

**REPORT NO. 344 of the  
SOCIAL DEVELOPMENT,  
HEALTH & CULTURE STANDING COMMITTEE**  
of its meeting held November 4, 2015

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**Present:** Councillor Ed Sleiman, Chair  
Councillor Rino Bortolin  
Councillor John Elliott  
Councillor Jo-Anne Gignac

**Regrets:** Councillor Paul Borrelli

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

Moved by Councillor Bortolin, seconded by Councillor Elliott

**THAT** the Mayor and Council **RECEIVE** for information the Ontario Ministry of Tourism Sport and Culture, **TELLING OUR STORIES, GROWING OUR ECONOMY: Developing a Culture Strategy for Ontario Discussion Paper 2015.**

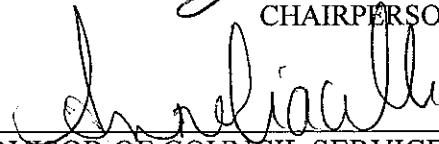
Carried.

Clerk's Note: The report of the Manager, Cultural Affairs dated October 27, 2015 entitled "Ontario Ministry of Tourism Sport and Culture, **TELLING OUR STORIES, GROWING OUR ECONOMY: Developing a Culture Strategy for Ontario Discussion Paper 2015**". is attached as background information.

