



CITY OF MARKHAM CULTURE POLICY & PLAN 2012

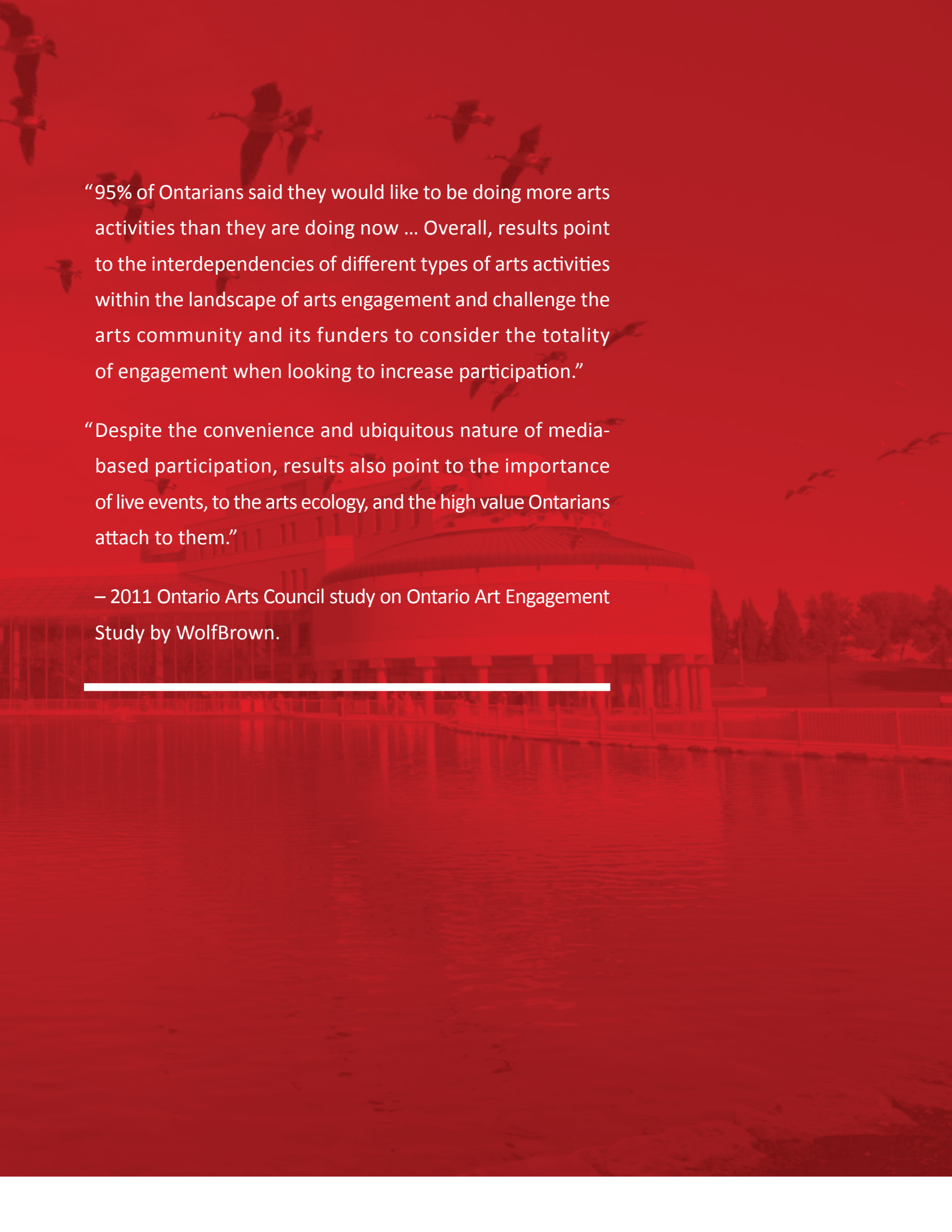


*Approved by the City of Markham Council
December 2012*

The City of Markham has embarked on creating a vision for culture as an integral part of the community, a way to celebrate local diversity, and to contribute to the City's economic strength. In recognition of the contribution that culture makes to Markham, and the potential for a "creative Markham", the approach to cultural planning has become more rigorous. Recent initiatives include the creation of a Culture Department in 2007 and completion of a Cultural Mapping Project in 2008. The Culture Plan was initiated in 2010 as a recommendation in the City's Integrated Leisure Master Plan. This plan is intended to be a strategic document for the City and its partners. Its purpose is to identify a vision for culture in Markham, to identify strategies and priorities to strengthen local arts, culture and heritage sectors, and to integrate cultural planning in municipal processes.



City of Markham Civic Centre



“95% of Ontarians said they would like to be doing more arts activities than they are doing now ... Overall, results point to the interdependencies of different types of arts activities within the landscape of arts engagement and challenge the arts community and its funders to consider the totality of engagement when looking to increase participation.”

“Despite the convenience and ubiquitous nature of media-based participation, results also point to the importance of live events, to the arts ecology, and the high value Ontarians attach to them.”

– 2011 Ontario Arts Council study on Ontario Art Engagement Study by WolfBrown.

ACKNOWLEDGEMENTS

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Carolina Moretti – Ward Councillor

City of Markham Staff

Carrie Colangelo, Culture Coordinator

Biju Karumanchurv – Senior Development Manager

Eric Larivière, Theatre Manager – Markham Theatre

Cathy Molloy, Museum Manager – Markham Museum

Francine Périnet, Gallery Manager – Varley Art Gallery

John Ryerson, Director of Culture

CITY OF MARKHAM CROSS COMMISSION PARTICIPATION

Catherine Biss – Chief Executive Officer - Markham Public Library

Stephen Chait – Director of Economic Development

Mary Creighton – Director of Recreation Services

Christina Kakaflikas – Manager, Special Projects

Teema Kanji – Senior Project Coordinator

Rino Mostacci – Director Planning and Urban Design

Graham Seaman – Sustainability Lead & Manager of Climate Change & Energy

With special assistance from York University, Ryerson University, Centennial College, and Seneca

College post grad students: Evan Perlman, William Sturm, Jennifer Wardle, Michael Hayek

Michele Anderson, Jessie Auspitz

Special thanks to Helen Argiro, Markham Arts Council

CONSULTANTS

Decode Inc.

Canadian Urban Institute

Carrie Brooks-Joiner and Associates

George Brown College

Markham Arts Council

E.R.A. Architects Inc.

Practical Management

City of Markham
Culture Department
101 Town Centre Blvd
City of Markham, ON L3R 9W3
905-477-7000
www.markham.ca

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Xiaojing Yan, Bridge, 2009, Chinese Ceramic Spoons, image courtesy of the artist

EXECUTIVE SUMMARY



A CREATIVE MARKHAM FOR ALL

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

MARKHAM CULTURE PLAN: AT A GLANCE



Defining Markham's Identity through Arts & Culture



Generating Ideas & Innovation in Markham



Connecting Markham's Communities through Cultural Activities



Building a Cultural Foundation for Lifelong Learning in Markham



Using Arts & Culture to Create Economic Growth



Partnering to Build a Strong Cultural Core for Markham



WHAT

A Creative Markham for All.

WHERE

In our cultural venues the Flato Markham Theatre, Varley Art Gallery and the Markham Museum; in the network of local libraries and community centres; in shared public spaces like our green spaces and streetscapes; and in cultural spaces yet to be established.

WHY

Because culture defines Markham's identity, connects its people, generates local ideas and innovation, fosters lifelong learning and fuels its creative economy.

WHEN

Through a 10 year action plan.

WHO

Under the direction of Council, the Culture Department will lead departments, residents and visitors, and private business in advancing A Creative Markham for All.

HOW

Strategic partnerships and investments between city, people and business that build on existing cultural assets to layer and enrich Markham's cultural landscape.



The City of Markham's cultural mandate is to enhance and promote artistic and cultural expressions, to share diverse experiences and to engage people through culture.



"In my former role as the Minister of Culture for Ontario I concluded that arts and culture are what define world class cities. Markham has been a leader in many areas—technology, environment, development and culture. I commend Mayor Frank Scarpitti and Markham Council for their vision in creating this review. I also thank the members of the committee for their commitment and contribution to future of arts and culture to our community."
– David Tsubouchi, Chair Building a Creative Markham Advisory Committee

A CREATIVE MARKHAM FOR ALL

As one of Canada's newest cities, Markham is currently in a position to set the course for the role that culture will play in the definition of its future identity. With a diverse history that includes agriculture, industry and the emergence of the North American "commuter city" model, the City of Markham is now a city that sees as many commuters come into the city to live, work and play as there are people commuting elsewhere. In many ways Markham is a microcosm of Canada itself, with a mosaic of different groups coming together to celebrate and embrace both traditional and new cultural activities. It is a community that cherishes its past and present and embraces the future.

A CREATIVE MARKHAM FOR ALL

- A city where creative expression is valued, welcomed 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 neighborhoods 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 has already created a series of places and programming that support the cultural activities of its residents and visitors. Markham's cultural venues the Flato Markham Theatre, Varley Art Gallery and Markham Museum as well as the network of Community Centres, Historic Districts, Libraries and Green Spaces form a strong foundation on which many layers of cultural programming and activities take place. As we move forward into the City of Markham's future, there is an opportunity to enrich and enliven this with new programs, partnerships and venues for a rich, robust and sustainable cultural core that the people of Markham deserve.



"Our culture embodies the sense we make of our lives: it is built on the values we share and the ways we come to terms with our differences; it deals with what matters to people and communities: relationships, memories, experiences, identities, backgrounds, hopes and dreams in all their diversity. And most of all, our culture expresses our visions of the future: what it is we want to pass on to future generations."

Our culture connects our present with the pasts and with the future we imagine. It is with culture that we make connections, the networks, the meanings and values, and of friendship and interest, that hold us together in time, in place and in society.

Our culture is the expression of ... our desires to be creative."

Source: Jon Hawkes Heritage and Culture 15/5/04 Presentation to Heritage Monthly Ballarat <http://community.culturaldevelopment.net.au/Downloads/HeritageCulture.pdf>



Skating at the Arthur Erickson designed Civic Centre designated under the Ontario Heritage Act in 2012



CULTURE

In this document, 'culture' is defined as the arts and heritage resources, activities, and forms of expression as practiced and preserved in a community to reflect the beliefs, experiences and creative aspirations of its people.

(source: Creative City Network of Canada)

CULTURAL PLANNING

A municipal government-led process approved by Council, for identifying and leveraging a community's cultural resources, strengthening the management of those resources, and integrating those cultural resources across all facets of local government planning and decision-making. (Province of Ontario)

The City of Markham has embarked on creating a vision for culture as an integral part of the community, a way to celebrate local diversity, and to contribute to the City's economic strength. In recognition of the contribution that culture makes to Markham, and the potential for a "creative Markham", the approach to cultural planning has become more rigorous. Recent initiatives include the creation of a Culture Department in 2007 and completion of a Cultural Mapping Project in 2008. The Culture Plan was initiated in 2010 as a recommendation in the City's Integrated Leisure Master Plan. This plan is intended to be a strategic document for the City and its partners, and its purpose is to identify a vision for culture in Markham and to identify strategies and priorities to strengthen local arts, culture and heritage sectors and to integrate cultural planning in municipal processes.

FRAMEWORK

The framework for the Culture Plan was developed through consultations with the public and through the dedicated efforts of municipal staff and community leaders from Markham's business, educational and cultural sectors. The result is the identification of 5 cultural principles for Markham, and strategic directions that build on each of them to build a creative Markham for all.

FIVE CULTURAL PRINCIPLES FOR MARKHAM

- 1 Arts and culture play a major role in defining Markham
- 2 Artists and creators generate ideas and innovation
- 3 Culture connects people, ideas and community
- 4 Arts and culture contribute to lifelong learning
- 5 The arts and creative industries are important to economic growth

STRATEGIC DIRECTIONS FOR CULTURE IN MARKHAM

Building on the principles, the Culture Plan for the City of Markham is made up of strategic directions that address each of these five core principles and adds a critical sixth strategy: partnership. Each strategy includes an analysis of the current context, a vision for the future and actions for achieving the overarching goal of building a better Markham.



"I would like to see Markham embrace more celebrated traditions, for example, a city-wide cultural festival featuring all the diverse backgrounds our city has to offer. This could feature foods, iconic products, and fashions from all across the world. While keeping old traditions, this event will also create a 'mosaic culture'. I think Markham is already one of the most culturally vibrant communities in Canada, if not the world!"

– Victoria Chok, Founder of Markham Getting Together, formerly known as Markham's Got Talent





A CULTURAL POLICY FOR THE CITY OF MARKHAM

The Purpose of this Policy is to:

- *Articulate a long-term vision for Markham as a creative city.*
- *Describe the role for the municipality in nurturing and facilitating cultural activity, capacity and participation.*

Culture is a vital part of a vibrant and livable 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, livable 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.

- | | | | | | | |
|-----------|-------------|-------------|----------------------|--------------------|----------------------------------|--------------------------|
| • Gallery | • Museum | • Heritage | • Cultural Sharing | • Creative Sharing | • Increased Livability | • Global Competitiveness |
| • Theatre | • Festivals | • Libraries | • Community Identity | | • Creative Community | |
| | | | | | • Social and Economic Prosperity | |

CITY'S CULTURAL ASSETS

PLACEMAKING

BETTER OUTCOMES

THE CITY OF MARKHAM'S CULTURAL OBJECTIVES

- Provide a long-term vision, policy framework, and strategy for Markham as a creative city.
- Nurture, amplify and sustain the vital connections that culture has with the city's economic health, social vitality and quality of life.
- Effectively integrate culture and cultural assets throughout a broad range of planning and decision-making processes with our municipality.



Markham Museum "Favourite Things" Exhibition



Unionville Main Street

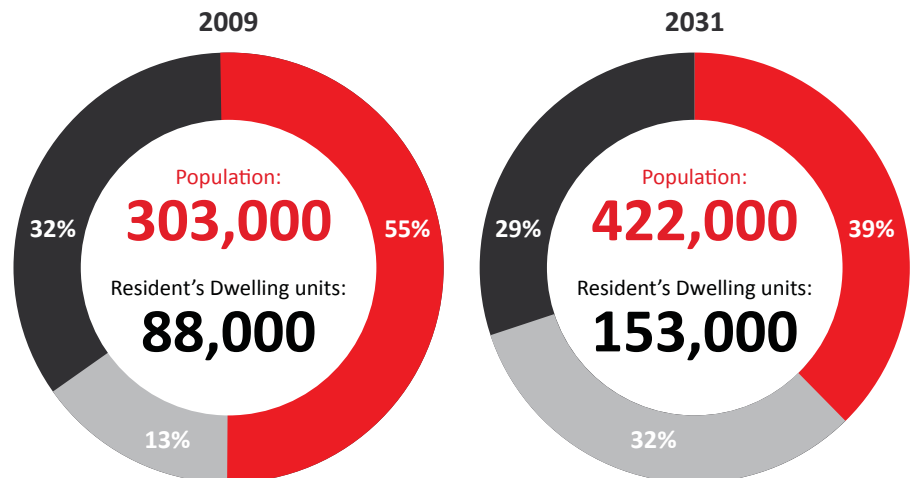
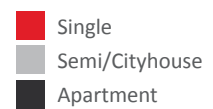
CONTEXT



In 2007, the City of Markham embarked on six strategies to manage and enhance growth called Building Markham's Future Together (BMFT). One of these strategies called for the development of a leisure master plan. The Culture Plan for the City of Markham falls under the umbrella of this Integrated Leisure Master Plan (ILMP) approved by Council in 2010.

MARKHAM'S GROWTH FORECASTS

50% OF THE GROWTH WILL BE IN
HIGHER DENSITY BUILDINGS

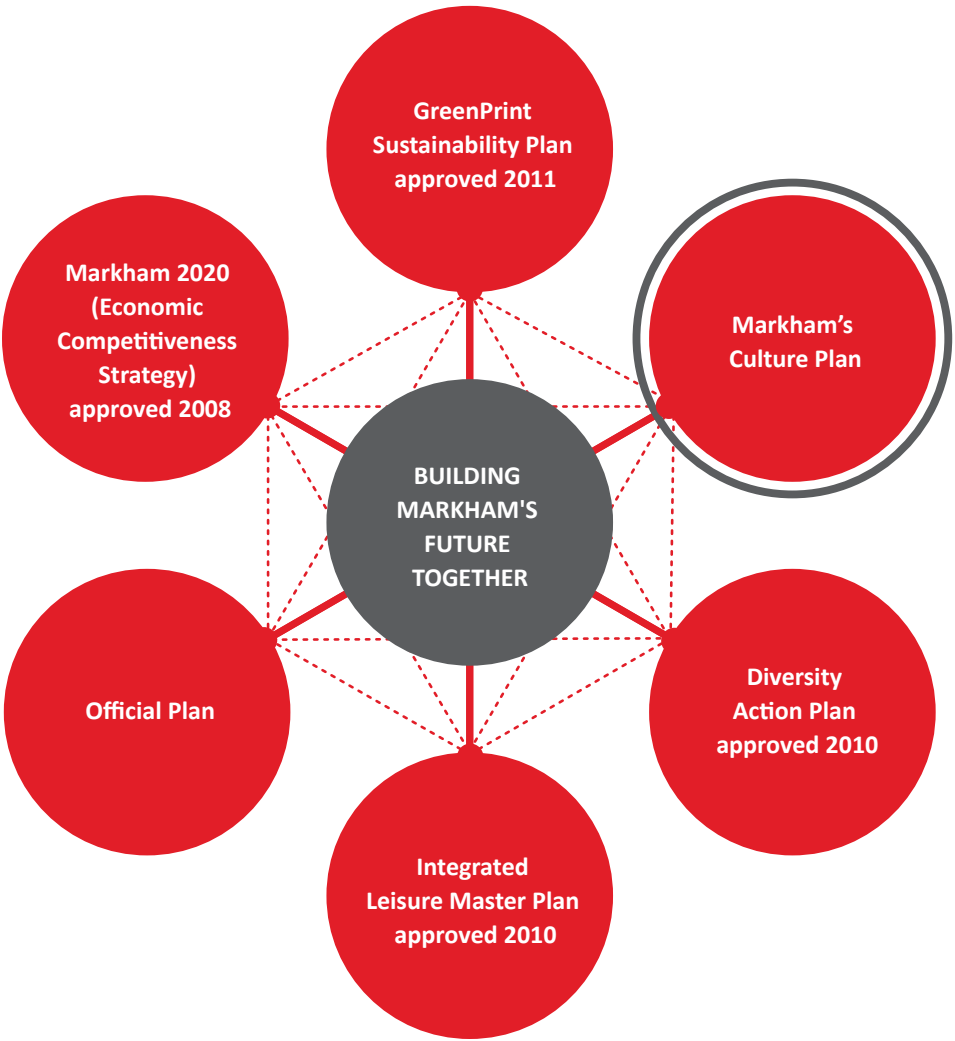


Highway 7 Photo Credit: Michelle Hotchin



PLANNING CONTEXT

The development of the Culture Plan for the City of Markham is in the context of a framework of existing planning and policy. These plans are intended to inform and support each other, working together to build Markham's future together.





