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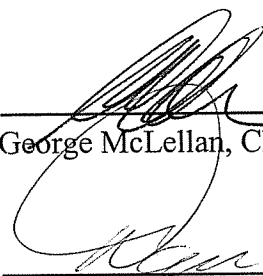


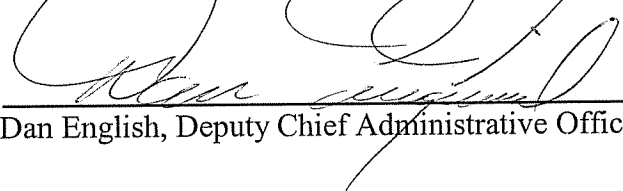
PO Box 1749  
Halifax, Nova Scotia  
B3J 3A5 Canada

**Halifax Regional Council**  
**March 9, 2004**

**TO:** Mayor Kelly and Members of Halifax Regional Council

**SUBMITTED BY:**

  
\_\_\_\_\_  
George McLellan, Chief Administrative Officer

  
\_\_\_\_\_  
Dan English, Deputy Chief Administrative Officer

**DATE:** March 3, 2004

**SUBJECT:** Cultural Capital of Canada 2005 Application

### **ORIGIN**

Staff has identified an opportunity through Heritage Canada for incremental funding of cultural programs. An application for HRM to be designated as the 2005 Cultural Capital of Canada is being prepared. Funding resources are contained within existing HRM business unit budgets (subject to Council approval).

The application requires a Council motion and therefore a staff report is being submitted.

### **RECOMMENDATION**

It is recommended that Council approve the designation of HRM as the 2005 Cultural Capital of Canada thereby leveraging 50% cost sharing from the Federal Government.

## **BACKGROUND**

In 2002 Heritage Canada announced the creation of a national funding program known as the Cultural Capitals of Canada (CCC). The stated purpose of this program is to “recognize and support Canadian Municipalities for special activities that harness the many benefits of arts and culture in community life.” Vancouver was selected as Cultural Capital in 2003, and Regina in 2004.

## **DISCUSSION**

The objective of this program is to promote arts and culture in Canadian municipalities through recognition of excellence and support for special activities that celebrate arts and culture as well as to integrate them into overall community planning. Cultural Capital designation is intended to enable the community “to invest more in arts and culture, increase and improve cultural services, and strengthen connections with other communities through shared cultural experiences.”

HRM has convened a working group including representatives from HRM Recreation, Tourism & Culture and Capital District business units, Area Business Commissions, Cultural Festivals and other cultural organizations. Destination Halifax, Greater Halifax Partnership and CBC Halifax support this initiative (see attached letters of support).

Staff has identified existing internal resources to match Canadian Heritage funds for eligibility purposes. Letters of support from the cultural community will be included with application, and development of the application and proposed projects are underway.

HRM Recreation, Tourism & Culture will act as the lead unit for this application, and if successful, the designation activities.

Application requires a motion passed by Council authorizing an application to be made to Cultural Capitals of Canada and committing the municipal funds if the application is successful.

**BUDGET IMPLICATIONS**

HRM staff has identified the following resources that form the basis of the municipality's application contribution to be matched by Canadian Heritage. **(Budget is subject to Council approval).**

<b>Business Unit</b>	<b>Initiative</b>	<b>Budget Year</b>	<b>Funds</b>
Capital District	Public Art Commissions	2004 - 05	\$60,000
Recreation, Tourism & Culture			
Culture & Heritage Unit	Policy Development, Research, Programming	2004 - 05	\$160,000
Culture & Heritage Unit	Programming	2005 - 06	\$60,000
Civic Events & Festivals	Programming	2005-06	\$100,000
Recreation	Programming	2005 - 06	\$20,000
Destination Halifax	Cultural Tourism Marketing	2005 - 06	\$90,000
<b>TOTAL:</b>			\$490,000

**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**

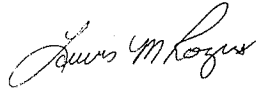
1. To approve an application for the 2005 designation of Cultural Capital of Canada thereby leveraging 50% cost sharing from the Federal Government.  
**This is the recommended alternative.**
2. Not to apply for the 2005 Cultural Capital of Canada. This is not the preferred alternative.

ATTACHMENTS

1. CCC Program Eligible Activities
2. Letters of support from: Destination Halifax, Greater Halifax Partnership, Visual Arts Nova Scotia, Writers Federation of Nova Scotia, Spring Garden Area Business Association, Atlantic Film Festival, Atlantic Jazz Festival, Downtown Halifax Business Commission, Halifax Citadel Regimental Association.
3. Article from Municipal World magazine, September 2003, "Celebrating the Cultural Capitals of Canada"

Additional copies of this report, and information on its status, can be obtained by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

Report Prepared by: Keith McPhail / Cultural Officer, 490-5912



Report Approved by: \_\_\_\_\_  
Lewis Rogers / Director, Recreation Tourism & Culture, 490-5978

## Canadian Heritage Program: Cultural Capitals of Canada

Matching municipal funds for cultural development: celebration and legacy building.

