

Halton Hills Cultural Roundtable (HHCR)

2018 Workplan

Our Vision: A vibrant, collaborative and sustainable cultural community in Halton Hills that enriches people's lives.

Our Mission: We build capacity within and champion the cultural community, in partnership with the Town of Halton Hills.

Executive Summary

The 2018 Workplan for the Halton Hills Cultural Roundtable (HHCR) represents an evolution in the planning and reporting of its activities and contributions to the arts, culture and heritage sector in Halton Hills. Since its inception, the HHCR has championed growing our local cultural sector through the efforts of a volunteer-led board of representatives from across the sector, working in partnership with the Town of Halton Hills. Through the collaborative efforts of the HHCR and Town of Halton Hills, the Cultural Master Plan was developed to focus the efforts of all stakeholders in the arts and culture sector, in enhancing the vibrant nature of the community and strengthening the already diverse talents and offerings of the sector in Halton Hills.

The ongoing partnership between the Town and the HHCR has seen the introduction of a new Town division which has made arts and culture a significant focus of its efforts. This 2018 Workplan reflects the evolving collaboration and working relationship between the HHCR and the new Economic Development, Innovation and Culture Division, and a desire to align efforts toward common goals. As part of the 2018 Workplan the HHCR will identify new performance metrics which will provide valuable insights into the work conducted by the HHCR and its volunteer membership and measure the impact and the reach of the HHCR with the arts, culture and heritage sector in Halton Hills. Our core work, as active drivers and supporters of cultural activities that bring individual well-being and economic benefits to Halton Hills, will continue.



Objective A: Support local culture sector planning and service delivery

Goal A1: Support the implementation of the Town of Halton Hill's culture-related Business Plan objectives

The Halton Hills Cultural Roundtable has a long history of partnership with the Town of Halton Hills, in fostering a vibrant and active arts and culture sector within the community. We continue to partner with the Economic Development, Innovation and Culture Division and the Community Development Branch at the Town. To continue to advance this partnership, the HHCR will work to align our goals with the objectives of Town's Strategic Plan and applicable business plans to coordinate efforts and ensure the efficient and effective support for the cultural community in Halton Hills.

ACTIVITIES		BUDGET	
<p>A1.1 Communicate professional development, networking and funding opportunities to the cultural community on a monthly basis.</p> <p>A1.2 Communicate arts and cultural opportunities to residents and visitors through the HHCR’s communication channels.</p> <p>A1.3 In coordination with the Town, participate in the review of the existing MOU between the Town and the HHCR, and discuss and confirm roles and responsibilities.</p> <p>A1.4 Participate in the Community Development Branch’s review and planning regarding direct organizational support roles and services including ensuring the alignment of HHCR’s culture sector services.</p> <p>A1.5 Identify funding opportunities for cultural programs and be the community-based grant applicant for Town-based cultural program initiatives if needed. (Note: Grants to be written by Town staff in consultation with HHCR).</p> <p>A1.6 Provide enhanced support to the Culture Days initiative, including raising the event’s profile through existing networks and helping to engage new cultural individuals, businesses and groups to participate.</p>		\$10,000	
		START DATE	END DATE
		Q1 2018	Q4 2018 (continues 2019)
		RESOURCE REQUIREMENTS	
		<ul style="list-style-type: none">• # Volunteer Hours• # Staff Work Hours• Grants Connect• Constant Contact	
PARTNERS			
<ul style="list-style-type: none">• Economic Development, Innovation and Culture division (EDIC) Manager & Staff• Community Development Supervisor and Staff			

INDICATORS OF SUCCESS	
<ul style="list-style-type: none"> • # of communications sent to the cultural community and # of opens • Number of subscribers to the HHCR newsletter • Number of likes/followers on the HHCR social media channels • Number of posts promoting arts and cultural opportunities on social media feeds 	
EXPECTED IMPACTS	
➤ Increased efficiency in delivering the Culture Service's section workplan and implementing the Cultural Master Plan	<ul style="list-style-type: none"> ➤ Increased organizational capacity and professional development in the arts and culture sector ➤ Increased public profile for arts and culture in Halton Hills

Goal A2: Actively participate in key local planning exercises and community projects

The Halton Hills Cultural Roundtable is a trusted partner and is well positioned to represent broad community-level perspectives, knowledge and networks in local planning exercises and community projects. The HHCR is leveraging this unique positioning, through participation in local community committees and project teams, to represent the views and needs of the arts and culture sector in Halton Hills.

