

**REPORT NO. 114 of the  
SOCIAL DEVELOPMENT,  
HEALTH & CULTURE STANDING COMMITTEE**  
of its meeting held September 12, 2012

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**Present:** Councillor Ed Sleiman, Vice Chair  
Councillor Percy Hatfield  
Councillor Hilary Payne  
Councillor Alan Halberstadt

**Absent:** Councillor Ron Jones

That the following recommendation of the Social Development, Health and Culture Standing Committee **BE APPROVED** as follows:

Moved by Councillor Hatfield, seconded by Councillor Halberstadt,

**THAT** City Council **AUTHORIZE** the City of Windsor to enter into a Memorandum of Understanding with the Institute for Canadian Citizenship to allow participation of the Windsor Community Museum in the Cultural Access Pass Program; and

**THAT** the Executive Director of Recreation and Culture **BE AUTHORIZED** to continue to participate in the Cultural Access Pass (CAP) program for the duration of the program as offered through the Institute for Canadian Citizenship provided there are no net costs to the City; and

**THAT** the Community Development and Health Commissioner **BE AUTHORIZED** to execute the necessary agreements and documents related to the Memorandum of Understanding Between the Institute for Canadian Citizenship (owner of the Cultural Access Pass program) and the City of Windsor (on behalf of Windsor's Community Museum /Francois Baby House) and associated programs provided such agreements and documents are in a form and content satisfactory to the City Solicitor; satisfactory in financial content to the City Treasurer and satisfactory in technical content to the Executive Director of Recreation and Culture.

Carried.

*Clerk's Note:* The administrative report authored by the Manager of Social Policy and Planning/Project Manager, Windsor Essex Local Immigration Partnership dated August 22, 2012 entitled "Memorandum of Understanding between the Institute for Canadian Citizenship (owner of the Cultural Access Pass program) AND the City of Windsor (on behalf of Windsor's Community Museum/Francois Baby House)" is attached as background information.

**LIVELINK #16115, SR/8996**



*Ed. Gleim*

VICE CHAIRPERSON

*Antia Celli*

COUNCIL SECRETARIAT

NOTIFICATION:		
Name	Address	Email
See notification in report		



**THE CORPORATION OF THE CITY OF WINDSOR**  
**Social Development, Health and Culture Standing Committee-**  
**Administration**



**MISSION STATEMENT:**

*"The City of Windsor, with the involvement of its citizens, will deliver effective and responsive municipal services, and will mobilize innovative community partnerships"*

<b>LiveLink REPORT #: 16115 SR/8996</b>	<b>Report Date: August 22, 2012</b>
<b>Author's Name: Mary Ellen Bernard</b>	<b>Date to Standing Committee: September 12, 2012</b>
<b>Author's Phone: 519 255 5200 ext. 5270</b>	<b>Classification #:</b>
<b>Author's E-mail: mbernard@city.windsor.on.ca</b>	

**To: Social Development, Health & Culture Standing Committee**

**Subject: Memorandum of Understanding Between the Institute for Canadian Citizenship (owner of the Cultural Access Pass program) AND the City of Windsor (on behalf of Windsor's Community Museum /Francois Baby House)**

**1. RECOMMENDATION: City Wide: \_\_\_\_\_ Ward(s): \_\_\_\_\_**

**THAT** City Council **AUTHORIZE** the City of Windsor to enter into a Memorandum of Understanding with the Institute for Canadian Citizenship to allow participation of the Windsor Community Museum in the Cultural Access Pass Program; and

**THAT** the Executive Director of Recreation and Culture **BE AUTHORIZED** to continue to participate in the Cultural Access Pass (CAP) program for the duration of the program as offered through the Institute for Canadian Citizenship provided there are no net costs to the City; and

**THAT** the Community Development and Health Commissioner **BE AUTHORIZED** to execute the necessary agreements and documents related to the Memorandum of Understanding Between the Institute for Canadian Citizenship (owner of the Cultural Access Pass program) and the City of Windsor (on behalf of Windsor's Community Museum /Francois Baby House) and associated programs provided such agreements and documents are in a form and content satisfactory to the City Solicitor; satisfactory in financial content to the City Treasurer and satisfactory in technical content to the Executive Director of Recreation and Culture.

