




Hamilton

INFORMATION REPORT

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	July 4, 2016
SUBJECT/REPORT NO:	Cultural Plan Progress Update (PED16140) (City Wide)
WARD(S) AFFECTED:	City Wide
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SIGNATURE:	

Council Direction:

As part of the approval of the Cultural Plan, staff were directed to provide an annual update on the progress of the Cultural Plan (Report PED12117(a) – October 16, 2013).

The last Progress Update was provided on July 6, 2015 (PED15088).

Background:

The City of Hamilton has a Council-approved Cultural Plan, which positions culture as a tool for city building. Culture is one tool which supports Hamilton's future as a vibrant, successful and sustainable community. Council approved the Cultural Policy in June 2012 (Report PED12117) and the Cultural Plan in October 2013.

The Cultural Plan has eight transformational goals, which are:

1. Culture as an Economic Engine
2. Downtown Renewal
3. Quality of Life Quality of Place
4. Build Tourism
5. Neighbourhood Revitalization
6. Build Community Identity, Pride, and Image
7. Encourage Welcoming Communities
8. Creativity for All

The eight transformational goals had a total of 12 initial recommendations and 78 actions. It is important to note that the action items are led and executed by Divisions

and Departments across the Corporation. Although the Tourism and Culture Division stewards the Plan and leads a significant number of the actions, 49% of the actions are a result of collaboration and work being done by other Divisions and Departments such as:

- Planning Division (i.e. Secondary and Neighbourhood Plans, Official Plans, Urban Design, Heritage);
- Economic Development (i.e. BIAs, downtowns and incentive programs, 2016 – 2020 Economic Action Plan, SBEC);
- Neighbourhood Action Plan (Learning Annex, Youth Navigator);
- Parks (i.e. parks and open spaces planning for cultural activities based on community need and usage);
- Public Health (Food Strategy); and,
- Waterfront Office.

The last Progress Update was provided on July 6, 2015 (PED15088). The following is a progress update on the implementation of the Cultural Plan for the period of June 2015 – May 2016.

The purpose of this report is to provide Council with an update on the Cultural Plan by providing an overall status of the actions; highlights of key achievements; and descriptions of brand new actions.

Overall Status of Cultural Plan Actions

There are now a total of 84 action items, with six new action items added to the plan. The new action items are listed on Page 6 of Report PED16140. The status of the actions is as follows:

- 57% of action items are in progress or underway
- 18% are complete, but recurring on an annual basis
- 14% are not yet started
- 6% of action items have been completed
- 5% are on hold

Highlights of Key Achievements

The following are selected examples of achievements in support of the Cultural Plan.

Cultural Plan Goal(s)	Project or Action	Description & Highlights
Goal 4: Build Tourism	Discover Your City Youth Initiative with	<u>Description:</u> Encouraging post-secondary students to consider living and working in Hamilton after they graduate by providing experienced-based opportunities and
Goal 6: Build	Post-Secondary	

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<p>Community Identity, Pride, and Image</p> <p>Goal 7: Encourage Welcoming Communities</p>	<p>Students</p>	<p>events to connect with and explore our City. Currently, a pilot project with the McMaster Student Union (MSU) to expand to Mohawk College in the Fall of 2016.</p> <p><u>Highlights:</u> Held two annual Discover Your City Weeks and one on-campus event (fall, winter, and spring) in partnership with MSU with a total of three key events and six tours with a total of 500+ students in attendance.</p>
<p>Goal 1: Culture as an Economic Driver</p> <p>Goal 8: Creativity for All</p>	<p>City Enrichment Fund</p>	<p><u>Description:</u> The City provides new and enhanced grants for arts, communities, culture and heritage that support organizations, events, and individuals.</p> <p><u>Highlights:</u></p> <ul style="list-style-type: none"> - Received a total of 169 applications; - Provided total of \$3,070,638 in grants; and, - Types of grants included operating assistance for arts organizations, festivals/events, creation and presentation for individual artists and artist collectives and capacity building projects.
<p>Goal 2: Downtown Renewal</p> <p>Goal 3: Quality of Life Quality of Place</p> <p>Goal 7: Encourage Welcoming Communities</p>	<p>Downtown and Community Renewal Community Improvement Plan: revisions and enhancement to incentives</p>	<p><u>Description:</u> The proposed Downtown and Community Renewal Community Improvement Plan (CIP) assists in achieving Strategic Objective 1.3 of the City of Hamilton's Strategic Plan: promoting economic opportunities with a focus on Hamilton's downtown core, all downtown areas and waterfronts.</p> <p><u>Highlights:</u></p> <ul style="list-style-type: none"> - Changes and enhancements to the financial incentives approved by Council that affect culture include: -Expansion of the multi-residential loan program to the Barton and Kenilworth Commercial Corridors and introduction of three new financial incentives to the Barton and Kenilworth Commercial Corridors; - Incorporate an affordable housing component to

