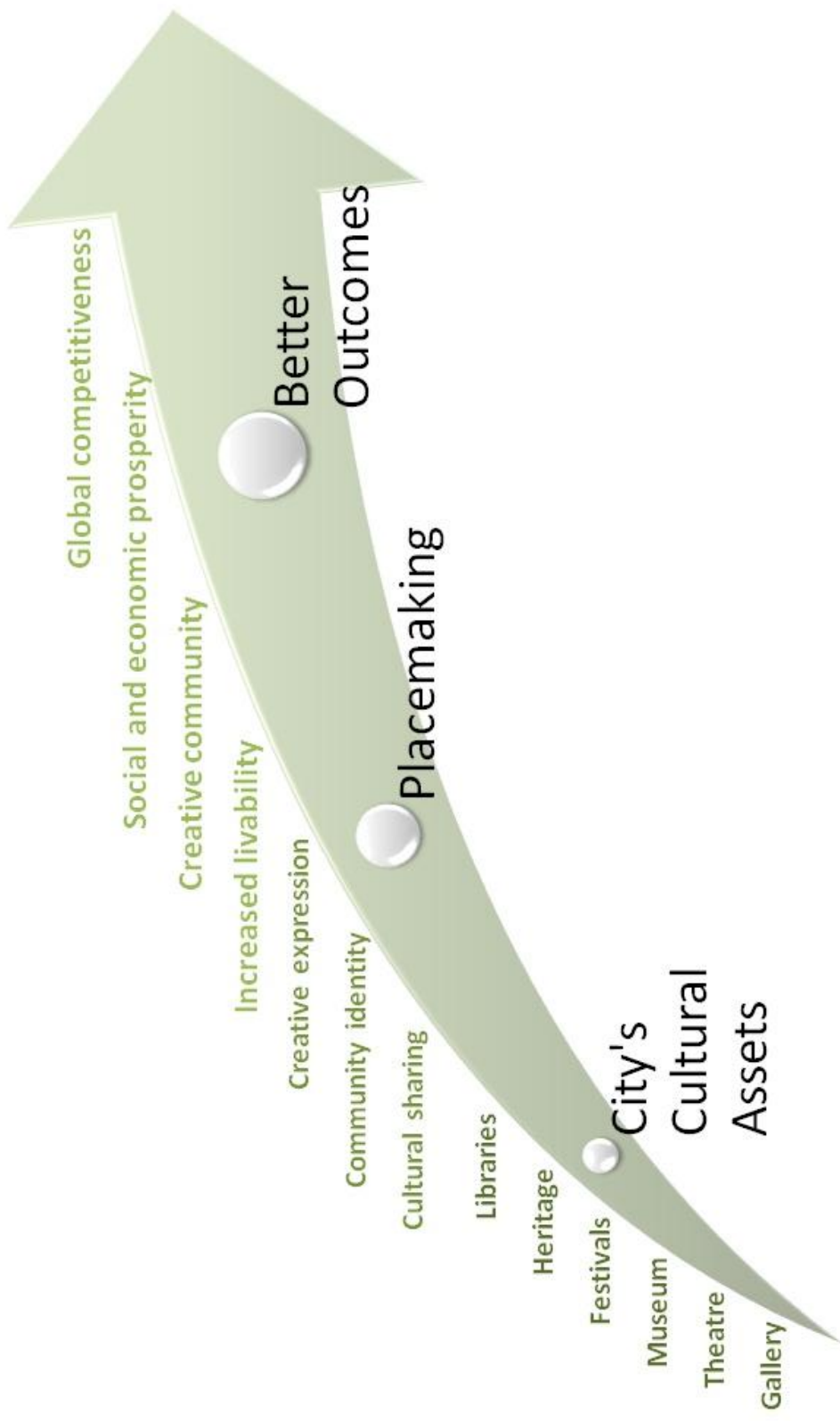


Building a Creative Markham Culture Plan Overview

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)

Cultural planning



Agenda

- Provide Update on status of Culture Plan
- Seek input on the six key strategic areas
- Provide timelines for next steps

Memories



"Art is very often about crossing boundaries, because creativity is about seeing things in new ways. Art opens people's imaginations to a wider world. And creative thinking, risk-taking, and openness to the new are qualities that are valued in many fields besides the arts."