**EXECUTIVE SUMMARY:**

N/A

## **2. BACKGROUND:**

The Cultural Access Pass (CAP) offers new citizens the opportunity to enjoy the Canadian cultural experience through complimentary access to more than 600 participating attractions, galleries, museums and discovery centres across Canada. The program encourages new citizens to curate their own Canadian experience in their first year of citizenship, opening doors to Canadian culture with the intent of generating a sense of belonging and engagement in their communities, and in Canada as a whole. For CAP's participating attractions, the program is an opportunity to invite and engage a key group in the Canadian mosaic: new Canadian citizens. CAP brochures are distributed by Citizenship and Immigration Canada (CIC) offices across Canada, reaching 100% of all new citizens at their citizenship ceremony, which equates to approximately 165,000 people per year. The Institute for Canadian Citizenship (ICC) estimates that the total number of new citizens who have been exposed to the CAP program since its launch in 2008 now totals approximately 300,000 people. Major partners in CAP's success are Citizenship and Immigration Canada (CIC) and the Canadian Museums Association (CMA). The CAP program started in Toronto in 2008 with 6 cultural institutions and over the past 4 years has expanded from Vancouver to Nova Scotia. The Cultural Access Pass program attracts public and media attention, as well as interest from major institutions across the country.

## **3. DISCUSSION:**

In Windsor and Essex County, Cultural Access Passes are distributed to new Canadians at the Citizenship Ceremonies conducted throughout the year by Citizenship and Immigration Canada. When it was discovered that the only local sites featured on the pass distributed to Windsor Essex residents were Federal and Provincial Parks, a collaboration was created between members of the Windsor Essex Local Immigration Partnership, the City of Windsor's Office of Cultural Affairs and the Windsor Public Library to rectify this oversight.

The Manager of Cultural Affairs contacted all potential participants and forwarded the contact information for the organizations which expressed an interest in being part of this initiative. The Windsor Community Museum was one of the organizations, in addition to the Art Gallery of Windsor, the John R Park Homestead and Comber District Historical Society. It is hoped that additional cultural sites will join the Cultural Access Pass program in Windsor Essex as it grows in usage and popularity in our region.

The Windsor Public Library (Central Branch) has agreed to provide access to a printer which will allow tickets for local sites to be printed by new Canadians. A similar arrangement is being arranged for Essex County sites.

## **4. RISK ANALYSIS:**

The continued absence of Windsor Essex cultural sites from the Cultural Access Pass Program represents an ongoing risk that new Canadian citizens will not take the initiative to explore cultural sites in Windsor and Essex County. Research on the Characteristics of Welcoming Communities demonstrates that easy access to social and cultural activities is an indicator which newcomers use when making the decision as to where they wish to permanently settle. Furthermore, since the Cultural Access Pass allows new citizens who are visiting Windsor Essex to also access local sites, there is a risk that visitors to Windsor Essex may not be aware of local sites which are not listed in the CAP marketing material.

**5. FINANCIAL MATTERS:**

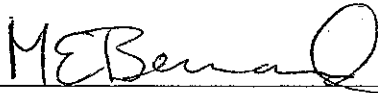
There is no request for financial assistance from the City of Windsor to participate in this program.

**6. CONSULTATIONS:**

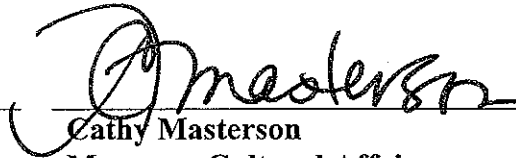
The inclusion of Windsor Essex cultural sites into the Cultural Access Pass (CAP) Program has been a collaborative effort by members of the Windsor Essex Local Immigration Partnership, City of Windsor Recreation and Culture Department, Windsor Public Library, Workforce WindsorEssex, Citizenship and Immigration Canada and the Institute for Canadian Citizenship. The CEO of Tourism Windsor Essex Pelee Island was apprised of this initiative and extended his full support.

**7. CONCLUSION:**

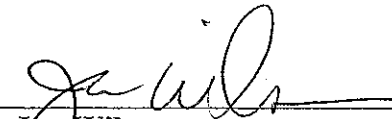
Participation in this initiative by the City of Windsor through the Windsor Community Museum is a win/win situation. It allows and encourages new Canadian residents to explore the cultural sites in their own community and serves as an additional and free marketing tool for local cultural sites.



