

Arts & Culture Advisory Committee of Council Orientation

Presented by: Tammy Adkin, Manager, Museums & Culture
June 26, 2025

Agenda

1. Introduction to Guelph Museums & Culture
2. Culture Plan 2030
3. Museums & Culture Strategic Operating Plan
4. Community Museums
 - a. Community Museum Operating Grant
 - b. Community Museum standards
5. Public Art Policy
6. Current Art & Culture Initiatives

Introduction to Guelph Museums & Culture

- Guelph Civic Museum
- McCrae House National Historic Site
- Locomotive 6167
- Public Art
- Culture Programs and Events



Arts & Culture Advisory Committee

Mandate and Purpose

Contributes strategic input and advice to City Council and City staff on matters pertaining to arts, heritage, and culture in Guelph, including:

- development, implementation, and monitoring of the City's Culture Plan, the City's Public Art Policy, and Guelph Museums and Culture Strategic Operating Plan
- review and approval of Guelph Museums operating policies as required by the Ontario Ministry of Tourism, Culture and Gaming, under the Ontario Heritage Act, R.R.O. 1990, Regulation 877
- acquisition and deaccession of material for the City's artifact and art collections

Culture Plan 2030



Culture Plan 2030

Vision

Guelph Culture: Everywhere. Everyday. Everyone.

Mission

Working together – with a collective vision and collaborative effort – to support community vitality, equity and inclusion, environmental responsibility, and economic prosperity in and through culture.

Culture Plan 2030

Objectives

Cultivate

- Invest in culture.
- Increase access to affordable space for artists to create, rehearse, perform, and exhibit
- Uphold Truth and Reconciliation by supporting Indigenous community members to reclaim, exercise and share their cultural practices.
- Prioritize equity-deserving artists and audiences in municipal culture programming and space allocation.
- Incentivize development of culture programming in winter months.

Culture Plan 2030

Objectives

Cultivate

- Model and support environmentally sustainable practices in culture programming.
- Adopt culture-friendly bylaws, policies, and practices.
- Eliminate barriers to participation in Culture.
- Address gentrification of Guelph and the resulting culture drain, as artists and culture contributors relocate to more affordable or more lucrative communities.

Culture Plan 2030

Objectives

Connect

- Improve communication between the City and the culture sector, amongst the culture sector, and between the culture sector and community.
- Nurture collaboration within culture sector.
- Engage growing and diverse audiences.
- Foster collaboration between the Culture sector and adjacent sectors.

Culture Plan 2030

Objectives

Champion

- Develop a comprehensive recognition strategy that ensures local Culture sector contributors are seen and appreciated.
- Work with community to identify and support opportunities to seek designations for key cultural industries.
- Work with Economic Development and Tourism and community partners to identify and support attraction of culture-focused conferences, meetings, and events.

Culture Plan 2030

Objectives

Champion

- Embrace Guelph's bicentennial in 2027 as an opportunity to commemorate heritage and inspire collective community aspirations through culture.
- Consider incorporating City-owned cultural, archival or heritage artifacts into public display for adaptive reuse and place making, in alignment with the existing public art policy and museum collections policies.

Culture Plan 2030 Progress To Date

- 19 recommendations have been initiated, representing about 35 per cent of the total work plan
- Highlights include:
 - introduction of Culture Quarterlies
 - feasibility study for the Drill Hall
 - initial discussions on funding models for culture organizations and artists
 - initiation of inventory and mapping of cultural spaces
 - presentation of culture programming outside of the downtown core
 - increase in co-pros

Reconciling the Past, Reimagining the Future



Reconciling the Past, Reimagining the Future

- Guelph Museums & Culture 2021 to 2025 strategic operating plan
- Inspired by Guelph's Community Plan and guided by Future Guelph Strategic Plan

Reconciling the Past, Reimagining the Future

MANDATE

Guelph Museums and Culture exists to:

Collect and protect artifacts, artworks and stories that reflect our community

Share the collections and stories – locally, nationally and internationally – through exhibition, interpretation, and online access

Provide inclusive, accessible, interactive, and enlightening experiences

Nurture interest and engagement in history, art and culture

Cultivate a connection to place, with focus on the tangible and intangible cultural landscape unique to Guelph

Reconciling the Past, Reimagining the Future

STRATEGIC DIRECTIONS

Guelph Museums and Culture will:

ADAPT to meet community needs, to address emerging opportunities, and to foster transformational change

INNOVATE to advance knowledge and cultivate creativity using best practices and technologies

REPRESENT the full and truthful stories of our community from perspectives as plentiful and diverse as the community itself; and amplify voices that have traditionally been under-represented

