

2014

# Municipal Cultural Plan

## Report Card



### PLEASE NOTE:

The images and text used in this mock up are NOT the actual content text to be included in the Report Card – they are offered as *format examples* only.



### ***MCP VISION STATEMENT:***

**“Peterborough will be a vibrant city recognized for the richness of its cultural expressions and the diversity of its population. People will value the city’s cultural vibrancy, including its connections to the water, its arts, festivals, heritage buildings, and streetscapes, as well as its long-standing history of settlement and industry. Culture will be a fundamental part of city building, entwined with all aspects of municipal decision making.”**

# WHAT SHOULD WE MEASURE?

**The SIGNATURE OBJECTIVES?**

**The STRATEGIC DIRECTIONS?**

**The IMPLEMENTATION PLAN ACTIONS?**

## ? Signature Objectives

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.
2. Support and develop the downtown as a vibrant cultural hub by implementing the priorities of the Central Area Master Plan that have been identified in this Plan.
3. Support the creation of a Culture Council as a community driven, arms-length advocacy body supporting, communicating, and coordinating the needs of arts, culture, and heritage organizations.
4. Increase the effectiveness of ACHAC by decreasing its size, transferring some of its responsibilities to the new Culture Council, and revising its mandate.
5. Recognize the importance of celebrating and protecting both natural heritage and built heritage in Peterborough.
6. Promote and achieve plan alignment

## ? Strategic Directions

**SD. #1 Celebrate and Strengthen our Region's Waterways, Cultural and Natural Heritage**

**SD. # 2 Strengthen the Arts**

**SD # 3 Strengthen Heritage**

**SD # 4 Strengthen Downtown as a Cultural Hub**

**SD # 5 Incorporate Culture into All Neighbourhoods**

**SD # 6 Encourage Inclusivity and Facilitate Diversity**

**SD # 7 Build the Capacity of the Arts, Culture and Heritage Division**

## **? Implementation Plan Actions**

### **1. ADVISORY AND GOVERNANCE SYSTEMS**

- 1.1 Recognize the value of cross-departmental representation in the MCP process
- 1.2 Define the role of ACHAC in light of the MCP
- 1.3 Regularly assess MCP implementation Progress

### **2. ONGOING DIALOGUE, CROSS-DEPARTMENTAL COLLABORATION AND PLAN ALIGNMENT**

- 2.1 Formalize a cross-departmental collaborative framework to provide input into all major strategic plan development
- 2.2 Support plan alignment through regular cross-departmental discussion
- 2.3 Strengthen the relationship between Heritage and Planning
- 2.4 Strengthen the relationship between ACHD and USD
- 2.5 Complete and implement formal City procedures for Public Art
- 2.6 Create an internal communication and education for the MCP

### **3. BUILDING CULTURAL SECTOR CAPACITY AND ONGOING MONITORING AND MEASUREMENT**

- 3.1 Support the Creation of a new Culture Council
- 3.2 Support the proposed Culture Council in exploring opportunities to advance cultural planning in the community
- 3.3 Support collaboration between Community Futures, the DBIA, Chamber of Commerce, and GPAEDC, and

encourage dialogue between these institutions and cultural organizations

3.4 Seek opportunities for partnerships between City departments and post-secondary educational Programs

3.5 Create a strategy to build cultural capacity in youth and strengthen their access to art, culture, and heritage

3.6 Use consultation tools (i.e. open houses) to raise awareness of cultural issues and conversations on cultural issues

3.7 Capitalize on other community consultation by asking the public to consider the cultural aspects of an undertaking

3.8 Utilize the cultural economic indicators identified in the Municipal Cultural Plan

3.9 Explore other mechanisms to measure the value of culture

3.10 Continue to build the cultural cap

3.11 Create awareness of the return on municipal investment in culture

3.12 Recognize the value of culture as a tourism asset

3.13 Improve MCP dialogue with the County and Townships

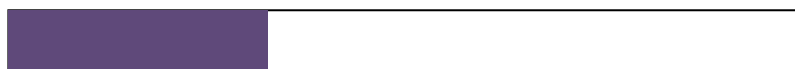
3.14 Continue to explore collaboration opportunities between the different levels of government

3.15 Help leverage corporate and business funding for the cultural sector

## How should we measure or assess these?

### Signature Objectives

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.



IN PROGRESS

2. Support and develop the downtown as a vibrant cultural hub by implementing the priorities of the Central Area Master Plan that have been identified in this Plan.



COMMENCED

3. Support the creation of a Culture Council as a community driven, arms-length advocacy body supporting, communicating, and coordinating the needs of arts, culture, and heritage organizations.



COMPLETED

4. Increase the effectiveness of ACHAC by decreasing its size, transferring some of its responsibilities to the new Culture Council, and revising its mandate.



