



CULTURAL MASTER PLAN

2009 - 2012





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Fast Forward to the Future.....

As the Chair of the Newmarket Arts Council savours a morning latte on the outdoor terrace of a quaint Main Street coffee house, she can't help but feel a sense of pride. It seems like just yesterday the Town embarked on its first Cultural Master Plan. It's hard to believe ten years have passed.

She looks around and sees an eclectic and invigorating community. A family is enjoying a Saturday morning bike trip along the Tom Taylor Trail. They pause to discuss the public art near the entry feature to Fairy Lake Park.

The Farmers' Market is bustling with what looks like thousands of people. Musicians and buskers attract crowds with relative ease. All the while, people walk, run or bike along the integrated trail system in a seamless flow. She remembers that she still needs to check out the newly installed creative, yet subtle historic education signage along the main trail and the latest public art piece at the Dave Kerwin Trail head. She enters it into her electronic organizer as her thoughts turn to events.

From the annual York Shakespeare Festival and the film festival at Old Town Hall, to the Kids in the Square events and weekly art shows at abutting art centres, this summer is sure to be great. This is merely a sampling of summer offerings as she eyes her table card promoting dozens of cultural events and activities occurring this summer. Over 5,000 households are now receiving e-newsletters on cultural happenings and events and this number will continue to grow. She ponders how to satisfy her appetite to explore and celebrate her passion for the arts through attending as much as possible, while balancing all of life's other responsibilities. Solace is taken in the realization of what a nice dilemma this is to have.

While taking a final sip of latte, thoughts shift to her upcoming 'Art Matters' address to the 400 attendees of the tenth annual Mayor and Council Celebrate the Arts Gala. This crown jewel of the cultural event scene features Newmarket residents of all ages and genres. They will mesmerize the audience and leave them awestruck of the talent here in the community again this year.

In a short time, the idea of a 'creative community' that embraces place making, cultural celebration and the arts has evolved from concept to reality. Culture has risen, the renaissance is a reality and Newmarket's successful future will hinge in large part with the ongoing ebb and flow of arts and culture development.

She catches a glimpse of her watch only to realize it is time to pick up her daughters from the nearby dance studio and art gallery. She gathers her things and ventures back onto Main Street while thinking, "Look how far we've come."

IN TEN YEARS...

A vision of a town of culture

- Newmarket will be widely known as a place with a vibrant culture and a destination for cultural activities
- Participation rates in cultural activities and programs will be very high across the entire community
- The cultural life of Newmarket will be fully integrated and coordinated with the Town's operations; its businesses and economic development interests, with education and social programs and with program partners such as the Newmarket Public Library
- Advocacy, communication and support for community culture will be provided through a coordinating agency with representation from all sectors

THE OLD TOWN HALL IS A VESSEL FOR THE CREATIVE PROCESS AND IS THE VISUAL LANDMARK OF THIS CREATIVE PROCESS.

Novita Interpares Limited, Consultant

- Cultural industries will be an important part of the community's economic development and sustainability plan
- While the historic core will be the central focus, there will be places throughout the community where cultural activities and programs will occur at the neighbourhood level
- Fairy Lake Park and a new urban square will be developed as outdoor festival and event places
- The Old Town Hall will be revived as a place dedicated to displaying, learning and practicing arts and culture
- There are many programs for the practice of digital arts, crafts, and theatre in the core and there will be public art in public spaces
- Youth will have numerous opportunities for participation and they will be engaged in the community

Why invest in culture?

- Strengthens collective community identity
- Creates inclusion and a sense of belonging
- Contributes to community social development and well-being
- Provides opportunities for expression and personal growth
- Facilitates opportunities for collective celebration
- Plays a key part of the community's overall plan



Newmarket's Old Town Hall was constructed in 1883 and continues to be the cultural hub of the community.

