



## REQUEST FOR DECISION

**MEETING DATE:** October 21, 2024

**TITLE:** Cultural Master Plan - Update

**DIVISION:** Community and Protective Services

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### SUMMARY:

The City's Cultural Master Plan was completed in 2016 and provided the City strategies which have supported an enhanced focus on arts and culture within the community. Administration is providing a report and update on the Cultural Master Plan, highlighting the accomplishments and ongoing implementation of the recommended Actions.

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### PROPOSED MOTION:

A motion is not required.

### BACKGROUND / ANALYSIS:

The City's Cultural Master Plan was completed in 2016 and outlined an Action Plan that was organized in five key Objective areas:

1. Building Cultural Capacity;
2. Strengthen Marketing and Communications;
3. Support City Center Revitalization;
4. Support City Identity; and
5. Support Cultural Programs and Facilities.

Within each of these Objective areas, 24 specific Actions / Tasks were also identified.

Of these Actions / Tasks, over 75 per cent have been completed, partially completed or ongoing. Within the 2022 - 2025 Strategic Plan, many of these outlined actions were included and prioritized, and remain a focus of Administration's work. Through changes to the Recreation and Culture department structure, focused community support from multiple

departments, and ongoing engagement by businesses, community groups and individuals, citizens and visitors are realizing the benefits of enhanced art and culture in our community.

Those items noted as incomplete are either no longer practical / reasonable in the current realities and changed cultural landscape, or are anticipated to be undertaken in the future, pending available financial and human resources.

The Cultural Master Plan is now considered complete.

A review of the 2016 Cultural Master Plan actions has been completed and updates have been provided to Council in the attached summary document and a high-level overview of the achieved actions from this plan are included in the presentation.

**OPTIONS / ALTERNATIVES:**

n/a

**CONSULTATION / ENGAGEMENT:**

n/a

**IMPLEMENTATION / COMMUNICATION:**

n/a

**IMPACTS:**

n/a

**FINANCIAL IMPLICATIONS:**

n/a