



FEBRUARY 2019 IMPLEMENTATION STATUS REPORT – RENEWED ACTION PLAN FOR ARTS, HERITAGE, AND CULTURE (2013-2018)

PURPOSE

This report presents the status of the six-year, Council-approved Renewed Action Plan for Arts, Heritage and Culture (2013-2018). It identifies plan actions as achieved, ongoing or underway; and outstanding by 2019; and frames progress through the four-strategy lens. A summary description of action areas that were achieved or are underway at the City of Ottawa from 2013 to 2018, in collaboration with internal and external partners, is provided. Next steps within Council-approved cultural strategic direction towards 2020 (*Ottawa 20/20 Arts and Heritage Plan*) are presented.

EXECUTIVE SUMMARY

Of the 57 actions recommended in the Renewed Action Plan for Arts, Heritage and Culture (2013-2018), 43 (75%) are achieved, ongoing or underway; and 14 (25%) are outstanding. These actions were approved within the context of a 20 year vision and strategic direction, advancing culture in Ottawa towards 2020.

City of Ottawa departments have planned and delivered on key cultural projects since 2013. Substantial investment has provided cultural partners with the means to build capacity and achieve important work. Ongoing work by the City and its partners continues in many action areas.

The next two years (2019 and 2020) will focus on completion of actions underway and review of outstanding actions through the smart growth strategic lens approved by City Council in 2003 (*Ottawa 20/20 Arts and Heritage Plan*). The upcoming municipal cultural planning process will engage community and city in 2020 and 2021 to produce Ottawa's next 10-year cultural blueprint.

BACKGROUND

The Ottawa 20/20 Arts and Heritage Plan, adopted by City Council in 2003, articulated a 20-year vision and strategic direction for the advancement of culture in Ottawa towards 2020.

Council-approved strategic directions for the arts to 2020 are:

1. *Broaden public access to the local arts*
2. *Keep Ottawa's artists here*
3. *Build creative capacity*
4. *Revitalize public places and natural spaces through the arts*
5. *Realize the economic potential of the local cultural sector*

Council-approved strategic directions for heritage to 2020 are:

1. *Collect and preserve Ottawa's rich documentary and material heritage*
2. *Identify and protect archaeological and built heritage resources, cultural heritage landscapes, streetscapes, cemeteries and burial grounds, and public and symbolic civic places*
3. *Increase knowledge and convey information about local history and heritage to a large and diversified community through a variety of means*
4. *Promote local heritage assets and programming as a part of the City's marketing and tourism strategies*
5. *Foster citizen participation and engagement in local heritage preservation and interpretation*
6. *Provide adequate financial, human and other resources to effectively collect, preserve research and interpret Ottawa's rich history and heritage*

A first progress report, in 2010, identified significant accomplishments, itemized action underway, acknowledged outstanding needs and recommended plan renewal for both arts and heritage.

Following an 18-month renewal process facilitated by the City's Cultural Development and Initiatives Section, City Council unanimously approved, in 2012, a Renewed Action Plan for Arts, Heritage and Culture in Ottawa for the six-year period from 2013 to 2018.

The four Council-approved Renewed Action Plan strategies were:

1. *Celebrate Ottawa's Unique Cultural Identity and Build Access to Culture for All*
2. *Preserve and Develop Cultural and Creative Places and Spaces*
3. *Get the Word out about Ottawa's Vibrant Local Culture and Unique Identity*
4. *Invest in Local Culture and Build Cultural Leadership*

DISCUSSION

Significant achievement and a roster of concrete initiatives underway are the legacy of the Renewed Action Plan for Arts, Heritage and Culture (2013-2018). Opportunities have informed the roll-out of work on actions through the six-year period. City of Ottawa departments have planned and delivered on key cultural projects since 2013. The Arts and Heritage Development Unit, composed of three sections (*Cultural Development and Initiatives - CDI, Cultural Funding and Support - CFSS, Public Art Program - PAP*) has made key and leading contributions.

Substantial investment has provided cultural partners with the means to build capacity and achieve important work. From 2013 to 2018, new operating investments that total \$6,649,000 were distributed to the cultural community as a direct result of Renewed Action Plan recommendations. In addition, one-time funding totalling \$2,455,000 was allocated to various initiatives, and \$19.4M in municipal capital funding was contributed to the Ottawa Art Gallery expansion/Arts Court redevelopment project.

Ongoing work by the City and its partners continues in many action areas. The next two years (2019 and 2020) will focus on completion of actions underway and review of outstanding actions. Longer-term strategic planning for the next 10-year period (2022 to 2031) will begin in 2020.