Physical Impacts:

- Animates underused properties
- Beautifies public space
- Provides multipurpose community facilities
- Preserves historic buildings
- Contributes to the character of Newmarket

Social Impacts:

- Increases access to programs and opportunities for local resident participation
- Enhances both youth development and opportunities for intergenerational interaction
- Promotes sense of belonging to the community

Economic Impacts:

- Attracts and retains creative class and young people
- Increases value of properties in surrounding areas
- Contributes to economic diversification and development

Community Cultural Impacts:

- Increases access to venues where artists can show their work
- Improves communication and access among groups

For statistical benefits see page 19.



The Quaker House, Yonge Street, Newmarket, ON

SETTING THE STAGE

Planning culture in Newmarket



The Planning Process

Beginning in the summer of 2008 through to late spring of 2009, consultants worked closely with the Town of Newmarket to create a plan for cultural development in Newmarket for the next ten or more years.

This work included:

- The formation of a Cultural Master Plan working group
- Regular meetings with and presentations to the Cultural Master Plan Working Group
- Review of relevant policy context
- Review of existing cultural assets in Newmarket and gap analysis
- Research of similar communities and their cultural plans

- Consultations with Senior Staff and Council
- Consultations with stakeholders and members of the public via cross-sectoral panels, a youth panel and a public meeting
- Preparation of interim reports
- Preparation of a draft Cultural Master Plan and recommendations for action
- Presentation of the draft plan to Committee of the Whole
- Presentation of the final plan to Council

IT WAS A RARE PRIVILEGE TO HAVE FOUR COUNCIL REPRESENTATIVES AND ALL SENIOR STAFF FULLY ENGAGED THROUGHOUT THE PLANNING PROCESS.

Novita Interpares Limited, Consultant

Collaborative Effort

The development of the Cultural Master Plan is a direct result of a collaborative effort involving Town of Newmarket Council and staff, in partnership with community stakeholders.

Cultural Master Plan working group members:

- Mayor Tony Van Bynen
- Regional Councillor John Taylor
- Councillor Chris Emanuel, Chair
- Councillor Joe Sponga
- Bob Shelton, Chief Administrative Officer
- Robert Prentice, Commissioner of Community Services
- Ian McDougall, Director of Recreation & Culture
- Becky Bell, Manager of Culture, Special Events & Marketing
- Brad Heppell, Manager of Recreation & Client Services
- Chris Kallio, Economic Development Officer
- Jason Malone, Recreation Programmer – Arts & Culture
- Linda Peppiatt, Deputy CEO of Library
- Ian Smith, Manager of Facilities, Parks & Property
- Lindsay Burwash, Recreation Programmer – Arts & Culture
- Jason Unger, Assistant Director of Planning
- Martha Waugh, Research and Contracts Coordinator

CULTURE IS AN IMPORTANT RESOURCE IN BUILDING VIBRANT, RESILIENT, AND SUSTAINABLE COMMUNITIES.

Town of Newmarket

What is culture?

Culture has many definitions and it means different things to different people. In order to establish a common language for discussion, the consultants provided two illustrations which sought to define how culture manifests itself in our lives.

See pages 6 and 7 for an overview of the full range of cultural activities and the places where cultural activity occurs in Newmarket.



The Town of Newmarket hosts and/or sponsors over 80 community special events per year, with 95% including a cultural component. One of these events is the annual Nin Os Kom Tin Aboriginal Festival that occurs in Fairy Lake Park.

What is culture?

Cultural Activities

■ Performing Arts

- Folk Music of All World Cultures
- Non-Classical & New Music
- Spoken Word Theatre
- Classical Music of All World Cultures
- Musical Theatre & Opera
- Dance & Mime
- Circus & Magic

■ Visual Arts

- Printmaking
- Photography
- Performance Art
- Sculpture & Installation
- Painting & Drawing
- Conceptual & Interdisciplinary

