

# CULTURAL PLAN

Cultivating Greater Sudbury's

# CREATIVE

Identity, People, Places & Economy



sudbury

scenic sights.  
urban delights.



# Quick Recap

- Cultural Plan launched May 2015
- Arts and culture identified as priority sector:
  - ***From the Ground Up***
  - ***Council Strategic Plan***

87%  
public  
support

# Vision

*Greater Sudbury is a Northern cultural capital celebrated from coast to coast to coast for its artistic excellence, vibrancy and creativity.*

*A diverse cultural sector breathes life into our entire community through a range of programs and events which showcase the immense talent of local artists who draw inspiration from the land and the rich multicultural heritage of the region.*





# Strategic Directions

1. Creative Identity
2. Creative People
3. Creative Places
4. Creative Economy





# 1 Year Later...

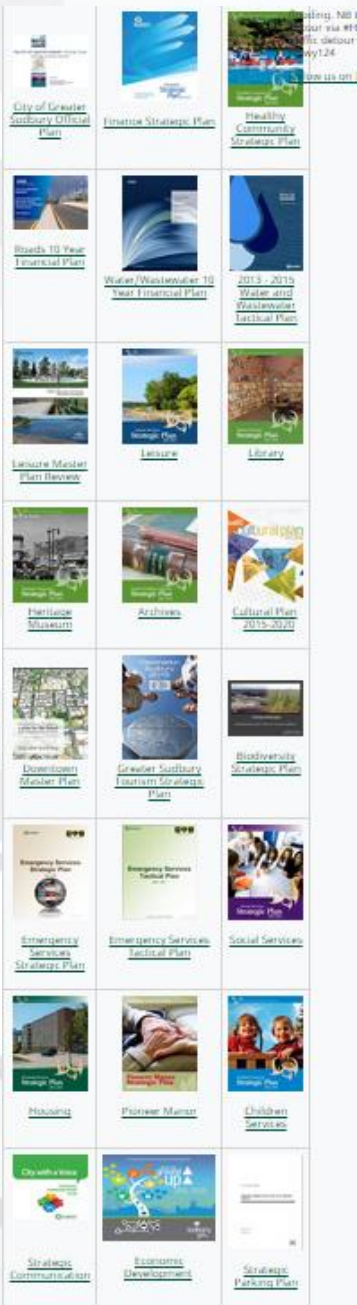
- *Cultural Action Plan*
  - Who, what when, how?
- Cultural Action Committee
- Special Events Internal Team
- 2<sup>nd</sup> Annual Cultural Forum
- Annual Cultural Report Card
- Cultural Plan Reporter
- [www.greatersudburyculture.ca](http://www.greatersudburyculture.ca)



# Cultural Plan Reporter

#	Goal	Updates	Status	Community Connection	Page
1.1	Consider and integrate cultural assets/spaces in future planning by integrating the Cultural Plan with the other City of Greater Sudbury (CGS) strategic plans (i.e.: Downtown Master Plan, Official Plan, Parks, Open Spaces and Leisure Master Plan, Economic Development Strategic Plan, etc.).	<ul style="list-style-type: none"> <li>- CGS staff made a submission to the <i>Ontario Culture Strategy</i> (as did ROCS) and participated in the <i>Municipal Cultural Planning Glossary</i> review</li> <li>- Cultural Plan is being integrated into the <i>Official Plan, From the Ground Up</i> (economic development strategic plan), <i>Downtown Master Plan</i></li> <li>- Tourism priorities, courtyard redesign and event support</li> </ul>	2015 onwards	CGS	5
1.2	Increase participation rates in cultural activities by designing and implementing a public campaign that showcases local offerings to both local and visiting audiences, including a centralized events calendar.	<ul style="list-style-type: none"> <li>- Halloween 2015 tourism campaign</li> <li>- CGS blog and event calendars (sudburydiscoveries.ca)</li> <li>- Community event calendars (e.g.: Sudbury Arts Council, Sudbury.com, entertainmentsudbury.com)</li> </ul>	2015-2016	MARKETING	6
1.3	Celebrate diversity and showcase arts, culture and heritage at CGS events and venues; influence other entities to do likewise.	<ul style="list-style-type: none"> <li>- Travel writer/delegate familiarization tours hosted by CGS</li> <li>- "Artists' corner" and performances held at The Market</li> <li>- Bell Park performances and arts day camps</li> </ul>	2015 onwards	MARKETING/ EVENTS	7
1.4	Develop methods to enhance public and stakeholder engagement in the Cultural Plan's implementation.	<ul style="list-style-type: none"> <li>- Cultural Action Committee formed Sept 2015</li> <li>- Cultural Plan used a lens does Arts &amp; Culture Grant investments as of 2016</li> </ul>	2015 onwards	OUTREACH	8





# #1 Creative Identity

Integrating culture into other strategic priorities:

- Council Strategic Plan
- *From the Ground Up*
- Film by-law
- Promotions
- Capital projects

