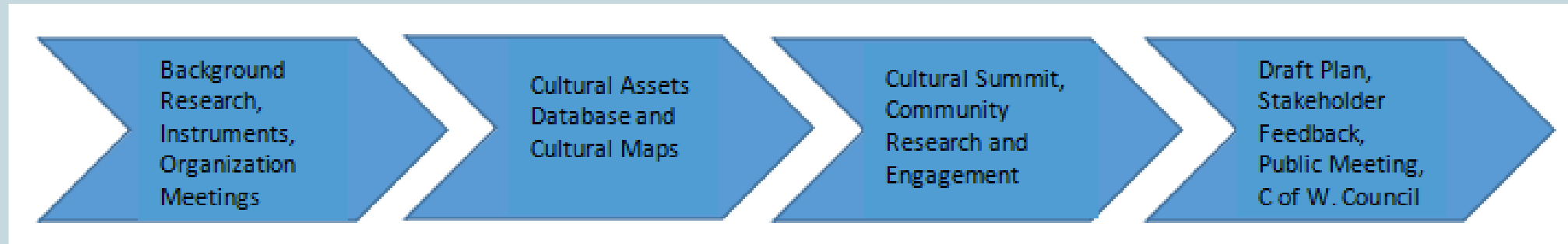


Kawartha Lakes

2020 -2030

CULTURAL MASTER PLAN

2020-2030 CMP: The Process



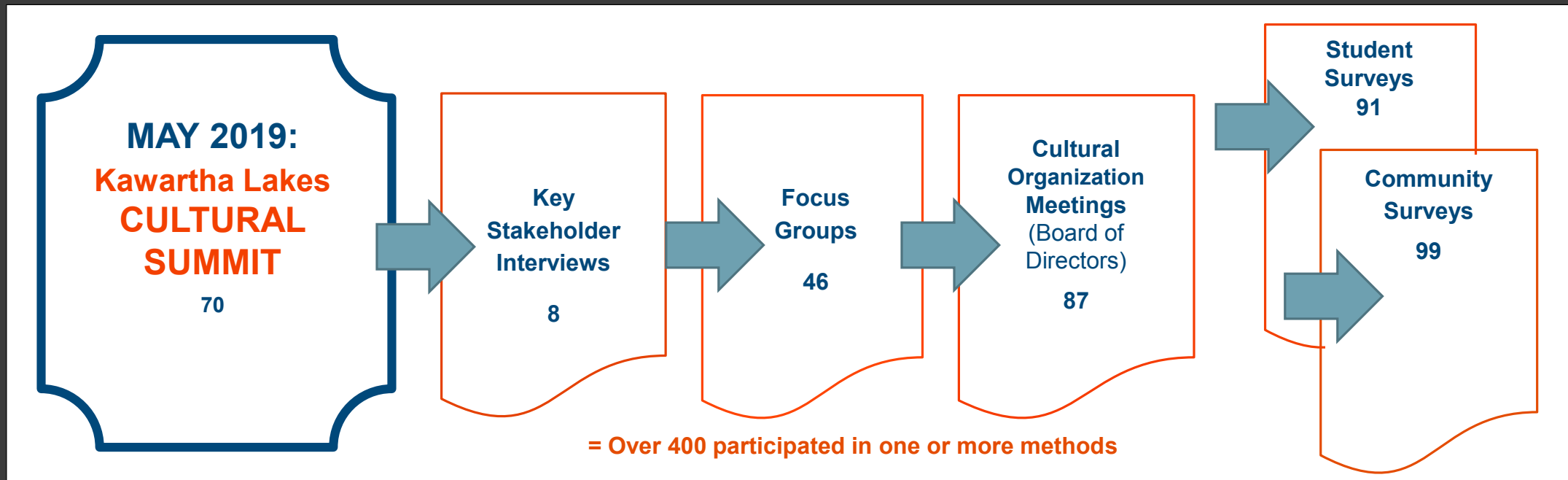
April - August

May - July

May - September

November - December

CMP: The Methods



Consultation Results: **The Vision**

- *Kawartha Lakes is known for its thriving cultural sector. Residents and visitors alike enjoy a wide range of cultural activities, destinations and events provided by a well-resourced and connected community of engaged stakeholders including the municipality, which contributes to a vibrant quality of life and a prosperous local cultural economy.*

Results: Implementation Plan Priorities

Priority One: Build Cultural Sector Capacity

Priority Two: Address Local Factors Inhibiting Cultural Sector Growth

Priority Three: Improve Cultural Spaces & Places

Priority Four: Expand Cultural Sector Funding Options

Priority Five: Develop Cultural Products Based on Authentic Local Culture

Priority Six: Collaborate and Build Partnerships

Priority Seven: Strengthen Cultural Promotion and Marketing

Results: Implementation Plan

3.5 Priority Five: Develop Cultural Products Based on Authentic Local Culture

Increasing market share in the cultural tourism industry is dependent upon the number of attractions, events, destinations and activities that are available to visitors. It is recognized that today's visitors seek immersion in authentic local experiences that cannot be had elsewhere - they want to understand and connect with their destination. This requires development assistance to identify local cultural assets and stories, and to facilitate successful business start-ups and partnerships within the sector.

Constraints or opportunities addressed:

There are few major cultural events or attractions to stimulate further growth and jobs in KL cultural tourism industry, especially outside of the summer season. There are also few experiential tourism products which is the growth area in the tourism market.

OBJECTIVES AND ACTIONS

Objective 1. There are many new and expanded cultural business ventures in CKL throughout the year and a wide variety of cultural activities and events.

Actions

- Encourage cultural business relocation or start-ups by promoting the Arts & Heritage Trail to artists and entrepreneurs not currently on the Trail and outside of Kawartha Lakes
- Provide business and cultural venture start-up through assistance through CKLSBEC and City staff support

Progress Indicators

- [Number and quality of cultural businesses and events](#)

CMP Implementation Plan

- The Implementation Plan Tables identify a recommended timeframe for actions on each strategic priority and objective
- These will require Council's consideration during annual budget processes
- Over the 10 year period, new opportunities or changes in the local context may require changes or additions to the specific actions that have been recommended for each of the strategic priorities, which will enable growth and the success of the Kawartha Lakes cultural sector