■ Communications Media

- TV Broadcasting
- Webcasting & Blogging
- Radio Broadcasting

■ Heritage

- Material Heritage
- Built Heritage
- Natural Heritage
- Folkloric Arts

■ Festivals & Events

- Independent
- Civic

■ Literary Arts

- Poetry
- Non-Fiction
- Storytelling
- Publishing & Media
- Fiction

■ Electronic Arts

- Video
- Film
- New Media
- Digital & Animation
- Audio

■ Civic Arts

- Urban Design
- Landscape
- Public Art
- Architecture

■ Crafts

- Wood
- Stone
- Metal
- Textiles & Fabric
- Mixed Media
- Glass

■ Design Arts

- Industrial Design
- Graphics

■ Aboriginal Heritage

- Performing Arts
- Visual Arts
- Heritage
- Festivals & Events
- Literary Arts
- Electronic Arts
- Crafts

The Town of Newmarket recognizes the strong multicultural presence within our community. This Cultural Master Plan will provide opportunities for all people to express their individual heritage and celebrate a common future.

Where is culture?

Cultural Places

■ Communications Media

Broadcast Studios
Newspaper & Magazine Publishers

■ Civic Arts

Public Art Sites
Vistas & Streetscapes
Architectural Design Offices
Public Parks & Gardens
Landscape Architectural Design Offices

■ Electronic Arts

Cinemas
Public Digital Production Facilities
Film, Video, Audio Recording Studios

■ Performing Arts

Playhouses
Recital Halls
Concert Halls
Lyric Theatres
Teaching & Rehearsal Studios
Amphitheatres & Outdoor Performing Spaces
Community Centres, Schools & Places of Worship

■ Visual Arts

Artist Studios
Public Art Galleries
Commercial Art Galleries
Artist-Run Non-Profit Galleries

■ Literary Arts

Libraries
Bookstores

■ Heritage

Public Archives
Museums
Cultural Centres
Heritage Properties
Historic Sites & Monuments

■ Crafts

Artist Studios
Public Art Galleries
Commercial Art Galleries
Artist-Run Non-Profit Galleries

■ Design Arts

Web Design Studios
Graphic Design Studios
Industrial Design Studios



Photo provided by Greg King, 2004 Resurgence Theatre Company production of "Much Ado About Nothing"

CREATING THE VISION

for culture in Newmarket

Themes and Messages

The discussions which took place between the consultants and a wide range of stakeholders was one of the most important parts of the cultural planning process.

One of the strongest messages the consultants heard is that the Town has a leadership role to play as a facilitator for development of the community cultural sector in Newmarket. There is a need for more visibility and organizational development in the sector and the Town is well positioned to assist the community in achieving these goals.

The Town also has a role in:

- Providing places for cultural activities
- Publicizing the places others have available
- Considering culture in all planning initiatives
- Investing and attracting funds for arts and culture initiatives

The community currently plays a number of key roles in the cultural scene; some of the messages the consultants heard that describe the community's role include:

- Attendance, participation and enthusiasm (cultural consumers)

IF WE VALUE ART, WE MUST VALUE ARTISTS, ENSURING THERE ARE APPROPRIATE FACILITIES FOR THE LONG TERM SO THAT ARTISTS CAN CONTINUE TO CONTRIBUTE TO A CREATIVE AND VIBRANT TOWN.

Linda White, Durham Region

- Provision of cultural content, services and expertise (cultural producers)
- Partner to the Town, through service agreements
- Support as donors, sponsors and volunteers

The engagement process and previous research identifies all of Newmarket's strengths, weaknesses and opportunities when it comes to cultural development.

Strengths include:

- Numerous private and non-profit operators
- Passion of those involved
- Abundance of artisans residing in Newmarket

- Fairy Lake and the Main Street core – a strong asset in downtown
- Numerous parks and open spaces; many with potential to be used as cultural sites and some of which have important natural and cultural heritage components (e.g. Pioneer Burial Grounds, woodlots and conservation areas)
- Public and private secondary schools with arts-focused programming (Huron Heights, Pickering College)
- Large number of teaching studios, particularly dance
- Strong in festivals, performing arts
- Numerous graphic and interior design studios
- Many photographic studios and commercial art galleries
- Numerous craft supply stores

Newmarket's main weaknesses in terms of cultural development are fragmentation, lack of coordination and lack of visibility and promotion. There are also groups within Newmarket (such as youth, boomers and newcomers) who are not being directly engaged. There is a need to build a sense of belonging and community pride.

