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Town of Aurora
Memorandum
Community Services

Re: Cultural Master Plan Update
To: Community Advisory Committee
From: Phil Rose-Donahoe, Manager, Library Square
Date: September 17, 2020

Recommendation

1. That the memorandum regarding Cultural Master Plan Update be received; and
2. That the Community Advisory Committee comments regarding the Cultural Master Plan Update be received and referred to staff for consideration.

Background

Council endorsed the Town's first-ever Cultural Master Plan (CMP) in June 2014. It was a five-year plan that provided a framework to support cultural development between 2014 and 2019 and was built on the following four Strategic Directions (SD):

- SD 1: Define the Municipality's Role and Build Partnerships
- SD 2: Expand Culture's Role in Economic Development
- SD 3: Build a Strong and Vital Cultural Sector
- SD 4: Enhance Access to Cultural Resources

The CMP also included 53 corresponding Actions, 20 of which have either been successfully implemented or initiated but not completed. The following is a summary of cultural planning accomplishments between 2014 and 2019 (in no particular order):

- Key performance indicators and performance measures developed based on industry best practice that will be used to evaluate funding requests and the impact of cultural investments;
- Development of a Cultural Asset Directory, the goal of which is to promote the cultural sector and facilitate the interaction and usage among cultural members and the community at large. The Directory is a continuation of

- cultural resource mapping efforts that coincided with the development of the CMP. It will be launched at a future date;
- Support of a Cultural Partners network that assists with the ongoing implementation of cultural planning initiatives;
 - Progress on Library Square, which complements the Promenade Plan and positions Library Square as an economic driver that will support local businesses within the Cultural Precinct;
 - Transfer of the Aurora Collection to the Town which now resides with the Aurora Museum & Archives; and
 - Canada 150 celebrations in 2017 which provided an opportunity for collaboration among culture and heritage groups.

With the conclusion of the original CMP last year, Town staff have begun the process of updating the Plan, which, when complete, will provide a roadmap for nurturing culture locally over the short to medium term (3-5 years). It will speak to various themes that support how cultural planning decisions are made and will aim to empower the Town's Cultural Partners, and cultural community more generally, in implementing the Plan.

The new CMP will also be informed by extensive community engagement and a strong focus will be placed on developing meaningful partnerships with local cultural groups, artists, cultural professionals, and others, to ensure cultural development is seen as a shared responsibility across the municipality.

The process of updating the CMP began in January 2020 with the formation of a Collaborative Leadership Team (CLT) led by the Manager of Library Square that is responsible for helping to guide the CMP process. The CLT is comprised of Town staff and representatives from the following organizations: Aurora Cultural Centre, Society of York Region Artists, Aurora Public Library, Pine Tree Potters' Guild, Aurora Historical Society, Aurora Farmers' Market, Aurora Sports Hall of Fame, Theatre Aurora, and Aurora Seniors Association.

Following the first meeting of the CLT in February, the CMP Work Plan was significantly impacted by the COVID-19 pandemic. Although staff have not yet determined the exact timing for developing the Town's revised CMP, they continue to target October 2021 for its completion. The following is a breakdown of each phase of the process:

Work Breakdown	
Phase 1: Project Initiation	
CLT Terms of Reference	Complete
CLT Start-up Meeting	Complete
CMP Communications Plan	In Progress
Phase 2: CMP Development	
CLT Meetings	In Progress
Community Cultural Forums/Public Engagement	Not Started
Phase 3: CMP First Draft	
CMP First Draft	Not Started
Phase 4: Final Report/Council Approval	
CMP Final Draft	Not Started
Phase 5: Launch	
CMP Launch and Community Celebration	Not Started
Phase 6: Implementation	
CMP Implementation including annual report cards on implementation milestones	Not Started

Attachments

None