



Deputation to City of Kawartha Lakes City Council
September 18, 2018

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THANK YOU!

We are not here today to ask for money

We are here to **THANK OUR MAYOR AND COUNCIL** for their support of the Cultural Sector that has brought us to where we are today and for your time today as we present the choices and partnerships that we can make for the increased economic wellbeing of our community

WHO ARE WE?

ABOUT KAWARTHA LAKES ART COUNCIL

- A not for profit organization incorporated in 2014
- Vision: to advocate for arts, culture and heritage as economic drivers contributing to the wellbeing of CKL
- We partner with the City, Kawartha Lakes Heritage Network and other interested parties A membership of 75 artists and organizations representing over 1,000 residents
- Board of 10 volunteers who are artists, business owners and cultural leaders with expertise in business and cultural planning, philanthropy, government and stakeholder relations

- Offered numerous educational sessions to community
- Initiated “Made in the Kawarthas” annual Arts Show and Sale in November 2017
- Re-launched ArtsVote advocacy campaign August 2018
- Attracting businesses through our Community Partners sponsorship program
- Launching first arts, culture and heritage newsletter in CKL (October)
- Our social media platforms are robust and vibrant

We speak for the Arts & Heritage Sector

ABOUT THE CULTURAL CENTRE COMMITTEE

The Cultural Centre Committee is a Special Project Partnership project between the Kawartha Lakes Arts Council and the Kawartha Lakes Heritage Network.

The goals of the committee are:

- To represent and strengthen the arts and heritage sectors
- Promote the adoption of the Cultural and Heritage Master Plans
- Ensure permanent city staff positions are in place for Culture
- Explore the feasibility of a shared Cultural Centre

WHY ARE WE HERE TODAY?

- **PARTNERSHIPS**

Partnerships between the arts and heritage sectors and the City have created within the Cultural Sector a significant momentum

- **MOMENTUM**

Momentum that has brought us to the next logical step of the discussion of investment