Municipal cultural planning arises from the recognition that culture enriches the lives of all residents. It creates a sense of “place” and belonging. The upcoming municipal cultural planning process will engage community and city in 2020 and 2021 to produce Ottawa’s next 10-year cultural blueprint. Connections with the City’s current Official Plan Review are in place. Ottawa Next: Beyond 2036, the City’s Reconciliation Action Plan, the Ottawa Music Strategy, the Algonquin Anishinabe Nation Civic Cultural Protocol and the New Cultural Roadmap for Ottawa (2019-2022) developed by the Ottawa Cultural Alliance, will provide important context for the next 10-year Culture Plan.

Of the 57 actions recommended in the Renewed Action Plan, 43 (or 75%) have been achieved or are underway. Most of these actions are ongoing in nature, requiring sustained human and financial resources. 14 (or 25%) recommended actions remain outstanding. These will be reviewed for relevancy and possible work start-up.

Strategy One Status

*(Celebrate Ottawa’s Unique Cultural Identity and Build Access to Culture for All
(10 actions achieved, ongoing or underway; and 2 outstanding)*

Achieved, Ongoing and Underway:

1. Funding for First Nations, Inuit and Métis arts, heritage and culture
2. Funding for Francophone arts, heritage and culture
3. Funding to support cultural development of youth towards professional careers in arts, heritage and culture

4. New Canadian outreach
5. Partnered First Nations, Inuit and Métis cultural initiatives
6. Algonquin Anishinabe Nation civic cultural protocol and cultural initiatives
7. All voices represented in municipal cultural planning and decision- making
8. Development and implementation of renewed municipal commemoration policy
9. Rideau Canal Promenade Interpretive Initiative
10. Youth mentorship and youth-led cultural initiatives

Some achievements and actions underway are noted below:

- *Funding for First Nations, Inuit and Métis arts, heritage and culture:*
Cultural funding program eligibility was expanded to include the Algonquin Anishinabe Host Nation. Indigenous funding was identified as a priority and funding envelopes were reallocated to include support for First Nations, Inuit and Métis projects. From 2013 to 2018, 46 Indigenous jurors participated in the peer assessment process, and 21 Indigenous organizations and individuals received a total investment of \$958,980 through 63 funding allocations. (CFSS)
- *Funding for Francophone arts, heritage and culture:*
Municipal cultural funding programs accord the same rights, status and privileges to both official languages, and all programs offer excellent service in both English and French. Strategic allocation of funds is undertaken to support the Francophone cultural community, and exclusively Francophone juries are held when appropriate. From 2013 to 2018, \$11,800,674 was allocated to Francophone groups and individuals who submitted funding applications in French, following peer assessment. (CFSS)
- *Funding to support cultural development of youth towards professional careers in arts, heritage and culture:*
The Youth in Culture Pilot Program (YCPP) was developed to provide professional development opportunities to youth pursuing a career in arts, heritage or culture. A new Youth Committee empowered youth by giving them a voice throughout program design, implementation, and evaluation. Since the program launched in 2016, YCPP has awarded 67 grants to young artists and cultural workers. (CFSS)
- *New Canadian outreach:*
A series of new immigrant heritage walking tours was collaboratively developed and delivered with Heritage Ottawa and the Ottawa Local Immigration Partnership as part of the annual Welcoming Ottawa Week held in June. From 2016 to 2018, 28 walking tours (18 English and 10 French) were delivered to 535 participants in Little Italy, Chinatown, Lowertown West, Lowertown East and Vanier. (CDI)

The Diversity in the Arts Program was designed to be accessible to applicants who represent diverse communities and who are new to municipal cultural funding, including new Canadians. Successful outreach strategies resulted in the funding of 71 projects between 2013 and 2018. (CFSS)

The Community Arts and Social Engagement “I Love to Dance” program reached 130 new Canadian participants in 2016 and 2017. “I Love to Dance” also partnered with the Catholic Centre for Immigrants (CCI) to provide weekly dance classes to Syrian newcomer children and teens, and the Arts Animation program delivered free multidisciplinary arts workshops to 98 Syrian newcomer children.

○ Partnered First Nations, Inuit and Métis cultural initiatives:

A municipal cultural response to the Truth and Reconciliation Commission calls to action was developed by the Arts and Heritage Development Unit and approved by City Council in February 2018 as part of the City’s Reconciliation Action Plan. (AHDU, CDI, CFSS, PAP)

From 2013 to 2017, the Public Art purchase program increased its number of First Nation jurors and acquired new work by local Indigenous artists. In 2017, special themed exhibitions for the year focused on First Nations, Inuit and Métis artists and curators in the Karsh-Masson Gallery at City Hall. (PAP)

In 2018, an Indigenous Liaison was contracted to work with artists in the Algonquin, Métis and Inuit communities to encourage applications by Indigenous artists for acquisition into the City of Ottawa Art Collection. A dramatic increase in applications resulted in significant purchase of work by Indigenous artists (30% of artworks purchased). (PAP)