**Dr. Shirley L. Thomson, Former Director, Canada
Council for the Arts and National Gallery of Canada**

Engaging

MTAC Art Show 2012



Museum Exhibition Opening



ILMP Strategy

Integrated Leisure Master Plan (2010)

- Goal 9c: Building on Markham's Strengths in Arts, Culture and Heritage
- To strengthen Markham's position as a creative community by enhancing and promoting arts, culture and heritage opportunities.

Process of making a creative Markham plan

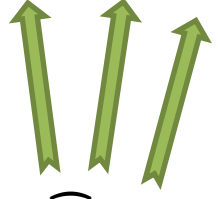
Creation of a Culture Department (2007)



Cultural Mapping Project (2008)



Community consultation(2010/11)



ILMP, Greenprint, Diversity Action Plan

Survey, interviews

Field trips



Culture Plan development (2011/12)



Policy (vision, mandate
and principles)



Strategic directions,
actions, measurement and
funding

Key Challenges

- Managing growth
- Capacity building
 - In-house
 - Community



Opportunities



Where we want to be in 10 years

a place where everyone can connect through culture

Everyone will be able to participate and experience culture because:

- **Culture is top of mind**
- **Our neighbourhoods are animated by culture**
- **We are known for our artistic excellence**
- **Creativity is celebrated**
- **The community is empowered and engaged in building a creative Markham**

Where We Want to Be



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

Role of Municipality in Cultural Services

In the Community:

- builds capacity to sustain and grow cultural sector
- facilitates access through engagement and inclusive participation
- is a catalyst for creative expression
- stimulates a creative economy