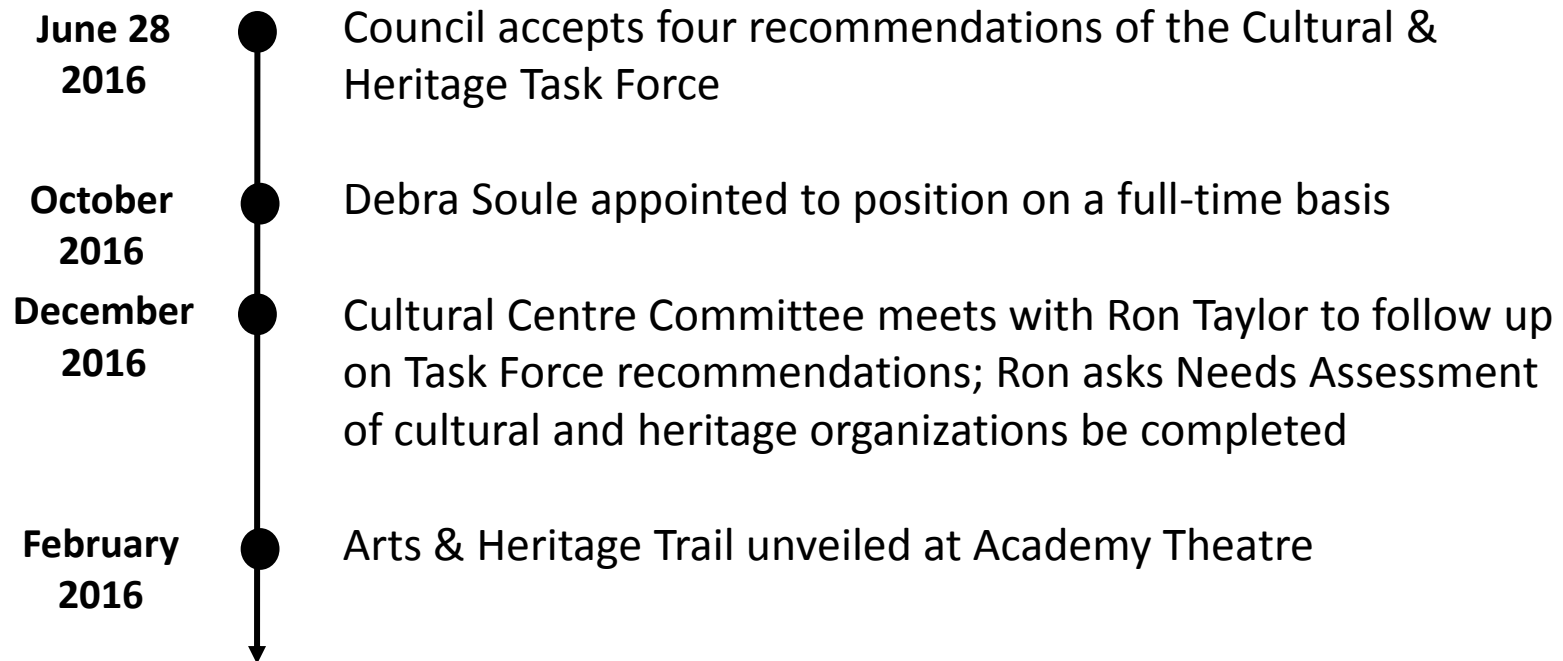
- **INVESTMENT**

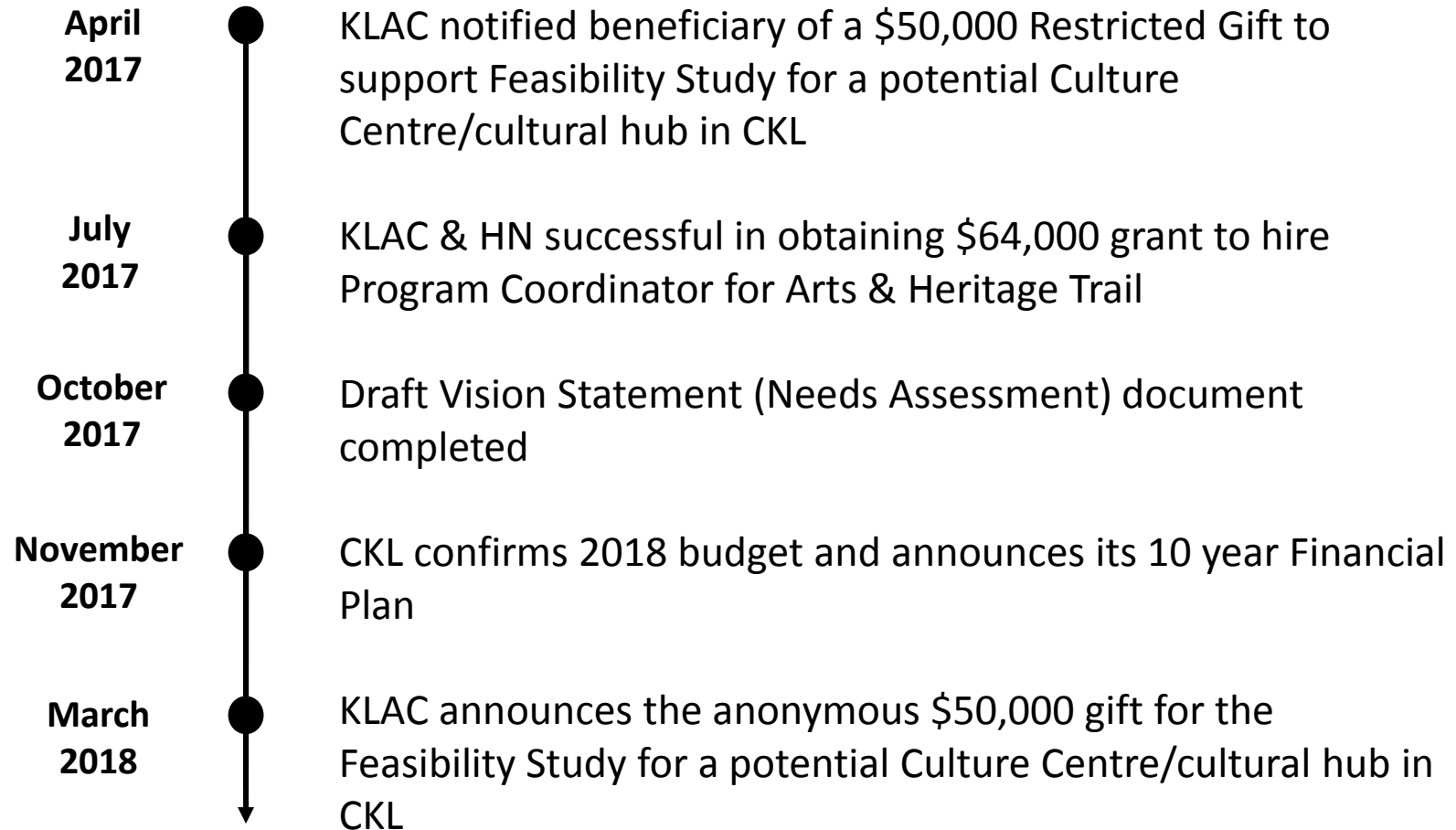
Investment with the City and

OUR WILLINGNESS TO WORK WITH THE NEW COUNCIL

WHERE ARE WE NOW?

The partnerships built between the cultural sector and our municipal government has created great momentum for the sector.





