

CITY OF PETERBOROUGH 2013 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 plan to strengthen Peterborough's cultural sector, build a prosperous creative economy and integrate culture into all facets of city planning and decision-making.

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

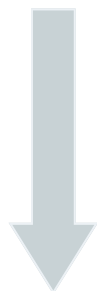
Message from the Director of Community Services



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 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

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

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

5. Celebrate and protect natural heritage and built heritage in Peterborough

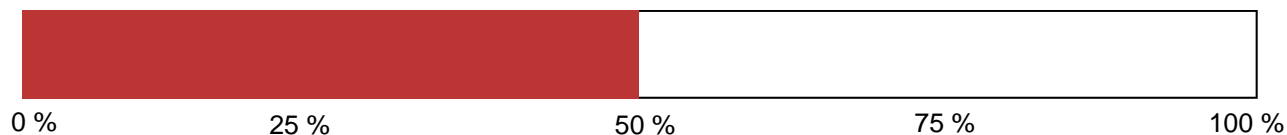
3. Establish a community driven Culture Council as a, arms-length advocacy body that represents arts, culture, and heritage organizations

4. Improve ACHAC by revising its mandate and transferring some of its responsibilities to the new Culture Council

6. Promote and achieve plan alignment within the City

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 the community grants program.

75 %

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

25 %

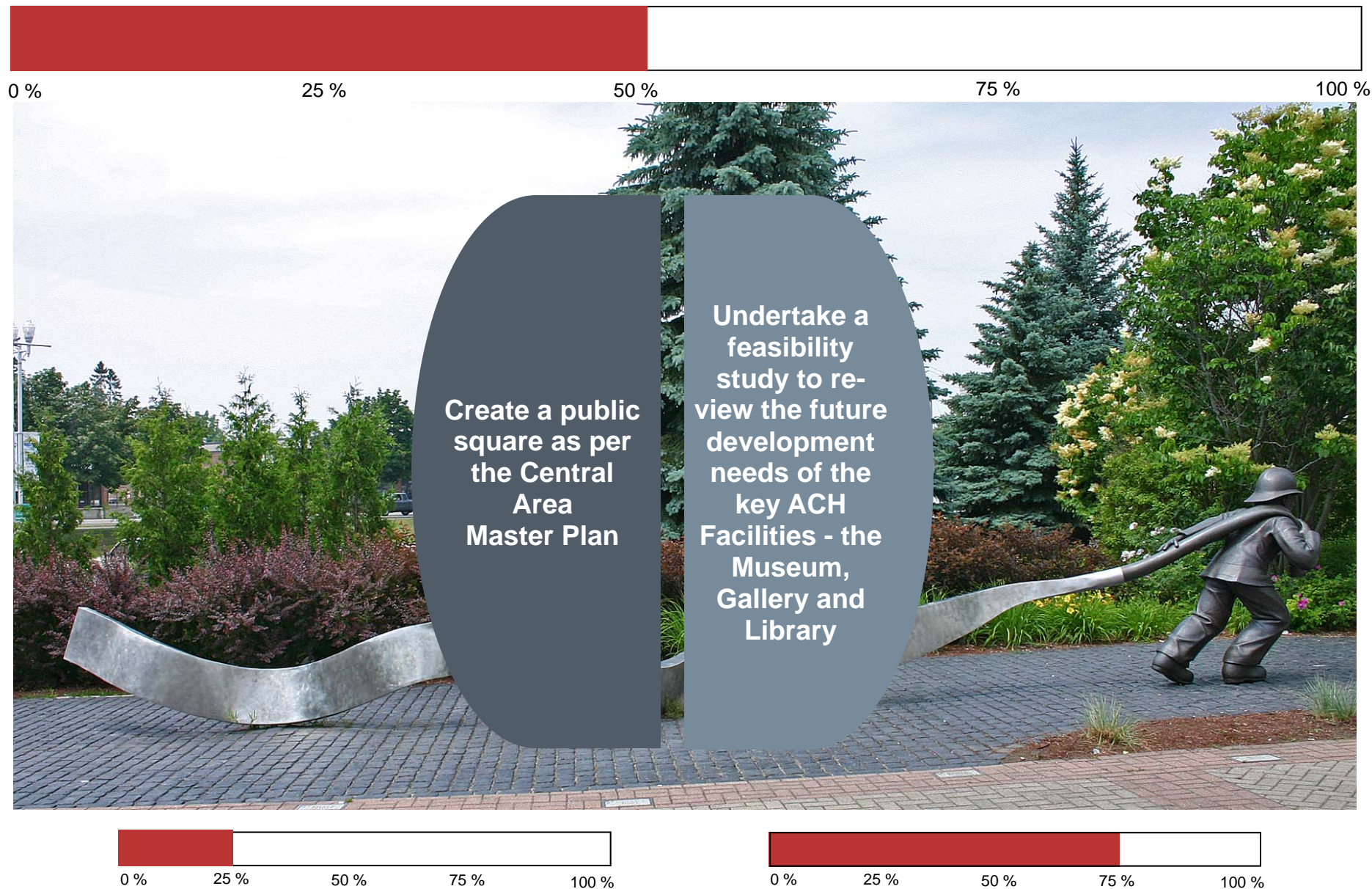
Develop economic impact measurement tools for the AGP, PMA, PPL and heritage preservation activities.