There are few cultural industries and a lack of communication with those that do exist.

Weaknesses include:

- Lack of a large venue for meeting
- No designated Arts & Culture Centres (although the Old Town Hall is currently in the design, renovation, restoration process)
- No Heritage Conservation Districts (although Main St. is currently under consideration)
- No public art plan and few public art sites
- No public art gallery (although the library has a collection)
- Relatively few heritage activities
- Relatively few formal/visible electronic arts activities
- Literary art presence appears muted
- The Town should be sensitive to potential programming competition with local profit and non-profit businesses
- Affordability of participation and activities and use of space is of concern to many in the community

Opportunities include:

- Create a strong downtown core – develop as the cultural centre of Newmarket
- Opportunity for an integrated approach to culture; to see culture's role in the public realm (e.g. public art, streetscaping)
- Maximize use of existing Town-owned and shared-use facilities
- Engage the downtown business community in Arts & Culture events
- Enhance and support the role of the library as a centre for Arts & Culture



With over 50 parks and open spaces making up 800 acres of parkland and 15 km's of paved trails, Newmarket's greenspaces are a tremendous backdrop to the community culture.

- Strengthen communities on a neighbourhood level to create a sense of belonging
- Capitalize on the rich history of the community; enable residents to have a story and sense of pride
- Engage youth and boomers
- Build connections with schools and other community partners
- Play a role as facilitator of communication between community groups
- Support the development of a coordinating body such as an arts council
- Bring artists into forefront as stakeholders of arts and culture initiatives
- Use creative financing strategies to provide support to community partners
- Think local first – engage those players already in Newmarket in Town activities
- See trails and natural heritage as strong cultural assets and connectors
- Support and foster community leadership to ensure continuity of existing activities and festivals
- Look ahead and lay groundwork to foster and attract cultural industries

Threats include:

- Town's ability to add resources quickly to move the plan ahead
- Ability of the community to develop its leadership capacity
- Limits of the Town's ongoing operating budget
- Limits of Town's capital budget and capital funding from external sources

The Goals for Culture in Newmarket

The process of engaging the stakeholders in an open-ended discussion about the future of culture in Newmarket helped inform the following statement of cultural goals:

- To support a sense of pride and belonging in Newmarket by providing opportunities for expression, participation, learning and enjoyment in a wide range of cultural activities;
- To provide and maintain the places where these cultural activities can occur;
- To support economic development through cultural industries and tourism;
- To invest in cultural development through direct funding and by leveraging funds from other public and private sources

Key strategies to achieve the goals are to:

- Build capacity within the municipal town set
- Practice integrated planning
- Build capacity within the community
- Strengthen culture at the neighbourhood level
- Make the historic core the community cultural centre



PROVIDING OPPORTUNITIES FOR RESIDENTS TO COME TOGETHER FOR CREATIVE EXPRESSION = CULTURAL UNDERSTANDING AND SUPPORT

Town of Newmarket

Made-in-Newmarket Definition of Culture

With a clear understanding of how culture is generally experienced and equally clear goals about how culture should function in Newmarket, the following definition of culture was developed, discussed and adopted:

Culture is a shared asset of all those who live, visit, or invest in Newmarket. The culture of Newmarket is rooted in the collective experience of the community and it includes respect for the past, engagement in the present and a commitment to a common future.

sport express inspire
communicate discover
celebrate art
meet **evoke**
explore collaborate
together
music create
share imagine
connect
experience
live theatre

ACHIEVING THE VISION

for culture in Newmarket

Themes for Cultural Development

The structure for Newmarket's Cultural Master Plan has been developed around eight themes, each with a principal recommendation as follows:

THEME 1: Awareness and Advocacy

Develop a comprehensive strategy for raising the profile of culture in the community

THEME 2: Cultural Sector Development

Support increased coordination and development of Newmarket's cultural sector

THEME 3: Cultural Sites and Facilities

Strengthen and improve Newmarket's cultural places

THEME 4: Financing Cultural Development

Develop a strategy for financial support for culture via municipal, community and private sector leadership

