

TOWN OF COBOURG CULTURAL MASTER PLAN UPDATE

**“PLACES THAT SUCCEED IN
ATTRACTING AND RETAINING
CREATIVE PEOPLE PROSPER; THOSE
THAT FAIL DON'T”**

RICHARD FLORIDA

CULTURAL MASTER PLAN

CULTURAL MASTER PLAN OBJECTIVES

- ASSESS THE HEALTH OF COBOURG'S CULTURAL SECTOR
- IDENTIFY THE TOWN'S CURRENT INVOLVEMENT IN THE CULTURAL SECTOR
- DEEPEN ENGAGEMENT OF RESIDENTS WITH CULTURE IN ALL ITS FORMS
- IDENTIFY SERVICE GAPS AND IMPROVE OVERALL CULTURAL SERVICE PROVISION AND STRATEGIES
- SPECIFICALLY IDENTIFY THE TOWN'S FUTURE ROLE IN COBOURG'S CULTURAL SECTOR

A faded background image of a large, historic, multi-story building with a prominent central tower and clock face, likely a city hall or government building, under a clear blue sky.

COMMUNICATIONS & COMMUNITY ENGAGEMENT

CULTURAL MASTER PLAN

OBJECTIVES

A BROAD ENGAGEMENT PLAN THAT ENGAGES AN EXTENSIVE AND DIVERSE CROSS SECTION OF COBOURG RESIDENTS AND COMMUNITY ORGANIZATIONS AND IS ALIGNED WITH THE TOWN'S COMMUNITY ENGAGEMENT POLICY.

- IDENTIFY COBOURG'S PERCEPTION OF CULTURE AND ITS VALUE
- GATHER ASPIRATIONS FOR COBOURG'S CULTURAL FUTURE
- GATHER INPUT AND FEEDBACK ON COBOURG'S CULTURAL RESOURCES AND SERVICES
- ENSURE CITIZENS ISSUES AND CONCERNS ARE UNDERSTOOD AND CONSIDERED

KEY MESSAGES

DELIVER CLEAR AND CONSISTENT MESSAGES TO THE COMMUNITY REGARDING THE IMPORTANCE OF CULTURAL DEVELOPMENT TO THE FUTURE PROSPERITY AND WELL-BEING OF COBOURG

- **COBOURG IS A GREAT PLACE TO MAKE A LIVING AND A GREATER PLACE TO MAKE A LIFE**
- **CULTURAL PLANNING WILL SUPPORT THE TOWN'S CULTURAL IDENTITY, ENGAGE CITIZENS AND CONTINUE TO IMPROVE QUALITY OF LIFE, NOW AND INTO THE FUTURE**
- **CULTURAL PLANNING WILL HELP SHAPE HOW VISITORS SEE COBOURG BY IDENTIFYING AND STRENGTHENING WHAT MAKES THE TOWN SPECIAL AND UNIQUE**
- **WE NEED TO WORK TOGETHER TO BUILD AND ENSURE STRENGTH IN OUR CULTURAL PROSPERITY**

PROJECT BRAND

DEVELOPMENT OF A PROJECT BRAND WILL COMMUNICATE A STRONG POSITIONING MESSAGE AND ESTABLISH A STRONG VISUAL IDENTITY FOR THE CULTURAL MASTER PLAN. CONNECTING THE BRAND TO IMPORTANT STRATEGIC PLANS AND PRIORITIES FOR THE TOWN WILL HELP POSITION THE CULTURAL MASTER PLAN AS ONE OF THE CENTRAL COMPONENTS OF THE LARGER PLANNING FRAMEWORK OF COBOURG

TARGET AUDIENCES

A PLAN THAT ENGAGES A BROAD CROSS SECTION COBOURG RESIDENTS AND COMMUNITY

- COBOURG RESIDENTS
- ARTS & CULTURE ORGANIZATIONS
- ETHNO-CULTURAL GROUPS
- HERITAGE ORGANIZATIONS
- TOWN COUNCIL & STAFF

COMMUNITY ENGAGEMENT

THE CULTURAL MASTER PLAN ENGAGEMENT COMPONENT WILL FOCUS ON PROVIDING MANY DIVERSE OPPORTUNITIES FOR RESIDENTS AND COMMUNITY ORGANIZATIONS TO BE DIRECTLY INVOLVED IN THE DEVELOPMENT PROCESS. ACTIVITIES WILL INCLUDE;

- LAUNCH EVENT
- COMMUNITY SURVEY
- OPEN HOUSE & POP UP ENGAGEMENTS
- KEY STAKEHOLDER INTERVIEWS
- FOCUS GROUPS

QUESTIONS?

CULTURAL MASTER PLAN