DANCING DRAGON FESTIVAL 2012

In 2012 Markham set a record for the world's longest dancing dragon. The dragon that stretched approximately 5.2km was a gift from the mayor of Zhongshan, birthplace of modern China and a gesture of friendship. It required over 6000 people to make the dragon come alive, and according to the tradition of the dancing dragon, the longer the dragon the greater the luck for the area.



SUPPORTING POLICIES:

PUBLIC ART POLICY APPROVED MAY 2012

The Culture Department is responsible for the implementation of the public art program for Markham. In 2012 Council approved a Public Art Policy for municipal and private sector projects. A public art policy is a key component to the uniqueness and identity of Markham. It demonstrates the character of Markham's communities and neighborhoods; it contributes to placemaking, enhances gateways into neighborhoods and it engages the public in thought and discourse. By enhancing the quality of life the Public Art Policy it contributes to attracting people and businesses to Markham.

PUBLIC REALM POLICY

The "Public Realm" is defined as all privately or publicly owned spaces, indoors and outdoors, which are generally accessible, either visually or physically, to the public free of charge. Also referred to as public places or the public domain; the Public Realm can be defined as a social space, a forum for discussion, a place to reach consensus. In 2012/13 Markham is undertaking the development of a Public Realm Policy led by the Operations Department with support from the Culture and Urban Design Departments.





MARKHAM: A CITY OF CULTURE



“Heritage is important for place-making and its potential use for culture”.

– Barry Nelson, Heritage Committee

Cultural mapping has become an accepted industry standard planning tool for municipalities. The Province of Ontario has moved to embrace a Cultural Resource Framework that establishes a consistent set of categories of cultural resources for the purpose of municipal cultural planning in Ontario.

Markham’s large high technology sector (over 900 companies) gives us a broader range of creative industries than most cities. Creative industries from art galleries to graphic design work are involved in the creative process. Retail is not included. Markham is also one of the hot spots for creative industries in the GTA. It reflects the kind of economy that is both connected to the world and growing because it is built on the capacity to create. Creative industries represent 499 companies in Markham. The cultural mapping for Markham is dynamic and will evolve as Markham grows. Cultural mapping relies on people and companies self identifying and updating their specific information. The map data is available on the City web site and will be updated annually by the City.

There are 111 cultural and civic organizations that present or use cultural programs and 133 people individually working in cultural jobs e.g. artists, writers, musicians. When combined with creative industries this represents employment for over 12,000 people.

33% of Markham is a protected greenway system, there are 24 city-owned heritage structures, 4 heritage districts, 4 heritage plaques, 37 historic cemeteries and 1613 privately owned heritage sites (not shown).

For statistical numbers and categories see appendix 6.



CREATIVE INDUSTRIES

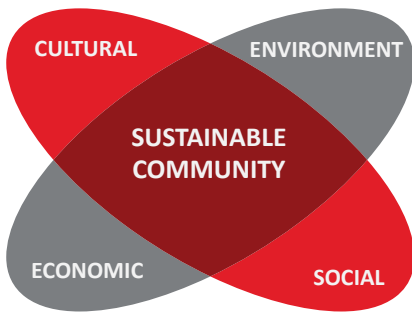


CULTURAL OCCUPATIONS



ART POINTS





FOUR PILLARS

Canadian municipalities recognize that economic prosperity, social equity and environmental responsibility are pillars in creating sustainable, livable communities. Cultural vitality is now considered by many to be an essential fourth pillar. It is the connections between these pillars that make a vital and sustainable community. Integrated cultural planning is the best practice to build Markham's financial future. People want to live and work in communities that provide a means of exploring individual cultural identity and achieving greater wellbeing.

ROLE OF THE MUNICIPALITY

The City of Markham actively assumes a role in fostering a vibrant creative community. It nurtures and facilitates cultural activity and capacity in the community and provides municipal cultural services. Markham manages cultural assets and provides cultural programs to its residents through the Flato Markham Theatre, Markham Museum and The Varley Art Gallery, along with long-standing civic events such as Canada Day Celebrations and the RBC Milliken Children's Festival. The City also actively supports numerous major festivals and events through Celebrate Markham grants and services provided to those events.

Through community based cultural development the City of Markham meets its Cultural Objectives by:

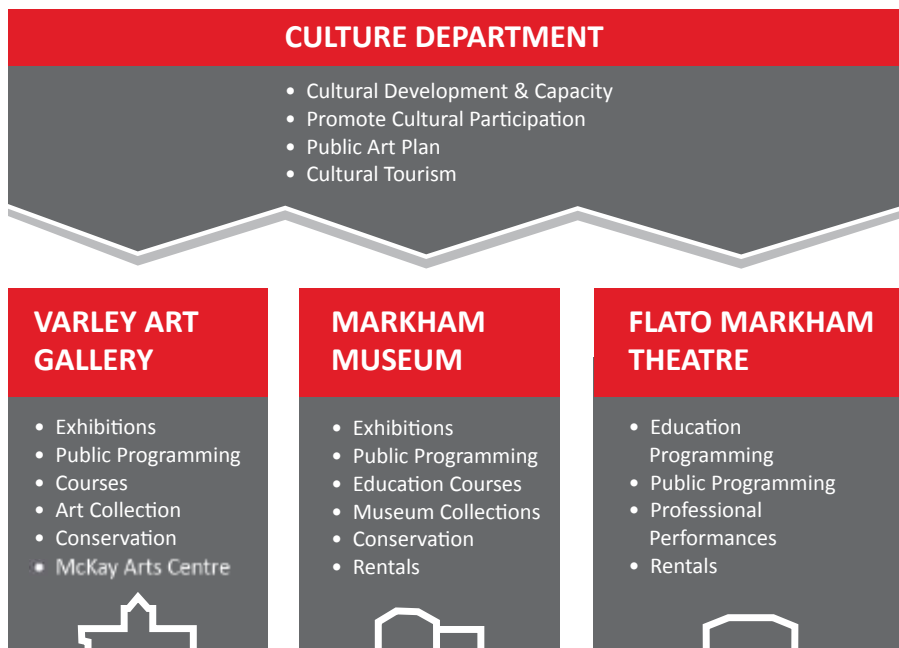
- Helping others to build their capacity for growth and continuity
- Facilitating citizen engagement and inclusive participation in cultural activity and expression
- Catalyzing creative expression
- Stimulating and participating in a creative economy

Markham Museum



ROLE OF THE CULTURE DEPARTMENT

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



Its role is to:

- Deliver cultural services through the three facilities: Markham Museum, Flato Markham Theatre and The Varley Art Gallery, and in collaboration with community resources and organizations such as the Markham Arts Council
- Provide advice and training in governance, promotion and program development
- Assist in the capacity building of organizations
- Foster and encourage development of the Markham Arts Council
- Foster a supportive environment for collaboration and partnership
- Be current to best practices in cultural service delivery
- Promote cultural learning and creative skills development
- Promote and encourage participation in cultural activity
- Foster an environment for professional cultural development



CULTURE DEPARTMENT OBJECTIVES

- *To encourage, promote and maintain the development of cultural expression in Markham at the amateur, emerging and professional levels*
- *To encourage participation in cultural activities by all citizens*
- *To provide, facilitate and maintain appropriate conditions in which culture can thrive and prosper*
- *To celebrate the community's cultural identity*

APPROACH

PROCESS OF MAKING A 'CREATIVE MARKHAM'

Creation of a Culture Department (2007)

Cultural Mapping Project (2008)

Community Consultation (2010/11)

- ILMP, Greenprint, Diversity Action Plan
- Survey, interview
- Field trips

Culture Plan Development (2011)

- Policy (vision, mandate, and principles)
- Strategic directions, actions, measurement and funding
- Research

Extensive consultations were undertaken for the Integrated Leisure Master Plan (ILMP). Consultations with specific clients of the Flato Markham Theatre, the Markham Museum and the Varley Art Gallery are built into the strategic planning process.

Research on cultural planning encompassed:

- Reviewing cultural plans and literature
- Creative City conferences
- Site visits to community centres and creative hubs
- Review of recent studies on the cultural sector
- Undertaking the IIFA Markham 2011
- Workshops on creative hubs
- Community Consultation

COMMUNITY
MAPPING

COMMUNITY
CONSULTATION

PLAN
DEVELOPMENT

The Plan was developed through a series of steps that include:

- Community Mapping, 2008
- Community Consultation, 2010/11
- Plan Development, 2011

The Plan's framework consists of:

- Policy (vision, mandate, and principles)
- Strategic Directions
- Actions
- Measurement and Enabling Funding tools

Flato Markham Theatre Performance of Swan Lake by Ballet Jörgen Canada



IMPLEMENTATION

The City of Markham's cultural policy and plan are in alignment with municipal priorities and planning and is to be implemented through a 10 year action plan with broad community participation.



The International Indian Film Academy (IIFA) Bollywood awards, opportunity allowed Markham to be part of the first IIFA awards event in North America. The Province provided funding and Markham—through the Culture Department and a committee of dedicated individuals and Councillors—delivered 12 events throughout the community.

The outcomes of IIFA were:

- Significant boost in community engagement with a large number of residents
- Many new performing arts connections
- New business connections
- Initiation of a new South Asian festival that has become an annual event
- Surveying indicated strong support for festivals



IIFA Team with Shiamak Dancers



IIFA BUZZ

In June 2011, Markham was host to Indian International Film Academy Buzz Events. IIFA Markham Buzz Events were part of the International Indian Film Academy (IIFA) North American premier in Ontario, Canada, featuring Bollywood entertainment, open-air film screenings, community events and more.



MARKHAM SOUTH ASIAN FESTIVAL

Starting as a buzz event for the India International Film Awards in 2011, this festival has evolved in to a full blown celebration and annual event designed to enthrall the residents of the City of Markham and the Greater Toronto Area. It showcases South Asian music, dance, literature, cinema, arts, food, clothes and history through various entertainment and cultural exchanges.



STRATEGIES



Canada Day Celebrations, Milne Park

The vision of a creative Markham for all will be achieved through the Culture Plan's six strategies that form the road map to Markham's creative future to 2022.

- 1 Defining Markham's Identity through Arts & Culture
- 2 Generating Ideas & Innovation in Markham
- 3 Connecting Markham's Communities through Cultural Activities
- 4 Building a Cultural Foundation for Lifelong Learning in Markham
- 5 Using Arts & Culture to Create Economic Growth
- 6 Partnering to Build a Strong Cultural Core for Markham





DEFINING MARKHAM'S IDENTITY THROUGH ARTS & CULTURE

World class cities are defined by their cultural institutions and organizations; they allow the city to project its image out to the world. It is almost impossible to think of a major city without thinking of its cultural icons and institutions and its reputation as a place of culture. Today, cities are competing globally to attract the brightest and best. We know from Richard Florida and more recent “gurus” of the new economy that a city with a vibrant cultural identity appeals to the kind of creative workers that contribute to economic growth. Cities undertake cultural planning to grow and build on their cultural assets to create a unique identity for themselves that will ensure a thriving and prosperous long-term future for their community.

AT THE NEIGHBOURHOOD LEVEL

Neighbourhoods are where culture lives on a daily basis through art classes, dance and music lessons, and street events. The Flato Markham Theatre, Markham Museum, the Varley Gallery and our Community Centres and Libraries are focal points in their neighborhoods for cultural activity. Festivals, public art projects and community bake ovens are some of the other ways that culture brings people together and defines a neighbourhood. Cultural businesses, often operated out of home offices or live/work spaces, also add to the positive mix of neighbourhood activities.

These localized community activities are supported by the urban fabric within which they exist. The design of these spaces is one of the most visible cultural expressions of a city. Canadian cities are built on the fusion of cultural traditions that define us as a country, and can be seen in the built architecture and landscapes themselves, as well as through public art. This value is reflected in our treatment of the public spaces in our care.



“A Creative Markham where innovation, technology, cultural diversity and the arts fuel successful enterprises.”
– Markham’s Economic Strategy Vision, from Markham 2020



“Like to see more inclusive events in public places like the Civic Centre. Events are an important way for getting more integration and cultural sharing.”
– Naushad Hirji, Chair SSN

Main Street Unionville, Photo Credit: Michelle Hotchin





“Need places to hang out in the evenings that are accessible to us.”
– Mayor's Youth Task force



MARKHAM EXPO

2012 marked the first annual Markham Expo; a two-day festival created for youth by youth. Held at the Markham Civic Centre, this festival includes stunning competitions, delicious food, sport intramurals, cars on display, inflatables, outdoor dances, interactive games, special guests and spectacular prizes.

MARKHAM
EXPO



Markham Expo Dance Competition
Photo Credit: Jerry Ding



MY Community is an initiative to bring together youth to connect with nature. Many youth in Markham live in urban and suburban communities and rarely venture into the amazing natural resources that surround them. The program takes advantage of the Rouge Valley nature preserve and features several events each year that bring young people into direct contact with the natural environment, cultivating an increased sense of ownership for the Rouge by conducting camping excursions, day trips and educational experiences in the valley. This program is supported by the Markham Museum.



Markham Museum: MY Community

WHERE WE ARE

Clustering of creative activity creates a focal point for the cultural brand of a city. Our cultural attractions such as the Flato Markham Theatre, Markham Museum and The Varley Art Gallery; public art and heritage assets; Main Streets and old Thornhill are the most prominent cultural identifiers of our place called Markham. They are all leading drivers of tourist visitation and significant contributors to the City in attracting talent and investment.

Markham's public art program, launched in spring 2012, will define our places, neighborhoods, gateways and the City as a whole.

MAIN STREETS CLUSTERING

■ Designated heritage buildings ■ Cultural spaces or businesses, entertainment

Unionville



Markham



Thornhill (Colborne/Yonge)



Neighbourhood

Markham's neighbourhoods are a treasured resource. It is in neighbourhoods that citizens live, work and play. As our neighbourhoods have grown and adapted to change over the last decade, they are developing their own uniqueness within the City and Region. The growth in ratepayer groups is one indicator of the "maturing" of neighborhoods.

Parks are well distributed throughout Markham and are frequently designed to award winning standards. However, other than sports fields, there is a lack of organized public programming in parks. A recent success story with respect to new programming happened in June 2011 at Featherstone Park and is now an annual event. The 2012 "Markham South Asian Festival" drew over 2,500 people almost entirely from the neighborhoods and was very highly received by the attendees according to a survey conducted. The City supports and encourages numerous neighbourhood festivals with services such as road closures, waste collection and recycling.

Our heritage assets provide many opportunities for building the identity (place-making) of neighbourhoods. Buildings like the Stiver Mill and Heintzman House are landmarks in their neighborhoods. Cemeteries are frequently overlooked in urban planning as cultural spaces; they fill a role in an increasingly urban landscape as spaces for quiet contemplation and cultural memory.

Cemeteries also contain cultural landmarks, such as the burial site of Colonel Button, who organized the first cavalry regiment in Ontario (1810). He is buried on Woodbine Ave in the Buttonville heritage district. The regiment he founded eventually became the Governor General's Horse Guard.



UNIONVILLE FESTIVAL

Established over 40 years ago to protect the village heritage, the Unionville Festival has become a major annual event in Markham that attracts thousands of visitors each year. The festival takes place on the first weekend of June each year and includes entertainment for all ages including live music, festival parade, food and craft vendors, art and more.



Unionville Festival 2012
Photo Credit: Jen 44



MARKHAM JAZZ FESTIVAL

The Markham Jazz Festival was initiated in 1998. For the past 15 years, the Markham Jazz Festival has presented diverse and eclectic jazz performers drawn from the cream of the crop of Canadian jazz artists, and also from a wide variety of other countries, including the U.S.A. and Cuba. The Festival's repertoire spans a variety of genres, including traditional, swing, Latin, fusion, world, Dixieland and contemporary jazz, and it has garnered a reputation as one of the finer community jazz Festivals in Canada.

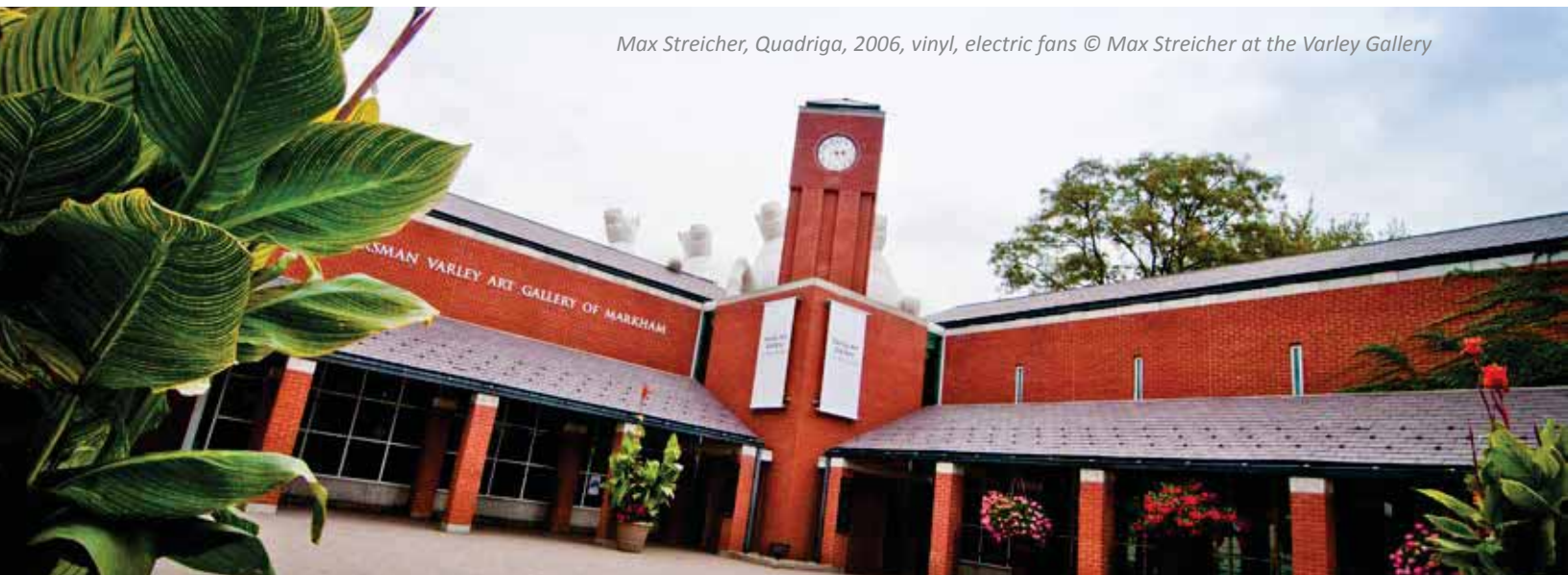


Heintzman House

New Development

Markham adopted new urbanism in the early 1990's and created award-winning neighborhoods like Cornell. Markham's new official plan governing the built form of Markham for the next 20 years is expected to be completed in early 2013 after public consultation, and will address the changes inherent in a new built form largely created by intensification. Approximately 25% of a typical city is made up of public realm. How the public realm fits into the City vision and plan is critical to how Markham will be defined.