THEME 5: Integrated Planning

Bring a cultural lens to all Town initiatives; bring culture's role in public realm improvements to the fore

THEME 6: Cultural Industries

Foster, support and recruit cultural industries (particularly to the downtown core)

THEME 7: Historic Core as Cultural Centre

Manage and market the Historic Downtown and Fairy Lake District as a destination for both residents and visitors

THEME 8: Cultural Outreach

Reach out to neighbourhoods, youth and newcomers

Cultural Development Action Plan

In order to fulfill the recommendation for each theme, there are many tasks to be undertaken involving both the Town and the community. These tasks have been set out together with their sequencing and financial implications in the following matrices (see pages 13-18).

CANADIAN
GOVERNMENTS
OVERWHELMINGLY
RECOGNIZE THE
POTENTIAL FOR
ARTS AND
CULTURE TO
DRIVE TOURISM
AND ECONOMIC
DEVELOPMENT IN
THE COMMUNITY

Susan Gardner, Author



No.	Action Task	Timeframe										Responsibility		Financial Implications		
		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	Lead	Support	Ops	Capital	
Theme 1: Awareness and Advocacy																
Develop a comprehensive strategy for raising the profile of culture in the community																
	Develop a two-year internal and external communications strategy and plan to build awareness and foster pride (incl. print communications, electronic communications and signage; encompassing both Town and community initiatives).												Recreation & Culture	Corporate Communications, Information Technology	Y	N
	Work with the York Region Arts Council to support their creation of a self-managed directory of artists, places and meeting spaces in Newmarket.												Recreation & Culture		N	N
	Make direct contact with all private program providers and cultural industries; encourage them to see themselves collectively as a resource with connections to community economic development.												Economic Development/ Recreation & Culture	NEDAC	N	N
	Provide marketing coordination of all activities year round. Make the residents of Newmarket the first tier of all marketing.												Recreation & Culture	Corporate Communications	Y	N
	Offer Cultural Master Plan updates on website to inform public; updated quarterly.												Recreation & Culture	Information Technology	N	N
	Enhance arts and culture web presence via the Town of Newmarket website complete with links to local arts and culture organizations.												Recreation & Culture	Information Technology	N	N
	Support the Mayor and Council Celebrates the Arts Gala and/or coordinate with other such regional initiatives.												Mayor's Office	Recreation & Culture	Y	N
	Incorporate culture into New Residents' Guide.												Corporate Comm.	Recreation & Culture	N	N
	In collaboration with the Region, develop a strategy for marketing the historic core to the GTA and central Ontario tourists.												Economic Development/ Corporate Comm.	Recreation & Culture	Y	N
	Review graphic communications program and branding for the historic core include signage; coordinate with both culture graphic identity and new Town branding.												Corporate Comm.	Community Services	Y	Y
	Develop a longer-term external communications strategy. Create specific communications program to manage public perception and experience. Consider an "outpost" for culture at Upper Canada Mall.												Recreation & Culture/ Corporate Comm.	Information Technology	Y	N

NEDAC – Newmarket Economic Development Advisory Committee
PWS – Public Works Services
ES – Engineering Services
EMT – Executive Management Team

CMP Standing Committee – Cultural Master Plan Standing Committee
Downtown BIA – Downtown Business Improvement Association
AODA – Accessibility for Ontarians with Disabilities Act
GTA – Greater Toronto Area

