

COMMITTEE OF THE WHOLE - JUNE 16, 2008

CANADIAN ARTS & HERITAGE SUSTAINABILITY GRANT PROGRAM'S APPROVAL OF THE CITY OF VAUGHAN'S CULTURAL MAPPING AND CULTURAL PLAN PROJECT

Recommendation

The Commissioner of Community Services and the Director of Recreation and Culture in consultation with the Chair of the Arts Advisory Committee recommends:

1. That the information contained in this report on the Canadian Arts & Heritage Sustainability grant program, be received.

Economic Impact

The cost to undertake a Cultural Mapping and Cultural Plan project for the City of Vaughan will be partially funded through the Canadian Arts and Heritage Sustainability Program grant (\$41,400) and the balance through Capital funding project RE-9501-07 approved by Council in 2007 to a total cost of \$90,000.

Communications Plan

The cultural mapping and cultural plan project will have a comprehensive community consultation and engagement strategy to determine the community's needs, requirements and desires related to heritage, arts and cultural development.

Purpose

The purpose of this report is to provide information to Council relating to the Department of Canadian Heritage's approval of the City of Vaughan's application for funding under the Canadian Arts and Heritage Sustainability grant program to undertake a cultural mapping and cultural plan for the City.

Background - Analysis and Options

The City of Vaughan applied for a federal Canadian Arts and Heritage Sustainability (CAHSP) grant in November 2007 to partially fund a cultural mapping and cultural plan for the City. In April 2008, the Department of Canadian Heritage advised the City of Vaughan that its grant application for funding under the grant program was approved. The grant funding approved was for \$41,400 towards the funding of the City of Vaughan's cultural mapping project. The mapping project is part of the larger cultural plan study which is identified as a strategic initiative under the Vaughan Vision 2020 plan and a recommended priority action in the *Active Together Master Plan*. Council approved a total of \$90,000 towards the cultural plan project in the 2007 Capital Budget (Project RE-9501-07) with \$41,400 of that total amount being funded from the CAHSP grant. The Arts Advisory Committee played a lead role in identifying the need to undertake this project and to move forward in applying for the grant. The City will hire a consultant to assist staff in completing this project.

The cultural plan will recommend an overall vision and set of strategies to guide cultural development and management in our community. The plan will identify opportunities for Vaughan to use cultural resources to advance economic and broader community agendas for example, quality of life, youth development, stronger arts and cultural sector, etc. A strong focus of the cultural plan will be on building the capacity of arts, heritage and cultural facilities and organizations in Vaughan to strengthen their operations and ensure sustainability through improved management and governance practices and through building more effective partnerships and collaboration among organizations. Through the cultural map and cultural plan,

the project will put in place mechanisms and strategies to build partnerships within the municipality and important community and business partners.

As noted above, a strong focus of the cultural map and cultural plan will be on better reflecting and serving a wide range of culturally diverse groups in our community. It is anticipated the project will draw on leading thinking and best practices in other communities – in Ontario and beyond – that face similar challenges and opportunities

One way in which the needs of diverse communities will be addressed is through the inclusion in the project of community identity mapping. Consistent with leading thinking in Ontario and nationally, the cultural mapping process in the City of Vaughan will include two interdependent forms of mapping.

1. Mapping (Physical) Resources – identifying and documenting information on all physical or tangible cultural resources (such as those listed above) and capturing this information using Geographical Information System (GIS).
2. Mapping Community Stories and Identity – engaging the community in exploring the unique identity and sense of place of Vaughan; the defining community stories, images, unique characteristics, etc. that make it a place like no other.

The cultural map and cultural plan for the City of Vaughan will establish an overall vision and set of strategies to guide cultural development in our community.

Among the objectives to be addressed by the project are the following:

1. To strengthen the base of information related to cultural resources through a comprehensive mapping of heritage and cultural resources in the community.
2. To identify overall community needs and directions (e.g., social, economic, demographic and other trends) that arts, heritage and culture can support and advance.
3. To complete a comprehensive community consultation and engagement strategy to determine the community's needs, requirements and desires related to arts, heritage and cultural development.
4. To recommend strategies to strengthen and sustain heritage and cultural organizations, facilities, services and activities.

Specific attention will be placed on the following issues:

1. To establish strategies and actions to strengthen the engagement and participation of culturally diverse communities in cultural programs and services.
2. To develop strategies and partnerships for key cultural facilities (both public and private) to strengthen the promotion and use of these facilities.
3. To strengthen collective engagement and collaboration within the cultural sector in order to increase its capacity to support cultural development.
4. To define strategies to connect the cultural sector to key business and community groups and initiatives in support of mutual objectives including the delivery of cultural services.

Relationship to Vaughan Vision 2020

In consideration of the strategic priorities related to Vaughan Vision 2020, the report will provide:

- **STRATEGIC GOAL:**
Service Excellence - Providing service excellence to citizens.
- **STRATEGIC OBJECTIVES:**
Preserve our heritage and support diversity, arts and culture.

This report does not recommend a change from the priorities previously set by Council and the necessary resources have been allocated and approved.

Regional Implications

There are no Regional implications associated with this report.

Conclusion

The cultural map and cultural plan for the City of Vaughan will establish an overall vision and set of strategies to guide cultural management and development in our community. Objectives for the project will be to strengthen the base of information related to cultural resources through a comprehensive mapping of arts, heritage and cultural resources in the community, identify overall community needs and directions that arts, heritage and culture can support and advance and recommend strategies to strengthen and sustain arts, heritage and cultural organizations, facilities, services and activities. Additionally, it will aim to establish strategies and actions to strengthen the engagement and participation of culturally diverse communities in cultural programs and services, develop strategies and partnerships for key cultural facilities (both public and private) to strengthen the promotion and use of these facilities, strengthen collective engagement and collaboration within the cultural sector in order to increase its capacity to support cultural development. Finally, it will aim to connect the cultural sector to key business and community groups and initiatives in support of mutual objectives including the delivery of cultural services.

Attachments

None.

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Respectfully submitted,

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