New regional scale developments of Downtown Markham and Langstaff Gateway will also have a significant impact on defining Markham. Downtown Markham is expected to include 3,900 new residential units and 33,000 square metres of retail space. The Langstaff project will include over 15,000 dwelling units and create over 9,500 jobs. Markham's 'brand' will be significantly impacted by how these developers chose to embrace cultural spaces and inspired design.



Max Streicher, Quadriga, 2006, vinyl, electric fans © Max Streicher at the Varley Gallery

VISION FOR THE FUTURE

Markham has a unique opportunity to capitalize on its reputation as Canada's most diverse city, adopting a creative identity and positioning itself on the global stage. This can be achieved by framing ourselves as a creative city that welcomes and facilitates the work of artists, creative industries, institutions, communities and neighbourhoods. Markham's cultural reputation will extend across Canada and reach into Asia and Europe, and Markham will be known as a place where creativity is supported, encouraged and celebrated.

A Creative Markham for All

Markham is a creative city where artists, creative industries, institutions, communities and neighbourhoods work together. It is a city engaged in a dynamic conversation and exploration of cultural opportunity, and its success is secured by its ability to attract creative workers, entrepreneurs and investment. Connections to the world are actively encouraged, and people live and work here because they:

- Are aware of opportunity to learn about the evolving history and heritage resources that contributed to building and defining Markham
- Feel there are inclusive and welcoming opportunities to come together to celebrate and share their cultural experiences
- See a built form that reflects their aspirations
- Have identifiable and engaged neighborhoods
- Can participate in cultural activity

The reputation of Markham's cultural institutions extends beyond Canada. Our two Main Streets are vibrant local economic zones attracting more visitors from across the Greater Toronto Area (GTA).

Markham has new areas of cultural activity through the city's advocacy and vision for new development areas and the revitalization of older commercial districts that will contribute to the uniqueness of Markham.

HOW WE WILL GET THERE

We will build capacity at our three cultural venues to research and present new Canadian content and project that content nationally and to the world. With capacity we will build on our leadership for innovation and program quality.

We will use integrated cultural planning to leverage our heritage and historical assets for placemaking and to ensure residents and visitors are aware of those assets and what they represent to Markham's heritage.

We will support neighbourhoods to develop their own cultural identity by working with neighborhood organizations to animate parks and encouraging new local initiatives and activities that make neighbourhood cultures a central facet of Markham's cultural life.

We will assess opportunities for new cultural spaces and creative clustering across Markham by looking at use of heritage buildings, new developments, revitalization of strip malls, old big box stores and use of schools to provide a matrix of cultural spaces across Markham.

We will support greater density of creative workers, cultural and entertainment activity through a regulatory environment that is supportive of building creative clusters and attracting cultural workers.

We will encourage and celebrate good design.



"Markham's dancing community is increasing as high schools start forming their own dance clubs and youths start forming their own dance crews and audition for performance. A community dance studio is perfect for those who are truly dedicated."
– Marck Mercado



"Informal places for culture to happen. Parks for music and entertainment that are frequently available locally."
– Adam Birrell

ACTIONS

Public Spaces

- 1 Work with the community to facilitate cultural activity in public spaces .
- 2 Complete a public realm policy for Markham in 2013.
- 3 Implement the Public Art Program and annual plans to bring art into places where people live, work and come together.
- 4 Include heritage cemeteries in the planning of open spaces for heritage interpretation as well as places for contemplation in the urban environment.
- 5 Improve street connectivity and visibility of public spaces such as the Civic Centre, Art Gallery and Museum to increase local awareness of these public spaces.

Creative Clusters

- 6 Develop a strategy for encouraging concentrations of culture and entertainment in Markham such as Unionville and Markham Main Streets and new regional development areas.
- 7 Explore ways to link Unionville heritage district and the new Markham 2012 PanAm Pan Para Games site as a part of a Unionville creative cluster, for example through a bicycle share program.

Adaptive Reuse

- 8 Coordinate with School boards for greater community use of schools as cultural spaces for neighbourhood cultural infrastructure and programming.
- 9 Seek cultural opportunities for the re-use and renewal of heritage properties in City of Markham ownership (ILMP 186) at no or low operating cost.
 - Stiver Mill
 - Daniel Fairty House
 - Raymer Wambolt House

Design

- 10 Encourage design excellence in architecture through the Official Plan by establishing design review panels.
- 11 Include references to the Cultural Plan and Public Realm in the Official Plan and as part of creative city vision to advance Markham's cultural identity.



GENERATING IDEAS & INNOVATION IN MARKHAM

Markham's cultural venues play an essential role with artists and creators generating innovation and ideas through their research and contribution to public program and content development. Cities recognize the role they have in creating an environment for integrating and attracting creative people to achieve a vibrant creative economy. Building on the pillars of a sustainable city as outlined in Markham's Green Print Plan, creative processes touch social, education, economic, health and culturally vibrant components.

Sometimes new ways of seeing problems and solutions come from having time to think, contemplate or refresh. Who hasn't stepped out of the "rat race" to sit by a fountain, visit a gallery, listen to a piece of music, or watch a movie to refocus their thoughts and ideas? Cultural spaces create that "space" to think.

There is also significant anecdotal evidence of the importance of acquiring creative skills in the development of many Canadian leaders. For example:

- Bank of China President in Canada is a painter
- Seneca VP Research worked in music and music business
- Partner at Miller Thomson played music

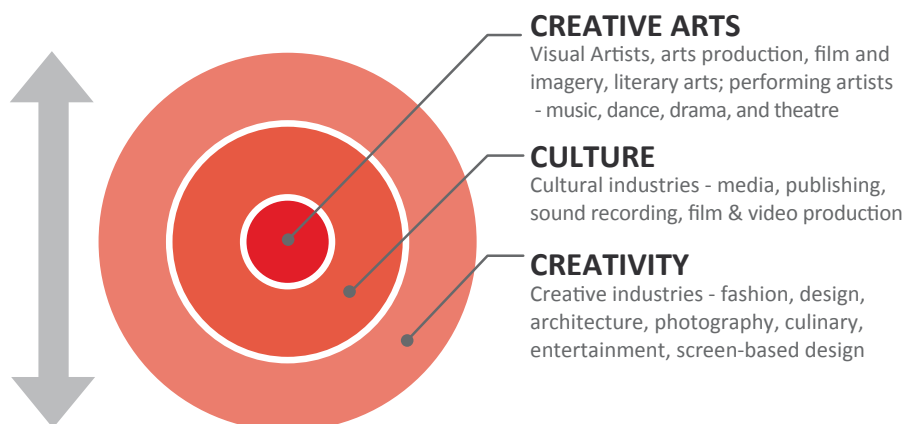


"Markham lacks a cultural hub. Also there is a growing population of young professionals but there is no entertainment district where young people could congregate. It's hard to find out what's going on."

*– Power Unit Youth Organization
Board of Directors (producers of
Night It Up! Night Market)*



FLOW OF PEOPLE AND IDEAS



Adapted from David Throsby



WHAT IS A SOCIAL ENTERPRISE?

"Social enterprises are businesses operated by non-profits with the dual purpose of generating income by selling a product or service in the marketplace and creating a social, environmental or cultural value. ..."

Source:

Enterprising Non-profits - ENP website

Creative workers such as writers, graphic artists, screen based and fashion designers are the basis for the new knowledge economy.

Creativity starts in childhood and needs to be nurtured to produce adults that can embrace change with new ways of seeing and experiencing the world. Creativity thrives when:

- The school, community and workplace put value on creativity
- There are multiple opportunities to share experiences
- There are abundant places and options for acquiring and enhancing skills
- There are places for creative incubation to take place



Markham Convergence Centre

In addition to creative clusters, hubs for innovation or centres of innovation are key places for creative processes. Hubs can be public, private or community-based with components of each. More recently, hubs for social enterprises are growing in larger urban areas.

Hubs for innovation are a key tool being embraced by cities. These hubs can respond to the opportunities of a changing workforce, built form and need for continuous learning. The city taps into its talent with individual mentoring and skills development. Successful hubs have strong networks, are cross-disciplinary with flexible, adaptive spaces.



Creativity in a Post Recession Economy

"The schemes for creativity and innovation must now, in the light of global recession, be rooted in the animation of civic imagination, not merely in the notion that clever ideas will attract money. We must be devoted to an ethic of creativity that creates a larger ethic, one that generates civic care by the exercise of imagination."

"We are not concerned now with revitalizing downtown—we are concerned with the survival of city spirit by programs that address the designer and the plumber, the industrialist, the CEO and the courier. Creativity is the demonstration that shows every citizen to be an artist. When that dignity is found and enjoyed, a city will not fail to prosper as an economy, because it is a caring place."

Source: Keynote for the Creative Cities Summit – Detroit, Michigan. October 2008 Pier Giorgio Di Cicco, Principal, Municipal Mind, Poet Laureate of Toronto, Curator – The Toronto Museum Project



HUB EXAMPLES:

JAM SPACE, WINDSOR

"Jam Space is a privately owned business in Windsor. Jam Space is a 4800 square foot facility with three premium practice rooms and a recording studio. Practice rooms (approximately: 15'x 24') are equipped with PA systems so musicians can just come in and play. Each room offers comfortable lounge space for breaks or if musicians just want to hang out and write songs.

Jam Space is not just for professional musicians. It is for anyone who feels passion for music and wants to express themselves."

Source: <http://www.jamspacewindsor.com/>

C2 CREATIVE, HOUSTON

"C2 Creative is a nonprofit organization that provides creative startups, groups, individuals and professionals with the education, guidance and resources needed for a successful launch.

WHY: We formed C2 Creative to nurture creativity in a society and economy that truly needs ideas and imagination to thrive. We believe that creative professionals and entrepreneurs of all stripes—as well as the ecosystems they live and work in—need to understand the value of what they provide, and be able to make a sustainable living doing it. For this reason, C2 tailors programs to give creatives the tools they need to launch creative businesses or socially inspired enterprises, and guide their progress towards growing success.

WHAT: Through a six-month residency program, C2 Creative provides:

- Dedicated work space
- Collaborative meeting rooms
- Education and workshops
- Mentorship and startup consulting
- Operational guidance and resources
- Access to an active support community"

Source: <http://c2creative.org/>

CULTURE AND COMMUNITY

Cultural, social and health sectors have a long history of innovation in service delivery. Much of the focus is appropriately on those with highest need and lowest access. Cultural programs help cities find new ways to impact the individual outcomes of persons experiencing social and health issues. For example:

- Engaging high risk youth for constructive expression of feelings
- Engaging newcomers to share cultural heritage and experiences
- Providing clinical therapies e.g. Deaf Blind program at the Varley
- Active participation in culture contributes to mental health and skills development
- Community problem solving through creative processes



COLAB - A CHANGE LAB FOR MARKHAM

COLAB is an interdisciplinary design solutions unit for Markham conceived of by a small team of post-graduate students at the Institute without Boundaries. COLAB draws on the resources of the municipality, the dynamism of the private sector and the wisdom of the community to research, design, develop and prototype innovative solutions to 21st century urban challenges. In September, 2012 a temporary installation was set up at the Varley Art Gallery to initiate the project and engage the public, and plans are currently underway to initiate a community pilot project.



The Institute without Boundaries' COLAB Exhibit at the Varley Gallery, October 2012



Can this work in Markham?

One of the best known hub projects is the Centre for Social Innovation (CSI) on Spadina Avenue in Toronto. CSI has over 200 clients using the space with anchor tenants and the rest is “hotelling” space. Last year another CSI hub opened in an old public school funded in large measure with community bonds which are bonds sold that are RSP eligible to the community. A new hub will open in Regent Park (fall 2012) with a 10,000 sq ft space in the new cultural centre, and in 2013, a 40,000 sq ft hub in Manhattan. The strength of CSI is in a broad mix of organizations and common spaces that support learning and mentoring. CSI is investing in more training for clients in their model.

In 2011, three workshops about hubs confirmed that there is high interest in using this method to bring creative people together in mutually supportive ways.

WHERE WE ARE

Markham is the most diverse city in Canada. Diversity brings a wide range of skills, knowledge, experience and different approaches to problem solving. It contributes to the inspiration for new Canadian content, for example the 2012 Da Bao exhibition at The Varley Gallery brought together Canadian and Chinese artists on a global theme. It makes us fertile ground for innovation when combined with Markham’s high level of education.

Markham is also home to a growing and dynamic creative community and industries. Markham’s professional cultural operations and libraries are centres for the creation of knowledge. They provide places for the exploration of ideas and integrate cultural innovation into their programs and services. Some examples of these successful local initiatives include:

- The Markham Convergence Centre (MCC) is a key focus of the City of Markham’s 10-year economic strategy, Markham 2020. MCC’s vision is to co-locate several organizations in one facility to create a business eco-system with emphasis on commercializing technologies in the medical devices sector.
- South Asian Social Services Network (SSN), which delivers culturally and linguistically appropriate programs to the South Asian community in York Region, created a 3000 sq ft neighborhood hub that opened in March 2012 at Middlefield and Steeles.
- COMPASS, a community based umbrella organization focused on youth, is developing a hub model for wellness and mental health. Social integration is important to newcomer services in the COMPASS model.
- The two Welcome Centres both have space for “hotelling” (shared office space) and one has creative space for use on evenings and weekends.



Laurens Tan, *Dan Sheng (Birth) 2*, 2011, Image courtesy the artist and Tally Beck Contemporary, New York.



Xiaojing Yan, *Bridge*, 2009, Chinese ceramic spoons. Image courtesy of the artist.

VISION FOR THE FUTURE

Markham is recognized as a city of creative innovation, a city of ideas, a city that leverages the unique and authentic voices of the diverse, young and growing cultural community. As a city realizing its full creative potential, Markham's recognition as a city of innovation will come from:

- Leadership of the City's centres of innovation:
 - Markham Museum
 - Varley Art Gallery
 - Flato Markham Theatre
 - Markham Public Libraries
 - Markham Convergence Centre
- Robust networks that link people at home and abroad
- Hubs for collaborative activity across Markham in public and private places
- A workforce that increasingly relies on creativity for its employment
- Valuing different perspectives and that draw on talent with global contacts
- Community and business spaces that cluster diverse services
- Collaborations with post-secondary resources
- Growing Markham's ability to attract and keep young entrepreneurs

A community that values the knowledge and experience of its aging population e.g. encourages self employment opportunities and mentoring roles.

Zoning and permitted uses allow for live work spaces and alternate work spaces to attract and keep creative people and the creation of incubators and hubs. Potential new locations include: new developments like Buttonville; Welcome Centres; schools; recreation centres, repurposed spaces such as strip malls, and condo developments.

Markham's robust entrepreneurial environment is attracting and retaining the brightest and the best in Markham. Skills can be learned; zoning is flexible and adaptive for creative spaces and a palette of choices exist to support entrepreneurial activity through collaborations with other levels of government and the private sector.

HOW WE WILL GET THERE

We will strengthen our leadership in innovation by building on our cultural centres and libraries as anchors for incubation of new ideas and we will make that new content accessible.

The City of Markham will collaborate with our partners in the community to take actions that foster innovation. We will help build networks to support the incubation of cultural ideas and expression that draw on the global connections of Markham. We will encourage the removal of barriers to housing and workspace and identify opportunities to attract creative entrepreneurs e.g. zoning that allows for live/work spaces, and tapping into incentive programs at all levels of government and the private sector. Our technology for municipal services will meet public expectations.



Creative Communities Lead

"Throughout history, creative communities and organizations have been in the forefront of envisioning what might be, venturing beyond traditional boxes and testing boundaries. They are key elements in any measurement of the quality of life. They nourish and inspire innovation."

Source: <http://www.theglobeandmail.com/commentary/canada-must-refuel-for-cultural-creativity/article4512670/>



"Like to see community theatre spaces —low cost use and more celebration of achievements"

– Diane Kobelansky, Chair of Markham Village BIA



ACTIONS

Content

- 12 Strengthen Markham's cultural venues as central places of research and content creation that bring people together to share ideas.
- 13 Continue to build capacity for existing cultural venues to create and present cultural content across Canada and to the world.
 - Flato Markham Theatre
 - The Varley Art Gallery
 - Markham Museum
- 14 Continue the development of the artifact and art collections at the Markham Museum and The Varley Art Gallery to support programming and inform content.

Hubs & Networks

- 15 Establish a creative incubator for experimentation and learning.
- 16 Explore partnership potential with the Centre for Social Innovation and develop a plan accordingly.
- 17 Align cultural planning and service delivery with a neighbourhood-based approach that includes development of community run creative hubs. (ILMP 182)
- 18 Further integrate cultural venues and libraries as incubators with academic and business sectors.

Entrepreneurial Friendly

- 19 Review zoning and permitted uses to allow for live/work spaces, alternate work spaces, incubators and hubs to attract and keep creative people in Markham.
- 20 Provide opportunities for the community to learn about social enterprises to build the social and economic strength of Markham.
- 21 Ensure cultural facilities and libraries have current technology to develop and make content more accessible.





“Support for cultural programs in our community is vital for the mental and physical health of individuals and families. When all sectors work together to promote arts and culture, we build a community that will learn, grow and thrive!”

