

**CITY OF MARKHAM
CULTURE POLICY & PLAN
2012**

Presentation of Final Draft of Culture Plan

- **In June 2012 an overview of the culture plan was presented to Council.**
- **The building a Creative Markham Advisory Committee was consulted in October.**
- **George Brown College's Institute without Boundaries was engaged to do the edit, design and layout.**

Cultural Assets



The Heritage Numbers

- 33% of Markham land area is natural heritage.
- 1613 private designated structures.
- 24 city owned buildings.
- 4 plaques.
- 4 districts.
- 37 historic cemeteries.



Culture and Creative Industries Numbers

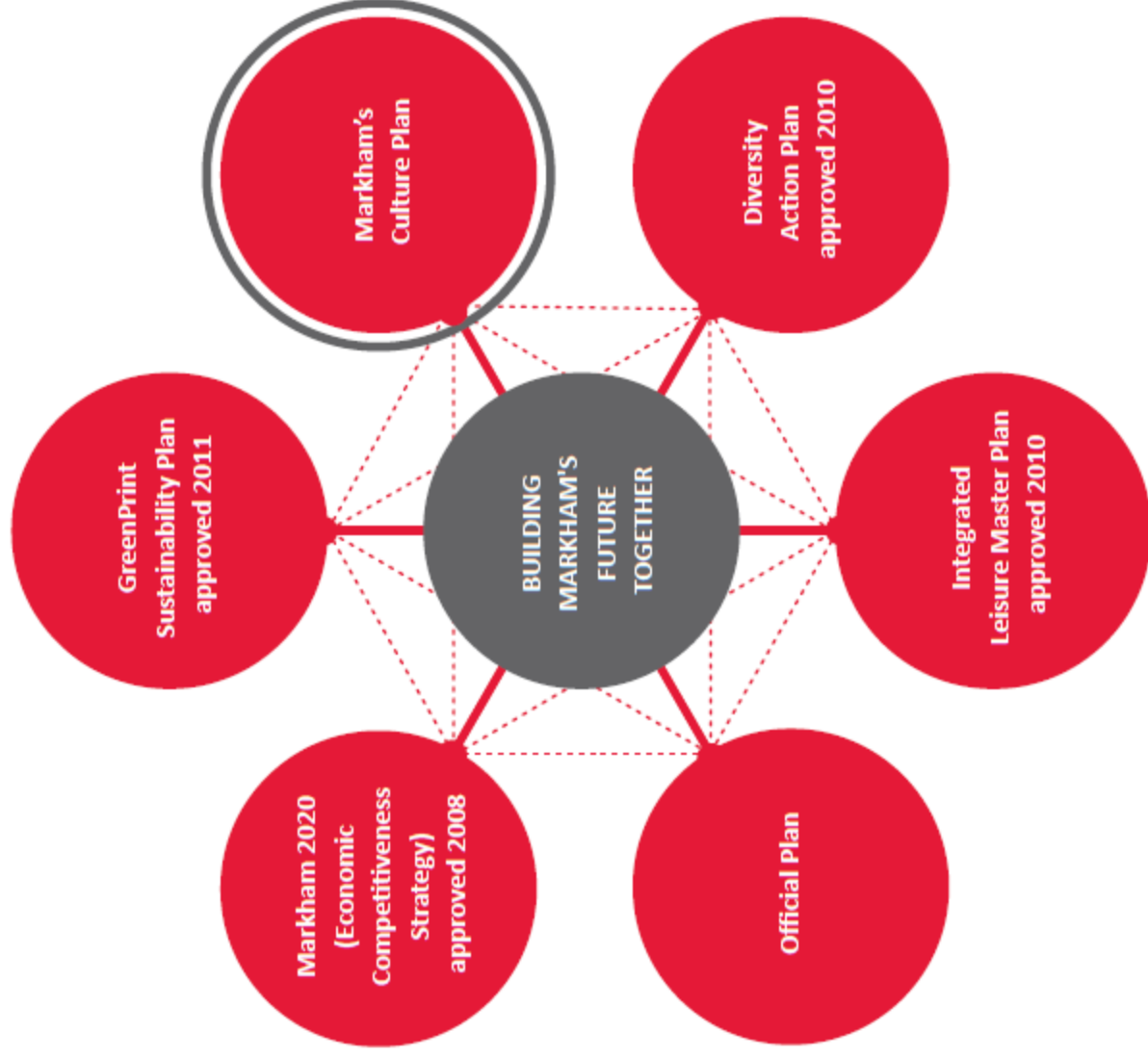
Creative Activity

- 141 Musical groups, and artists, visual, crafts, writers;
- 14 festivals over 5000 attendance;
- 100 cultural, social and civic organizations with cultural purpose or activity;

Creative Businesses

- 193 Architectural, engineering, design, research;
- 203 Computer and related design 203;
- 18 research;
- 41 Music and dance schools;

Over 12,000 employment.