A project at the O-Train Stage 1 St. Laurent Station was completed that involved one lead artist who worked with two Inuit youth from Nunavut and four local youth to research, conceive and design a mural depicting images of Ottawa as seen through the youth’s eyes. (PAP)

In 2016 and 2017, the CASE “I Love to Dance” program partnered with the Ottawa Inuit Children’s Centre to offer 10 weeks of barrier-free dance programming to the Inuit community. (CASE)

● Algonquin Anishinabe Nation Civic Cultural Protocol and Cultural Initiatives:

The development of an Algonquin Anishinabe Nation Civic Cultural Protocol for the City of Ottawa is underway in full collaboration with the Algonquin Anishinabe Nation and various City of Ottawa cultural service areas. (CDI)

From 2013 to 2018, many Algonquin Anishinabe cultural initiatives were implemented, i.e. flag raisings, elder ceremonies, Heritage Day participation. A permanent, outdoor Algonquin Anishinabe Commemorative Artwork at Ottawa City

Hall was planned, developed, installed and unveiled (June 2016) in full collaboration with The Algonquins of Pikwakanagan and Kitigan Zibi Anishinabeg. The permanent presence at Ottawa City Hall of Algonquin Anishinabeg Tribal Council and Algonquins of Pikwakanagan flags was celebrated in June 2018. (CDI)

Six Algonquin Anishinabeg artists/artisans were commissioned as lead artists and mentors/mentees for the design, community outreach, consultation and fabrication of public art for Stage 1 O-Train Pimisi Station. (PAP)

- All voices represented in municipal cultural planning and decision-making:

In 2017, partnerships with the Somali Centre for Family Services and the Ottawa Inuit Children's Centre were developed to organize two half-day culture awareness sessions for City of Ottawa staff. These sessions were planned and delivered by leaders, elders, artists, historians, youth and community members from these two communities. (CDI)

A 2015-2020 Shenkman Arts Centre strategic plan was developed using a collaborative model that involved extensive participation from diverse voices at the City and from the community. Implementation is underway. (SAC, CDI)

- Development and implementation of renewed municipal commemoration policy:

A municipal commemoration policy renewal process is underway to develop an updated, single municipal policy that enables the recognition and celebration of Ottawa's distinct, unique cultural histories, places, people and events. Research, focus group sessions, and a March 2018 CHOO-partnered public workshop "Towards a Municipal Commemoration Policy" have been successfully implemented to date. The development of a Terms of Reference for the renewal process is well underway. (CDI)

- Rideau Canal Promenade Interpretive Initiative:

The City of Ottawa contributed to the Rideau Canal Promenade Interpretive Initiative, a partnership with Canadian Heritage, Agriculture and Agri-Food Canada, Parks Canada and the NCC. CDI facilitated the direct participation and contribution of the Algonquin Anishinabe Host Nation in this project. The renewal of seven interpretation nodes along the Rideau Canal is complete and three podwalks from the Ottawa to the Hartwell Locks will be launched in 2019. (CDI)

- Youth mentorship and youth-led cultural initiatives:

Numerous youth mentorship and youth-led cultural initiatives were developed and delivered by City cultural sections and cultural community partners. Exhibitions, youth councils, performances, internships, conferences, workshops and award programs are some examples.

Outstanding:

1. Hiring of Algonquin Anishinabe cultural planner
2. Promotion of existing artistic mentorship programs that connect emerging artists with more experienced artists and develop new programs to meet needs

Strategy Two Status

*Preserve and Develop Cultural and Creative Places and Spaces
(17 actions achieved, ongoing, or underway; and 8 outstanding)*

Achieved, Ongoing and Underway:

1. Archaeology interpretation and public awareness
2. La Nouvelle Scène redevelopment
3. Needs analysis study related to storage and preservation for community and municipal arts, heritage and archaeological collections
4. Partnered digital media incubator and hub (Innovation Centre)
5. Development and implementation of renewed municipal public art policy
6. Pro-active designation of heritage buildings and districts
7. Municipal bylaw that enforces preservation of heritage buildings and districts
8. Ottawa Art Gallery expansion and Arts Court Redevelopment
9. Support implementation of capital development at local museums
10. Endorse partnered development of national Indigenous Centre on Victoria Island
11. Partnered development of new central Ottawa Public Library
12. Cultural space in new recreation facilities and expansions
13. Transform underused and unused places into cultural facilities
14. Development and administration of rental subsidy program that funds use of existing rental space by young, diverse and emerging artists and communities
15. Negotiate inclusion of cultural amenities within specific private development projects (Section 37 of Planning Act)
16. Financial incentives and tax levers for business owners to encourage leasing/renting of private spaces for cultural use
17. Development of cultural and creative districts and clusters

Some achievements and actions underway are noted below:

- Archaeology interpretation and public awareness:*

Since 2013, CDI has co-ordinated Ottawa participation in Archaeology Month – an annual month-long celebration of archaeological activity in August. City and community partners have delivered exhibitions, walking tours, family tours, lectures and archaeological digs. *(CDI)*

A month-long archaeological exhibit at City Hall was mounted by the Museums and Heritage Section, Pinhey’s Point Historic Site public archaeology programs were offered, and an Archaeological Stage One assessment at Fairfield’s Heritage House was completed. *(Museums and Heritage)*
- La Nouvelle Scène redevelopment:*

Major cultural capital funding in the amount of \$2M was allocated to La Nouvelle Scène reconstruction project from the Cultural Facilities Fund (major capital). Planning and development charges estimated at \$454K were waived. La Nouvelle Scène Gilles Desjardins opened in December 2016. Operating support is provided through an Arts Service Agreement (\$422,500 in 2018). *(CDI, CFSS)*
- Needs analysis study related to storage and preservation for community and municipal arts, heritage and archaeological collections:*

In 2015, a storage assessment report for community and municipal arts, heritage and archaeological collections was completed by the Museums and Heritage Section in collaboration with the Ottawa Museum Network and Landow Consulting. *(Museums and Heritage)*
- Partnered digital media incubator and hub:*

As part of the City’s Partnerships for Innovation Economic Development Strategy (2015-2018), Economic Development assisted in securing federal funding for the establishment and operation of a makerspace and digital media lab at Bayview Yards. Programming through the makerspace and digital media lab began in spring 2017. *(ED)*
- Development and implementation of renewed municipal public art policy:*

A renewed public art policy was developed and approved by City Council in November 2015 following a process that included the work of a diverse public art policy renewal committee, and broad consultation with both internal and external stakeholders. The policy resulted in the ability to deliver new, temporary art projects; to pool funds for projects in underserved areas; and to establish two new public art committees (internal and external). *(PAP, CDI)*
- Pro-active designation of heritage buildings and districts:*

Since 2013, the City of Ottawa has designated 27 properties to be of local cultural heritage value or interest, and two districts to be of special cultural heritage value, through the Ontario Heritage Act. This brings the total in Ottawa

to 3,700 designated heritage properties and 20 heritage conservation districts. The City, itself, owns over 300 individually designated heritage buildings. The City's Heritage Reference List includes over 10,000 properties of heritage interest (Council approved, August 2017). A Heritage Inventory Project aimed at developing an on-line map-based inventory of Ottawa's heritage resources began in early 2016 in Lowertown and Sandy Hill, and proceeded to Old Ottawa East and Old Ottawa South in early 2017. The survey expanded outwards to other neighbourhoods inside the Greenbelt, outer suburbs, villages and finally to rural settlement areas. (*Heritage Planning*)

- *Municipal bylaw that enforces preservation of heritage buildings and districts:*

Built heritage resources and significant cultural heritage landscapes are conserved when municipalities have sufficient legislative authority to ensure heritage property owners redevelop and preserve heritage buildings in a timely manner. The 2014 Provincial Policy Statement on land use and the City's Official Plan (Sections 2 and 4) provide direction on heritage designation. In 2013, the City property standards bylaw was updated to respond to demolition by neglect. As a result of neglect and refusal to renovate, some encroachment fee waiver agreements with owners were cancelled. (*Heritage Planning*)

- *Ottawa Art Gallery Expansion and Arts Court Redevelopment:*

The Ottawa Art Gallery (OAG) expansion and Arts Court redevelopment capital project was completed in 2018, as overseen and delivered by a City of Ottawa multi-departmental project team. This \$44.6M City-building project was funded by the City of Ottawa (\$19.4M), with support from the Department of Canadian Heritage (\$5.25M), the Province of Ontario (\$7.3M) and additional revenue including significant fundraising campaigns managed by the Ottawa Art Gallery and other resident arts organizations.

The Ottawa Art Gallery opened in April 2018, triple in size and situated in a new purpose-built facility. Renovation of the existing spaces vacated by the Ottawa Art Gallery resulted in improved facilities for creation, production, exhibition and performance for some of Ottawa's leading artist-run centres including SAW Gallery/Club SAW, SAW Video, IFCO and Artengine. The Arts Court Theatre, Studio and Box Office have also undergone significant upgrades.

New agreements for occupancy and management of the Firestone Collection of Canadian Art were developed with the OAG. Increased operating budgets for 24/7 security, in-house maintenance, operations and utilities were established. Operating support and Cultural Facilities Fund support were provided to OAG and Arts Court resident arts organizations throughout the expansion project.

A public art commission was launched in 2017 as part of the 1% for redevelopment of Arts Court.

Signage and marketing committees were led by City of Ottawa staff and Hive Collective members.