Activities eligible for funding include:

### Celebration -

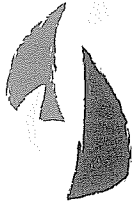
- cultural & heritage events celebrating significant anniversaries or events
- developing new or expanding existing cultural festivals and other activities that highlight the character of the community
- holding arts, culture and heritage workshops
- highlighting cultural diversity of the community, including Aboriginal, diverse and minority language professional artists and their works
- highlighting artistic achievement of young people and exposing youth to arts, culture and heritage

### Legacy Building -

- creating or expanding public art or community art programs
- developing programs of preservation of cultural practices and traditional knowledge among aboriginal populations
- articulating a vision for cultural development and the means to achieve it through the implementation of cultural policies and plans
- developing strategies for cultural tourism, marketing and promotion
- developing partnerships between municipal cultural workers and members of the arts and heritage communities
- developing and implementing strategies to highlight, promote and strengthen the capacity of Aboriginal or culturally diverse organizations and professional artists
- identifying and implementing strategies for attracting private sector partners to support sustainable cultural development and expression

Non-Eligible Activities:

Capital projects (\$10,000 capital expenditures in support of eligible activities are eligible), endowment funds, library, amateur sport and recreational activities are **not** eligible.



DESTINATION  
HALIFAX  
NOVA SCOTIA • CANADA

March 1, 2004

Halifax Regional Municipality Council  
c/o Mr. Keith McPhail  
Cultural Officer  
Halifax Regional Municipality  
Recreation, Tourism & Culture  
PO Box 1749  
Halifax, NS B3J 3A5

Dear Members of Council:

Please accept this letter as support for Halifax Regional Municipality's application to Canadian Heritage's Cultural Capitals of Canada Program for 2005.

Halifax is the recognized hub in Atlantic Canada for trade, investment, tourism, education, commerce and entertainment. Destination Halifax believes a Cultural Capital of Canada designation would enhance the platform on which the Halifax Region is marketed as a tourism destination.

The cultural product offering found within the Halifax region affords unique positioning from a tourism marketing perspective. Authentic cultural tourism experiences are highly sought after by tour operators packaging tourism product. Through participation on a Cultural Capital Marketing Committee, we will demonstrate our support to HRM Recreation, Tourism & Culture and the cultural community in the development of strategic marketing initiatives to showcase the wealth of cultural events and assets waiting to be experienced within the region.

If successful in its bid for Cultural Capital of Canada for 2005, we anticipate that HRM will benefit by increasing cultural tourism, the number of visitors, and expenditures on cultural products.

This program is an excellent opportunity for the municipality and the cultural community to grow together in new directions, and to give HRM national and international recognition as a Capital of Culture.

I hope that by demonstrating our support for this initiative, that Council will strongly consider supporting the proposed bid for Cultural Capital of Canada for 2005.

Sincerely your,

Patricia Lyall  
Chief Executive Officer  
Destination Halifax



March 1, 2004

HRM Council  
c/o Municipal Clerk's Office  
1841 Argyle Street  
Halifax, Nova Scotia

*Re: Support for HRMs 2005 – Cultural Capital of Canada*

Dear Councillor:

I am writing to lend the support of the Greater Halifax Partnership for HRM's 2005 Cultural Capital of Canada initiative.

This important initiative will help strengthen, profile and celebrate heritage, arts and culture in the Halifax Regional Municipality.

The Greater Halifax Partnership, is the economic growth organization for HRM. We are responsible for keeping and growing business and attracting new business to the region.

A number of weeks ago, we brought Dr. Richard Florida to speak in Halifax. He discovered that the cities that attract, embrace, and encourage creative people, diverse ethnic communities, artists, and alternative culture, are also the centers of economic prosperity. We at the Greater Halifax Partnership agree with Dr. Florida in that embracing, celebrating and fostering cultural diversity is one of the keys to smart growth.

The Cultural Capital of Canada initiative will celebrate our cultural diversity and promote the various cultural activities, festivals, arts and heritage of the Halifax Regional Municipality.

We strongly support this initiative as we feel that it will play an important role in enhancing the economy of the Halifax Regional Municipality.

Sincerely,

A handwritten signature in black ink, appearing to read "Fred Morley". The signature is fluid and cursive, written over a white background.

Fred Morley  
Vice President and Chief Economist



## Business Commission

1668 Barrington Street  
Suite 301  
Halifax, Nova Scotia  
Canada B3J 2A2  
Tel (902) 423-6658  
Fax (902) 429-0865

HRM Council  
Halifax Regional Municipality  
P.O. Box 1749  
Halifax, NS, B3J 3A5

March 3, 2004

*Re: Support for HRM's 2005 Year of Cultural Events and Festivals*

His Worship Mayor Kelly and HRM Council,

For many years small businesses have understood the importance of cultural events and festivals in generating additional revenues and creating vibrant communities. The businesses of downtown Halifax have benefited significantly from marquee events such as the World Theatre Congress, Tall Ships, G7, East Coast Music Awards, etc. But aside from such events that happen only on occasion, just as important are annual events such as the Atlantic Canada Jazz Festival, Natal Day and Canada Day activities, the Holiday Parade of Lights, Buskers, etc. These festivals and downtown businesses have a symbiotic relationship, each supporting the other to create a city we are very proud of.

