

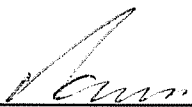


PO Box 1749
Halifax, Nova Scotia
B3J 3A5 Canada

Halifax Regional Council
May 17, 2005

TO: Mayor Kelly and Members of Halifax Regional Council

SUBMITTED BY:



Bob Nauss, Acting Director, Recreation Tourism & Culture

DATE: May 9, 2005

SUBJECT: Cultural Capital of Canada 2005 Application

INFORMATION REPORT

ORIGIN

This information report relates to item 9.1.6 Cultural Capital of Canada 2005 Application, Halifax Regional Council Meeting, March 9, 2004. Staff identified a potential opportunity, through the federal Heritage Canada Department's Cultural Capitals of Canada program, to receive incremental funding for cultural development in HRM.

BACKGROUND

In 2004, staff received Council resolution to support an application to the Cultural Capitals of Canada program, operated by Heritage Canada. The intent of the program is to match funds invested in cultural development by municipalities up to a limit of up to \$500,000. The subsequent application submitted by HRM included a listing of HRM funds (mostly existing budget items) totalling \$490,000 that would be matched by the federal government if the bid was successful.

The application for HRM to be designated as the 2005 Cultural Capital of Canada was submitted on March 15, 2004.

DISCUSSION

On February 4, 2005, Canadian Heritage Minister Frulla announced the names of the unanimously recommended Cultural Capitals of Canada. A total of 24 eligible applications were submitted for designation in five different categories based on population. The Cultural Capitals of Canada for 2005 are: Toronto (ON), Victoria (BC), Algonquins of Pikwàkanagàn (ON), Annapolis Royal (NS), and Saint-Jean-Port-Joli (QC).

Halifax Regional Municipality and the City of Toronto were the two cities in the communities over 125,000 population category to submit eligible applications for Cultural Capital of Canada, 2005. An independent advisory committee, composed of the Mayors of the Cultural Capitals of Canada for 2004 and advised by experts working in the field of arts and culture, was struck by the Department of Canadian Heritage to make the designation recommendations. Unfortunately, HRM's application was unsuccessful. An explanatory letter and summary of the Advisory Committee's comments related to HRM's submission is attached to this report.

As Council is aware, a Cultural Plan process is underway. The Plan is expected to be tabled with Council in September 2005. Although this timing may not be adequate for meeting the application deadline for next year, Staff would suggest that Council may wish to pursue the Cultural Capital of Canada designation upon completion of the Cultural Plan.

BUDGET IMPLICATIONS

Not applicable.

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

None.

ATTACHMENTS

Letter from the National Program Manager of the Cultural Capitals of Canada with attached summary of the Advisory Committee's comments related to HRM's submission to the Cultural Capitals of Canada program.

Cultural Capital of Canada 2005 Application
Council Report

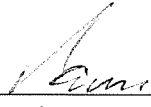
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Additional copies of this report, and information on its status, can be obtained by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

Report Prepared by: Keith McPhail, Cultural Officer, 490-5912
Paul Johnston, Business Services Coordinator, 490-5623

Report Approved by:



Bob Nauss / Acting Director, Recreation Tourism & Culture, 490-4910



March 23, 2005

Mr. Keith McPhail
Halifax Regional Municipality
P.O. Box 1749
40 Alderney Gate, 2nd Floor
Halifax, Nova Scotia
B3J 3A5

Dear Mr. McPhail:

As you know, the Honourable Liza Frulla, Minister of Canadian Heritage, announced, on February 4, 2005 the winners of the 2005 Cultural Capitals of Canada awards:

Toronto, Ontario — over 125,000 population category
Victoria, British Columbia — between 50,000 and 125,000 population category
Algonquins of Pikwàkanagàn, Ontario — under 50,000 population category
Saint-Jean-Port-Joli, Quebec — under 50,000 population category
Annapolis Royal, Nova Scotia — under 50,000 population category

As part of the competitive process, an independent advisory committee composed of the Mayors of the 2004 Cultural Capitals of Canada and of representatives from the arts and cultural milieu duly evaluated each application and made recommendations to the Minister of Canadian Heritage.