- Support implementation of capital development at local museums:

The Museums and Heritage Section managed several capital projects at local City-owned museums. In 2013, the catering kitchen at the Billings Estate National Historic Site was renovated, and the stone kitchen ruins at Pinhey's Point Historic Site were remediated. In 2015, Billings Estate stone steps and columns were repaired, remediation of the decaying exterior envelope of the Cumberland Heritage Village Museum Schoolhouse was carried out and structural integrity investigations of the Levesque House at CHVM were completed. In 2016, repair of the Billings Estate bedroom and roof leak were completed. Built heritage work at Pinhey's Point is underway. (*Museums and Heritage*)

Major capital funding support was allocated to Diefenbunker for pre-feasibility work through the Cultural Facilities Fund in 2017, and a strategic cultural partnership was developed with the Ottawa Museum Network to develop a terms of reference for a local museum study, including capital needs. (*CDI*)

- Endorse partnered development of national Indigenous Centre on Victoria Island:

The Algonquins of Pikwakanagan First Nation and *Omàmiwinini Pimàdjowin* officially opened the *Kabeshinân Minitig* Pavilion in 2017, in partnership with the National Capital Commission. This arrangement and lease with the NCC for the refurbished Stone Annex on Victoria Island provided a focus on the Capital's rich Algonquin heritage with display of local archaeological artefacts, Indigenous visual arts and fine crafts.

- Ottawa Public Library and Library and Archives Joint Facility Project:

In June 2018, Ottawa City Council approved the [implementation plan](#) for the new Ottawa Central Library. The City will build the library as a joint facility with Ottawa Public Library (OPL) and Library and Archives Canada (LAC) at 555 Albert Street (formerly 557 Wellington St.). This unique partnership will provide OPL and LAC with a unique, state-of-the-art facility that brings together the creative services of a public library and the public services of a national library and archives for a richer customer experience. The total project budget is \$192.9M, and the City is contributing \$122.3M to the facility and parking garage.

In December 2018, Diamond Schmitt Architects and KWC Architects were announced as the selected team to design the new OPL-LAC joint facility. Public engagement and consultations will be integrated into the design development work and expected to begin in Q1-2019. The joint facility will be a landmark

destination built to a minimum of LEED® Gold certification and will be accessible by light rail transit. The facility is expected to open in 2024.

- *Cultural space in new recreation facilities and expansions:*

New cultural spaces in City of Ottawa recreation facilities were planned and implemented by Parks and Facilities Planning Services. Exhibition spaces at Richcraft Recreation Complex (Kanata) and François Dupuis Recreation Centre (Orléans), as well as a multi-purpose room in the Minto Recreation Complex (Barrhaven) designed to support art classes are complete.

- *Transform underused and unused places into cultural facilities:*

The following City facilities have been transformed for cultural use and are now programmed by the Community Arts Program in partnership:

- Gamman House (Vanier) housing four artist studios, 2013
- Gardener's House (Britannia Beach) housing four studio spaces, 2014
- Jockvale Studios (Barrhaven), 2016
- Community exhibition space at Hunt Club-Riverside Community Centre for the Manotick Art Association

In 2014, Festival House opened in the former Westboro United Church, 450 Churchill Avenue, as an initiative of RBC Bluesfest. This facility now serves as a festival hub offering mentorship, collaboration and networking opportunities and strengthening Ottawa's festival community.

- *Development and administration of rental subsidy program that funds use of existing rental space by young, diverse and emerging artists and communities:*

In 2017, the Shenkman Arts Centre established a Community Arts Access Program that provides access to City space at the last-minute or in non-prime time. (SAC)

The Artist Studio Space Program (ASP), an initiative of the Community Arts Program, has been working to increase access to studios for Indigenous artists. In 2016, 16% of the 24 ASP studios were used by Indigenous artists. In 2017, that percentage had increased to 24%. (CAP)

- *Negotiate inclusion of cultural amenities within specific private development projects (Section 37 of Planning Act):*

Opportunities for local major cultural capital projects with Section 37 are in early consideration in Vanier and in other locations, as part of municipal cultural planning exercises. (CDI, Planning)

- *Financial incentives and tax levers for business owners to encourage leasing/renting of private spaces for cultural use:*

The City of Ottawa currently grants property tax relief to certain not-for-profit cultural, charitable or artistic organizations in Ottawa, pursuant to Section 361 of Ontario Municipal Act.

- Development of cultural and creative districts and clusters:

Dickinson Square in Manotick includes Watson's Mill, Dickinson House, and the Carriage Shed, and is located on Dickinson Street on the banks of the Rideau River, part of the Rideau Waterway, a *National Historic Site of Canada*, a *Canadian Heritage River*, and a *UNESCO World Heritage Site*. The Manotick Mill Quarter Community Development Corporation acquired six properties in Mill Quarter, and put them up for sale. Three of the six properties were sold, and one was retained by the City for the Remembrance Park development. In 2016, City Council approved the ongoing public ownership of the remaining two properties, Dickinson House and the Carriage Shed. In 2015, an application from the Rideau Township Historical Society for national heritage designation for Manotick's Dickinson Square was submitted to Parks Canada.