Recently, new light has been shone on the importance of this relationship, through the theories of Richard Florida, and others, who demonstrate a direct link between arts, culture, and a city's economic prosperity. On behalf of the businesses of downtown, the Downtown Halifax Business Commission urges Council to support a proposal for HRM to be named the Cultural Capital of Canada for 2005. The business community has been working with HRM staff and cultural groups from across HRM to encourage this initiative, in a way that is unprecedented, and we encourage Council to show its full support.

We know that 2004 will be an exciting year for culture. With HRM Council's support, we hope that this designation will have lasting impact in 2005 and beyond.

Best wishes,

Paul MacKinnon  
Executive Director  
Downtown Halifax Business Commission



# Atlantic Film Festival

March 4, 2004

Mr. Keith McPhail, Cultural Policy Officer  
Halifax Regional Municipality  
Recreation, Tourism, Culture and Heritage  
P.O. Box 1749  
Halifax, Nova Scotia  
B3J 3A5

Ref: Support for 2005, year of Cultural Events and Festivals-- Cultural Capital of Canada Celebration.

Dear Mr. McPhail:

The following is a letter of support for Halifax's 2005 Year of Cultural Events and Festivals - Cultural Capital of Canada Celebration initiative to help strengthen and celebrate arts and culture in the Halifax Regional Municipality.

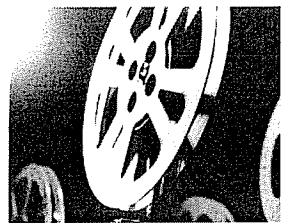
The Atlantic Film Festival will turn 25 in 2005 and is planning a large celebration to mark this auspicious anniversary. As an integral part of the local festival and event community, we fully support this initiative to celebrate our cultural diversity and promote to the general public the cultural activities, festivals, artwork, of the Halifax region.

The Atlantic Film Festival Association is proud of the work that we have done and the relationships we have forged with our audience and more increasingly, the other parts of the local cultural community. We look forward to the Cultural Capitals project recognizing the impact that our community currently makes to life in HRM and how through this project we can increase this impact. We anticipate that this initiative will bring people and arts together in a more regular and visible way for the benefit for all.

Sincerely,



Gregor Ash  
Executive Director,  
Atlantic Film Festival Association  
[gregor@atlanticfilm.com](mailto:gregor@atlanticfilm.com)  
(902) 420-4793



PO Box 36139  
Halifax, NS B3J 3S9  
Canada

PH: 902.422.3456  
FX: 902.422.4006  
[festival@atlanticfilm.com](mailto:festival@atlanticfilm.com)



*Patrons:*

*The Lieutenant Governor, Province of Nova Scotia  
and  
The Commander, Land Force Atlantic Area*

Feb. 17, 2004

Mr. Keith McPhail, Cultural Policy Officer  
Halifax Regional Municipality  
Recreation, Tourism, Culture and Heritage  
P.O. Box 1749  
Halifax, Nova Scotia B3J 3A5

Re: Support for Halifax's 2005 Year of the Festival - Cultural Capital of Canada Celebration

Dear Keith,

On behalf of the Halifax Citadel Regimental Association, its members and Board of Directors, please accept this letter of support for Halifax Regional Municipality's application to the Cultural Capitals program.

Our organization of volunteers has, for more than ten years, supported the tourism, cultural and heritage of Halifax and Nova Scotia. We look forward to 2005 as an opportunity to work with the Halifax Regional Municipality to celebrate our cultural diversity and to collaborate with other organizations for the benefit of all our citizens.

I applaud the role of leadership you have taken and look forward to 2005.

If there is anything I and our organization can do to help with the application, please do not hesitate to contact me.

Sincerely,

Brian L. White,  
President  
Halifax Citadel Regimental Association

HALIFAX CITADEL REGIMENTAL ASSOCIATION

PO Box 9080, Station A, Halifax, Nova Scotia, Canada B3K 5M7 Tel - 902 426 1972 Fax - 902 426 4228





HRM Council

March 1, 2004.

P.O. Box 33043  
Halifax, Nova Scotia  
Canada B3L 4T6  
Tel: 902.492.2225  
Fax: 902.425.7946  
susan@jazzeast.com  
www.jazzeast.com

**Re: Support for Halifax's 2005 Year of Cultural Events and Festivals  
Halifax – Cultural Capital of Canada 2005**

The following is a letter of support for Halifax's 2005 Cultural Capital of Canada initiative to strengthen and celebrate arts, culture and heritage in the Halifax Regional Municipality.