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		the zero interest loan financial incentives; - Expansion of some financial incentives to properties designated under the <i>Ontario Heritage Act</i> that are located anywhere in the city, including the rural area; and, - Introduce barrier-free improvements and other limited interior improvements as eligible items.
Goal 3: Quality of Life Quality of Place Goal 5: Neighbourhood Revitalization Goal 7: Encourage Welcoming Communities	Events Action Plan	<p><u>Description:</u> Finalizing an open for events business approach to city roles and goals for outdoor events held on city property that balances regulation with excellent customer service and strategic/proactive support.</p> <p><u>Highlights:</u> -Working with the Parks and Recreation Divisions to develop and enhance policies and actions to increase amenities and design of spaces that support events; -Based on SEAT stats and gaps, recommended potential focus areas or clusters: (a) Neighbourhood Revitalization (b) Music & Performance, and (c) Culture, Arts & Heritage; and, -Revised City roles, definitions, and goals based on feedback provided by event organizers, BIAs and Neighbourhood Associations and SEAT staff.</p>
Goal 5: Neighbourhood Revitalization Goal 8: Creativity for All	Learning Annex and Youth Navigator Project	<p><u>Description:</u> The Learning Annex is a partnership initiative funded through the Local Poverty Reduction Fund. It is a safe place for youth, aged 18-29 to go and get support around education, employment and job skill training.</p> <p><u>Highlights:</u> - By connecting and collaborating with education, health care, and employment providers, the Learning Annex will support youth in achieving their goals and a youth navigator will create pathways to community services and employment; -Youth engagers are out in the field conducting peer-to-peer engagement to understand better the issues and concerns affecting youth in Hamilton as</p>

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		<p>well as their experiences with accessing and using services related to education, employment and job skills;</p> <ul style="list-style-type: none"> -The Learning Annex values the involvement of youth throughout the process, including them in the planning and decision-making process; -Community partnerships and collaboration are integral; and, -The Learning Annex is located on the 4th floor of the Hamilton Central Library.
<p>Goal 3: Quality of Life Quality of Place</p> <p>Goal 5: Neighbourhood Revitalization</p>	<p>Public Art</p>	<p><u>Description:</u> In addition to stewarding the City’s Public Art Program, the Public Arts and Projects Section provides consultation and assists with the facilitation of art in public spaces. This art includes temporary and permanent installations by professional artists as well as community art (produced by community members in collaboration with artists).</p> <p><u>Highlights:</u> Consulted on ten projects including: -Jackson Square Entrance Multi-Media Project (Temporary Art – Centre 3); -City Workers Banner Project (Temporary Community Art – Red Tree Collective); -Wilson and James Banner Project (Temporary Community Art – Red Tree Collective); and, -Project Bookmark Waterfront Trail (Coordination of event and installation – Park and Miranda Hill Project Bookmark).</p>
<p>Goal 3: Quality of Life Quality of Place</p> <p>Goal 5: Neighbourhood Revitalization</p>	<p>Planning policies and secondary plans, urban design studies support vibrant neighbourhoods</p>	<p><u>Description:</u> Policies and plans are currently supportive of the creation of vibrant neighbourhoods and include elements such as streetscapes, height, and density, lighting and heritage preservation.</p> <p><u>Highlights:</u> -A few examples of recently completed Secondary Plans that include supportive policies are Strathcona and Barton-Tiffany Urban Design</p>