No.	Action Task	Timeframe											Responsibility		Financial Implications	
		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	Lead	Support	Ops	Capital	
	Create an information and interpretation program in the Holland River corridor along the trail system.												Recreation & Culture	Holland River Trail Committee/ PWS/ES	Y	N
	Create unified thoughtfully designed signage program (interior and exterior) for all cultural facilities.												PWS/ES	Recreation & Culture	Y	Y
	Initiate a museum master plan intended to review current operations, suggest simple design solutions to increase its presence on Main Street, and position the facility to meet future needs.												Recreation & Culture/ Museum	Museum Board/ Historical Society/ Heritage Newmarket	Y	N
	Complete cultural mapping exercise for use as baseline comparison regarding future comparisons/development.												Recreation & Culture	Information Technology	N	N
	Ensure that all Town departments understand how their mandates fit into the cultural development picture												EMT/ Council	All Commissions and Departments	N	N
	Ensure that NEDAC is consulted regarding cultural planning issues with an economic development component as per current Council policy. Ensure consultation of cultural industries in any economic development planning processes.												EMT/ Council	All Commissions and Departments	N	N
	Actively recruit and promote a wide and diversified range of uses in all indoor public spaces (Old Town Hall, Old Fire Hall, Community Centre). Provide regular animation for all outdoor public spaces; provide evening activities in the summer (e.g. Moonlight Movies, Music on the Move)												Recreation & Culture	PWS	N	N

Theme 2: Cultural Sector Development

Support increased coordination and development of Newmarket's cultural sector

	Develop a municipal oversight process for cultural development for the purposes of reporting to Council on an interim basis.												CMP Standing Committee	Recreation & Culture	N	N
	Initiate a broadly based group of community cultural representatives to provide support for the cultural sector, which will evolve into a self directed arts council.												Council/ Recreation & Culture		Y	N
	Ensure ongoing focus on the role, importance and development of culture within all municipal planning, programming and communications via all commissions and department activities.												EMT/ Council	All Commissions and Departments	N	N
	Explore consolidating heritage interests in Newmarket, working with the community to determine an appropriate model.												Recreation & Culture/ Museum	Museum Board/ Historical Society/ Heritage Newmarket	N	N

No.	Action Task	Timeframe											Responsibility		Financial Implications	
		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	Lead	Support	Ops	Capital	
	Utilize the arts council as the umbrella organization to collaborate on outreach and arts and culture community development with directly linked structures to support semi-annual Mayors Leadership Council discussions and planning for the annual Mayor and Council Celebrates the Arts Gala.												Council	Recreation & Culture	Y	N
	Explore possibility of providing shared and common administrative space for community arts as a means of sectoral consolidation.												Recreation & Culture	PWS	Y	N

Theme 3: Cultural Sites and Facilities

Strengthen and improve Newmarket's cultural places

	Bring the Old Town Hall up to current building standards as a dedicated facility for cultural programming; Consider Old Town Hall's potential role as a public space for exchange of ideas (i.e. pottery, water colours, literary arts, oil painting, quilting, digital & urban arts, etc.)												Community Services	All Commissions and Departments	Y	Y
	Establish the community gardens for community programming at the Fernbank Farm site.												Recreation & Culture	PWS/ES	Y	Y
	Create a public art program based upon accepted practice in municipal public art.												Planning / Recreation & Culture	PWS/ES	Y	Y
	Consider Market Square as an integral part of redevelopment of the Old Town Hall.												Recreation & Culture	Planning/PWS/ES	N	Y
	Determine the future use and associated remedial work to support specific uses of the Fernbank Farmhouse.												Community Services		Y	Y
	Review the need for a dressing room/staging area expansion to the existing building envelope of Newmarket Theatre (subject to updated partnership agreement with York Region District School Board).												Recreation & Culture	ES	Y	Y
	Following the completion and initial programming of a renovated Old Town Hall, review options and determine future use of the Old Fire Hall.												Community Services	NEDAC/ Planning	Y	TBD
	Study feasibility of establishing a public art gallery based on Library and Town collections.												Recreation & Culture	Newmarket Public Library	Y	N

Theme 4: Financing Cultural Development

Develop a strategy for financial support for culture via municipal, community and private sector leadership