For those of us involved in the arts community, the astounding quantity and quality of the city's artistic output does not go unnoticed. It is not always apparent that the community at large takes notice. A successful bid to become the 2005 Cultural Capital of Canada will provide an unparalleled opportunity to give our cultural community the boost and recognition it so justly merits - both within and outside of our city. The funding associated with such a designation will facilitate the creation of a legacy to support our cultural community through public celebration, the development of cultural policy and the strengthening of links between the cultural sector and the community at large, including HRM businesses and local government.

JazzEast is currently embarking on its 18th Atlantic Jazz Festival, a musical celebration attended by over 69,000 jazz fans from throughout the Maritimes and beyond. In addition, we have been running the prestigious two-week Creative Music Workshop for seven summers and we produce a year around program of jazz, world and improvised music concerts and workshops in Halifax. We collaborate with other arts groups in the city in the production and presentation of multi-genre and multi-disciplinary work and we work collectively with jazz and world music presenters throughout North America helping to place Halifax on the international arts map.

We strongly support this initiative and encourage the HRM Council to authorize staff to proceed with the application to Canadian Heritage.

Sincerely,

A handwritten signature in black ink, appearing to read "Susan Hunter", written in a cursive style.

Susan Hunter  
Artistic Director



March 2, 2004

Mayor Peter Kelly and Members of the Council  
Halifax Regional Municipality  
City Hall  
1841 Argyle Street  
Halifax, Nova Scotia B3J 3A5

Dear Mayor and Councillors:

Re: 2005 - Halifax's Year of Cultural Events & Festivals

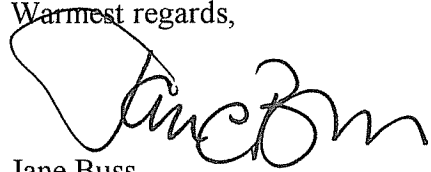
For the past several years the Writers' Federation of Nova Scotia has been honoured to kick off Atlantic Book Week & Festival at City Hall. The approximately 300 school children who have attended each year write us thank you letters brimming with enthusiasm, excitement and astonishment. Not only were they thrilled to meet an award winning writer living in their own community, but they were over the moon at being able to sit in your Council Chamber and to ask questions, to visit the Mayor's Office and actually touch the Chain of Office, to be served sandwiches and fruit juice by the Mayor himself and to learn about civic government. This highlight in their year illuminates one facet of the cultural richness of our capital city.

The Writers' Federation of Nova Scotia, a not-for-profit charitable organization that represents more than 700 working writers in the province of Nova Scotia and organizes a multitude of programs and services, each designed to support and sustain the profession of writing, and to promote books is proud to call Halifax home. Over the past 28 years, we have worked to establish our City as a shining centre for writers and writing. By spearheading the establishment of Word on the Street Halifax, the Nova Scotia Children's Literature Roundtable, the Hackmatack Children's Choice Awards, Atlantic Book Week and Festival, Port AUTHORitieS Readings, an extensive writers-in-the-schools program, a firm foundation in Halifax has been established.

The directors, members and staff of the Writers' Federation of Nova Scotia trust that the HRM Council will see the intrinsic value of celebrating our superb cultural resource and heritage, and authorize your staff to pursue Cultural Capital designation for our home. This initiative is an ideal opportunity to recognize some of our most talented citizens who work in the arts or champion our unique heritage. It's an ideal opportunity for HRM to evolve a wholesome and sustaining framework to support this rich resource. A community that challenges and stimulates its citizens is a richer community, ultimately one that creates a better learning/growing/business climate than one where there is little stimulation. We at the Writers' Federation believe that our arts, culture and heritage are a prime source of this stimulation.

WFNS wholeheartedly supports an initiative with such potential to capitalize on our already considerable assets, and to parlay them into a rich endowment for our citizens, our visitors and our children. Should you have questions or require further information, I hope you won't hesitate to be in touch.

Warmest regards,

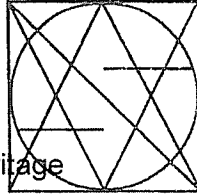
A handwritten signature in black ink, appearing to read "Jane Buss". The signature is fluid and cursive, with a large initial "J" and "B".

Jane Buss  
Executive Director

JB/g

Visual Arts Nova Scotia  
1113 Marginal Road, Halifax, Nova Scotia, B3H 4P7

Keith McPhail, Cultural Policy Officer  
Halifax Regional Municipality  
Recreation, Tourism, Culture and Heritage  
PO Box 1749  
Halifax, NS B3J 3A5



Phone - (902) 423-4694  
Toll Free - 1-866-225-VANS  
Fax - (902) 422-0881  
E-mail - vans@visualarts.ns.ca  
Website - <http://vans.ednet.ns.ca>

March 1, 2004

Re: Support for Halifax's 2005 Year of Cultural Events & Festivals

Att: HRM Council

I write on behalf of Visual Arts Nova Scotia (VANS) to provide this letter of support for Halifax's 2005 - Cultural Capital of Canada initiative to help profile, strengthen and celebrate arts, culture and heritage in the Halifax Regional Municipality.

