interstitial spaces, urban form connection, and create pedestrian connection at edges and provide animation for large events.

Action(s)

- Building Canada Fund grant received for Community Urban Space Project (CUSP)
- Currently in the construction phase for urban park and community.
- Completion for Summer 2011.

Timeframe: 2009 - 2011

Lead: Comm Services

Support: CUSP Task Force

"The new urban park in the heart of the downtown will be a cultural catalyst for community gatherings and celebrations. It will compliment the historic downtown as the cultural core, and demonstrate the economic engine culture can play as the park positively influences the successful future of Main Street businesses."

IAN MCDOUGALL | DIRECTOR,
RECREATION & CULTURE

CUSP Lands

This concludes our first Cultural Master Plan status report. All tasks reported have been identified as action items within the first time frame. Some tasks have been identified as ongoing/constant themes and we are continually striving to ensure they are consistently achieved. Please refer to the Cultural Master Plan if you have any questions or would like more information. Thank you.



TOWN OF NEWMARKET

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