



City of  
**Peterborough**

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

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

**MEETING DATE:** April 10, 2014

**SUBJECT:** Report ACHAC14-018  
Municipal Cultural Plan Economic Indicators

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## **Purpose**

A report to request ACHAC approve the economic indicators identified by ACHAC members and City staff to 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 ACHAC14-018, dated April 10, 2014 of the Manager, Arts, Culture & Heritage Division, as follows:

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

## **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.

At the March 13, 2014 meeting of ACHAC, committee members used a "dotmocracy" exercise to identify economic indicators for use by the City to measure and evaluate Peterborough's cultural resources and their contribution to economic development and quality of life. The committee made their selection from a possible 25 economic indicators.

Twelve indicators received three or more dots, the remaining 13 received 2 or less. Half of the indicators use local or municipal information and can be compiled on an annual basis. The remaining half uses Statistics Canada data and can only be compiled every five years. One of the indicators based on local information can be used to compare Peterborough with cities participating in the Ontario Municipal Benchmarking Initiative (OMBI). The chart below summarizes the data sources and frequency of reporting.

Reporting Frequency	#	Source of Information
Annual	6	Municipality
Every Five Years	5	Statistics Canada
Semi Annually	1	Statistics Canada

## 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.

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### Attachments:

Appendix A – Possible Economic Indicators

Appendix B - Economic Indicators receiving 3+ votes

Appendix C – Economic Indicators receiving 2 or less votes

Possible Economic Indicators			Appendix A
	Indicator	Source	Frequency
1	Per capita expenditures on arts and culture by municipality –  Total annual expenditures (including operating, grants and capital expenditures) divided by total population.	Municipal budget; census of population	Annually  SD 7
2	Per capita cost to provide culture services –  The total culture operating costs and culture grants divided by total population. (Does not include capital costs.)	Municipal budget; census of population  Note: OMBI indicator: Culture Operating Cost Including Grants per Capita (CLTR 205). Includes costs provided to venues such as art galleries, historical sites, cultural centers and museums. Does not include libraries, parks and recreation programs. Does not include capital costs.	Annually  SD 7
3	Per capita arts and culture grants expenditures –  Total annual arts and culture grants expenditures by the municipality divided by total population	Municipal budget; census of population  Note: Same indicator as reported by OMBI: Arts Grants per Capita (CLTR 110)	Annually  SD 7
4	Funds leveraged by municipal investment in arts and culture grants –  Increase in operating budgets of community cultural organizations that received grants from the municipality. This is a total of earned revenue, private revenue, federal funds, provincial funds, municipal grants funds and other funds. The total amount can also be expressed as a percentage increase	Municipal budget and audited financial statements of organizations receiving grants	Annually  IP 3
5	Number of workers in cultural industries –  Total number of workers in cultural	Statistics Canada, 2011 Census of Population, Statistics Canada Industry - North American Industry	Every 5 years SD 2

	industries. Add total number of workers in each of the cultural industries at a four-digit NAICS code level.	Classification System 2002 (433), Class of Worker (6)  <a href="#">Industry by North American Industry Classification System North American Industry Classification System (NAICS) Canada 2012</a>	
6	Number of workers with cultural occupations –  Total number of workers with cultural occupations. Add total number of workers in each of the cultural occupations, according to NOCS codes.	Statistics Canada, 2011 Census of Population, (Canada, Code01) .Occupation - National Occupational Classification for Statistics 2006 (720), Class of Worker (6) and Sex (3) for the Labour Force 15 Years and Over of Canada, Provinces, Territories, Census Metropolitan Areas and Census Agglomerations, 2011 Census - 20% Sample Data. (table).  <a href="#">Occupation by National Occupational Classification</a>	Every 5 years  <b>SD 2</b>
7	Impact of the culture sector on GDP –  Total GDP in dollars of information and cultural industries (NAICS 51) and arts, entertainment and recreation (NAICS 71).	Statistics Canada, CANSIM: Gross domestic product (GDP) at basic prices, by North American Industry Classification System (NAICS) and province, annual (dollars). (Table 3790025)  <a href="#">GDP CANSIM Table</a>	Every 5 years  <b>SD 2</b>
8	Average artist employment income –  Average artist employment income for each of the nine “artist” categories by NOCS codes. Add average income for each category and divide by total number of categories added.	Statistics Canada, no date. Census. Employment Income Statistics (4) in Constant (2005) Dollars, Work Activity in the Reference Year (3), Occupation - National Occupational Classification for Statistics 2006 (720A) and Sex (3) for the Population 15 Years and Over With Employment	Every 5 years  <b>SD 2</b>

