



CULTURAL PLAN

May 2012



Definition of **Culture** for the Municipality of Port Hope

Culture is a creative expression of who we are and who we want to be. It recognizes our values, customs and beliefs, heritage, built and natural environment, and our intellectual and social achievements. Culture is all those things that make our Municipality unique and vibrant - how people express life and live in our community.



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1.

EXECUTIVE SUMMARY

This Cultural Plan provides a vision for cultivating the growth of Port Hope's unique and broad range of cultural assets. The plan reflects community needs and future aspirations. It is intended to provide a framework for fostering creativity and increasing cultural participation. The plan leverages resources while exploring new potential for growth for the next twenty years.

What is a Cultural Plan?

A Cultural Plan articulates a shared vision for a community and provides a set of guiding principles for strengthening the arts, cultural and heritage sector. It identifies the cultural needs of a community and provides recommendations for addressing gaps in cultural service delivery. It articulates initiatives for expanding participation. And it sets out a framework to ensure a community reaches its greatest potential as a culturally vibrant and creative economy.

Planning Priorities

Port Hope's Cultural Plan focuses on five priorities in response to the cultural needs and future vision of its community. Listed in no particular order, the priorities are:

- Communicate Municipal Support of Cultural Assets
- Raise Awareness and Leverage Existing Cultural Assets
- Strengthen the Capacity of Emerging Cultural Sector Groups
- Increase Cultural Participation
- Be Aware of and Respond to Current and Future Cultural Space Needs

Port Hope's Cultural Plan strives to:

- Raise awareness of the Municipality's service offerings and of existing capacity-building training; and respond to needs that will strengthen emerging cultural groups.
- Leverage Port Hope's breadth of cultural assets, and raise awareness of cultural offerings as generators for the creative economy.
- Maximize the potential for cultural participation by extending cultural programming opportunities; infuse the community with engaging participatory programming that will inspire youth and adults alike.
- Increase collaborations and partnerships across all sectors; maximize opportunities for creativity and integration that will result in a more vibrant cultural sector.
- Optimize the use of current facilities to foster quality places where creativity can flourish.

Research and Broad Public Consultation and Engagement

The Cultural Plan presents a set of recommendations that reflect the needs and vision of Port Hope's community. Through a comprehensive research and public consultation process a broad constituency was engaged, which included: professional artists; cultural representatives; civic leaders; Municipal staff, and the general public. The consultations resulted in a vision and implementation plan for Port Hope's cultural sector that fulfills the long term needs of its community.

2. INTRODUCTION

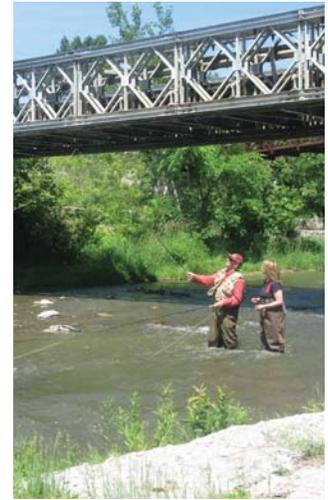


The Municipality of Port Hope offers a wealth of cultural assets that significantly contribute to the unique character of its community. The breadth of events, cultural organizations, and the built and natural heritage are a testament to the Municipality's fostering of creativity. The Municipality is committed to arts, heritage and culture as part of the Municipality's long term vitality and growth.

This historic community has so much to offer as a haven for artists and cultural professionals and a lively social hub for residents. Its downtown district is nationally acclaimed for its designated heritage

conservation and has been recognized as the "Best Preserved Main Street in Ontario."¹ Every year, an array of festivals and events, theatre, artistic tours, built and natural heritage offerings attract residents and visitors. Among these offerings are the All Canadian Jazz Festival; Vintage Film Festival; Float your Fanny Down the Ganny; the Capitol Theatre; the Farmer's Market; and the Canadian Firefighter's Museum. Given this range of cultural assets, a cultural plan will identify opportunities and strategies for Port Hope to achieve an even higher potential.

¹ <http://porthopetourism.ca/>



In October of 2011, the Municipality of Port Hope engaged Lord Cultural Resources to facilitate a comprehensive Cultural Plan.² The process was spearheaded by the Municipality of Port Hope and guided by the members of a Steering Committee. The planning process engaged cultural organizations, creative professionals, civic leaders, advisory committees, and the broader community.

Now it's time to look forward. The Cultural Plan will serve as a long term guiding document to further cultivate arts, heritage and culture. The plan shall assist in guiding the development of programs and service delivery, over the next twenty years.

Port Hope's Cultural Plan determines viable initiatives that establishes Port Hope as a leader in the ongoing "Creative City Movement," as described in the July 2010 *Leisure Services Master Plan*. The Cultural plan communicates the Municipality's cultural vision creating the basis to develop community cultural priorities. The plan positions Port Hope to:

- **Enhance and fully leverage** the Municipality's resources while exploring new potential for growth;
- **Develop** accessible services that respond to ongoing demographic shifts;
- **Strengthen** the community for the new creative economy; and
- **Reflect** community needs, current trends, and future aspirations in its initiatives and implementation.

WHY A CULTURAL PLAN?

The Cultural Plan is a blueprint for resource allocation and decision making. It is a document that embodies the spirit of Port Hope's residents. It reflects the distinct character of Port Hope, and leverages its cultural assets to fully maximize its potential as a creative community.

Planning a cultural future requires input from residents and a diverse host of stakeholders. In turn, the plan's success rests in many hands: the Municipality; cultural service providers; cultural groups and artists; businesses; and the community-at-large.

With this Cultural Plan, the Municipality can respond to the growth and evolution of its community. The plan provides a platform from which to optimize Port Hope's abundant cultural resources. It presents a framework that responds to community cultural needs; and sets initiatives that address opportunities for growth.

Port Hope's plan optimizes its diversity of cultural resources. It establishes a range of options for further developing Port Hope as a dynamic creative community. It provides strategic initiatives for increasing overall cultural accessibility, deepening cultural participation, and strengthening collaborations and partnerships. All of these serve to enrich the lives of the community, now and in the future.

² The Municipality of Port Hope engaged Lord Cultural Resources to facilitate a comprehensive Cultural Plan and a Joint Facility Feasibility Study. Upon the completion of the Cultural Plan, the Feasibility Study will commence.

3. METHODOLOGY



The Corporation of the Municipality of Port Hope engaged Lord Cultural Resources to facilitate a process towards a Cultural Plan and a Joint Facility Feasibility Study. The Cultural Plan was commissioned to assess the cultural needs of the Municipality, and to attain a comprehensive understanding of cultural opportunities and priorities. The process was spearheaded by The Municipality of Port Hope and guided by the members of the Steering Committee, made up of community representatives (see Appendix I, Acknowledgements).

Following the completion of the Cultural Plan, the Joint Facility Feasibility Study will be launched.

THE CULTURAL PLANNING PROCESS

The following methodology reflects the process described in the project RFP developed and approved by the Municipality of Port Hope.³ Overall, the planning process progressed along four streams: research and analysis, broad public consultation and engagement; development of strategic priorities; and innovation.

³ Contract NO. 17PR - 2011; Issued: July 29, 2011

The tasks for each of these streams are described as follows:

Research & Analysis

- **Asset Inventory & Mapping:** Analysis and audit of a cultural inventory was completed and reviewed. A mapping of cultural assets was used to study Port Hope's current state of culture.
- **Cultural Trends:** Current trends in cultural planning were reviewed, including: space usage; cultural users; and cultural tourism.
- **Market Analysis:** A demographic analysis was conducted to examine potential audiences and cultural consumers.
- **Gap Analysis:** This process examined avenues for cultural participation, and existing needs and potential gaps in facility spaces.
- **Environmental Scan:** This analysis ensured the Cultural Plan strategies aligned with existing Municipal policies and plans.

Broad Public Consultation and Engagement

- **Public Input Meetings:** Two public input meetings were conducted with an emphasis on broad engagement. Locations were selected in both Wards 1 and 2. The meetings were communicated in advance and well attended. Meetings provided an opportunity for residents to develop a vision for their community.
- **Focus Groups:** Focus groups were selected by the Municipality to deepen the dialogue on specific issues. Meetings sought input on Port Hope's cultural offerings, needs, and the feasibility of a joint cultural/older adult centre.
- **Stakeholder Interviews:** Stakeholders were interviewed to further engage in specific issues facing Port Hope. Individual artists, school representatives, Northumberland County representatives, and cultural service providers were among those selected.
- **Online Survey:** An online Municipal-wide survey was administered to expand participation among residents. The survey provided a confidential forum for participants. It addressed cultural programming and facility needs.

Strategic Direction

- **Establishing Priorities:** A half-day session with the members of the Steering Committee and Stakeholders was held to establish a set of priorities, taking into account Port Hope's overall strengths, gaps, opportunities and goals.
- **Setting the Direction:** The Directions Document provided a synopsis of the input and findings from the process to date. It described an overview of strategic priorities and served as the backbone of the Cultural Plan.
- **Supporting Direction:** Members of the Steering Committee offered focused input on the Directions Document. Upon incorporating members' feedback, the direction was established for developing the Cultural Plan.

Emphasis on Innovation

- **Defining Culture:** A discussion among the Steering Committee was facilitated to review, finalize and adopt Port Hope's definition of culture.
- **Implementation Charrette:** An interactive session with the Steering Committee, Municipal staff, service delivery providers, Councillors, and members of the community, as well as broad representatives from the cultural sector to brainstorm implementation strategies. The session provided opportunities for developing short-term and long-term action strategies for fulfilling Port Hope's cultural vision. These strategies were supplemented with best practices responding to the specific needs of the Municipality.
- **Draft Cultural Plan:** Findings, analysis, and final recommendations are included in this Draft Cultural Plan. It is a living document to guide the Municipality over the next twenty-years.

4.

DEFINING PORT HOPE'S CULTURAL NEEDS

The following section summarizes overall cultural needs of Port Hope. The initiatives that address these needs are detailed in Section 4.

A Need to... Broaden Cultural Participation

Port Hope's residents are proud and passionate about their community. They are highly engaged in existing cultural offerings and provide an ample market for cultural programs and services.

Despite the many cultural offerings, potential for participation exists for youth, young to middle-age adults, and Baby Boomers. The Municipality has had great success in engaging youth with the Town Park Recreation centre and skate-park. This is a solid foundation from which to expand and build on. Both young and older adults identified a need for participatory cultural programming and broad arts programming. As the population ages and Baby Boomers migrate to Port Hope, the demand for such programs will continue to rise.

A Need to... Maximize Collaborations and Partnerships

Connecting cultural organizations, artists, for-profit and not-for-profit organizations is a central element of a

sustainable and flourishing cultural economy. Port Hope has a dynamic community of artists, cultural groups, and creative professionals that contribute to its creative and thriving community.

To meet broad community needs and increase cultural participation, collaboration and partnerships across all sectors will need to be fully maximized. A deeper integration of the cultural sector will align cultural initiatives, and lead to exciting and creative cultural offerings. Increased collaboration among sectors will generate conditions for new opportunities and partnerships.