CONNECT citizens to opportunities, and people to each other

GROW community engagement and participation in art and heritage activities; build the profile of the local cultural sector; increase opportunities for artists; and boost economic impact through culture, contributing to a prosperous community

Reconciling the Past, Reimagining the Future

Progress to date

- 67 per cent of objectives completed; 26 per cent of objectives in progress
- Highlights include:
 - merging Museum and Culture departments
 - establishing Culture Plan 2030
 - updating Public Art Policy
 - initiating Civic Museum renovations
 - increasing diversification and representation in programming and staff composition
 - upgrading Museum gift shops

Community Museums in Ontario



Community Museums in Ontario

- Community museums are custodians and interpreters of Ontario's irreplaceable heritage collections.
- They create authentic, unique experiences in their communities through connections to historic collections and stories and to Ontarians.
- Community museums contribute to collective awareness and pride of place and contribute to the economic well-being of Ontario communities, attracting more than three million visitors annually.

Community Museums in Ontario

Community Museum Operating Grant (CMOG) is an annual, statutory grant program administered under [Regulation 877](#) of the *Ontario Heritage Act*.

Its objectives are to:

- augment and encourage local support for eligible community museums
- raise the level of professionalism in the Ontario museum sector

Each year, the Province invests nearly \$5 million to support more than 160 community museums across Ontario through the CMOG

Community Museums in Ontario

This Ministry of Tourism, Culture and Gaming administers the **Standards for Community Museums** in Ontario.

All community museums in Ontario are required to follow these standards:

Governance

Finance

Collection

Exhibition

Interpretation and Education

Research

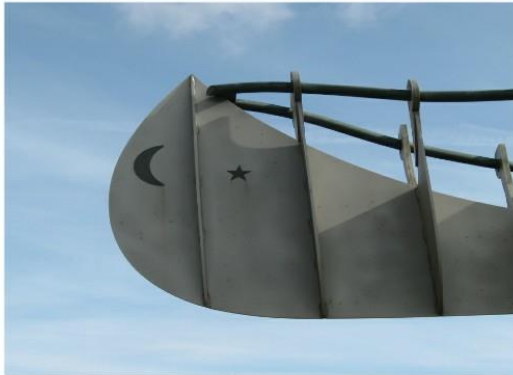
Conservation

Physical Plant

Community

Human Resources

Public Art Policy



Public Art Policy

- Established in 2011 and updated in 2014, 2023
- 2023 updates include:
 - policy statement revised to centre the artist and to recognize that Public Art encompasses artistic practice – demonstrating our respect for artists and recognizing the significant impact their work has on community wellbeing and vitality, placemaking, and prosperity
 - align management of the City's Public Art Collection with Guelph Museums' robust collection management practices
 - recommends regular contributions from the City's operating budget to the Public Art Reserve Fund to provide a funding mechanism for acquisitions and commissions. Contributions from Community Benefits Charges, federal and provincial grants, and private donations will also be employed to grow the Public Art Reserve.

Public Art Policy

Policy Statement

The City of Guelph recognizes that Public Art enhances quality of life for citizens, fosters inclusion and belonging, strengthens community pride, improves the aesthetic of the public environment, and contributes to social well-being and economic vitality. Through the practice of artmaking and creative expressions in Public Spaces, Artists and the artistic community contribute significantly to the commemoration and celebration of our culture and heritage, reflection of our diversity, expression of shared values, and definition of our unique identity. Public Art advances Guelph's City Building objective to grow and care for our community spaces and places.

Public Art Policy

Policy Clauses

1. Roles
2. Funding
3. Selection
4. Acquisition and Securing
5. Maintenance
6. Storing
7. Deaccessioning
8. Private Art
9. Monitoring and Evaluation of Policy

Public Art Policy

Role of Advisory Committee

- advises on the implementation of the Policy
- reviews proposed project scope and terms of reference for each new Public Art project
- ensures application of established procedures and guidelines for each selection process
- advises and promotes communication and outreach of the Policy to the community
- advises and recommends to City staff on proposed gifts, donations and bequests to the City in accordance with established guidelines
- advises on the development and implementation of selection, acquisition, maintenance and de-accession of artistic works to which the Policy applies
- reviews the Public Art Operational Plan

Current Art & Culture Initiatives



Current Art & Culture Initiatives

- Culture Plan 2030 implementation, monitoring, evaluation
- New strategic operating plan for Museums & Culture
- Museum policy updates
- New public art operational plan
- Public art project at Guelph Police headquarters
- Guelph 200 initiative