

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF DECEMBER 10, 2013

Item 33, Report No. 52, of the Committee of the Whole, which was adopted, as amended, by the Council of the City of Vaughan on December 10, 2013, as follows:

By approving the following:

That recommendation 1 from the Committee of the Whole meeting dated November 26, 2013, be amended to read as follows:

- 1) That staff 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, including 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.

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CITY OF VAUGHAN ARTS, DESIGN AND CULTURAL CAMPUS

The Committee of the Whole recommends:

- 1) That staff provide a report to the Committee of the Whole (Working Session) meeting of January 21, 2014, on facilitating the arts in general;
- 2) That the resolution submitted by Councillor Racco, dated November 26, 2013, be received;
- 3) That the deputation of Mr. Timothy Ying, Michigan Drive, Toronto, be received; and
- 4) That the following Communications be received:

C10 Dr. Sara Diamond, RCA, Order of Ontario, McCaul Street, Toronto, dated November 25, 2013; and

C12 Mr. Quinto Annibale, Loopstra Nixon, Woodbine Place, Queens Plate Drive, Toronto, dated November 25, 2013.

Member's Resolution

Submitted by Councillor Sandra Yeung Racco

Whereas, the City of Vaughan is in the process of continuing to plan the Vaughan Metropolitan Centre (VMC) as a complete community, including residential, commercial, retail and institutional components, along with recreational and entertainment nodes, and with the Toronto York Spadina Subway Extension on track to open in the VMC by 2016; and

Whereas, the City of Vaughan's Economic Development 10-Year Strategy strategic goal number four is to "Grow Vaughan's dynamic quality of place and creative economy," and Objective 4.2.4 states "Recognize the VMC as the City's cultural and creative hub by undertaking initiatives to plan, market and promote the downtown using specialized marketing and promotion approaches that reflect the "cool factor" of target audience:

- a) Direct new arts facilities, including a larger performing arts theatre, visual arts centre, and convention and conference centre infrastructure to locate in the Vaughan Metropolitan Centre
- b) Showcase work of local cultural and creative industries and artists in public spaces within the Vaughan Metropolitan Centre"; and

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Whereas, locations such as The Banff Centre provide staff with a best in class example of what is possible with regards to inspiring creativity across multiple disciplines (i.e., arts, business, and academic) and acting as a successful arts and cultural incubator, as “over 8,000 artists, leaders, and researchers from across Canada and around the world participate in programs at The Banff Centre every year, through its multidisciplinary programming solutions, and to make the impossible possible”; and

Whereas, industry leading and world-class academic institutions such as OCAD (Ontario College of Arts and Design) and the Royal Conservatory have already expressed a strong desire and willingness to be a part of the creation of a Arts, Design and Cultural Campus in Vaughan within the VMC, along with a number of private investors; and

Whereas, early preliminary discussions have taken place with the Province of Ontario with regards to holding lands within the VMC for future significant cultural development; and

Whereas, the existence of a strong cultural centre within a urban centre and community correlates directly with the creation of a complete community, the attraction of new investment and a vibrancy that appeals to people and creates a natural environment that supports the development of creative thought leaders across sectors; and

Whereas, the Art, Design and Cultural Campus could include, but would not be limited to the inclusion of a performing arts theatre, educational facilities, creative economy focused incubator, among other components serving all facets of the creative economy (performing arts, theater, music, film & television, visual arts and business & leadership development campus); and

Whereas, on October 29, 2013, Council approved “That the City of Vaughan welcomes and supports a world class Cultural and Entertainment District, which will include an Integrated Convention, Trade Centre, Five Star Hotel, and Entertainment Arts Centre, and other infrastructure and services consistent with the City's plan to improve the citizens' standard of living and quality of life, provided that such does NOT include a casino”;

Be it therefore resolved that staff be directed to investigate existing business models, evaluate options for the City of Vaughan and work with a third party consultant that specializes in the creative economy to establish a feasibility study focused on creating a framework and optimal approach to establishing a competitively positioned and economically sustainable Art, Design and Cultural Hub/Campus within the VMC contributing towards making Vaughan a complete community and acting as a catalyst to future economic growth; and

That staff identify the full cost implications required to undertake the work identified with this resolution and provide correspondence to the January 15, 2014 Finance and Administration Committee for inclusion in the Draft 2014 Budget and 2015-2017 Plan process; and

That staff work in partnership with the existing Vaughan Arts Centre of Excellence (VACE) organization to create a working committee in order to manage this project effectively and garner significant feedback from a wide range of community stakeholders including not-for-profit organizations, academia, business and government; and

That the staff report include the identification of public and private sector partnerships necessary to participate in the initial research stage in order to gauge the level of interest and commitment to being a part of the creation of an Art, Design and Cultural Campus; and

That staff present the findings from the feasibility study to a future Committee of the Whole Working Session for consideration.

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Attachments

None