S 11/2015 GP2015



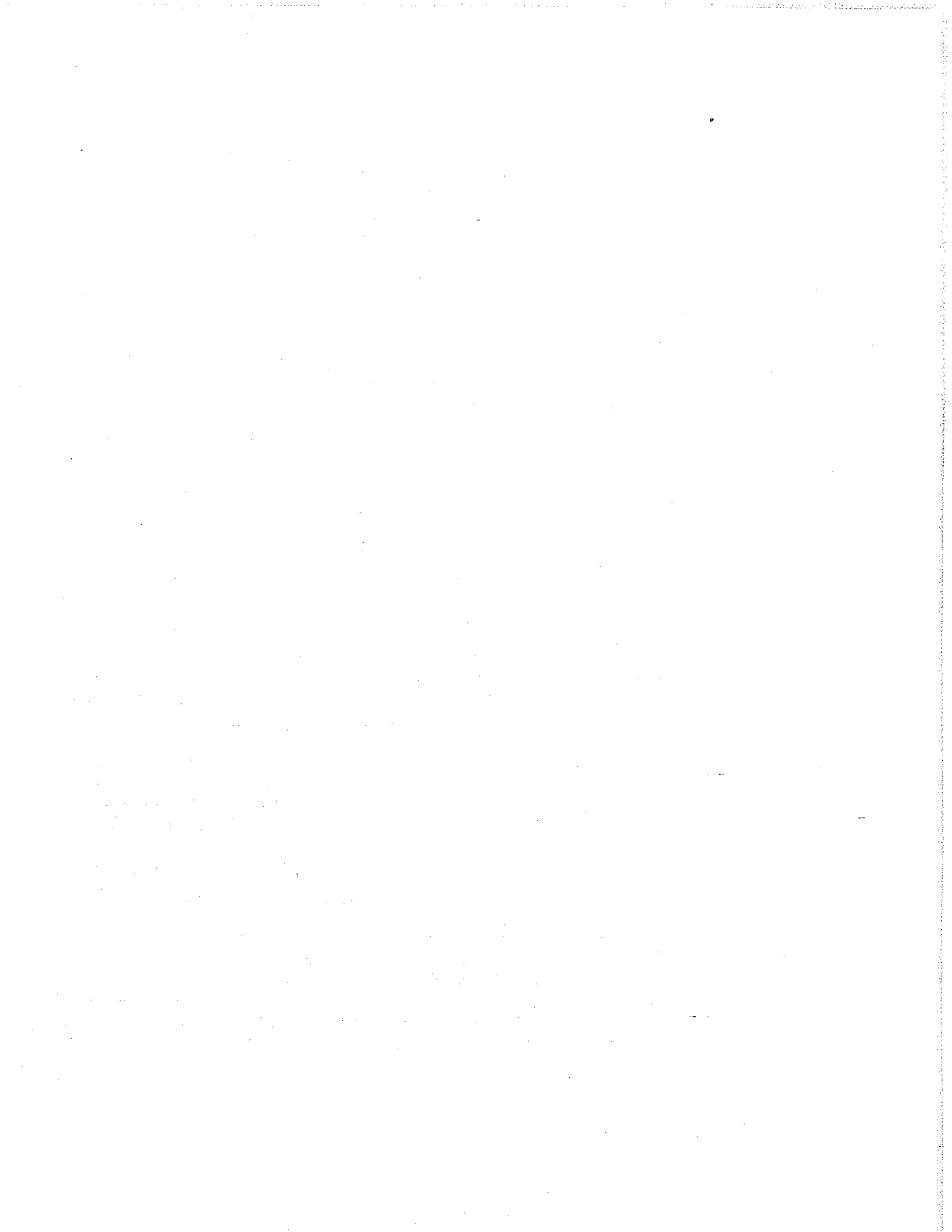
CHAIRPERSON



SUPERVISOR OF COUNCIL SERVICES

**NOTIFICATION:**

Name	Address	Email Address	Telephone	FAX



**MISSION STATEMENT**

*"Our City is built on relationships – between citizens and their government, businesses and public institutions, city and region – all interconnected, mutually supportive, and focused on the brightest future we can create together"*

<b>REPORT #: S 11/2015</b>	<b>Report Date: 10/27/2015</b>
<b>Author's Contact:</b> <b>Cathy Masterson</b> <b>Manager, Cultural Affairs</b> <b>519-253-2300 ext 2724</b> <b>cmasterson@citywindsor.ca</b>	<b>Date to Council: November 4, 2015</b>
	<b>Clerk's File #: GP2015</b>

**To: Mayor and Members of City Council**

**Subject: Ontario Ministry of Tourism Sport and Culture, TELLING OUR STORIES, GROWING OUR ECONOMY: Developing a Culture Strategy for Ontario Municipal Input on Discussion Paper 2015**

**RECOMMENDATION:**

**THAT** the Mayor and Council **RECEIVE FOR INFORMATION** the Ontario Ministry of Tourism Sport and Culture, TELLING OUR STORIES, GROWING OUR ECONOMY: Developing a Culture Strategy for Ontario Discussion Paper 2015.

**EXECUTIVE SUMMARY:**

N/A

**BACKGROUND:**

On September 24, 2015, Administration received the Media Alert from the Province of Ontario regarding the development of Ontario's first Culture Strategy. Municipalities are invited to respond to a series of questions within the Discussion Paper with all responses to the Ministry of Tourism Sport and Culture by December 7, 2015.

Presently, the province provides \$800 Million in funding to four culture sectors:

- The arts, including craft, dance, literary arts, media arts, music, opera, theatre, and visual arts;

- Cultural industries, including film and television production, interactive digital media (e.g. video games, apps), the music industry, and book and magazine publishing;
- Public libraries; and
- Cultural heritage, including built heritage, cultural heritage landscapes, archaeology, and museums.

Much has changed in Ontario since the development of many of the Ministry's culture programs, including the demographics of the province, the digital transformation, and the need to ensure sustainability in an uncertain economic environment. These factors will continue to have a profound impact on the culture sector in the years to come.

## **DISCUSSION:**

There will be two ways for the community to respond and participate in the Discussion. Firstly by providing a written response to the questions posed within the Discussion Paper and secondly through Town Hall meetings. Windsor has been identified as a community that will host a Town Hall meeting on December 3, 2015 at 401 Riverside Dr (time TBD). Administration will assist in sharing the invitation to participate throughout the broader community of Windsor, Essex County and surrounding areas.

*The province would like to ensure that "The Culture Strategy will set out a vision for culture in Ontario. With your input, we will identify what Ontarians value—what you value—about culture in your own life and in the life of your community. We will develop the Culture Strategy based on what is important to you and to other Ontarians.*

*The Culture Strategy will also identify principles and priorities to guide the government's support to culture in the future. In 2014-15, the Ministry of Tourism, Culture and Sport's total spending on culture was about \$800 million. The Culture Strategy is an opportunity to take a fresh look at how we invest this funding to continue to build a strong and dynamic culture sector in Ontario."* The Discussion Paper is available as Appendix A.

Although the Province does want to hear from municipalities, the questions in the discussion paper have been crafted to solicit feedback more from an individual, family and resident perspective. Many of the questions ask for personal opinion or individual input, therefore administration has developed an overarching response to the questions that impact on heritage, culture and library services within the Corporation. The letter of position will be brought forward to the province on behalf of Council and the CAO's Office. It is attached as Appendix B.

## **RISK ANALYSIS:**

The Corporation of the City of Windsor receives funding through a number of yearly grants to Windsor's Public Library and Museum Windsor. Additionally administration applies for specific grants for celebrations, festivals, and activities such as the culture

mapping project. This new Culture Strategy will have an impact on the work of Administration.

