

**REPORT NO. 115 of the
SOCIAL DEVELOPMENT,
HEALTH & CULTURE STANDING COMMITTEE**
of its meeting held October 10, 2012

Present: Councillor Fulvio Valentinis
Councillor Ed Sleiman
Councillor Jo-Anne Gignac

Absent: Councillor Alan Halberstadt
Councillor Percy Hatfield

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

Moved by Councillor Gignac, seconded by Councillor Valentinis,
THAT the report from the Manager of Cultural Affairs regarding the development of a Cultural Web Presence to include a Regional Event calendar **BE RECEIVED**; and

THAT clarification **BE PROVIDED** to Council as a whole as to what kind of funding is being directed from Tourism Windsor Essex Pelee Island (TWEPI) and the Economic Development Commission.

Carried.

Clerk's Note: The administrative report authored by the Manager of Cultural Affairs dated September 17, 2012 entitled "Update Cultural Web Presence to include a Regional Event calendar" is attached as background information.

LIVELINK #16153, APR/10206



ACTING CHAIRPERSON



DEPUTY CITY CLERK

NOTIFICATION:		
Name	Address	Email



THE CORPORATION OF THE CITY OF WINDSOR
Social Development, Health and Culture Standing Committee-
Administrative Report

**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"

LiveLink REPORT #: 16153 APR/10206	Report Date: September 17, 2012
Author's Name: Cathy Masterson	Date to Standing Committee: October 10, 2012
Author's Phone: 519-253-2300 ext. 2724	Classification #:
Author's E-mail: cmasterson@city.windsor.on.ca	

To: Social Development, Health and Culture Standing Committee

Subject: Update Cultural Web Presence to include a Regional Event calendar

P&R 12-132

1. RECOMMENDATION: City Wide: Ward(s): _____

THAT the report from the Manager of Cultural Affairs regarding the development of a Cultural Web Presence to include a Regional Event calendar **BE RECEIVED.**

EXECUTIVE SUMMARY:

N/A

2. BACKGROUND:

The City commissioned a Municipal Cultural Master Plan (MCMP) late in 2008. The Plan is to provide guidance to the municipality regarding its investment of human and financial resources in support of the community's arts, culture and heritage sectors. It was adopted by Council in May 2010.

There are 16 Recommendations in the report of which Recommendation #14 & 15 relate to marketing and communications plans for tourists and residents.

3. DISCUSSION:

The Cultural Affairs section in partnership with Essex County Future Development Corporation, Tourism Windsor Essex Pelee Island, WindsorEssex Economic Development Corporation and the WE Prosper Arts & Culture Task Force will together develop a webpage to support the cultural activities of our local organizations.

The WE Prosper Task Force has been working together since November 2011 to create a process to leverage its Arts & Culture activities to preserve, expand and develop new economic successes.

One thread that is continually pulled upon is that there needs to be one location where all organizations can go to upload their events and to help share the news of what is happening within Windsor and Essex County. Together our group will develop an attractive, functional, easy to load information webpage that will promote our region's cultural activities in a much broader context than we have been able to do in the past.

4. RISK ANALYSIS:

This is a much needed tool in order to successfully promote the activities that take place in our community. Without this tool, communication is much more fragmented and the development of a stronger more cohesive approach within the arts and culture sector is much more challenging.

5. FINANCIAL MATTERS:

The City of Windsor's fund contribution will use existing monies of up to \$25,000 from the Cultural Affairs operating budget, account 001-2950-0121141. Due to the late hire date of the Manager of Cultural Affairs, money was carried over from 2011 to 2012 and this money will allow the City this one chance of participating in this web project without additional monies.

The full cost of the project is not yet known. The other partners will contribute cash and in-kind services to ensure a successful web development that will support our cultural community. The City portion will not exceed the \$25,000 presently earmarked for the project.

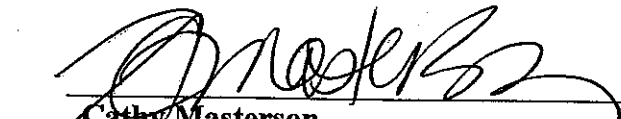
The Essex County Futures Development Corporation (ECFDC) through the Executive Director will manage the project starting with the call for Quotes, through the design, development, advertising and implementation stages including the accounting of the project.


6. CONSULTATIONS:

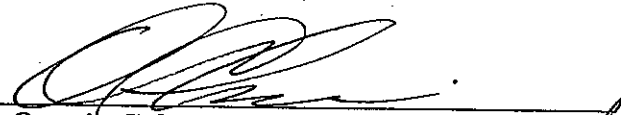
VP Tourism Windsor-Essex Pelee Island
General Manager, Essex Community Development Corporation
VP Community Development & Strategic Initiatives, WindsorEssex Economic Development Corporation
And the WE Prosper Arts & Culture Task Force

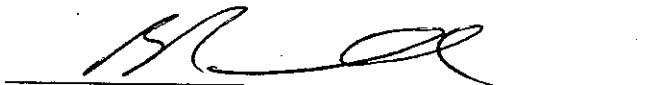
7. CONCLUSION:


Municipal support for this cultural initiative leverages additional dollars and in-kind services from our partners to promote our community's cultural actions on a much larger stage.


Cathy Masterson
Manager of Cultural Affairs


Jan Wilson
Executive Director, Recreation and Culture


Onorio Colucci
Chief Financial Officer/City Treasurer
and Corporate Leader Finance and
Technology


Ronna Warsh
Community Development and Health
Commissioner and Corporate Leader Social
Development, Health, Recreation and
Culture

per: 
Helga Reidel
Chief Administrative Officer

cfm

APPENDICES:

DEPARTMENTS/OTHERS CONSULTED:
Name:
Phone #: 519 ext.

NOTIFICATION :

Name	Address	Email Address	Telephone	FAX