Incorporated in 1976, Visual Arts Nova Scotia is the provincial arts service organization representing the visual arts and artists of Nova Scotia. We publish the nationally distributed magazine *Visual Arts News*. VANS supports this application because of the potential benefits to the city and constituents including our 600+ members, our programs and projects.

We are in fact very interested in working with the Recreation, Tourism, Culture and Heritage Department on a public art project that could be part of the Cultural Capital initiative. The proposed project is modeled on the extremely successful *Cows on Parade* project, which has taken place in many cities around the world. It started with artist-decorated, business-sponsored, fiberglass cows, but there have been a multitude of creative permutations since the initial project in Zurich, Switzerland in 1997. Chicago's cows generated much publicity and even more money.

*Chicago officials estimated that tourists who came to see the cows spent \$500 million in the city.*  
Rose DeWolf, Chicago Daily News, July 26, 2000.

Halifax used to be known as the City of Trees, a designation I doubt is true any longer after the devastation of Hurricane Juan. However we could do an amazing installation of sculpture-trees that would generate money to replant real trees, benefit artists, wow the citizens and attract tourists. It is a project that involves culture, heritage and tourism and, since the trees will be fun, recreation too!

We hope that Council will support the proposed bid for Cultural Capital of Canada for 2005.

Sincerely,

Storme Arden  
Executive Director



Spring Garden Area  
Business Association

5670 Spring Garden Road  
Suite 610  
Halifax, Nova Scotia  
Canada B3J 1H6

Tel: 902.423.3751  
Fax: 902.492.0049  
Email: springgarden@ns.sympatico.ca  
www.springgardenroad.com

February 16, 2004

To: **His Worship Mayor Kelly  
And Members of City Council,**

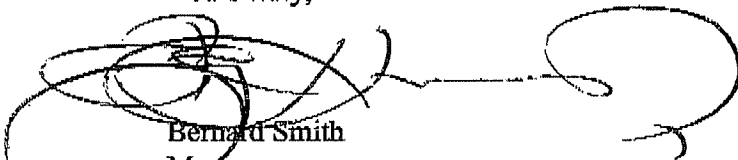
Re: **Cultural Capitals of Canada Initiative**

The Spring Garden Area Business Association would like to express its support of an HRM application for designation of Halifax as the 2005 Cultural Capital of Canada.

It is the belief of this Association that the opportunity to obtain matching Federal funding presents the potential for a major enhancement of the cultural components of this municipality. We also believe that such an enhancement would provide not only a long lasting (and much needed) benefit to the Cultural sector but will have a positive impact on the life and vibrancy of our community at large.

We are convinced (even before Richard Florida's recent visit to Halifax) that a healthy Cultural sector is a major contributor to the economy by the very nature that people, locals and visitors alike, are attracted to a place that proudly acknowledges and celebrates its Cultural community through its annual arts festivals and events. HRM is such a place, and by supporting this initiative, we can be even stronger and a most certain choice for the 2005 Cultural Capital City of Canada!

Yours truly,



Bernard Smith  
Manager  
Spring Garden Area Business Association



# Celebrating the Cultural Capitals of Canada

*Culture smart municipalities have the edge!*

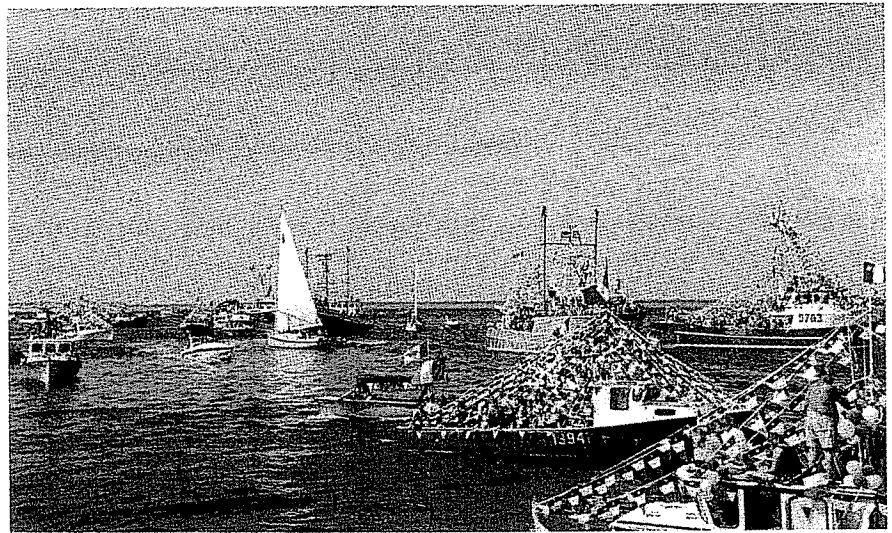
Lise A. Legault

Five Canadian cities are in a celebratory spirit. Last May, at the Orpheum Theatre, home of the Vancouver Symphony Orchestra, Canadian Heritage Minister Sheila Copps announced the winners of the first Cultural Capital of Canada awards. Inspired by a visit to Thessaloniki, Greece, designated by the European Union as the 1997 European Capital of Culture, Minister Copps has been the driving force behind the Canadian initiative. The Cultural Capital of Canada awards recognize municipalities across the country for their past and ongoing contribution to the celebration and promotion of arts, culture and heritage.

