

TOWN OF OKOTOKS

# GROWING TOGETHER: CULTURE, HERITAGE & ARTS MASTER PLAN II (CHAMP II) PROGRESS REPORT



### **PROGRESS REPORTS**

Town administration monitors progress towards meeting its goals, targets, strategies and activities, and provides annual reports to Council, which are available to the public on the Town website. The Annual Report, published online each year, is another way the Town reports progress to citizens. Reporting provides greater accountability, transparency and understanding of the strategic goals, progress and accomplishments. Council and administration's regular review allows us to evaluate how we are performing towards our strategic goals and to make adjustments as necessary to realign for success.

### TOWN VISION

The Town of Okotoks fosters a culture of resiliency - where people, businesses, ideas and sense of community thrive. Grounded by the Sheep River valley and supported by thoughtful planning and design, a strong local economy and a vibrant civic culture, Okotoks offers exceptional quality of life at every stage of life. Respect for each other and the natural environment makes Okotoks home.

### TOWN COMMITMENT

The Town of Okotoks is committed to engaging the community in culture, heritage and arts beyond the scope of *Growing Together: A Culture, Heritage and Arts Master Plan* for Okotoks. The Town of Okotoks Programs, Culture and Heritage operates the Okotoks Art Gallery, Okotoks Museum and Archives, Rotary Performing Arts Centre, Public Art Program, Arts Education Programming, Municipal Heritage Designation Program, Visitor Services, and are the main stewards of CHAMP II.

### PRINCIPLE: VIBRANT CULTURE AND HERITAGE

Residents joyfully embrace Okotoks, and cultivate a rich quality of life. Okotoks provides access to a wide range of cultural resources, fostering audiences, participants and creators who contribute to community building and economic development. The strong tradition of community events is a hallmark of living in Okotoks. Residents are engaged in civic life, and Town Council and administration promote open dialogue.

### REPORT

Over 18 months in 2017 and 2018 and in consultation with 23 stakeholder groups and 650 participants who shared their ideas and wisdom through workshops, interviews, surveys, and a design sprint, the Okotoks community created *Growing Together: a Culture, Heritage and Arts Master Plan* (CHAMP II). Through this consultation, we identified some incongruence between some stakeholder groups and the Town and recognised we needed to work together to realize best results. It was for this reason that the foundational goal of CHAMP II became *To grow the capacity and leadership of the Okotoks community*. The other four goals work in tandem to accomplish this goal.

Council unanimously adopted the plan at the last meeting in November 2018 and administration began implementation in 2019. Programs, Culture & Heritage planned to present a progress report in 2020, but the onset of the COVID-19 pandemic shifted priorities, not just within the Town, but the entire world.

We discovered new ways to connect by moving programs and events online. We witnessed lightening-fast advancements in virtual technology that changed the nature of work, and meeting, and people's lives shifted just as quickly. Everyone immediately recognized the importance of connectivity, pathways, recreation, and easy-to-access, and safe activities like the *Nooks & Crannies Festival of Recycled Art*. This report shows massive increases in virtual output and new ways to engage.

We created an online concert series, *RPAC@Home*, presenting local performers from their porches, bedrooms, living rooms and, in one case, audiences watched a concert streamed live from Mexico City. The arts and business community ran arts events on streets that brought people together safely. We discovered that during a pandemic, people cleaned their basements and storage areas, which resulted in our museum and archives accepting a plethora of donated items. We cancelled regularly scheduled gallery exhibits, and pivoted to create a members' show and sale to support local artists and businesses that saw gallery membership increase by nearly 50%. In collaboration with the local Legion, our public art component followed through to deliver phase II of the *Salute to our Veterans* memorial, adding 160 names of Veterans from the Boer War, WWI and the Korean War to the 247 from WWII that were already there.