– Dr. Jane Philpott



CONNECTING MARKHAM'S COMMUNITIES THROUGH CULTURAL ACTIVITIES

Culture is a powerful mechanism to connect people, ideas and community. It crosses gender, generation, language, ethnicity, orientation, borders and permeates our community. It connects the similar and the dissimilar and creates new ideas, insight and creativity. We achieve this through the creative process of authors, musicians, artists, singers, dancers and designers that learn their skills, practice and congregate in the cultural places we create.

Culture can create places where people interact with each other. It can mobilize communities, harness collective imagination and help us generate new solutions to problems by bringing a variety of experiences and knowledge together.

Cities are building communities and neighbourhoods creating cultural spaces by transforming public spaces into cultural spaces with art, buskers, cafes, music and spaces for quiet contemplation. Cities encourage and host festivals and events and support “creative clusters” of cultural activity.

MY Community at the Markham Museum

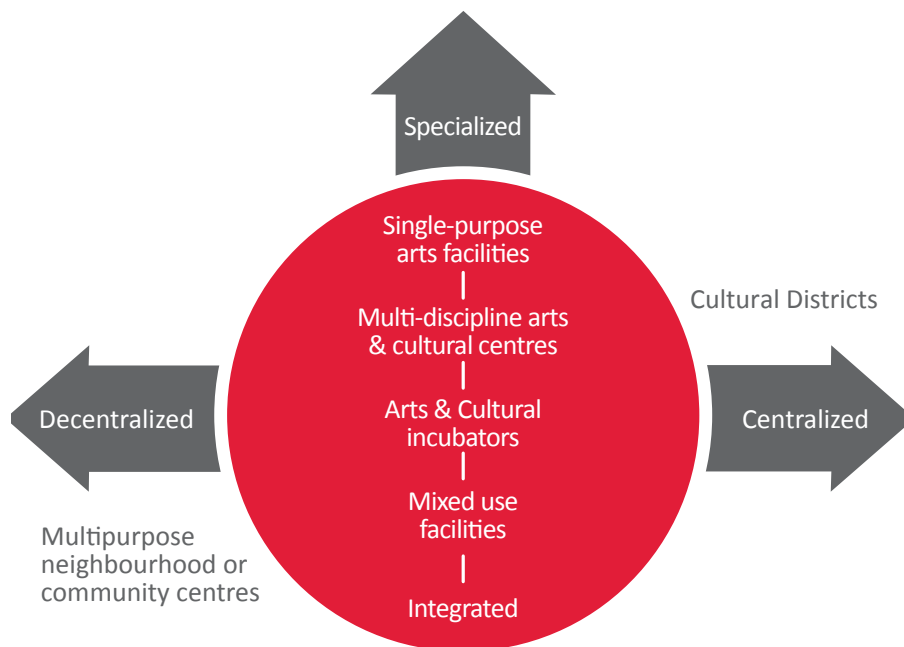


When people develop a sense of ownership and identity with their community they can become involved in their community. Such is the case with the thousands of volunteers and donors in Markham. The cultural intertwining of people, ideas and community contributes to building “social capital” defined as a social means of measuring our prosperity.

Markham, as an edge city, offers some differences in how cultural infrastructure can develop. This strategy compares centralization versus decentralization, and specialized facilities versus neighbourhood facilities. The result is a balanced determination of cultural space requirements in a growing edge city.

The ILMP recommended a balanced approach between centralized and neighbourhood services. The chart below provides an overview of how we can look at Markham to determine the future.

COMPARISON OF CULTURAL DEVELOPMENT STRATEGIES



WHERE WE ARE

In Markham, a large number of creators, organizations, festivals and celebrations, businesses, government, and communities have converged to form our unique and evolving cultural system. Our community is fertile ground for creative content and cultural spaces that can support and strengthen the cultural connectivity of Markham.

From the ILMP surveying and community feedback from newcomer agencies, we know that lack of transit is a significant barrier to connectivity.

Centralization of Cultural Spaces in Markham

Markham has anchored its culture, recreation and library model on both centralized and specialized facilities. New centres integrate these services e.g. Cornell Centre includes a rehearsal hall, library and community centre components. New growth will largely be along major transportation corridors and be higher density. Yet older neighbourhood facilities are beginning to need refurbishment.



TASTE OF ASIA

First introduced in 2003, the Taste of Asia festival provides a platform for the community to promote the multicultural mosaic of Canada and create harmony among various cultural groups (Indian, Tamil, Chinese, Filipino, etc.) through an event that fosters mutual respect and co-operation. Over 100,000 people attended this event in 2012, which includes performances, food, street vendors and more. This event is hosted by the Federation of Chinese Canadians in Markham (FCCM), the Association of Progressive Muslims of Ontario (APMO) and the City of Markham.



INVESTING IN SPECIALIZED AND CENTRALIZED CULTURAL SPACES

The City has invested and is investing with other partners in its cultural infrastructure. Recent projects include:

2011: 18,000 sq ft LEED Gold expansion of Markham Museum to provide climate controlled safe storage and exhibition space for its 70,000 collection items

2011: Amphitheatre area around Markham Civic Centre is the GTA's largest outdoor ice rink

2012: Installation of mural at Pomona Tennis club and park

2012: Approval of public art policy for Markham with a project at Cornell Community Centre and Markham Museum

2012: Varley Art Gallery 3000 sq ft expansion to add another gallery and public programming space

2012: Markham Main Street revitalization

2012: Heritage designation of Markham Civic Centre, architect Arthur Erickson

2013: Cornell Community Centre and library that includes a rehearsal hall

2013/14: Markham Museum working pottery—pottery being a universal product of cultural use and expression

2015: Markham Pan Am and Parapan Am Centre building at the south end of Main Street Unionville with a major plaza for cultural events and activities

2014: proposed 20,000 seat arena and major cultural presentation space

As demographics and interests change so will use and programming of these City facilities. For example, the “Markham South East Community Centre and Library” that is in design in 2012, will include indoor and outdoor public places for community celebration and events. New libraries now have rolling book shelves to allow for public programming, and the rapid population growth around the theatre and museum are impacting attendance and programming.

Cultural Districts

The Markham 2020 economic plan identifies the need for an entertainment district to attract young workers. Markham needs a focal point for an entertainment district that is a place for cultural synergy and activity. Currently, the Beaver Creek area and the two heritage Main Sts are the closest Markham has to an entertainment area. Cities need to attract artists and creative workers and entrepreneurs to their cultural districts to live and work. One way to do this is through live/work spaces that make it economical for artists and young entrepreneurs to stay or move into a district. There are examples across North America and abroad undertaking this kind of work to fuel the creative economy.

Cultural Centres

Cultural centres provide a focal point for a community's cultural participants to create and learn. They are the place where everyone is welcome to participate equally and to share their knowledge and creations. They fulfill space needs for cultural programs. Markham does not have a cultural centre. Research was conducted through the cultural planning process on 14 centres and several site visits took place. Not surprisingly, most were funded with infrastructure (tri-level government funding) funding. Most are also owned and operated by cities. The facility components vary widely based on interests within each community.

Noteworthy learning from the research:

- Fundraising and naming efforts by Milton (opened Feb 2012) raised money that ended up being used to transition the operating cost for the centre's first years of operation.
- Scadding Court in Toronto is operated by a nonprofit company which brings a diverse range of funding sources into the operation of the programs.
- Regent Park (opening Sept 2012) is perhaps the most interesting model with tenant arts organizations to provide most of the programming. Artscape operates the facility on behalf of a partnership of Artscape, the developer and Toronto Housing. A summary of the research is available.

Over 400 persons have indicated interest in seeing a cultural arts centre in Markham. The needs of Markham's creative community while not fully defined, do indicate a lack of a "hot spot" for cultural creativity, a "messy" place where sets can be painted, experimentation can take place along with mentoring and learning. This kind of need is best met with repurposing of an older structure that can be flexible and evolve with the community needs. Further study is needed.

Large Performance Spaces

Markham had the vision to build a major theatre space 27 years ago in a relatively unique partnership with York Region District School Board. The 40,000 square feet building has not grown from its 530 seats, however the City has invested to ensure the theatre stays current in technology and thereby competitive to attract major performers. The Flato Markham Theatre is 18th out of 21 in comparison with other southern Ontario cities. For comparison by seats per capita in the GTA:

- Burlington: 0.0053 seat per capita
- Richmond Hill: 0.0034 seat per capita
- Brampton: 0.0030 seat per capita
- Oakville: 0.0026 seat per capita
- Markham: 0.0017 seat per capita

Another way to assess the theatre space service level is to apply the formula used for estimating Libraries and Recreation service levels. The theatre gap is currently \$83.27 per capita or an equivalent investment gap of \$25.0 million in capital cost.

Many cities the size of Markham would diversify their performing arts infrastructure with a performing space of 1000 or more seats creating broader options for their residents. Today the Flato Markham Theatre is a leading centre for the performing arts in southern Ontario, garnering research interest from York University and operating with a rental waiting list of over 150.

There is a need to assess the plans and facilities coming on stream within a 15 km radius and the options that might exist with private sector partners such as the proposed Markham Sports, Entertainment and Cultural Centre. This would provide the basis for undertaking a more comprehensive study and planning options.

Major Festivals

Participating in major GTA wide events and festivals like IIFA in 2011 has had a significant impact in building new and stronger cultural organization relationships, as well as access to local and global talent. New GTA wide festivals and events will create more opportunities over the next 10 years as part of the Province's tourism strategy.

The largest event coming to the GTA is the Toronto 2015 Pan Am ParaPan Games. It will be the biggest sporting and cultural event in Canada's history. Markham's new building and partnership will be one of the top three Pan Am sites.



MARKHAM FAIR

The Markham Fair has been an annual event for 168 years, starting in 1844. It's a real old-time agricultural fall fair, which showcases farm animals, antiques, local craft, baking, art, photography, farm implements, rides, games for all ages, music, competitions and other attractions. The fair provides an excellent platform to promote local agricultural and artistic talent.



CANADA DAY AT MILNE PARK

Canada Day Celebrations at Milne Park are an all-day event that feature live entertainment, kids' activities, a Canada Day parade and fireworks in the evening. In 2012 this event also celebrated and marked the official status change for the community as it became the City of Markham. Plans are already underway for how Canada Day celebrations in Milne Park will feature Canada's 150th birthday in 2017. This Celebrate Markham event is run by the City of Markham.



FESTIVALS OVER 5000 ATTENDANCE

<i>Applefest</i>
<i>Canada Day At Milne Park</i>
<i>Markham Fair</i>
<i>Markham Jazz Festival</i>
<i>Markham Ribfest & Blues Festival</i>
<i>Unionville Festival</i>
<i>Markham Village Music Festival</i>
<i>RBC Milliken Childrens Festival</i>
<i>Markham Auto Classic</i>
<i>Night it Up</i>
<i>Thornhill Village Festival</i>
<i>Taste Of Asia Festival</i>
<i>Doors Open Markham</i>
<i>Markham Unity Festival</i>

Major Festival locations:

- Civic Centre
- Milne Park
- Featherstone Park
- Markham Museum
- Armadale Community Centre
- Markham PanAm Centre
- Markham Fairgrounds
- Kennedy and Yonge Sts.

These sites need study and work to ensure they can meet the needs for growing events.

Decentralization

A decentralized approach is based on flexible, multipurpose spaces at a neighbourhood level. This is consistent with Greenprint goals of walkable sustainable communities. In addition, the ILMP recommends a response to neighbourhood planning and service delivery, and has resulted in a reorganization of recreation services into four districts. The cultural venues are developing more community based service delivery as resources permit e.g. the theatre runs the stage at the RBC Children's Festival and has sent performers to seniors centres.

Studies have established that culturally engaged neighborhoods have a strong correlation with social responsibility, resilience and political engagement. In other words, the community helps achieve both its own and the City's goals. For example, the efforts of the Regent Park redevelopment in Toronto to involve the community in all aspects of the project has impacted its cultural, recreational and community service resources and employment opportunities. It is becoming a leading example of providing the mix needed for a strong neighbourhood. In older cities there are many examples and ample literature on redevelopment of neighbourhoods using cultural activity as the stimulus. In edge cities there are few examples of using recycled commercial, retail, business lands and orphan spaces to achieve neighbourhood redevelopment through culture.

Academic research is now focusing on edge cities in the GTA and places like Melbourne, Australia with its own set of issues and needs.

FESTIVALS

Festivals and events are a key vehicle for neighbourhood building. They are places to meet your neighbours and share cultures, and are the leading means of cultural engagement in Markham. Local festivals provide significant opportunities for newcomer integration into our community.

Festivals bring people together in places where everyone can chose to participate. Residents from our field surveys have indicated festivals and events are not only important but highly desirable experiences. Only two festivals—Canada Day and RBC Milliken Children's Festival—are City-run, all others are run by the community.

Local parks need to be identified across Markham to ensure there are neighbourhood options for local events and that the parks can accommodate the event use e.g. washroom options, access and parking.



Night It Up! Night Market

SCHOOLS

Schools are geographically located in every neighbourhood. Despite a range of successes there is still a significant disconnect between design and use of these publicly funded assets and community use. For example, a small investment in a school stage to make it usable for community performances would be far more cost effective than building a specialized community theatre space.

ORPHAN SPACES

Cities have found that neighborhood engagement can be created around “orphan spaces” whether owned by the public or private sector i.e. bridge areas, highway exchanges, lot corner triangles. Communities feel empowered when they can enhance their neighborhood often in creative ways, for example through Markham’s Adopt-a-Park program .

ROUGE PARK

We know Markham has the the largest urban park in North America. This park connects the Oakridge’s Moraine to Lake Ontario. The Federal government announced in 2012 its intention to create a National Rouge Park. This major cultural/heritage asset will generate new opportunities for learning and public engagement with its natural and manmade features.

USE OF CEMETERIES AS A CULTURAL SPACE

In an increasingly intensified urban landscape, historical cemeteries can offer a significant resource for quiet contemplation, historical learning and passive activity such as reading, walking or cycling.

HERITAGE SPACES

Small heritage buildings provide opportunity for community based cultural activity especially if integrated into their surroundings in the historic districts or parks.



Turning Cemeteries for the Dead into Parks for the Living

“Besides the usual cemetery fare of roads, walkways, and gravestones, the Oakland Cemetery in Atlanta has benches, gardens, and a small central building for events and programs. Over time, as funding permits, selected gardens are upgraded and beautified. In 2001, a water line was installed and drinking fountains added. Visitors are allowed to bicycle and jog and, as with any other Atlanta park, they can picnic and stroll with their dogs (on leash). The foundation offers or encourages tours, photography classes.”

Source: Posted on December 1, 2010 by Peter Harnik A second excerpt from the recently released book published by Island Press called Urban Green: Innovative Parks for Resurgent Cities. In this post, we look at cemeteries used as parks and some best practices. <http://cityparksblog.org/2010/12/01/turning-cemeteries-for-the-dead-into-parks-for-the-living/>



Thornhill cemetery



NIGHT IT UP

Based on the outdoor night markets popular in Asia, particularly in Taiwan and Hong Kong. Each year, almost 100,000 residents from Markham and the Greater Toronto Area come out to experience the sights and sounds of this lively event that celebrates Asian culture.



NIGHT IT UP!



STIVER MILL, UNIONVILLE

Coming out of visioning workshop in 2009 - The lands occupied by Stiver Mill, Train Station and Unionville Main St are the same size as the Distillery District. With this lens, the mill and its site takes on more significance for placemaking as a landmark. This larger view also allows for planning that integrates - in a pedestrian friendly way - the neighbourhood, main streets, seniors homes, schools, festivals and outdoor markets.

A number of ideas are continuing to be explored for use of the mill beyond its landmark and historical interpretation value. Ideas such as studio space, cultural centre, educational centre for post secondary. Such an outcome would place Stiver Mill into the "decentralized and integrated" category of cultural spaces.

DANIEL'S FAIRTY HOUSE

The significance of heritage buildings and sites is intrinsic to the identity and sense of place for Markham. Fairty House is a case in point. Fairty house is one of the last remaining structures of the Armadale community. It sits at the gateway into Markham at the intersection of Hwy 48 and Steeles in a park. It contributes to the gateway as an historical connector to the community and part of the arrival experience that sets Markham apart from its southern neighbour. Although the building is small it may offer further value beyond its landmark status to cultural infrastructure with further community engagement.



One of the most comprehensive non dedicated use of space for cultural purposes can be found in Hong Kong:

"Use of industrial premises for the preparation of performances and exhibits e.g. sculpture workshops; use of residential and commercial premises for art studios, rehearsal and workshop facilities; incidental or temporary use of public space in e.g. housing estates, office developments, schools, exhibition centres, public parks, waterfront promenades and streets for performances and exhibitions; and conversion and reuse of disused industrial, residential and Government buildings to create an arts centre or arts village.

Such opportunities however, are limited by zoning and other restrictions. ... The framework and planning guidelines should generally seek opportunities to promote good practice and mechanisms used in these examples and find further opportunities for such use particularly in Arts Renewal Districts.

Most of the existing and proposed major facilities are in areas of relatively new, formally planned development. Whilst this provides an 'arts district' opportunity for prominent 'flagship' sites and a planned approach to infrastructure, such areas do not provide a more 'fine-grained' opportunity for small scale facilities and the reuse of non-dedicated facilities. An arts district approach is also possible by encouraging change of use, urban renewal, pedestrianisation, etc. in existing areas where the residents and commercial community are establishing a cultural 'street-life'.

It is therefore recommended that two types of Arts Districts can be established in Hong Kong: Cultural and Entertainment Development Districts; and Cultural and Entertainment Renewal Areas.”

Source: Cultural Facilities: A study on Their Requirements and the Formulation of New Planning Standards and Guidelines, 1999. Hong Kong. http://www.legco.gov.hk/yr04-05/english/hc/sub_com/hs02/papers/hs020316cb1-wkcd97-scan-e.pdf

VISION FOR THE FUTURE

Markham will continue to lead GTA edge cities in cultural participation and engagement as a place where people can come together to share and celebrate the rich diversity of cultural expression and experience that is unique to Markham. Markham residents and taxpayers experience arts and culture directly and understand the value it brings to the city as well as their lives, families and businesses. The cultural infrastructure supports Markham as a place where creative content is shared and celebrated and where international events that connect us globally can be shared across our community (e.g. the Pan Am Games).

Cultural spaces keep pace with growth. New regional developments (e.g. Langstaff, Downtown Markham and Buttonville Airport) have concentrations of cultural activity that attract creative workers for the changing and increasingly competitive workforce that Markham needs. The role of Rouge Park as a National Park provides an integration of cultural and natural heritage for all to enjoy. New Canadians can participate in their community through cultural opportunities to both share their experiences and ideas and learn about Markham and Canadian cultural heritage.