As part of Vision Vanier, the Recreation, Culture and Facility Services Department is committed to contributing to Vanier's economic and social vibrancy by leading cultural specific consultations with residents that are embedded in the overall Vanier Revitalization Strategy. Opportunities to support and enrich arts, culture and heritage activities of Vanier residents include incentives, initiatives and programming, in partnership with 28 cultural organizations and facilities, and 190 artists and cultural workers (2016 Census) for Montréal Road, Marier Street and their surrounding streets, parks and facilities. A unique arts and heritage district in Vanier is predicated on an inclusive understanding of all cultural activities happening in the area, including First Nation, Inuit and Métis communities, Francophones, racialized communities, immigrants and newcomers. (CDI)

The Public Art Program, as part of the Vanier Revitalization project, is developing a public art plan for the area through several community consultation initiatives (PAP).

The Public Art Program is working with OC Transpo to develop future animation programs at LRT transit stations. Dedicated space for temporary public art installations was launched in 2017 at Ogilvy Square through a special project with Artengine. The development of future programming for Pimisi Station including a speaker series to share knowledge of history and transformation of Indigenous names from the region is underway. (PAP)

Outstanding:

1. Development of joint plan for archaeological resources in Ottawa
2. Hiring of professional municipal archaeologist to spearhead partnered implementation
3. Incentives for adaptive re-use of historically significant buildings and structures

4. Identification, inventorying and preservation of cultural heritage landscapes
5. Mid-sized concert hall capital initiative
6. Implementation of capital improvements at Cumberland Museum
7. Development of Ottawa's first artist live-work space project
8. Feasibility study for development of arms-length arts and culture space development authority for Ottawa (similar to Toronto Artscape) and initiate operation

Strategy Three Status

*Get the Word Out About Ottawa's Vibrant Local Culture and Unique Identity
(5 actions achieved, ongoing or underway; and 2 outstanding)*

Achieved, Ongoing and Underway:

1. Renewed Ottawa poet laureate program
2. Cultural programs for 2017 celebrations
3. Development and promotion of vibrant local cultural brand for Ottawa
4. Marketing and promotion of local culture using new and existing tools, including kiosk
5. Development of local cultural tourism

Some achievements and actions underway are noted below:

- **Renewed Ottawa poet laureate program:**

A renewed Ottawa Poet Laureate Program was established in 2016 following working committee recommendations and a public open house. An annual purchase of service (\$25,000) was developed and approved to fund VERSe Ottawa for the administration, selection and promotion of Ottawa's English "Poet Laureate" and French "Poète lauréat". The 2017-2019 poets laureate were announced in March 2017: Andrée Lacelle (poète lauréate), Jamaal Jackson Rogers (poet laureate). Two new poets laureate will be announced in March 2019. (CDI)

- **Cultural programs for 2017 celebrations:**

A wide and diverse range of cultural programs was delivered in 2017 by Celebrations Ottawa Inc., an independent not-for-profit organization responsible for securing partnerships and sponsorships to deliver and support programming in celebration of Canada 150th anniversary. By the end of 2017, Celebrations Ottawa Inc. had implemented 18 major program offerings as well as 107 events throughout the City's 23 wards. A final report on sponsorships, partnerships,

programs and pageantry as well as information on expected legacy events was presented to FEDC and Council in June 2018.

- *Development and promotion of vibrant local cultural brand for Ottawa:*

The Ottawa Music Industry Coalition developed the Love Local Music marketing campaign. Core funding, through service agreements, was provided to cultural umbrella organizations whose mandates include marketing and promotion of the local cultural sector – Arts Network Ottawa, CHOO-COPO, Heritage Ottawa, Ottawa Arts Council, Ottawa Festivals, and Ottawa Museum Network.

- *Marketing and promotion of local culture using new and existing tools:*

Numerous new community websites, newsletters, social media campaigns, and blogs have been launched and implemented on an ongoing basis.

- *Development of local cultural tourism:*

In November 2017, the Ottawa Festival Network hosted Momentum 613, a cultural tourism event, in association with Ottawa Tourism and the former Ottawa Chamber of Commerce (now Ottawa Board of Trade). A cultural tourism working group was launched following the event and a pilot cultural kiosk project was implemented during the summer of 2018 in the ByWard Market.