		Income of Canada, Provinces, Territories, Census Metropolitan Areas and Census Agglomerations, 2000 and 2005 - 20% Sample Data <a href="#">Employment Income Statistics</a>	
9	<p>Number of residents who consider themselves artists -</p> <p>Track total number of yes responses to the survey question “Do you consider yourself to be an artist? If yes, do you consider yourself: a) professional or b) amateur? Are you a) established; b) mid-career or c) emerging?”</p>	<p>Local survey/Dependent on local data</p> <p>Note: Definitions of professional, amateur, established, mid-career and emerging adapted from Canada Council for the Arts.</p>	<p>Annually???</p> <p>SD 2</p>
10	<p>Number of visits to cultural facilities and spaces –</p> <p>Total number of visits to municipally-owned or municipally-funded cultural facilities and spaces.</p>	<p>Local Culture Department/Dependent on local data</p> <p>Note: Cultural facilities and spaces are buildings and sites that host cultural activity.</p>	<p>Annually</p> <p>SD 6</p>
11	<p>Attendance at municipally permitted celebrations and festivals –</p> <p>The estimated attendance numbers at municipally permitted celebrations and festivals.</p>	<p>Local Culture Department/Dependent on local data</p> <p>Note Celebrations and festivals are an important expression of culture and community. They usually occur in partnership with a community cultural organization. They can include music, dance and other theatre events, buskers, celebrations of culturally significant places, seasonal celebrations and</p>	<p>Annually</p> <p>SD 6</p>

		culinary events.	
12	<p>Attendance at cultural events in municipal facilities -</p> <p>The estimated attendance numbers at cultural events that take place in municipal facilities.</p>	<p>Local Culture Department/Dependent on local data</p>	<p>Annually</p> <p><b>SD 6</b></p>
13	<p>Hours municipally-owned cultural facilities and spaces are in use as a percentage of the time they are available –</p> <p>The total number of available hours of municipally-owned cultural and facilities spaces divided by total number of hours municipally-owned cultural facilities and spaces are permitted.</p>	<p>Local Culture Department/Dependent on local data</p> <p>Note Cultural facilities and spaces are buildings and sites that host cultural activity.</p> <p>Available hours are considered the number of hours the space or facility is available for permitting.</p>	<p>Annually</p> <p><b>SD 7</b></p>
14	<p>Educational attainment –</p> <p>Total number of residents aged 15 and older whose highest educational attainment is a university certificate, diploma or degree.</p>	<p>Statistics Canada. No date. “2011 Community profiles”. Census. See Total population aged 15+ with a university certificate, diploma or degree.</p> <p><a href="#">2011 Community profiles</a></p> <p>Data available for CMAs, CAs, CDs and CSDs and HRs (Health Regions).</p>	<p>Every 5 years</p>
15	<p>Number of visitors –</p> <p>Total number of person visits to the municipality in a year. (Data is also available by breakdown of overnight and same day visits.)</p>	<p>Ministry of Tourism and Culture Regional Tourism Profiles. See Table 1.1: Person visits: Length of Stay</p> <p><a href="#">Ministry of Tourism and Culture Regional Tourism Profiles.</a></p> <p><b>IP 3</b></p>	<p>Annually, although because surveys can be completed up to six months after the end of the year, there is some lag in reporting results.</p>
16	Number of municipal cultural	Local Heritage or Culture Department, soon Ontario	Annually

