

Council Memo



To	City Council
Service Area	Public Services
Date	Tuesday, October 24, 2023
Subject	Council Memo – Culture Plan 2030

Purpose of Memo

This provides an update on the implementation strategy, options of advocacy and Community Benefit Charges following the Committee of Whole discussion on October 3, 2023 on the Culture Plan 2030.

Key Update

Implementation Strategy

Per the request of Council at the October 3, 2023 meeting, Attachment-1 Culture Plan 2030 Implementation Strategy is included. The Implementation Strategy outlines goals for the Culture Plan 2023 objectives over short-, medium- and long-term timelines.

Advocacy within Culture Plan 2030

Cultivate Objective within Culture Plan 2030

Address gentrification of Guelph and the resulting culture drain, as artists and culture contributions relocate to more affordable or more lucrative communities.

- Consider artists and culture workers when setting and advocating for affordable housing and poverty reduction strategies,
- Advocate for basic income opportunities for artists and culture workers,
- Study successful models in other communities for affordable access to housing and creative spaces.

A strategic theme within the Culture Plan 2030 seeks to cultivate capacity and a solid foundation upon which culture contributors can build, create, survive, and thrive. This includes investments in culture, access to affordable culture spaces, prioritization for equity-deserving artists and audiences, culture-friendly policies and practices, affordable housing, poverty reduction strategies, and more.

Advocacy, on an intergovernmental level, can be defined as the public support for any action or policy that speaks in favour of, recommends, supports, or defends on behalf of others. Formal advocacy gathers governmental and community opinions and voices the need for system change. Governmental advocacy uses activities and publications to influence public policy, laws, and budgets by using facts, their relationships, and messaging to educate government officials and the public.

The need to advocate for affordable housing, poverty reduction strategies, basic income, and access to places and spaces is not unique to artists and fits within Council's ongoing advocacy in these areas for and across the whole community.

In addition, specifically to the Culture Plan and Culture communities, advocacy can be defined as standing up, speaking up, and creating awareness for this sector.

This objective, although not a formal advocacy activity for the City's intergovernmental team, it is opportunity to work with the community, individual artists, cultural organizations, and others to voice connections of the Guelph's Community Plan to bring awareness to the unique impacts of community-wide challenges on artists and culture workers.

As example, when standing up with artists and bringing awareness, everyone can offer a culture and creative lens to event or projects, ensure inclusion and diversity of people and disciplines, apply support to fair payment for service and advancement of the arts, heritage, and creative industry in Guelph.

Consultations: Intergovernmental Services

Community Benefit Charges for Culture Plan 2030

The costs to implement Culture Plan 2030 have been referred to the 2024-2027 multi-year budget process. The Culture Plan recommends initial funding for capital strategy work to conduct an in-depth cost analysis to realize the full scope to implement the seven-year plan.

Culture Plan strategy work could be funded with tax supported service enhancement and growth funding streams along with Community Benefit Charges (CBC).

Under the Planning Act, any municipality in Ontario can create and collect CBCs from new buildings or structures that are a minimum of five stories high and have 10 or more residential units. The rate cannot exceed four per cent of the property's land value. Guided by the 2022 [Community Benefit Charges Strategy](#), CBCs help fund the City capital investment in facilities and services such as parking, arts and culture, parkland, and more.

The current balance of CBC reserve is just under \$1 million; \$450,000 was collected in 2022 and \$475,000 so far in 2023. This balance will be used as a funding source for eligible projects in the 10-year capital plan per CBC strategy.

Beyond Culture, current eligible projects outlined CBC strategy exceed funding that is currently being collected. Additionally, when prioritizing, staff also look beyond the 10-year capital plan and balance needs identified in the 25-year capital plan.

Consultations: Finance

Attachments

Attachment-1 Culture Plan 2030 Implementation Strategy

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