	Initiate a review of the Community Grants Program.												Recreation & Culture	Finance	Y	N
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No.	Action Task	Timeframe											Responsibility		Financial Implications	
		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	Lead	Support	Ops	Capital	
	Establish a Town of Newmarket funding mechanism for arts and culture development/initiatives.												Recreation & Culture	Finance	Y	N
	Examine feasibility of instituting a developer contribution towards culture and / or public art as a part of the site approval process.												Planning	Community Services	N	N
	Consider development of "Endowment for Culture" through donor directed funds managed by the Town; find a keystone donor to kick it off; publicize the existence of the fund and solicit actively; provide clear goals for use of funds.												Council	Continuous Improvement	Y	N
	Convene a "Mayor's Leadership Council on Culture" to promote understanding of all forms of culture and the social and economic value to the community; recruit exceptional leaders for high level advocacy and endorsement function; connect with arts celebration.												Mayor's Office	EMT/ All Commissions and Departments	N	N

Theme 5: Integrated Planning

Bring a cultural lens to all Town initiatives; bring culture's role in public realm improvements to the forefront

	Develop guidelines for coordinated enhancement of public realm (civic arts) as extension of Official Plan and other goals; and for oversight and promotion of built heritage as community asset.												Planning	Community Services	Y	N
	Develop goals and guidelines for cultural spaces. Pay attention to areas of intensification; develop policies for funds collected through Section 37 of the Planning Act.												Planning	Community Services	N	N
	Integrate cultural places, activities and events with trails at every opportunity; provide directional signage, information boards and interpretation.												Community Services	Holland River & Trails Committee	N	Y
	Work with Downtown BIA and property owners regarding participation and integration in cultural initiatives and events as well as "pride of place"; integrate economic development into cultural planning and determine best relationship between signature events and culture.												Recreation & Culture, Planning/ Economic Development	Downtown BIA/ NEDAC	N	N

Theme 6: Cultural Industries

Foster, support and recruit cultural industries (particularly to the downtown core)

	Through Economic Development, develop a recruitment program for cultural industries.												Economic Development	NEDAC	N	N
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No.	Action Task	Timeframe										Responsibility		Financial Implications	
		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	Lead	Support	Ops	Capital
	Develop a strategy for engaging cultural workers in Toronto who live in Newmarket to participate in their community.											Economic Development	Recreation & Culture/NEDAC	N	N
	Explore applicability of youth entrepreneurship model for funding cultural initiatives (e.g. Canadian Youth Business Foundation (CYBF) Loan Program; Government of Ontario's Summer Company Program).											Economic Development	Recreation & Culture/BIA/NEDAC	N	N
	Explore the potential for artists' live-work accommodations in the downtown core; explore possibility of incentives for building owners who provide space for artists.											Planning	Economic Development/BIA/NEDAC	N	N
	Foster connections with York University and Seneca College. Recruit recent arts graduates, build creative industries, and promote live/work spaces in Newmarket.											Economic Development	Planning	N	N

Theme 7: Historic Core as Cultural Centre

Manage and market the Historic Downtown & Fairy Lake District as a destination for both residents and visitors

	Treat Main Street, Fairy Lake and proposed Heritage Conservation District as a single entity for cultural planning purposes. Develop a strategy to make accessibility easy (transit, parking).											Planning	BIA	N	N
	Develop a program for the public realm amenities in the historic core geared to walkability and easy access.											Planning	Historical Society/BIA/Community Services	N	N
	Ensure that new design of Community Centre Lands is sensitively integrated into existing urban form including scale, uses at grade, pedestrian connections and related spaces, provide animation at edges and create capacity for large events.											Community Services	Community Centre Lands Task Force	N	Y
	Make strong pedestrian links to trails and natural heritage; create safe crossings of major streets.											Planning	Community Services	N	N

