



Municipality of Port Hope

Staff Report

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Report Title: Collaborating on Culture - Propelling the Plan – Culture Plan Activation

Report to: Parks, Recreation & Culture Committee

Date of meeting: July 4, 2023

Report Author: Leslie Murray, Manager –
Community Recreation and Culture

Department responsible:

Parks, Recreation & Culture

Report Number: PRC-09-23

Recommendation:

That report PRC-09-23 be received for information.

Highlights:

- The Municipal Cultural Plan was created in 2012 and is in place until 2032.
- Staff have engaged in a mid-plan community engagement exercise and review to ensure relevance and targeted focus within the existing plan.

Background:

The Municipality of Port Hope created a Cultural Plan in 2012. This twenty-year plan is active until 2032 and has been helping the Municipality of Port Hope grow and support various facets of our community that contribute to our rich and unique local culture.

The plan is built on five pillars:

1. Raise awareness and leverage existing cultural assets
2. Increase cultural participation
3. Be aware of and respond to current and future cultural space needs
4. Strengthen the capacity of emerging cultural sector groups
5. Communicate municipal support of cultural assets

Through the Collaborating on Culture – Propelling the Plan initiative, staff have completed a comprehensive mid-point review of the existing Cultural Plan to confirm the ongoing relevance and to highlight current priorities for each of the five pillars identified within the plan.

This initiative was completed in tandem with a review of support for events, which was funded by an Ontario Trillium Foundation Resilient Communities Grant. The grant made possible staff resource to complete this project, support from an external consultant to craft and administer a community survey, hosting of workshops to increase the capacity of local event organizers and culture creators, upgrades to the special events office to

promote community collaboration and purchase of event supplies for municipal use and community loan.

Discussion:

The Collaborating on Culture – Propelling the Plan initiative involved significant community consultations with the public and a targeted focus on culture creators and event producers.

Feedback from all consultation activities has been compiled to identify key focus areas within each of the five pillars of the cultural plan. Data from the survey and consultation sessions indicated the pillars are still relevant and provide a good framework for focus in years to come.

Highlights of priorities identified include:

- Create opportunities for connection, learning and resource sharing among event organizers and cultural partners to build community capacity and collaboration in the cultural sector
- Continue and enhance/diversify use of the current community calendar and existing communication channels to raise awareness and amplify promotion of events and cultural programming
- Update municipal assets such as facility guide, A-Z Guide, Use of Parks Bylaw and Municipal Alcohol Policy to facilitate and streamline community use of municipal buildings and parks for delivery of diverse events and cultural activities
- Ensure barriers to participation are mitigated through cost free participation options, all ages programming, streamlined application and permitting processes and use of centrally located, accessible venues

The data also highlights the importance and significance of municipally led events in supporting Port Hope's unique culture, and their importance in creating an engaged and connected community.

Financial Considerations:

Recommended priorities identified through the Collaborating on Culture initiative will require resources to deliver and facilitate. This review will occur through the implementation targets of the Leisure Services Master Plan and considerations identified through the Cultural Plan review.

There is also opportunity through the Parks Recreation and Culture Service Delivery Review, where consideration could be given to ensuring the cultural portfolio is appropriately resourced and represented, and interdepartmental collaboration and alignment should be priority to ensure culture is represented in all municipal plans and documents.

Communication and Public Engagement:

This process saw significant participation and engagement within the community including event organizers, culture creators, volunteers, community members, and staff. A wide variety of opportunities for participation were provided including:

1. Pop-up Collaborate on Culture activations at municipal locations and key events where residents could provide their thoughts on current cultural priorities
2. Focus groups where staff engaged residents in discussion about cultural priorities, barriers to cultural programming, and vision for our community's cultural landscape
3. Community workshops focused on capacity building and connection within the cultural sector
4. A community survey to solicit feedback from cultural and event partners to guide development of key focus areas in each of the five cultural plan pillars
5. Collaborating on Culture project outline on My Port Hope engagement page
6. Social Media Campaign promoting community survey
7. Inclusion in connect emails and weekly municipal ad
8. Presentation to Parks Recreation and Culture Advisory Committee for review and comment

Conclusion:

Collaborating on Culture-Propelling the Plan clearly indicated the importance, pertinence, and consideration that our community accords culture in shaping what it feels like to live in and visit Port Hope. Priorities for propelling the culture plan were clearly identified, and a more connected cultural sector resulted from collaborative planning and shared learning. An updated Collaborating on Culture plan that includes the mid point update is included as **Attachment 1**.

Attachments:

Attachment 1 – Updated Collaborating on Culture Plan