



# Cultural Plan Update

Public Meeting

September 23, 2015

# Agenda

- Work to date
- Opportunities
- Implementation
- Discussion

## Work to date

- Mobilization of working groups in April
- Data collection in May
- Stakeholder meetings and research in June
- Plan development in July
- Implementation planning in August
- Public meeting in September
- Report to CSC November 9 & Council November 16
- Adoption in November
- Implementation beginning in 2016

## Areas of analysis

- The 2009 Cultural Plan “Enabling Culture to thrive in Oakville”
- Forces and trends
- Town programs, events and facilities
- Growth and change in Oakville
- The arts community and its support
- Town of Oakville planning and goal (e.g. 2015-2018 Council Strategic Plan, Recreation and Culture Strategic Plan)

# The 2009 Cultural Plan Vision

Vision: To be a community where culture inspires, engages and thrives

## Guiding

- Principles:
1. Accessibility
  2. Diversity & Inclusion
  3. Partnerships and collaboration
  4. Accountability and fiscal responsibility
  5. Innovation
  6. Building & Optimizing

# Cultural Values (2009 Cultural Plan)

- Culture is essential to our vision to be the most livable town in Canada, a place where people want to live, work, play and invest
- Creativity and culture are major economic drivers of Oakville's future economic growth and prosperity
- Culture is a key component of our commitment to sustainability, balancing social, economic, environmental and cultural goals
- Artists and creators are valued as essential sources of new ideas, innovation and technologies important to our future
- A successful, vibrant downtown and secondary districts are major cultural and economic hubs for the entire community
- Our evolving cultural heritage defines the identity of our unique neighbourhoods and the town as a whole
- Culture is a powerful tool for celebrating diversity and fostering inclusion
- The Town of Oakville values cultural organizations and partnerships that work toward shared goals

## Key findings

- Important work still to do around the implementation of the 2009 Cultural Plan.
- Forces and trends in the sector, plus growth and change in Oakville, suggest different approaches to cultural development.
- The town has important cultural anchors, including Queen Elizabeth Park Community and Cultural Centre, but other assets like Oakville Centre for the Performing Arts are in need of improvement.
- The town has an active and growing arts community that has benefited and grown through town support.
- The town has important goals that could and should be advanced through investments in the arts and culture

## Three Big Ideas

1. The Town of Oakville should engage and strengthen key providers and supporters of creativity in the community as anchors of Oakville's cultural development
2. With those assets in place, the Plan can then focus on broadening the reach and impact of the arts and culture to reflect the character and diversity of the community
3. Finally, the town should recognize that cultural development is the means rather than the end, with our approach being to propose more specific tools and approaches to make the connection between cultural investment and community goals



# Recommendations

- Reaching and engaging the whole community
- Develop and support more public art
- Leverage corporate art
- Invest in cultural anchors
- Advance educational partnerships
- Engage the private sector
- Arts and culture in more facilities
- Use the arts and culture to advance the town's broader goals

# Reaching and Engaging the Whole Community

**Objective:** Encourage all residents to express their creativity and heritage in ways that make Oakville stronger and better

## **Elements:**

- Adopting a broader definition of culture – how people express themselves and their heritage
- Outreach and dialogue throughout the community
- Community working group
- Support of diverse programming – workshops and micro-grants
- Access to existing facilities
- Additional facilities within mixed-use developments

# Public Art Program

**Objective:** Expand the presence of public art in the community to support more cultural activity, economic and community development.

## **Elements:**

- Develop Public Art Strategy including best practices and including funding options
- Incentivize public art in existing and new private developments
- Use public art as an opportunity for programming and outreach

# Corporate Art Program

**Objective:** Leverage the corporate art program to increase the presence of art in and around the community

**Elements:**

- Appraise and evaluate the current collection.
- Repair and conserve key items in the collection.
- Develop plan for exhibition and placement of collections in public areas of town facilities.

# Invest in Cultural Anchors

**Objective:** Strengthen key community assets

**Elements:**

- Renovate Museum Coach House
- Downtown Cultural Hub
- Renovate/replace OCPA



# Invest in Cultural Anchors

**Objective:** Strengthen key community assets

**Elements:**

- Strategic planning for Oakville Galleries
- Continue to improve QEPCCC
- Unify and strengthen anchors
- Increase direct funding to cultural groups and work with OAC on funding criteria



# Educational Partners

**Objective:** Create new opportunities for programs, events and spaces with key local partners

## **Elements:**

- Top-down and bottom-up partnerships with Sheridan
- Top-down and bottom-up partnerships with Halton School Boards
- More engagement and programmatic partnerships with the Oakville Public Library

# Private Sector Engagement

**Objective:** Increase the private sector's engagement with and support of the arts in Oakville

## Elements:

- Develop partner with new Oakville Hospital and their arts council.
- Apply for Artsvest program through Business for the Arts.
- Mentoring and education on philanthropy.
- Awards for corporate and individual leadership.
- Work with the Oakville Arts Council, Business for the Arts, The Oakville Community Foundation and Chamber of Commerce to develop additional programs and partnerships.