Even though the Okotoks Museum and Archives, Art Gallery, and Rotary Performing Arts Centre operated in a diminished public-access capacity during COVID-19, the team was busy working with our community to deliver on the goals of CHAMP II. This report highlights some of them from 2019 through 2021 as we worked towards growing the capacity and leadership of the Okotoks community.

### ROLES

To accomplish any goal usually requires multiple people, in multiple areas, and taking on multiple roles. An outdoor public event like *Light Up* where thousands of people gather in the downtown core to celebrate the start of winter involves Town of Okotoks Transportation, Communications, Programs, Culture & Heritage, Waste Management, Municipal Enforcement, etc.; in addition, this event involves businesses in the downtown core, service groups, vendors, volunteers, and performers. It is impossible to accomplish our goals without collaborative good will and a united vision.

Growing Together: A Culture, Heritage and Arts Master Plan for Okotoks, recognizes the value of collaboration and describes the roles as Primary, Shared, and Complementary.

Town Roles	Description
Primary	The Town of Okotoks has a primary responsibility and, as a stakeholder, has a central role.  This role is marked by high accountability, strong capacity, and significant role required to achieve community goal(s).
Shared	The Town of Okotoks is one of many responsible stakeholders.  This role is marked by accountability for some aspects
Complementary	and/or capacity; collaborative role required to achieve communitygoal(s).  Other stakeholders share most
	responsibility. The Town plays a supporting role.  The role is marked by no formal mandate; limited municipal capacity; small role required to achieve community goal(s).
Legend Goal Tov	wn of Okotoks Community Stakeholders

We use this terminology in the explanations to show how we worked together to achieve each goal and action.





# GOAL: TO GROW THE CAPACITY AND LEADERSHIP OF THE OKOTOKS COMMUNITY

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



### Objectives

- The Town of Okotoks seeks out and listens to input from residents and stakeholders in order to plan and program.
- Cultural leaders and stakeholders develop skills, capacity and networks to empower themselves and others and work collaboratively for the benefit of Okotoks.
- The Okotoks community invests in existing and future cultural assets to ensure cultural programs and services are accessible and fit for purpose.
- The Okotoks community develops appropriate arts and heritage programs, services and facilities using an evidence-based approach and focusing on the triple bottom line of people, profit, and planet.
- The Okotoks community invests in youth, developing creative skills and fostering talents to endorse social wellness.

The following actions contribute to accomplishing Goal A.

# REGULARLY GATHER COMMUNITY AROUND THE GOALS OF CHAMP II

2022 Face-to-Face conference planned and presented in collaboration with the Okotoks Arts Council

Shared Role

# CREATE ANNUAL REPORT FOR CHAMP II

Report presented in 2022, covering three years' progress

#### **Primary Role**

CHAMP II is a 15 to 20-year plan that the Town will re-assess every five years. The next scheduled re-assessment will be in 2024.

Programs,
Culture & Heritage
met regularly with the
Okotoks Arts Council. These
conversations focused on bringing
the community together around
arts, culture, and heritage to generate
momentum and promote collaboration.
This resulted in the creation of the
inaugural Face-to-Face conference
planned in 2020 and 2021. At this
event, we highlighted local talent,
discussed the upcoming Summer
Games, and presented a
progress report for

CHAMP II.

#### SHOWCASE THE BENEFITS OF CULTURE, ARTS, AND HERITAGE

Online Culture and Heritage Asset Map created in 2019 to tell the story of culture and heritage assets Shared Role

Cultural consultants shy away from cultural mapping due to the changing nature of providers; companies that exist at the time or consultation can move away, change focus, or simply close their doors. To solve the issue of "hard copy" lists held within a single document, tied to a specific time and place, Programs, Culture & Heritage engaged Town of Okotoks Mapping & GIS to help with a solution. The result came in 2019 with an online, updatable, Town of Okotoks Culture and Heritage Map.

