

City of Peterborough

2014

Municipal Cultural Plan Annual Report



*Investing in
Peterborough's creative
strengths and unique
assets to build a
sustainable economy
and maximize
quality of life.*





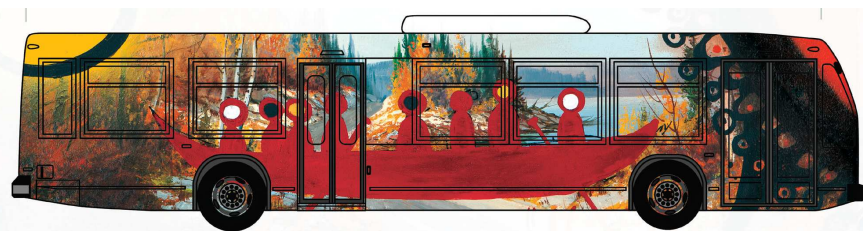
Municipal Cultural Plan

The Municipal Cultural Plan (MCP) is the City's master plan to strengthen Peterborough's cultural sector, build a prosperous creative economy and establish culture as an important pillar of city-building. Accomplishment of the plan's strategic objectives requires collaboration across all City departments, the integration of culture into formal policies, plans and projects and building productive working relationships with key partners throughout the community.

In order to document progress on its strategic objectives, the MCP recommends that a report card be prepared on an annual basis.

Message from the Mayor...

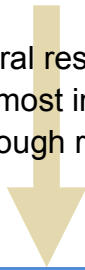
Message from the Director of Community Services...



Municipal Cultural Plan in a Nutshell

MCP is the City's plan to maximize Peterborough's cultural resources for economic and community development

What cultural resources and goals are most important to Peterborough residents?



7 STRATEGIC DIRECTIONS

1. Celebrate and Strengthen our Waterways, Cultural and Natural Heritage
2. Strengthen the Arts
3. Strengthen Heritage
4. Strengthen Downtown as a Cultural Hub
5. Incorporate Culture into All Neighbourhoods
6. Encourage Inclusivity and Facilitate Diversity
7. Build the Capacity of the Arts, Culture and Heritage Division

How to achieve these?



IMPLEMENTATION PLAN

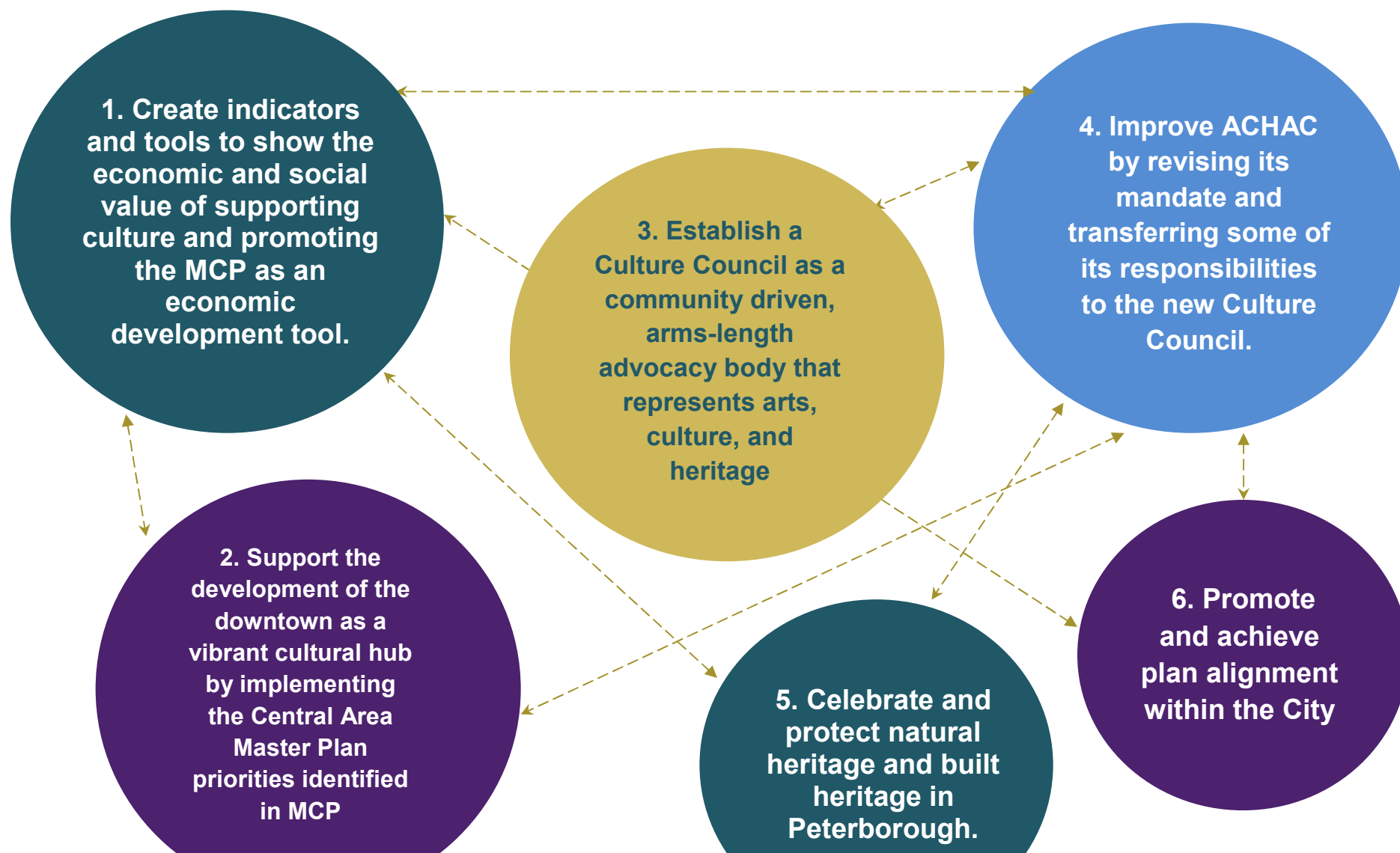
1. Governance – Who leads? Who advises?
2. How City Departments will work together
3. How to work together with the community and businesses partners to improve skills, team-work and outcomes