# #2 Creative People





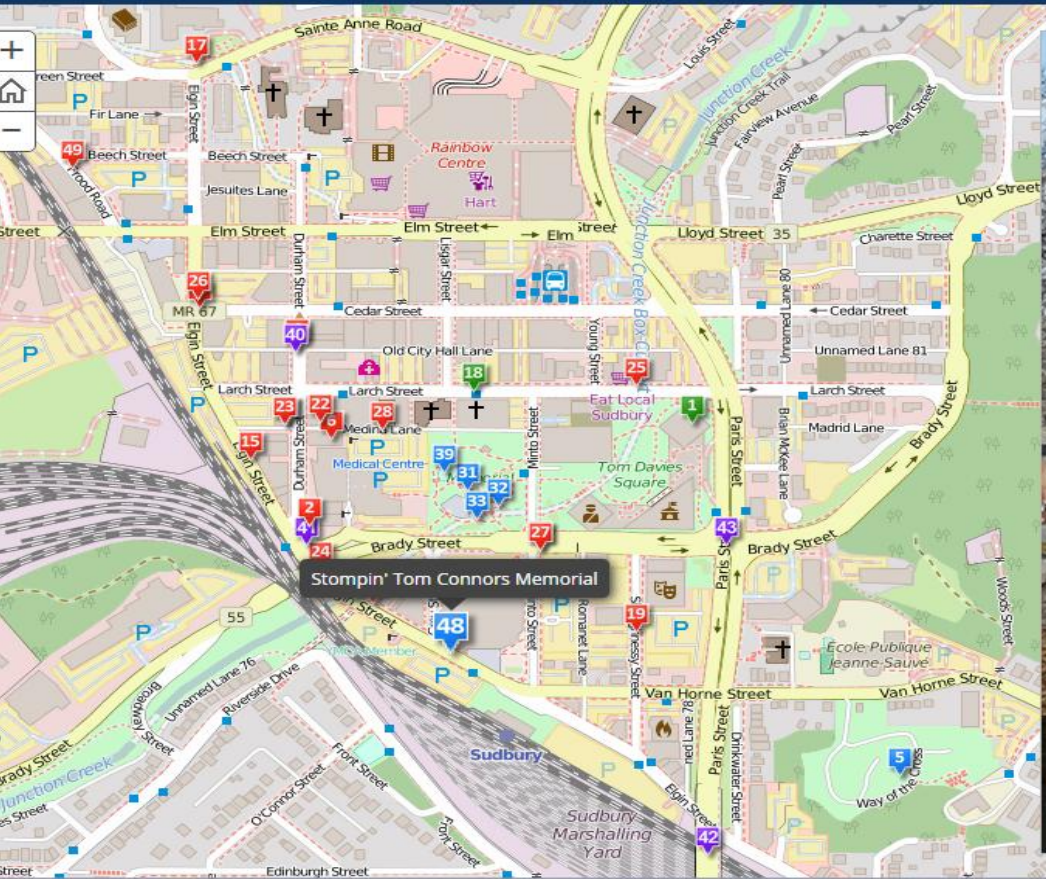
# #3 Creative Places

DEMO: Art Inventory / Inventaire de l'art

Powered by MapIT Greater Sudbury (Enterprise GIS / IT)

Switch to builder mode

Sample (St. Albert)   



**Stompin' Tom Connors Memorial**  
Sculptor: Tyler Fauvelle (2015)



# Creative Place-Making



# #4 Creative Economy

2015

## Annual Cultural Report Card

85

Events hosted in City facilities  
(2014)

1,714

People who work in Sudbury's creative sector  
(2015)

15

Film and television projects shot in Sudbury,  
with combined local spending of \$13 million  
(2014)

201,700

Public attendees/participants in arts and  
culture activities organized by 16 local  
not-for-profit organizations  
(2014)

1,140

Cultural activities offered to the public by 16  
local not-for-profit organizations (2014)

\$916,524

Municipal grants provided to cultural organizations,  
festivals and events, having a combined impact across  
tourism, arts and other priority areas  
(\$5.72 per capita in 2014)

Culture activities contributed **\$22 billion**  
or 3.7% to Ontario's gross domestic product in  
2010, supporting **280,000 jobs**.

**\$1** in City funding generates: **\$11.12**

**\$3.74**  
other levels of government

**\$3.75**  
private sector

**\$3.62**  
Earned and other revenues  
(ticket sales, program fees, venue  
rentals, investment income, etc.)

Visitors to the  
Sudbury Tourism website  
(January to October 2015)

45,033

607

Combined 'followers' and 'likes' on the  
Facebook.com/sudburyculture and  
@Sudbury Culture Twitter pages  
(as of Oct 2015)

13,375

Pageviews on the City of Greater  
Sudbury events calendar  
(Jan to Oct 2015)

### Sources:

City of Greater Sudbury (Greater Sudbury Development Corporation & Community Development) | Canadian Arts Data (CADAC)

# *Arts & Culture Grant Program*

Q: How does your project align with the goal outcomes of the Cultural Plan?

Q: What was your organization's most significant contribution to the community?





# Questions?

For more information:

[www.greatersudburyculture.ca](http://www.greatersudburyculture.ca)



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