



City of
Peterborough

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

FROM: Debra Soule, Cultural Planner

MEETING DATE: January 9, 2014

SUBJECT: Report ACHAC14-002
Cultural Planning Report

Purpose

A report to update the Committee on Cultural Planning activities for November and December 2013.

Recommendation

That the Arts, Culture and Heritage Advisory Committee approve the recommendation outlined in Report ACHAC14-002, dated January 9, 2014 of the Cultural Planner, as follows:

That the Cultural Planning report with respect to the activities of the Cultural Planner for November and December, 2013 be received for information.

Budget and Financial Implications

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

Background

Public Art

Strategic Direction #2

2.5 Continue 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 Maintain the public art inventory and ensure that it is completed.

Jimson Bowler Bus Wrap Project

The Jimson Bowler Bus Wrap was formally launched on Tuesday, November 12 at the Art Gallery of Peterborough. The launch event was attended by Mayor Bennett, who provided opening remarks, City Councillors and senior staff, as well as interested local residents. During the Launch event, Jimson Bowler's painting *Big Loon Portage*, which was the inspiration for the Bus Wrap, was gifted to the City. The painting will be on display in the Gallery's Boardroom throughout the duration of the Bus Wrap project and will become a part of its permanent collection. The bus has now assumed regularly scheduled routing for a six month period throughout the city.

UN Peacekeepers Monument

Given the delay in the commencement of construction for the Louis Street Urban Park which has been identified as the preferred location the UN Peacekeepers monument, an alternative location is now being sought that would enable work to commence in 2014.

Implementation Plan Part 2

Ongoing Dialogue, Cross-Departmental Collaboration, and Plan Alignment

2.5 Complete and implement formal City procedures for Public Art

2.5.1 Continue working with the interim Public Art Advisory Committee to develop formal procedures to implement public art to meet the objectives in the public art policy (IBP2.5.1)*

Project Coordinator

A Request for Quotations was prepared and disseminated to obtain quotations and profiles from individuals who can provide coordination services for upcoming public art projects. The position would be contracted to coordinate individual public art projects from the preparation of the RFP to the production and installation of the final artwork.

Cultural Mapping

Strategic Direction #1 Celebrate and Strengthen our Region's Waterways, Cultural and Natural Heritage
1.7 Encourage broader cultural marketing initiatives
1.7.4 Explore opportunities to improve way-finding to cultural attractions for visitors (using both traditional signage plus GPS and app technology)
Strategic Direction #3 Strengthen Heritage
3.2 Develop 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 (BP3.2.1)
Strategic Direction #7 Build the Capacity of the Arts, Culture & Heritage Division
7.3 Improve IT capacity for cultural facilities
7.3.2 Adopt the use of on-line services where appropriate
7.3.4 Continue GIS support for the ACHD

The Cultural Planner has continued the development of the City's Cultural Maps in conjunction with the GIS Department. The interactive series of six tangible culture maps has been completed and potential frameworks for the intangible cultural map are being explored. Two half-day workshops on the mapping of intangible culture are being held during December and January to consult with local historians and key members of the cultural community. The technical capacities and potential presentation formats for the intangible cultural map are being examined and input gathered regarding the potential scope and content for this component. Preliminary findings suggest that there are a number of local cultural and heritage organizations that also have the capacity for hosting digital story-telling. It may be possible for the City's intangible cultural map to provide an overarching framework that connects to these external resources.

Steering Committee members from the Heritage Conservation District Study that is currently underway in the "Avenues" have also agreed to contribute to the intangible cultural mapping component as a pilot project focusing on the stories of the Avenues. Photographs and oral histories are being gathered by the Cultural Planner for this purpose.

The Cultural Economy and Businesses Map

The Cultural Planner met with the Executive Directors of the Greater Peterborough Area Chamber of Commerce and the Downtown Business Improvement Area (DBIA) to provide a preview of the Cultural Economy and Businesses map and to acquire feedback on its content and presentation format. Both organizations have expressed enthusiasm for the map and are excited about the potential benefits that will be gained for cultural business operators.

They would like to see links the Cultural Maps incorporated into the Chamber of Commerce and DBIA web pages and would welcome presentations on the maps for their members at a monthly early in 2014.

Economic Impact Assessment

Implementation Plan Part 3 & Strategic Objectives
Building Cultural Sector Capacity and Ongoing Monitoring and Measurement
Implementation Plan 3.9 Explore other mechanisms to measure the value of culture Strategic 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
IP3.11.2 Continue tracking the outcomes of support for arts, culture, and heritage organizations funded under the community grants program
Strategic Direction #2
Strengthen the Arts
2.2 Promote the arts through key awarenessraising events and initiatives and building City staff capacity
2.2.2 Continue to support arts and culture festivals and events (e.g. Artsweek, Culture Days)

Canada Day Multicultural Festival

The Cultural Planner reviewed the TREIM study that was undertaken for the 2013 Canada Day Multicultural Festival with the Executive Director of the New Canadian's Centre. The New Canadian's Centre is responsible for planning and managing the Canada Day Multicultural Festival and wished to assess the economic impacts of the festival with the intention of expanding the scope of the festival. The TREIM study that was carried out as part of the Cultural Planner's economic evaluation of cultural events revealed that the Festival generated \$766,243.00 in total spending and \$536,986.50 in induced spending throughout the city.

SPARK Photo Festival

The Cultural Planner has continued work with the Organizing Committee for the 2014 SPARK Photo Festival to design and develop an economic and cultural development impact assessment framework and research tools for next year's festival. The research will require a higher level of commitment by artists and venue owners than had been the case in the Festival's first year. The 2014 evaluation process will require high levels of response and participation in the evaluation process. Research tools and a training package are being developed for volunteers who will assist with collecting research information.

Implementation Plan Part 3

Building Cultural Sector Capacity and Ongoing Monitoring and Measurement
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3.13 Improve MCP dialogue with the County and Townships

3.13.1 Provide support for County and township cultural mapping initiatives

Cultural Planning Outreach

The Cultural Planner, along with the Heritage Coordinator and the Peterborough Museum & Archives Director, was invited to participate in a visit to the City of Clarington to tour their Arts Centre and take part in a roundtable discussion on Cultural Planning. Staff from the Cultural Division in City of Clarington invited staff from Kinston and the City of Peterborough to talk about the progress in Cultural Planning in their jurisdictions and possible strategies for Cultural Mapping and Planning in Clarington.

Submitted by,

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