A Need to... Increase Awareness of Cultural Offerings

Port Hope boasts a diversity of cultural assets, among them its historic downtown. The natural and built heritage are the backdrop for events, stellar cultural offerings, artist studios, and enriching experiences. The Municipality brings awareness to these cultural assets, events and programs.

Given increased interest and diversity of needs, greater opportunity exists to celebrate Port Hope's breadth of cultural offerings. Raising awareness of cultural offerings will increase cultural participation and further strengthen community involvement.



A Need to... Communicate Municipal Led Cultural Resources

The Municipality of Port Hope strives to provide and optimize resources that will improve the quality of life for residents, and foster a more vibrant community. Currently, capacity-building tools and systems are in place for emerging and existing cultural groups.

Opportunities exist to raise awareness of the Municipality's role and its service offerings. Increased coordination of existing capacity-building training will strengthen emerging cultural groups. Discussion of cultural resources combined with tools for economic growth will sustain the cultural sector and optimize its overall impact.



A Need to... Review Space for Cultural Use

Cultural trends reflect evolving cultural participation. As such, cultural spaces are used in a variety of ways by a diverse range of practitioners. Examples of these include artists, audiences, not-for-profits, students, and touring performers. Flexible and affordable space is increasingly sought to sustain a thriving cultural community.

Port Hope offers a number of convenient and affordable cultural facilities. Some of these facilities include the Capitol Theatre, the Town Park Recreation Centre, The Jack Burger Sports Complex, the Lions Recreation Centre, Port Hope Public Library - Mary J. Benson and Garden Hill Branches, the Ruth Clarke Activity Centre and a variety of churches.

Yet, specialized cultural space needs persist. Examples of these needs include: more exhibition space; teaching and training space; studio; rehearsal and storage space.

5.

PRIORITIES AND RECOMMENDATIONS: FULFILLING PORT HOPE'S NEEDS

The Cultural Plan focuses on five priorities that respond to the cultural needs of Port Hope. Listed in *no particular order*, the priorities are:

- **Communicate Municipal Support of Cultural Assets**
- **Raise Awareness and Leverage Existing Cultural Assets**
- **Strengthen the Capacity of Emerging Cultural Sector Groups**
- **Increase Cultural Participation**
- **Be Aware of and Respond to Current and Future Cultural Space Needs**

For each priority, a brief description is provided and potential strategies that support each priority are recommended. Metrics and indicators for measuring the plan's progress are discussed in the next section of this Plan. This is followed by an implementation plan that focuses on maximizing Port Hope's resources and opportunities. Moving the Plan forward and ensuring its success will require the support of: Municipal staff, Municipal Council, Provincial and Federal Government, Advisory Committees, Businesses, Event Committees, Cultural Organizations and agencies, Arts Councils, School Boards, Libraries, the Ganaraska Region Conservation Authority, Heritage Port Hope, Volunteers, other stakeholders and residents.

Priority: Communicate Municipal Support of Cultural Assets

Purpose: Raise awareness of the role of the Municipality as a strong advocate of the cultural sector and a mainstay of cultural assets.

The Municipality is undeniably passionate about sustaining the quality of life of its residents, present and future. Its responses to publicly proposed cultural pursuits are the reason behind many organizations' initial grounding. Yet, as demand increases for assistance from the Municipality, what should its role be? The Municipality must examine its strengths and resources and compare them with the assets of those outside of the community. The Municipality must also compare them against the overall goals of the Cultural Plan. This will lead the Municipality to its optimal role for securing a culturally vibrant Port Hope.

Impact: The Municipality increases awareness of its cultural resources. These encompass facilities, training, funding and guides. This will generate conditions for creativity to flourish.

Potential Municipal Strategies:

1. **Toolkit 4 Culture:** Develop a toolkit for emerging cultural sector groups and cultural professionals newly residing in Port Hope. The toolkit will bring awareness to the services offered by the Municipality. It will also strengthen cultural initiatives by improving access to resources.
2. **Generate a listing of Public Cultural Spaces:** List and raise awareness of available cultural space throughout Port Hope that can meet the needs of artists and cultural organizations.
3. **Complete Annual Performance measure requirements** to evaluate overall service delivery and impact.
4. **Integrated Planning:** Recognize cultural planning in future Municipal planning initiatives. Include cultural components in Municipal Policy development.
5. **Cultural Policies:** Leverage Municipal communication tools to highlight existing policies that promote cultural creativity.

Priority: Raise Awareness and Leverage Existing Cultural Assets

Purpose: Celebrate the broad range of cultural assets in Port Hope. Collaborate community-wide to amplify awareness of the cultural offerings to residents and visitors.

The Municipality actively promotes its cultural assets. This has resulted in a considerable awareness of cultural assets unique to Port Hope. However, further opportunities exist for augmenting awareness of the broad range of cultural assets; and for building on existing cultural offerings. Fully realizing opportunities to promote and extend cultural experiences for residents and tourists will attract new visitors. It will also strengthen social inclusion and foster cultural creativity.

Impact: Optimized cultural assets will enrich the lives of the community by broadening cultural offerings. A raised awareness of cultural assets will increase tourism to Port Hope and accessibility to the arts, culture and heritage.

Potential Community Strategies:

1. **Link Art and Agriculture:** Link the agricultural sector with other cultural events and festivals. Provide cross-programming cultural events at the farmers market (i.e., sneak previews of upcoming events); hold events that feature local culinary creations; hold a contest for the Best Heritage Recipe - in conjunction with Port Hope Archives.
2. **Cultural Map:** Expand and update the cultural map to include cultural events, natural heritage and assets in line with Port Hope's definition of culture, as it evolves.
3. **Port Hope Audio Tours:** Enhance the visitor experience with downloadable GPS audio tours that feature sites on the Port Hope cultural map. Include arts organizations, natural heritage, historical sites and events.
4. **QR Code On Cultural Assets:** Promote the discovery of Port Hope's cultural assets by providing quick and effortless access via QR Codes on print advertisements.
5. **Cultural Calendar:** Contribute to the tourism and events calendar in an effort to include all events and cultural offerings in Port Hope.
6. **Encourage local participation with existing Online Cultural Resources Clearinghouse.** Create an integrated and centralized web page that spotlights cultural resources and existing amenities. Provide quick links that highlight key resources.
7. **Year in Culture:** Produce an annual publication that highlights the major (as well as under-the-radar) accomplishments of the Municipality's cultural efforts.

Priority: Strengthen the Capacity of Emerging Cultural Sector Groups

Purpose: Equip cultural organizations and artists with capacity building tools; and extend collaborative opportunities between the for-profit and not-for-profit sector.

Port Hope benefits from established cultural assets that have shaped residents' identity of their community, attracted visitors to the Municipality, and have been successful in sustaining their organizations as well as their mission and audience base. There are organizations with established reputations and longevity; and then there are those emerging groups striving to sustain support. Strengthening the capacity of these emerging cultural groups will enhance the creative economy. It will also cause a ripple effect by yielding further growth for other sectors.

Capacity tools for attaining effectiveness includes training and workshops on: operating a not-for-profit; grant writing; fundraising; and volunteer cultivation. Capacity building also includes securing space as well as the identification and facilitation of partners in the community.

Augmenting and cultivating collaborative opportunities between the for-profit and not-for-profit sectors is key to a sustainable cultural sector. Not only will it bolster the capacity of emerging cultural groups but also have a positive effect on the economic vitality of Port Hope.

Impact: Strengthening emerging cultural groups will infuse the creative economy by bringing new cultural enterprises to Port Hope and by boosting the capacity of existing cultural entities. This will in turn, improve the economic vitality of the Municipality by increasing the number of workers and businesses in the cultural sector.

Potential Community Strategies:

1. **Voices for Culture:** Form a diverse community led cultural group that safeguards and promotes the viability of the cultural sector. Increase collaboration between the for-profit and not-for-profit sector, to attain a higher level of goodwill and support among cultural groups, the Municipality and the general public.
2. **Accessible Training:** Raise awareness of existing capacity building training programs and services to cultural groups. Promote training and coaching opportunities such as the Northumberland United Way's Leadership Development Services and the Northumberland Business Advisory Centre's new Business Success Program (i.e. Grant writing, volunteers, Boards, attaining permits).
3. **Increase Networking Opportunities:** Foster new partnerships, and create new opportunities. Encourage the local and regional cultural organizations and artists to become acquainted and interact with each other. Feature exhibitions, round-table culture talks, and speaking panels.
4. **Volunteer Database:** Galvanize cultural organizations to leverage existing volunteer databases such as FourInfo.⁴ Advocate the use of community information sites for posting manpower and specialized volunteer needs, and include in toolkit. FourInfo is a community database dedicated to providing the most up-to-date information on volunteer opportunities and services in Northumberland County.
5. **Community-wide Cross-Marketing:** Extend the consumer base of emerging cultural groups by leveraging marketing opportunities within the community. Increase the promotion of cultural events and assets using communication tools such as print material and social media.
6. **Cultural Exchange:** Coordinate a meaningful and multi-layered cultural exchange. Invite local artists and academics to pursue creative collaborations and opportunities. The exchange will result in more exciting cultural programming and creative proliferation.

⁴ <http://www.fourinfo.com/>

Priority: Increase Cultural Participation

Purpose: Foster community creativity with innovative cultural programming. Educate and inspire the next generation of cultural participants. Increase social inclusion, and enrich the quality of life for current and future residents.

Given demographic changes in the Municipality and its goals of attracting and retaining families and businesses; making culture a part of more residents' lives can have enormous benefits.

Cultural participation includes attendance at events, but other realms of participation as well, including volunteering, creating, supporting, and advocating for culture. Increasing participation refers to deepening existing levels of participation but also targeting residents and businesses less inclined to participate.

Impact: Instill and nurture civic pride and increase the number of cultural patrons. Strengthen community-led cultural organizations and improve cultural participation for youth and adults.

Potential Community Strategies:

1. Children's Cultural Fest: Leverage collaborations to enhance cultural offerings for children and families in Port Hope. Hold an annual cultural fair with vendors, activities, and performances. Excite and engage the next generation of cultural consumers with a multitude of activities that include: arts and crafts using their own artistic expression (e.g., children's art exhibition, hand painting, colouring and drawing). Invite local for-profit and not-for-profit cultural organizations to perform (e.g., performing arts, plastic arts, literary arts). Partner with participating cultural organizations, Northumberland United Way, Arts Council of Northumberland, Department of Parks, Recreation and Culture, Schools, Port Hope Public Library, and vendors.
2. Port Hope Cultural Camp: Partner with local cultural organizations, artists, schools, and the youth advisory committee to facilitate a summer youth cultural camp. The additional camp will aim to fill programming gaps and to provide affordable multi-arts programming to youth, which will be taught and led by local cultural experts.
3. Student Cultural Community Service: Encourage cultural organizations in need of volunteers, and students wanting to maximize their cultural engagement to participate. Distribute a list of registered cultural organizations with volunteering opportunities at schools for students who want to do their community service at a cultural organization.
4. Youth 4 Culture: Encourage youth cultural involvement by involving youth in cultural activities, planning and development.
5. Culture Connect: Leverage existing resources to develop cultural programs for young adults. Promote cultural programs offered by existing and future cultural groups that target this niche group.
6. Highlight our Natural Heritage: Expand the cultural offerings of Port Hope's abundant natural environment.