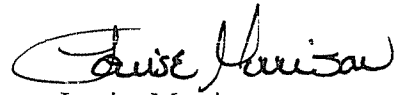
The Department of Canadian Heritage would like to thank you for your participation in the third round of the Cultural Capitals of Canada awards, and your municipality's taking up the challenge to highlight and celebrate the arts and culture, and to create a lasting legacy. We hope that many municipalities will be able to carry forward their projects even without the contribution the award would have provided. Likewise, we hope that you will consider submitting another proposal for a Cultural Capitals of Canada award in a future year, as we all work towards the advancement of the arts and culture in Canadian communities of all sizes.



We are pleased to provide you with a summary of the Advisory Committee's comments relating to your submission. We trust that this feedback will provide you with ideas to strengthen and enhance any future submission you may wish to make.

The deadline for the 2006 Cultural Capitals of Canada is May 15, 2005. If you have any questions, please do not hesitate to contact me, at 1-866-661-0662 (toll-free).

Yours sincerely,

A handwritten signature in black ink, appearing to read "Louise Morrison". The signature is fluid and cursive, with a large initial "L" and "M".

Louise Morrison
National Program Manager
Cultural Capitals of Canada
Arts Policy Branch

Enclosure

CULTURAL CAPITALS OF CANADA 2005 ADVISORY COMMITTEE MEMBERS FEEDBACK

Halifax Regional Municipality

Project Name: Year of Cultural Events and Festivals

Strengths

Halifax continues to develop its support for arts and culture, and is clearly a leader in turning heritage interpretation into a visitor attraction. There is recognition that a cultural policy process is required in order to establish the necessary networks and linkages. Halifax's proposed cultural policy is broad and addresses cultural diversity, access and support for professional and non-professional practice. The municipality has shown creativity in the face of challenges and has undertaken some interesting initiatives in the past. For example, the Poet Laureate and Anthology projects stand out, and the art map is a useful tool. Halifax is headed in the right direction.

The application reflects leadership by the city in the area of cultural development. The goals of the proposal are clear and well described. The team is well structured and extends into the community to some extent. The legacy components of the proposal are well described and strong. The budget is clear and sufficiently detailed at this stage of the application. The Advisory Committee noted that there is more funding devoted to actual programs than to marketing and administration.

Weaknesses

Municipal investment in the arts and culture is low compared to cities of comparable size. While tourism is important to Atlantic Canada's economy, Halifax seems to take for granted that increased tourism should be the *raison d'être* for the culture sector. One would like to see Halifax take a broader view.

The Committee believes that the proposed policy could address the role of the arts in community cultural development more specifically. Current policies are very heritage focused. The steps taken thus far are important, but could be expanded.

The proposal is vague and does not present a clear sense of the celebratory components. It requires a more strategic focus, suggesting that significant consultation and planning have not yet taken place. The application does not indicate how individual professional artists in various disciplines are supported. A clearer description of traditional knowledge workshops would have been useful. The purpose of the Writer in Residence should have been described as well as the criteria to be used.

The scope of the proposal could be broader and connect more directly to the major existing festivals and significant cultural institutions in Halifax. Halifax has a wealth of cultural resources, but involvement of key arts organizations and institutions is not

clearly demonstrated. The proposal lacks details on support from the cultural community and the private sector.

The budget reflects a modest sponsorship component that is probably feasible, but no other sources of revenue or partnerships are presented, especially from flagship institutions.

Conclusion

The proposal reflects leadership by the city in the area of cultural development. However, the strategy presented appears to be more developmental in terms of cultural policy than in celebrating the tremendous wealth of artistic talent in the area. The Advisory Committee encourages Halifax to pursue its cultural policy work and to resubmit to the program in the future.