



City of  
**Peterborough**

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

**From:** Debra Soule, Cultural Planner

**Meeting Date:** February 13, 2014

**Subject:** Report ACHAC14-008  
Cultural Planning Report

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## **Purpose**

A report to update the Committee on Cultural Planning activities for January 2014.

## **Recommendation**

That the Arts, Culture and Heritage Advisory Committee approve the recommendation outlined in Report ACHAC14-008, dated February 13, 2014 of the Cultural Planner, as follows:

That the Cultural Planning report with respect to the activities of the Cultural Planner for January, 2014 be received for information.

## **Budget and Financial Implications**

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

## Background

### Cultural Mapping

On January 10, 2014, the digital Cultural Maps went live on the City's website. The series of six maps provide detailed information about the City's tangible cultural resources including public art, cultural facilities, festivals and events, cultural organizations, heritage resources, cultural businesses and local artists. The maps identify the locations of the city's cultural assets and offer in depth information, photos, website links and contact details for these. The maps are interactive and enable people to contribute additional information, make corrections or add new listings.

The Cultural Planner gave presentations and information sessions about the maps to local organizations including the Downtown Business Improvement Area and Kawartha Tourism and is completing promotional material about the maps. The quick link to the maps: [peterborough.ca/culturalmaps](http://peterborough.ca/culturalmaps), has been added to the Tourism website.

**Peterborough Partnership Council on Immigration** - The Cultural Planner met with Safo Musta to explore the possibility of integrating the findings of a research project that they are engaged in, as a potential theme in the City's Intangible Cultural Map. The Partnership Council is researching on the history of immigration and settlement patterns in Peterborough between 1900 to 2000 and is also gathering interview material from recent arrivals that could be included in a mapping project.

### Economic Impact Assessment

**SPARK Photo Festival** - On January 16, the Cultural Planner met with the SPARK Evaluation Committee to continue the development of economic impact assessment tools and to advise on volunteer requirements for the project. Changes to the 2014 SPARK program will result in a combined feature exhibit of the Fairbairn-MacKenzie Collection and juried show to be located in the former Y building and a new event that will take place at Market Hall featuring a recent film by Edward Burtynsky. These are now being targeted for survey research, pending SPARK's recruitment of volunteers.

### Cultural Sector Engagement, Capacity Building and Network Development

**Music Peterborough** - On January 14, the Cultural Planner attended the Music Peterborough Steering Committee meeting to provide advice on sector opportunities and assist in framing a work plan and completing grant applications that will move this organization forward as Peterborough's key music advocacy body.

**Electric City Culture Council** – The Cultural Planner met with EC3's Program Coordinator to provide advice on grant applications that are being prepared for the 2014 year and to assist in planning the consultation component of the Cultural Mixer Event held on January 28. A consultation activity was developed to gather input from the cultural community regarding their needs, priorities and aspirations.

**2014 Artrepreneur** – The Cultural Planner met with Brigid Ayotte from the Peterborough Economic Development Corporation to assist in planning the 2014 Artrepreneur Event, an annual event that provides business and professional development workshops for local artists. This year's event will focus on the music sector and will be in collaboration with Music Peterborough.

**Artsweek 2014** – The Cultural Planner met with members of the Artsweek Steering Committee to commence planning for Artsweek 2014. The call for submissions is now open. The committee reviewed and revised website information and application forms to reflect this year's dates and budget and the jury process was modified. The committee also reviewed proposed logos and graphics which will be incorporated into all media and promotional materials.

Submitted by,

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