Priority: Be Aware of and Respond to Current and Future Cultural Space Needs

Purpose: Promote and maximize the use of existing spaces as quality spaces for generating and cultivating culture. Understand current and future cultural facility gaps and respond to needs not being met.

Discussions with a broad range of residents and cultural groups identified that there is no need for a stand-alone cultural centre. However, there is a need for cultural space to service a variety of goals that are currently not being met. These include: exhibition space; a cultural gathering space; rehearsal space; and teaching space for arts programming.



There are many existing spaces available; however, they will need to be assessed. The assessment will provide clarification as to what types of current and future cultural space needs exist that can't be satisfied by current facilities.

To maximize the use of current facility resources, available space throughout the community needs to be promoted. Additionally, its marketing should target cultural organizations. This will better inform community members and cultural groups of available space.

When looking closely at the facility needs of older adults in Port Hope; preliminary research suggests that the demand among seniors surpasses the space and capacity of the Ruth Clarke Activity Centre. As Port Hope's residents continue to age and as a broader age bracket desires to participate in recreational and cultural programs, the activity centre space will become inadequate.

Impact: Provide a myriad of quality places for invigorating creativity and fostering social connection. Increase the number of affordable facilities and spaces dedicated to the consumption and generation of culture.

Potential Community Strategies:

1. **Facility Use for Culture:** Market existing facilities to cultural practitioners by promoting affordable spaces for culture. This effort will cultivate and permeate cultural activity in Municipal and community facilities.
2. **Feasibility Study:** Further study the feasibility of a seniors centre with cultural opportunities and community space. This will be researched following the completion of the Cultural Plan. The study will focus on: existing buildings; current capacity; a multi-purpose space; opportunities for older adult programming; and will give consideration to existing and future users.
3. **Space Usage Audit:** Conduct a review of existing spaces and their uses. Attain an understanding of facility usage according to the activities and age groups being served.
4. **Cultural Facility Inventory:** Include in the toolkit an inventory of all spaces, traditional and non-traditional with potential for cultural uses. This includes space for rehearsals, small or large performances, storage, exhibitions, etc. Expand into a resource database to facilitate and maximize the use of quality cultural spaces. Identify the square footage and rental pricing for each facility.

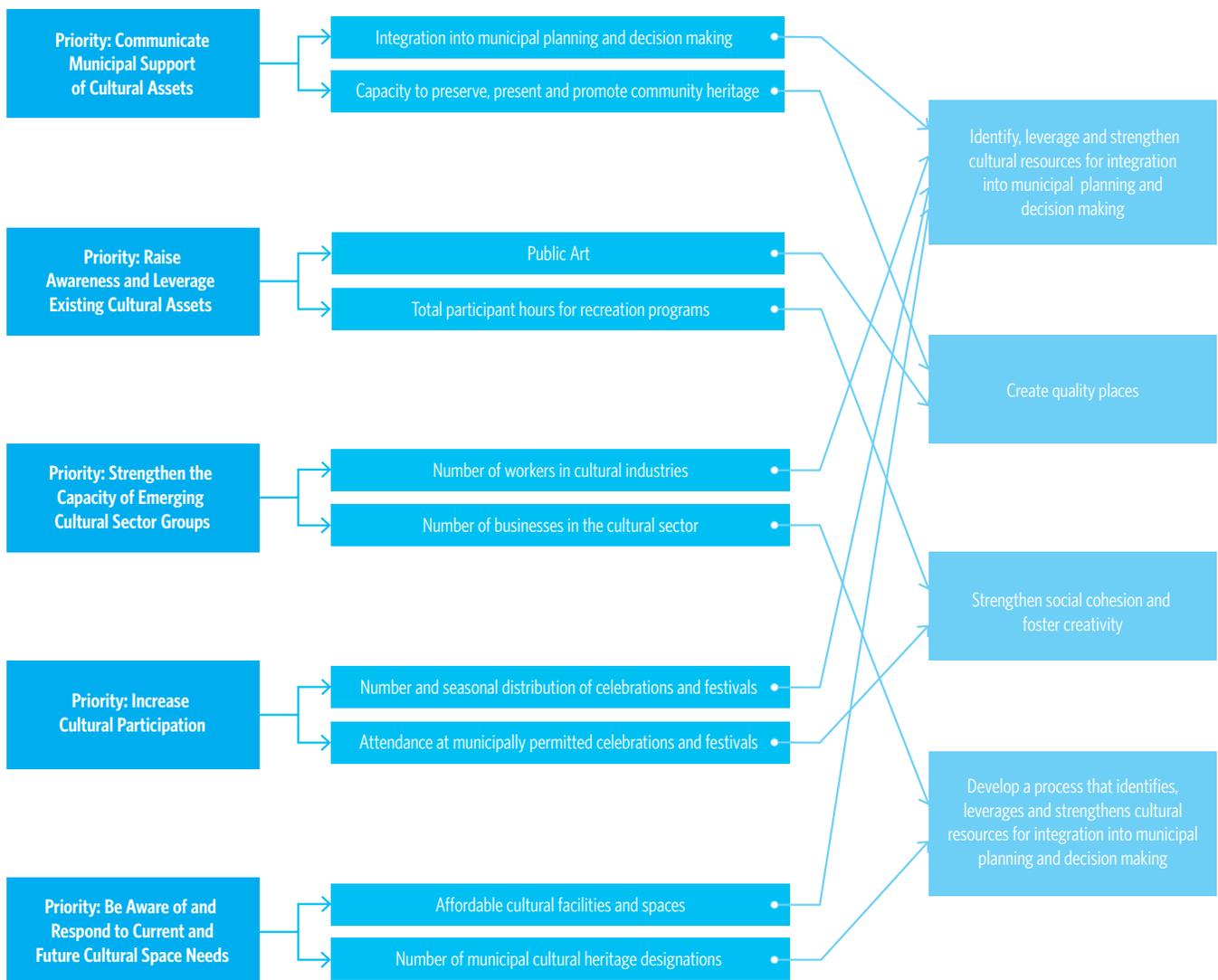
6. MEASURING SUCCESS

PRIORITIES

INDICATORS

(as selected from the list in the Municipal Performance Indicators)

OBJECTIVES



The Cultural Plan identifies a series of strategic priorities. These priorities will be measured over time using the framework identified in the *Municipal Cultural Planning Indicators & Performance Measures Guidebook*⁵, produced by the Canadian Urban Institute and the Province of Ontario in 2011. This framework will allow the Municipality to measure the success of the Cultural Plan's implementation over time, as well as identify changes within Port Hope as compared to other municipalities.

The *Guidebook* identifies 72 potential indicators to evaluate the impact of municipal cultural plans and recommends the selection of between 10 and 15 of these indicators.

Each indicator listed below is selected based on the priorities and potential strategies identified in this plan. Each references the description of the metric, data source, and objective, as identified in the *Guidebook*. The description of each metric and data source is adjusted slightly to reflect the conditions in Port Hope.

Priority: Communicate Municipal Support of Cultural Assets

Purpose: Raise awareness of the role of the Municipality as a strong advocate of the cultural sector and a mainstay of cultural assets.

Indicators:

Integration into municipal planning and decision making

Metric: Are arts and culture recognized in Municipal plans?

Data Source: Municipal plans and policies, including the Official Plan, Economic Development Strategy, and the Leisure Services Master Plan.

Objective: Identify, leverage and strengthen cultural resources for integration into municipal planning and decision making.

Capacity to preserve, present and promote community heritage

Metric: The presence or absence of the necessary policies, plans, funding, facilities and programs.

Data Source: Municipal plans and policies, including the Official Plan, and zoning By-Laws.

Objective: Create quality places.

Priority: Raise Awareness and Leverage Existing Cultural Assets

Purpose: Celebrate the broad range of cultural assets in Port Hope. Collaborate community-wide to raise awareness of the cultural offerings to residents and visitors.

Indicators:

Public Art

Metric: the total number of public art commissions by the Municipality; the total value of those public art commissions; the total dollars spent on artist professional fees as a percentage of the total value of the commission; and/or the total dollars spent within other areas of the local economy as a percentage of the total (e.g., subcontractors, materials and supplies)

Data Source: Local data

Objectives: Create quality places.

Total participant hours for recreation programs

Metric: total number of participant hours for recreation programs (including registered, drop in and permitted programs) per 1,000 persons.

Data Source: Mandatory reporting requirements as part of Municipal Performance Measurement Program (MPMP)/Annually

⁵ Published in 2011, available at: <http://www.canurb.com/sites/default/files/FINAL%20MCP%20Indicators%20Guidebook.pdf>



Notes: Participant hours are reported for registered, drop in and permitted programs. Special events are not included in this measure.

Objective: Strengthen social cohesion and foster creativity.

Priority: Strengthen the Capacity of Emerging Cultural Sector Groups

Purpose: Equip cultural organizations and artists with capacity building tools; and extend collaborative opportunities between the for-profit and not-for-profit sectors.

Indicators:

Number of workers in cultural industries

Metric: total number of workers in cultural industries. Add total number of workers in each of the cultural industries at a four-digit North American Industry Classification System (NAICS) code level. See the Canadian Framework for Culture Statistics for a complete list of cultural occupations.

Data Source: Statistics Canada, 2006 Census of Population, Statistics Canada catalogue no. 97-559-XCB2006009 (Canada, Code01), available every 5 years.

Objective: Identify, leverage and strengthen cultural resources for integration into municipal planning and decision making.



Number of businesses in the cultural sector

Metric: Total number of businesses in each of the cultural industries included in the culture sector, according to NAICS codes.

Data source: Statistics Canada, Canadian Business Patterns (CBP) Database, released semi-annually. See the Canadian Framework for Culture Statistics for a complete list of cultural businesses available annually.

Objective: Develop a process that identifies, leverage and strengthen cultural resources for integration into municipal planning and decision making.

Priority: Increase Cultural Participation

Purpose: Foster Community creativity with innovative cultural programming. Educate and inspire the next generation of cultural participants. Increase social inclusion, and enrich the quality of life for current and future residents.

Indicators:

Number and seasonal distribution of celebrations and festivals

Metric: The number of celebrations and festivals that are funded by the Municipality

Data Source: Municipality of Port Hope



Objective: Identify, leverage and strengthen cultural resources for integration into municipal planning and decision making.

Attendance at municipally permitted celebrations and festivals

Metric: The estimated attendance numbers at municipally permitted celebrations and festivals.

Data Source: Data collected from the Department of Parks, Recreation and Culture or equivalent.

Objectives: Strengthen social cohesion and foster creativity.

Priority: Be Aware of and Respond to Current and Future Cultural Space Needs

Purpose: Promote and maximize the use of existing spaces as quality spaces for generating and cultivating culture. Understand current and future cultural facility gaps and respond to needs not being met.

Indicators:

Affordable cultural facilities and spaces

Metric: The total square footage of appropriately zoned space, and cost per square foot.

Data Source: Local Cultural Resource Database data, local private sector data, and local not-for-profit sector data, or equivalent local data source.

