



City of
Peterborough

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

FROM: Debra Soule, Cultural Planner

MEETING DATE: March 13, 2014

SUBJECT: Report ACHAC14-013
February Cultural Planning Report

Purpose

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

Recommendation

That the Arts, Culture and Heritage Advisory Committee approve the recommendation outlined in Report ACHAC14-013, dated March 13, 2014 of the Cultural Planner, as follows:

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

Budget and Financial Implications

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

Background

Artsweek 2014

The Cultural Planner participated in Artsweek Committee meetings to commence planning for 2014. The call for applications for the week-long celebration of the arts in Peterborough was launched on January 29th and will remain open until April 1st. Submissions for a diverse range of projects are sought ranging from \$500 to \$5000 in scope.

Cultural Mapping

The digital cultural maps continue to be accessed by the community and a number of new entries have been submitted through the “your input” feature which allows viewers to update information, identify additional entries and provide comments.

Revision of the data management system for processing community input from the Cultural Maps is currently in progress. The objectives are to improve the sorting of information being collected, identify security and sensitivity of data, decrease data entry and re-entry requirements by staff and improve the overall efficiency of the database. A new framework for sorting and classifying input on the cultural maps has been outlined for development.

SPARK Photo Festival

The Cultural Planner continued to meet with the SPARK evaluation committee to finalizing the assessment processes for this year’s festival. Because the SPARK evaluation committee has not been able to recruit the number of volunteers needed to undertake the survey research using the Tourism Regional Economic Impact Model (TREIM) visitor’s spending model, the assessment process has been modified. A team of 4 to 6 volunteers will focus instead on recording the number of persons attending SPARK exhibitions and special events and identifying in-town versus out-of-town visitors. The Tourism Regional Economic Impact Model (TREIM) will still be used to calculate the economic impact of the festival based on a tally technique for all photo exhibitions, the Fairbairn- Mackenzie Showcase Exhibit and the Juried Show as well as the featured Burtynsky film presentation to be held at Market Hall.

World War One and World War Two Commemorative Event Committee

The Cultural Planner is providing staff support to the steering committee, headed by Councillor Henry Clarke, to plan the City’s 2014 activities to commemorate the 100th anniversary of the start of World War One and the 75th of the start of World War Two. The City is partnering with the County of Peterborough and with Curve Lake and Hiawatha First Nations on this initiative which is to include a performance at Del Crary Park on July 26th, the refurbishment of the Major Bennett war Memorial and a church service.

Submitted by,

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