

Community Engagement Themes

The objectives of the community engagement process were to solicit input and feedback from the community and to help shape a shared vision and to prioritize actions for *Creative Together*. The engagement process for the Vaughan Culture Plan was three-pronged:

1. A community survey made available on the web from November 26, 2009 to January 31, 2010 which was widely circulated and to which 80 responses were received
2. A community forum held December 9, 2009
3. A series of interviews with the mayor and several members of council held January 5th and 11th, 2010.

Summary themes are set out in the chart below.

<p><i>Establish strong vision</i> Establish a strong integrated vision for culture but ensure it comes with concrete, realistic and achievable actions.</p>	<p><i>Integrate with Official Plan</i> Ensure Cultural Plan contributes to support implementation of policies in the Official Plan.</p>	<p><i>Build it for Vaughan</i> Don't try to replicate Toronto but expand cultural opportunities in Vaughan and expose residents to high quality cultural offerings in their own backyard.</p>
<p><i>Grow the creative economy</i> Promote culture's role in building Vaughan's future prosperity; ensure integration of Cultural Plan and new Economic Development Strategy .</p>	<p><i>Build central cultural facilities and meeting places</i> Exploit proposals for Metropolitan Centre and Civic Centre to build central gathering places 'where we can see one another'.</p>	<p><i>Increase investment</i> The Cultural Plan must be more than words; it must be accompanied by increased staff time and investment consistent with the larger City goals.</p>
<p><i>Foster a community of artists and creators</i> Provide opportunities for emerging and established artists to connect and showcase their work.</p>	<p><i>Celebrate diversity</i> Acknowledge and celebrate Vaughan's diverse communities as well as the bonds that unite them.</p>	<p><i>Communicate and change mindsets</i> Broaden community understanding of culture as key economic and community asset, support must be understood as an investment not an expense.</p>
<p><i>Strengthen festivals</i> Festivals are essential to cultural life and building new audiences; many current festivals are struggling; new ones are needed.</p>	<p><i>Develop public-private sector partnerships</i> The City cannot do it alone; new development plans offer important opportunities to partner on new facilities and programs.</p>	<p><i>Enhance quality of place</i> Culture is key to Vaughan being a place where people will want to live, work, play and invest.</p>
<p><i>Leverage public transit</i> Ensure access to public transit as a factor in locating new facilities; leverage new subway as cultural hubs.</p>	<p><i>Increase opportunities and access</i> Expose residents to cultural and artistic opportunities in the places where they live and already spend time.</p>	<p><i>Promote existing resources and activities</i> Increase awareness of rich existing activity that is unknown and underappreciated.</p>
<p><i>Expand community engagement</i> Build community involvement, particularly in developing the volunteer base.</p>	<p><i>Eliminate barriers</i> Identify and remove barriers in planning system (e.g. zoning bylaws) that block creativity and culture.</p>	<p><i>Involve and engage youth</i> Build audiences and artists of the future.</p>

<p>Strengthen neighbourhoods Vaughan’s communities have unique identities expressed through culture and heritage; celebrate and build on these strengths.</p>	<p>Create beautiful, culturally rich places Build beautiful and memorable public spaces; connect the Cultural Plan to public realm arguments for strong urban design and investments in public art.</p>	<p>Conserve heritage Ensure does not mean the loss of natural and cultural features and countryside; connect Cultural Plan and Heritage Plans.</p>
--	--	---

Vision and Principles

Vision of Vaughan

In 20/20 successful implementation of *Creative Together* will mean a Vaughan in which:

“Creativity and culture have been instrumental in Vaughan transforming itself into a distinctive, vibrant and sustainable urban municipality. The City is recognized for its success in integrated planning for culture in which culture is woven into all facets of planning and decision-making. Expanding creative cultural industries and a strong cultural sector are major drivers in a diversified leading regional economy. A ‘culture of design’ infuses decisions, producing a city that boasts exceptional quality of place with beautiful and memorable places throughout the community. Culture and heritage form the basis of a strong shared identity and pride in community. Vaughan communicates a unique image and identity regionally, nationally and internationally.”

Principles

Creativity - We value artists and creators as an essential source of the new ideas, innovation and technologies important to our future.

Sustainability - We believe in vision of sustainability integrating social, economic, environmental and cultural dimensions.

Diversity - We believe culture is a powerful tool for celebrating diversity and fostering inclusion.

Prosperity - We see creativity and culture as major drivers in building a diverse and prosperous economy.

Identity - We understand culture and heritage defining the unique identities of neighbourhoods as well as the shared identity of the city as a whole.

Accountability – We will strive to ensure the most efficient and effective use of City resources and will strive for continuous innovation in addressing the needs of the community.

Collaboration - We support cultural organizations working together towards shared purposes.