Objective: Identify, leverage and strengthen cultural resources for integration into municipal planning and decision making.

Number of municipal cultural heritage designations

Metric: The total number of municipally designed properties of cultural heritage value of interest under Part IV of the Ontario Heritage Act and total number of municipally designated neighbourhoods, districts or areas of special cultural heritage under Part V of the Ontario Heritage Act.

Data Source: Local Heritage or Culture Department, soon Ontario Heritage Properties Database (see notes)/Dependent on local data. Data may also be available through municipal website.

Notes: See Ontario Ministry of Culture for Ontario Heritage Properties Database, also available here: <http://www.hpd.mcl.gov.on.ca/scripts/hpdsearch/english/default.asp>

Objective: Develop a process that identifies, leverages, and strengthens cultural resources for integration into municipal planning and decision making.

7. TIMELINE

	Start-Up Schedule*				Annual Resources**		
	1yr - 5yrs	5yrs - 10yrs	10yrs - 15yrs	15yrs - 20yrs	< \$25K	\$25K - \$50K	\$50K - \$100K
Priority: Communicate Municipal Support of Cultural Assets							
Toolkit 4 Culture					✓		
List of Public Cultural Spaces					✓		
Annual Performance Measure Requirements					✓		
Integrated Planning					✓		
Cultural Policies					✓		
Priority: Raise Awareness and Leverage Existing Cultural Assets							
Link Art and Agriculture							✓
Cultural Map					✓		
Port Hope Audio Tours						✓	
QR Code On Cultural Assets						✓	
Cultural Calendar					✓		
Online Cultural Resources Clearinghouse						✓	
Year in Culture					✓		
Priority: Strengthen the Capacity of Emerging Cultural Sector Groups							
Voices for Culture					✓		
Accessible Training					✓		
Increase Networking Opportunities					✓		
Volunteer Database					✓		
Community-wide Cross-Marketing						✓	
Cultural Exchange					✓		
Priority: Increase Cultural Participation							
Children’s Cultural Fest							✓
Port Hope Cultural Camp						✓	
Student Cultural Community Service					✓		
Youth 4 Culture					✓		
Culture Connect					✓		
Highlight our Natural Heritage						✓	
Priority: Be Aware of and Respond to Current and Future Cultural Space Needs							
Facility Use for Culture					✓		
Feasibility Study						✓	
Space Usage Audit					✓		
Cultural Facility Inventory					✓		

* The implementation of potential strategies is subject to resources and funding available.

** Annual Resources are approximate estimates. Estimates are preliminary and may vary upon implementation over time.

APPENDIX A: ACKNOWLEDGEMENTS

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APPENDIX B: DIRECTIONS DOCUMENTS

Municipality of Port Hope

Cultural Plan: Directions Document

April 18, 2012

Lord Cultural Resources is a global professional practice dedicated to creating cultural capital worldwide. We assist people, communities and organizations to realize and enhance cultural meaning and expression.

We distinguish ourselves through a comprehensive and integrated full-service offering built on a foundation of key competencies: visioning, planning and implementation.

We value and believe in cultural expression as essential for all people. We conduct ourselves with respect for collaboration, local adaptation and cultural diversity, embodying the highest standards of integrity, ethics and professional practice.

We help clients clarify their goals; we provide them with the tools to achieve those goals; and we leave a legacy as a result of training and collaboration.

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1. Introduction

The following Directions Document is a milestone document in the planning process for Port Hope. The results of the Committee's discussion and feedback will be pivotal in shaping the initiatives of the Plan.

This report represents a distillation of our research on current trends in culture; analysis of planning documents in Port Hope; summary of public engagement findings; analysis of economic and demographic data; and finally, a presentation of top-line priorities for which we are seeking approval.

The planning process has been extensive, with parallel tracks of public engagement and research. Thus far, the following tasks have been completed:

- Foundational Analysis of key documents in Port Hope
- A Kick-Off Meeting and Inventory Charrette of Cultural Assets
- An Environmental Scan and Gap Analysis of the Cultural Sector
- An Update Cultural Inventory
- Public Input Sessions
- Cultural Sector Focus Groups
- Targeted Focus Groups
- Stakeholder Interviews; and
- An Online Survey distributed municipality-wide

At this stage, these parallel tracks of research and engagement translate into a set of top-line priorities that consolidate major findings identified through our analysis since the launch of this process. Top-line priorities are overriding needs, issues, and opportunities that must be addressed to secure a vibrant cultural life in Port Hope.

The purpose of outlining these top-line priorities is two-fold:

- (1) identify elements of Port Hope's cultural potential, and
- (2) highlight the major cultural needs facing Port Hope as it moves forward.

The following priorities serve as the spine for the final plan, a document which seeks to address major needs with specific initiatives.

Following the submission and, ultimately, approval of these priorities, the planning process shifts gears to one of initiative-setting. We will gather in an Implementation Charrette where initiatives, paired with implementation tools such as funding and partnerships will address the priorities set in this document. After the conclusion of the Charrette, the cultural plan will then be drafted. It will outline the identified initiatives as well as the resources to implement them. The plan is intended to serve as a roadmap for Port Hope to realize its cultural potential.

The following priorities result from our analysis, presented here and in Section 5. Note that priorities are *not* presented in any particular order:

- Priority: Communicate Municipal Support of Cultural Assets
- Priority: Raise Awareness and Leverage Existing Cultural Assets
- Priority: Strengthen the Capacity of Emerging Cultural Sector Groups
- Priority: Increase Cultural Participation
- Priority: Be Aware of and respond to current and future cultural space needs

2. Environmental Scan

The environmental scan examined public data, public documents, and additional material provided by the Project Steering Committee. Specific sources included:

- Official Census data from 2006; preliminary Census results from 2011¹
- Municipal Plans, including the Official Plan and objective-specific plans, such as the Economic Development Strategic Plan and the Leisure Services Master Plan
- The Cultural Planning Report, including the existing Cultural Inventory
- Regional Plans, including the County of Northumberland's Growth Management Strategy (2009)

This review of data and documents provided a baseline of information on the state of culture in Port Hope. This was presented to the Project Steering Committee and was provided greater context during the stakeholder engagement process.

A summary of **key points** from this process includes:

- Port Hope is experiencing a **slight overall decline in population; however, certain cohorts, such as those aged 40-64, have been growing rapidly within the population.**
- Existing policy documents **encourage a combined cultural and senior's centre.**
- Some of Port Hope's **strongest cultural and creative industries include agriculture, tourism, food services, and broadcasting.**²
- Opportunities exist to **integrate older and younger segments of the population.**
- Port Hope has a considerable proportion of **Koreans and Aboriginal identity populations** who contribute to Port Hope's living heritage.³

¹ Only population counts of the 2011 Census were available at the time of submission. Given project timeline requirements, 2006 Census data were used for the detailed demographic analysis.

² Using NAICS definition of terms. Broadcasting includes NAICS 511 Broadcasting and Telecommunications, which includes both radio and television broadcasting.

³ As documented in the 2006 Census.

2.1 Findings from Existing Plans

This section reviews the key findings from existing plan in Port Hope.

We reviewed publicly available reports and policy documents, as well as additional material provided by the Project Steering Committee. Specific documents included:

- Cultural Planning Recommendation Report
- December 2010 Community Profile
- 2010 Economic Development Strategic Plan
- 2010 Leisure Services Master Plan
- Municipality of Port Hope Consolidated Waterfront Master Plan
- Municipality of Port Hope Official Plan (updated 2009)

Other considerations and impacts to the cultural planning process:

- Municipal Communications Policy
- Municipal Consultation Policy
- AODA requirements

Key Points

- The Municipality is **dedicated to developing its cultural resources**.
- **Agriculture and tourism** are recognized as some of the strong industries in Port Hope.
- According to the 2011 Economic Development Strategic Plan Update, Port Hope is projected to have one of the **highest proportions of seniors in Ontario**⁴.
- Indications are showing older adults will continue to be more physically active and may look for more activities to stimulate their interests⁵.

⁴ "Municipality of Port Hope Economic Development Strategic Plan Update," prepared by Amer & Associates, Final Report Draft, dated February 8, 2011

⁵ "Municipality of Port Hope Leisure Services Master Plan," Adopted by Municipal Council on July 28, 2010 (Resolution No. 97/2010), prepared by Monteith Brown Planning Consultants, dated July 2010 page 48

The Leisure Services Master Plan identified a framework for moving forward with a dedicated facility to meet future needs (bold added):

*“The needs for seniors’ programming and cultural programming are conducive to similar spaces...**The combination of dedicated seniors’ space with other uses is a recommended approach** due to economies of scale and complementary usage patterns...Should the seniors’ centre be relocated, consideration should be given to the repurposing of the Ruth Clarke Activity Centre for alternate public uses, including possibilities related to the arts community.”*

*“The needs of **both seniors and the cultural community should be considered in tandem** to maximize the potential use of space and resources.”*

2.2 Findings from Economic and Demographic Data

This section reviews the analysis of demographic trends and industry focuses in Port Hope. The particular areas of focus for this analysis include:

- Base industries related to culture, as a proportion of the labour market
- Ethnic and racial heritage of existing residents

The most recent Census for which detailed information is available for Port Hope is the 2006 Census. Many of the reports reviewed in this document reference the 2006 Census, so this provides an apples-to-apples comparison of the data referenced in official Municipal plans and policies. During the completion of this stage in the process, the 2011 Census was issued; it did not contain the detailed data required for this analysis, hence the 2006 Census continued to be utilized. Despite the detailed format of the 2006 Census, the use of this data has some limitations. A main limitation is that the data is nearly 6 years old, and conditions may have changed since the Census data were released.

This analysis identifies the limitations of this data and avoids counting absolute numbers for Port Hope. Using the location quotient technique, this analysis compares Port Hope’s population to Ontario as a whole, using 2006 Census data. The assumption is that the changes in Port Hope’s population from 2006 to present are proportional to the overall changes in Ontario during this period.

Another limitation is that the goal of this analysis is to quantify culture—a topic that is inherently difficult to quantify. This analysis measures how people respond to occupation, volunteer-ship, and ethnicity. Given these limitations, however, the analysis still provides a comparison of certain areas of Port Hope’s cultural assets measure in comparison to the rest of Ontario.

