



# Arts, Culture and Heritage

PLAN 2015

## BACKGROUND

Throughout Canada there is growing recognition of the central role of culture in building creative, dynamic and attractive communities. Municipalities have embraced the notion that cultural vitality is one of the four pillars of sustainability along with economic prosperity, social equity and environmental responsibility. In its final report, the federal External Advisory Committee on Cities and Communities pointed out that the cultural pillar is in fact the glue that binds together the other three - providing the social capital, the sense of shared identity and purpose, and the vitality needed to tackle challenges together.<sup>1</sup> The Municipality of Kincardine's own Integrated Community Sustainability Plan ("ICSP"), adopted in 2012, endorses the four-pillar approach and recognizes the importance of promoting, enhancing and supporting local culture in all its forms, including visual arts, performing arts, artisans' groups, festivals, historical buildings and cultural heritage.<sup>2</sup>

Culture stands as a separate pillar because of its importance to the local community – it brings beauty into our lives; it expands our knowledge and understanding; it encourages creativity, imagination, and innovation. A strong cultural base also strengthens and enhances the other pillars. It makes us aware of our natural environment. It promotes social cohesion and engages citizens in the community thereby encouraging volunteerism and citizen involvement. Culture is also an economic driver. A vibrant cultural sector creates jobs and draws tourists to the community. Cultural amenities make our community an attractive place for potential employers and employees.

For example, cultural offerings enhance the market appeal of an area. In the new economy, business success depends on an ability to recruit skilled knowledgeable workers. The arts and cultural offerings of a region are often considered by companies and workers when deciding where to relocate.<sup>3</sup> Our efforts on these "liveability issues" can in small and large ways provide assistance to breaking down this barrier to recruitment for any employer.

Finally, exposure to arts and culture stimulates our brains and encourages the same kind of innovation and creative thinking that can be applied to other aspects of our lives– to invent new products, to create new ways of living in an environmentally sustainable way, to shed new light on vexing social problems. As economist Todd Hirsch wrote: "We have to stop thinking about arts and culture as simply nice-to-haves. They are just as important as well-maintained roads and bridges. By giving us the chance to stimulate our minds with new ideas and experiences, they give us the opportunity to become more creative. Arts and culture are infrastructure for the mind."<sup>4</sup>

The quality of a community's cultural infrastructure also has a direct impact on quality of life and therefore on the competitiveness of communities in attracting people and investment<sup>5</sup>. The Municipality of Kincardine is fortunate to have a plethora of cultural assets thanks to an abundance of talented and dedicated members of the community. These members mostly volunteers fundraise, perform and provide

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<sup>1</sup> External Advisory Committee on Cities and Communities (2006). *From Restless Communities to Resilient Places*. Infrastructure Canada.

<sup>2</sup> Kincardine ICSP 2011

<sup>3</sup> Impact of the Arts on Canadian Life, Canadian Council for the Arts, 2010

<sup>4</sup> Todd Hirsch, "The Economic Imperative for Investing in Arts and Culture", *Globe and Mail*, March 27, 2013.

<sup>5</sup> From Bronze to Gold, the Canadian Council of Chief Executives, February 2006.

a variety of Arts, Culture and Heritage programs for the benefit of the community. A quick survey of these groups indicates that expenditures in this sector, in any given year, (see Appendix A) well exceed a million dollars. The vast majority of these expenses are spent locally.<sup>6</sup>