#### Paint-a-Potty website created to tell the story of the project:

https://www.okotoks.ca/your-community/living-okotoks/have-your-say/paint-potty-number-two

Shared role

Online videos created on Town of Okotoks Youtube channel including, but not limited to: The Nooks & Crannies Festival, The Legend of the Big Rock, BuskersFest, Virtual Culture courses, Gallery and Museum Exhibit Tours, RPAC@Home Concerts, and Public Art Tours

**Shared Role** 

Culture and Heritage videos gained over 25,000 Minutes Viewed on top 10 Okotoks Culture & Heritage Videos produced between April 1 and September 11, 2020, representing a 9801% increase from previous 164 days.

Infographics section added to the inner jacket of Okotoks Culture Activity Guide to tell the story of Culture & Heritage in Okotoks

\*Primary Role\*\*

#### Metrics report created to track day-to-day operations **Primary Role**

As a result of the pandemic and people staying home, there was a lot of house cleaning. Often, when a person discovered an item they felt had historical significance, they brought it to our Museum and Archives. In 2021, Programs, Culture & Heritage accepted 22 archive and artifact donations containing 140 items. Among the items donated in 2020 were an 1898 bridesmaid dress worn by Beatrice Wyndham at one of the first weddings in Okotoks; and collections of century-old silverware and baby outfits from the Banister family.

# THE OKOTOKS COMMUNITY INVESTS IN EXISTING AND FUTURE CULTURAL ASSETS

Constructed phase one of the Okotoks Arts and Learning Campus includes a library and enhances the ability to offer postsecondary opportunities

**Primary Role** 

Digitally connected and modernized studio space at the Okotoks Art Gallery created in 2021 Primary Role

Installed new roofs at theatre, museum, and gallery **Primary Role** 

Hired summer students to provide employment and learning opportunities in culture and heritage industries

\*Primary Role\*\*

Culture
& Heritage
hired a summer
student in their final
year of an undergraduate
degree in the fine arts. The
student returned for the
next two summers while
completing a Master's
degree, and has gone on
to embark on a Ph.D. in
the area of cultural
studies.



# GOAL: TO BROKER OPPORTUNITIES FOR ALL OKOTOKIANS TO COME TOGETHER THROUGH CULTURE

Outcome: Residents and visitors recognize Okotoks for a diversity of community events that bring people together.

### **Objectives**

- The Okotoks community works independently and collaboratively to deliver indoor and outdoor activities and events to create a vibrant civic culture and rich quality of life.
- The Okotoks community supports arts and heritage activity that welcomes active participation from and for everyone.
- The Okotoks community invests in arts and heritage activities that promote citizen and visitor engagement.
- The Okotoks community engages in culture, heritage and arts activities that respect societal needs, reflecting and growing audiences. Activities and events contribute to building a creative and engaged community in Okotoks.

The following actions contribute to accomplishing Goal B.

# CREATE A CHAMP II WEB PAGE AND ANNUAL REPORT

CHAMP II website page created.

Updates provided consistently through Town of Okotoks social media sites.

Report created and shared with council and community. **Primary Role** 

#### **COMMISSION AT LEAST ONE WORK OF ART**

In 2019, 2020, and 2021, Okotoks Culture & Heritage commissioned 53 art installations and murals related to the goals of CHAMP II Shared Role

In partnership with the Foothills Composite High School of Fine Arts, Okotoks Culture and Heritage commissioned 11 Paint-a-Potty (2019, 2021) outdoor concrete bathrooms designed by 10, and painted by more than 30, students; in addition, Okotoks Culture and Heritage commissioned 42 installations for the *Nooks and Crannies Festival* (2019, 2020, 2021).



#### DESIGNATE HERITAGE RESOURCES

Five properties designated as Municipal Heritage Resources: 1906 United Church, 1890 Post Office, 1929 CP Rail Station, Old Macleod Trail Cultural Landscape, and 1903 Stockton Block.

Nineteen Statements of Significance for heritage properties in the Town of Okotoks completed.

Historic Resources signage developed and available to registered property owners.

Three signs installed at the United Church, CP Rail Station, and Old Macleod Trail.