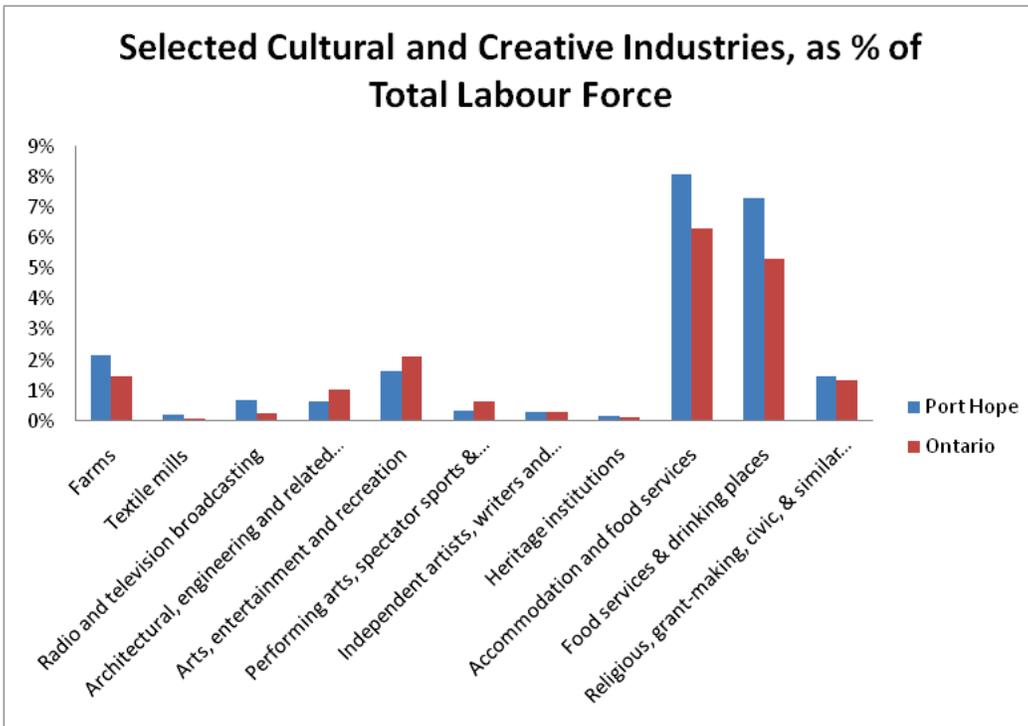
Base Cultural Industries

Our analysis of the labor market identified specific sub-sector industries of Port Hope that relate to culture and creativity. Although this technique is not comprehensive, this does provide a baseline of comparison of how certain industries compare in Port Hope to Ontario as a whole.

This analysis examines the occupation codes of residents who are employed inside and outside of Port Hope. This can be considered an indicator of the talents and expertise of residents that distinguish Port Hope.

The result of this analysis showed that more of Port Hope’s residents work in **agriculture, culinary arts, clothing manufacturing, and radio and television broadcasting** than the Ontario average.

Selected Cultural and Creative Industries NAICS Codes	Total # of Employees		As % of Total Labour	
	Port Hope	Ontario	Port Hope	Ontario
Total labour force	8535	6587580	100.00%	100.00%
1110 Farms (1111 to 1129)	185	97565	2.17%	1.48%
313 Textile mills	20	5960	0.23%	0.09%
5131 Radio and television broadcasting	60	17825	0.70%	0.27%
5413 Architectural, engineering and related services	55	69090	0.64%	1.05%
71 Arts, entertainment and recreation	140	140830	1.64%	2.14%
711 Performing arts, spectator sports and related industries	30	41680	0.35%	0.63%
7115 Independent artists, writers and performers	25	20390	0.29%	0.31%
712 Heritage institutions	15	9580	0.18%	0.15%
72 Accommodation and food services	690	414975	8.08%	6.30%
722 Food services and drinking places	625	350830	7.32%	5.33%
813 Religious, grant-making, civic, & similar orgs	125	87745	1.46%	1.33%



Source: 2006 Census

This analysis brings up the following question:

- How can Port Hope best coordinate with existing local talent and base industries?

Ethnic and Racial Heritage

An additional analysis compared the racial and ethnic makeup of Port Hope’s residents with Ontario as a whole. The total visible minority population of Port Hope is less than Ontario averages, with the exception of Aboriginal Identity Population and residents of Korean descent.

Echoing the language from the Economic Development Strategic Plan Update, “Koreans are the largest visible minority group comprising 26% of 405 immigrants. Business Immigration initiative activities would be well directed towards this group. An audit of community amenities and support groups would be helpful in this regard.⁶”

The following Census table reflects this:

Visible Minorities and Aboriginal Identity 2006 Community Profile	Total # of Residents		As % of Total Residents	
	Port Hope	Ontario	Port Hope	Ontario
Total Population	16,390	12,160,285	100.00%	100.00%
Total visible minority population	405	2,745,200	2.47%	22.58%
Chinese	35	576975	0.21%	4.74%
South Asian	30	794170	0.18%	6.53%
Black	90	473765	0.55%	3.90%
Filipino	10	203215	0.06%	1.67%
Latin American	25	147140	0.15%	1.21%
Southeast Asian	0	110045	0.00%	0.90%
Arab	0	111405	0.00%	0.92%
West Asian	20	96620	0.12%	0.79%
Korean	105	69540	0.64%	0.57%
Japanese	15	28080	0.09%	0.23%
Visible minority; n.i.e.	20	56845	0.12%	0.47%
Multiple visible minority	45	77400	0.27%	0.64%
Aboriginal identity population	320	242490	1.95%	1.99%

Source: 2006 Census

⁶ “Municipality of Port Hope Economic Development Strategic Plan Update,” prepared by Amer & Associates, Final Report Draft, dated February 8, 2011

Further Considerations of the Population

Note that, as the time of writing this report, part of the 2011 Canadian Census had been released. One aspect is that Port Hope's **population declined from 2006 to 2011**, by 1.1% to an overall population of 16,214 in 2011. The decrease in population was common among many communities across Ontario. Not attributed in the Census is an additional 590 total school enrolment for Trinity College School for 2011-12.

The slight decline in population is consistent with many similarly-sized municipalities throughout Ontario.

One important consideration to note is that many of the Plans reviewed in this process had assumed a population growth over this period, as well as into the foreseeable future. The latest Census data contradict these projections, and the associated policy recommendations or implications may require reconsideration.

3. Cultural Inventory Mapping

Mapping of Port Hope’s cultural assets and facilities is one method to identify clusters of cultural activity. This assists with identifying the physical location and existing strengths of Port Hope’s culture.

The planning process completed an update of the map for Port Hope. The process included:

- **Mapping the existing inventory**
- Seeking **public feedback** for cultural assets
- **Public Participatory Mapping** of cultural assets

The results of this process found the following:

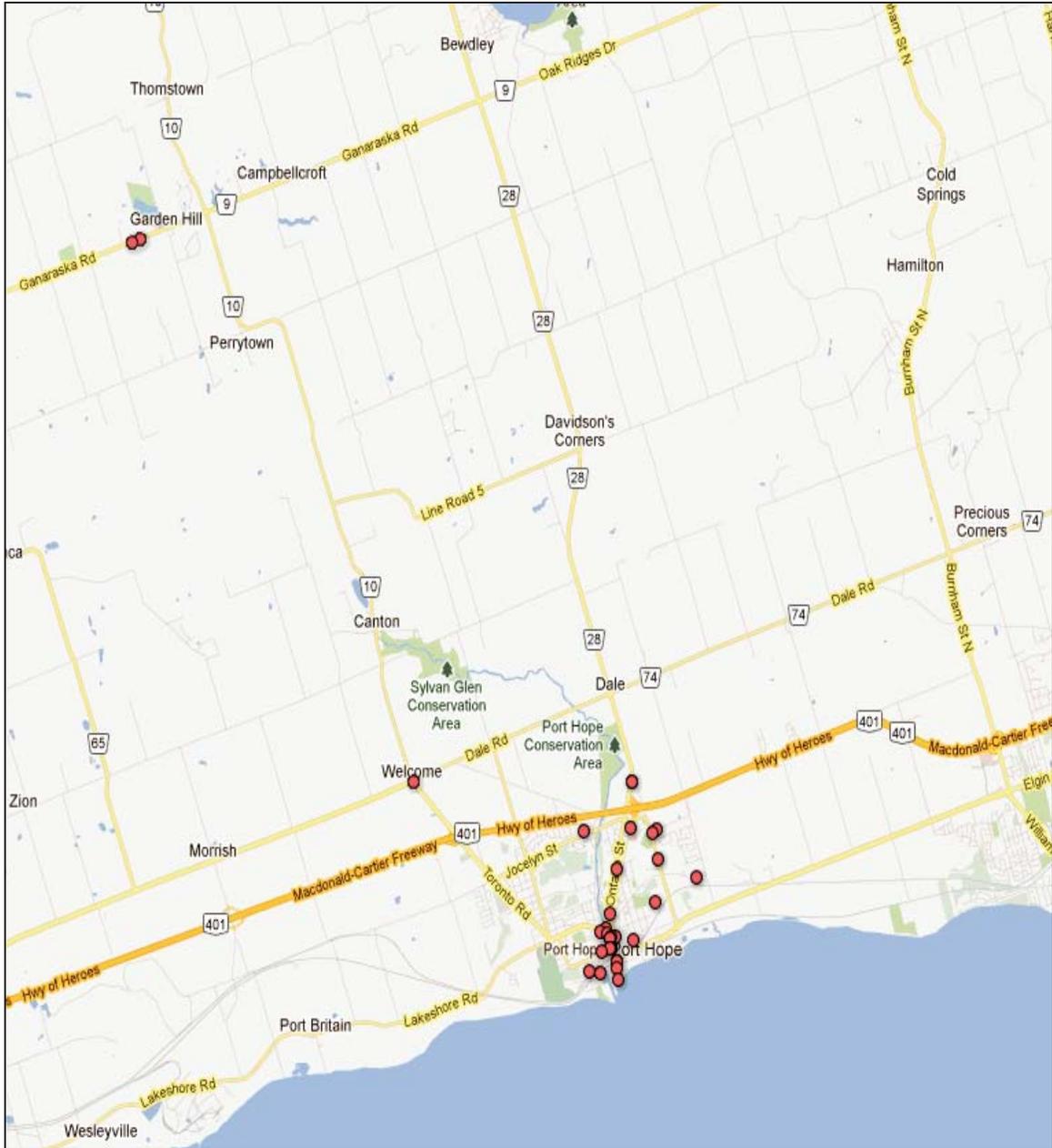
- Most of the cultural assets are **clustered in downtown Port Hope**
- Cultural assets in Ward 2 tend to be **based on natural heritage and agriculture**
- **Information accessibility could be improved** across all cultural areas, which could be used to improve event publicity and the availability of facilities. This goes for the performing arts, seniors programming, and visual arts/heritage/other cultural activities and assets.
- **Residents are proud of their restaurants, natural surroundings, and heritage.**

Some **needs are not being met by present cultural facilities** as will be discussed further in the *Findings from the Public Engagement* and the *Top Line Priorities* section of this report.