# Arts and Culture in more Facilities

**Objective:** Bring additional cultural activity to a range of existing and new community facilities

## **Elements:**

- Cultural programs enhanced in existing facilities such as youth, recreation, senior and other community centres
- Develop strategies to ensure groups and organizations optimize use of schools through Reciprocal Agreement
- Develop strategies to increase cultural activities in Town parks and other public spaces
- Plan for re-use of Gairloch facilities when Oakville Galleries consolidates into one location
- Monitor ongoing cultural space needs

# The “Cultural Lens” Initiative

**Objective:** Complete the effort of having the Town approach all planning from the perspective of how the arts and culture can help

## **Elements:**

- Write and adopt strategy
- The cultural facilitator at the planning table
- Develop an internal newsletter
- Develop tools to measure success

# Implementation

- Plan under development with staff.
- Suggesting roll-out of all recommendations, specific steps and priorities from 2016 to 2020.
- Costing (capital and operating) as well as additional human resources.
- Noting where human and financial resources are already in place.

## Measuring Success

- You can only move what you can measure
- Develop measurable goals and performance indicators (KPI's)
- Canadian Urban Institute 2011 Guidebook for Cultural Planners provides a menu of 70 indicators that municipal staff can use to measure cultural investments and impacts.
- Twenty-four recommended indicators.

# Relevant indicators

| INDICATOR  | METRIC   |
|--|--|
| 30. Educational attainment   | Total number of residents aged 15 and older whose highest educational attainment is a university certificate, diploma or degree.   |
| 32. Number of residents who consider themselves artists  | 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?"  |
| 33. Percentage of residents satisfied with arts, culture and heritage offerings                        | Track responses to the survey question: "How satisfied are you with the selection of arts, culture and heritage offerings in your municipality?" Count the number choosing 'somewhat' or 'very satisfied' and divide by the total number of respondents with an opinion.   |
| 34. Arts education offerings provided in schools   | Total number of arts classes provided by elementary and high school boards in the municipality.  |
| 35. Arts education offerings provided in the community   | Total number of arts training and education programs offered by community cultural organizations.  |
| 36. Impact of sector on GDP  | Total GDP in dollars of information and cultural industries (NAICS 51) and arts, entertainment and recreation (NAICS 71).  |
| 39. Number of visitors   | Total number of person visits to the municipality in a year. (Data is also available by breakdown of overnight and same day visits.)   |
| 40. Spending of visitors   | Total amount of spending by visitors in dollars. (Breakdown of culture spending and recreation spending may also be of interest, although there are no definitions provided for these categories.)   |
| 42. Consumer spending on culture   | Total spending on culture per household by adding total spending for 26 spending items considered "spending on culture".   |
| 43. Number of visits to cultural facilities and spaces   | Total number of visits to municipally owned or municipally funded cultural facilities and spaces.  |
| 44. Attendance at municipally permitted celebrations and festivals                                     | The estimated attendance numbers at municipally permitted celebrations and festivals.  |
| 45. Attendance at cultural events in municipal facilities  | The estimated attendance numbers at cultural events that take place in municipal facilities.   |
| 46. Estimate volunteer participation in community cultural organizations and cultural events           | Estimated number of volunteers, and volunteer hours at municipal and municipally-funded community cultural organizations and cultural events, celebrations and festivals. Multiply total number of volunteer hours x \$22.38.  |
| 47. Hours municipally owned cultural facilities are used as a % of the times they are available        | 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.   |
| 48. Total participant hours in recreation programs   | Total participant hours for recreation programs (including registered, drop in and permitted programs) per 1,000 persons.  |
| 50. Accessibility of arts culture and heritage offerings   | Track responses to the survey question "Do you feel that arts, culture and heritage offerings are physically, financially and geographically accessible to you?"   |
| 51. Barriers to participation in arts, culture and heritage offerings                                  | Track responses to the survey question "Have you encountered any barriers to participating in arts, culture and heritage offerings in the last four weeks?"  |
| 52. Diversity  | The percentage of persons who are identified as visible minorities. Total visible minority population divided by total population.   |
| 53. Capacity to preserve, present and promote cultural heritage  | The presence or absence of the necessary policies, plans, funding, facilities and programs   |
| 54. Public art   | 1. The total number of public art commissions by municipality.<br>2. The total value of those public art commissions.<br>3. The total dollars spent on artist professional fees as a percentage of the total value of the commission.<br>4. The total dollars spent within other areas of local economy as a percentage of the total (eg, subcontractors, materials and supplies). |
| 55. Number of artists involved in capital projects   | The total number of artists involved in municipal capital projects (that are not generally considered public art).   |
| 64. State of good repair backlog in municipal and non-municipally owned cultural facilities and spaces | The aggregated amount of money required to bring municipal and non-municipally owned cultural facilities and spaces to a state of good repair.   |
| 68. New legislation  | The total number of new bylaws created that relate to culture.   |
| 69. Collaboration  | Is there an interdepartmental collaboration mechanism for culture within the municipality?   |

## Discussion and Q & A's

- Are these the right things to do?
- Does it feel like a plan?

## Next steps

- Questions or comments by October 8 to [sarah.douglas-murray@oakville.ca](mailto:sarah.douglas-murray@oakville.ca)
- Reports in November – CSC November 9 and council November 16
- Council adoption in November
- Implementation in 2016