

ARTS AND CULTURE AS AN ECONOMIC DRIVER

Issue

Progress reporting on the Culture, Heritage, and Arts Master Plan II and clarification of arts and culture priorities and resourcing is provided for Council direction.

Motion Proposed by Administration

That Administration be directed to report future Culture, Heritage, and Arts Master Plan II actions through the 2022-2025 Strategic Implementation Plan; and include the required resources for the development of the following services in the Strategic Implementation Plan - Arts and Culture as Economic Driver:

- a) Public Art Program;
- b) Culture and Heritage Incentive Grants; and
- c) Plan for the expansion of cultural facilities (Activation).

Report, Analysis and Financial Implications

In 2017 and 2018, the Town of Okotoks worked with community stakeholders to create the Culture, Heritage, and Arts Master Plan II (CHAMP II). This plan served as the pilot project during the development of the Town's Public Participation Strategy and Toolkit. Engagement took place over 18 months through workshops, interviews, surveys, a design sprint, and online.

CHAMP II is a 15-year framework acknowledging that a community changes over time and plans should be monitored and adapted to remain current. Implementation of the plan began in 2019 and a review is scheduled for 2024.

CHAMP II has five goals:

Goal A: To grow the capacity and leadership of the Okotoks community.

Desired Outcome: A wide array of individuals, organizations and sectors contribute to the culture of Okotoks.

Goal B: To broker opportunities for all Okotokians to come together through culture.

Desired Outcome: Residents and visitors recognize Okotoks for a diversity of community events that bring people together. Activities and events contribute to building a creative and engaged community in Okotoks.

Goal C: To connect people with the history of Okotoks.

Desired Outcome: Residents and visitors alike are actively aware of the natural and cultural heritage of Okotoks.

Goal D: To ensure culture is a contributing force in the Okotoks economy.

Desired Outcome: The cultural sector is a key factor in the local economy and helps attract and grow others sectors of the economy as well through its contribution to the quality of life in Okotoks.

Goal E: To champion the value of culture for Okotoks.

Desired Outcome: Okotokians of all kinds are proud advocates for culture in the community.

Details of advancement are included in the attached CHAMP II 2019-2021 Progress Report. Following recommendations of the 2022-2025 Strategic Plan, where arts and culture are economic drivers of the community. Future CHAMP II reporting will be streamlined and included with the Corporate Progress Report.

Resourcing Arts and Culture as Economic Driver

Three areas of CHAMP II recommended for future development are: grants, public art program, and Goal D: To ensure culture is a contributing force in the Okotoks economy. With the prioritization of arts and culture as an economic driver in Council's Strategic Implementation Plan, Administration requests Council's support to resource the following three areas:

1. Public Art

The Town of Okotoks has amassed a significant public art collection, but has no formal system to care for, plan for, or fund both maintenance and future development. To date, all public art has been acquired and maintained on an ad hoc basis.

Concurrently, the Municipal Development Plan (MDP) recommends that the Town "Develop a Public Art Policy and associated programs that enable the creation of public art for display in the community" (p. 81). It goes on to identify public art for its ability to create unique sense of place, and calls for the inclusion of "elements of heritage, public art, and local culture that create beauty, a unique identity" (MDP, pg. 92). Public Art plays a significant role in community beautification and place-making, two factors that impact business attraction and retention and contribute to driving the economy.

2. Programs, Culture and Heritage Incentive Grants

The foundational goal of CHAMP II is to "To grow the capacity and leadership of the Okotoks community." In order to activate this goal, grassroots, and community stakeholders groups should be incentivised to build capacity and lead in relation to cultural activity and development in the Town of Okotoks.

As with public art, the MDP recommends the promotion of opportunities including "access incentives, grants and other funding" (p. 176) with the end goal of growing "the capacity and leadership of the community to contribute to culture." (p.177)

3. Plan of the expansion of cultural facilities (Activation of current facility)

Goal D of CHAMP II is "To ensure culture is a contributing force in the Okotoks Economy" and it's focus was on the development of a new performing arts centre. Actions included: 1) Establish a Cultural Facilities Task Force 2) Detailed evaluation of

existing facilities 3) Engage stakeholders to develop cultural facilities scope and vision 4) Scope cultural venue operating models 5) Capital project development and management; and 6) Operational planning.

Following the adoption of CHAMP II administration has identified that an initial action was missing: Activation of the Rotary Performing Art Centre (RPAC) in order to maximize the facility's potential.

This action serves to empower stakeholders, and invigorate the downtown on evenings and weekends. The purpose is to stimulate a strong local economy and a vibrant civic culture by focusing on the development of a downtown anchor. This initiative promotes a thriving evening economy "by dismantling barriers [reduced evening activity] and expanding opportunities" (MDP p. xii).

Administration will engage stakeholders and then formulate a plan to activate RPAC. The Implementation will likely include the provision of incentive grants linked to facility use.

Financial Implications

Upon council's clarification of arts and culture priorities, Administration will include resources for the development of the endorsed services in the Strategic Implementation Plan for Council's approval.

Overall Progress

Programs, Culture & Heritage has made significant progress on CHAMP II and the progress report is attached; progress is supported through day-to-day operations of the Okotoks Museum & Archives, Okotoks Art Gallery, and RPAC. Adjustment to goals and actions will occur in 2024, during a scheduled review of the framework.

Strategic Plan Goals

<input type="checkbox"/>	Manage Community Growth	<input type="checkbox"/>	Provide Strong Governance
<input type="checkbox"/>	Provide Quality Community Infrastructure	<input checked="" type="checkbox"/>	Healthy and Safe Community
<input checked="" type="checkbox"/>	Enhance Organizational Excellence	<input checked="" type="checkbox"/>	Foster Economic Vitality
		<input type="checkbox"/>	Promote Environmental Excellence

Governing Policies/Bylaws/Legislation or Agreements

n/a

Public Participation Strategy

Public Participation Strategy and stakeholder engagement will occur during planning and activation of this report's initiatives.

Alternatives for Consideration

n/a

CAO Comments

Administration has provided a high-level synopsis of the progress made on the Culture, Heritage, and Arts Master Plan, highlighting achievements and next steps. Reporting of CHAMP will move to the Corporate Business Plan report, which will be brought forward bi-annually.

Attachment(s)**1. CHAMP II Progress Report 2019-2021**

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