3.1 Mapping the Existing Inventory

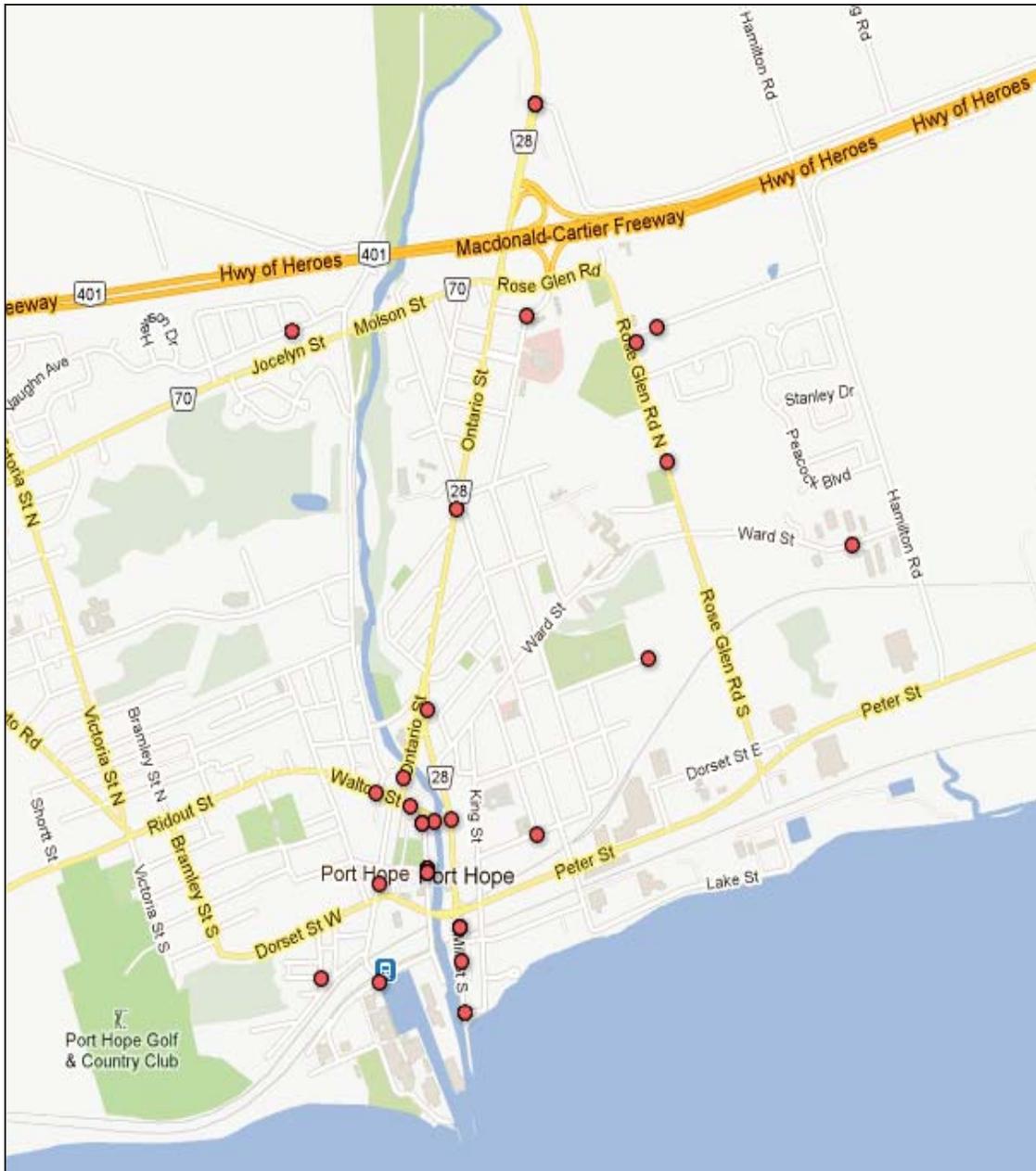
Port Hope’s existing cultural inventory was reviewed and mapped. Items on the inventory that were not physically located within the Municipality of Port Hope were removed. The cultural assets were collected based on criteria determined prior to the launch of this project. The following images are the result of this initial mapping process:

The Municipality of Port Hope (Wards 1 + 2), Existing Inventory



The Municipality of Port Hope (Downtown), Existing Inventory

- A large cluster of cultural facilities was located in downtown Port Hope.



The following table outlines the *existing cultural assets* for these maps, this is not an all inclusive listing and will be expanded moving forward:

Site Name	Physical Address
Dorothy's House Museum	3632 Ganaraska Road, Garden Hill, ON L1A 3V9
Canadian Fire Fighters' Museum	95 Mill Street South, Port Hope, ON L1A 3W3
Port Hope Archives	17 Mill Street North , Port Hope, ON L1A 2T1
Port Hope Public Library Audrey Brown Local History Collection/ The Cameco Local History Room	31 Queen Street, Port Hope, ON L1A 2Y8
The Port Hope and District Historical Society	2216 County Rd. 28, Port Hope, ON
Architectural Conservancy of Ontario	Box 563, Port Hope, ON L1A 3Z4
Art Gallery of Northumberland-Port Hope	60 Walton Street , Port Hope, L1A 1N4
The Journey Through the Arts Gallery	27 Walton Street, Second Floor, Port Hope, ON L1A 1M8
Ganaraska Art	105 Walton Street , Port Hope, L1A 1N4
Friends of Music	20 Queen Street, Port Hope, ON L1A 3Z4
La Jeunesse Youth Orchestra	401 Croft Street, East Port Hope, ON
La Jeunesse Girls' Choir	15 Chapel Street, Cobourg
Northumberland Orchestra Society	15 Chapel Street, Cobourg
Northumberland Sweet Adelines	983 Burnham, Cobourg, ON K9A 4J7
Marie Alexander Music Ministry	73 Rose Glenn Road, Port Hope, ON
Don't Fret Guitar Instruction	68 Wellington Street, Port Hope, ON L1A 4H7
Port Hope and District Legion Pipe Band (Branch 30)	81 Mill Street South, Port Hope
Capitol Arts Centre	20 Queen Street, Port Hope, ON L1A 3Z4
Memorial Park Band Shell	Queen Street and Augusta Street, Port Hope
Northumberland Players	213 Secord Street, Cobourg, ON K9A 3N7
Lakeshore Quilters Guild	81 Mill Street South, Port Hope
Northumberland Rug Hookers	66 Dorset St E, Port Hope, ON L1A 1E3
Northumberland Hills Stitchery Guild	89 Mill Street North, Port Hope, ON L1A 2T3
Northumberland Hooks and Needles Guild/ Great Pine Ridge Spinners and Weavers	21 Centennial Drive , Port Hope, ON L1A 3S9
Pine Ridge Hiking Club	various, Northumberland County
Port Hope and District Horticultural Society	81 Mill Street South, Port Hope
Ganaraska Region Conservation Authority	2216 County Road 28, Port Hope
Port Hope and District Agricultural Society	62 McCaul Street, Port Hope
Willow Beach Field Naturalists	31 Queen Street, Port Hope, ON
Ganaraska Freewheelers	130 Queen Street , COBOURG, Ont. K9A 1N2

Northumberland Forest Skiers	County Road #45 and Beagle Club Road, Northumberland County, Ontario
Port Hope Yacht Club	20 Hayward, Port Hope, ON L1A 3A1
Ganaraska Trail Association	56 Queen Street, Port Hope, ON
Port Hope Marina	Madison Street and Mill Street S, Port Hope, ON
Dry Stone Wall Feature	20 Catherine Street , Port Hope, ON
Port Hope Ecology Garden	Hope Street North and Ontario Street, Port Hope, ON
Jennifer’s Jazz it up Studio of Dance	330 ward street, Port Hope, ON
Ganaraska Freestyle Karate	402 Croft St E, Port Hope, ON L1A 4H1
Port Hope Mixed Martial Arts	26 Ontario St., Port Hope, ON
Indigo Spirit Yoga	County Road 2 and County Road 74, Welcome, ON
Port Hope Public Library	31 Queen Street, Port Hope, ON L1A 2Y8
Port Hope Public Library - Garden Hill Branch	3609 Ganaraska Road, Garden Hill, ON
Friends Conserving and Revitalizing Wesleyville	Lakeshore Rd. Wesleyville

Through the process, we identified **future initiatives** for the cultural inventory:

- Merge data with relevant entries in Port Hope identified in the Northumberland County tourism inventory
- Complement entries with input from the community engagement sessions and additional stakeholder input
- Clean the inventory for entries that do not meet the criteria for the official cultural inventory.

An **immediate initiative** identified for the cultural inventory is to:

- Expand the cultural assets listing to include cultural ***Festivals and Events***. This strategic initiative was supported by the community input from the public engagement process described in section 4 of this document and by the project Steering Committee. The updated table is shown in the following section 3.2.

Key considerations moving forward include:

- How should specific categories be developed for cultural assets?
- Expanding the cultural assets listings to engage private businesses as the listing is a living document

3.2 Including Festivals and Events in the Existing Inventory

The following is an updated table of cultural assets that includes cultural Festivals and Events.

Site, Festival or Event Name	Address, Website, or Telephone
Dorothy's House Museum	3632 Ganaraska Road, Garden Hill, ON L1A 3V9
Canadian Fire Fighters' Museum	95 Mill Street South, Port Hope, ON L1A 3W3
Port Hope Archives	17 Mill Street North , Port Hope, ON L1A 2T1
Port Hope Public Library Audrey Brown Local History Collection/ The Cameco Local History Room	31 Queen Street, Port Hope, ON L1A 2Y8
The Port Hope and District Historical Society	2216 County Rd. 28, Port Hope, ON
Architectural Conservancy of Ontario	Box 563, Port Hope, ON L1A 3Z4
Art Gallery of Northumberland-Port Hope	60 Walton Street , Port Hope, L1A 1N4
The Journey Through the Arts Gallery	27 Walton Street, Second Floor, Port Hope, ON L1A 1M8
Ganaraska Art	105 Walton Street , Port Hope, L1A 1N4
Friends of Music	20 Queen Street, Port Hope, ON L1A 3Z4
La Jeunesse Youth Orchestra	401 Croft Street, East Port Hope, ON
La Jeunesse Girls' Choir	15 Chapel Street, Cobourg
Northumberland Orchestra Society	15 Chapel Street, Cobourg
Northumberland Sweet Adelines	983 Burnham, Cobourg, ON K9A 4J7
Marie Alexander Music Ministry	73 Rose Glenn Road, Port Hope, ON
Don't Fret Guitar Instruction	68 Wellington Street, Port Hope, ON L1A 4H7
Port Hope and District Legion Pipe Band (Branch 30)	81 Mill Street South, Port Hope
Capitol Arts Centre	20 Queen Street, Port Hope, ON L1A 3Z4
Memorial Park Band Shell	Queen Street and Augusta Street, Port Hope
Northumberland Players	213 Secord Street, Cobourg, ON K9A 3N7
Lakeshore Quilters Guild	81 Mill Street South, Port Hope
Northumberland Rug Hookers	66 Dorset St E, Port Hope, ON L1A 1E3
Northumberland Hills Stitchery Guild	89 Mill Street North, Port Hope, ON L1A 2T3
Northumberland Hooks and Needles Guild/ Great Pine Ridge Spinners and Weavers	21 Centennial Drive , Port Hope, ON L1A 3S9
Pine Ridge Hiking Club	various, Northumberland County
Port Hope and District Horticultural Society	81 Mill Street South, Port Hope
Ganaraska Region Conservation Authority	2216 County Road 28, Port Hope