A strategic cultural partnership is in place with Apartment 613 to inventory cultural tourism experiences. (CDI)

Outstanding:

1. Connection of embassies/consulates with local culture scene
2. Inclusion of culture in international exchanges and business/trade missions

Strategy Four Status

Invest in Local Culture and Build Cultural Leadership

(11 actions achieved, ongoing or underway; and 2 outstanding)

Achieved, Ongoing or Underway:

1. One-year artsVest program (with Business for the Arts), designed to increase private sector support of local culture
2. Ottawa XYZ cultural mapping website and initiative
3. Inclusion of two sessions within existing series of Mayor's business breakfasts that focus on connection between local culture, economic development and tourism
4. Investment in local arts, heritage, festivals and fairs
5. Municipal cultural facilities fund renewal
6. Advocacy to Province for inclusion of cultural facilities in Development

Charges Act

7. Discussion and plans for development of arts and heritage foundation focused on fundraising and philanthropy
8. Discussion and plans for development of independent, arms-length arts authority
9. Opportunities for culture at Invest Ottawa
10. Culture industry development initiatives
11. Increased effective cultural reporting

Some achievements and actions underway are noted below:

- *One-year artsVest program (with Business for the Arts), designed to increase private sector support of local culture:*

The City of Ottawa launched the artsVest program with Business for the Arts in May 2012 with a networking event designed to bring together local private, public and cultural sectors, and a full-day, capacity-building sponsorship training workshop for small and mid-sized cultural organizations. The artsVest matching incentive program resulted in 23 arts, heritage and culture organizations partnering with 48 businesses, 40 of which were first-time sponsors of the cultural sector. The Ottawa community reached and exceeded the artsVest matching funds goal of \$100K. Above the \$100K goal, these 23 organizations raised \$206,805 in sponsorship funds from the business community. (CDI)

- *Ottawa XYZ cultural mapping website and initiative:*

Following three years of City of Ottawa development and funding from the Province of Ontario's Creative Communities Prosperity Fund, Ottawa XYZ was launched in June 2014. A cultural resources database of over 2,000 mapped cultural resources in eight categories and is currently visualized in a public-facing, bilingual cultural mapping web service – www.ottawaxyz.ca. Raw datasets are also found in the City's Open Data Catalogue. Current work is focused on transitioning Ottawa XYZ towards the City's new open data web platform. (CDI)

- *Inclusion of two sessions within series of Mayor's business breakfasts that focus on connection between local culture, economic development and tourism:*

On December 8, 2015 and on February 1, 2017 Mayor's business breakfasts focused respectively on Canada's sesquicentennial celebrations, announcing the CIBC partnership with Guy Laflamme, Executive Director of Ottawa 2017; and on Ottawa as a Music City, presenting guest speaker, Allan Reid, President and CEO, JUNO Awards and Canadian Academy of Recording Arts and Sciences.

- *Investment in local arts, heritage, festivals and fairs:*

In 2018, \$10,710,962 was disbursed to individuals and organizations through 17 cultural funding and award programs. 471 submissions were received and 321 funding allocations were made. 31 juries, 92 jurors, and 3 independent assessors determined results based on a standard peer assessment model. 2017 saw an investment of \$356,870 allocated through the Cultural Facilities Fund (major and minor), as well as a \$250K allocation to GCTC, a final payment towards its cultural capital project. In 2018, capital investment through the Cultural Facilities Fund (major and minor) amounted to \$332,000.

The chart below outlines municipal cultural funding (excluding major cultural capital grants) for six years of Action Plan implementation. The related per capita measure is found in the fourth column of the chart. (CFSS, CDI)

**Cultural Funding Per Capita (Grants)
(excluding major cultural capital grants)**

Year	Total (\$)	Population ²	Per Capita	Increase Annually (\$)	Increase Annually (%)
2018	\$10,460,962	991,429	\$10.55	\$486,718	4.9%
2017	\$9,974,244	979,200	\$10.19	\$374,964	3.91%
2016	\$9,599,280	968,580	\$9.91	\$276,556	2.96%
2015	\$9,322,724	960,754	\$9.70	\$213,368	2.34%
2014	\$9,109,356	951,727	\$9.57	\$346,250	3.95%
2013	\$8,763,106	943,258	\$9.29	\$104,342	1.21%
Total \$ Increase 2013-2018				\$1,697,856	
Total % Increase 2013-2018				19.38%	
Total Per Capita Increase 2013-2018				\$1.26	

- Municipal cultural facilities fund renewal:

The Cultural Facilities Fund (Major Capital) was approved for a \$250K base annual municipal investment in 2014. This amount was allocated to La Nouvelle Scène for 3 years (2014-2016) in response to the LNS redevelopment application. In 2017, a renewed major capital program was launched with opportunities to apply for major capital funding aimed at pre-feasibility and feasibility studies, specialized equipment, and large renovation-restoration-construction projects with costs exceeding \$60K. Between 2017 and 2018, there were a total of eleven successful applications, with a range of major cultural capital projects. (CDI)

- Advocacy to Province for inclusion of cultural facilities in Development Charges Act:

In 2013, the City of Ottawa advocated for the inclusion of cultural facilities in the Development Charges Act during the provincial review. In 2015 and 2016, the City provided similar responses within the Ontario Cultural Strategy discussion paper and at roundtables.