We also note that local participation in this sector is similar to the numbers seen in our recreation sector. We hypothesize that these numbers may increase over the next decade as the demographic bulge of baby boomers in our community seek more passive leisure activities to occupy their free time.<sup>7</sup> In order to attract and retain this group as taxpayers and residents, the Municipality will need to position itself to provide a variety of options for their residents' enjoyment. The Municipality of Kincardine's ICSP recognizes the vital role that the Municipality must play to fully develop the Municipality's cultural resources and it calls for the Municipality to create and adopt a Municipal Arts, Culture and Heritage Plan. The ICSP also identifies the need for the Municipality to support and promote culture, to develop a funding formula for heritage, arts and cultural assets, and to encourage collaboration and partnerships among cultural groups. In order to fully exploit the benefits of Arts, Culture and Heritage, both social and economic, the Municipality needs to provide increased funding and support to the local organizations who carry the responsibility of providing this service to the community. This is not to suggest that massive amounts of tax funds be levied, but rather a small increase or nudge to assist with operational funding and active municipal support would allow these groups some breathing room to concentrate on their core activities rather than fundraising to cover their fixed expenses (e.g., heat, hydro and insurance). ... freeing them to thrive rather than just survive.

This Plan is the Municipality's first Arts, Culture and Heritage Plan. It was developed with the assistance of both municipal staff and local Arts, Culture and Heritage organizations. It is designed to be a practical working document with realistic, achievable and measurable goals. Many of these goals can be achieved with low to no cost. They take advantage of the skills and organizational structures already in place in the Municipality. Goals would, in many instances, be tasked to the existing groups listed on Appendix B. The goals and aligned strategies outlined below represent in some cases ideals and aspirations. Those strategies outlined involve short, intermediate and long term timelines. Acceptance of the philosophy behind the goals and strategies is the first step. It is anticipated that the Plan would be annually reviewed and amended to ensure that it continues to achieve its purpose of promoting, enhancing and supporting local Arts, Culture and Heritage.

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<sup>6</sup> From Bronze to Gold, the Canadian Council of Chief Executives, February 2006.

<sup>7</sup> Boom Bust and Echo, David K Foote 2001

## GOALS

### 1. Establish sustainable Arts, Culture and Heritage funding in the municipal Budget.

- Create a council position for an Arts, Culture and Heritage Policy Chair – COMPLETE
- Ensure Arts, Culture and Heritage chair has a position on Community Investment Grants Evaluation Team - COMPLETE
- Create a clearly defined staff position at the municipal level, who shall be tasked with providing administrative and procedural assistance to local Arts, Culture and Heritage groups and organizations. – intermediate or long term strategy.
- Determine the amounts of funding required and funding sources (e.g., Samsung annual payments) to support Arts, Culture and Heritage groups and organizations.
- Assess annually the benefit of funding this sector.
- Create a cultural endowment or legacy fund for the Municipality that would allow private sector or personal donations to that fund in support of Arts, Culture and Heritage initiatives as their legacy.

### 2. Improve awareness of Arts, Culture and Heritage activities, facilities and programs.

- Continue to ensure that Arts, Culture and Heritage facilities are highlighted in all municipal marketing materials.
- Continue to encourage organizations to create cross cultural/arts/heritage programs
- Establish public places and spaces for visual arts of all media.
- Utilize social media as a tool to promote specific awareness of Arts, Culture and Heritage events and facilities in the Municipality.
- Establish policy for Arts, Culture and Heritage Awards or recognition, similar to recreation acknowledgements that are often awarded at municipal Council meetings.
- Establish a public art policy for the Municipality broadening and encouraging public place and space for all arts.
- Create a directory of Arts, Culture and Heritage Organizations.
- New staff position, (noted above) would be tasked with providing administrative procedural assistance to local Arts, Culture and Heritage groups and organizations to advance the goal of improving awareness and aligned strategies detailed above.

**3. Strengthen Arts, Culture and Heritage organizations by improving participation of citizens, the involvement of the Municipality and collaboration among existing Arts, Culture and Heritage groups.**

- Re-establish a Committee of Council to deal with Arts, Culture and Heritage matters.
- Encourage and support cross-promotion for events, festivals and displays.
- Provide direct assistance with the writing of grant proposals in consultation with Arts, Culture and Heritage groups and organizations.
- Provide assistance, financial and otherwise, to local historical and genealogical societies for their efforts in creating awareness of local history (e.g., historical books, oral histories).
- Ensure municipal participation in providing space, in-kind donations and incentives for the safe delivery of arts, culture and heritage (e.g., building maintenance, park space, etc.).
- Create a development and maintenance program for public arts, culture and heritage facilities.
- New staff position, (noted above) would be tasked with providing administrative procedural assistance to local Arts, Culture and Heritage groups and organizations to advance this goal.