Port Hope and District Agricultural Society	62 McCaul Street, Port Hope
Willow Beach Field Naturalists	31 Queen Street, Port Hope, ON
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Northumberland Forest Skiers	County Road #45 and Beagle Club Road, Northumberland County, Ontario
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Port Hope Marina	Madison Street and Mill Street S, Port Hope, ON
Dry Stone Wall Feature	20 Catherine Street , Port Hope, ON
Port Hope Ecology Garden	Hope Street North and Ontario Street, Port Hope, ON
Jennifer's Jazz it up Studio of Dance	330 ward street, Port Hope, ON
Ganaraska Freestyle Karate	402 Croft St E, Port Hope, ON L1A 4H1
Port Hope Mixed Martial Arts	26 Ontario St., Port Hope, ON
Indigo Spirit Yoga	County Road 2 and County Road 74, Welcome, ON
Port Hope Public Library	31 Queen Street, Port Hope, ON L1A 2Y8
Port Hope Public Library - Garden Hill Branch	3609 Ganaraska Road, Garden Hill, ON
Float Your Fanny Down the Ganny	http://www.floatyourfanny.ca/
Port Hope Maple Syrup Tours	Dan Thomey Farm, #6259 Dale Road, Port Hope, ON
Treetop Trekking Ganaraska	http://treetoptrekking.com/ganaraska.html
Ganaraska Studio Tour	http://www.ganaraskastudiotour.ca/
Port Hope Farmers' Market	http://www.porthopecfarmersmarket.ca/
Port Hope Festival Theatre	http://www.capitoltheatre.com/
Canada Day Celebrations	http://www.porthopetourism.ca
Summer Bandshell Concert Series	905-885-2004
In A Garden	4749 County Rd #2, Welcome, ON
Port Hope Arts Festival and Farmers' Market	905-885-2004
Northumberland Hills Studio Tour	www.northumberlandstudiotour.com
Port Hope Fair	www.porthopecfair.com
Port Hope All Canadian Jazz Festival	www.allcanadianjazz.ca
Psychic and Holistic Expo	28 Thomas at Gifford, Port Hope, ON
Port Hope House Tour	http://www.acoporthope.ca/acohousetour.html
Vintage Film Festival	www.vintagefilmfestical.ca
A Harvest of Christmas Delights	4749 County Road #2, Welcome, ON
Candlelight Walk and Candlelight Christmas Victorian Village Lighting Ceremony	4749 County Rd #2, Welcome, ON
Capitol Christmas – Festival of Lights and Trees	www.capitoltheatre.com

Santa Claus Parade	905-885-2004
A Christmas fairy tale Pantomine	www.capitoltheatre.com
Christmas Market	Town Park Recreation Centre, 62 McCaul Street, Port Hope, ON

3.3 Participatory Mapping Process

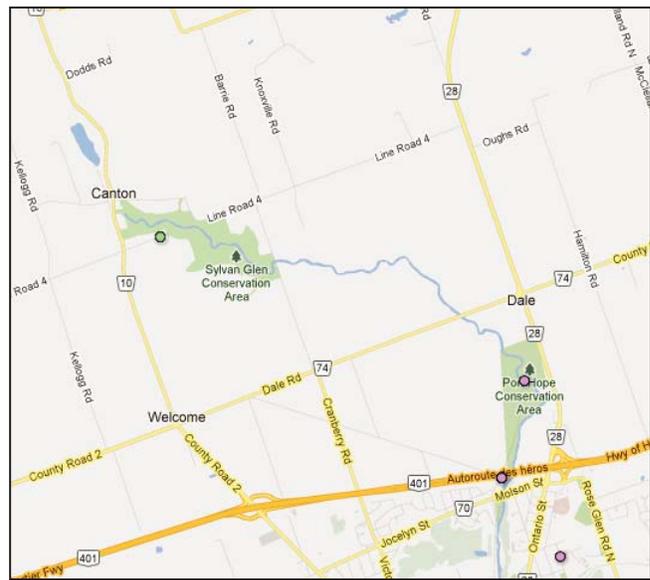
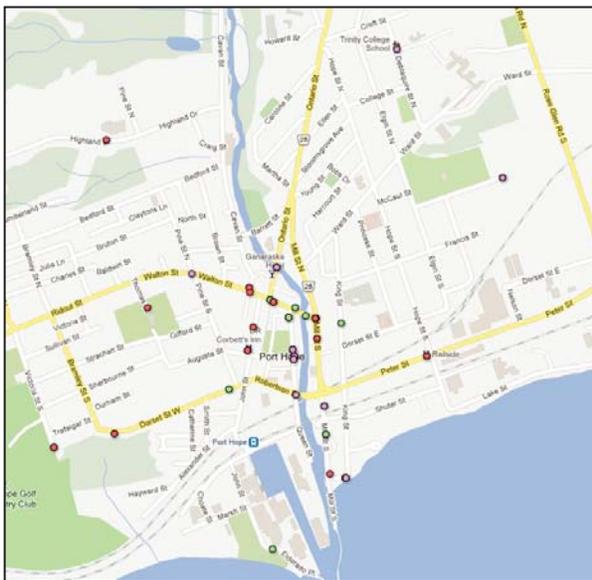
As part of the public engagement process, an exercise was conducted to engage public participants and identify the cultural assets important to them. The objectives of this process include:

- identify gaps in the existing inventory
- solicit feedback from public participants on what areas of culture are most valued
- prioritize assets based on public response

Part of the public engagement exercise involved gathering suggestions of cultural places from residents in public meetings. Over 200 responses were collected. Most of the responses to the questions are located downtown, although Ward 2 had a strong showing with conservation and nature areas. These results to these questions were mapped using the following categories:

- Purple:** What location in Port Hope would you point to that you are proud of?
- Green:** What is the must see place for someone who is visiting?
- Red:** Where would you recommend someone take a significant other for an anniversary?

User-Generated Cultural Maps for Port Hope: Downtown Port Hope and Ward 2



The map shows the following:

- a mix of different cultural assets are concentrated around the historic downtown; and
- several assets are identified across different questions (i.e., the must-see place is also the place recommended for an anniversary).

The most frequently listed places (across all categories) include:

Ward 1

- Capitol Theatre (38)
- Restaurant (17)
- Town Hall (14)

Ward 2

- Parks (9)
- Rivers (6)
- Other Conservation Areas (4)

This initial public engagement exercise indicated that **residents strongly value food, the outdoors, and town heritage**. A number of **bed and breakfasts** and restaurants were mentioned, some outside of Port Hope. Certain assets were not in the existing cultural inventory and will be used to update the inventory with supplementary information.

4. Findings from the Public Engagement

4.1 Process

The public consultation process engaged the community of Port Hope by providing them with an inclusive process and a forum for providing feedback on the current state and future of culture in Port Hope. To ensure a diverse representation of the community perspective, the planning process focused on a comprehensive spirit of inquiry which included a number of methods as described below:

- A half-day priorities focus session with the Steering Committee to establish a discrete set of strategic priorities that take into account Port Hope's overall strengths, gaps, opportunities and civic goals;
- Two Public Input Meetings with the community of Port Hope which encouraged residents to develop a vision for their community;
- Focus groups with Municipal staff, community leaders, artists, and various Advisory Committees: the Accessibility Advisory Committee, the Project Steering Committee which includes representatives from the Economic Development Committee, Heritage Port Hope Parks, Recreation and Culture Advisory Committee and the Youth Advisory Committee to address the vision for a new joint cultural/senior centre and the implications of a new facility of this type;
- Interviews with community leaders and stakeholders from a broad spectrum of municipal interests, including entrepreneurs, artists, economic development, Northumberland County, and cultural organizations;
- And an online survey to expand participation among residents and attain a greater understanding of the cultural needs and vision for Port Hope. The survey provided a confidential forum for community members to share their opinion. The survey was administered electronically through surveymonkey.com. In total, 230 surveys were completed, an outstanding turnout.

The public consultation findings have been synthesized and reflect an overall perspective of community members and stakeholders. To preserve confidentiality, quotes are not sourced.

4.2 Findings



The residents of Port Hope are proud of their many cultural assets. They feel that their heritage buildings, downtown Main Street, theatres, festivals, restaurants, agriculture and outdoor activities set Port Hope apart as a cultural destination.

According to the survey Lord Cultural Resources conducted, residents in Port Hope believe that arts and culture have a positive impact on the community and attract tourists to Port Hope. Culture is a source of civic pride, community identity, community building and is believed to have a positive impact on the local economy.

Port Hope has a market for cultural programs – according to survey results, 36% of Port Hope residents attend a cultural event 1-4 times a month, according to the Plan’s survey. Residents enjoy attending cultural events and are actively involved by volunteering their time with local cultural organizations.

Despite the many cultural offerings, local opportunities are perceived to be limited in some areas. The following are key challenges to fulfilling Port Hope’s cultural potential that emerged from the public consultations.

Cultural Programming

Cultural programs for adults between the ages of 19-45 are limited.

- Due to the limitations of cultural strategy (including marketing, accessibility, and content) in Port Hope, 43% of residents travel to Toronto for cultural events and programming.
- 48% of survey participants said they would increase their participation in culture if there were more exciting programs.
- “I would love to go to the Ruth Clarke Centre for lectures or classes but I am 25 years too young – I am worried I would get turned away at the door.”
- Residents perceive that as more Baby Boomers migrate to Port Hope, programming will need to be less passive and thus a demand will increase for a greater variety of arts programs and life-long learning options.
- There is a keen interest for hands-on programming such as culinary arts which would engage a large range of participants.

According to the Plan survey, residents feel that better marketed cultural offerings, affordable, higher quality and diverse programming, and more venues would make Port Hope's cultural offerings more desirable.

Youth & Cultural Participation

Cultural programming for youth is limited – residents and cultural organizations would like to see more youth participating in culture.

- "Programming seems to stop at age 14 and start again for older adults."
- "Affordable exciting and hands-on programming would increase youth participation in culture."
- To be more in touch with youth, current cultural organizations need to offer more youth programming and activities and involve them more via positions or volunteer opportunities.
- It was noted that the Municipality has had great success in engaging youth with the newly built community centre and skate-park. Despite this, there is limited cultural programming for youth. Cultural groups and the Municipality will need to collaborate to offer more exciting cultural programming that is affordable for youth and at convenient locations for youth in both wards.
- Youth would like "more advertising, social media and school visits" that highlight the cultural offerings and opportunities for youth in Port Hope – these can be done by the cultural groups of Port Hope in partnership with the Municipality's Youth Coordinator who currently visits schools to bring awareness to the many programs offered by the Municipality.

Collaborations & Partnerships

Cultural groups and residents alike feel that there is a lack of synergy among cultural groups – collaborations and partnerships are critical to a sustainable cultural sector.

- "We should leverage Port Hope's agriculture and create an indoor food market, offer local organic food at local restaurants and offer culinary programming at a cultural venue."
- Artists and cultural organizations noted that a community built cultural advocacy group would strengthen the cultural sector in Port Hope.
- "Current cultural organizations are not collaborating enough. Increased collaborations would result in new types of engaging programming."

There are opportunities for pooling together new types of programming that meet broader community needs.

- A woodshop, for instance, may both be a source of crafts for the future senior/cultural centre, while also serving as a place for set construction for performances.

- The same goes for a flexible culinary space, which could serve as a nexus for the archives (culinary heritage), traditions (oral heritage), local farms (natural heritage), and programming such as cooking classes (active learning opportunities).

Communication & Awareness

Currently, Port Hope's cultural events and program offerings are successfully being communicated by word of mouth and print newspaper. However, potential for additional exposure are not being realized.