Shared Role

The Town of Okotoks installed signage by the Sheep River, near the Operations Centre, detailing the important historical significance of the area to First Nations people **Primary Role** 

IDENTIFY ARTS ECONOMIC DEVELOPMENT OPPORTUNITIES

The Okotoks Art Gallery (OAG) has been a participating member in the Most Beautiful Art Tour in Alberta since 2019

Complementary Role

Ran Nooks & Crannies Festival of Recycled Art in 2019, 2020, 2021 Shared Role

Over three years of the event (2019, 2020, 2021) this festival included: 46 business collaborators, 55 artists, 42 Installations, and over 1000 tour maps.

OAG programmed the "Stronger Together," and "Spirit of Christmas" exhibits between June and December, 2020. The shows had gross sales of \$19,188.85 that supported local artists and promoted local shopping

#### **Shared Role**

At the beginning of the COVID-19 pandemic in 2020, the Okotoks Art Gallery closed due to restrictions, which meant postponing many events. When regulations allowed for the safe reopening, Culture & Heritage collaborated with member artists and arts businesses to organize a Members Show and Sale. The inaugural event was so successful Culture & Heritage programmed it again in 2021 and it is going into its third year in 2022.

the Old Macleod Trail
Cultural Landscape as a
Municipal Historic Resource
required the consolidation of
seven parcels of land into one
designated as Environmental
Reserve. Council then
designated the plot as a
Municipal Historic Resource.
This land is registered with the
Province of Alberta as
one of Canada's
Historic Places.

OAG staff sit on the committee that organizes The Most Beautiful Art Tour, which includes three other galleries and four artist studios in the Foothills area. Each year, two tours occur where visitors are encouraged to drive through the Foothills and visit each gallery and studio on the map. For the past year, OAG staff have taken over managing the social media for the Tour as a way to assist in the promotion of the group and events.

For more information see

<u>hemostbeautifularttourinalbert</u>

com

Art in the Hall, presented, coordinated and installed in five municipal buildings -- Pason Arena, Municipal Centre, Recreation Centre, Foothills Centennial Centre, and Okotoks Library (Expanded in 2021) -- provides the opportunity for OAG member artists to exhibit their works around Town with 75% of the sales returning to the artist

**Shared Role** 

## PRIORITIZE SOCIAL INCLUSION IN PROGRAMMING AND FACILITY DEVELOPMENT PLANNING

Programmed the installation of *A Century of Blackfoot Women's Styles*, curated by local Alyssa Koski, at the Okotoks Museum and Archives to tell the story of Blackfoot apparel from approximately 1850 to 1950

**Shared Role** 

Programmed documentary *Little Moccasins* by Ken Matheson at the Okotoks Museum and Archives, presenting the history of the Dunbow Industrial School for visitors to learn about the Foothills' history of residential schools

**Shared Role** 

Ran Dia de los Muertos (Day of the Dead) multicultural event planned and held in collaboration with four regional stakeholder groups and one provincial media sponsor in 2019

Shared Role

Rainbow crosswalk installed in downtown Okotoks, 2021

Shared Role

#### REMOVE BARRIERS TO PARTICIPATION IN CULTURAL ACTIVITIES

Programmed 23 free concerts streamed to social media platforms and accessible by everyone with access to a computer, tablet, or smart-phone with an internet connection **Shared Role** 

When Culture & Heritage was required to cancel the regular season performances at the Rotary Performing Arts Centre in 2020-21, they shifted to create an online concert/event series called RPAC@Home. With funding from TD, the series highlighted 20

local, two out of province, and one international performance event that was streamed live from Mexico City, Mexico.