**4. Maintain & Preserve Built Heritage in the Municipality of Kincardine.**

- Encourage and support the statutory role of Heritage Kincardine Committee in matters of built heritage.
- Establish a pool of funds, similar to Spruce the Bruce that can be accessed by Heritage groups or owners of designated buildings to be utilized as low interest loans for Heritage repair or replacement.
- Provide workshops on Heritage restoration.
- Create and maintain inventory of heritage buildings.
- Pursue, through Heritage Kincardine, the creation of Heritage Districts.
- Facilitate assistance of restoration projects through Architectural Conservancy of Ontario through owners of structures and Heritage Committee.
- Create a list of volunteer construction labourers who have participated in Heritage restoration projects that could be utilized for future heritage projects.
- New staff position, (noted above) would be tasked with providing administrative procedural assistance to local Arts, Culture and Heritage groups and organizations to advance this goal.

## **5. Make Municipality of Kincardine an Arts, Culture and Heritage destination.**

- Work with Tourism staff to develop marketing strategies for Arts, Culture and Heritage organizations.
- Provide graphic design assistance and software capacity for use by Arts, Culture and Heritage organizations.
- New staff position, (noted above) would be tasked with providing administrative procedural assistance to local Arts, Culture and Heritage groups and organizations to advance this goal.

## **6. Expand youth opportunities for Arts, Culture and Heritage participation.**

- Establish an Arts and Culture youth award to recognize personal or group efforts at the municipal level.
- Promote and support scholarships/bursaries for youth who have demonstrated interests in Arts, Culture and Heritage.
- Provide opportunities for talented youth to perform in public including opportunities to practice and play in public buildings (e.g. piano in Davidson Centre).
- Support establishment of youth choir and choral activities- CURRENT EFFORTS UNDERWAY
- Explore development of a public music studio – CURRENT STUDIO PARTNERSHIP
- Subsidize rental for private instruction of performing and visual arts.
- Explore feasibility of subsidizing economically disadvantaged youth wanting to participate in arts and culture.

## **7. Recognize and celebrate diversity within the community.**

- Continue to support and encourage multi-cultural activities.
- Create awareness of different cultural backgrounds and happenings within the community.
- Support Lesbian, Gay, Bi and Transsexual (LGBT) individuals and groups within the Municipality.
- Create list of volunteers with language abilities to assist in translation when required.

## **8. Continue to preserve natural Heritage.**

- Encourage preservation of Natural Heritage through planning documents and support of community efforts.
- Support efforts of Parks and Recreation department in maintaining, accessing and developing areas of natural heritage through trails development.



## APPENDIX B

### Municipality of Kincardine Arts, Culture and Heritage Groups

Architectural Conservancy of Ontario	Kincardine Pipe Band
Artful Hands	Kincardine Scottish Festival
Bluewater Summer Playhouse	Kincardine Summer Music Festival
Bruce County Historical Society	Kincardine Theatre Guild
Bruce Township Historical Society	Kincardine Trails Association
Doors Open Kincardine	Kincardine Yacht Club
Faith Based organizations	Kincardine Yacht Club (Lighthouse Museum)
Friends of the Pavilion	Lighthouse Blues Festival
Genealogical Society	Lighthouse Swing Band
Heritage Kincardine	Marine Heritage Days
Kincardine Community Concert Band	Multi-cultural day
Kincardine Community Singers	Paddy Walker Heritage Society
Kincardine Legion	Penetangore Youth Chorale
	Quilters Guild
Kincardine Lighthouse	Royal Canadian Legion
Kincardine Pavilion	Victoria Park Gallery
	Wood Turners Guild