First Steps - The "Signature Objectives"



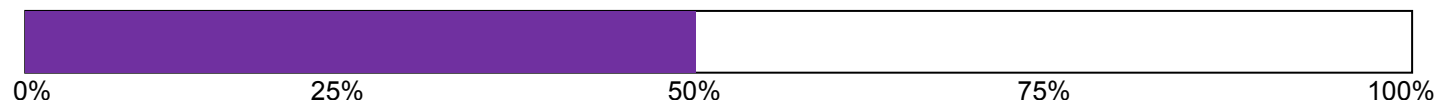
MCP Year One

The SIGNATURE OBJECTIVES

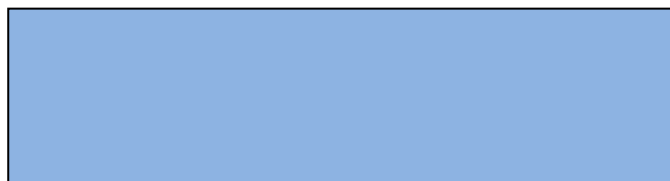




Signature Objective 1: Create indicators and tools to show the economic and social value of supporting culture and promoting the MCP as an economic development tool.



Research the economic cost and benefit of existing and future festivals.



50%



Review and track municipal cultural investment and establish a 'per capita investment' goal.



50%

Track the outcomes of support for arts, culture & heritage organizations funded under community grants program.



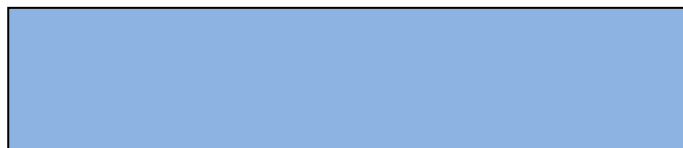
75%

Collect and regularly update the data identified in the Implementation Plan.



25%

Develop economic impact measurement tools for the AGP, PMA, PPL, and heritage



50%



Signature Objective 2: Support the development of the downtown as a vibrant cultural hub by implementing the Central Area Master Plan priorities identified in MCP.



Signature Objective 3: Improve ACHAC by revising its mandate and transferring some of its responsibilities to the new Culture Council.



