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Halifax Regional Council
February 28, 2006
Committee of the Whole

TO: Mayor Kelly and Members of Halifax Regional Council

SUBMITTED BY:



Dan English, Deputy Chief Administrative Officer



Wayne Anstey, Acting Deputy Chief Administrative Officer

DATE: February 21, 2006

SUBJECT: HRM Cultural Plan - Final Draft

ORIGIN

September 13 th , 2005	Regional Council Endorses draft Goals & Objectives
December 6 th , 2005	Cultural Advisory Committee submits Information Report to Council outlining consultation results and Cultural Plan status
February 17 th , 2006	Cultural Advisory Committee completes public consultation program

RECOMMENDATION

It is recommended that :

1. Regional Council approve the Cultural Advisory Committee's February 21st, 2006 report and recommendation to approve the final Draft HRM Cultural Plan, dated February 7th, 2006; and
2. Regional Council forward the Cultural Plan to the Manager of Culture & Heritage for action as per the Implementation Strategy under the Plan.

BACKGROUND

Staff from HRM's Recreation Tourism & Culture business unit have been working closely with the HRM Cultural Advisory Committee since May 2005 to develop the Municipality's first Cultural Plan. The Committee's primary role was to develop and advise Council on the policy and implementation elements of the proposed Cultural Plan following a public consultation process. Pending Council's approval of the draft Plan, this report represents the final phase of the planning process and the successful completion of the Committee's mandate.

As part of the planning process an HRM Interdepartmental Cultural Planning Committee was established to provide input into the draft Plan at key points in the process. The primary role of this Committee was to provide specific input and advice in order to integrate the Cultural Plan with individual Business Units policies and programs. Individual staff representatives are also responsible to vet information through to their respective managers and co-workers to ensure lines of communication remain open. This Committee consists of staff representatives from HRM's Governance & Strategic Initiatives, Mayor's Office, CAO's Office, Recreation, Tourism & Culture, Planning & Development, Capital District, Regional Planning, Financial Services, Real Property & Asset Management, and the Halifax Public Libraries.

DISCUSSION

Since Council established the CAC and subsequent approval of their work-plan a number of steps in the planning process have been successfully completed bringing us to this final phase and recommendation:

May - Feb. 06	Bi-weekly Cultural Advisory Committee Meetings
June 05	Cultural Plan Discussion Paper circulated to public
June - Aug. 05	Seven community workshops, one cultural industry workshop, four youth workshops, two public opinion surveys
Sept. 05	Web-site launched
Sept. 05	Cultural Plan goals and objectives endorsed by Council
Oct. 05	Eight Focus Group Sessions
Oct. 05	Joint HRM Interdepartmental - Cultural Advisory Committee workshop "Policy development"
Oct. 05	Draft Policy/Implementation Framework
Nov. 05	Draft Cultural Plan circulated to public for feedback
Dec. 05	Joint HRM Interdepartmental - Cultural Advisory Committee workshop "Policy and action priorities"
Dec. 05	Information Report to Council
Jan. 06	Draft Cultural Plan revisions
Feb. 06	Final Draft Cultural Plan circulated to public for feedback
Feb. 06	Cultural Advisory Committee seeks Council's approval of Plan

Staff are pleased with the planning process to date and the degree of involvement and interest from the public and cultural industry stakeholders. The Cultural Plan has generally been well received by stakeholders who have supported HRM in developing the Plan and applauded the initiative to undertake this important policy shift. Like any planning process there have been concerns and issues that have been brought forward and considered in the final draft Plan. The Committee and staff have worked throughout the process to address concerns of specific interest groups and individuals so that the Cultural Plan provides an appropriate balance of community and cultural sector interests. However, in large part, the consultation process has shown that those interests are the same.

One of the key messages that the Plan delivers is that traditional “silos need to be broken down in order to see lasting outcomes at the ground level. In this respect, the HRM Cultural Plan is not an *arts policy* or a *heritage policy*, but rather, a comprehensive umbrella framework that addresses culture at a broad scale; *culture for community*. As HRM’s cultural agenda develops, so too will the policies and programs around specific elements of Culture. For example, in phase two of the Plan’s implementation an integrated regional heritage strategy is recommended. This strategy is also recommended in the Draft Regional Plan as the Heritage Functional Plan.

The draft Cultural Plan puts in place the policy direction and strategy ie. *the actions* to help Council achieve many of its community and economic development priorities and goals. It puts in place a strategy to move forward a fundamental aspect of HRM’s quality of life and future position as a “*most wanted region*”; a magnet for people and investment.

IMPLEMENTATION:

The Plan will be implemented over a ten-year span through three key phases: Phase I (2006-2008), Phase II (2009-2011), and Phase III (2012-2014). In Phase one the focus will be on getting our house in order, reviewing and building partnerships, building cultural capacity within HRM and community to deliver programs and raise awareness, and strengthen opportunities for developing cultural infrastructure whether through proposed community centres, enhancement of existing facilities, and stronger partnerships with existing cultural facilities and service providers.

Celebrating HRM’s culture and raising its profile to a bigger audience is identified as an implementation objective in Phase two (2009 - 2011) *ie. building a “Cultural Capital”* This will include competing for designation, and funding, as a Cultural Capital through Canadian Heritage and working with multi-sector partners to develop a “Creative Community Strategy” to build creative capital and infrastructure. Phase two will also focus on stronger multi-sector partnership development, and community, government and industry relations; *ie. growing partnerships & leveraging resources*.

Phase three Implementation (2012 - 2014) will include enhanced investment in strategic cultural facilities and infrastructure; *ie. growing and managing assets*. The multi-sector Creative

Community Strategy will be used to boost HRM's cultural image and capacity at the international level through highly effective, multi-sector partnerships, networks and investment opportunities; *global competitiveness*.

BUDGET IMPLICATIONS

No new operating resources are being proposed in the 2006-07 budget year. The immediate short-term will focus on getting our house in order and building the decision-making framework that will be needed. Implementation of the remainder of the short-term (2007-08) and the medium and long-term implementation phases (2009-2014) will be identified through annual progress evaluations and action planning and advanced through Council's business planning and budget process. At the end of Phase I (2008) a comprehensive evaluation will take place to identify implementation priorities and resource requirements for Phase II and III implementation of the Plan.

FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, Capital and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Capital and Operating reserves, as well as any relevant legislation.


ALTERNATIVES

- 1) Approve the final draft Cultural Plan with revisions

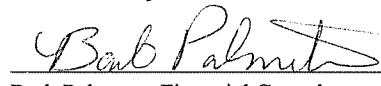
ATTACHMENTS

A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/agenda.html> then choose the appropriate meeting date, or by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

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