



MEMORANDUM

To: Chair and Members of the Community and Corporate Affairs
Committee

From: Catherine McLeod, Cultural Development Coordinator

Mem No. MEM-ADMIN-2019-0005

Subject: 2018 State of Culture Report

Date: March 7, 2019

PURPOSE OF THE MEMORANDUM:

The purpose of this memorandum is to provide Committee with the second annual update on the 'State of Culture' in Halton Hills. Information in the attached Appendix 1 and Appendix 2 presents a summary of cultural activity in Halton Hills led by the Cultural Services section, by the Halton Hills Public Library, as well as highlights of community-led initiatives and activities.

BACKGROUND:

This is the second annual *State of Culture* report. The first report (ADMIN-2018-0010) included (i) highlights of 2017 activities; (ii) an extensive overview of the value of culture and its role in contributing to individual and community wellbeing, quality of life and economic prosperity; (iii) and the history and development of the Town's Cultural Services section. A visually attractive summary of that report was prepared and included in the Halton Hills Public Library's 'Culture Special' of *Wordsworth* to inform the public.

This current State of Culture report focuses on significant accomplishments and developments in advancing Halton Hills' cultural vibrancy in 2018 through: 1) Town-led; 2) Library-led; and 3) community-led initiatives. As in 2017, a condensed visually attractive version of this report will be created and distributed to the public in the Halton Hills Public Library's newsletter, *Wordsworth*, and also as a stand-alone piece of marketing collateral.

COMMENTS:

1. Cultural Services

Activities of the Cultural Services section continue to be driven by core Town Strategies and plans including:

- Cultural Master Plan (2013)
- Cultural Master Plan Action Plan (2015)
- Public Art Policy (2016)
- Public Art Master Plan (2018)
- Integrated Community Sustainability Strategy (2013)
- Economic Development Strategy (2012)
- Tourism Strategy (2014)

Continued implementation and development of these plans ensures that the Town is in an optimal position to leverage the arts and culture sector.

The relationship between culture, tourism and economic development helps to raise quality of life and make Halton Hills an attractive location for investment.

The Cultural Services section is guided by the following:

- **Vision Statement:** To foster the development and celebration of Halton Hills' unique character, diversity, civic identity, rural lifestyle, natural and cultural heritage and to do so in a way that has the greatest positive impact on the quality of life in Halton Hills.
- **Mission Statement:** To implement the Cultural Master Plan by working collaboratively with a wide variety of internal and external partners to coordinate the delivery of cultural services, build strong cultural institutions, complete communities, support economic development and grow the Town's creative capital.

Cultural Services is responsible for providing overall corporate leadership and coordination related to cultural initiatives. It sets and champions a corporate vision for culture and uses culture as a catalyst for economic development. It maximizes partnerships, collaboration and synergies between internal and external stakeholders in order to deliver effective, innovative and engaging cultural policies, programs and events.

2. Arts and Culture Profile

Economic Development staff produced five sector profiles, including Arts and Culture to provide a snapshot of industry clusters in the Town. Clusters represent geographic concentrations of interconnected businesses, organizations, skilled labour pools and associated institutions in a sector. The profile (see Appendix 1) provides a quick

overview of arts and culture in Halton Hills. It will be updated as new and more detailed information becomes available.

3. 2018 Arts and Culture Highlights

Key 2018 successes and accomplishments in advancing the cultural portfolio included:

- **Continued implementation** of the Cultural Master Plan.
- **Formation** of the Public Art Advisory Board.
- **Completion and approval** of the Public Art Master Plan.
- **Producing the national and provincial award winning** third edition of Culture Days (includes Doors Open which is organized separately but in coordination with Culture Days).
- **Expanded program offerings** at the Helson Gallery resulted in a 30% increase in attendance at general programs and a 35% increase in attendance at school programs.
- **Securing a new theatre client to provide expanded programming for schools.**
- **Coordinating** cultural program communications through Town and Library communication systems.
- **Leveraging** the Tourism portfolio to market cultural offerings outside of Halton Hills to a tourism market.
- **Advancing** the Cultural Assets interpretive tour program through refinements to the cultural inventory data set.
- **Enhancing service coordination** with the first year of operations of the cross-departmental Cultural Services Coordination Committee.
- **Extensive Cultural programming** by the Halton Hills Public Library.
- **Extensive community-led cultural offerings**, including new cultural businesses, initiatives and programming.

4. 2019 Priorities

As outlined in the Business Plan for the Economic Development, Innovation and Culture division, Town staff will leverage the many successes realized in 2018 to continue to enhance Halton Hills' cultural vibrancy in 2019 and beyond. Key upcoming and ongoing projects include:

- **Continued development and enhanced marketing of Halton Hills' award winning Culture Days program.**
- **Implementing Phase 1 of the Cultural Assets Interpretive Tour program** (e.g. verifying cultural GIS data, determining tour branding, launching pilot tours, and developing marketing material). The completion of Phase 1 will provide a solid foundation for the undertaking of Phase 2 which has been approved as part of the 2019 Capital budget.

- **Designation of the Helson Gallery through the Department of Canadian Heritage and Certification of the Helson Gift through the Canadian Cultural Property Export Review Board** (expected project completion in 2020).
- **Public Art Master Plan Implementation** (e.g. create additional policies and procedures to support implementation of the Plan, launch first public art project under the Plan).
- **Incorporate Innovation Techniques into section and division process with an intention to rollout across the corporation.**
- **Continue to Integrate Culture** (e.g. into planning processes, across Town departments, etc.) by working with the cross-departmental Cultural Services Coordination Committee.
- **Official Plan Amendments related to further integrating culture into land use planning.**
- **Improved awareness and coordination of cultural activities** (e.g. explore and develop a communication and promotional strategy for cultural programs, lead the workplan of the Cultural Services Coordination Committee, participate in regional cultural networks, etc.).

5. Appendices

This memorandum is supplemented by more detailed information contained in the following appendices:

- **Appendix 1: Arts and Culture Cultural Sector Profile**
- **Appendix 2: State of Culture – Details on Town, Library and Community-led cultural initiatives, projects and successes from 2018**

CONCLUSION:

The 'State of Culture' in Halton Hills is strong. A wide range of initiatives, Town-led, Library-led and community-led, continue to make a measurable contribution to raising quality of life in Halton Hills. In turn, quality of life improvements are expected to contribute to the economic prosperity of Halton Hills. Building on the many 2018 successes, momentum will continue in 2019 with the continued development and implementation of the Cultural Master Plan, Public Art Master Plan, and the Economic Development, Innovation and Culture Business Plan.

Reviewed and approved by,

A handwritten signature in black ink that reads "Damian Szybalski". The signature is written in a cursive style with a large initial 'D'.

Damian Szybalski, Manager of Economic Development, Innovation & Culture

A handwritten signature in black ink that reads "Brent Marshall". The signature is written in a cursive style with a large initial 'B'.

Brent Marshall, Chief Administrative Officer