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		Study, James North Mobility Hub Design Study, Ancaster-Wilson Secondary Plan and the Pier 7 & 8 Urban Design Study.
<p>Goal 1: Culture as an Economic Driver</p> <p>Goal 3: Quality of Life Quality of Place</p> <p>Goal 5: Neighbourhood Revitalization</p>	<p>Integration of culture throughout the new 2016-2020 Economic Action Plan</p>	<p><u>Description:</u> It is important that culture is embraced both strategically and operationally as an economic driver.</p> <p><u>Highlights:</u> -Tourism and Culture Division actively collaborated with the Economic Development Division in the development of the draft 2016-2020 Economic Development Action Plan; -One of the major goals created for the Economic Development Action Plan is: Vibrant commercial and cultural districts and places; -Creative/Cultural Industries will continue to be a key sector for retention and recruitment efforts; and, -Culture is recognized as a key driver for a number of sectors and will assist with Talent Attraction and Retention efforts.</p>
<p>Goal 3: Quality of Life Quality of Place</p> <p>Goal 5: Neighbourhood Revitalization</p> <p>Goal 7: Encourage Welcoming Communities</p>	<p>Our Future Hamilton alignment and support</p>	<p><u>Description:</u> Staff have proactively reviewed larger Corporate strategies; specifically, the current key directions identified in Our Future Hamilton's theme area of Culture and Diversity to determine alignment and opportunities.</p> <p><u>Highlights:</u> -The Cultural Plan currently addresses and assists with 7 of the 11 key directions identified in Our Future Hamilton's theme area of Culture & Diversity. Staff will be seeking opportunities to explore supporting nine of the 11 key directions via new or modified action items in the Cultural Plan for 2016/2017.</p>

New Action Items

As noted in the July 2015 Progress Update, the Cultural Plan is not simply a list of finite actions; it is a “living” document. Below are new actions or significant enhancements to existing action items (none of which have financial implications):

1. Cultural Icons Project/Review – Cultural Icons are ‘pop- art’ images of places, things and people that represent Hamilton’s unique culture. Need to re-visit purpose and development of icons, determine gaps, process and uses (including community partners/stakeholders).
2. Love Your City Communications Plan – Development of a communications plan for residents that supports the City’s Strategic Plan, Neighbourhood Action Plan and the Cultural Plan goals of Quality of Life Quality of Place and Build Community Identity, Pride and Image.
3. Discover Your City Youth Initiative – The Tourism and Culture Division currently works with the McMaster Student Union to encourage students to explore Hamilton through various campaigns, events, and tours. Staff will be enhancing this initiative to include Mohawk College, Columbia International College, and Redeemer University. This initiative will also be incorporated and reflected in the 2016-2020 Economic Development Action Plan related to workforce development and marketing.
4. Re-imagining Visitor Centre as a Cultural Hub – Develop a plan and key tactics that will increase the animation of the Visitor Centre by modifying its use and diversifying the space so that it can be used as a cultural hub for both residents and visitors.
5. City Lab – A Hamilton Pilot (currently in feasibility stage) – working with post-secondary institutions within an innovation hub where staff and students will nurture and co-create real projects that support the City of Hamilton’s Strategic Plan and the four pillars of sustainability (i.e.: economic prosperity; environmental responsibility; cultural vitality, and social equity).
6. Inventory of Cultural Assets in City-owned Parks – Working with Parks to inventory and assess culturally significant items such as markers, art, etc. to ensure these items are not lost and properly cared for (project funded by Public Works - Parks).

The Cultural Plan represents an ongoing commitment to view culture as one lens for creating and maintain a vibrant community. Staff will continue to collaborate on projects which align to the Cultural Plan and will continue to report on the overall Cultural Plan portfolio.

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