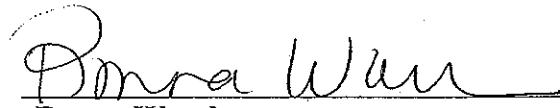
Mary Ellen Bernard  
(Acting) Manager of Social Policy and  
Planning /Project Manager, Windsor  
Essex Local Immigration Partnership



Cathy Masterson  
Manager, Cultural Affairs



Jan Wilson  
Executive Director  
Recreation and Culture



Ronna Warsh  
Community Development, Health & Culture  
Commissioner

/meb

**APPENDICES:**

- A) Memorandum of Understanding between the Institute for Canadian Citizenship and the City of Windsor
- B) Example of Cultural Access Pass Ticket

**DEPARTMENTS/OTHERS CONSULTED:**

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Phone #: 519 6530 ext. 334

Name: Linda Higgins, Manager of Intergovernmental Subsidies and Financial Administration

Phone #: 519 255-5200 ext. 5222

Name: Valerie Clifford, Financial Planning Administrator, Recreation AND Culture

Phone: 519 253-2300 ext 2732

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**MEMORANDUM OF  
UNDERSTANDING  
BETWEEN**

The Institute for Canadian Citizenship  
(owner of the Cultural Access Pass program)

**AND**

Windsor's Community Museum  
(François Baby House)



**LAUNCH DATE TBD**

WHEREAS the Institute for Canadian Citizenship (ICC) is a national, non-profit organization that engages Canadians in citizenship through innovative programs, campaigns and partnerships designed to ensure new citizens are welcomed and included as equals, to create meaningful connections among all Canadian citizens and to foster a culture of active, engaged citizens;

AND WHEREAS the ICC's Cultural Access Pass (CAP) offers new citizens the opportunity to enjoy the Canadian cultural experience through complimentary access to more than 1,000 participating attractions, galleries, museums, discovery centres and natural parks across Canada. The program encourages new citizens to curate their own Canadian experience in their first year of citizenship, opening doors to Canadian culture. For CAP's participating attractions, the program is an opportunity to invite and engage a key audience: new Canadian citizens;

AND WHEREAS Windsor's Community Museum is run by the City of Windsor and has a wide array of collections documenting the rich history of Windsor and Essex County. Located in an historic house built in 1812 by François Baby, a prominent French-Canadian, the museum offers exhibitions and public programs that explore the many individuals, cultures and events that contributed to the development of Windsor. Education programs for schools and community groups are available at the museum.

AND WHEREAS in joining the CAP program, the Windsor's Community Museum is inviting new citizens to explore all that it has to offer;

NOW THEREFORE this memorandum lays out, in detail, the aspects of these parties' collaboration during the implementation and ongoing execution of the addition of the Windsor's Community Museum to the CAP Program:

Institute for Canadian Citizenship 500 - 260 Spadina Avenue Toronto, ON M5T 2E4  
416-593-6998 (office) 416-593-9028 (fax) [cap@icc-icc.ca](mailto:cap@icc-icc.ca) [www.icc-icc.ca](http://www.icc-icc.ca)



## 1. Implementation Phase

The ICC will:

- Send the Windsor's Community Museum a **secure link** to the CAP Attraction registration page on its' website
- Provide the Windsor's Community Museum with its' own unique **username and password**
- Use the English and French URLs provided by the Windsor's Community Museum during registration to create **links** from the ICC website to the Windsor's Community Museum's website
- Supply the Windsor's Community Museum with a clear, one-page **tip sheet** for its' front desk staff
- Provide the Windsor's Community Museum with an effective **online portal** for managing its' CAP profile, submitting usage data and printing a CAP (for those attractions that are also pickup locations)
- Email a copy of the CAP logo to the Windsor's Community Museum along with the corresponding URL for inclusion on the Windsor's Community Museum's site

The Windsor's Community Museum will:

- Complete the **online registration** within a week of receiving the link
- Take the steps necessary to ensure that its' front desk staff are prepared to **accept CAP members** as of the launch date. This could be as simple as providing them with the one-page tip sheet but may also involve programming the Windsor's Community Museum's ticketing software to allow for this new 'discount code/special offer'.
- Take the steps necessary to ensure that the front desk staff are equipped to **track CAP usage**. Again, this could be as simple as giving them the tip sheet from the ICC or it may involve downloading the excel tracking document onto the Windsor's Community Museum's network.
- Place the CAP logo and hyperlink on the Windsor's Community Museum's website. Once posted, send the corresponding page URL to [cap@icc-icc.ca](mailto:cap@icc-icc.ca) for its' records
- Consider sending out the Windsor's Community Museum's own release once the ICC has made the initial announcement

## 2. For Pick Up Locations Only

The ICC will:

- Provide the Windsor's Community Museum with a 'Print CAP' function within the **online portal** unique to the Windsor's Community Museum
- Provide the Windsor's Community Museum with a one-page **tip sheet** for front desk staff on how to print a CAP
- Send a 6 month supply of CAP templates to the shipping address provided by the Windsor's Community Museum during registration

The Windsor's Community Museum will:

- Ensure that its' front desk staff are prepared to receive CAP members who wish to have their CAP card **printed** by the Windsor's Community Museum
- **Monitor the supply** of CAP templates and provide the ICC with one month's notice before they run out

### 3. Ongoing Execution

The ICC will:

- **Administer** the CAP program including the registration of new members
- **Raise awareness** of CAP in general through online and print campaigns
- Raise awareness of the Windsor's Community Museum's participation in the program through **CAP online campaigns**
- Drive visitor traffic to the ICC **website** and that of the Windsor's Community Museum
- Support, as possible, special tours, events or offers that the Windsor's Community Museum creates for this audience through **direct email** communications to the ICC's extensive mailing list
- Compile and distribute **statistics and insights**, as available, about CAP members and their use of the pass
- Provide the Windsor's Community Museum with ongoing **suggestions** for targeted offers and events in order to strengthen its' connections to this audience, especially at the moment when the pass is about to expire
- Provide the Windsor's Community Museum with opportunities for **additional visibility** through ad hoc email campaigns and events in the Windsor's Community Museum's region
- **Inform** the Windsor's Community Museum of CAP program expansion, launches, major changes and other potential promotional opportunities of mutual benefit
- Be **accessible** to the Windsor's Community Museum by phone and email to provide ongoing support

The Windsor's Community Museum will:

- **Track** the use of CAP at the front desk
- Submit regular CAP usage **reports** to the ICC at least once a month
- **Inform** the ICC of changes that effect the implementation of CAP; such as a change in the key contact person, a new URL, new logo, etc.
- Consider other ways to engage this audience such as targeted offers and events for CAP holders
- Consider ways to add CAP holders to its own contact lists
- Provide all of the Windsor's Community Museum's content in **both official languages**
- Include CAP in on-going the Windsor's Community Museum communications, as possible
- Inform the ICC of major the Windsor's Community Museum events at which CAP might be involved

#### 4. Other

- Media Relations
  - Press and media requests regarding the involvement of the Windsor's Community Museum with CAP will be referred to the Windsor's Community Museum, and the Windsor's Community Museum will refer all other CAP-related press and media requests to the ICC
  
- Communications, Web and Printed Materials:
  - Any the Windsor's Community Museum mention of CAP must be approved by the ICC
  - The ICC website will continue to prominently feature the Windsor's Community Museum on its CAP page and encourage CAP members to click on the Windsor's Community Museum's hyperlink

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Samantha Rupert  
National Program Manager  
Institute for Canadian Citizenship  
Museum

Date: Month XX, 2011

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[CEO/Director\_Name]  
[CEO/Director\_Title]  
the Windsor's Community

Date: Month XX, 2011



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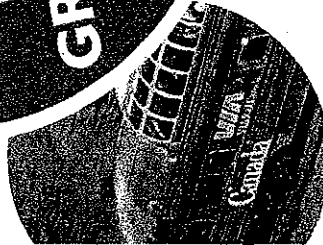
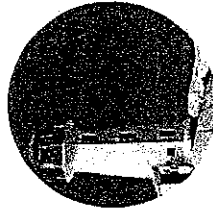
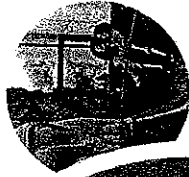


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INSTITUT POUR LA  
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\* 1-888-359-6998

