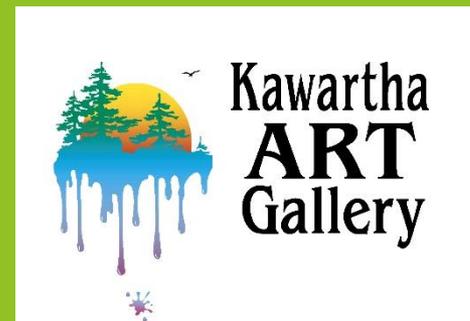


KAWARTHA ART GALLERY

Kawartha Art Gallery's future
In Kawartha Lakes
Cultural Development



ABOUT KAWARTHA LAKES ART GALLERY

- Incorporated in 1976 as a not-for-profit registered charity, Kawartha Art Gallery is the only public Art Gallery in the City of Kawartha Lakes by virtue of its provincial designation and its Permanent Collection
- Works to advance a healthy rural creative economy through providing art and cultural programs and services
- Facilitates partnerships, collaboration, professional development, investment and growth across the cultural tourism sector



RECENT EVENT & PROGRAMMING PARTNERS

- **Curve Lake First Nation**
- **The Pinnguaq Association**
- **Parks Canada**
- **Fleming College Frost Campus**
- **Trillium Lakelands School Board**
- **PVNCCDSB School Board**
- **A Place Called Home**
- **Women's Resources**
- **Kawartha Lakes Pride**
- **Lindsay Public Library**
- **CKL Economic Development Department**
- **CKL Community Safety & Well Being Plan**

ECONOMIC BENEFITS OF CULTURAL SECTOR DEVELOPMENT

- ▶ **The creative economy is the fastest growing segment of the economy nationally and provincially**
- ▶ **Culture contributes \$27.5 billion or 3.3% of Ontario's gross domestic product (GDP) and 288,306 jobs (4.1% of total Ontario employment)** May 27, 2021
- ▶ **By the third quarter of 2022, the GDP for the cultural sector in Canada increased 2.3% to 16.6 billion. A 2.5% increase from the previous quarter**
- ▶ **Internationally cultural tourism is the fastest growing tourism segment**

MUNICIPALITIES THAT INVEST IN THEIR CREATIVE ECONOMY ARE THE LEADERS IN ECONOMIC GROWTH

Four critical factors required for the successful development of the creative economy:

- a) Awareness and Education
- b) Leadership and Participation
- c) Infrastructure
- d) Government Investment and Policy - adequate levels of public and private investment, supported by effective policies that embed culture and creativity in a wide range of government strategies.

(Source: Authenticity (2009), http://www.creativecity.ca/database/files/library/ns_can.pdf)

KAWARTHA LAKES CULTURAL MASTER PLAN

RECOMMENDATIONS

- ▶ **Recommendations endorsed by Council on November 17, 2020; meeting were:**
- ▶ **That the Culture Master Plan implementation be accelerated**
- ▶ **That Council consider setting up an immediate short term funding program in 2021 for the cultural sector, which could be applied to operating costs for our arts and culture community, and**
- ▶ **That Staff develop an ongoing cultural organization operating program for consideration in the 2022 budget**

KAWARTHA ART GALLERY'S REQUEST OF COUNCIL

To strengthen the core capacity of Kawartha Art Gallery in advancing a healthy rural cultural tourism economy

- ▶ **By establishing a three-year operating budget commitment by the CKL for Kawartha Art Gallery in the amount of \$225,000 in yearly increments of**
 - \$50,000 for 2023**
 - \$75,000 for 2024**
 - \$100,000 for 2025**
- ▶ **By establishing a Memorandum of Understanding between the CKL and Kawartha Art Gallery that defines an arm's length relationship between the CKL and the Gallery with a workplan of partnership cultural projects, programming and events**

“Planning is critical to success in every facet of our lives. Cultural planning offers an opportunity for communities to create a roadmap unique to their needs, aspirations and strengths.

By planning strategically, local governments and arts groups can work together to integrate arts and culture more fully into their community.”

Honourable Stan Hagen, Minister of Tourism, Sport and the Arts

THANK YOU



**Kawartha
ART
Gallery**