Ran ten free, Picnic at the Piano concerts at the Okotoks plaza in 2019-2021 Shared Role

Installed gender neutral and accessible bathroom at Okotoks Art Gallery *Primary Role* 



Created and ran arts learning curriculum for Cameron crossing school Shared Role Since
2017, Okotoks
Culture & Heritage has
developed curriculum-based
arts programming for students at
Cameron Crossing School. Students
who do not fit into traditional learning
environments find a positive, creative outlet
to express themselves while studying the
most influential artistic movements and
artists in history. Since 2017, forty students
have taken the classes and two went on
to pursue their artistic development at
the Alberta University of the Arts,
both using projects completed
at the Okotoks Art Gallery



# GOAL: TO CONNECT PEOPLE WITH THE HISTORY OF OKOTOKS

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

### **Objectives:**

- The Okotoks community appreciates and learns about Okotoks' heritage through educational activities, programs, events and initiatives.
- The Okotoks community works collaboratively to deliver, commission, and enable activity that illuminates the heritage of Okotoks and region, including our First Nations history and natural history.
- The Okotoks community connects history, art and culture to nurture its unique sense of place, encouraging celebration and community pride.
- The Okotoks community protects its natural and cultural heritage resources.

The following actions contribute to accomplishing Goal C.

Okotoks' Public Art collection includes a bronze and stone sculpture in Westridge Close Park created by renowned local First Nations' artist Rocky Barstad in 1992. Profin Developments Inc. commissioned the sculpture during their development of the area. The monument includes a plaque providing the Blackfoot origin of the word Okotoks and includes the inscription, "This piece of art represents a meeting place and is a way of giving thanks for the land on which it sits."



The Town

of Okotoks

completed phase

two of the Salute to our Veterans public

memorial with \$18k

in financial support

from the Okotoks

Legion.

# RAISE APPRECIATION AND KNOWLEDGE OF OKOTOKS' HERITAGE THROUGH ACTIVITIES, PROGRAMS, EVENTS

The Culture and Heritage team planned, researched and unveiled Phase 2 of the *Salute to Our Veterans* wall in 2021, connecting the community to the names and faces of our community's wartime heroes *Shared Role* 

All Museum, and many Gallery, exhibits/programs focus on heritage including, but not limited to:

- Forgotten Foothills, Traces of Places in the Past, Museum, 2019
- Okotoks Upper School, Museum, 2019
- Refocus Foothills: Western Art of Southern Alberta's Cowboy Trail, Gallery, 2019
- 75th Anniversary of the End of World War II, Museum, 2020
- House Calls & Close Calls the History of the Spanish Flu in Okotoks, Museum, 2021

#### **Primary Role**

The Refocus Foothills exhibit featured art-works ranging from 1929 to 2019 from 24 regional artists, including Annora Brown, Gaile Gallup, and Gerald Tailfeathers.

to 2019 from 24 regional artists, including Annora Brown, Gaile Gallup, and Gerald Tailfeathers.

Ran educational programs including both in-house and outreach to between 15 and 20 schools each year, averaging approximately 3000 participants per year including students, teachers and volunteers *Primary Role* 

#### PRESERVE NATURE-BASED RESOURCES IN COMMUNITY

CHAMP II aligned with Municipal Development Plan to ensure cultural and heritage consideration with land planning

**Primary Role** 

Developed Municipal Heritage Designation Program (MHDP) to protect heritage interests *Primary Role* 

Master Land Strategy created through Development Services to ensure future acquisitions are considered holistically and strategically, and planned for early to provide a transparent process for the managing and acquiring of town-owned lands

\*Primary Role\*\*

Traditional Knowledge and Use Assessment of the Riverfront Lands (former bible camp lands) completed in 2021

**Primary Role** 

First Nations consultation and involvement completed on Playable Art & Peace Pole project at Arts and Learning Campus

**Primary Role** 

# PROVIDE GRANTS TO CULTURE AND HERITAGE ORGANIZATIONS AND CHAMPIONS

Fee Waiver Policy GP-F-2.6 approved January 27, 2020. The policy allows administration to authorize and approve requests from event organizers for ancillary facilities up to a value of \$1,000.00 as outlined in the Fees, Rates and Charges Bylaw when renting a primary facility **Shared Role** 