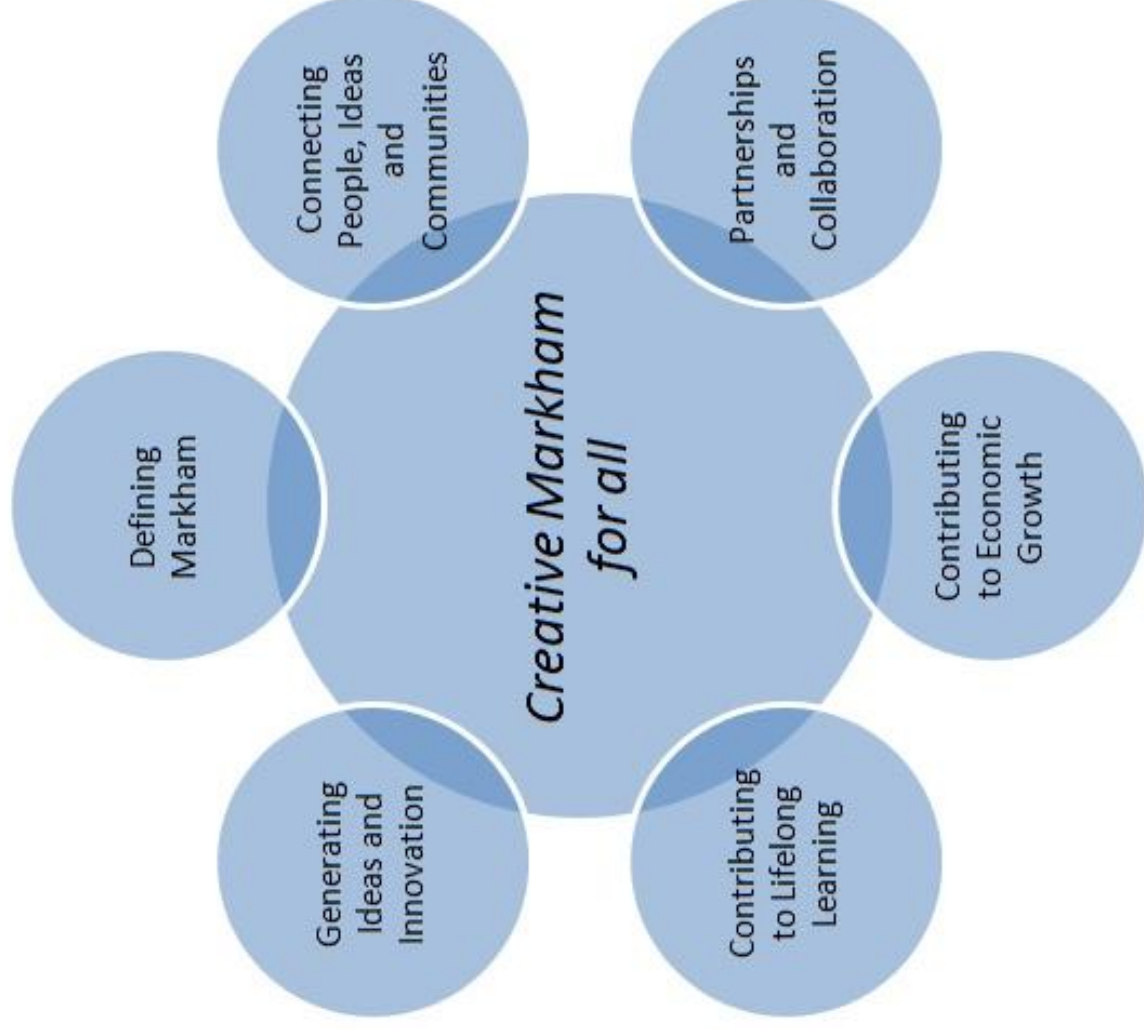
Delivering municipal cultural services the City:

- plans for and develops cultural infrastructure in alignment with growth and prosperity
- sustains and nurtures the growth and development of Markham Theatre, Markham Museum and Varley Art Gallery
- creates, presents and distributes cultural content
- trains and develops cultural skills

Role of Culture Department

- Deliver cultural programs and services through the three facilities
- Provide community capacity - governance , promotion and program development
- Foster development of the Markham Arts Council
- Foster collaboration and partnership
- Be current to best practice
- Promote cultural learning and skills
- Promote and encourage participation
- Foster professional arts and cultural growth in Markham

Strategies for Markham – A Creative City



Defining Markham telling the world who we are

Through Outstanding Leadership

- World class programs and services
- Creative production
- Celebrate and promote our artists and their achievements
- Inclusive and welcoming

Being A Great Place

- Outstanding cultural facilities
- Design excellence
- Using our heritage assets
- Public art



Leading

LEED Gold Designed

Lead Gift



Placemaking



Sarasota City Website

“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.”



Generating Ideas and Innovation

the impact of culture

Flow of People and Ideas



Adapted from David Throsby

Markham Culture Department and Examples of Leading in Innovation

Collecting institutions

- Varley
- Museum

Presenting Theatre

- Flato Markham Theatre

Culture Department

Libraries



Generating Ideas and Innovation

Leading through creativity

We will:

- Champion the development of cultural excellence
- Build capacity to generate new content
- Strengthening the role of cultural and library facilities as creative hubs and facilitate the emergence of “hot spots”

Connecting people, ideas and communities

Creating programs and places for culture to thrive

We will:

- Strategically invest in city cultural spaces
- Focus on cultural involvement in the Pan Am Games in 2015 and other major events
- Support newcomer's integration
- Promote cultural services
- Celebrate diversity

- Keep pace with growth for cultural spaces
 - Incubators, public realm, public art
 - Performing spaces
 - Festivals
 - Creative clusters
 - New development projects
 - Live/work spaces
 - Recreation and library spaces



