

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF FEBRUARY 18, 2014

Item 2, Report No. 9, of the Committee of the Whole (Working Session), which was adopted, as amended, by the Council of the City of Vaughan on February 18, 2014, as follows:

By approving the following:

That Recommendations 2) and 3) from the Committee of the Whole meeting of February 4, 2014, be amended to read as follows:

- 2) That the City's existing Cultural Plan be brought forward for review and be circulated to Council members immediately;***
- 3) That staff bring forward a report identifying a plan to develop a nurturing and supportive cultural frame work for the City before the end of April; and***

That staff explore various funding options in order to initiate funding requirements for the first steps.

2 BUILDING AN ARTS, CULTURE AND DESIGN DISTRICT IN VAUGHAN

The Committee of the Whole (Working Session) recommends:

- 1) That the recommendation contained in the following report of the Director of Economic Development, dated February 11, 2014, be approved;**
- 2) That the City's existing Cultural Plan be brought forward for review;**
- 3) That staff bring forward a report identifying a plan to develop a nurturing and supportive cultural frame work for the City; and**
- 4) That the following Communications submitted by Gail Lord, President of Lord Cultural Resources, be received:**
 - C3. Presentation material entitled, "How Cultural Planning Makes a Difference" and**
 - C4. Presentation material entitled, "Creating Cultural Capital".**

Recommendation

The Director of Economic Development in consultation with the Executive Director, Office of the City Manager recommends:

- 1. THAT the presentation from Gail Lord, President of Lord Cultural Resources on fostering the arts in the Vaughan Metropolitan Centre (VMC) be received.**

Contribution to Sustainability

Green Directions Vaughan embraces a *Sustainability First* principle and states that sustainability means we make decisions and take actions that ensure a healthy environment, vibrant communities and economic vitality for current and future generations. Under this definition, activities related to economic development contributes to the sustainability of the City.

Economic Impact

All costs associated with the presentation by Lord Cultural Resources are accounted for in the Economic Development Department's 2014 operating budget. There is no economic impact with receipt of this report.

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Communications Plan

The presentation materials will be available in hardcopy format and distributed to Mayor, Members of Council and Senior Management. Additional hardcopies will be available upon request. An electronic copy in a PDF format will be posted on the City's website.

Purpose

The purpose of this report is to provide Council with an overview of the trends, opportunities and best practices that exist for cities as it relates to cultural planning and creating vibrant cultural spaces.

Background – Analysis and Options

The City of Vaughan's new downtown, the Vaughan Metropolitan Centre will be a centre of commerce, an office node, a vibrant residential enclave, and a regional mobility hub. Inherent to the City's vision of a lively, stimulating people place, the VMC will also be the centre of arts, entertainment, culture and creative endeavours. These humanistic endeavours have the ability to be an economic driver animating public spaces, attracting office and commercial tenants as well as providing a platform for new ideas and innovations that extend into the other business sectors that are part of Vaughan's diverse economy.

The positive economic and social contributions of the arts and culture are well known and documented. As such, the City has incorporated goals and activities in a number of its master plans that address the attraction of these types of investments. Policies exist in the Vaughan Official Plan 2010, Creative Together Cultural Plan and Economic Development Strategy which relate to enhancing the City's culture and creative potential. Council and Staff have actively sought opportunities to engage with potential stakeholders and partners in realizing these types of investments.

Most recently, Item 33, Report No. 52 of the Committee of the Whole: "City of Vaughan Arts, Design and Cultural Campus", ratified by Council on December 10, 2013 directed Staff to engage an expert in the field of arts, culture and tourism to make a presentation at the Committee of the Whole (Working Session) meeting of February 11, 2014, which included case studies, best practices, trends and best fit for the City of Vaughan, which will provide the foundation for discussion in arriving at a shared vision for the Vaughan Metropolitan Centre as it relates to the approved 10-year Economic Development strategy."

Recognized as an industry expert and thought leader on arts and cultural institutions, Staff has invited Gail Dexter Lord, President of the Lord Cultural Resources to make a presentation on arts and culture as it relates to placemaking, fostering economic development and tourism (Attachment 1 - Professional Profile for Gail Dexter Lord).

Lord Cultural Resources is one of the world's largest cultural professional practices completing more than 2,000 projects in more than 50 countries, across six continents (Attachment 2 – Lord Cultural Resources Corporate Profile). The firm specializes in developing strategies to foster economic growth, creativity and quality of life. The breadth of their consulting practice, from large cultural capitals to small towns, arts galleries, libraries and other public institutions, allows Lord to bring a high level perspective on arts and cultural asset development, framing it within the context of cultural tourism, economic development, neighbourhood revitalization, community development, heritage preservation, environmental sustainability, as well as public health and safety.

This holistic perspective is extremely helpful in informing Vaughan's discussion about developing an arts, design and cultural district. The focus of Ms. Lord's presentation will include:

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- Trends in cultural planning in communities throughout Ontario, Canada and further afield.
- The issues that communities face in building vibrant cultural spaces and in sustaining them.
- The approaches that work and why.

The presentation is to provide Council and Staff with an understanding of current best practices and their applications to creating an arts and culture strategy that is grounded by a solid understanding of the cultural ecology of the community; and which can be economically sustained.

Relationship to Vaughan Vision 2020 / Strategic Plan

This report is consistent with the priorities previously set by Council. Specifically, this report assists in fulfilling Vaughan Vision 20|20 Goal: Manage Growth and Economic Well-being.

Furthermore, this report is consistent with the City's Economic Development Strategy: Building a Gateway to Tomorrow's Economy, and specifically:

- Goal 2: Develop Vaughan as an incubator of entrepreneurial and economic activity for the economic region.
- Goal 4: Growing Vaughan's dynamic quality of place and creative economy.

Regional Implications

There are no regional implications arising from the recommendations of this report.

Conclusion

Ensuring that the VMC has a comprehensive arts, cultural, entertainment and design district that serves the needs of residents, students and businesses as well as attracts tourist visits, is an endeavour that will require a tremendous investment of resources. At this time, such an expansive project may be beyond the City's reach without a strong private sector catalyst. This presentation is part of Vaughan's formative steps in establishing a greater understanding of the emerging trends, challenges, issues and approaches related to the establishment and further development of the City of Vaughan creative, cultural and entertainment assets.

Attachments

1. Professional Profile for Gail Dexter Lord, President of Lord Cultural Resources
2. Lord Cultural Resources Corporate Brochure

Report prepared by:

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(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)