ACTIVITIES		BUDGET	
A2.1 Vision Georgetown A2.2 Destination Downtown A2.3 Halton Hills Public Art Master Plan A2.4 Lucy Maud Montgomery A2.5 Cultural Assets Tour A2.6 Culture Days (see also A1.6) A2.7 Halton Hills Festival 2019 A2.8 Norval Steering Committee A2.9 Town Sustainability Advisory Committee A2.10 Acton Downtown Strategic Plan Implementation A2.11 Williams Mill Visual Arts Centre A2.12 Halton Hills Eco-Films Festival		\$8000.00	
		START DATE	END DATE
		Q1 2018	Q4 2018 (continues 2019)
		RESOURCE REQUIREMENTS	
		<ul style="list-style-type: none"># Volunteer Hours# Staff Work Hours	
PARTNERS			
<ul style="list-style-type: none">Committee leaders and representatives			
INDICATORS OF SUCCESS			
<ul style="list-style-type: none"># of HHCR members participating on planning committees and project teams		<ul style="list-style-type: none"># of meetings attended by HHCR members# of volunteer hours dedicated to planning and community projects	
EXPECTED IMPACTS			
<p>➤ Cultural Vibrancy Pillar of the Integrated Community Sustainability Strategy is strengthened</p>		<p>➤ Cultural Master Plan objectives are advanced</p>	

Objective B: Maintain existing and build new relationships and capacity for culture sector individuals, organizations and businesses

Goal B1: Organize and conduct an annual Cultural Symposium

It is important for the arts and culture sector to have opportunities to network, celebrate successes, learn new skills and share best practices. The Halton Hills Cultural Roundtable has organized an annual Cultural Symposium which meets these important objectives, in partnership with the Town of Halton Hills for the past ten years. Innovation was the theme and focus for our 2018 and is also intended to be the theme for the 2019 annual Cultural Symposium.

ACTIVITIES		BUDGET	
B1.1 Organize, conduct and provide follow-up to the 2018 Cultural Symposium B1.2 Organize the 2019 Cultural Symposium	\$6000.00		
	START DATE	END DATE	
	Q1 2018	Q4 2018 (continues 2019)	
	RESOURCE REQUIREMENTS		
	<ul style="list-style-type: none"># Volunteer Hours# Staff Work HoursCultural Centre facility space and staff		
PARTNERS			
<ul style="list-style-type: none">Economic Development, Innovation and Culture Division		<ul style="list-style-type: none">Halton Hills Cultural Centre	
<ul style="list-style-type: none">Local and non-local guest speakers		<ul style="list-style-type: none">Local arts and culture organizations and businesses	
INDICATORS OF SUCCESS			
<ul style="list-style-type: none">80+ symposium attendees		<ul style="list-style-type: none">40+ unique organizations and businesses represented by attendees	

<ul style="list-style-type: none"> • 20+ new attendees 	<ul style="list-style-type: none"> • 80%+ satisfaction amongst symposium attendees as per event evaluation survey results
EXPECTED IMPACTS	
<ul style="list-style-type: none"> ➤ New skills, relationships and insights for the participants results in stronger, more connected cultural sector in Halton Hills 	

Objective C: Lead and/or partner on the delivery of culture sector projects

Goal C1: In coordination and partnership with the Town, support summer events to maximize their tourism, and economic and community development benefits.

Community events are a large part of Halton Hills' cultural tourism offerings. In coordination with the Town, the Halton Hills Cultural Roundtable will support community events to maximize their tourism, and economic and community development benefits.