Contributing to Lifelong Learning increasing access and opportunity

We will:

- Facilitate and offer mentoring to creative people and organizations
- Seek opportunities to embed lifelong learning
- Expand the capacity of cultural institutions and libraries, including technology
- Expand collaboration with post secondary institutions
- Keep pace with growth
- Help people discover their own creative talents

Creative skills start early



Partnership



Partnership and Collaboration

Building our capacity with others

We will:

- **Lever our strength and experience in partnership**
- **Strategically invest in our capacity to build partnerships**
- **Maintain the cultural assets database (mapping)**
- **Ensure a strong and sustainable Markham Arts Council**
- **Celebrate success**

IFOA Markham - Markham Arts Council Partnership



“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

Contributing to Economic Growth

Aligning with Markham 2020 and priorities

We will:

- Collaborate with Economic Development
- Facilitate removing barriers to creative city building
- Seek opportunities through national and international cultural exchanges and international events
- Facilitate a tourism strategy led by the private sector

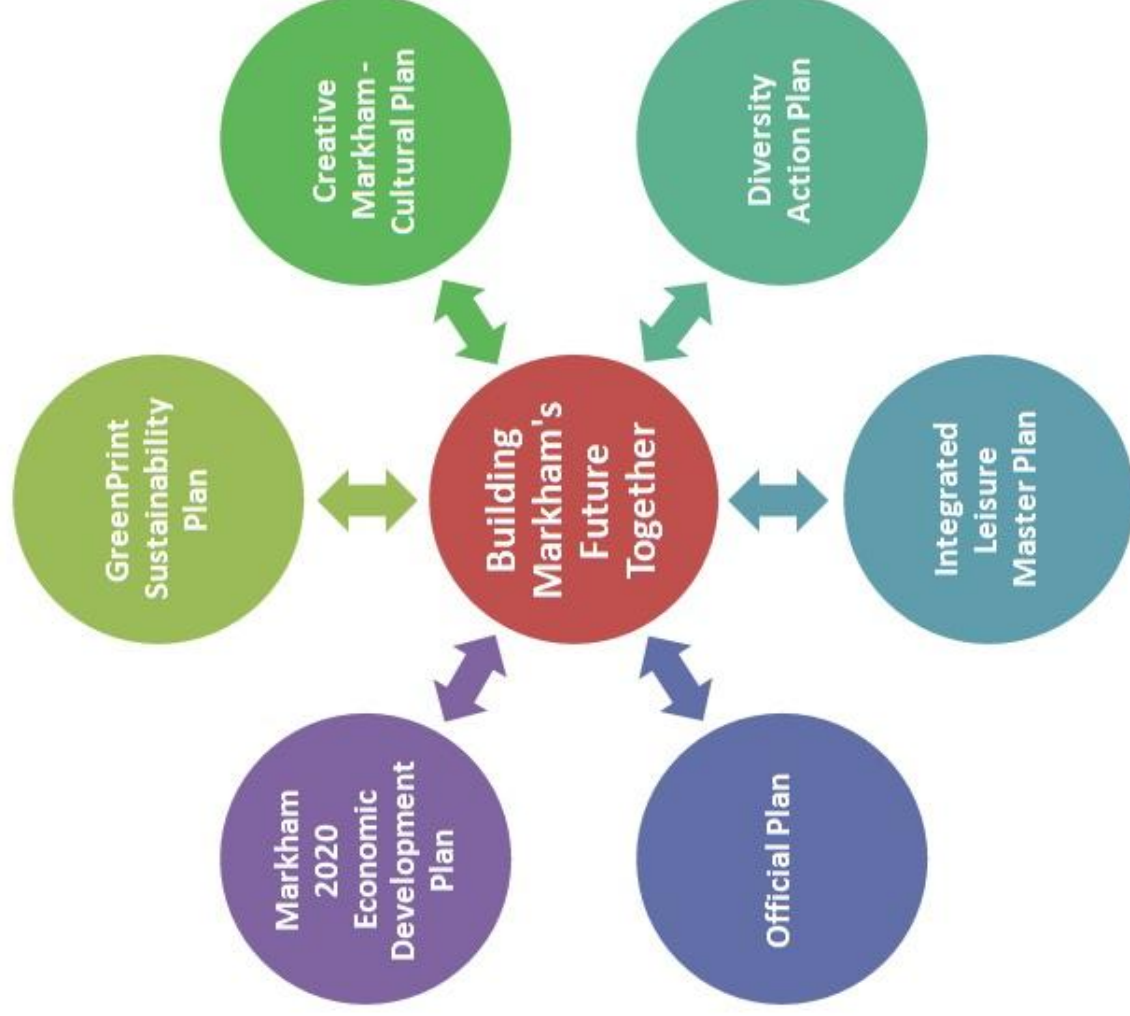
e.g. Confucius Institute at Seneca and FICCI-IIIFA Global Business Forum 2011