Cultural connectivity needs in older neighbourhoods are enhanced through refurbishing and animating these places with music, art and festivals. The Civic Centre site is the place where Markham comes together.



Flato Markham Theatre. Photo Credit: Michelle Hotchin

Markham’s public realm including the indoor and outdoor public spaces of our city are viewed by residents and businesses as opportunities to enhance and create cultural spaces. Orphan lands around railway bridges can have murals painted on them and electrical outlets on lamp posts can allow performances on high pedestrian traffic streets. Public art will define and create cultural spaces.

Markham will continue to deliver high value services that make cultural content available to all residents.



*“We would like to see outreach programs coming to the senior centre —art, speaker and performers.”
– Thornhill Seniors Board*

HOW WE WILL GET THERE

The Markham Cultural Spaces Solution includes:

- Mixed centralized and decentralized solutions drawing on three way collaboration of community, government and private sector
- Determining how planning processes can encourage and stimulate regeneration, creative use of space and spaces for innovation
- Seeking opportunities for cultural enhancements that interpret and engage communities in public buildings e.g. public art, display and performance spaces
- Concentrating cultural activity in several locations will provide the critical mass to create vibrant cultural clusters such as places for ideas, learning and sharing
- Partnering and collaborating will be the hallmark of our success

We will strategically invest in cultural programs and spaces to increase access to cultural participation. We will do this through effective integrated planning and partnership opportunities for our cultural venues and within new developments, malls, streetscapes and neighborhoods.

Over the next three years we we will determine the scope of Markham's role in our cultural participation in the Toronto 2015 Pan Am Parapan Games and other international major events that bring people together to share their arts and culture. We will also encourage inclusion of spaces for cultural participation by residents in new high-density developments.

The Pointer Sisters perform at the Flato Markham Theatre



ACTIONS

Strategic Investment in Infrastructure

- 22 Create a City 10 year capital infrastructure plan to keep pace with growth and which considers centralized and decentralized services.
- 23 Undertake a study to establish a supportive regulatory regime to encourage regeneration and use of buildings for cultural purposes.
- 24 Establish internal guidelines for cultural enhancements to civic facilities as new buildings are constructed or as renovation projects occur.
- 25 Create or enhance cultural spaces within parks and public buildings for display and performance based on a city wide engagement plan for neighbourhoods.
- 26 Support positioning and promoting of the Civic Centre and surrounding assets as a cultural focal point for Markham Centre. (ILMP 182)
- 27 As a prelude to a feasibility study for a larger theatre space in Markham, undertake an assessment of existing and proposed public and private performing arts space and options to meet that need.
- 28 Undertake a needs assessment for a cultural arts centre, and identify business model options for a future cultural arts centre.
- 29 Examine the feasibility of a major front of house retrofit and expansion to the Flato Markham Theatre to enhance patron experience, and to align the theatre with Civic Centre public realm goals as they develop (2015 is 30th anniversary).

GTA Wide Events

- 30 Assess upcoming GTA wide international events to determine role and participation goals for Markham residents.
- 31 Work with Toronto 2015 Pan Am Para Pan Games for cultural programming and community engagement.
- 32 Determine the role of Markham in planning for Canada's 150th celebration in 2017.

New Canadians & Community Engagement

- 33 Continue working with the two Welcome Centres to deliver programs and promotions of cultural services.

Integrated Planning

- 34 Establish a formal process for integrated planning between the Culture and Planning Departments to advance public art and cultural spaces within private development.
- 35 Maintain the cultural mapping database to stay current.
- 36 Continue implementation of Integrated Leisure Master Plan for integrated service delivery to clients and use of space where appropriate between Culture, Recreation and Libraries.



BUILDING A CULTURAL FOUNDATION FOR LIFELONG LEARNING IN MARKHAM



You see things; and you say, “Why?”
But I dream things that never were; and
I say, “Why not?”
– George Bernard Shaw



The Importance of the Arts in Curriculum

“Since arts experiences offer other modes and ways of experiencing and learning, children will have opportunities to think and feel as they explore, problem solve, express, interpret, and evaluate the process and the results. To watch a child completely engaged in an arts experience is to recognize that the brain is on, driven by the aesthetic and emotional imperative to make meaning, to say something, to represent what matters.”

Ontario Curriculum—The Arts—Grade 1-8, (2009)

Lifelong learning stimulates and empowers individuals to acquire knowledge, values, skills and understanding throughout their lifetime, and to apply them with confidence, creativity and enjoyment. Engaging in activities which contribute to learning from early through senior years, enriches lives and strengthens the individual and the community as well as providing critical workplace skills.



Children's Programming at the Varley Gallery

Galleries, museums and theatres and libraries are places where ideas are born and shared. They have long been major resources for lifelong learning both through content development in exhibitions, research and their programs and services. Cultural facilities and libraries also contribute directly to formal school curriculum by offering real world learning opportunities outside of the classroom that have contributed to Canada's high reputation for quality education.

Libraries are no longer just about books. Libraries are places for thinking, inspiration, introspection and sharing. They are a “third space”, or place for community gathering that welcomes diversity in thought and ideas. Libraries are key to creating 21st century literacy and for providing access to information in multiple formats.

Schools and post secondary institutions also play an important role in the process of lifelong learning. Creative cities engage students and build links to post-secondary institutions for research and innovation.

Technology

Global connections and changing ways of sharing knowledge are impacting the variety of options for learning at a pace never before experienced by humanity. On the delivery side of cultural services there is a clear need for ensuring that technology keeps pace with public expectations for technical interfaces—for example, the mobile phone as a platform for connectivity, transactions and knowledge.

Cultural connectivity is also achieved through social media and web content. Markham's creative industries sector of some 450 creative businesses positions us well for becoming one of the most culturally connected cities in Canada.

In the Markham Arts Council's 2012 survey results, local artists indicated that a means for showcasing their work was "highly important" with respect to their ability to sell and earn an income from their existing work, or to succeed in being commissioned to create new work. As a result, the Markham Arts Council is in the process of creating an on-line Visual & Literary Arts Journal designed to locally and globally showcase the work of emerging and professional art.

WHERE WE ARE

Markham is a dynamic city of cultural and inter-cultural learning. With the educational resources, educators and institutions in our community—the Kindergarten to Grade 12 school system, private and public postsecondary institutions, museum and libraries—we have a remarkable array of resources, sometimes called human capital, which enable us to enhance and expand social and economic productivity through cultural awareness, expression and creativity.

How is lifelong learning delivered now in Markham?

Through our exhibitions and performing arts content we generate a wide body of knowledge and opportunities for Markham residents

Private schools, non-profit schools and tutoring academies are strong and growing in Markham. These, along with city programs, reflect the priority parents put on arts education.



*"Here's To The Crazy Ones. The misfits.
The rebels. The trouble-makers.
The round pegs in the square holes.
The ones who see things differently."
– Craig Tanimoto, for Apple Computers*



RBC MARKHAM-MILLIKEN CHILDREN'S FESTIVAL

Ontario's largest children's festival takes place at the Civic Centre each year and features play zones, crafts, rides, community activities and an interactive marketplace. In 2011 the RBC Markham Milliken Children's Festival celebrated its 14th anniversary and achieved record attendance of more than 30,000 people.



DOORS OPEN MARKHAM

Doors Open is a city wide celebration of our heritage that provides access to properties throughout the community. Each year numerous Markham properties, both public and private, are opened to the public for viewing.



The extensive network of non-profit and private schools also reflect the diversity of cultural interests as might be expected in Canada's most diverse city. Some examples are: Kindred Spirits Orchestra's International Music Academy, Nrtyakala Classical Dance, Federation of Chinese Canadians in Markham art classes, and the significant performing arts schools, Elite Dance and Ovation that service Markham and York Region.

We are investing in learning opportunities for children and adults. The city's cultural camps and classes provide access to a range of creative skills and experiences from performing arts to visual creativity.



THE AUTOMATISTE REVOLUTION

The Varley Art Gallery's "Automatiste Revolution" exhibition was rated as the best show in 2009 in Canada by the Globe and Mail and Toronto Star. It took the most important post-war art movement in Canada into the United States for the first time. It was Canada's only art movement that was ever on a par with what was happening in New York. This major contribution to Canadian art history took three years to research and produce with a major book as one of the results.

NRITYAKALA DANCE SCHOOL

In 2012 Menaka Thakkar added to her school Nrtyakala what is believed to be the first interactive live, distance-learning dance program. There is almost no one in Canada who has studied Indian classical dance that has not been touched by Ms. Thakkar in her forty year career in Canada. This innovation has the potential to ripple into cities across Canada, Australia and India.



*Menaka Thakkar receiving award at Markham Council 2012.
Photo credit Anil Mungal*

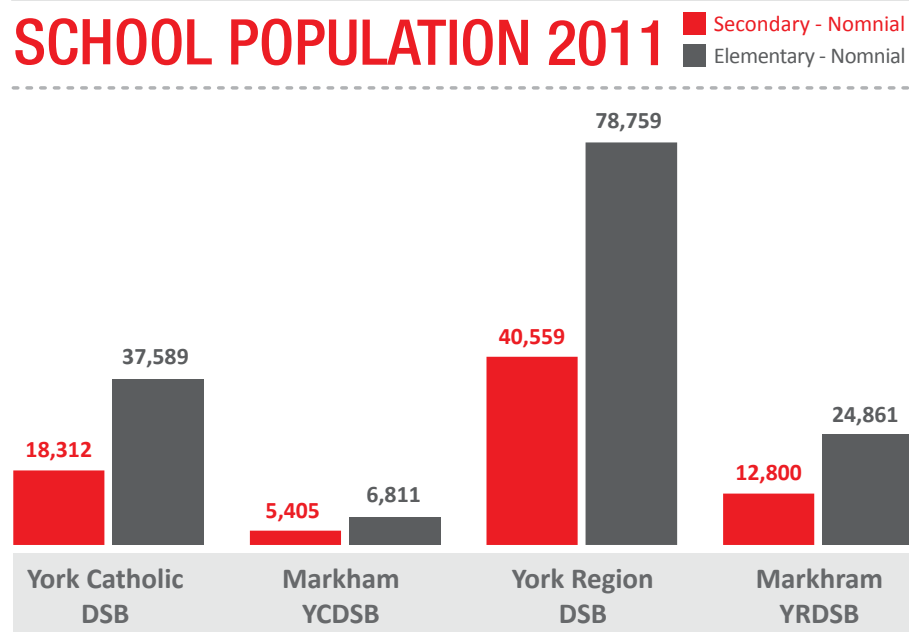


Markham Museum Applefest

Kindergarten to Grade 12

Arts education can expand creativity, teach diversity, build community and preserve cultural traditions. Studies have shown that children engaged in cultural activity generally do better in school because they are learning skills, team work and have emotional outlets as they are growing up. The arts also enhance learners' abilities and enrich their understanding of the world. Many of our Kindergarten to Grade 12 schools generate talented artists, writers and performers. While Unionville High School (UHS) and Baythorn Public School are almost iconic in their reputation for quality arts education, the strength of cultural education in schools can be found across Markham.

Engaging the school population with cultural experiences is a priority for building creative thinking skills and appreciation at our three cultural venues.



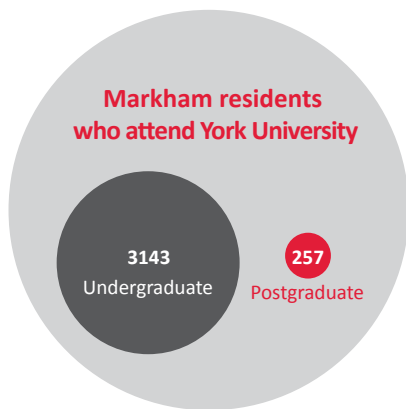
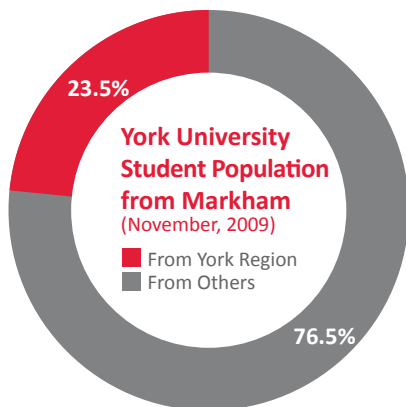
International Festival of Authors (IFOA)

The Markham Arts Council in partnership with the City of Markham has hosted the International Festival of Authors (IFOA Markham) Touring Event since 2011. The event is held Inside the Flato Markham Theatre, where four world-renowned authors present to an audience for an evening of wine, world cuisine and literary readings along with an audience Q&A with TVO personality, Thom Ernst.



APPLEFEST

Organized by the Markham Museum, Applefest is a celebration of Markham's apple heritage and the annual fall harvest. This family-friendly, weekend-long event features an apple cider mill, tours of the heritage orchard and a variety of other fun and educational activities.



The Da Bao exhibition at The Varley brought Canadian and Chinese artists together leading to a national and international cultural exchange. Several memorandums of understanding were signed in June 2012 in China with The Varley and Markham Museum Directors to explore project ideas that build on this concept.

Post-Secondary Education

Markham's only post-secondary campus is Seneca College. There continues to be considerable interest by several post-secondary schools to do more in Markham. We may not have to wait that long. Access to knowledge and using knowledge to solve problems and create economic activity is no longer about building campuses. The emphasis is on access to knowledge. For example, eleven major international universities, including the University of Toronto, are now making "star" lectures available on-line for free. Markham has been very successful in working with this changing environment of post-secondary learning. Our leading cultural facilities have been high on York University's radar for opportunities to provide students with experiential learning and research. Markham has many strong post-secondary relationships:

- York University Research Department's Knowledge Mobilization group with United Way on service delivery
- Cultural Pluralism in the Performing Arts Movement in Ontario (CPPAMO) based at the Scarborough Campus of the University of Toronto brings performers and presenters together in workshops like the one that was hosted by the Markham Theatre in 2010, to explore barriers to diverse performers in the performing arts
- The creation of the Markham Convergence Centre and its partnerships to bring together researchers and the private sector to stimulate innovation
- 2011 The Varley Art Gallery launched a mentorship and internship program with York University's post graduate Curatorial Studies program that will provide direct experience in researching, installing and presenting exhibitions at the Varley
- Centennial College has an arrangement with its Museum post graduate program and the Markham Museum for hands on studies using the expertise of the museum staff
- George Brown College Design School for post-graduate students, the Institute without Boundaries, spent the academic year 2011/12 in Markham on sustainable design that generated 125 ideas including a proposal to create a project called COLAB for design. The information is shared on the COLAB website: www.worldhouse.ca/colab

Skills Development

Lifelong learning encompasses opportunities for skills development for emerging artists and designers such as professional painters, writers, photographers, filmmakers, graphic artists and more. Through the efforts of the Small Business Enterprises and Culture Departments, Markham Arts Council, York Region Arts Council and Markham Board of Trade many opportunities are being created. Some examples are as follows:

- Students learn how to put a portfolio together for post secondary applications
- Ontario Arts Council and Trillium Foundation grant writing
- Copyright law
- Social media marketing
- Marketing your art
- Filmmaking 101
- Business and Bandwidth

Mentoring by professionals in our cultural organizations, businesses and community at large is another major capacity building tool to encourage and facilitate the development of creative skills from within.

Beyond Schools

There are many organizations delivering cultural programming for youth including Markham's Got Talent, Mayor's Youth Task Force, Power Unit, Markham Teen Arts Council, Unionville Theatre Company, Markham Youth Theatre, and the many choirs, bands, orchestras. Additional cultural programs for youth are also delivered out of religious centres.

Access

Access to knowledge is a cornerstone of lifelong learning. Markham's recent approval of a Public Art policy is one way we can create free access to ideas and the exchange of ideas. Technology can open up more options.

Affordability can limit access. The ILMP identified the need for a pricing review to address accessibility to culture, recreation and library programs and services. This will be completed in 2013.

Some cities have achieved broad accessibility through sponsorship: for example, the River Run Theatre in Guelph has free access for every child in Guelph through sponsorship. Markham has similar strategies in place: in 2012 The Varley Gallery is offering free admission for all visitors through a sponsorship from IBM.

VISION FOR THE FUTURE

Markham's reputation is a city of learning. Post-secondary institutions approach the City of Markham for opportunities to work with us and our organizations, and we use the global network of our cultural community, business and education sectors to broaden access to new ways of thinking and collaborations for new knowledge and products.

Our cultural venues move outside their four walls and into the community to fill gaps in access to lifelong learning. They have the capacity to expose more school children to professional arts. Markham residents have the opportunity to engage with and participate in cultural education throughout their lives and using a variety of learning methods such as online information and interactive and participatory learning. Every citizen will have the opportunity to develop his or her own expressive capacities.

People have access to authentic experiences with creators and their creations, and places for cultural learning are embedded into the community such as within the parks, buildings, and streetscapes. The resources and places to provide access to lifelong learning are developed and in alignment with growth and changing demographics, in particular an aging population.



"Like to see full inclusion in ability for participation, inclusion is a reflection on their identities when it is not provided"
– Joan Jenkyn, Accessibility Committee member

Markham Village Music Festival, ©Keith Thirgood & Helen Walter, Capstone Communications Group





Seneca's Markham Campus is a hub for community, creative and cultural events with more than 1,800 full time students and 300 staff at this campus.

- One of Seneca's four core values is Community—We build bridges and networks within our college, to our community and across the world. And we give back, building and strengthening the communities where we live and work. (Strategic Plan 2012-2017)
- Seneca has an ambitious Academic Plan that creates graduates that can contribute to enhancing culture and creativity in Markham.
- Beyond the traditional definitions of literacy, we will ensure that graduates from every program have the broad range of skills that are key to success: communication, problem solving, critical thinking and collaboration. These are among the Seneca Core Literacies that equip our graduates with the skills to navigate change at work and in society.
- We will continue to create opportunities to exchange ideas and build networks within our school and among our students, our alumni, our local community and the world.

– David Atlin, Vice President Strategy and College Affairs at Seneca College of Applied Arts and Technology

Seneca



YORK REGION ARTS EXPOSED

In 2011 the first ever York Region Arts & Culture Conference brought together stakeholders from the public, private and non-profit sectors to examine and discuss arts and culture related issues and to create strategies to promote and develop capacity for local cultural tourism. Richard Florida spoke about Creative Clusters and their importance to building strong, vibrant, sustainable communities. Seneca partnered with the York Region Arts Council to once again host the conference in November 2012.