### **FINANCIAL MATTERS:**

Unknown at this time. The province has indicated that *"Government investment in culture will be guided by what Ontarians value and what makes a positive difference in the lives of individuals and communities. The Ministry, its agencies, and the organizations that receive funding through us are accountable for achieving the best possible outcomes within available resources."*

### **CONSULTATIONS**

City Heritage Planner: John Calhoun

CEO of Windsor Public Library: Kitty Pope

Manager of Regional Tourism Information - TWEPI: Lionel Kernerman

### **CONCLUSION:**

The City of Windsor values and appreciates the significant role that culture plays in our community. A provincial Culture Strategy will guide the work being done within the community.

### **PLANNING ACT MATTERS:**

N/A

### **APPENDICES:**

1. Appendix A: Culture Strategy Discussion Paper
2. Appendix B: Letter of Position

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N/A

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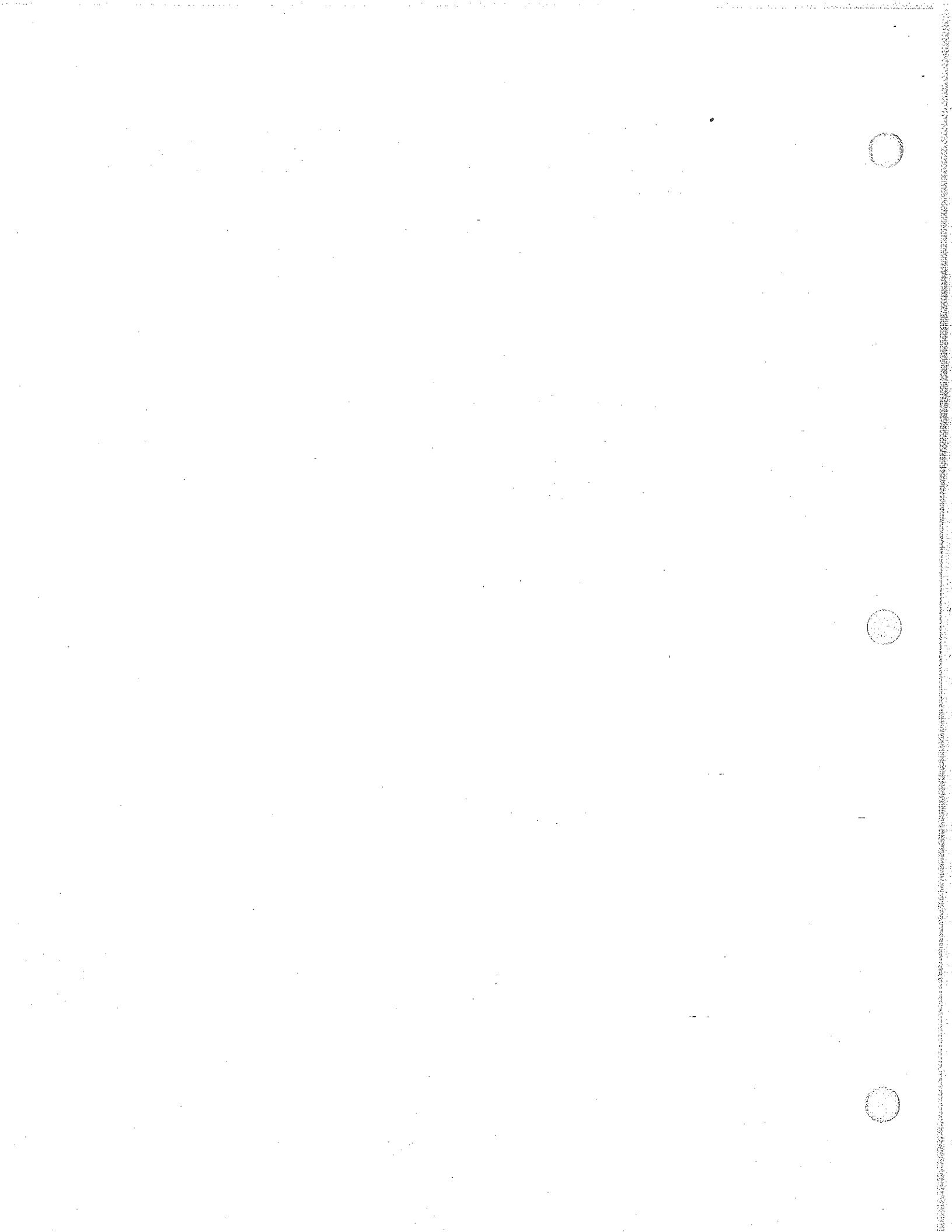
Manager of Regional Tourism Information - TWEPI: Lionel Kernerman