Funding and measurement

- **We will:**
 - Undertake Provincial Advocacy
 - Leverage existing financial tools
 - Revenue generation and value proposition
 - Capacity building
 - Tap into both content and incentive programs
- **We will:**
 - Measure
 - Implement continuous feedback
 - 6 month “summits” to listen

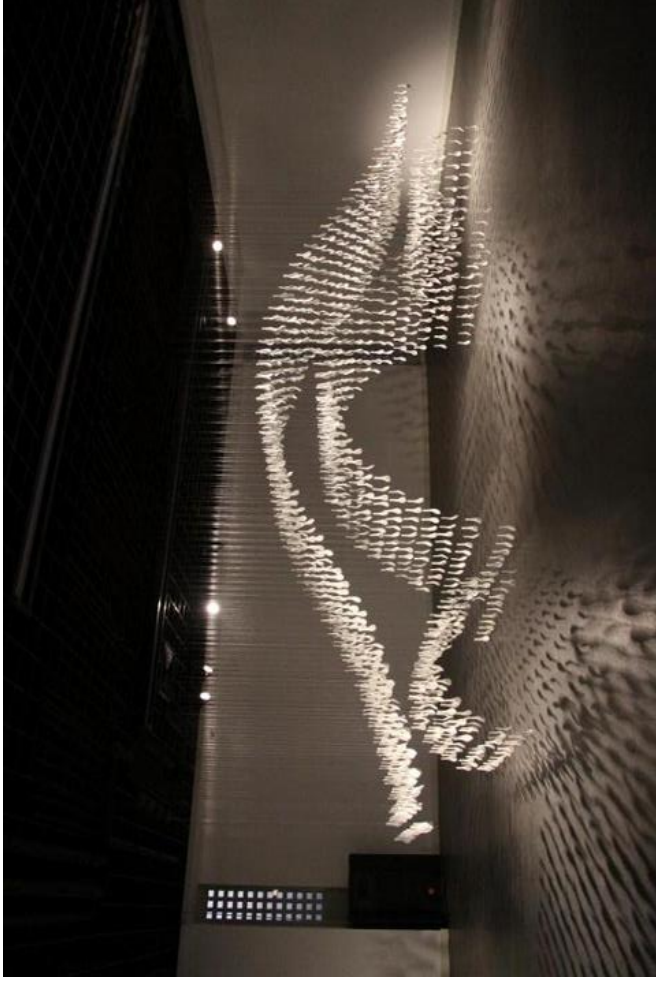
Planning Context



Next Steps

- General Committee presentation June 18
- Community dialogue on strategies through network and survey respondents – Advisory Committee, social media, email, Markham Arts Council
- Finalize recommendations and financial plan
- Draft to Council in September
- Public Meetings
- Approval
- Report to Ministry on grant

Q & A



“Our culture connects our present with the pasts and with the future we imagine” John Hawkes