













Attachment 1














Culture Plan 2030
















Implementation Strategy

Cultivate


	Objectives	Short (1-3 years)	Medium (4-7 years)	Long (8+ years)
1.	Invest in Culture			
1.1	By 2030, be among the top two comparator municipalities in total per capita spending on culture and be above median in per capita spending on culture grants.		☑	☑
1.2	Adequately fund anchor culture sites and service organizations, including Guelph Museums, River Run Centre, Art Gallery of Guelph, Guelph Public Library, and Guelph Arts Council, with expectation that anchor sites will uplift the broader culture community.	☑	☑	☑
1.3	Invest in public art acquisitions and commissions through a regular capital budget allocation, Community Benefit Charges, provincial and federal grants, sponsorships, and donations.	☑	☑	☑
1.4	Consider modifications to the municipal community investment programs to provide distinct funding programs for arts and culture that are adjudicated by members of the culture community.	☑	☑	
2.	Increase access to affordable space for artists to create, rehearse, perform, and exhibit.			
2.1	Identify and build capacity for culture activities at municipal properties, including upgrading of amenities as required.	☑	☑	☑

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2.2	Explore opportunities to increase community access to River Run Centre resources.			
2.3	Establish and maintain inventory and mapping of public and private culture spaces and services.			
2.4	Through programming and capital building and upgrades, create culture spaces and presence throughout the City, including the South and West neighbourhoods.			
2.5	Develop co-presenting program through Museums & Culture to provide use of municipal spaces for priority culture activities.			
2.6	Identify potential new culture spaces, including performance spaces for audiences of 100 to 600 people and rehearsal, studio, and exhibition spaces, and consider public-private partnerships for development opportunities.			
2.7	Support culture uses for the Drill Hall and Ontario Reformatory lands.			
2.8	Work with the community to develop gear-sharing/lending program (e.g., sound equipment, artist materials).			
3.	Uphold Truth and Reconciliation by supporting Indigenous community members to reclaim, exercise, and share their cultural practices.			





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3.1	Work with Indigenous community members to enhance June 21 event, balancing an occasion for First Nations, Inuit, and Métis community members to gather and celebrate with an opportunity for public education.			
3.2	Eliminate barriers and increase access to public spaces for Indigenous ceremony and cultural practices, including sacred fires, drumming, and smudging.			
3.3	Continue dialogue with Mississaugas of the Credit First Nation, Six Nations of the Grand River, and urban Indigenous community members to identify opportunities to strengthen relationships and representation.			
4.	Prioritize equity-deserving artists and audiences in municipal culture programming and space allocation.			
4.1	Engage programming advisors and producers from equity-deserving communities as standard operating practice.			
4.2	Work with the Recreation department to ensure facility use policies and practices are inclusive and culturally responsive.			
4.3	Review and update Artist in Residence program.			
5.	Incentivize development of culture programming in winter months.			














	Objectives	Short (1-3 years)	Medium (4-7 years)	Long (8+ years)
5.1	Work with community partners to develop new indoor and outdoor programming that meets community need for cultural experiences from November to February.			
6.	Model and support environmentally sustainable practices in culture programming.			
6.1	Recommend increases to available equipment to support sustainable practices at culture events of all sizes, including availability for the Water Wagon and bike racks.			
6.2	Work with the community to develop waste reduction strategies for events.			
6.3	Encourage public and active transportation to culture events.			
7	Adopt culture-friendly by-laws, policies, and practices.			
7.1	Review and recommend amendments to municipal by-laws identified as presenting barriers to the culture sector, including but not limited to the noise control by-law and sign by-law.			
7.2	Work with Economic Development and Tourism, Recreation, and local film industry representatives to assess opportunities for film-friendly policies and practices.			
7.3	Work with Planning to identify and recommend levers that support infusion of culture in City Building.			


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8.	Eliminate barriers to participation in culture.			
8.1	With community partners, develop and expand subsidy programs, rush ticket arrangements, and free admission opportunities.	☑	☑	
8.2	Develop culture programming in neighbourhoods where there is a deficiency in culture spaces and experiences.	☑	☑	
8.3	Employ principles of universal design, technology aids, and accommodations such as relaxed performances, audio-described performances, open captions, and ASL interpretation to engage artists and audience members with disabilities.	☑	☑	☑
8.4	Work with Guelph Transit and Guelph Active Transportation Network to encourage and incentivize use of public transportation, biking, and walking to culture activities.	☑		
9.	Address gentrification of Guelph and the resulting culture drain, as artists and culture contributors relocate to more affordable or more lucrative communities.			
9.1	Consider artists and culture workers when setting and advocating for affordable housing and poverty reduction strategies.	☑	☑	☑
9.2	Advocate for basic income opportunities for artists and culture workers.	☑		

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9.3	Study successful models in other communities for affordable access to housing and creative spaces.			







Connect





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10.	Improve communication between the City and the culture sector, amongst the culture sector, and between the culture sector and community.			
10.1	Appoint Manager, Museums & Culture as key liaison between culture sector and the City.			
10.2	Develop and maintain a digital Guelph Culture hub, including a collective Culture Calendar supported by a marketing and promotions strategy.			
11.	Nurture collaboration within culture sector.			
11.1	In partnership with Guelph Arts Council, establish quarterly gatherings for the culture community (including artists, culture workers, and public and private Culture organizations), to serve as information exchange, networking, and professional development.			
11.2	Strengthen relationships with arts and heritage-related departments at local school boards and post-secondary institutions.			

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11.3	Establish relationships with equity-deserving community groups.			
11.4	Support the development and growth of community-engaged art initiatives.			
11.5	Create and coordinate Culture Familiarization (FAM) tours for City staff, culture workers, tourism operators, and adjacent sector operators with aim to develop Culture Champions within the City and the community.			
12.	Engage growing and diverse audiences.			
12.1	Shift programming approach from presenting diverse programs for traditional audiences to presenting programs which appeal to equity-deserving audiences			
13.	Foster collaboration between the Culture sector and adjacent sectors.			
13.1	Work with all City departments to develop and support placemaking strategies.			
13.2	Work with Economic Development and Tourism to develop culture experience packaging with hotels, restaurants, attractions, and events.			
13.3	Work with Economic Development and Tourism and equity-deserving community groups to develop tourism marketing strategy targeted at equity-deserving visitors, centered on culture experiences.			

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13.4	Work with Recreation to support the intersection of culture and sport.			

Champion

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14	Develop a comprehensive recognition strategy that ensures local Culture sector contributors are seen and appreciated.			
14.1	Identify opportunities for recognition by City Council.			
14.2	Develop social media strategy for broadly spotlighting Culture activities and achievements.			
14.3	With community partners develop, support, or organize recognition events.			
14.4	Be present at culture activities.			
15.	Work with community to identify and support opportunities to seek designations and recognition for key cultural industries.			
15.1	Explore potential for UNESCO Creative Cities Network application.			

15.2	Research other designation opportunities.			
15.3	Work with Economic Development and Tourism and community partners to identify and support attraction of culture-focused conferences, meetings, and events.			
16.	Embrace Guelph's bicentennial in 2027 as an opportunity to commemorate heritage and inspire collective community aspirations through culture.			
16.1	With community, present celebratory and reflective culture programming.			
16.2	Pursue legacy public art initiative.		