Help develop the Town’s first Culture Plan.

Complete a short, online survey today.
Culture Plan Community Workshop #1

Agenda

6:00    Open House and Collage Making
6:30    Welcome and Presentation
6:50    Cultural Activity Stations
       • Defining Culture in Whitby
       • Experiencing Culture in Whitby
       • Mapping Culture in Whitby
       • Prioritizing Culture in Whitby
7:50    Questions and Next Steps
Who are we?
PROCESS is a team of urban planners, designers and artists. Through collaborative and creative processes, our work aims to transform how we plan, design and experience places and communities.
Implementing public art plans; developing strategies

The Hub Project: Connecting Neighbourhoods through Art
(City of Kingston)
Evaluating arts and cultural programs

Developmental Evaluation of 5 Cultural Programs for the City of Toronto/Toronto Arts Council (UX Mapping) (City of Toronto, 2018 - 2019)

Imagining Creative Culture (Vancouver, BC)
(Crazy Dames)

We Built this City,
Gardiner Museum
(Crazy Dames)
Developing culture plans

Town of Whitby Culture Plan (Town of Whitby, 2018 - Ongoing)
Who are you?
Who’s missing?
What is a Culture Plan?
What is Culture?
What is Culture?

“Culture is one of the two or three most complicated words in the English language” (Raymond Williams)

“Culture is what counts as culture for those who participate in it” (Colin Mercer 1996: 61)
What is Culture?

Personal Benefits
• Self expression

Social Benefits
• Reduced social isolation, community cohesion, employability, education, volunteering

Economic Benefits
• Direct economic impact of cultural industries: $59 billion (3.4 percent) of GDP
What is a Culture Plan?

An integrated place-based approach to planning and development that takes into account four pillars of sustainability: economic prosperity, social equity, environmental responsibility and cultural vitality.

A municipal government-led process that is intended to identify, leverage, strengthen and integrate cultural resources across all facets of local government.
What is a Culture Plan?

Tangible cultural assets

Intangible cultural assets
Cultural Resources Framework

- **Cultural Enterprises**: Libraries and archives, music studios, performing art enterprises, broadcasting enterprises, breweries and wineries, art galleries, book stores, antique dealers and museums.
- **Community Cultural Organizations**: Horticultural groups, heritage groups, community bands, storytelling groups, multicultural groups, art groups (crafts, visual arts, dance) and aboriginal groups.
- **Festivals & Events**: Street festivals, music festivals, fall fairs, food and wine festivals, craft festivals, gallery or studio tours.
- **Cultural Spaces & Facilities**: Educational institutions, urban spaces and event zones, performing arts centres, food establishments with live music, religious institutions, farmers’ markets and cultural centres.
- **Natural Heritage**: Significant local parks, trails, national parks, nature reserves and botanical gardens.
- **Intangible Assets**: Ceremonies, place names, oral traditions, customs and stories.
- **Cultural Heritage**: Built heritage properties, historic plaques and monuments, heritage districts, public art installations, archaeological sites and local historical sites.
Process and Timing

Phase 1: Getting to Know the Culture Plan
What's happening today?

- Background Research
- Cultural Resources Inventory

Engagement:
- Online Survey
- Stakeholder consultation
- Community workshop
- Pop-Ups

Phase 2: Goal Setting
What should the future look like?

- Analysis of data
- Cultural needs assessment

Engagement:
- Online Survey
- Stakeholder consultation
- Community workshop
- Art activation
- Town Council Meeting

Phase 3: Let's Launch the Culture Plan
What are the steps to get us there?

- Draft Culture Plan

Engagement:
- Stakeholder consultation
- Community workshop
- Town Council Meeting
What does this mean for Whitby?

Why now?

• Whitby is **growing and evolving**.
• Contains **rural and urban** elements.
• Culture can contribute to **Town goals**:
  • Building an **age-friendly community**
  • Revitalizing the **two downtowns**
  • Attracting and retaining **capital investment and talent**
  • Leading to a **strong economy**.

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**Community Snapshot**

- 128,000+ Residents
- 2,283 Businesses
- 45,184 Households
- 146.53 Sq. km of land
- 146 Fire Halls
- 42 Stormwater Ponds
- 200 Community Events
- 420 Recreation Programs
- 1,000+ Lane km of road
- 5,606 responses to emergency calls
- 120+ Parks
- 90+ Playgrounds
- 10,000 LED Street Lights
- 1,235 Building Permits
- 677,318 annual library visits
- 299,688 library items available
- 67 public libraries
- 3 youth rooms
- 120+ Parks
- 3 conservation areas
- 50,000 trees maintained
- 1,200+ acres of open space
What does this mean for Whitby?