	<p>heritage designations</p> <p>The total number of municipally designated properties of cultural heritage value or interest under Part IV of the Ontario Heritage Act and total number of municipally designated neighbourhoods, districts or areas of special cultural heritage under Part V of the Ontario Heritage Act.</p>	<p>Heritage Properties Database (see notes)/Dependent on local data</p> <p>Note: Ontario Heritage Properties Database is scheduled to be online late 2011.</p> <p><a href="#">Ontario Heritage Properties Database</a></p>	SD 3
17	<p>Number and distribution of cultural facilities and spaces</p> <p>The number and distribution by planning district or ward of cultural facilities and spaces owned by the municipality, not-for-profit and private sector</p>	<p>Local Cultural Resources Database (Culture Department)/Dependent on local data</p> <p>Note: Cultural facilities and spaces: buildings and sites that host cultural activity.</p>	<p>Annually</p> <p>SD 5</p>
18	<p>Diversity</p> <p>The percentage of persons who are identified as visible minorities. Total visible minority population divided by total population.</p>	<p>Statistics Canada. "2011 Community Profiles". Under visible minority population characteristics, see Total visible minority population.</p> <p><a href="#">2006 Community Profiles</a></p> <p>Total population can also be can be classified under the following categories: Chinese, South Asian, Black, Filipino, Latin American, Southeast Asian, Arab, West Asian, Korean, Japanese, Multiple visible minority, Not a Visible Minority</p>	<p>Every 5 years</p> <p>SD 6</p>
19	<p>Cultural resources database</p> <p>Is there a cultural resources database?</p>	<p>Local Culture Department/Dependent on local data</p>	<p>Annually</p> <p>SD 2</p>
20	<p>Number of businesses in the culture sector</p>	<p>Statistics Canada. No date. Canadian Business Patterns</p>	<p>Semi-annually</p>

	Total number of businesses in each of the cultural industries included in the culture sector, according to NAICS codes. Total number of businesses in all cultural industries in the culture sector.	(CBP) (database).  <a href="#">CBP Database</a>  Note:  The Canadian Framework for Culture Statistics defines the culture sector as “creative activity and the goods and services produced by it, and the preservation of human heritage”. The Framework includes 14 culture industries in the sector.	SD 2
21	Outdoor recreation facility space  The total square metres of municipally owned outdoor recreation facility space and total square metres of municipally owned outdoor recreation facility space per 1,000 persons.	Mandatory reporting requirement as part of MPMP/Annually	Annually  SD 1
22	Number and seasonal distribution of celebrations and festivals  Total number of permits for celebrations and festivals issued by the municipality. Total number of celebrations and festivals held in spring, summer, fall and winter.	Local Facilities Management Department; Parks and Recreation Department; Permitting; Licensing/Dependent on local data  Note:  Celebrations and festivals are an important expression of culture and community. They usually occur in partnership with a community cultural organization. They can include music, dance and other theatre events, buskers, celebrations of culturally significant places, seasonal celebrations and culinary events.	Annually  SD 2



23	<p>Number of community cultural organizations funded by the municipality</p> <p>The number of community cultural organizations funded by the municipality.</p>	<p>Local Culture Department/Dependent on local data</p> <p>Note: Community cultural organizations are organizations that represent arts, heritage and ethno-cultural interests in the community. These are usually non-profits and can include arts and heritage advisory committees, ethno-cultural associations, local arts councils, dance schools and library boards.</p>	<p>Annually</p> <p>SD 2</p>
24	<p>Integration into municipal planning and decision making</p> <p>Are arts and culture recognized in a municipal plan (eg. Official Plan, Strategic Plan or Sustainability Plan)?</p> <p>Is there an interdepartmental collaboration mechanism for culture within the municipality?</p> <p>How often does it meet?</p>	<p>Local Planning Department; City Manager's Office/Dependent on local data</p>	<p>Annually</p> <p>IP 2</p>
25	<p>Capacity to preserve, present and promote community heritage</p> <p>The presence or absence of the necessary policies, plans, funding, facilities and programs</p>	<p>Heritage plans, policies, funding from local Heritage or Culture Department/Dependent on local data</p>	<p>Annually</p> <p>SD 1</p>

<b>Indicators and Initiatives Achieved</b>		
<b>Indicator</b>	<b>Metric</b>	<b>Status</b>
Culture Department	Is there a Culture Department?	Yes
Culture Plan	Does the municipality have a culture plan approved by Council?	Yes
Annual reporting	Does the municipality produce an annual report card to evaluate its culture plan?	Underway
Collaboration	Is there an interdepartmental collaboration mechanism for culture within the municipality?  How often does it meet?	Yes – identified as part of Implementation Plan.
Arts Council	Is there an Arts Council, Board or Advisory Committee?	Yes - Arts, Culture & Heritage Advisory Committee
Heritage Council	Is there a Heritage Council, Board or Advisory Committee?	Yes – Peterborough Architectural Conservation Advisory Committee
Cultural Roundtable	Is there a cross-sectoral collaboration mechanism for culture external to the municipality?  How often does it meet?	Yes – Electric City Culture Council (EC3)