- Discussion and plans for development of arts and heritage foundation focused on fundraising and philanthropy:

Discussion and plans for development of independent, arms-length arts authority:

Funding was approved by City Council during the 2017 (\$150,000) and 2018 (\$300,000) budget processes. The Ottawa Cultural Alliance submitted a proposal to the City to undertake work on the above actions through an arm's length cultural development feasibility study, and the proposal was accepted. The study aimed to research best practices, to consult the Ottawa community, community leaders, and City staff, and to recommend potential models and solutions for Ottawa to collectively advance its cultural sector, such as:

- an independent arms-length, cultural authority to provide leadership, service and support;
 - an arts and heritage foundation focused on fundraising and philanthropy to stimulate private sector support; and
 - a roundtable to bring local, municipal, provincial and national cultural players together to address ways to better resource local culture. (OCA)
- Opportunities for culture at Invest Ottawa:

The Public Art Program launched an artist in residence program at the Invest Ottawa Aberdeen location in 2013. Artists Henri Kuschowitz and Anthony Scavarelli, collectively known as "Luminartist", created a work of art that remained at the Aberdeen location until 2016 when Invest Ottawa moved. In 2017, 74 art objects representing 26 artists from the City's art collection were installed at Bayview Yards. (PAP)

- Culture industry development initiatives:

The mapping of local cultural businesses was undertaken as part of the cultural mapping project and Ottawa XYZ platform. (CDI)

The Ottawa Music Industry Coalition (OMIC) was founded in late 2015 with Economic Development seed funding. This non-profit, membership-based organization is dedicated to growing the city's music industry for the benefit of its artists, businesses and the city as a whole. (CDI, ED)

The Ottawa Music Strategy was unanimously approved by City Council in April 2018 following the work of an OMIC task force. This three-year strategy (2018-2020) aims to support the growth of Ottawa's emerging music industry and establish Ottawa as a global music city. Recommendations within the Strategy

focus on creating an environment that is broadly 'music friendly'. (OMIC, ED, CDI)

The #ottmusik initiative was launched in 2016, offering local artists an opportunity to host their music on the City of Ottawa phone system. The DIY Audio Tech Workshop for Women gives women an opportunity to learn basic theory of sound reinforcement and to gain experience in live sound technology. (CASE)

Commissioned by Artengine and supported by the Public Art Program, Sonicity provides an immersive sonic trip through the streets of Ottawa via an app that presents soundtracks created by talented local musicians for the city's bus routes. This was launched as part of the 2017 celebrations and as part of the Ogilvy Square temporary art commission (PAP)

The Shenkman Arts Centre, in partnership with OMIC, delivered three live production residencies for local musicians to provide performance space and technical support for artist professional development. (SAC, OMIC)

In 2017, Centrepointe Theatres launched a studio series designed to provide local performing artists with opportunities for exposure, and for audiences to engage with local artists. (Centrepointe Theatres)

- Increased effective cultural reporting:

The Ottawa Culture Research Group (OCRG) formed in 2016 to respond to the need for reliable cultural data collection and regular reporting of cultural indicators. This innovative partnership includes researchers from government, community organizations, the culture sector, and academia. The OCRG was initiated and is managed by the City. "Counting on Culture – Impacts and Indicators in Ottawa", the most comprehensive development of culture indicators in Ottawa to date, was released in November 2018. The Counting on Culture Symposium, presented by the University of Ottawa Centre on Governance in conjunction with the OCRG, was held on November 22, 2018. (CDI)

The City of Ottawa played a lead role in the Culture Statistics Strategy Consortium (CSSC) to develop local culture indicators, among them the estimated culture GDP. Estimates of GDP at the local level are not available for any other industry, but we now know that, for 2016, the estimated culture GDP of Ottawa was more than \$3.4 billion. In per capita terms, this represents \$3,667 per resident of the Ottawa Census Subdivision. (CDI)

Outstanding:

1. Mounting of regular, biennial summit for local and national Ottawa-based cultural players
2. Establishment of regular cultural roundtable facilitated by City

CONCLUSION

Amalgamation in 2000 identified culture as an important means to preserve history, culture and identity as well as to connect former municipalities and townships into a new larger city. For the past 18 years (and five Terms of Council), arts and heritage strategies and projects have brought residents together, connected artists, built places and awareness, preserved stories, and developed new cultural products for sharing with the world. The next 20 years (and five Terms of Council) carry the potential for Ottawa to make its mark internationally, by carving out its niche in the world as a cultural capital city and by reflecting its diverse citizenry through culture and innovation.