THE CORPORATION OF THE CITY OF PETERBOROUGH BY-LAW NUMBER 12-152

BEING A BY-LAW TO RECONSTITUTE THE ARTS, CULTURE AND HERITAGE ADVISORY COMMITTEE

By-law Number 05-041 A By-law to
establish an Arts Culture & Heritage
Advisory Committee as Amended by
06-190 is hereby repealed.

Jan. 2012
Report
Proposing
Restructure
Of ACHAC

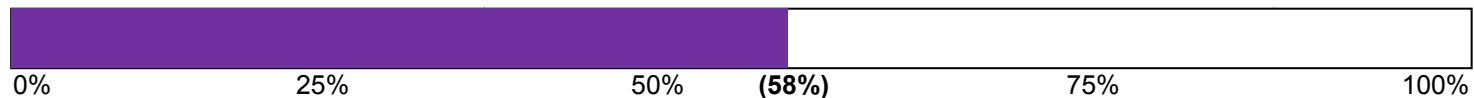
May 2012
Interim Culture
Council
Steering Committee
formed

Sept. 2012
First EC3
Working Board
meeting

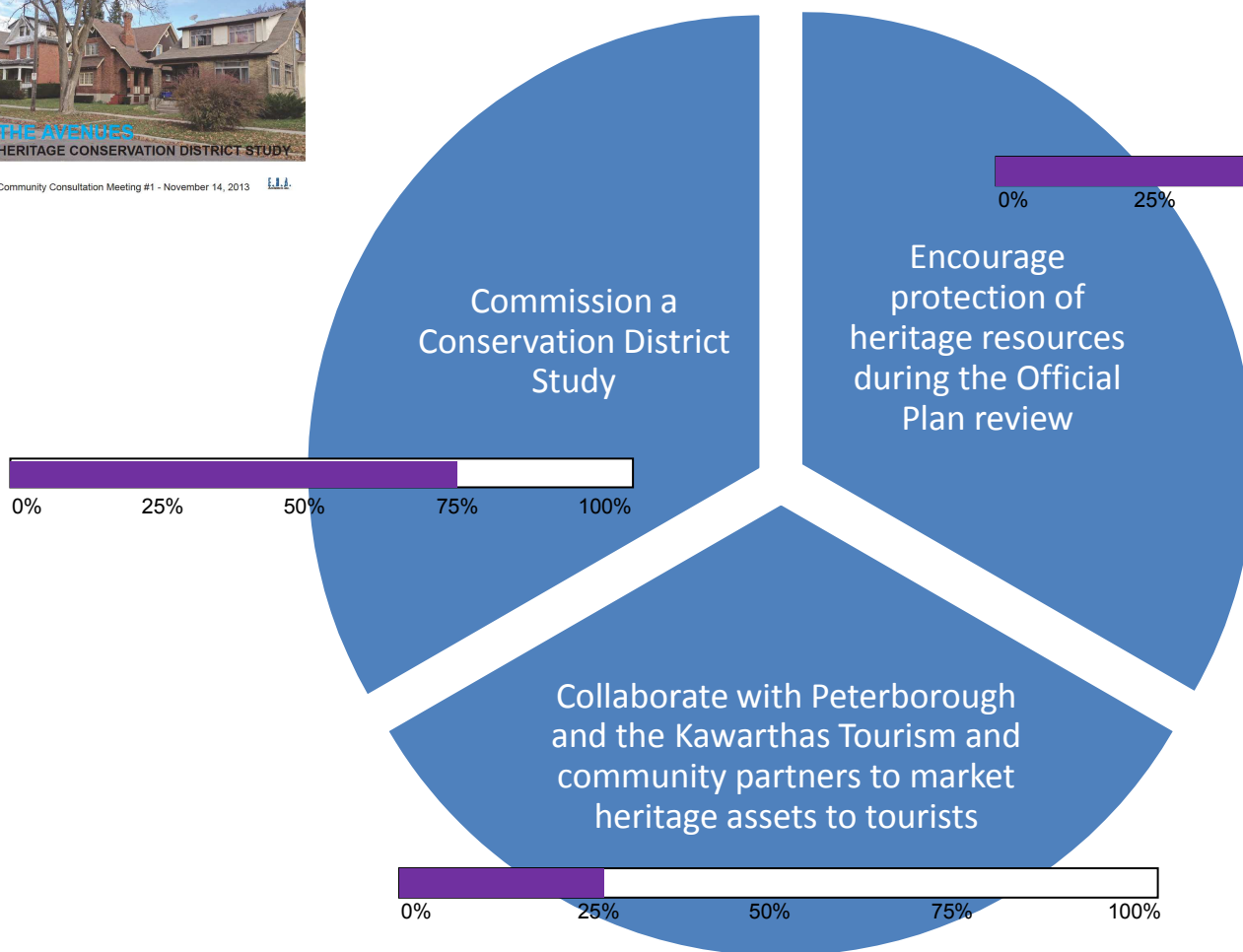
Oct. 2012
City Council
Approves
ACHAC
restructure

