

Culture Plans Summary & Analysis

**Economic & Creative Development
Department**

Arts Advisory Committee

November 16th, 2021

Existing Plans for Arts & Culture

- Building a Creative Future – A Plan for Culture (April 2006)
 - Connected to the Downtown Commercial Master Plan (January 2006)
- Created In Barrie: Understanding Barrie's Arts and Culture Markets (May 2010)

Building a Creative Future – A Plan for Culture (April 2006)

- Barrie's official culture master plan
- 10-year path
- Focuses arts recommendations on the downtown as a logical, creative and natural home for the arts
- Was completed in conjunction with the Downtown Commercial Master Plan which identified a component of the success in downtown revitalization will be our cultural resources, including the arts and arts districts

Building a Creative Future – A Plan for Culture (April 2006)

The plan includes:

- Recommendation to create an arts policy
- 10-year direction for the City via a Cultural Development Office
- Facilities planning recommendations for the next 10 years
- Recommendation of a granting structure (or agency) to support arts organizations and direct priorities for granting supporting policy
- A business case for arts and culture investment

Master Plan Recommendations

Recommendation	Status	Notes
Creation of a Cultural Development Office	Completed	Department of Culture was created in 2007; Culture shifted to Creative Economy Department in 2016, then Cultural Development shifted to Economic & Creative Development in late November, 2019
The development and implementation of cultural policy for Barrie	Ongoing	Policies have been created for Special Events, Public Art
The collection and maintenance of arts sector data and reporting	Ongoing	Participating in Canadian Cultural Statistics Consortium; collect data from grant recipients, perform regular check ins with the sector
Continuing analysis and monitoring of the health of the arts sector	Ongoing	Data collected is analyzed through Grant Program Recipients; have begun more frequent check-ins with sector since pandemic
The evaluation of arts organizations based on artistic programme excellence, business practices, and commitment to education and community	Ongoing	Cultural Grant Program review completed in 2021; updates being implemented for 2022

Master Plan Recommendations

Recommendation	Status	Notes
Administering the independent jurying of ongoing operating grants to institutions	Ongoing	As part of Cultural Grant Program
Administering the independent jurying of arts events grants	No dedicated program at this time	Organizations may apply for Project Funding to support arts events
Oversight of city grants to organizations, events and festivals	Ongoing	Review completed in 2021 – Clarified eligibility
Formal recognition of the achievements of the arts	Ongoing	Barrie Arts Awards
Planning for the future of the arts as a recognised partner with other city departments and other levels of government	Ongoing	Collaborate with other departments on all projects; receive funding from various levels of government to support arts programming – growth and integration of Public Art
Creating an arts advisory committee to give feedback on policy and recognition	Done	Started with Arts and Culture Council, then shifted to Barrie Arts Committee; now Arts Advisory Committee – the latter being a formal Committee of Council
Building awareness and integration of creative cultural opportunities into all city initiatives, programmes and projects	Ongoing	Engaging with various committees, other departments on ECD projects and to participate in other area's projects, including Winterfest, Meridian Square programming, public art, Culture Days
Reporting and submitting an arts and culture budget to Council each year	Ongoing	Done as part of departmental budgets

Master Plan Recommendations

Recommendation	Status	Notes
Develop a Cultural Community Centre to include a 250-350 seat theatre along with technical, workshop, rehearsal, and administrative space	Complete	Five Points Theatre (201 seats; no workshop or rehearsal space)
Relocate Georgian College's School of Design & Visual Art in the downtown and build programming connections with the MacLaren Art Centre	Complete	Georgian College Design and Digital Arts Centre on Ross Street
Work with Georgian College and Laurentian University to attract a School for The Performing Arts to the downtown	Incomplete	Laurentian University did not locate in Barrie
Acquire strategic private properties for cultural development	Incomplete	
Retain significant publicly owned properties for cultural development	Incomplete	