OPENING OF FIRST CONFUCIUS INSTITUTE IN THE GREATER TORONTO AREA

In partnership with Northeast Normal University located in Changchun, China, the first Confucius Institute in the GTA opened at Seneca's Markham Campus on November 24, 2011. The goal of the Confucius Institute is to promote Chinese language and culture, support Chinese language training and facilitate cultural exchanges. There are now more than 300 Confucius Institutes around the world including nine in Canada.

ASSOCIATION OF CHINESE CANADIAN ENTREPRENEURS

The Association of Chinese Canadian Entrepreneurs (ACCE) have developed a number of new partnerships with the College. In addition to hosting and sponsoring ACCE events, both parties have been developing initiatives to connect our students with the Chinese business community. These initiatives include free ACCE memberships, guest lectures, job shadowing and participation in Program Advisory Committees. The Association has also been a strong supporter of Seneca's "the Shark's Pond," an annual event for Seneca's Entrepreneurship and Small Business program students to identify innovative and promising venture ideas.

INDIAN INTERNATIONAL FILM AWARDS ECHO EVENTS

In June 2011, the Markham Campus was converted into a drive-in theatre to celebrate the International Indian Film Academy Awards. Seneca partnered with the Town of Markham to present the Bollywood comedy film, "3 Idiots", on screens placed throughout the campus parking lot.

INTERNATIONAL DAYS

Each March, the Seneca Student Federation, Student Services, International Student Development and several other Seneca student groups team up to host International Days. The three-day event, held at the Markham Campus, provides students and employees with the opportunity to celebrate cultural diversity with food, entertainment and dancing demonstrations from around the world.



1812, 1912, 2012: Life in Three Centuries, An exhibition by The Fashion History Museum, October 2012. Photo Credit: Stephanie Lake

HOW WE WILL GET THERE

The City of Markham will support the goal of access to lifelong learning for all the citizens of Markham. We will expand our collaborations with post secondary institutions to bring more knowledge creation into Markham and work to create and maintain cultural spaces that foster lifelong learning and keep pace with city growth. Our cultural venues and libraries will offer expanded access to knowledge through new media and technologies as they become available, helping us to build our capacity for access beyond the institutional walls. Through Culture Department collaborations with Libraries and other partners we will work to provide opportunities for:

- Mentoring creative workers
- Embedding cultural awareness in our decisions for the building of Markham and delivery of its services to enhance lifelong learning opportunities across the city
- Increased access to instruction and programming by our cultural institutions and libraries
- Increased access to post-secondary learning

ACTIONS

Access

- 37 Adopt an integrated planning approach by all departments to ensure lifelong learning opportunities are considered in all aspects of decision making and programming.
- 38 Foster the exchange of knowledge, skills and expertise in creativity to create success in the creative economy.
- 39 Continue to work with the Markham Public Library to broaden the opportunities for access to knowledge, creative expression and the creation of ideas.
- 40 Build capacity for the Culture Department to develop and offer more and enhanced outreach cultural programming across Markham such as seniors' centres, accessibility related organizations and at festival cultural programming.
- 41 Work with the school boards on increasing cultural programming opportunities for primary and secondary school students.
- 42 Hire an outreach coordinator for culture.

Collaborations

- 43 Promote mentoring opportunities within and between the private and public creative sectors that draw on the extensive expertise within our community, businesses and educational institutions for creative workers, students and entrepreneurs.
- 44 Sustain robust academic partnerships to bring those resources to Markham (Faculty of York Fine Arts, OCADU, Centennial, George Brown College, Humber, Seneca).
- 45 Work with social services and health sectors to provide cultural services options as a component of their programming focus.

Shiamak Dancers at an IIFA Markham Buzz Event





Greatness and Creativity

"The greatest city does not seek to be the most creative city in the world. It seeks to be the most creative city for the world."

Source: Charles Landry; *The Art of City-Making*, 2006

Creative Capital

"The second domain of creative capital is a creative workforce and work opportunities for creative professionals such as writers, musicians, designers, computer programmers, animators, architects and craftsmen. Of course, creativity fuels science, mathematics, physics, computer programming, retailing and just about every other domain of human endeavour. But we must be clear that artistic expression is not just a peripheral to this larger system of creativity, but at its core."

– Alan Brown of Wolfbrown,
Presentation at Creative Cities Conference 5/11/11



USING ARTS & CULTURE TO CREATE ECONOMIC GROWTH

The creative economy flourishes where creative people live and work. The creative economy of the 21st century is increasingly playing a crucial role in the economic life of cities. Markham had this foresight in its Economic Plan "Markham 2020" approved in 2008. When talent and creativity are nurtured and supported, we see culture become an increasingly valued and valuable resource.

Culture is valued for the:

- enrichment it brings to people's lives and their families
- rich and varied choice of arts and entertainment experiences
- economic impact resulting from Markham's growing creative industry sector

It is the synthesis of cultural spaces and connectivity, branding, knowledge and innovation that build an economically sustainable creative city.

Creative Workers Workforce

From other GTA studies it can be assumed that creative workers make up approximately 4% of Markham's workforce according to the Statistics Canada definition of creative workers. Cultural tourism is also a key part of the creative economy. Cultural tourism is not just about building attractions, or consuming other cultural experiences. It is also about understanding and developing those features that make Markham unique. Municipalities across Ontario are recognizing and mobilizing around the economic development potential of these diverse but interconnected industries.

A culturally vibrant city uses cultural planning as a strategy to retain talented youth in its community. While not statistically measured for Markham at the time of writing, there is strong anecdotal evidence contrary to the popular myth that our young people all want to move to Toronto. Cultural activity and vibrancy, transit, affordable housing options and post-secondary educational opportunities can all contribute to the challenge of retaining and attracting youth.





Many Youth Want to Stay

"I have been living in Thornhill for about 15 years. I went to E.J Sands Elementary school from Jr. Kindergarten to grade 8 and attended Thornhill Secondary from grade 9-12. Growing up in Thornhill has definitely made me the person I am today. I find it important to be raised in a diverse and well mannered town like Thornhill. While attending George Brown College I stayed at home and relied on public and private transit to get to school which was the most affordable alternative. Now that I have graduated from the Architectural Technology Program I am looking to find my own place that is affordable, close to home and close to work. Creating a hub that will attract a younger demographic where there is networking opportunities in the Town of Markham would be very attractive to individuals, such as myself."

– Pauline Praseuth

Cultural Tourism

"The essence of cultural tourism is about encountering a destination's history and heritage, its stories, its people, its landscapes, its townscape, its culture. It is about discovering what makes a destination distinctive, authentic, and memorable. It is about the experience of 'place'."

– Steven Thorne, keynote speaker at the 2009 Creative City Conference on Cultural Tourism: A Place Based Approach

WHERE WE ARE

The key goal of the Economic Plan "Markham 2020", is to be "one of Canada's leading communities in the knowledge-based economy". Markham has a strong creative industries sector with more than 900 high tech companies and 400 head offices located in Markham's south-west corner. Although creative industries are a category in themselves within this group, creative workers are in all of these businesses and throughout the city as designers, architects, artists, performers and writers, to name just a few.

Cultural Exchange

International events and international cultural exchanges create opportunities for business relationships in Markham and abroad. The IIFA event of 2011 included a business forum that benefited Markham. There was a cultural exchange visit to China in 2012 organized by the Canadian Museum Association that included the directors of The Varley and Markham Museum. These connections are supportive of the Markham 2020 goals.

Design Sector

The design sector, which includes screen based, graphic, architectural, fashion, interior and industrial design, is well represented in Markham. We know that Markham's design sector benefits from synergies with academia and industry. In 2011/12 Markham partnered with the Institute without Boundaries at George Brown College for a post-graduate research and design development project using a whole systems approach to designing for a sustainable city that resulted in the COLAB project. The students generated hundreds of ideas through their year-long Markham project and their work was exhibited at The Varley Gallery in September and October 2012. Connections to the Ontario College of Art and Design University (OCADU) through The Varley Art Gallery and Markham's Economic Development Department continue to be explored.



Markham Unity Festival

2012 marked the first annual Unity Festival entitled Markham Around the World. Organized by the BIA's in Unionville and Markham along with the Markham Arts Council, this two-day event was split between Markham Main St. and Unionville Main St., promoting music, food and dance from different ethnic groups in Markham. The festival also featured food and craft vendors, "Artists' Alley", and kids zones to provide entertainment.



*Performers at the Markham Unity Festival
Photo courtesy of Markham Main Streets*



MARKHAM VILLAGE MUSIC FESTIVAL

This festival was founded in 1978 as the Markham Village Festival. With music being such a strong component of the festival its name was changed in 2001 to the Markham Village Music Festival. The festival takes place annually in June along Markham Main St. promoting music of all genres—from rock and roll to classical, from country to hip hop. The festival also promotes local restaurants, and features food and craft vendors.



Film & Multimedia

Film activity in Markham is sporadic with occasional filming in the past in Unionville and at the Markham Museum. This area can be economically significant to Markham if there is stronger outreach to this sector. Markham needs to undertake a review, as other GTA cities have done, of its regulatory environment to make Markham competitive and friendly to film production.

The high technology concentration of Markham strongly suggests there are many business connections to the film industry. The data on Ontario's billion-dollar film industry is not compiled by the Province on the geographic distribution of that investment. A better understanding of our high-technology sector related to film and gaming is a priority of the City's economic plan and an area where there is direct synergy with Markham's Cultural Department.

The York Multimedia Film Festival, in its third year in 2012, has proven that there is a strong interest in film and film production by young people. York University has a robust film program as do many of our high schools. The Markham Teen Arts Council (MTAC) programs their annual 24-hour Film Challenge with strong participation by our middle and high school youth.

Tourism

Markham's historic districts such as Main Street Unionville, Main Street Markham and Old Thornhill as well as its many cultural venues, festivals and events add depth to Markham's tourism offerings. However, there is little synergy between Markham's events and attractions and the lack of knowledge of local cultural assets by hotels and residents. Our attractions and events, while growing, are not yet strong enough to generate overnight stays that are the engine of economic impact from tourism.

Tourism also adds benefits to communities through raising awareness of community assets. There is opportunity to leverage Markham's cultural resources in a strategic way to achieve this. These assets include:

- its Main streets
- diversity that contributes to a welcoming place for global visitors
- strong and growing reputation of its three cultural facilities
- strong hospitality sector
- world class golf courses like the Angus Glen Golf Club
- many events and festivals
- proximity to Niagara Falls and Toronto

VISION FOR THE FUTURE

Markham is one of the top centres for knowledge based companies known for their innovation.

Through mapping we identify people and creative industries working in related businesses and encourage synergy from this evolving cultural sector. Markham is the community of choice for creative workers; the place where people want to live, work and play. Markham is where creativity is integrated into the way of life at work and home.

The municipal environment is supportive of film production. We are connected to provincial and federal organizations that promote and support Ontario's billion-dollar film industry.

Our cultural organizations are generating overnight visitation by working together and with the private sector including tour operators and the hotel and accommodation sector to package Markham's cultural offerings. Residents and visitors value our cultural facilities, events and festivals. They value Markham's historical assets spanning the settlement of Rouge Valley by First Nations that continues to this day. Our residents celebrate our local cultural assets through their participation and share them with visiting friends and family. Residents are ambassadors and promoters of Markham cultural experiences.

From our children to business leaders they have access to creative thinking and skills development to support an economically sustainable future. There are places, common ground and incubators that bring arts, culture and creative industries together to share ideas and stimulate invention and innovation. Markham is a place where young people can find accommodation and employment to stay in the community they grew up in.

HOW WE WILL GET THERE

We will continue our collaboration with Markham's Economic Development Department to attract creative workers and their companies to Markham. We will ensure zoning and policies are supportive of retaining and attracting young artists and entrepreneurs, and leverage cultural exchanges and international events to connect businesses to Markham through culture.

We will promote Markham as a place friendly to film and multimedia by ensuring a supportive regulatory environment based on industry and community needs including constructive relationships with OMDC (Ontario Media Development Corporation), Telefilm Canada and other agencies.

We will work with RTO6 (Regional Tourism Organization for the "Central Counties") and private sector to assess Markham's tourism assets from a tourism industry perspective and promote Markham's cultural experiences to visiting friends and relatives. Tourism efforts will be led by the private sector with Markham's investment balancing its efforts with the economic outcome.

ACTIONS

Creative Economy & Workforce

- 46 Continue to work with Economic Development on implementing the Creative City strategies that reflect the excellence and quality of cultural experiences in Markham (ILMP 181).
- 47 Support Economic Development's goal to attract creative workers to Markham.
- 48 Embed culture, innovation and lifelong learning into planning and strategic decisions by the City.

Film & Media

- 49 Create a municipally supportive business environment for film and multimedia production and related businesses including promotion of Markham as a film destination.

Tourism

- 50 Work with Economic Development Department, RTO6, Markham hospitality, festival, event and attraction leaders to leverage, promote and package Markham's three cultural assets for tourism.



THEATRE

- *York University, Faculty of Fine Art and Markham Dance Forum 2012*
- *York Region media group in 2010 and continuing*
- *CCI theatre presenters association block booking for dance*
- *Hotels rooms for performers*

MUSEUM

- *Rouge Park and Toronto Region Conservation Authority on-site projects in 2011 and continuing*
- *Centennial College academic support 2011/12*
- *York University, Faculties of Fine Arts and History 2013 major exhibition "Landslide" using artist interpretations of the suburban experience*
- *Canadian Museum Association's Canada-China Cultural Dialogue*

GALLERY

- *Textile Museum co production of "Kai Chan" exhibition, book and tour 2011/12*
- *York University post graduate curatorial studies participation*
- *Musée national des beaux-arts du Québec coproduction, book and tour for exhibition in 2013*
- *Canadian Museum Association's Canada-China Cultural Dialogue*



PARTNERING TO BUILD A STRONG CULTURAL CORE FOR MARKHAM

Partnerships and collaboration within the community can enhance all aspects of culture including production, creation and access. There is a long history of successful partnerships between cultural organizations and with the private sector and community to achieve extraordinary results for cities. Networks and relationships between people, organizations and businesses are the basis for partnerships and collaboration.

Markham is growing with a projected growth of an additional 120,000 people becoming residents in the next 20 years. As indicated in the ILMP, growth is the greatest facility and service infrastructure challenge facing Markham. To respond to growth will require new models of partnership and collaboration to keep pace with growth. Models such as:

- Private/public partnerships—such as theatre naming
- Public/public partnerships—such as collaborating with school boards

Working together can create efficiency, help organizations and businesses better promote to targeted audiences and create more capacity to respond to growth and changing needs. Intuitively, residents, grantors and private sector sponsors like to see evidence of collaboration because of the value achieved for their investment or contribution. Effective partnerships are celebrated in a variety of awards and recognition events by cities.

WHERE WE ARE

Cultural Programs & Services

The high professional standing and skills within Markham's cultural institutions has generated a wide range of partnerships with academia, business and other cultural organizations across Canada, other governments and community. Markham's cultural organizations have successfully woven threads of collaboration to achieve special projects and shared priorities. There is a greater opportunity to further engage residents and organizations and businesses in strengthening the cultural options available to residents both in programming and cultural spaces.

There were twelve IIFA Markham 2011 events that occurred that resulted in building new networks of performers, producers, suppliers and community organizations for future endeavours. The artsVest business for the arts course and fund-matching (\$70,000) program in partnership with the Markham Board of Trade and Markham Arts Council resulted in 10 Markham organizations benefiting.

The York Multimedia Film Projects a regional project that brings together the cultural departments of York Region's nine cities, the two boards of education and their film student programs, several children's social service agencies and professional filmmakers on a project that largely is focused on engaging youth through film.

Celebrating Achievement

There are a variety of awards and achievement programs such as Markham's achievement awards ACRA and MBT Business Excellence Awards, but no single program to celebrate cultural achievement and partnership.

New Cultural Spaces

Partnerships and collaboration have always been a means to create cultural spaces. Specialized cultural spaces like museums, theatres, galleries and cultural centres typically have three levels of participation by government and community fundraising. Often projects are initiated with a lead gift. Public/public partnership created the Markham Theatre almost three decades ago, when Markham partnered with the York Region District School Board (YRDSB) to build the Markham Theatre adjoining the Unionville High School. In the future, partnership with the private and public sectors (for example School Boards & shopping malls), will be essential to achieving cultural spaces in new development and in older neighborhoods that are undergoing renewal. There are few successful examples across southern Ontario yet the fiscal environment for governments should contribute to a more collaborative environment.

To be a player in partnerships requires capacity: capacity in funds; capacity of in-kind services; staff; places and/or land. Sometimes it requires a preliminary investment or a pilot project as a test. Markham understands these components.

Sharing Spaces

Alongside the opportunity of new spaces and recycling of old spaces is the option of sharing space to deliver programs. Public/public and public/private options are possible. The inclusion of a rehearsal hall in the Cornell Community Centre and inclusion of hanging walls for art in Markham Public Library, Main Street are two recent examples within Markham facilities. Places of worship, schools and new retail malls have all been important to the cultural organizations. Another example is the Parya Trillium Foundation that opened the first Persian cultural centre outside of Iran in Thornhill on May 2012. The centre is open to the public and is focused on connecting itself to the cultural community of Markham. Markham can do more through continuous inventorying and sharing of information to ensure the community is aware of these opportunities.

Enhancing Existing Cultural Spaces

Transit is another major issue for access to cultural resources and events, especially for seniors, youth, new Canadians and GTA tourism. Partnership and collaboration can result in a concentration of services within walkable neighborhoods such as Markham's two Main Streets, or regional development clusters along Hwy 7.



MARKHAM WELCOME CENTRES

Both Welcome Centres in Markham primarily deliver employment, housing and language services to new Canadians, and and work with the Culture Department on integration.

SOUTH ASIAN SOCIAL SERVICES NETWORK (SSN)

SSN opened a 3000 sq ft community hub that will program its facility with services the neighborhood wants. SSN links Markham's cultural services into the neighborhood and specifically into the growing South Asian community.



VANCOUVER'S SOCIAL PURPOSE REAL ESTATE TABLE

Vancouver created a collaborative group called The Social Purpose Real Estate Table that brings together culture, social services, governments and private sector to help solve space needs.



Markham's Farmers Market

Markham Farmers Market takes place in the heart of downtown Markham Village, at Robinson Street and Main Street Markham North. Specializing in Farm Fresh Products the market features many organically grown fruits and vegetables, as well baked goods, preserves, flowers, natural soaps and other products. The market runs annually from May to September and also features live entertainment every Saturday.