ACTIVITIES	BUDGET	
HHCR will, in conjunction with Town staff: C1.1 Assist with the implementation of an updated event tourism and economic development survey to measure the economic and community benefits of events. C1.2 Assist with the recruitment of volunteers and, in partnership with the Town and event organizers, the coordination of event-specific volunteer tasks. C1.3 Promote events through the Roundtable’s communication channels C1.3 Promote events through the Roundtable’s communication channels C1.4 Assist with the design of implementation sustainable model for 2019.	\$3,500	
	START DATE	END DATE
	Q1 2018	Q3 2018 (potentially continues in new role 2019)
	RESOURCE REQUIREMENTS	
	<ul style="list-style-type: none">• # Volunteer Hours• # Staff Work Hours• Team work space• Tablets and software• Additional \$ for t-shirt, salary and equipment requirements	
PARTNERS		
<ul style="list-style-type: none">• EDIC, Community Development, HHPL (potential)• Community event leaders and organizations		
INDICATORS OF SUCCESS		
<ul style="list-style-type: none">• # of summer events supported• # of tourism surveys collected		
EXPECTED IMPACTS		
<ul style="list-style-type: none">➤ Availability of local tourism data to support program delivery and community groups.➤ Stronger community events with greater cultural tourism draw and economic benefit		

Objective D: Advancing the effective operation of the Halton Hills Cultural Roundtable

Goal D1: Establish forward-looking vision/mission, goals and operating structure for the work of the Halton Hills Cultural Roundtable

The Halton Hills Cultural Roundtable is an important advocate for the arts, culture and heritage community in Halton Hills. As an organization, our mandate is to operate as an effective and efficient not-for-profit with exemplary business practices, able to effectively support the needs of the cultural sector in coordination and close partnership with the Town of Halton Hills.

ACTIVITIES	BUDGET	
<p>D1.1 Develop a Strategic Plan which aligns with the Town’s Strategic Plan, Cultural Master Plan, the EDIC business plan, and emerging community needs. In the process, include input from key stakeholders including the Town.</p> <p>D1.2 Review and update HHCR’s governance model to align with the new Strategic Plan and results of the MOU review, as well as updated roles and responsibilities between the Town and the HHCR, including: developing new vision and mission statements, crafting new By-Laws and constructing a new task group structure.</p> <p>D1.3 Develop and implement a new external Communications Plan which includes:</p> <ul style="list-style-type: none">- timelines, practices, tools and optimal content geared to the cultural sector- With Town staff, assess and identify optimal communication strategies for Halton Hills’ culture sector’s promotion to the general public <p>D1.4 Review administrative practices and tools to optimize effectiveness based on Strategic Plan goals (into 2019)</p> <p>D1.5 Assess the potential for securing additional core funding and examine ways to diversify the organization’s funding streams.</p> <p>D1.6 Identify alternate project funding options in conjunction with each new initiative going forward, where applicable.</p> <p>D1.7 In conjunction with EDIC, identify crucial data collection points and corresponding efficient methods for implementation in 2019</p> <p>D1.8 Secure organizational tools i.e., Constant Contact, Quicktap, Grants Connect, insurance, supplies.</p>	\$13,912	
	START DATE	END DATE
	Q1 2018	Q4 2018 (continues 2019)
	RESOURCE REQUIREMENTS	
	<ul style="list-style-type: none">• # Volunteer Hours• # Staff Work Hours	
PARTNERS		

<ul style="list-style-type: none"> • EDIC, Community Development • Innovation experts 	<ul style="list-style-type: none"> • Community stakeholder inputs • Strategic planning, MOU and annual planning experts
INDICATORS OF SUCCESS	
<ul style="list-style-type: none"> • Updated core HHCR documents and processes 	<ul style="list-style-type: none"> • # of communication tools in use by HHCR and benchmarking of activity through 2019
EXPECTED IMPACTS	
<ul style="list-style-type: none"> ➤ Cultural sector in Halton Hills is strengthened ➤ Updated practices (into 2019) 	<ul style="list-style-type: none"> ➤ Strategic Plan is endorsed by key stakeholders ➤ Strong alignment between the Roundtable's workplan and deliverables and the Town's Strategic Plan and applicable business plans, as related to the MOU responsibilities