Master Plan Recommendations

Recommendation	Status	Notes
Develop an Outdoor Performing Arts Place	Complete	Meridian Place
Plan the development for a Major Performing Arts Centre	Ongoing	At Fisher Auditorium site; Performing Arts Centre task force has been struck
Upgrade the Fisher Auditorium to serve as an Interim Performing Arts Centre	Incomplete	
Develop a permanent indoor/outdoor Market Hall	Ongoing	Market Precinct Task Force has been struck; to be located at 24 Maple Avenue
Develop storage facilities to meet with the unique storage needs of our arts organizations	Incomplete	

Master Plan Recommendations

Recommendation	Status	Notes
Maximize the participation and investments of other levels of government and other organizations in the development of cultural facilities and cultural planning	Ongoing	Funding from all levels of government is regularly sought to support capital projects, plan development and programming
Support the creation and enhancement of arts education programmes within the work of arts organizations	Ongoing	The Cultural Grants program rewards organizations who provide arts education in their programming
Formally review and recommend further cultural facilities development by 2010	Complete	Review and recommendation of Mady Centre development
Develop a marketing strategy for the arts in coordination with the CDO, EDO and Tourism Barrie	Complete	Created In Barrie: Understanding Barrie's Arts and Culture Markets
Build and encourage strategic opportunities and programming between for-profit and not-for-profit cultural organizations	Ongoing	ArtsVest, now integration of Cultural Development into Economic & Creative Development provide opportunities for businesses to engage in cultural programming

Master Plan Recommendations

Recommendation	Status	Notes
Implement the ArtCity public art strategy and investigate the incorporation of other cultural activities	Done	Participated in ArtCity programming with MacLaren Art Centre; development of public art policy
Implement a one-time stability grant of \$375,000 for 2006 for arts organizations pending the formation of the CDO	Complete	(\$185,000 was approved)
Commit to downtown as the principal location of cultural facility investment	Complete	
Design and plan arts events and festivals to retain and maximize the economic spin-off of cultural spending in Barrie and its downtown	Ongoing	Culture Days, Rhythmfest, Game On!, programming at Meridian Place and Five Points Theatre
Set goals for growing the cultural economy	In process	To be updated as part of new Culture Master Plan
Implement a Gap and Opportunity Analysis to be undertaken by knowledgeable consultants to integrate and rationalize the recommendations of the Downtown Commercial Master Plan and the Building a Creative Future Plan in order to maximize downtown wealth creation potential	Incomplete	

Created In Barrie: Understanding Barrie's Arts and Culture Markets (May 2010)

- Undertaken to understand the market for arts and culture in Barrie and its regional catchment
- Intended to:
 - provide input to the Culture Department's strategic, business and marketing plans
 - provide the market insight needed to plan future cultural infrastructure projects and provide the baseline data for measuring the future growth of the arts and culture market
 - be useful to Barrie's arts and culture organizations and Tourism Barrie

Marketing Plan Recommendations

Recommendation	Status	Notes
Brand Barrie Arts and Culture	Incomplete	
Share market insight with Arts & Culture groups	Ongoing	Through e-newsletter, social media, direct email; in process of collecting the most recent data available for the sector
Use the media of the future	Ongoing	Social media, digital marketing, psychographic target markets; all communications through Access Barrie
Festival & Events Strategy & Action Plan	In process	Staff in Recreation and Cultural Services are developing this plan
Improve Arts & Cultural Spaces	Ongoing	Improvements completed at Five Points Theatre, Georgian Theatre, Meridian Place

Opportunities and Future Planning

- Plan for updated Culture Master Plan,
- Arts Advisory Committee to craft a mandate and goals
- Capacity Building Opportunities from the Culture Master Plan:
 - The considered and careful investment in the artistic programmes of our organizations, festivals and events
 - The building of sound arts business practices and plans
 - The advancement of creativity through a wide variety of arts education programmes
 - The careful planning of arts facilities to support a healthy and planned arts sector
 - The directed oversight and marketing of the arts
 - The formal recognition of our arts achievements
 - The evolution of a uniquely Barrie-based arts and culture policy.