As recipients of the Cultural Capital of Canada 2003 awards, Caraquet, New Brunswick, Rivière-du-Loup, Québec, Thunder Bay, Ontario, Red Deer, Alberta and Vancouver, British Columbia, will each receive a contribution from the federal government matching their cultural investments to a maximum of \$500,000. Special cultural events and celebrations, arts festivals, heritage preservation projects and Aboriginal art exhibits are only some of the activities that will abound in these cities, and will offer a unique expression of local cul-



Lise A. Legault is an Ottawa-based consultant. A former federal public servant, she has worked on a broad range of social issues, including arts policy and international cultural policy issues.



The annual Blessing of the Boats takes place in mid-August during Caraquet's Acadian Festival. Boats from all over the region are decorated with the festival colours and sail up and down the coast, to the delight of visitors. Photo: Yvon Cormier, courtesy of the Acadian Festival of Caraquet.

ture for Canadian and foreign visitors alike.

## Acadian Culture

All Canadians should participate in the Tintamarre at least once in their life! In Caraquet, this Acadian tradition is the highlight of the annual 15-day Acadian Festival held in August. Drive 293 kilometres northeast of Fredericton to this capital of Acadian culture, and remember to bring your friends, your costumes, your pots and pans, your whistles and bugles – any noisemaker will do. Every August 15, the national day of Acadians, the Tintamarre is your opportunity to dance on Saint-Pierre Boulevard with thousands of people, and to

be as loud and boisterous as possible for an entire hour.

Each summer, this community of 5,000 welcomes some 130,000 visitors who gather to enjoy song, classical music, theatre and the visual arts, with close to 200 Acadian artists. For residents of Caraquet, the designation as a Cultural Capital of Canada is exhilarating. "The award is a recognition of the long-standing efforts and commitments of volunteers, in Caraquet and Grand Caraquet, to arts and cultural development," observed Mayor Antoine Landry.

Among other initiatives, the city will develop a public art program to introduce children and youth to the arts. A collection of wooden plaques will be commis-

sioned to commemorate Caraquet's historical events. Arts and cultural organizations will also be brought together in a permanent office, and the city will undertake preparations to mark the 25th anniversary revival of the Tintamarre in 2004.

### Heritage Legacy

Discovering the history and culture of Rivière-du-Loup, a charming community located between Montréal and Gaspé on the south shore of the St. Lawrence, is as easy as taking a taxi tour with an audio-guide.

In this community of fewer than 50,000, the focus is on heritage. The city adopted its first heritage policy in 2002. "The Cultural Capital of Canada designation indicates that this city's rich heritage must be preserved, developed and pro-

moted," commented Mayor Jean D'Amour. The award will help to ensure the future preservation of built heritage in Rivière-du-Loup.

Many heritage buildings, two of which are occupied by La Maison de la Culture and the Bank of Montréal, can be admired along rue Lafontaine, the city's main street. Private property owners are keenly aware of the significance and value of their built heritage and contribute to the preservation of Rivière-du-Loup's heritage treasures.

New initiatives, made possible by the award, include the establishment of a Cultural Heritage Centre, the development of a heritage inventory, and the preparation of a technical guide for historic building restoration. The city will also develop educational activities, organize a heritage photo contest, and undertake research with the Université Laval.

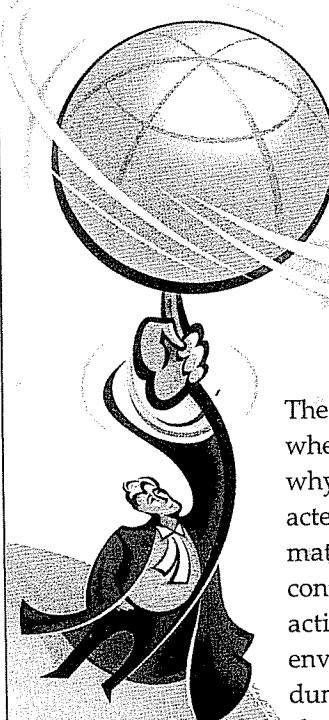
### Dynamic Community

One must visit Thunder Bay, on the shores of Lake Superior, to learn about the legends of the sleeping giant, the maiden of the mist and the peeping squaw. Tourists can go back in time at Fort William, the world's largest reconstruction of a fur trade post and a top-10 visitor attraction. This year, Thunder Bay will mark the 200th anniversary of the First Rendezvous at Fort William with *The Greatest Rendezvous Celebration*. The anniversary is a unique opportunity for Thunder Bay to showcase its vibrant cultural life.