- Information accessibility could be improved across all cultural areas, which could be used to improve event publicity and the availability of facilities. This goes for the performing arts, seniors programming, and visual arts/heritage/other cultural activities and assets.
- In Port Hope, 67% of household members hear about cultural events through word of mouth or print newspaper. Typically, word-of-mouth is the most common (and effective) method for attracting audiences to cultural events.
- 45% of household members hear about cultural events through a poster or from the organization directly.
- Residents suggested that an accessible directory or database would be convenient and a first step for residents wanting to discover the cultural offerings in their community.
- More advertising, culture-focused school visits and social media were suggested as manners by which cultural organizations can increase awareness.
- A broadened year round calendar of events would allow people to plan ahead and in turn increase participation levels.

Funding

Port Hope cultural groups and artists perceive that funding opportunities are limited.

- Cultural organizations and artists need help with writing grants.
- Information for accessing funds and grants is limited.
- Spaces for rent are not affordable to smaller cultural organizations.

The Role of the Municipality

The Municipality's current process for implementing community initiatives depends on community driven ideas and residents' knowledge of implementation methods, locating space, and securing funds. As such, guidelines are not readily understood by the community. The Municipality's ability to adequately plan for capacity and budget is limited by unexpected resident-generated ideas.

- Most cultural organizations that took part in focus groups were not aware of the role of the Municipality in the cultural sector or any tools available to them.

- There is no specific policy for Cultural financial support; however, there is the Community Grant program which assists community organizations.
- The Municipality collaborates with community groups and organizations and responds to needs by accessing trends and initiatives put forth by the community. A well-distributed and clear set of cultural programming guidelines would allow for appropriate planning, communication with the community, and alignment with a shared cultural vision for Port Hope.
- The Municipality offers direct programs, and indirect services. Alternative service delivery is also supported through community engagement and volunteer driven activities. The Municipality receives requests from the community for new events, partnerships and programs and these requests are considered using the following framework:
 - Is the *proposed* project consistent with the municipal mandate, service and corporate strategic plan?
 - Is there a role for the Municipality *to assist* in providing this service?
 - Is there a demonstrated need and purpose *in the community*?
 - Does the service or program conform to the Municipalities strategic priorities?
 - Is there an operating and capital plan/ funding sustainability
 - Can the financial and liability risks be reasonable mitigated?
 - Are there suitable qualified individuals and equipment. (volunteer resources)

A Service Proposal should include at minimum;

- A comprehensive needs analysis
- A comprehensive business plan
- The proponent's financial capacity
- A clear demonstration of the sustainability of the project
- Detailed evidence of community benefit
- A Full risk analysis

The Municipality supports cultural groups in the establishment of events and programs that are facilitated through the Tourism Special Events Coordinator. Support includes:

- Grant application assistance
- Volunteer development and recruitment
- Facility bookings and logistical support
- Marketing and promotions
- Department Coordination related to permits and requirements.

Municipal Support

Cultural organizations and artists feel that increased Municipal support and guidance would positively impact the cultural sector in Port Hope.

- Community members, artists and cultural organizations would like accessible information regarding grant processes and the Municipal tools available for cultural initiatives.

- “A balance in funding support between culture and sports would strengthen the cultural sector in Port Hope.”
- “Municipality support does not have to be financial. For example, they can coordinate more closely with cultural organizations and re-route public transportation during events – this would impact attendance and improve the experience for event-goers”

Cultural Space in Port Hope

According to participant feedback, there are a number of venues that serve the cultural needs of the community such as the Capitol Theatre which is regarded as a cultural asset that sets Port Hope apart and attracts residents and new visitors alike. Other spaces include the Town Park Recreation Centre, The Jack Burger Sports Complex, Lions Recreation Centre, Libraries Ruth Clarke Activity Centre and Churches amongst others. Despite the current number of venues available there are some facility needs that are not being met as listed below:

- Rehearsal and storage space for performing arts groups – 46% of residents utilize their own home to generate culture;
- A social gathering place where culture is featured and brings people together– a community nucleus;
- “There are a limited number of spaces for exhibitions and performances, thus current options are too expensive and often unavailable.”
- “Affordable studio space and event space”
- Teaching and training space;
- Year-round indoor farmer’s market;
- Accommodation for visitors and tourists;
- An accessible facility that is close to public transportation.

The following was described by community members and artists as the type of cultural place desired:

- A space that does not compete with current venues reserved for specific cultural uses (i.e., rehearsal space, classes, artist studios, with affordable community-rates);
- “A cultural centre to accommodate studio space, exhibition space, space for discussion groups, and teaching space”
- “A cultural centre with a summer school program for youth, lots of flexible space, programs, classes – a place where artists can interact and community members can learn”
- “A facility to house senior’s activities & cultural venues”

Ruth Clarke Activity Centre

Ruth Clarke is tremendously valued in Port Hope.

- Strategic programming and scheduling succeeds in making optimal use of the Ruth Clarke Activity Centre.
- The Activity Centre is a major asset and highly valued in the community.

- The Activity Centre is sought by members for social gathering, health classes, leisure, and community.

Yet, the Centre is not meeting many of the needs of the community:

- The current Ruth Clarke Activity Centre does not meet current needs in terms of capacity, accessibility, or programming; It is too small to accommodate a variety of programming needs - "we need a larger flexible adult leisure centre with space for affordable cultural programming for adults of all ages"
- "The centre should be built for today's active and healthy baby boomers – why not combine a centre that serves the needs of multi-generations?"
- The Activity Centre lacks adequate parking adjacent to the facility – "I would participate in more activities if there was more parking"
- The Activity Centre lacks accessibility design that allows visitors with limited mobility to move freely – "We need a Centre that is large on one floor with emergency exits and accessible for those with limited mobility"
- Visitors and potential visitors to the Activity Centre seek easy access to public transportation - "The space is too small, it is not convenient and lacks accessibility so it feels congested"
- Visitors look to the Activity Centre as a gathering space and desire a dedicated space for informal social gathering – "The centre lacks an accessible front entrance with a lounge/waiting area and a help desk"
- Respondents desire a kitchen with capacity for classes and workshops and increased capacity for catering events.
- A larger building with flexible space could also be an "inexpensive rental space for clubs or arts organizations".
- Respondents also said that they would like to see fitness programs, cooking programs, arts & crafts, computer classes, health programs, walking/hiking club, and wood working lessons.

The public responses suggest favouring an integrated centre that can be used by all members of the community, with specific programming and facility spaces dedicated to seniors. This may also be reflected by a shift in titling the future facility a Seniors Centre to something that reflects all age groups.

- Seniors appear to be split into two cohorts: the advanced middle age group (about 50-70) and the elder group (about 70+). The 50-70 crowd was either too young to join the Ruth Clarke Activity Centre (minimum 55+) or wanted to be in the company of people of broader age groups ("Why would I want to be only with seniors?" asked one participant aged 70).

At the same time, while some of the 70+ group valued being surrounded by seniors for companionship, they also acknowledged that it may be beneficial to include other age groups, provided that they still have access to seniors programming and activities.

5. Top Line Priorities

The following priorities are based on the research summarized in the previous sections as well as consultant recommendations and expertise. The purpose of outlining the priorities is two-fold:

- (1) identify elements of Port Hope's cultural potential, and
- (2) highlight the major cultural needs facing Port Hope as it moves forward.

The following priorities serve as the spine for the final plan, a document which seeks to address major needs with specific initiatives.

Priority: Communicate Municipal Support of Cultural Assets

The Municipality is undeniably passionate about sustaining the quality of life of its residents, present and future. Its responses to proposals for initiatives are the reason behind many organizations' initial grounding. Yet, as demand increases for help from the Municipality, what should its role be? The Municipality must examine its strengths, resources, and those outside of the community and compare them against the overall goals of the cultural plan to ultimately determine its optimal role in securing a culturally vibrant Port Hope.

Priority: Raise Awareness and Leverage Existing Cultural Assets

Build on existing cultural assets by leveraging organizations and Municipal event coordination tools to further optimize potential economic impact. This will provide opportunities to promote and extend cultural experiences for residents and visitors, attract new visitors and provide opportunities for community participation.

Priority: Strengthen the Capacity of Emerging Cultural Sector Groups

Port Hope benefits from established cultural assets that have shaped residents' identity of their community; attracted visitors to the Municipality; and have been successful in sustaining their organizations as well as their mission and audience base. In some ways, Port Hope's cultural sector lies on either end of the spectrum or sustainability: those organizations with established reputations and longevity and those emerging groups struggling to sustain support.

Capacity includes training and workshops on operating a not-for-profit, fundraising, event planning, volunteer cultivation, and marketing. Capacity building also includes securing space and operating funds as well as the identification and facilitation of partners in the community.

Engaging local for profit and non-profit businesses is key to a sustainable cultural sector. Creating opportunities for collaboration between these two sectors will not only strengthen the capacity of emerging cultural sector groups but also have a positive effect on the economic vitality of Port Hope.

Priority: Increase Cultural Participation

Given demographic changes in the Municipality and its goals of attracting and retaining families and businesses, making culture – and, with it, civic pride and investment – a part of more residents' lives can have enormous benefits. Cultural participation includes attendance at events, but other realms of participation as well, including volunteering, creating, supporting, and advocating for culture. Increasing participation refers to deepening existing levels of participation but also targeting residents and businesses who are less inclined to participate currently.

Priority: Be Aware of and respond to current and future cultural space needs

Discussions with residents of all age groups identified that there is no need for a stand-alone cultural centre; but there is a need for cultural space to service a variety of goals that are currently not being met. These include taking part in various types of arts classes, gathering for social purposes as well as among cultural practitioners, practicing, and rehearsing disciplines.

There are a number of spaces available for rehearsals, classes and courses for the arts, however existing facilities will need to be assessed in order to attain a greater understanding as to what types of current and future cultural space needs exist that can't be satisfied by current facilities – this will be further examined in the next phase of the study.

To maximize the use of current facility resources, available space throughout the community needs to be promoted and the marketing should target cultural organizations. This will better inform community members of available space.

Currently, the demand among seniors in Port Hope surpasses the space and capacity of the Ruth Clarke Activity Centre. Asked separately about the needs of seniors-both cultural and otherwise - residents expressed an overwhelming desire for increased recreation, leisure and cultural services. Research completed and through public engagement indicates that this demand is likely to increase even more, as Port Hope continues to age and as a broader age bracket desires to participate in recreational and cultural programs.

Further study of the feasibility of a seniors centre with cultural opportunities and community space will be further researched in phase 3 of the study with an emphasis on existing buildings, current capacity, a multi-purpose space and opportunities for older adult programming.

6. Next Steps

This Directions Document serves to guide the recommendations of the Cultural Plan for the Municipality of Port Hope.

Following the discussion, feedback, and, finally, approval of the top-line priorities described above, the next phase of the cultural planning process will commence. This includes an implementation charrette to identify the initiatives addressing the priorities set out; the composition and submission of a draft plan; and the feedback from the community before finalizing the Cultural Plan.

As part of this scope, the feasibility study for a joint facility will continue with space selection and analysis and a business plan.

