

Cultural Master Plan - Update

October 21, 2024

Cultural Master Plan - Background

- Completed in 2016
- Action Plan was organized into the following Strategic Directions, which contain 11 Objective areas:
 1. Building Cultural Capacity
 2. Strengthen Marketing and Communications
 3. Support City Center Revitalization
 4. Support City Identity
 5. Support Cultural Programs and Facilities
- Has been used as a key planning document to inform a number of subsequent plans and priorities.

Overview of Accomplishments

- 24 Actions / Tasks were identified and grouped under the 11 Objective categories.
- 75% of these Actions / Tasks are deemed complete, partially completed and / or ongoing.
- The remaining Actions / Tasks noted as incomplete are either:
 - No longer practical / reasonable due to current realities; and / or
 - Will be undertaken in the future, pending available financial and / or human resources.

Overview Accomplishments

	Strategic Directions	Objectives
1	Building Cultural Capacity	<ol style="list-style-type: none"> 1. Strengthen Municipal Capacity 2. Integrate Culture in Municipal Planning 3. Build Community Capacity 4. Strengthen Municipal Collaboration
2	Strengthen Marketing & Communications	<ol style="list-style-type: none"> 5. Develop & Implement an Integrated Marketing Strategy
3	Support City Center Revitalization	<ol style="list-style-type: none"> 6. Use Programming to Attract People to the Area 7. Establish Small Scale Cultural Spaces 8. Investigate the Potential for a Cultural Center as a Catalyst for Revitalization
4	Strengthen City Identity	<ol style="list-style-type: none"> 9. Use Cultural Programming to Bolster & Express a Unique Identity 10. Address Diversity & Inclusion
5	Support Cultural Programs & Facilities	<ol style="list-style-type: none"> 11. Increase Access to Cultural Facilities / Spaces

Examples of Accomplishments - 11 Objectives and Related Actions / Tasks

1. Strengthen Municipal Capacity

- Amalgamation of the Recreation and Culture departments
- Updated Joint Use Agreement

2. Integrate Culture into Municipal Planning

- Identified priorities in the 2022 - 2025 Strategic Plan
- Incorporated in the new Municipal Development Plan

3. Build Community Capacity

- Increased staff support to art, culture and heritage groups
- Increased engagement with youth, community not-for-profits in arts and culture

Examples of Accomplishments - con't

11 Objectives and Related Actions / Tasks

4. Strengthen Municipal Collaboration

- Amalgamation of the Recreation and Culture departments
- Collaboration with multiple departments on initiatives, events and day-to-day opportunities.
- Supporting ongoing relationship building and initiatives with TLC and neighbouring municipalities.

5. Develop and Implement an Integrate Marketing Strategy

- Enhanced marketing and promotions through Communications.
- Culture/Performing Arts facility considered during Corporate Brand refresh.

Examples of Accomplishments - con't

11 Objectives and Related Actions/Tasks

6. Use Programming to Attract People to the Area

- Revitalized Columbus Park to include a band-shell / stage.

7. Establish Small Scale Cultural Spaces

- Constructed a smaller performing arts space - Black Box Theatre space in Heavy Metal Place.
- Supported cultural industries / small businesses through Economic Development and City events - artisan / vendor markets and initiatives.
- Upgrades to lighting and design features in the City Center and Columbus park to enhance a visual identity.
- Constructed a cultural facility / stage in Columbus Park.
- Second branch of the Spruce Grove Public Library opening in Q1 2025.

Examples of Accomplishments - con't

11 Objectives and Related Actions / Tasks

8. Investigate Potential Cultural Center as a Catalyst for Revitalization

- Explored other municipal examples of the use of Cultural Facilities as catalysts for vibrant downtowns.

9. Use Cultural Programming to Bolster & Express a Unique Identity

- Establish a new Festival / Signature event - Business case created for consideration in 2025.
- Complete a Heritage Management Plan - Business case created for consideration in 2027.
- Re-development of City Asset Naming Policy strengthens use of historically significant people / places / events.

Examples of Accomplishments - con't

11 Objectives and Related Actions / Tasks

10. Address Diversity and Inclusion

- Respectful and collaborative Indigenous partner relationships continue to be developed and enhanced throughout all City programs, services.
- Inclusion of Indigenous participation in City-led events, Public Art projects and other programs has become a standardized practice.
- Support to different cultural groups for their programming and events has been provided by Recreation and Culture and Community Social Development departments.
- City initiatives and policy reviews consider diversity and inclusion.

Examples of Accomplishments - con't

11 Objectives and Related Actions/Tasks

11. Increase Access to Cultural Facilities / Spaces

- Creation of the Black Box Theatre, Art Gallery and Program Space at Heavy Metal Place.
- Creation of the stage in Columbus Park.
- Support for Agricultural Society and Skydancer Indigenous Cultural Society cultural spaces.

Next Steps

While the 2016 Cultural Master Plan is considered complete, the new Municipal Development Plan, Strategic Plan, and Corporate Plan continue to support many of the objectives and actions.

Thank you and Questions