# ENABLE CULTURAL ACTIVITIES TO OCCUR IN NATURAL SPACES IN OKOTOKS

Outdoor event spaces available for booking online with the assistance of client services: ongoing

events programmed through: Dewdney Players, Goodger Pink Productions, Pride in the Park, and others

**Shared Role** 

Programs and Events, Culture and Heritage programmed outdoor town events on an ongoing basis, including, but not limited to:

- Parade and Children's Festival
- Picnic at the Piano
- Light Up Okotoks
- BuskersFest

**Primary Role** 

# PROTECT, PRESERVE AND ACQUIRE CULTURALLY SIGNIFICANT LANDSCAPES

Municipal Heritage Designation Program (MHDP) adopted by Council following the adoption of CHAMP II

Since its adoption, Town Council has designated five properties as Municipal Historic Resources: the 1906 United Church, the ca1890 Post Office, the Macleod Trail Cultural

Landscape, the 1929 CP Rail Station, and the 1903 Stockton Block. The MHDP Places of Interest List includes 50 properties/locations in Okotoks and area and is ever evolving to include additional lands and buildings.

#### ESTABLISH DATA GATHERING FOR ARTS AND CULTURE

Cascade software implemented by Town to track data *Primary Role* 

#### Metrics and Culture Statistics tracked regularly

#### **Primary Role**

Culture & Heritage Services has been gathering data in various areas that make up day-to-day operations. All activities within the service area have fed into accomplishing the goals of CHAMP in various ways. Please see the metrics data at the end of the document for more information.

Because
the Nooks &
Crannies event was an
individual, map-guided,
walking tour that did not
promote gathering, Alberta
Health Services deemed the event
safe to run during lockdowns
early in the COVID-19 timeline. In
2020, four-hundred maps were
available and handed out free
to visitors who strolled safely
on Okotoks' streets
to take in this
exhibit.



# GOAL: TO ENSURE CULTURE IS A CONTRIBUTING FORCE IN THE OKOTOKS ECONOMY

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

### **Objectives:**

- The Okotoks community recognizes and embraces Okotoks' distinctive arts and heritage to attract new jobs, businesses and visitors.
- The Okotoks community encourages and develops diverse and creative-class jobs in order to foster a sustainable community.
- The Okotoks community nurtures culture, arts and heritage in order to foster a vibrant civic environment and strong local economy.
- All of Okotoks invests in culture, arts, and heritage in order to sponsor the town's
  aesthetic beauty built and natural making it an increasingly attractive place to live and
  invest.

The following actions contribute to accomplishing Goal D.



This goal recognizes that the cultural sector is a key factor in the local economy and helps attract and grow other sectors of the economy as well through its contribution to the quality of life in Okotoks. Although some other actions in CHAMP address this goal, broadly, its main actions relate to the construction and operation of a performing arts centre. For more information regarding the following actions see number 3, Goal D on page 19.

- · Establish cultural facilities team
- · Detailed evaluation of existing facilities
- · Develop cultural facilities scope and vision
- · Scope operating models
- · Capital project development and management



# GOAL: TO CHAMPION THE VALUE OF CULTURE FOR OKOTOKS

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

### **Objectives:**

- The Okotoks community communicates using a variety of methods to increase knowledge and participation in culture, arts, and heritage activities and opportunities.
- Okotoks creative-industry collaborators showcase the benefits of culture, arts, and heritage by gathering data and sharing stories.
- The Town of Okotoks includes arts and heritage in all strategic and master plans in order to amplify the impact of culture.

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The following actions contribute to accomplishing Goal E.

