



City of
Peterborough

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

From: **Becky Rogers, Manager, Arts, Culture & Heritage Division**

Meeting Date: **March 13, 2014**

Subject: **Report ACHAC14-010
Municipal Cultural Plan Economic Indicators**

Purpose

A report to request ACHAC provide comments on economic indicators that could be used to effectively measure Peterborough's cultural resources and their contribution to economic development and quality of life.

Recommendation

That the Arts, Culture and Heritage Advisory Committee approve the recommendation outlined in Report ACHAC14-010, dated March 13, 2014 of the Manager, Arts, Culture & Heritage Division, as follows:

That the report on possible economic indicators for measuring and evaluating Peterborough's cultural resources and their contribution to economic development and quality of life be received for discussion.

Budget and Financial Implications

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

Background

The City of Peterborough's Municipal Cultural Plan (MCP) is a strategic document - a master plan for use by the City in directing its investment in culture, and for identifying municipal priorities. The MCP integrates culture into the municipality's formal policies, plans, and investments, and engages the participation of key partners throughout the community. An essential component of the Plan is a process of ongoing monitoring and measurement.

The MCP includes a benchmarking exercise in which Peterborough was compared to a number of Ontario municipalities. It demonstrated that, driven by the City's support for culture, Peterborough enjoys favourable conditions for economic growth through improved quality of life. While acknowledging the strength of the cultural sector in Peterborough, the consultants noted that key to supporting the implementation of the Plan is the further development of a robust set of measures or indicators. The indicators are to be used to measure and evaluate Peterborough's cultural resources and their contribution to economic development and quality of life over time.

At the time the Plan was being developed in Peterborough, there were a limited number of indicators and performance measures available. The consultants used a variety of data sources to undertake the benchmarking exercise. The sources they used were:

- Creative Together: A Cultural Plan for the City of Vaughan to compile data on Peterborough's cultural facilities;
- the City's 2007 cultural mapping exercise;
- City information on designated buildings;
- City budgets and the Ontario Benchmarking Municipal Information project for cultural spending;
- 2006 Census data for education and cultural occupations data; and,
- The Peterborough Partnership Council on Immigrant Information's 2010 report: *The Faces of Our Future: Planning for a Diverse Community* for information on immigration and diversity.

In part three of the Implementation Plan - Building Cultural Sector Capacity and Ongoing Monitoring and Measurement, there is a recommendation that Division staff collects, and regularly update, the data identified in the Implementation Plan's introduction to cultural indicators. The indicators identified in the MCP are:

1. Annual per capita investment in culture, its growth over time, and a comparison with the per capita investments of other municipalities;
2. The additional funds leveraged by arts and culture organizations from each dollar invested by the City - the difference between the total operating budgets of the arts and culture organizations receiving grants, and the total amount of grants awarded by the City each year;

3. The number of people employed in cultural occupations in Peterborough. Cultural occupations are outlined in the Canadian Framework for Culture Statistics, produced by Statistics Canada;
4. The total impact of the cultural sector on GDP in Peterborough;
5. The number of people employed in creative occupations in Peterborough;
6. Creative sector wages as a share of total wages;
7. Total annual attendance at cultural events in Peterborough;
8. Level of education of Peterborough residents (i.e. number of post-secondary graduates); and,
9. The total number of annual visitors to Peterborough.

Since Council approved the MCP, the Canadian Urban Institute has completed a guidebook on Municipal Cultural Indicators and Performance Measures. The guidebook provides 72 possible indicators for use to measure and evaluate the inputs, processes and outcomes of Municipal Cultural Planning (MCP). It includes both OMBI and MPMP measures. It uses data collected from three primary sources:

1. data available from existing sources including Statistics Canada;
2. data the municipality is already collecting; and
3. data that the municipality may collect, or needs to start collecting. This type of data may largely be qualitative and available through surveys.

The complete guidebook can be found in Appendix A.

Using the Municipal Cultural Indicators and Performance Measures guidebook, staff is recommending a number of indicators that could be used to collect the data identified in the MCP. The indicators cover both qualitative and quantitative measures. To ensure replicability, keep data collection manageable and not be too resource intensive, the guide recommends tracking no more than 15 indicators. Staff has identified a possible 25 indicators in Appendix B, and is seeking advice on narrowing the selection down from 25 to 10 or 15 at most.

Appendix C consists of a number of indicators that the City has already achieved, or is very close to achieving.

SUMMARY

The indicators will provide a mechanism to monitor the implementation of the Plan, to better measure its impact and to review the Plan's priorities. They will enable the City to establish trends and monitor them over time.

Submitted by,

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Attachments:

Appendix A - Municipal Cultural Planning Indicators and Performance Measures
Guidebook
Appendix B - Possible Economic Indicators
Appendix C – Indicators and Initiatives Achieved.