50 %



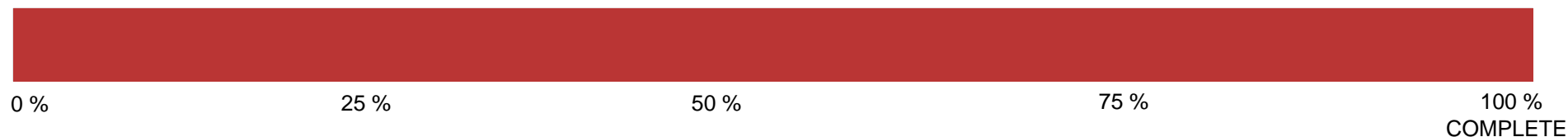
Signature Objective 2:

Support the development of the downtown as a vibrant cultural hub by implementing the Central Area Master Plan priorities identified in the 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

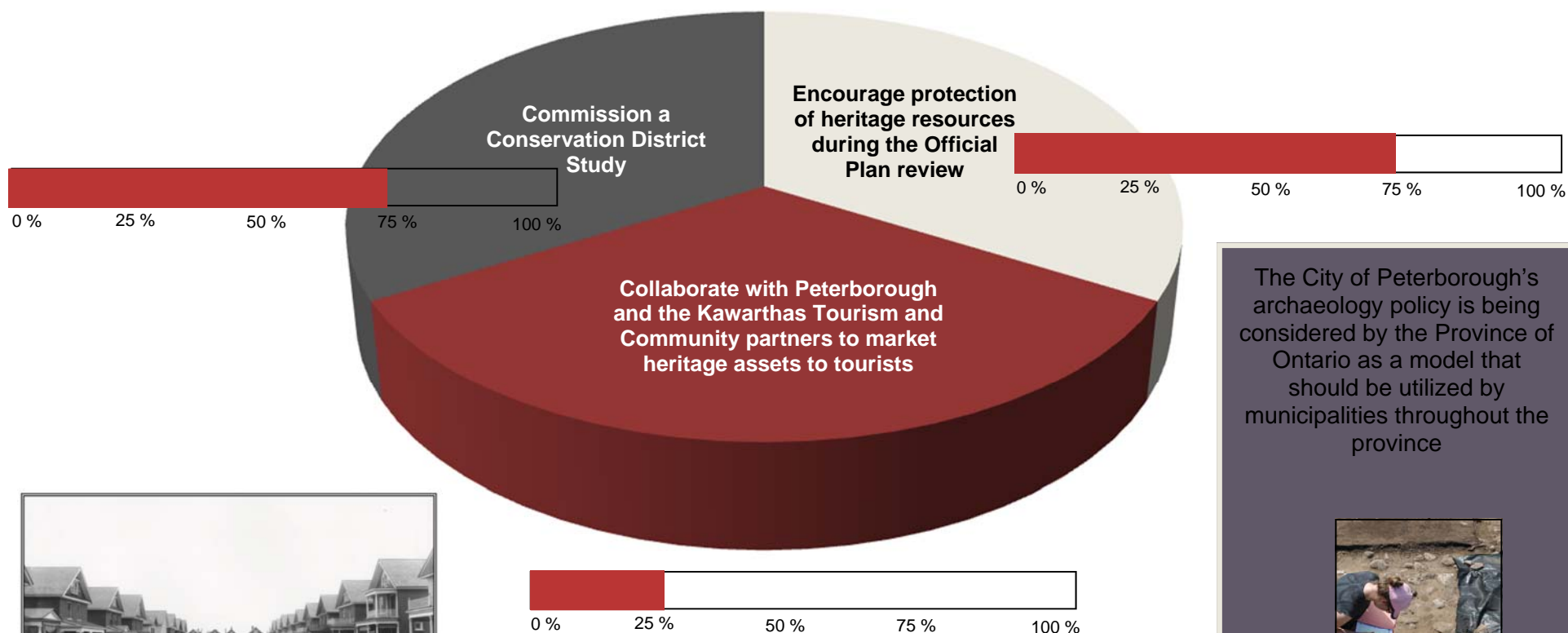
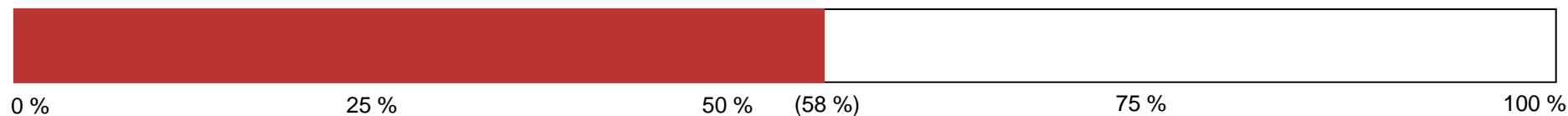
BEING A BY-LAW TO RECONSTITUTE THE ARTS, CULTURE AND HERITAGE ADVISORY COMMITTEE

