

# “Building a Creative Markham”

December 2009

“Embracing cultural diversity is fundamental to the health and success of today's vibrant communities,” says Markham Mayor Frank Scarpitti. “We are particularly fortunate in Markham to be able to draw on the heritage, traditions and artistic talents of people from every corner of the world. The new culture department will provide expanded opportunities for cultural expression within the community, help us attract new business investment and increase tourism in the area.”

# What is Culture?

- The expression of ideas, experiences, and customs of Canadians or groups of Canadians through the arts, heritage, and festivals
- Creative cities harness creativity and innovation to strengthen and build our communities – encompassing the creative arts and creative industries
- We take a broad and inclusive view of the word “culture” achieve integration with sustainability, growth, leisure plans for Markham



# Current Activity in Culture Department

- Museum – expansion and well on its way to becoming a major regional attraction
- Gallery – expansion, will be participating in the public realm/public art agenda and attained national stature for current exhibition
- Theatre- 25<sup>th</sup> anniversary with new level of excellence and building relationships into the community
- Culture Policy and Plan – Building a creative Markham
- Hosted a Creative Spacemaking Workshop on November 26
- Cultural Mapping of assets with the Economic Development Department



# Current Activity in Culture Department Continued

- Training and development of creative small businesses
  - Small Business Enterprises group, Markham Arts Council and Culture Department held 7 workshops in the last year
- Working with Markham Arts Council to bring provincial and federal arts council's to Markham for workshops
- Economic Development and Culture Department representation for CONCERT, a multidisciplinary project to build research and development capacity, pilot several industry/academia joint R & D projects

# Context

- Municipal cultural planning is an integrated and strategic approach to the planning and management of cultural resources in a community. Over the past several years in Ontario, cultural planning has become an integral component in overall municipal planning processes and is considered a best practice
- And a Provincial strategy for prosperity