# COMMUNICATE USING A VARIETY OF METHODS TO INCREASE KNOWLEDGE AND PARTICIPATION IN CULTURE, ARTS AND HERITAGE ACTIVITIES AND OPPORTUNITIES

Video programming being adapted to serve the community through Facebook, Youtube, Instagram, and Twitter to share programming and advertise

\*Primary Role\*\*

Social media: Facebook, Youtube, Instagram, and Twitter used to share programming and advertise events

\*Primary Role\*\*

# CREATIVE-INDUSTRY COLLABORATORS SHOWCASE THE BENEFITS OF CULTURE, ARTS AND HERITAGE

Delivered *Face-to-Face* conference in 2022 to connect and share stories *Primary Role* 

Culture & Heritage Services supports community organizations in delivering cultural activities through the sharing of historical information. Examples include the Okotoks Food Tour and the Okotoks Legion banner project

**Complementary Role** 

events, including the

Town of Okotoks supports the production of various external stakeholder special events including Show and Shine, Dewdney Players plays, Pride in the Park, etc. **Complementary Role** 

Children's Festival collaborated with more than 30 local businesses in 2019 to run this community event. (Event did not run in 2020-21) **Primary Role** 

Art of Gardening, Powered by PechaKucha, event presented at the Okotoks Art Gallery May 2019 **Shared Roles** 

& Heritage Services or

### ARTS AND HERITAGE INCLUDED IN STRATEGIC AND MASTER PLANS TO AMPLIFY THE IMPACT OF CULTURE

Culture and Heritage provided input as steering committee member during the development of various plans including:

- Municipal Development Plan
- Land Use Bylaw
- **Environmental Master Plan**
- **Social Wellness Framework**
- **Downtown Visualization**
- Recreation and Parks Master Plan

#### **Primary Role**



#### **FUTURE PROJECTS**

Although the Town of Okotoks has achieved significant progress on accomplishing the goals set out in CHAMP II and running day-to-day operations at the Okotoks Museum and Archives, Okotoks Art Gallery, and Rotary Performing Arts Centre, several areas identified in the plan are anticipated in the future.

1. Action C1 Public Art Policy: CHAMP II calls for the Town of Okotoks to develop a Public Art Policy. This was identified as a goal due to the growth of the public art collection, which includes multiple murals, paintings, sculptures and monuments. However, there is no official process in place to commission, maintain or fund future public art in Okotoks.

#### **Build Foundations**

While the previous actions create early 'quick wins,' the following actions set the stage for future actions to take place.



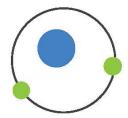
Town Role Provider

#### **ACTION C1**

#### Develop public art policy and program

Timeline	2019
Related Goal(s)	Goal B: To broker opportunities for all Okotokians to come together through culture Goal C: To connect people with the history of Okotoks Goal E: To champion the value of culture for Okotoks
Description	Create a clear and consistent approach to procuring, designing and building public art in the community. Key elements of a policy and program would include:  • Funding mechanisms  • Roles and responsibilities  • Decision-making approaches, including commissioning and siting  • Maintenance
Estimated Costs:	\$2,000
Why this action matters:	"Cities gain value through public art — cultural, social and economic value. Public art is a distinguishing part of our public history and our evolving culture. It reflects and reveals our society, adds meaning to our cities and uniqueness to our communities. Public art humanizes the built environment and invigorates public spaces. It provides are intersection between past, present and future, between disciplines, and between ideas. Public art is freely accessible."
Plan Alignment:	2018 - 2021 Strategic Plan Culture, Heritage + Arts Master Plan, 2010 Economic Development Strategic Plan Okotoks Community Sustainability Plan Recreation, Parks and Leisure Master Plan Social Wellness Framework Town of Okotoks Municipal Development Plan "The Legacy Plan"

8. Americans for the Arts, "Why Public Art Matters: Green Paper." (2014), 1. **2. Action C2 Town-provided Grants:** CHAMP II identified the provision of grants as an action to incentivise culture and heritage activities.