The city will celebrate its early roots by bringing activities from Fort William into the heart of Thunder Bay. Events will include Ojibwa Keshigun, an exposition of traditional native drumming, dancing, singing, and arts and crafts. Native and non-native youth will use traditional art, new media, modern dance and music to build on the cultural message of Ojibwa Keshigun. A Scottish Festival and celebrations strengthening the ties between the Anglophone and Francophone communities will also be an important part of the festivities.

This award demonstrates that culture can thrive in smaller communities in the same way as in metropolitan areas. "The celebration is an opportunity to

ENVIRONMENTAL



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let the rest of the world know how much we have going for us," said Mayor Ken Boshcoff.

### Community Spirit

"A delight to discover" is the motto of Red Deer, located midway between Calgary and Edmonton. The input and passion of almost 300 residents and volunteers led to the development of this city's cultural master plan. "It has been an adventure. The most exciting part of this whole journey has been the tremendous community support and participation which guided it," said Mayor Gail Surkan.

The city's project, Culture! A Community Celebration, celebrates all elements of culture in the community. A new major festival, Centre Fest, will highlight cultural diversity and feature local and international street performers. Five new plays, to be presented at the Edmonton Fringe Festival, will be developed based on interviews with local WWII veterans. The city is also interested in the link between arts and health, and will organize a national arts and wellness conference. And, as part of the provincial centennial celebrations, a major Aboriginal art exhibit will be held in 2005.

The city has also created an endowment fund to ensure a cultural legacy for the community. For Kerry Dawson, Culture Development Superintendent,

the Cultural Capital of Canada award is about "what Red Deer can do now, and also about what Red Deer will be doing in the future."

### Cultural Leadership

In Vancouver, whether you take a heritage walking tour of Canada's largest Chinatown; view public art on the downtown shoreline; visit historical sites of the Coast Salish people; or experience the unique spirit of Granville Island, Vancouver's Creative City theme ensures you will revel in cultural magic throughout the city.

As part of its celebrations, the community is planning new and expanded events celebrating its cultural diversity. English, French, Spanish, Punjabi, Chinese and Vietnamese residents can look forward to a new annual waterfront festival at False Creek, which will bring together Vancouver's diverse cultures to celebrate the city's connection with the sea. "This is all part of what creates Vancouver's identity, its character and its reputation," observed Burke Taylor, Director of the Cultural Office.

Vancouver will also host its first annual arts and cultural awards program recognizing outstanding accomplishments in a broad range of arts and cultural activities, the fine arts and architecture. The commissioning of public art and the development of additional studio and backstage tours are also on

the agenda. "The arts and culture are everyone's interest," said Mayor Larry Campbell. "This is a key part of building great communities and a great city."

### Sources of Inspiration

As cultural destinations, Caraquet, Rivière-du-Loup, Thunder Bay, Red Deer and Vancouver can offer all Canadians a rich and diverse cultural experience. The awards' colourful banners, depicting stylized characters celebrating in front of the maple leaf, will be proudly fluttering in these five cities. In addition, the Red Deer Royals, a municipal band, will be taking the banners to the cities of Monza and Lonate Ceppino, Italy, where the band will be performing in an international competition.

"There is tremendous creativity and cultural vibrancy in Canadian cities, and I invite municipalities from across Canada to apply to the Program," commented Minister Coppins.

No doubt other communities across Canada will be inspired to be part of this celebration of culture. Congratulations to the five winning municipalities, proud representatives of Canada's dynamic cultural life!

The deadline date to apply for a 2005 Award is March 15, 2004.

Information is available online at <[www.canadianheritage.gc.ca](http://www.canadianheritage.gc.ca)>. *AMW*



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March 4, 2004

Mr. Keith McPhail, Cultural Policy Officer  
Halifax Regional Municipality  
Recreation, Tourism, Culture and Heritage  
Alderney Gate, 2<sup>nd</sup> Floor  
Dartmouth, NS  
B2Y 2N5

Ref: Support for Halifax's 2005 Year of Cultural Events & Festivals

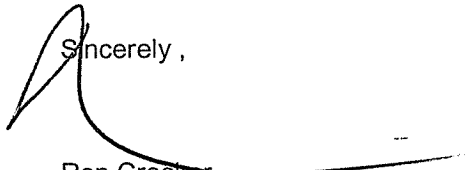
The following is a letter of support in principle for Halifax's 2005 - Cultural Capital of Canada initiative to help profile, strengthen and celebrate arts, culture and heritage in the Halifax Regional Municipality.

As the representative of the Canadian Broadcasting Corporation, I fully support this initiative to celebrate our cultural diversity and promote to the residents and visitors the cultural activities, festivals, arts and heritage of the Halifax Regional Municipality.

We anticipate that this initiative will incorporate arts and heritage into our community in a highly visible way and that it will build bridges between the cultural community and other aspects of our community such as business, local government and recreation.