COMPLETED

5. Recognize the importance of celebrating and protecting both natural heritage and built heritage in Peterborough.



ON TRACK

6. Promote and achieve plan alignment



ONGOING

# Signature Objectives

**1/ Create and implement cultural indicators and economic impact measurement tools to assisting 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.**



Develop economic assessment tools for the AGP, PMA, the PPL and heritage preservation



Collect and regularly update the data identified in the Implementation Plan's Introduction to Cultural Indicators



Research the economic cost and benefit of existing and future festivals



Review and track municipal cultural investment and establish a "per capita investment" goal



Continue tracking the outcomes of support for arts, culture and heritage organizations funded under the community grants

**B**

**Support and develop the downtown as a vibrant cultural hub by implementing the priorities of the Central Area Master Plan that have been identified in this Plan.**

Create a public square as per the Central Area Masterplan

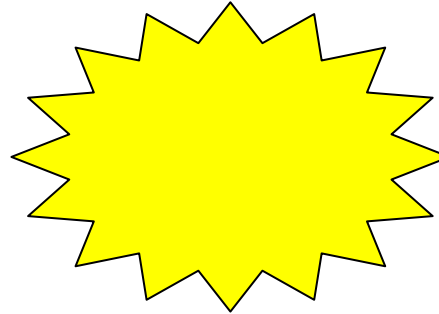


Undertake a feasibility study to review the future development needs of the key ACH facilities – the Museum, Gallery and Library- in the core



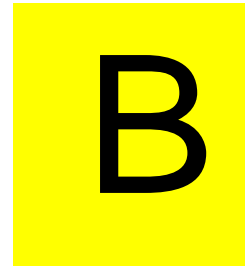
# Signature Objectives

- 1/ **Create and implement cultural indicators and economic impact measurement tools to assisting 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.**



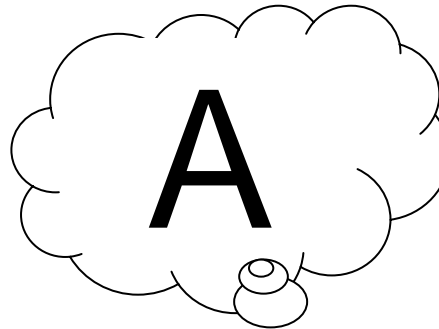
COMMENTS

- 2/ **Support and develop the downtown as a vibrant cultural hub by implementing the priorities of the Central Area Master Plan that have been identified in this Plan. Recognize the value of cross-departmental representation in the MCP process.**



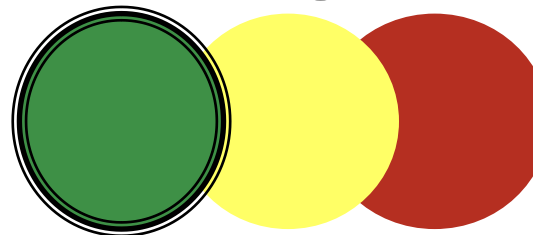
COMMENTS

- 3/ **Support the creation of a Culture Council as a community driven, arms-length advocacy body supporting, communicating, and coordinating the needs of arts, culture, and heritage organizations.**






COMMENTS

- 4/ **Increase the effectiveness of ACHAC by decreasing its size, transferring some of its responsibilities to the new Culture Council, and revising its mandate**



COMMENTS

## Signature Objectives

|     | PROGRESS   | NONE | COMMENCED   | ON TRACK | COMPLETED   |
|-----|--|------|---|----------|---|
| 2.1 | Support the creation of a Culture Council as a community driven, arms-length advocacy body supporting, communicating, and coordinating the needs of arts, culture, and heritage organizations. |      |   |          |  |
| 2.2 | Increase the effectiveness of ACHAC by decreasing its size, transferring some of its responsibilities to the new Culture Council, and revising its mandate                                     |      |   |          |  |
| 2.3 | Recognize the importance of celebrating and protecting both natural heritage and built heritage in Peterborough  |      |  |          |   |
| 2.4 |  |      |   |          |   |

## Do we want to include the main ACTION item and *ALL* of the specific initiatives?

- 3.1 Support the Creation of a new Culture Council
- 3.2 Support the proposed Culture Council in exploring opportunities to advance cultural planning in the community
- 3.3
- 3.4 Seek opportunities for partnership between City departments and post-secondary education programs
- 3.5
- 3.6
- 3.7
- 3.8
- 3.9
- 3.10
- 3.11
- 3.12
- 3.13
- 3.14
- 3.15 - Depending on the content we intend to include, do we need to pick and choose which items in particular will be reviewed

(good news story...)

The City of Peterborough's archeology policy is being considered by the Province of Ontario .... as a model that should be utilized by municipalities throughout the province...





# 2013 Indicators

32%

Of all jobs are in the  
Creative Economy

12,000

people attended Peterborough's  
2013 Canada Day Multicultural  
Festival

Total induced spending was  
\$536,986.50

**For more information**

