

LEGEND	COLOUR
Finished, ongoing	25/27
Started, needs attention	2/27
Future goal	0/27
STATUS @ Feb 29/16	27/27

# Town of Huntsville

## CULTURAL STRATEGY UPDATE

### Goals at a Glance • February 23, 2016

#	Item	Description	Page
1	<b>Adopt Cultural Mission, Values</b>	Ensure provision/collaborate/lead – adopted February 22, 2011 res. No. 50-11	30
2	<b>Adopt Cultural Strategy</b>	Strategic Plan – <a href="http://huntsville.ca/en/visiting/artscultureheritage.asp">http://huntsville.ca/en/visiting/artscultureheritage.asp</a>	1-49
3	<b>Establish ACH Working Group</b>	Unity Plan ACH/SWB/AH group – January 24, 2011 resolution No. 31-11, Goal #10 of Unity Plan	31-32
4	<b>Investigate Youth Advisory to ACH</b>	Informal or formal, could be part of ACH UP or other; UP Recreation Group potential, ongoing, CS 2013-03 – Youth Engagement, UofW students rep't, support Huntsville Art Society – Jan 2014 HHS Art Show – Youth Advisory Committee of Council 2014-18 Council Term	32
5	<b>Re-title Manager - ACH</b>	Done, 2011	32
6	<b>Provide capacity-building workshops to support local ACH groups</b>	Capacity investment artsVest/Business for the Arts – 2011 to 2012; ongoing goal, WorkInCulture, CS 2013-04; sector consultations ongoing. Art orgs – Jan 17, Bracebridge; workshop HAS/Edge of the Woods/Jumblies (supported by OTF) Jan 18, 2014	33
7	<b>Join Creative City Network</b>	Done, 2012	33
8	<b>Partner with Waterloo Summit Centre for the Environment</b>	Ongoing, 2013 Incubation Entremedia, Sheertech Alternate Energy; Heritage planning courses, Aug 2013	33
9	<b>Host periodic ACH summits</b>	Networking with CARFAC and OCC, July 2011. Ongoing. Ec Impact Study, Goal #26 engagement, 2013 - Community Performers, Arts Orgs	33
10	<b>Monitor pricing for Algonquin Theatre and municipal cultural facilities</b>	Yearly comparison analysis within sector as part of annual review/branding/tactics/planning/operational plans	34
11	<b>Undertake building condition review of MHP and develop plan</b>	CS2011-16 – Appendix A – living document, ongoing	34
12	<b>Review needed upgrades AT</b>	CS2012-23 June 6, 2012, ongoing	34
13	<b>Continue to support visual art at CSC</b>	By end of 2014 will have hosted 20 exhibits; paid CARFAC artists' fees, ongoing	34
14	<b>Continue to support Group of Seven outdoor gallery</b>	Gerry Lantainge, BIA, other partners. Support, market, enable, celebrate, participate. Tom Thomson 100 <sup>th</sup> 2012-2017 initiative, ongoing.	35
15	<b>15 Assess feasibility of new Public Art Gallery</b>	Longer term goal (2014), maintain partnership relationships with arts organizations is ongoing, seed funding in 2014 budget approved, WorkInCulture Session Feb 17 2016 INCORPORATE OUTCOMES OF FEB 17 SESSION IN NEW PLAN	35
16	<b>16 Assess feasibility of new Public Library</b>	Longer term goal (2014), maintain relationship with Library as asset in ACH sector, ongoing, may be able to combine with #15 funding opportunity – Library Board Goal – town purchase of property 2015 – Library Board and Strategic Plan	35
17	<b>17 Assess feasibility of shared space for local ACH groups</b>	Longer term goal (2014), perhaps in conjunction with #15 and #16, maintain relationship with groups as asset in ACH sector, ongoing - RFP CNR Station group; continue to collaborate, Culture Hub lease June 2014 CoC, HaAHS, HAS, HTSS	35
18	<b>Investigate community interest in new ACH activities offered by town</b>	Medium term goal (2013), survey, develop Key Performance Indicators, communicate, corporate Community Services goal, ongoing, comparative research and competitive analysis ongoing, private nfp partnership HAS uptake, programs Pilot with The Haliburton School of The Arts in 2011, return for 2012, ongoing, 2013 retained relationship. New opportunities supported, Community	36
19	<b>Support School of the Arts</b>	Engagement/Economic Development/private sector lease space potential. Haliburton withdrawal; Cultural Hub? ACHAdvisoryGoal	36
20	<b>Implement Town's 2010 Public Art Policy</b>	Policy developed and adopted resolution No. 191-10, June 10, 2010, ongoing – 2013, Partner's Hall, Library, CSC – 2014 items offered for purchase/donation/loan – compliance with PAP	36
21	<b>Compile inventory of public art and sports memorabilia</b>	Sports inventory done March 2012, Sports Display completion target Nov 2012. Public Art inventory – to be done in 2013 Sports Display Completed – CS-2013-06 Jan 15, 2013; public art inventory assessment underway 2014; Heritage Collection assessment values/conditions. CS-2014-22 update every 3 years, insurance issues	36
22	<b>Create brand for Huntsville as THE arts and culture destination in Muskoka</b>	Longer term goal (2014) Ongoing, continue to build partnerships, awareness of value of ACH sector, internally with Manager of Marketing and Executive decision-makers, externally with collaborators, partners, and broad-base communication, <b>tie to all other goals – Note: Dec 2013, Gravenhurst became the second town in Muskoka to adopt a Cultural Plan. Gravenhurst also has this goal. Staff have reached out to collaborate. Gravenhurst in process of hiring Director of Recreation, Arts &amp; Cultural Services (Jan 2014)</b>	37
23	<b>23 Undertake more aggressive marketing of ACH assets</b>	Shorter term goal (2012) ongoing, Social Media policy 2012, tie to #25, budget implications/constraints to implement, <b>see #25, 2013 – Marketing of area as 'place' is indicated as next step(s) in Goal #25. – Town Ec Dev – ongoing with partners – EE RTO 12; MTMA; HV/LoB Chamber of Commerce – IMPLEMENTATION NEW PLAN GOAL – review of brands - Town (the Corporation) and Town (the Place/Destination) ongoing</b>	37
24	<b>Create Directory of ACH individuals and organizations</b>	Ongoing, Leisure Guide, Chamber of Commerce	37
25	<b>Develop Cultural Tourism Plan</b>	Collaborative project with Chamber of Commerce, funding application to ON Tourism Dev Fund, Kate at Chamber lead, Aug 2012, 2013 – Funding ON Tour Ec. Dev. RFP issued by Chamber of Commerce Feb 7, 2013, closes Mar 7, 2013. Presented to Committee, council accepted for information IMPLEMENTATION – NEW PLAN GOAL	37
26	<b>Undertake Economic Assessment of ACH sector</b>	Funding secured via Muskoka Community Futures & Explorers' Edge - collaborative pilot project with Creative Muskoka, District wide – CS-2013-15 Feb 12, 2013; ratified Council, Feb. 25, 2013. – RENEWAL	37
27	<b>27 Assess feasibility of ACH seed fund</b>	Longer term goal (2014), work with Community Engagement/Budget, research into municipal sector practices underway. (Culture adhoc, CCNC) FURTHER ASSESSMENT AND IMPLEMENTATION – NEW PLAN GOAL	38