Theme 8: Cultural Outreach

Reach out to neighbourhoods, youth and newcomers

	Conduct a resource analysis (ie: quantity of dedicated cultural staff, finance strategies, etc) with respect to meeting cultural programming and community infrastructure support opportunities associated with implementation of the Cultural Master Plan.											Community Services	Human Resources	Y	N
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No.	Action Task	Timeframe										Responsibility		Financial Implications	
		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	Lead	Support	Ops	Capital
	Coordinate with findings of "Building Bridges to Tomorrow" research project currently underway (Older Adult Centres' Association of Ontario) regarding changes in older adult centres' orientation and programming. Consider engaging seniors in helping deliver programs for early years and elementary children.											Recreation & Culture		N	N
	Promote accessibility of all cultural programs and events; consider means of subsidizing participant fees for the disadvantaged (e.g. student ticketing system); and promote accessibility initiatives for youth (i.e. EyeGo).											Community Services	Accessibility Advisory Committee/ AODA	Y	N
	Take an integrated approach to program planning at the neighbourhood level; involve the Library, school boards and councils, private music, dance, teachers, social agencies, youth, etc. Focus on shared use facilities and community halls											Community Services		N	N
	The aboriginal community will be consulted on an ongoing basis regarding programs, activities, and events that relate to aboriginal heritage and celebration.											Recreation & Culture		N	N
	The Town will identify and implement processes to recognize and celebrate cultural diversity through programs, activities, and events.											Recreation & Culture	Inclusivity Committee	N	N



The Cultural Master Plan will strengthen support for a variety of events and lead to the development of new initiatives. The annual Garlic is Great Festival (above) is offered in Newmarket's historic downtown and is enjoyed by thousands of visitors each year. *Photo provided by Kate Foster of SNAP™ Newmarket.*



DID YOU KNOW?

Valuing Culture: Measuring and Understanding Canada's Creative Economy (Conference Board of Canada, 2008)

The Conference Board of Canada's 2008 report *Valuing Culture: Measuring and Understanding Canada's Creative Economy* affirms that the cultural sector makes a significant contribution to the Canadian economy.

Culture in Newmarket

The Newmarket Theatre had 290 days booked for shows and events in 2008. The Elman W. Campbell Museum had 4,216 visitors for workshops, exhibits, and special events in 2008. The Newmarket Public Library had 236,000 visitors in 2008.

Artists in Canada's Provinces and Territories (Hill Strategies, 2009)

A recent statistical report based on the 2006 Census data found that: "Ontario has a slightly higher percentage of its labour force in arts occupations (0.81%) than the Canadian average (0.77%). With 56,900 artists, Ontario has nearly twice as many artists as any other province."

Artists in Large Cities (Hill Strategies, 2006)

In Canada, the number of artists grew by 29% between 1991 and 2001, close to three times the rate of growth of the overall labour force (10%).

The number of artists in Newmarket more than doubled (increased 118%) between 1991 and 2001, while the rest of the workforce increased by 45% over the same period.

Municipal Cultural Planning Inventory and Summary Report (Ontario Ministry of Culture, 2004, 2008)

Over half (61%) of Ontario municipalities surveyed in 2004 reported that cultural elements were incorporated within larger plans (a significant percentage of these were accounted for by heritage preservation policies included in Official Plans); 23% reported having elements of integrated cultural plans incorporating a range of arts, heritage and cultural industries activities.

An update of this study is currently being completed. While exact figures are not available at this time, preliminary findings suggest modest growth in the number of municipalities with comprehensive cultural plans, with a good proportion of respondents reporting either having or considering undertaking comprehensive or integrated cultural planning.

From Restless Communities to Resilient Places (External Advisory Committee on Cities and Communities, 2006)

The 'four pillars' framework of sustainability in planning for Canadian municipalities established in this report includes: economic prosperity, social equity, environmental sustainability and cultural vitality.

APPENDIX

Background reports

Note to Readers

This Cultural Master Plan is a summary of the work which was carried out in Newmarket over a six-month period, which resulted in four interim reports as noted below.

Any minor variations which may appear between the interim reports and the summary reflect changes which were made in the closing weeks of the process.

Interim Reports

Readers who wish to see the full details of the process are directed to the following Newmarket Cultural Plan background documents available through the Clerks Office:

Interim Report #1: Cultural Programs and Places, August 2008

Interim Report #2: Newmarket's Current Approach to Culture, October 2008

Interim Report #3: A Vision for Culture in Newmarket, November 2008

Interim Report #4: Recommendations for Action, January 2009





Town of Newmarket
395 Mulock Drive
Newmarket, ON L3Y 4X7

Web: www.newmarket.ca
E-mail: info@newmarket.ca
Tel: 905-895-5193