

MEMORANDUM

To: Mayor and Council

From: Donna Goodwin, Economic Development Officer, Arts & Culture

Date: November 13, 2019

Subject: \$50,000 to match funds from Kawartha Lakes Arts Council and conduct a feasibility study assessing the construction and operation of a Kawartha Lakes Cultural Centre

In April 2019, Council adopted a resolution which set out the establishment of a working group to initiate a feasibility study and to include up to \$100,000 as a decision unit in the 2020 budget.

CW2019-049

Moved By Deputy Mayor Elmslie
Seconded By Councillor Dunn

That the City work with the Cultural Centre Committee to establish a working group to prepare an RFP for a Cultural Centre(s) Feasibility Study to be conducted by an independent qualified consultant;

That representatives from the municipality, including economic development staff and other required staff and councillors Seymour-Fagan and Richardson, be added to the Cultural Centre Committee or working group;

That the City include up to \$100,000 as a decision unit in the 2020 budget as the City's contribution towards the cultural Centre(s) Feasibility Study

That the working group, in consultation with staff, propose options for the oversight of the feasibility study for Council's consideration; and

That staff be directed to complete the 2019 Cultural master Plan by the end of 2019 which will include engagement with community stakeholders on their need and aspirations for a future cultural centre and their future vision and strategies for Kawartha Lakes cultural sector growth.

Carried

As follow up to this direction, the Cultural Centre Committee Working Group put forth on October 29, 2019 the following request to Council:

- **endorse the multiple hub model for future KL cultural facilities**

- **Commit to matching funds for the Feasibility Study by endorsing a \$50,000 commitment from the City to match the Kawartha Lakes Arts Council's private donation of \$50,000**
- **Endorse the positioning of the future KL cultural facilities initiative as a partnership between the City and the Culture Centre Committee**
- **That there be a 50/50 partnership in ongoing planning and oversight of the feasibility study**
- **Council endorse the establishing of a Cultural Centre Steering Committee**
- **Council endorse the provision of City staff / technical support as required to the Cultural Centre Steering Committee**

Background

Research conducted for the 2020-2030 Cultural Master Plan included meetings with the boards of directors from all twelve Kawartha Lakes not-for-profit cultural organizations. All organizations had an opportunity to consider potential cultural centre models. They understood that while no model for cultural facilities and cultural program operations had yet been determined, their input, as well as potential consideration by the municipality in terms of its long term asset management plans would determine any outcomes.

This is important because 7 out of 12 cultural organizations operate out of City-owned buildings. Responses from community stakeholders reveals wide support for a new cultural centre model recognizing that collections storage space and existing infrastructure is inadequate, and that existing venues are not sufficient to attract visitors year round nor to provide a foundation for creative economy and cultural tourism growth.

The preferred model is a 'hub and spoke' model with a central hub or collections storage facility functioning as a shared resource that all outlying hubs (museums or cultural venues) could utilize for collection storage and care, with space in the central hub allocated for each to create mini-exhibits that showcase 'what's on' in outlying museums and venues.

- Each outlying hub would be an existing cultural facility that functions as a multi-purpose cultural space, each with its own unique focus and identity, but also providing space for local cultural activities, workshops or classes.
- The spokes represent programming and operation connections that enable coordination and the sharing of resources.

Connections to the Economic Development Strategy

The economic impact of arts and culture in Kawartha Lakes continues to grow.

In 2014, Ontario's cultural sector contributed 301,933 jobs as well as \$27.7 billion in direct economic impact, or 4.1% of the province's GDP. This also represents 45% of the total cultural GDP in Canada.

According to the most recent statistics from the Ministry of Tourism, Culture and Sport on cultural activities pursued by visitors to Kawartha Lakes, 13,648 people attended a festival or event in Kawartha Lakes, 4,764 people visited an art gallery or museum, 6,309 people visited a historic site and 2,196 people took in cultural performances. Visitor spending at cultural tourism destinations was \$1,817,419 in Kawartha Lakes in 2016, and over \$6 million on retail product.

Although Council's resolution indicated up to \$100,000 could be put forward as a decision unit in the 2020 budget, the committee feels that matching the working groups' \$50,000 allocation would adequately address the needs of the feasibility study.

Therefore, it is requested that Council allocate \$50,000 to match KLAC's private donation and initiate a feasibility study that would enable the Cultural Centre Committee Working Group to test the viability of a project concept by a number of different measures and provide objective analyses on a variety of areas such as the following:

- **Assessing a proposed model for a Cultural Centre/hub**
- **Follow up on the City's Core Services review for a proposed site**
- **Recommend capital budget and an operating budget**
- **Review potential funding sources**
- **Recommend potential governance models**
- **Provide further community communication and engagement**

There is a direct correlation between cultural activities and economic development. Money allocated to assess the feasibility of a cultural centre is an investment in an economic cluster that continues to see gains in sales and employment within the City of Kawartha Lakes.

Respectfully

Donna Goodwin, Economic Development Officer, Arts & Culture