The Challenge

MARKHAM'S GROWTH FORECASTS

50% OF THE GROWTH WILL BE IN
HIGHER DENSITY BUILDINGS

Single
Semi/Cityhouse
Apartment

2009



2031



A Cultural Policy for the City of Markham

Culture is a vital part of a vibrant and liveable community. Creative expression in its many forms is core to both our individual and collective identity. Cultural participants, audience members, volunteers, artists and practitioners all contribute to the economic and social health of our community.

As the City of Markham grows, so do the expectations of its citizens for access to quality cultural programming, products, facilities, and for opportunities for personal cultural expression. The City of Markham manages significant cultural assets and provides an array of programming for its citizens and visitors. The long-term strategic development and management of Markham's civic cultural assets and the fostering of community-based cultural assets is crucial to the City's future development and its success as a welcoming, liveable and prosperous place for all. Culture is linked, both socially and economically, to the broad policy directions for Markham as a globally competitive, sustainable and creative community.

Vision

A Creative Markham For All.

Mandate

To enhance and promote artistic and cultural expressions, to share diverse experiences and to engage people through culture.

A Creative Markham For All

A city where creative expression is valued, welcome and shared.

A city where all citizens have an opportunity to participate as audience, creator, consumer or patron.

A city that makes places together and experiences creativity synonymous with its growth.

A city that brings people together to define their neighbourhoods and to build resilient and engaged communities.

A city that embeds creativity and lifelong learning into its identity.

A city with global connections that stimulate the creation of new ideas that contribute to long-term economic stability.

A city with strong cultural assets that act as focal points for innovation and invention.

A city that attracts the brightest and best using its global connections and supportive entrepreneurial environment.



MARKHAM CULTURE PLAN: AT A GLANCE



Flato
Markham Theatre Varley Art Gallery Markham Museum Libraries & Community Centres Greenspaces & Streetscapes Festivals & Events Heritage



67 Actions

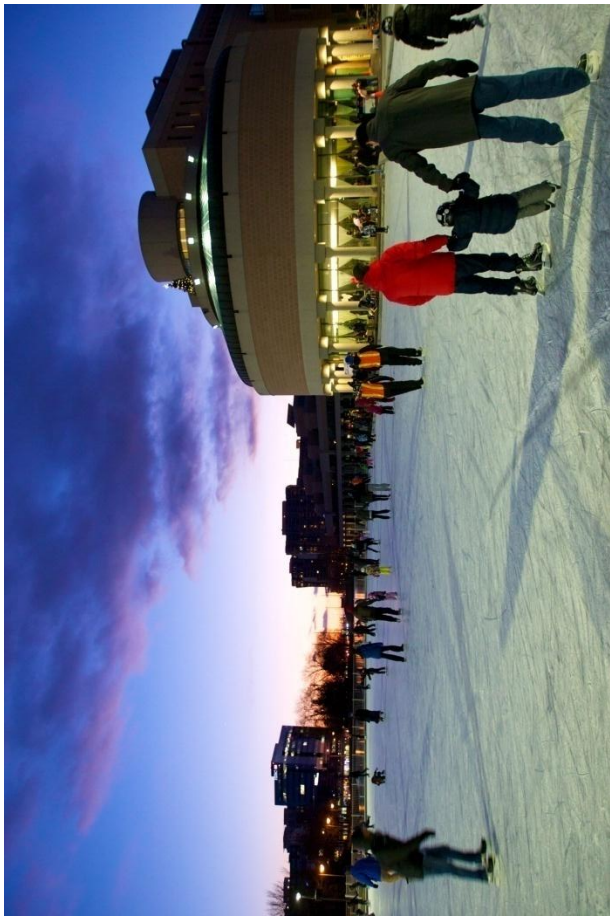
- 51 % for integrated planning i.e. the way we do business.
- 22 % for cultural engagement and outreach.
- 27 % for sustaining cultural services in a growth environment.