**CONCLUSION:**

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**PLANNING ACT MATTERS:**

N/A







# THE CORPORATION OF THE CITY OF WINDSOR

October 14, 2015

Email: [CultureTalks@ontario.ca](mailto:CultureTalks@ontario.ca)

**Dear Tourism, Culture and Sport Minister Coteau:**

Culture is vital to the prosperity of Ontario communities. Through the lens of respect, sharing and inclusiveness, residents of Windsor have embraced its diverse multi-cultural community. Windsor prides itself on its many voices, history within Windsor, performances, and cuisine that has shaped the business corridors, developed unique neighbourhoods and provides a unique quality of life embraced by all.

Local governments are important and have a major direct impact on cultural development within the province. The City of Windsor developed a Cultural Map which supports small business and entrepreneurs building a creative practice within the Business Improvement Areas and neighbourhoods. As Windsor moves forward to re-define itself after the economic down turn, artists and creative thinkers have been able to find a place for themselves with publishing houses, media and design studios, art studios and so much more. These new businesses are changing and diversifying the economy not just of Windsor but of the region.

The City of Windsor supports many cultural organizations and institutions—from large organizations such as the Windsor Symphony Orchestra (WSO) and the Art Gallery of Windsor (AGW) to smaller community groups such as Windsor Dance Xpress and Momentum (a Video and Film Collaborative). Funding for Arts, Culture and Heritage has been achieved through decidedly Made In Windsor opportunities. Both the WSO and AGW have achieved stability through zero cost long term lease agreements with the City. Local artists and grassroots organizations have access to municipal funding through the Arts Culture and Heritage Fund which provides project funding through a juried applications process twice a year.

Additionally the City maintains a number of cultural assets for the community at large to both appreciate and use. From the Cenotaph, to monuments and memorials, Mackenzie Hall in old Sandwich Towne to the Ojibway Prairie complex, Windsorites have access to a vast array of public spaces.

Museum Windsor and the Windsor Public Library system are both in the midst of substantial multi-million dollar expansion processes. Both institutions actively engaged residents to obtain their visions, expectations and have sought community partners to ensure the new facilities meet the needs of today's community. Historic buildings—The Capitol Theatre, Mackenzie Hall and Willstead Manor have also all been involved in multi-million dollar projects over the past few years and Windsor will continue to restore these beautiful historic assets well into the future.

The City of Windsor has invested a significant amount into the cultural fabric of the community. It is necessary for all levels of government to foster an environment in which arts, cultural industries, cultural heritage and public libraries thrive in the community. It is time for the Province of Ontario to assist in supporting Windsor's cultural fabric by partnering with networks and organizations to create new resources, tools, professional training and provide knowledge sharing opportunities. Additional funding of course is the quick and easy answer. Reality of course, especially recognizable for Windsor residents is that as a tax payer additional funds cannot just continue to come in to play. It is time to evaluate opportunities to provide support through other means. Perhaps an adjustment in HST

exemptions might come in to play to support restoration of heritage buildings or further tax relief for those participating in sponsorship of cultural activities could be developed. Funding at all levels of government is very focused and it would be inappropriate to download any of the existing services supports to the municipal government.

Culture is different in every community in Ontario. It is essential for local governments to have the tools they need to evaluate the cultural activities that take place within their community. Tools could include new data collection mechanisms, access to new digital technologies, opportunities to encourage participation in cultural activities, and workshops lead by a provincial representative to assist both municipalities and organizations learn new heritage skills.

It is important the silos within all levels of government work together cooperatively to develop the sense of place of each Ontario community. In these times of tight fiscal reality, greater cooperation between Ministries and inter-connectedness of projects will be advantageous to residents. An excellent example is a recently completed provincial project. The development of the Herb Gray Parkway, which has taken into consideration transportation needs along with consideration of natural heritage, aboriginal, cultural, and even education to produce a major project which will impact this area for years to come.

Culture creates jobs, animates local spaces, while making communities more attractive places to live. Investment in culture is being recognized by municipal governments across Ontario as a better practice in developing a robust business environment and dynamic quality of place. All levels of government have a role in helping promote the public value of culture.

Yours Sincerely,

Cathy Masterson  
Manager of  
Cultural Affairs

Kitty Pope  
CEO, Windsor  
Public Library

John Calhoun  
Heritage Planner