“There is a great push on immediacy in our culture yet it is often a challenge to effectively find out what is going on and how to participate.”
– Charles Smith, founder of CPPAMO

Networks

Partnerships and collaboration need networks. A major vehicle for facilitating community partnership is a city’s local arts council working along with the Culture Department. The Markham Arts Council (MAC) was created in 2004 and delivers exceptional value through partnerships. MAC finds the partners for space, brings expertise together, creates collaborations for funding and program delivery. In addition, MAC is committed to bringing world class events such as the International Festival of Authors/IFOA Markham to our city, and working with the Varley Gallery and the Markham Museum to facilitate professional arts and culture programming for the artists and citizens of Markham. As in many cities, there is a lack of synergy with events that works against collaborative opportunities.

VISION FOR THE FUTURE

Markham leads in arts and culture through its capacity to embrace and manage new and innovative partnerships. These partnerships are built on:

- Strong cultural institutions and libraries
- Inclusive participation
- An engaged participatory cultural, academic and business community
- Public celebration of successful partnerships and collaborations

Cultural stewardship is a shared responsibility across the entire community. Successful collaboration and effective partnerships will connect public, private and not-for-profit sectors in new ways with significant dividends for all of Markham.

HOW WE WILL GET THERE

We will use our core business strength in partnership and collaboration to create new opportunities for Markham’s cultural sector. We will also share this expertise with the community and cultivate an active network of people to find and create the right partnerships for the right reasons. We will work with our partners in the non-profit arts and cultural sector, cultural industries, business and public sectors to develop new and innovative ways to highlight and profile the creative sector to the residents and businesses of Markham.

Partnerships need to be set up and managed. Sometimes they need start-up funds or joint investment. Building capacity to generate income and investment will be essential for expanding partnership opportunities that respond to growth. It is essential that there is a good database of assets and organizations from which to build and strengthen relationships and the potential for partnerships. We will sustain our cultural mapping resource and work with the Markham Arts Council to build a sustainable arts council for Markham that will broaden the networks and opportunities for collaboration across Markham. This will result in an enabling environment for arts and culture to flourish in Markham and for partnerships to thrive and funding sources to grow.

Finally, we will recognize and celebrate our cultural successes.

ACTIONS

Keep up with Growth

- 51 Develop a plan for cultural gathering spaces in the public realm to be wirelessly connected for the sharing of knowledge and information.
- 52 Collaborate and partner with non-profit and private sectors to achieve increased cultural spaces, programs and services.
- 53 Investigate and report on benefits of establishing a civic strategic investment fund to stimulate and develop new partnerships.

Build Networks

- 54 Foster an environment that encourages professional arts organizations to establish themselves in or move to Markham.
- 55 Assist the Markham Arts Council to achieve financial sustainability and re-evaluate increasing the current \$.06/capita funding provided by the City.
- 56 Identify a standard database solution to support building and sharing networks.
- 57 Build on inclusive relationships and networks of support with youth and young adults.
- 58 Provide the means to stay current with changes in communication technologies for residents.
- 59 Utilize existing data collection efforts and employ leading-edge data mining techniques as a cost effective means to identify trends and consumer profiles that will inform communications and network building.

Celebrate

- 60 Celebrate the 30th anniversary of Markham Theatre in 2015.
- 61 Establish an annual Mayor's recognition of local cultural achievement in creative excellence and cultural collaborations.

Taste of Asia Festival





Irish Dancers perform at Markham Village Unity Festival



TOOLS FOR CHANGE

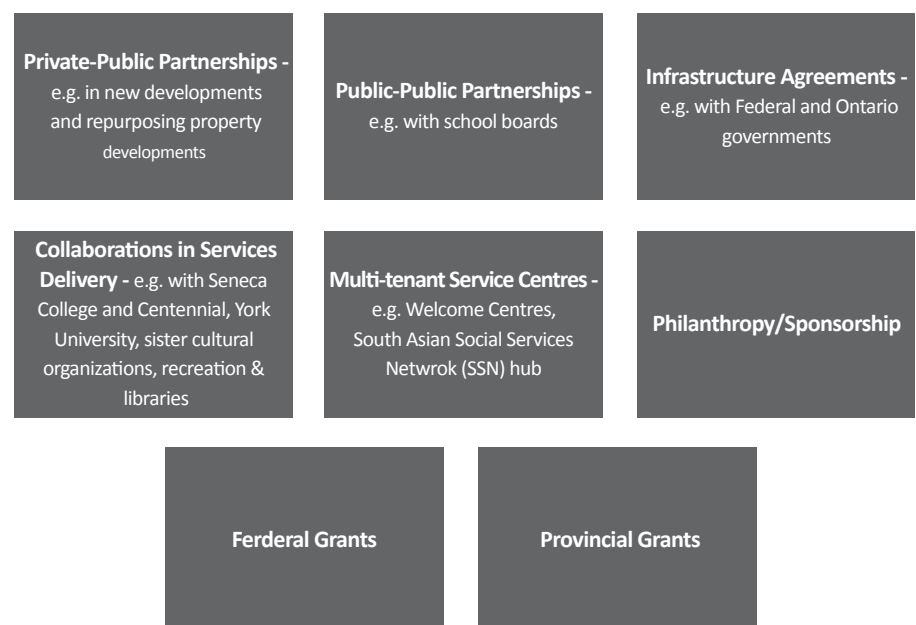
Kindred Spirits Orchestra perform at the Flato Markham Theatre

The investments the City has made over the last 40 years has given Markham a strong foundation for the development of its cultural sector. The many festivals, renowned cultural venues, high standard of park design and new rehearsal hall in Cornell Centre are all significant achievements. The final part of the approved ILMP is the Culture Plan which identifies the needs and strategies for meeting growth and change in Markham. This section looks at the variety of tools that are available to Markham to implement building a creative Markham.

Historically, cultural infrastructure was funded by a combination of multi-tier government support and private donations. This approach has been sporadic with bursts of activity when there is an infrastructure program as was just experienced in Canada coming out of the 2009 recession, or a major gift that was received by the Varley Art Gallery with the generous \$1.5 million donation by Mr. Wallace Joyce.

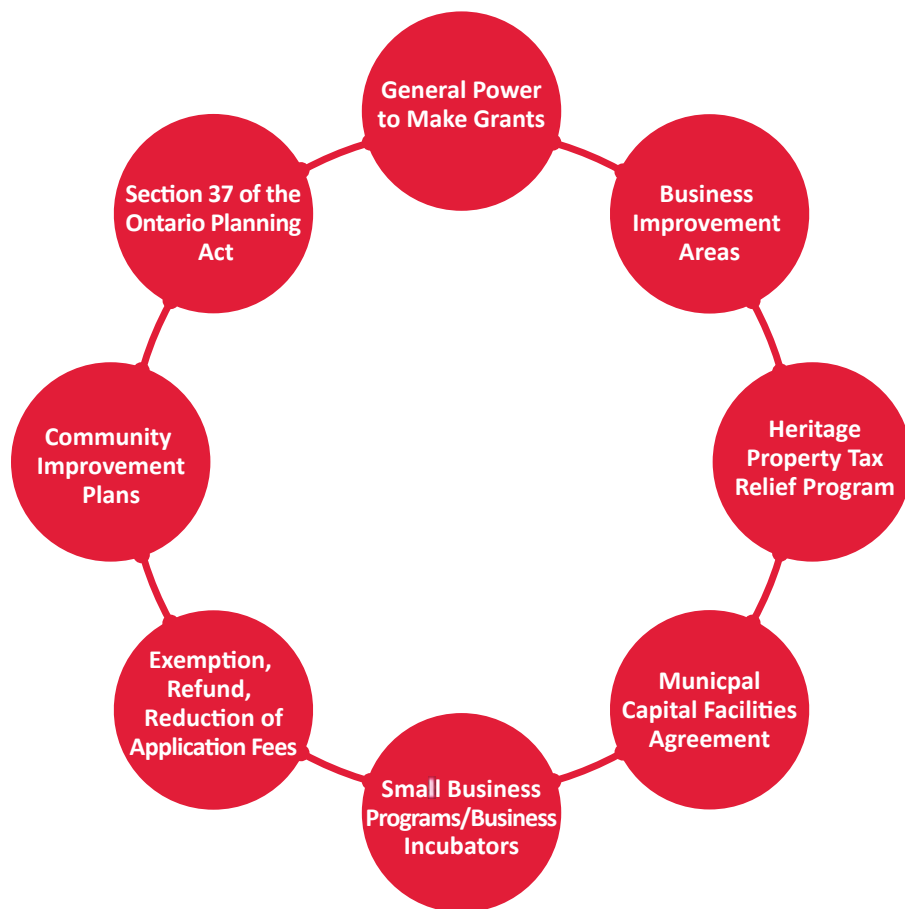
The greatest challenge has been the lack of a mechanism in the Development Charges Act for development charges to fund community cultural infrastructure. Libraries, recreation and parks among other municipal services are funded at a rate of 90% for growth related projects. The Act omits cultural facilities from using Development Charges.

There are however, a large range of options for Markham to use to create our cultural infrastructure. It is essential that all of these tools be considered in looking for ways to support cultural infrastructure and the interpretations levered to fund cultural infrastructure through these existing mechanisms. Some of the most notable projects in Toronto including the Distillery District, Wychwood Barns and Evergreen Brick Works were funded through complex multiple funding sources requiring the depth of the Artscape organization to manage for the City of Toronto.



FINANCIAL TOOLS

To support municipalities, a number of financial tools are available to help plan, design, direct and manage the built environment in ways that are socially, culturally, environmentally and economically beneficial for future generations:



ACTIONS

- 62 Continue to explore alternate revenue generation approaches for creating a funding stream for cultural infrastructure (ILMP 183).
- 63 Advocate politically for more city revenue tools from the Province including changes to the Development Charges Act that would allow use of development charges for cultural growth.
- 64 Leverage existing Municipal, Provincial and Federal financial tools and grants for cultural infrastructure.
- 65 Establish a business, government and non-profit sector collaborative modelled on Vancouver's to solve space needs for non-profits.



MEASURING SUCCESS

JIGU! Thunder Drums of China, in a special performance at Market Village in Markham, November 2011

As a living planning document there will be a review in year five of the plan to assess its direction. Measurement of the Cultural Plan implementation is critical to providing:

- Transparency
- Accountability
- Informing decisions that need to be made as the Plan is implemented

This standard has been established with the ILMP and other City service plans.

Within the Culture Department each of the venues strategic plans establish specific measures for their operations. The Theatre's strategic plan approved by Council in 2011, includes one of the country's most comprehensive measurement matrixes.

Overall we are committed to providing more opportunities for improving customer evaluation. New tools for collecting information i.e. Facebook's ability to use "Survey Monkey" provide more ways to cost effectively obtain continuous evaluation.

Other opportunities for comparison and sharing information are being generated. There is a network of municipal culture managers for Southern Ontario, as well as a national network called Creative Cities. At the end of 2011 the Canadian Urban Institute issued its report on cultural indicators, funded by the Province and five partner cities including Markham. The report identified 72 indicators for cities to select from according to their needs.

The current business planning process used by Markham already tracks resource inputs such as volunteer hours, participation numbers and per capita data.

The following measures are recommended for Markham's Cultural Policy and Plan:

- Survey residents biannually on cultural services either separately or incorporated into other City of Markham surveying activities
- Have venue based metrics established and in place for The Flato Markham Theatre, The Markham Museum and The Varley Art Gallery (The Varley) by 2013 (Theatre was in place for 2012)
- Continue to work with ArtsBuild to populate the facility data resource to support Markham's cultural planning
- Use new tools to further engage residents and measure their activity, such as Survey Monkey to collect customer feedback
- Incorporate key indicators from the Cultural Indicators project:
 - Employment data for creative workers
 - Festivals with over 5,000 in attendance
 - Public art projects and investment
 - Markham Arts Council membership
- Mapping database updates
- Host an annual consultation meeting with the cultural community
- Use the mapping database benchmark to measure growth of cultural sector

ACTIONS

- 66 Implement a system of key outcome indicators and seek regular community input on progress of the Plan including an annual report commencing December 2013.



COLAB Exhibition, Varley Art Gallery

APPENDICES



Groundbreaking Markham Pan Am Parapan Am Building

DEFINITIONS

CULTURE

In this document, 'culture' is defined as the arts and heritage resources, activities and forms of expression as practiced and preserved in a community to reflect the beliefs, experiences and creative aspirations of its people.

(source: Creative City Network of Canada)

CULTURAL PLANNING

A municipal government-led process approved by Council, for identifying and leveraging a community's cultural resources, strengthening the management of those resources, and integrating those cultural resources across all facets of local government planning and decision-making.

(Province of Ontario)

CREATIVE CLUSTER

Refers to the geographic concentration of creative industries (arts, performance, design, etc.) within an area. The proximity of the industries creates an increase in the sharing of knowledge and information, labour, and market awareness. In addition this environment of clusters fosters innovation and can create competitive advantage.

(source: http://www.wipo.int/ip-development/en/creative_industry/creative_clusters.html)

CREATIVE INDUSTRY

Also referred to as cultural industries, creative industries are economic activities concerned with the production of knowledge and innovation. Traditionally these have included the economies of advertising, architecture, art, design, fashion, film, publishing, research and development, radio, etc. Urban economic expert Dr. Richard Florida argues that all knowledge workers (a worker offering professional knowledge-based services, ranging from health care to business to law) constitute the creativity economy. For mapping purposes the definition includes the following according to NAICS coding and Markham's economic mix: video recording/sound, publishers, radio/tv, photographers (not retail), architectural engineering and related services, specialized design services, computer systems design and related services, management scientific, technical consulting, scientific, research and development, other professional scientific and technical services and art schools (dance, music, art).

COMMUNITY HUB

Cross-disciplinary spaces that connect people within a community and provide identified needed services.

(source: <http://www.unitedwaytoronto.com/whatWeDo/communityHubs.php>)

ARTS INCUBATOR

Facilities that provide affordable space, programming focused on development and providing a strong sense of community. They connect culture workers, artists, business and non-profit organizations. They are centres of creativity that develop new content and can lead to innovation.

(Paraphrased from <http://transformkingedward.ca/content/faq>)

CULTURAL SPACES

A framework or place for human activity from which culture is learned and developed. Spaces that can be used to host a variety of artistic, cultural, community and educational programs, classes and events that can create a unique and culturally vibrant identity for the area it is located in. (source: <http://human-nature.com/mental/chap2.html>)

Youth space: Places that are welcoming, supporting and accessible for young people in a community. They aid in empowering youth with increased opportunities be it activities, employment or meeting friends.

CULTURAL RESOURCE MAPPING

The process of identifying and classifying a community's cultural resources, usually in the form of a geo-database. Municipalities can use cultural mapping to influence future policy, strengthen management of their current assets and help determine need for future cultural resources.

Cultural mapping aids in the development of synergies and partnerships.

(source: <http://www.ontariomcp.ca/library-2/>)

PLACE-MAKING

The multi-disciplinary process and philosophy of planning and designing public spaces that promotes health, happiness and well-being. There is a focus on creating people-oriented spaces that promote social interaction and a connection to the local environment. Another purpose of place-making is to add identity to places, so as to increase their value to all users and allow residents to be proud of these places.

(sources: http://www.pps.org/reference/what_is_placemaking/ http://www.london.ca/d.aspx?s=/Planning_and_Development/Land_Use_Planning/placemaking.htm)

FULL ACTIONS LIST

RECOMMENDATION NUMBER	RECOMMENDATION	SUSTAINING CULTURAL SERVICES	CULTURAL ENGAGEMENT / OUTREACH	INTEGRATED PLANNING
ARTS AND CULTURE PLAY A MAJOR ROLE IN DEFINING MARKHAM				
PUBLIC SPACES				
1	Work with the community to facilitate cultural activity in public spaces.		✓	
2	Complete a public realm policy for Markham in 2013.		✓	✓
3	Implement the Public Art Program and annual plans to bring art into places where people live, work and come together.		✓	✓
4	Include heritage cemeteries in the planning of open spaces for heritage interpretation as well as places for contemplation in the urban environment.			✓
5	Improve street connectivity and visibility of public spaces such as the Civic Centre, Art Gallery and Museum to increase local awareness of these public spaces.			✓
CREATIVE CLUSTERS				
6	Develop a strategy for encouraging concentrations of culture and entertainment in Markham such as Unionville and Markham Main Streets and new regional development areas.		✓	
7	Explore ways to link Unionville heritage district and the new PanAm ParaPan site as a part of a Unionville creative cluster, for example through a bicycle share program.			✓
ADAPTIVE REUSE				
8	Coordinate with School boards for greater community use of schools as cultural spaces for neighbourhood cultural infrastructure and programming.			✓
9	Seek cultural opportunities for the re-use and renewal of heritage properties in City of Markham ownership (ILMP 186) at no or low operating cost. * Stiver Mill * Daniel Fairty House * Raymer Wambolt House	✓		
DESIGN				
10	Encourage design excellence in architecture through the Official Plan by establishing design review panels.			✓
11	Include references to the Cultural Plan and Public Realm in the Official Plan and as part of creative city vision to advance Markham's cultural identity.			✓

RECOMMENDATION NUMBER	RECOMMENDATION	SUSTAINING CULTURAL SERVICES	CULTURAL ENGAGEMENT / OUTREACH	INTEGRATED PLANNING
ARTISTS AND CREATORS GENERATE IDEAS AND INNOVATIONS				
CONTENT				
12	Strengthen Markham's cultural venues as central places of research and content creation that bring people together to share ideas.	✓		
13	Continue to build capacity for existing cultural venues to create and present cultural content across Canada and to the world. * Flato Markham Theatre * The Varley Art Gallery * Markham Museum	✓		
14	Continue the development of the artifact and art collections at the Markham Museum and The Varley Art Gallery to support programming and inform content.	✓		
HUBS AND NETWORKS				
15	Establish a creative incubator for experimentation and learning.		✓	
16	Explore partnership potential with the Centre for Social Innovation and develop a plan accordingly.			✓
17	Align cultural planning and service delivery with a neighbourhood-based approach that includes development of community run creative hubs (ILMP 182).		✓	
18	Further integrate cultural venues and libraries as incubators with academic and business sectors.		✓	✓
ENTREPRENEURIAL FRIENDLY				
19	Review zoning and permitted uses to determine what needs to change to allow for live/work spaces, alternate work spaces, incubators and hubs to attract and keep creative people in Markham.			✓
20	Provide opportunities for the community to learn about social enterprises to build the social and economic strength of Markham.			✓
21	Ensure cultural facilities and libraries have current technology to develop and make content more accessible.	✓		