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

January 2012				May 2012				September 2012	October 2012										January 2013
Report Proposing restructure of ACHAC				Interim Culture Council Steering Committee formed				First EC3 Working Board meeting	City Council Approves ACHAC restructure										New ACHAC Committee established

Signature Objective 4:

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



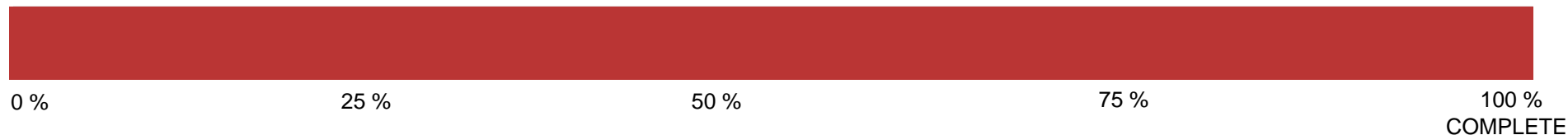
Maitland Avenue as it appeared about 1911. This is a rare archival view of an early 20th century sub-division. The photograph was taken by Roy Studio.

The City of Peterborough's archaeology 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 January 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://ecthree.org/blog.html>)



View of the Cultural Mixer Event, in Nexicom Studio, Showplace January 28, 2014

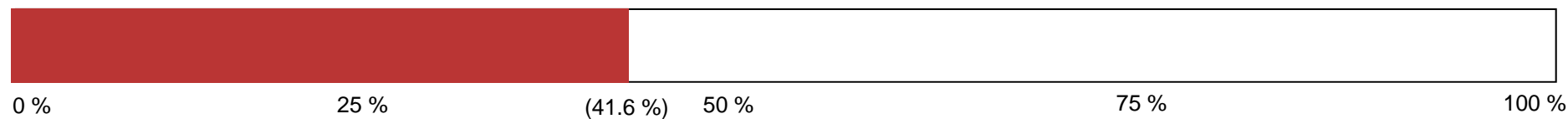
(Credit: Jeannine Taylor - KawarthaNOW)

Electric City Culture Council - EC3

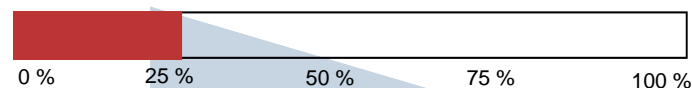
September 2010	November 2010								April 2012	April 2012	May 2012	September 2012	November 2013	November 2012	November 2013	January 2014
MCP Public Kick-Off	MCP Visioning Forum								City Council Approves MCP	Culture Council Visioning Forum	Interim Steering Committee formed	First Working Board Meeting	Incorporation EC3 receives Letters Patent	Inaugural Annual General Meeting	1st Board Meeting of Elected Board of Directors	EC3 hosts First Cultural Mixer

Signature Objective 6:

Promote and achieve plan alignment within the City

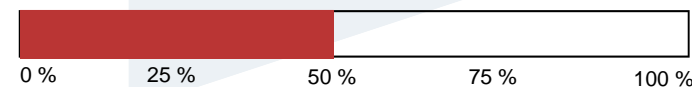
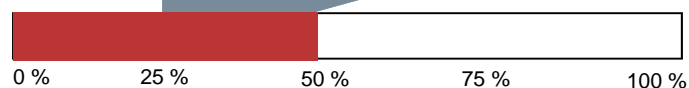


Support plan alignment through quarterly alignment workshops



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 Canada's 35
Census Metropolitan
Areas, Peterborough
had the highest rate
of immigrant self
employment in 2012
36%

12,000

People attended Peterborough's
2013 Canada Day Multicultural
Festival

Total induced spending was
\$536,986.50

From 2003 to 2013:
Designated
properties increased
by **177.78%**
HPTRP properties in-
creased by **525%**

**For more information
please contact:**