# Culture Touches All Areas of Municipal Planning

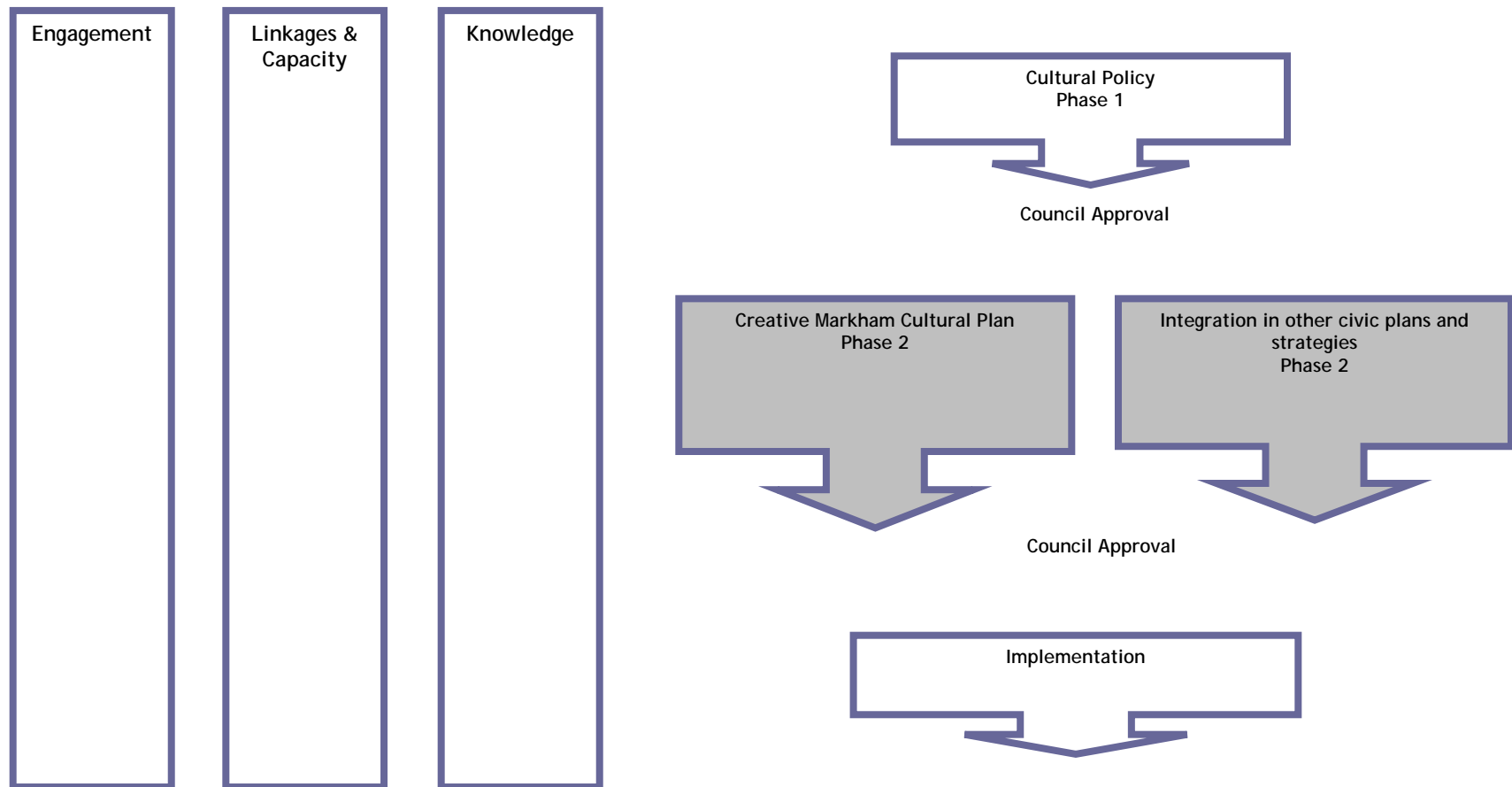


# Engagement, Linkages, Knowledge

- Activity streams within the proposed planning process include broad and innovative **engagement** of the community; civic leadership to build **linkages** between the established and emerging cultural groups as well as the business and community aspects of culture; and the development of new **knowledge** and understanding.



# “Building a Creative Markham” Process



# Policy Content

- Vision for Markham's Cultural Development
- Articulate a mandate to guide the municipality's future involvement in culture
- Articulate the broad goals for cultural plan development
- Provide the framework for integrating cultural planning with other municipal plans – Growth, Sustainability, Economic, Integrated Leisure

# Cultural Plan Content

- Further Markham's responsiveness to diversity
- Articulate community and municipal capacity
- Expand mapping of cultural community and business assets and services
- Create an integrated path for developing, managing, promoting and celebrating local cultural assets
- Build financial stability and increase the organizational capacity of cultural groups
- Identify core business and areas of focus
- Establish means of integration with Economic Sustainability, Growth plans and neighborhood planning
- Provide evaluation criteria



# The Importance of the Engagement Process for the Plan

- Greater community participation
- Greater community ownership
- Relationships and trust enhanced
- Greater community capacity
- Establish a community advisory task force to guide the Plan development

# Creative Engagement

- Going to where the people are: malls, festivals
- Accessing Religious leaders
- Accessing people through their Community associations, ESL classes, Markham Arts Council
- Using Social media - blogs, Facebook
- Use creative public engagement eg entertainment
- Accessing creative industries



# “Building a Creative Markham” Time Line

## Cultural Policy development

January – March 2010

- (Phase 1)
  - Stakeholder input to develop draft cultural policy in January 2010
  - Present draft policy to General Committee in February 2010
  - Present draft policy for public consultation in February 2010
  - Council to adopt policy in March 2010 and establish Task Force for the Plan

## • Cultural Plan Development (Phase 2)

March – December 2010

- Develop a strategy for community engagement, consultation and organization of data by April 2010
- May – August 2010 data collection
- August – December 2010 development of cultural plan
- Cultural Plan development completion by December 31, 2010
- Presentation to Council spring 2011
- Implementation through 2012
- Evaluation and performance monitoring 2013 – 2014



# Building a Creative Markham Will

- Contribute to life-long learning and wellness – key ingredients to healthy and creative cities.
- Creative cities attract creative minded people, including residents, employees and visitors, while also turning communities into desirable destinations for live work and leisure.