Defining Markham Strategy

Key Actions

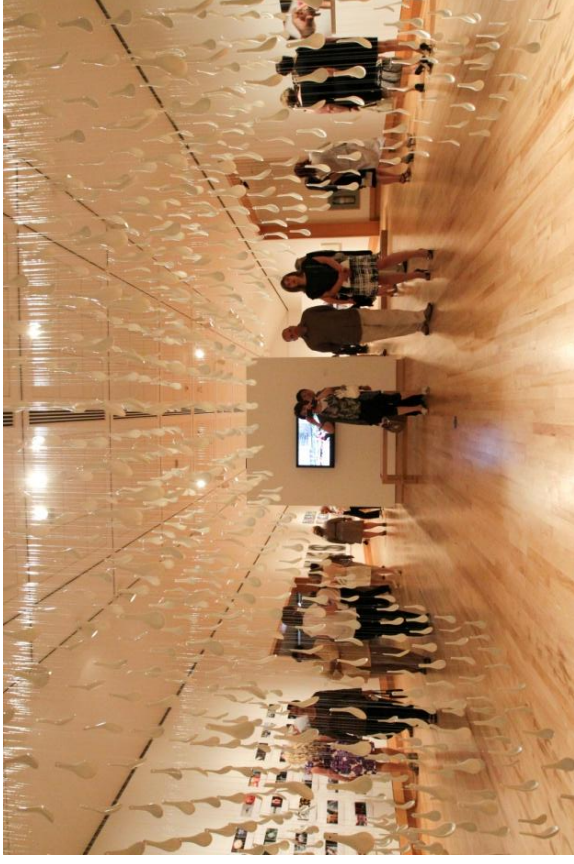
- Community activity in public spaces.
- Public realm policy.
- Implementing public art policy.
- Cultural density.
- Adaptive re-use of heritage.



Generating Ideas and Innovation Strategy

Key Actions

- Cultural content development and presentation of content.
- Capacity to distribute content.
- OP inclusion of culture.
- Entrepreneurial friendly - zoning and permitted uses.
- Current technology for access to content.



Connecting People and Ideas Strategy

Key Actions

- Preliminary investigations on larger theatre and community centre consultation.
- Pan Am.
- New Canadians access.
- Cultural mapping.



Contributing to Lifelong Learning Strategy

Key Actions

- Incorporate life long learning into municipal processes and decisions.
- Build capacity and expand outreach services and programs.
- Collaborations with business and post secondary for mentoring, post secondary resources, community and health services.



Create Economic Growth Strategy

Key Actions

- Strategies to attract and retain young people and entrepreneurs.
- Film and media friendly.
- Support cultural tourism initiatives.



MY Community

Partnership Strategy

Key Actions

- Work with private sector to expand cultural space options.
- Attracting professional arts to Markham.
- Core fund the Markham Arts Council.
- Celebrate cultural achievement.



Measurement

- Province wide study – we were one of five partners to develop metrics for culture planning in Ontario.
- Regular community input.
- Annual report on results as noted on next slide.



Key Metrics

- **Community and program participation rates.**
- **Volunteerism.**
- **Public art installations.**
- **Mapping: Benchmarked organizations , business, occupations and festivals and events.**
- **Integrated planning with Development Services formalized.**
- **Input output metrics KPI's cost per resident, budget targets, project completion.**
- **Outcome measurement study and implementation to align with new trend in social services and cultural funders.**
- **Database analysis –look for indicators without spending e.g. Living in York Region annual report.**
- **Expanded surveying and continuous feedback mechanisms in portal for business units and department.**

Tools for Change

- Use all the municipal tools available e.g. Section 37.
- Advocate for Development Charges to include culture to keep pace with growth.
- Solving space needs model.



Financial Implications

- 2013 no budget allocation to the Plan.
- 2014 -2016 – Pending Council review and approval:
 - Studies, outreach coordinator position, part time support , sustainable Markham Arts Council.
 - Projected \$139,000 operating by 2016.
 - Projected studies \$150,000 by 2016.



What does success look like?

- Sustainable cultural services growing with Markham.
- Engaged and participating community through education and outreach.
- Integrated planning-culture input in decision making.



A CREATIVE CITY FOR ALL

ROLE OF THE CULTURE DEPARTMENT

The implementation of cultural priorities is primarily led by the Culture Department.

CULTURE DEPARTMENT

- Cultural Development & Capacity
- Promote Cultural Participation
- Public Art Plan
- Cultural Tourism

VARLEY ART GALLERY

- Exhibitions
 - Public Programming
 - Courses
 - Art Collection
 - Conservation
- McKay Arts Centre

MARKHAM MUSEUM

- Exhibitions
- Public Programming
- Education Courses
- Museum Collections
- Conservation
- Rentals

FLATO MARKHAM THEATRE

- Education Programming
- Public Programming
- Professional Performances
- Rentals

Next Steps

- Council approval December 18, 2012.
- Community outreach to inform the implementation plan Feb to April 2013.
- Report to Council May 2013 on the implementation plan.
- Launch of the Cultural Plan and celebration - date to be determined.

