



ECONOMIC AND CREATIVE DEVELOPMENT MEMORANDUM

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TO: MAYOR, J. LEHMAN AND MEMBERS OF COUNCIL

FROM: A. DYKE, CULTURE DEVELOPMENT OFFICER, X4593

NOTED: S. SCHLICHTER, DIRECTOR, ECONOMIC AND CREATIVE DEVELOPMENT
A. MILLER, RPP, GENERAL MANAGER OF INFRASTRUCTURE AND GROWTH
MANAGEMENT

RE: CULTURE DAYS – RE: IMAGINE

DATE: SEPTEMBER 13TH, 2021

The purpose of this Memorandum is to provide members of Council with a status update on Culture Days programming for 2021, which runs from September 24th to October 24th.

Culture Days is a national celebration of arts and culture. At the end of each September, millions of people attend thousands of participatory arts and culture events across the country. Culture Days programs invite the public to get behind-the-scenes to highlight the importance of arts and culture in our communities, and the Culture Days organization supports a Canada-wide network of arts, culture, and heritage organizers to facilitate free public events in their communities every year. For 2021, Culture Days Canada has invited event organizers and the public alike to view arts and culture programming and participation through the thematic lens of RE: IMAGINE — encouraging participants to imagine what a post-pandemic world could look like and how each of us, through arts and culture, can contribute to that picture being brighter.

For over 10 years, Barrie has participated in Culture Days, partnering with local arts, culture and heritage organizations in Barrie to offer free, interactive, and unexpected experiences for residents and visitors. Each year, the event has taken a different shape, harnessing the energy and initiatives that exist within our community and the broader culture sector. Drawing from the vast pool of creatives, and leveraging the existing Cultural Development budget will allow Barrie's 2021 Culture Days programming to continue the work begun in 2020 and serve as a catalyst for the recovery of the severely impacted arts and culture sector while engaging residents and visitors in a community celebration. Based on current health and gathering requirements, Culture Days programming will be delivered primarily digitally online or through self-guided and self-directed experiences, as well as through local organizations.

Culture Days 2021 features an inclusive and interactive four-week schedule of activities in partnership with the Downtown Barrie Business Association's Open Air Dunlop. Kicking off September 24th and running until October 24th, Culture Days invites residents and businesses to participate in, and celebrate Barrie's diverse and rich arts and culture community, and programming will add to the animations that have made Open Air Dunlop a such a success thus far.

Programming for 2021 will be a result of a broad recruitment from prior Culture Day's participants, the Barrie Public Art Committee, the Barrie Arts & Culture Advisory Committee and a public call out through social and traditional media. The end result is a diverse group of artists and cultural groups sharing their works during Culture Days.



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A special call for participation is now available at barrie.ca/CultureDays where artists, organizations and businesses may submit proposals for activities or experiences that they may offer that are in line with the Culture Days theme and criteria, with honorariums available. The deadline for submitting proposals is September 30, 2021.

Culture Days Programming

There are several ways that residents, visitors, and businesses can participate in Culture Days. Below is an outline of key programs being delivered. A listing of participating artists, businesses, program and schedule will be posted at barrie.ca/culturedays.

Artists in Biz - A match-making program for Culture Days, pairing artists with local businesses to feature artists' works in local businesses who have to space to display artwork for the full month. Economic and Creative Development Staff will be helping match artists with businesses and all participating businesses and artists will be listed at barrie.ca/culturedays.

Self-Guided Tours – Either by foot or bike, people can find online, self-guided tours of public art installations, key sites in Barrie's heritage, and Indigenous spaces and languages. Many of the tours will showcase spaces and installations in and around the downtown, which will support bringing visitors downtown for Open Air Dunlop.

Online Offerings – A mix of community engagement contests, workshops, panel discussions, performances, talks and more, some of which are pre-recorded, others live-streamed, highlighting the diversity in culture and creativity that Barrie has to offer. Examples include an ethical arts, arts and crafts for kids, a panel discussion on black hair and it's role in history, dance classes, poetry readings and more.

Partner-Hosted – Many community creative organizations are supporting Culture Days and providing unique programming throughout the month. Partners include: the Barrie Public Library, Downtown BIA, Ontario Musicians Cooperative, MacLaren Art Centre, Barrie Film Festival, Talk is Free Theatre, Xcelerate Summit, Barrie Public Art Committee, and more.

How to Participate

All programming and information is being housed on the City's Culture Days website at barrie.ca/culturedays.

Given the month long celebration, there is still opportunity for artists and businesses that are interested in engaging and supporting Culture Days to participate and can reach out to the Cultural Development officer at Amanda.Dyke@barrie.ca.