#### Town Role Provider

#### ACTION C2

### Develop mechanisms to provide grants to culture and heritage organizations and champions

Timeline	2020 - 2021
Related Goal(s)	Goal A: To grow the capacity and leadership of the Okotoks community Goal D: To ensure culture is a contributing force in the Okotoks economy Goal E: To champion the value of culture for Okotoks
Description	Scope options in consultation with the community and pilot a grants scheme to support individuals and organizations to produce activity and events which contribute to $\it CHAMP~II$ objectives.
Estimated Costs:	\$5,000 / year
Why this action matters:	<ul> <li>A granting program can have multiple benefits, including:</li> <li>Incubate and foster creative industries</li> <li>Create opportunities for Okotoks cultural community to develop new events and activities</li> <li>Grow local capacity to develop and deliver cultural activity</li> <li>Build producing capacity and grow the audiences necessary for a future Performing Arts Center to succeed</li> <li>Create shared ownership of the CHAMP II goals and objectives</li> <li>Enable opportunities for Okotokians to enjoy locally produced events and activities</li> <li>Highlight Town's leadership role for culture in Okotoks and development support available to arts and heritage groups</li> </ul>
Plan Alignment:	Culture, Heritage + Arts Master Plan, 2010 Economic Development Strategic Plan Social Wellness Framework

- **3. Goal D:** The ultimate goal of this action was to develop a purpose built performing arts centre.
- a. D1 Establish cultural facilities team
- b. D2 Detailed evaluation of existing facilities
- c. D3 Develop cultural facilities scope and vision
- d. D4 Scope operating models
- e. D5 Capital project development and management



### METRICS FOR CULTURE & HERITAGE, 2021\*

The Okotoks Art Gallery, Museum and Archives and the Rotary Performing Arts Centre were closed from January through May 2021. Most in-person events were cancelled.

CULTURE & HERITAGE	
Total funds raised: grants, sponsorships, donations, and inkind contributions	\$ 22.68k
OKOTOKS ART GALLERY	
Visitors	2.9k
Visitors: Visitor Information	51
Gift Shop Sales	\$ 22.88k
Phone Calls	559
New Exhibits	9
Number of Artists Exhibiting	30
Art in the Hall locations	6
Art in the Hall Artists	5
Gallery Members	81
MUSEUM & ARCHIVES	
Museum Visitors	2.72k
Phone Calls	455
Research Requests	65
Hours spent on research requests	130.75
New exhibits installed	14
Artifact Donations	13
Number of items in artifact donations	69
Archival Donations	10
Number of items in archival donations	138
Hours accessioning donated items	199
ROTARY PERFORMING ARTS CEN	TRE
Visitors	2.75K
Rental Groups	15
Bookings	73
RPAC Total Bookings Hours	303.25
Rental Revenues	\$ 18.52k
Ticket Sales (Gross, for one production)	\$ 8.33k

METRICS - PROGRAMS, CULTURE	& HERITAGE
Number of Youth Programs	17
Number of Youth Participants	284
Number of Adult Programs	6
Number of Adult Participants	213
Number of Senior Programs	3
Number of Senior Program Participants	203
Number of School Programs	26
Number of School Program Participants	612
Number of Virtual Educational Programs	6
Number of Virtual Programs (Other)	9
Number of Virtual Program Participants	136
Virtual Program Social Media Views	564
Number of Birthday Parties (Cancelled in 2021)	0
Number of Birthday Party Participants (Cancelled in 2021)	0
METRICS - EVENTS, CULTURE & H	ERITAGE
Picnic at the Piano	2
Nooks & Crannies	17
Paint-a-Potty #2 (PaP2) Bathrooms Completed	5
PaP2 Number of Student Designs submitted	23
PaP2 Number of Student Painters	21
PaP2 Number of Public Votes to choose top five designs	438
Number of Walking Tours	9
Historic Walking Tours Participants	102
Number of Ghost Tours	15
Ghost Tours Participants	225
National Truth & Reconciliation Day visitors	142

<sup>\*</sup>Metrics were adjusted in 2020. As a result, new data is only presented for 2021.



