

## **COMMITTEE OF THE WHOLE - APRIL 12, 2011**

### **ARTS AND CULTURE CENTRE AT MAPLE COMMUNITY CENTRE, 10190 KEELE STREET - WARD 1**

#### **Recommendation**

The Commissioner of Community Services, in consultation with the Director of Recreation and Culture, recommends:

- 1) That this report on the potential uses of the community space located at the Maple Community Centre, be received.
- 2) That the proposal outlined in this report to convert the museum/gallery space for community arts and cultural programming at the Maple Community Centre, be approved.

#### **Contribution to Sustainability**

This report is consistent with the priorities previously set by Council in the Green Directions, Vaughan, Community Sustainability Environmental Master Plan, Goal 4, Objective 4.1:

- To foster a city with strong social cohesion, an engaging arts scene, and a clear sense of its culture and heritage.

#### **Economic Impact**

Operating costs to \$10,000 (excluding staff charges) to carry out arts and culture programs for 2011 are included in the 2011 Cultural Services Operating Budget. The revenue loss to the City from the discontinuation of the lease arrangement at the site is \$9,000 dollars impacting the Building and Facilities Department.

#### **Communications Plan**

A marketing and communication plan to promote programs and events will be developed and implemented by staff. This will include promotion in the Recreation Guide, information on the City's website, direct promotion to artists, community groups and the general public, advertising in local newspaper, the City page, community calendar of events and information distribution through community centres, city facilities and libraries.

#### **Purpose**

Council requested at its meeting of February 15, 2011 a staff report on the potential uses for the space identified as the former A.M.I.C.I. centre gallery/museum space located at the Maple Community Centre. The purpose of this report is to outline the potential uses of space for community arts and culture programming, exhibitions and events.

#### **Background - Analysis and Options**

The lease agreement between the City of Vaughan and AMICI has expired and at the February 15, 2011 Council meeting, staff was directed to report back on other potential uses of this valuable community space with consideration given to uses that would maximize the existing infrastructure with the intent on returning the space back to multiple City uses.

The space was originally intended as a museum/gallery space addition when it was constructed in 2004. It is equipped with a hanging system for exhibitions and displays, an environmental

control system as it relates to relative humidity to protect valuable artwork/artifacts from deterioration, ultraviolet filters on windows in the main exhibition and storage space, a preparatory and storage room for artwork and artifacts, and an office and library area.

The space could easily be converted to a community arts and culture centre that would be developed by Recreation and Culture staff with a goal to engage and partner with community groups and artists to bring arts and culture opportunities to the Vaughan community.

The site is suitable for arts and cultural programming by the Recreation and Culture Department for example art exhibitions, arts and cultural workshops and speaker's series, arts and cultural celebrations, interpretive displays and art classes. A goal for the centre would be to engage artists and community cultural groups to bring arts and cultural events and programs to the community. Current and new programming that could be used for the space include:

- Vaughan Juried Art Exhibition
- Hosting events such as the RAVE & Bursary Awards Program
- Partnering with community artists and groups to showcase arts and culture events, exhibitions, displays
- Summer camps art experiences such as demonstrations or children's art exhibitions
- Poetry and other readings, lectures
- Rental for community groups and general public
- Craft and art classes
- Multi-cultural celebrations and events
- Partnership programming with Vaughan Public Library next door

Council in June 2010 approved the City's *Creative Together Cultural Plan* that included in its action plan to "include, promote and profile Vaughan artists, arts and cultural groups and activities in events". The City's *Diversity Strategy* also approved in June 2010 states as a goal "to create opportunities for creative cultural expression and dialogue". Within this context, action items outlined to achieve this include the integration of activities showcasing the cultures and traditions of diverse groups, cultural activities and celebrations by the city or in partnership with groups and associations and to develop programs that facilitate cultural expression and invite groups and citizens to participate in these programs to foster community pride and participation.

The development of a centre for community arts and culture programs would be a suitable addition and the museum/gallery space at the Maple Community Centre, and provide a venue for community arts and culture programming as it fosters and grows in Vaughan.

### **Relationship to Vaughan Vision 2020/Strategic Plan**

In consideration of the strategic priorities related to Vaughan Vision 2020, this 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 is consistent with the priorities previously set by Council, and the necessary resources to implement this program have been allocated and approved.

**Regional Implications**

N/A

**Conclusion**

The use of space at the Maple Community Centre as a community arts and culture centre for the purpose of engaging and partnering with community groups and artists to bring arts and culture opportunities to the Vaughan community is a suitable use for the space and will be a fitting programming opportunity for the centre. Notwithstanding the focus of arts and culture at the centre, the community and general public would have an opportunity to rent and use the space as it is made available for the City's use.

**Attachments**

None.

**Report Prepared By**

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Respectfully submitted,

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Commissioner of Community Services