Jennifer Gillivan is the contact for our organization

Sincerely ,



Ron Crocker  
Regional Director of Television, Maritimes  
Senior Programming Director, Atlantic  
CBC  
P.O. Box 3000  
Halifax, NS B3J 3E9  
(902) 420-4005

c.c. Jennifer Gillivan  
Executive in Charge of Partnerships, CBC Halifax

Department of Canadian Heritage  
Cultural Capital of Canada, Arts Policy Branch, Ottawa

**centre for art tapes**  
5600 Sackville Street • Suite 207  
P.O. Box 36059 • Halifax, Nova Scotia • B3J 3S9

Halifax Regional Municipality  
PO Box 1749  
Halifax, NS  
B3J 3A5

To HRM Council:

**Ref: Support for Halifax's 2005 Year of Cultural Events & Festivals**

Please accept this letter as our enthusiastic support for Halifax's 2005 Cultural Capital of Canada initiative. We are confident that this bid will help provide the support and focus necessary for strengthening the broad range of cultural activities that have always been part of Halifax's rich heritage. As an organization participating in the Cultural Capital working group, we support city council's authorization of HRM staff to proceed with this application.

Our organization, the Centre for Art Tapes, has been serving the needs of media artists (digital, video, audio, new media) in HRM for over 25 years. Our membership extends to all corners of HRM, from Hubbards to North Preston and everywhere else in between. We focus our efforts on the 'indie' media-makers, with programs and services that are every bit as professional as they are community-focused. We feel our organization's philosophy resonates with the purposes of the Cultural Capital initiative: celebrating cultural diversity through the promotion of our local arts and cultural events.

It is no secret that investing in cultural initiatives such as this stimulates growth in other sectors. We anticipate that this initiative will underscore the connections of arts and heritage with our communities of HRM, increasing visibility, awareness, and respect, while building bridges with local businesses, recreation, local government, tourism, and other sectors.

If you require any additional information about our organization, its mandate, membership, or goals, please feel free to contact me at (902) 420-4580 or via e-mail, [cfat.operations@ns.sympatico.ca](mailto:cfat.operations@ns.sympatico.ca).

Thank you again for giving us the opportunity to participate in supporting this initiative!

Yours very truly,



Becca Barker  
Executive Director

March 4, 2004

Mr Keith McPhail  
Cultural Officer  
Halifax Regional Municipality  
Recreation, Tourism & Culture  
P.O. Box 1749  
Halifax, NS B3J 3A5

Dear Keith,

This will serve as confirmation of Metro Transit's support for HRM's submission to Canadian Heritage's Cultural Capitals of Canada Program.

Certainly our diverse east coast music scene and long-standing tradition of art and live theatre in this historic city should help warrant such a designation.

As HRM's public transportation system, carrying 14 million passengers a year, Metro Transit has often been approached to act as a venue for various cultural activities going on in the community. It has supported the cultural scene of our municipality for many years on an informal basis through incorporating live performers and musicians at our ferry terminals and on our ferries for seasonal entertainment at Christmas and during the summer months, with events such as the International Buskerfest, the Dartmouth Waterfront Music Festival, and Multicultural Festival. We've allowed the installation of winning artworks in our Ferry Terminals from various public contests such as the "Seahorse" sculpture from the Millennium Art Contest. We are also currently working on a partnership with CBC and the Halifax Comedy Fest to incorporate performances around our transit terminals.

Metro Transit has featured numerous interior and exterior bus advertising panels from various organizations' programs such as "Poetry on the Way", a national program funded by the Canada Council for the Arts, the "Word On the Street" Literacy Festival and many school art contests and shelter design programs, in conjunction with the Halifax Regional School Board, NS College of Art and Design and Dal-Tech University.

We have allocated space in our transit rider newsletter "GoTimes" to promote community events such as African Heritage Month, the International Buskerfest, the Multicultural Festival and events at the Maritime Museum of the Atlantic over the years.

2.

Metro Transit would be prepared to offer in-kind sponsorship to HRM's Cultural Capital of Canada bid 2005 to elevate the profile of culture in our region.

The contribution for in-kind support would be made available for interior and exterior transit advertising space in the amount of approximately \$34,000. This will include the following:

Exterior Bus Advertising - 20 spaces per month for a 3 month maximum (based on availability) Design and production costs would be additional and the responsibility of the program.  
Approximate Retail Value : \$4200 per month

Interior Bus Advertising- 175 spaces per month(1 per bus) for a 3 month maximum (based on availability). Design and production costs would be additional and the responsibility of the program administrators.  
Approximate Retail Value: \$1225 per month

Shelter Posters- 10-15 spaces at bus and ferry terminals and Viacom sites based on availability. Design and production costs would be additional and the responsibility of the program administrators.  
Approximate Retail Value: \$500 per month per site

Metro Transit will also offer feature space in our public information materials such as transit maps, schedule booklets, rider newsletters and on our web site (based on availability).  
Approximate Retail Value: \$2000

We hope that our offer of formal support will assist in HRM securing the Cultural Capital of Canada designation for 2005. We look forward to working with you on cultural projects in the future.

Sincerely,

Lori Patterson  
Manager Public Affairs  
Metro Transit

cc: Brian Taylor, General Manager, Metro Transit  
Robin Boudreau, Marketing & Design, Shared Services