Jan. 2013
New ACHAC
Committee
established

Signature Objective 4: Celebrate and protect natural heritage and built heritage in Peterborough



Community Consultation Meeting #1 - November 14, 2013



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.



Signature Objective 5: Establish a Culture Council as a community driven, arms-length advocacy body that represents arts, culture, and heritage organizations



'Spot on!' was the way that one member of the Peterborough Arts Community described the Jan. 28th Cultural Mixer Event, hosted by the Electric City Culture Council (EC3). The room was alive with conversation about artist's abilities and needs, about professional development opportunities and working with local businesses and about encouraging entrepreneurship - working together to make it happen. (<http://www.ecthree.org/blog.html>)

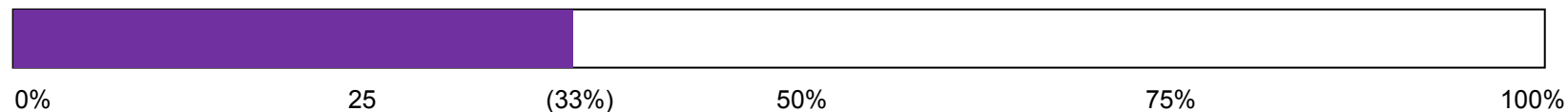
Electric City Culture Council - EC3



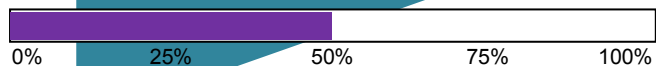
View of the Cultural Mixer Event, in Nexicom Studio, Showplace (Credit: Jeannine Taylor – Credit:Kawartha NOW)

Sept. 2010	Nov. 2010	April 2012	April 2012	May 2012	Sept. 2012	Nov. 2012	Nov. 2012	Nov. 2013	Jan 2014
<i>MCP Public Kick-Off</i>	<i>MCP Visioning Forum</i>	<i>City Council approves MCP</i>	<i>Culture Council Visioning Forum</i>	<i>Interim Steering Committee formed</i>	<i>First Working Board meeting</i>	<i>Incorporation EC3 receives Letters Patent</i>	<i>Inaugural Annual General Meeting</i>	<i>1st Board meeting of Elected Board of Directors</i>	<i>EC3 hosts First Cultural Mixer</i>

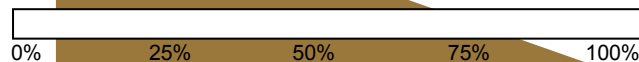
Signature Objective 6: Promote and achieve plan alignment within the City



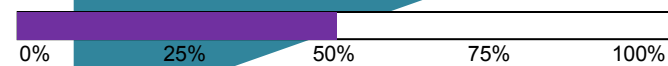
Support plan alignment through quarterly alignment workshops



Advance a cultural component in all strategic plans through updates at senior administration



Identify municipal projects from other plans that support cultural development and move them forward



Official Plan Review

Louis Street Urban Park

Parkway EA

Bethune Street

Crescent Street Review

Indicators

32%

Of all jobs are in the
Creative Economy

Across 35 Ontario CMAs the
highest rates of immigrant self -
employment in 2012 were in:

- Peterborough– 36%
- Kelowna – 29%
- St. Catharines - Niagara – 24%
- Kingston – 23%
- Hamilton – 22%
- Victoria – 22%

12,000

people attended Peterborough's
2013 Canada Day Multicultural
Festival

Total induced spending was
\$536,986.50

For more information