- April 2018** ● “Kawartha Lakes This Week” reports \$2M earmarked in City 10 year Financial Plan for Cultural Centre
- May 2018** ● Olde Gaol Museum granted emergency funding without Business Plan
- June 2018** ● All implementation tasks set out in June 2016 to move forward Strategic Priorities in Cultural Master Plan accomplished
- September 2018** ● KLAC makes a deputation to City Council

ARTS AND CULTURE = BUSINESS

The cultural sector contributed to 301,933 jobs in Ontario in 2014 with a direct economic impact of \$27.7 billion, or 4.1% of the Ontario's Gross Domestic Product (GDP).

THE RESOURCES OF THE SECTOR

The main cultural resources that our community has to offer:

Kawartha Settlers' Village
Maryboro Lodge
The Boyd Heritage Museum
The Olde Gaol Museum
Kirkfield & District Historical Society Museum
Kinmount Model Railway & Museum
Austin Sawmill
Academy Theatre
Kawartha Art Gallery

THE ARTS & HERITAGE TRAIL



50 cultural destinations

25 arts destinations

19 heritage destinations

3 natural heritage destinations

3 culinary culture destinations

2 experiences developed

ACKNOWLEDGEMENT OF THE SECTOR

The ***Guiding Assumptions*** of the May 2013 Master Cultural Plan reads:

In pursuing this Vision, the Council of the City of Kawartha Lakes embraces the following. We see:

- Creativity and culture as increasingly important drivers in growing and diversifying the economy
- Volunteers as fundamental to the cultural life of our community and a symbol of civic pride and commitment
- Our combined natural and cultural environments as key to the quality of place that attracts people and investment
- The growing cultural diversity of our community as a source of vitality and value the rich history and culture of Aboriginal communities

- Artists and creators as essential sources of new ideas, innovation and technologies important to our future
- Our history and culture as a source of identity for individual communities and the city as a whole
- Our cultural assets as essential to building vibrant downtowns that are the social and economic hubs of our communities
- A community in which cultural programs and activities are accessible to all residents through all phases of life
- A municipality that integrates culture into all aspects of planning and decision-making

A MUNICIPALITY THAT VALUES AND SUPPORTS STRONG CULTURAL ORGANIZATIONS WORKING TOGETHER TOWARD SHARED GOALS

CURRENT STATUS OF THE SECTOR

- The external environment has changed since the consultations for the Cultural Master Plan were conducted in 2011-2012
- The 10 year plan is at the 5 year point and requires a Refresh that takes into consideration some of the following factors and sets new Strategic Priorities that align with the City's 10 year Financial Plan
- Under the current Cultural Master Plan there is a Strategic Priority of Increasing Capacity in the Sector
- Organizations need training in Board recruitment, Board relations, financial planning, risk management, marketing and philanthropy, HR management of not-for-profits, government relations and grant writing, and legal compliance, to name a few
- Many organizations require professional staff to work with volunteers, and provide day-to-day management, and continuity with stakeholders, donors and funders

- There is a Vision for a cultural community hub and seed funding of \$50,000 to initiate a Feasibility Study, however additional funds are required in order to launch the study, which will consider community needs, site locations, business models and a governance structure, in addition to financial feasibility
- Arts & Heritage Trail has grown in membership and stature but current grant funding ends September 2018
- Cultural Tourism is recognized by CKL as an important economic driver and KLAC has existed for 3.5 years and has experienced Board members who can partner with the City as advisors

Today and going forward, the need is urgent

***Cultural and heritage organizations are often in crisis mode
to manage and fund their operations***

GOING FORWARD

- The cultural tourism of the City of Kawartha Lakes will not bring economic benefit to our community without investment and effective management
- Investment with effective management will allow our cultural institutions to grow from providing static experiences to experiential experiences

INVESTMENT, THE NEXT STEP

It is the recommendation of the Kawartha Lakes Arts Council with the support of the Kawartha Lakes Heritage Network that we ask Council to support the following:

1

2019 BUDGET

Expand on the current funding model that is in place for Maryboro Lodge/Fenelon Museum to include similar funding for comparable cultural organizations using eligibility criteria developed by a proposed Steering Committee

2

MUNICIPAL LEADERSHIP

Increase the number of City cultural staff positions in Economic Development one position to the following four positions:

- Senior Leader, Culture
- Heritage Planner – currently proposed by Development Services
- Cultural Organizations & Arts & Heritage Trail Programmer
- Administrative Assistant – to be shared with KLAC and KLHN

3

STEERING COMMITTEE

A steering committee of the following be created to meet immediate needs in the cultural sector, develop funding eligibility criteria for core funding and develop a Municipal Cultural Plan that meets the specific needs of the CKL:

- Senior Leader, Culture
- Heritage Planner
- The Cultural Organizations & Arts & Heritage Trail Programmer
- City Councilors (number to be determined)
- Members from the Cultural Centre Committee
- Shared administrative assistant

4

NEW CULTURAL CENTRE

In the next six months, the City and the Cultural Centre Committee become partners in creating and funding the development of a Request For Proposals (RFP) for a feasibility study for a future Community Cultural Hub/Community Complex



THANK YOU