Current Cultural Resources Inventory

- Natural Heritage
- Cultural Facilities and Spaces
- Cultural and Creative Enterprises
- Cultural Heritage
- Cultural Events and Festivals
- Community Cultural Organizations

*Note: this data reflects the inventory of the Town’s cultural resources during the initial phase of developing the Culture Plan.

What do YOU think Whitby’s cultural assets are?
What does this mean for Whitby?

Planning context – Key Themes

• Maintenance/Enhancement of cultural and natural heritage resources;
• Promotion of economic development and tourism
What does this mean for Whitby?

Planning context – Key Themes

- Development of complete communities
- Inclusion of spaces for position interactions and fostering of civic identity
Cultural Trends

• Integrating Culture within municipal initiatives
• Developing partnerships (private and nonprofit)
• Reimagining underutilized spaces (placemaking, place-based approaches)
What are other municipalities doing?

1) Integrating Culture

Example:
Calgary’s Watershed+ program
Kingston’s Culture Plan

Artist: Sans Facon
Title: The Forest Lawn Lift Station
As part of Calgary’s Watershed+
What are other municipalities doing?

2) Cultural Granting/Investment Programs and Partnerships

Example: St. Catharine’s Cultural Investment Program (SCCIP)
   - Strengthens local art creation and cultural distribution

SCCIP recipient In the Soil Arts Festival run annually by Suitcase in Point, a performing arts ensemble organization, St. Catharine’s, ON
What are other municipalities doing?

3) Utilizing Existing/Underutilized Public Spaces for Creative Placemaking

Example: City of Regina’s Pop Up Downtown

Walking tour, Regina Pop Up Downtown
What we’ve heard to date

**Strengths**
- Natural and Cultural heritage assets
- Recreational Culture and Sport
- Establishes cultural places, facilities and events
- Creative Culture
- Urban-rural identity
- History
- Evolving with increasing diversity
What we’ve heard to date

**Challenges**

- Lack of awareness and engagement with cultural activities
- Lack of accessibility
What we’ve heard to date

Opportunities
- Revitalize Downtown Whitby
- Embrace food and brewery culture
- Leverage natural and cultural heritage resources
- Develop partnerships (Innovation Accelerator)
- Embed culture and inclusion in Town decisions
- Look forward while acknowledging the past, including Indigenous culture and history

- Engage with all people to determine needs and opportunities...
WE WANT TO HEAR FROM YOU!
Cultural Collage Making!

Guiding Questions

• How do you currently experience culture in Whitby?
• How do you want to experience culture in Whitby?
• Share a story!
Defining Culture

Guiding Questions

• What defines Culture in Whitby to you?
Cultural mapping

Guiding Questions
• Where does culture happen in Whitby today?
  • How do you experience culture in Whitby today?
  • Based on your experiences, what are the strengths and challenges of culture in Whitby?
• Which cultural activities and facilities should be maintained?
• Which cultural activities/facilities should be improved and/or added?

Consider:
• Performing arts (i.e. music, theatre, dance, events, etc.)
• Visual arts (i.e. galleries, public art, etc.) and Literary (libraries, bookshops)
• Passive outdoor activities (i.e. nature trails and conservation areas)
• Active indoor/outdoor activities (i.e. soccer, baseball, cycling, etc.)
• Cultural heritage (i.e. archives, historic buildings, memorials, statues, etc.)
• Culinary (i.e. restaurant and breweries)
• Other?
Priority Setting

Guiding Questions
• What should Whitby prioritize when developing the culture plan?

Consider:
• Performing arts (i.e. music, theatre, dance, events, etc.)
• Visual arts (i.e. galleries, public art, etc.) and Literary (libraries, bookshops)
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• Cultural heritage (i.e. archives, historic buildings, memorials, statues, etc.)
• Culinary (i.e. restaurant and breweries)
• Intangible (stories, customs, etc.)
• Other?
Other ways to engage in Phase 1

Phase 1
• Online survey (until July) whitby.ca/cultureplan
• Summer Pop Ups (June-July)

Phase 2
• Community workshop (future scenarios) (September)
• Open Streets Arts Activation (September)

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<th>SUMMER POP UPS DATES AND TIMES</th>
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<tr>
<td>Wed. June 19</td>
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<tr>
<td>Mon. July 1</td>
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Next steps

- Review feedback from engagement (workshop, surveys, interviews, pop-ups)
- Develop cultural inventory and SWOC (strengths, weakness, opportunities, challenges)
- Begin to develop Needs Assessment (for Phase 2)
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