RECOMMENDATION NUMBER	RECOMMENDATION	SUSTAINING CULTURAL SERVICES	CULTURAL ENGAGEMENT / OUTREACH	INTEGRATED PLANNING
CULTURE CONNECTS PEOPLE, IDEAS AND COMMUNITY				
STRATEGIC INVESTMENT IN INFRASTRUCTURE				
22	Create a city 10 year capital infrastructure plan to keep pace with growth and that considers centralized and decentralized services.	✓		
23	Undertake a study to establish a supportive regulatory regime to encourage regeneration and use of buildings for cultural purposes.			✓
24	Establish internal guidelines for cultural enhancements to civic facilities as new buildings are constructed or as renovation projects occur.	✓		
25	Create or enhance cultural spaces within parks and public buildings for display and performance based on a city wide engagement plan for neighbourhoods.		✓	
26	Support positioning and promoting of the Civic Centre and surrounding assets as a cultural focal point for Markham Centre (ILMP 182).			✓
27	As a prelude to a feasibility study for a larger theatre space in Markham, undertake an assessment of existing and proposed public and private performing arts space and options to meet that need.			✓
28	Undertake a needs assessment for a cultural arts centre and identify business model options for a future cultural arts centre.		✓	
29	Examine the feasibility of a major front of house retrofit and expansion to the Flato Markham Theatre to enhance patron experience, and to align the theatre with Civic Centre public realm goals as they develop (2015 is 30th anniversary).	✓		
GTA WIDE EVENTS				
30	Assess upcoming GTA wide international events to determine role and participation goals for Markham residents.			✓
31	Work with Toronto 2015 PanAm ParaPan Games for cultural programming and community engagement.		✓	
32	Determine the role of Markham in planning for Canada's 150th celebration in 2017.			✓
NEW CANADIANS AND COMMUNITY ENGAGEMENT				
33	Continue working with the two Welcome Centres to deliver programs and promotions of cultural services.		✓	

RECOMMENDATION NUMBER	RECOMMENDATION	SUSTAINING CULTURAL SERVICES	CULTURAL ENGAGEMENT / OUTREACH	INTEGRATED PLANNING
INTEGRATED PLANNING				
34	Establish a formal process for integrated planning between the Culture and Planning Departments to advance public art and cultural spaces within private development.			✓
35	Maintain the cultural mapping database to stay current.	✓		
36	Continue implementation of Integrated Leisure Master Plan for integrated service delivery to clients and use of space where appropriate between Culture, Recreation and Libraries.	✓		
CULTURE CONTRIBUTES TO LIFELONG LEARNING				
ACCESS				
37	Adopt an integrated planning approach by all departments to ensure lifelong learning opportunities are considered in all aspects of decision making and programming.			✓
38	Foster the exchange of knowledge, skills and expertise in creativity to create success in the creative economy.			✓
39	Continue to work with the Markham Public Library to broaden the opportunities for access to knowledge, creative expression and the creation of ideas.	✓		
40	Build capacity for the Culture Department to develop and offer more and enhanced outreach cultural programming across Markham such as seniors' centres, accessibility related organizations and at festival cultural programming.		✓	
41	Work with the school boards on increasing cultural programming opportunities for primary and secondary school students.		✓	
42	Hire an outreach coordinator for culture.		✓	
COLLABORATIONS				
43	Promote mentoring opportunities within and between the private and public creative sectors that draw on the extensive expertise within our community, businesses and educational institutions for creative workers, students and entrepreneurs.			✓
44	Sustain robust academic partnerships to bring those resources to Markham (Faculty of York Fine Arts, OCADU, Centennial, George Brown College, Humber, Seneca).	✓		
45	Work with social services and health sectors to provide cultural services options as a component of their programming focus.		✓	

RECOMMENDATION NUMBER	RECOMMENDATION	SUSTAINING CULTURAL SERVICES	CULTURAL ENGAGEMENT / OUTREACH	INTEGRATED PLANNING
ARTS AND CREATIVE INDUSTRIES ARE IMPORTANT TO ECONOMIC GROWTH				
CREATIVE ECONOMY AND WORKFORCE				
46	Continue to work with Economic Development on implementing the Creative City strategies that reflect the excellence and quality of cultural experiences in Markham (ILMP 181).			✓
47	Support Economic Development's goal to attract creative workers to Markham.			✓
48	Embed culture, innovation and lifelong learning into planning and strategic decisions by the City.			✓
FILM AND MEDIA				
49	Create a municipally supportive business environment for film and multimedia production and related businesses including promotion of Markham as a film destination.			✓
TOURISM				
50	Work with Economic Development Department, RTO6, Markham hospitality, festival, event and attraction leaders to leverage, promote and package Markham's three cultural assets for tourism.			✓
PARTNERSHIP IS FUNDAMENTAL TO BUILDING AND SUSTAINING A CREATIVE MARKHAM				
KEEP UP WITH GROWTH				
51	Develop a plan for cultural gathering spaces in the public realm to be wirelessly connected for the sharing of knowledge and information.			✓
52	Collaborate and partner with non-profit and private sectors to achieve increased cultural spaces, programs and services.			✓
53	Investigate and report on benefits of establishing a civic strategic investment fund to stimulate and develop new partnerships.	✓		
BUILD NETWORKS				
54	Foster an environment that encourages professional arts organizations to establish themselves in or move to Markham.			✓
55	Assist the Markham Arts Council to achieve financial sustainability and re-evaluate increasing the current \$.06/capita funding provided by the City.			
56	Identify a standard database solution to support building and sharing networks.			✓
57	Build on inclusive relationships and networks of support with youth and young adults.		✓	

RECOMMENDATION NUMBER	RECOMMENDATION	SUSTAINING CULTURAL SERVICES	CULTURAL ENGAGEMENT / OUTREACH	INTEGRATED PLANNING
58	Provide the means to stay current with technology changes in communications for residents.			✓
59	Utilize existing data collection efforts and employ leading-edge data mining techniques as a cost effective means to identify trends and consumer profiles that will inform communications and network building.			✓
CELEBRATE				
60	Celebrate the 30th anniversary of Markham Theatre in 2015.	✓		
61	Establish an annual Mayor's recognition of local cultural achievement in creative excellence and cultural collaborations.		✓	
ENABLING TOOLS				
62	Continue to explore alternate revenue generation approaches for creating a funding stream for cultural infrastructure (ILMP 183).	✓		
63	Advocate politically for more city revenue tools from the Province including changes to the Development Charges Act that would allow use of development charges for cultural growth.	✓		
64	Leverage existing Municipal, Provincial and Federal financial tools and grants for cultural infrastructure.			✓
65	Establish a business, government and non profit sector collaborative modelled on Vancouver's to solve space needs for non profits.			✓
MEASUREMENT				
66	Implement a system of key outcome indicators and seek regular community input on progress of the Plan including an annual report commencing December 2013.	✓		

RESOURCES AND CULTURAL PLANNING REFERENCES

CULTURE PLAN LIST OF RESOURCES:

Awakening the Creative Voice: Building Creative Capital in Cities and Communities. Remarks by Alan Brown. Prepared for the Cultural Policy Center at the University of Chicago. October 18, 2011. <http://culturalpolicy.uchicago.edu/papers/workingpapers/brown-creative-capital.pdf>

Artscape <http://www.torontoartscape.org/>

Canadian Urban Institute – Municipal Cultural Planning Indicator and Performance Measures Guidebook (2011): <http://www.canurb.com/content/publications-reports-public-archive>

Centre for Social Innovation: <http://socialinnovation.ca/>

City of Edmonton, Edmonton Non Profit Shared Space Feasibility Toolkit <http://www.socialpurposerealestate.net/wp-content/uploads/Non-profit-SharedSpace-Toolkit.pdf>

COLAB, a 2011/12 project on Markham by the Institute without Boundaries, George Brown College <http://worldhouse.ca/city-systems-year-3/>

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Hill Strategies Research Reports: <http://www.hillstrategies.com/>

Kunstler, James Howard. The Geography of Nowhere. Touchstone: New York. 1993.

Landry, Charles The Art of City-Making, 2006

Ontario Arts Council Engagement Study 2011: <http://www.arts.on.ca/AssetFactory.aspx?did=7228>

Ontario Municipal Cultural Planning: <http://www.ontariomcp.ca/>

Ontario Ministry of Tourism, Culture and Sport – Cultural Planning: http://www.mtc.gov.on.ca/en/culture/cul_planning.shtml

Placing Creativity: <http://www.placingcreativity.ca/>

Cultural Facilities: A Study on Their Requirements and the Formulation of New Planning Standards and Guidelines, 1999. Hong Kong. http://www.legco.gov.hk/yr04-05/english/hc/sub_com/hs02/papers/hs020316cb1-wkcd97-scan-e.pdf

Toronto Artscape and Regent Park Arts & Cultural Centre: <http://www.torontoartscape.org/regent-park-arts>

The United Nations convention on the Rights of Child May 31, 2010
http://www.childrensrights.ie/sites/default/files/submissions_reports/files/UNCRCEnglish_0.pdf

City of Vancouver; Cultural Facility Planning & Development Self-Assessment Checklist 2008
<http://vancouver.ca/files/cov/CulturePlan-Phase1-Facilities-SelfAssessment.pdf>, Use by Markham in its current form is permitted

City of Vancouver; Social Purpose Real Estate Collaborative <http://www.socialpurposerealestate.net/social-purpose-real-estate-resources>

York Region Arts Council <http://www.yorkregionartscouncil.com/>

MARKHAM SITES AND RESOURCES:

Markham Arts Council: <http://www.markhamartscouncil.com/>

Markham Culture Business Directory: <http://www.markham.ca/>

Markham Culture Department: <http://www.markham.ca/culture>

Markham Integrated Leisure Master Plan (2010): <http://http://www.markham.ca/>

Markham Museum: <http://www.markhammuseum.ca>

Main Street Markham <http://mainstreetmarkham.com/>

Flato Markham Theatre: <http://www.markhamtheatre.ca>

Main Street Unionville: <http://www.unionvilleinfo.com/>

Varley Art Gallery: <http://www.varleygallery.ca/>

PLANNING CONTEXT



“In challenging economic times, all governments have to come together to recognize the importance of the creative economy, ... not for its own sake, not as a boutique element in government investment, but as a central pillar in maintaining our cultural communities, our quality of life, and supporting a central piece of Canada’s economic infrastructure.”

-Nov 29, 2011. International Institute of Communications Conference in Ottawa, Hon. Moore Minister of Canadian Heritage and Official Languages

OFFICIAL PLAN

The City’s Official Plan provides the policy framework guiding the building form of our City over a 20 year time period. By 2013 Markham will have revised, under statute, its Official Plan. By incorporating references to the Cultural Plan and public art, the Official Plan will influence cultural place-making over the next 20 years.

The Culture Department actively supports the delivery of the following plans that have been approved by Council.

MARKHAM’S INTEGRATED LEISURE MASTER PLAN

The City of Markham recognizes that arts and culture are critical components in achieving a high quality of life standard and offer a wide range of benefits to individuals and communities. In recent years, the City has made a commitment to enhancing its cultural facilities and offerings. Through its recent approval of the Integrated Leisure Master Plan (approved by Town of Markham Council, April 13, 2010) and its series of culture related recommendations, the City set a high level direction for the arts and cultural sector. The goal for Service Excellence and Leadership includes Building on Markham’s Strengths in Arts, Culture and Heritage. This Culture Plan is the realization of the first of those recommendations and is a critical step in implementing our City’s approved direction for culture.

The full ILMP document is available on www.markham.ca.

MISSION STATEMENT OF ILMP

Markham’s Parks, Recreation, Cultural and Library Services provide inclusive, accessible, safe, enjoyable and sustainable leisure, learning, sport and cultural opportunities essential to vibrant places. This contributes to a quality of life that attracts and retains diverse and talented residents, supports a community-wide commitment to lifelong active living and learning, and advances Markham’s future prosperity in the rapidly growing creative and knowledge-based economy.

The final piece of the ILMP is the creation of a culture plan.

MARKHAM 2020 ECONOMIC COMPETITIVENESS STRATEGY

Markham 2020: Strategic Directions for Our Economy.

The vision for Markham includes “A ‘Creative Markham’ where innovation, technology, cultural diversity and the arts fuel successful enterprises”. The plan commits Markham and its partners to collaborate to attract and retain employment in key sectors of which one is them is Information, Entertainment and Cultural Industries. In addition, culture, and the building of a creative city, is included in the primary strategies. The 2020 objective is that: High Technology employers in Markham should regard Markham as a “City of Innovation and Creativity”.

GREENPRINT SUSTAINABILITY PLAN

The purpose of the Greenprint Sustainability Plan is to enhance and build upon existing environmental, economic, social and cultural initiatives, policies, programs, planning instruments and processes. Moreover, it creates a long term, integrated approach that aligns every decision towards a sustainable future. The Greenprint Plan provides a comprehensive and strategic umbrella under which other initiatives, processes and programs can be coordinated, integrated and informed. The integrated systems approach to implementing the initiatives supports the community infrastructure planning process by seeking to better integrate the roles and responsibilities currently undertaken by various Markham departments.

Culture impacts 5 of the 12 Greenprint goals for a sustainable community:

- Identity and Culture
- Economic Vibrancy
- Social Equity
- Education and Skills
- Individual Health

MARKHAM'S DIVERSITY ACTION PLAN

Through its Diversity Action Plan, Markham is committed to removing barriers for seniors, newcomers and visible minorities, youth and persons with disabilities. The Plan identifies areas for action to address the needs for each of these groups.

The Diversity Action Plan recognizes affordable and accessible housing, Markham's Parks, Recreation, Cultural and Library services, and partnerships with non-profits and other levels of government as important in serving the needs of Markham's diverse population. The Plan also identifies that the needs of its population are placing greater demand on services and creating new challenges for service delivery. The Plan recommends expanding partnerships and information on the changing needs of Markham's diverse communities and neighbourhoods as important in achieving Markham's diversity goals. Cultural recommendations are included in the report. The plan is accessible on www.markham.ca.

Cultural services and facilities play an important role in creating opportunities for the sharing of culture not only for the priority groups of the diversity plan, but for all residents and visitors to Markham. Programs are planned to be relevant and engaging for all the diversity plan priority groups. Some examples of recent Cultural Department efforts include:

- Volunteer programs
- Theatre community engagement initiative including performances at seniors facilities
- Newcomer youth three-year Federally funded program at the Museum
- Accessibility upgrades for physically challenged at all facilities
- IIFA Bollywood major event in 2011 resulting in a new annual community festival in South Markham
- Use of social media
- Art therapy and legally deaf blind program at the Varley Art Gallery

THE CONSULTATION PROCESS

The initial consultation was designed to be inclusive while using Markham's technology strengths. Facebook, Markham Life advertisement and the Markham Arts Council Enews were used to drive traffic to the culture page on the www.markham.ca web site. Additionally, we've used group contacts and surveys at major events to get feedback. Interviews with community leaders, and surveying literature and recent external surveys were completed.

The ILMP, Diversity and Greenprint all provided recent surveying on cultural services. Surveys were supported by Decode research services for survey design and analysis. Contacts were built into a new relationship database using ACT software to facilitate ongoing communication on this Culture Plan and its implementation.

NUMBER OF INTERVIEWS AND PRESENTATIONS

Number of Decode surveys: 483 and 28 interviews

Number of event surveys: 216

Facebook traffic: Creative Markham has 241 Likes and a weekly reach of 442 of which 55% are 18 to 34 yrs of age impressions

ACT database: over 500

SWOT ANALYSIS

The Building a Creative Markham advisory committee of Council conducted a SWOT workshop with its members.

Summary:

CHALLENGES	OPPORTUNITIES
Low knowledge of assets	Relationship building software
Lack of media	Targeted online marketing
Proximity to Toronto	Selling free parking and low travel time
"Siloed" groups and organizations	Quality of offering
Lack of cultural clusters	Promote collaboration and sharing especially on marketing
	Gateways and branding
	Encouraging broader and more inclusive audiences and participation by existing organizations
	Use of schools after hours

WHAT YOU SAID

In the surveys and interviews, residents told us that there is high interest in sightseeing heritage and attending local attractions. Residents and visitors are highly interested in attending festivals, events and movies. The biggest draw for participation is inclusiveness, for example a sense of community and friendliness. The main barriers identified were:

- Cost to get there and participate
- Lack of time
- Inaccessibility—distance, lack of transit, lack of handicapped parking and theatre accessibility
- Lack of information about what is happening

This feedback on lack of time and access is consistent for cultural plans across Ontario. Communication relies on word of mouth in the cultural sector. The issues of communication are similar across 905 where media coverage is weak. This was highlighted in the Leisure Master plan as well.

Culture is a core value now and in the future. Residents told us in the ILMP that what they value about Markham:

- Sense of community, belonging, community spirit, quality of life, and lifestyle
- Amount of green space, parks and natural areas
- High quality, accessible, affordable, mixed-use facilities that are relevant to residents' needs
- Heritage and unique heritage districts
- Physical, financial and cultural accessibility
- Safety in the community

CULTURAL ASSETS BY NAICS CODING

Community Arts Groups	34
Elementary, Secondary, and Post-Secondary Education Arts Programs	2
Ethno-Cultural Organizations	19
Historical and Genealogical Societies	4
Municipal Advisory Committee	14
Service Organizations/Non-Profits	35
Cultural Managers	5
Graphic Designers	7
Musicians	31
Performing-Dance	1
Performing-Drama, Theatre, & Multi-Discipline	3
Photographers	20
Poets	1
Visual Artists and Craftspeople	61
Writers	6
All Heritage Buildings (including Town Owned)	1613
City Owned Heritage Building	24
Plaque	5
Heritage District	4
Historic Cemetery	37
Archeological Sites	402
National or Provincial Parks	1
Places of Worship (including heritage and non-heritage structures)	89
Community Centres	18
Libraries	7
Theatres	1
Performing Arts Facilities	2
Museums	1
Art Galleries	1
Post Secondary Schools	1
High Schools	14
Major Festival Locations	10
Festivals with 5000+	13
Festivals with 5000: Performing Arts Festivals	9
Festivals with 5000: Cultural Heritage Tours (Doors Open)	1
Architectural, engineering, design, research	193
Computer and related design	203
Research	18
Music and dance schools	41

