



HURON COUNTY CULTURAL PLAN

2020-2023

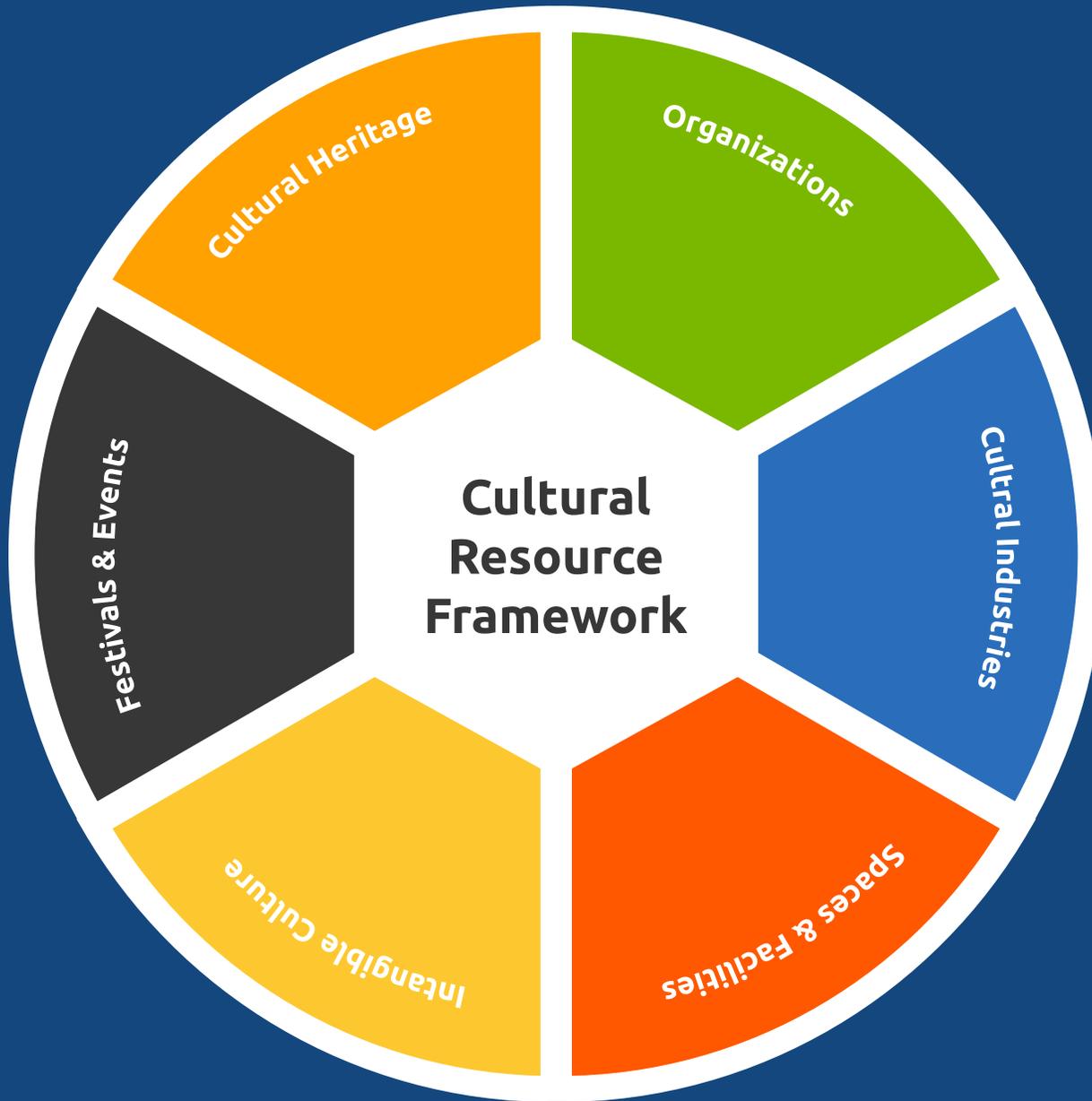
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What is Culture?

Culture is a broad umbrella term that includes the arts, culture and heritage resources of a community. The Cultural Resources Framework (page 4) identifies the cultural assets that are considered within a municipal cultural planning context.





Festivals & Events

Music Festivals
 Film Festivals
 Craft Shows
 Sports & Recreation
 Events
 Country Fairs
 Seasonal Celebrations
 Plowing Matches
 House & Garden Tours

Cultural Heritage

Archives
 Museums
 Heritage Plaques
 Public Art Galleries
 Outdoor Art
 Cemeteries
 Designated Heritage

Organizations

Arts
 Heritage
 Civic & Social
 Membership
 Municipal Advisory
 Ethno-Cultural

Cultural Industries

Bookstores
 Publishers
 Printers
 Antiques
 Crafts People
 Graphic Designers
 Media Outlets
 Libraries
 Writers
 Visual Artists
 Musicians
 Photography
 Architects
 Sound Recording
 Museums & Galleries
 Theatre Companies
 Design & Marketing

Spaces & Facilities

Art Galleries
 Museums
 Libraries
 Archives
 Theatres
 Churches
 Community Centres
 Film & Video Production
 Radio Broadcasters

Intangible Culture

Stories
 Legends
 Traditions
 Customs

Cultural Planning

"Cultural planning is a way of looking at all aspects of a community's cultural life as community assets. Cultural planning considers the increased and diversified benefits these assets could bring to the community in the future, if planned for strategically. Understanding culture and cultural activity as resources for human and community development, rather than merely as cultural 'products' to be subsidized because they are good for us, unlocks possibilities of inestimable value."

Cultural Planning Toolkit,
Creative Cities Network of Canada (2010)



Lemon Bucket Orchestra perform at the
Huron Multicultural Festival, 2019

Benefits of Culture

In addition to its intrinsic value, culture provides important social and economic benefits. With improved learning and health, increased tolerance, and opportunities to come together with others, culture enhances our quality of life and increases overall well-being for both individuals and communities. The culture sector helps support the economy through direct and indirect job creation. It also helps spur innovation in other sectors in the form of productivity advancements, community branding, and increased local tourism.

The Ontario Ministry of Heritage, Sport Tourism and Culture’s “Environmental Scan of the Culture Sector in Ontario” (2016) lists some of the following benefits of culture.

Participation in culture by children and youth helps develop thinking skills, builds self-esteem, and improves resilience, all of which enhance education outcomes. Students from low-income families who take part in arts activities at school are three times more likely to get a degree than those who do not. Schools that integrate arts across the curriculum have shown consistently higher average reading and mathematics scores compared with similar schools that do not.

As trusted community hubs and centres of knowledge and information, public libraries play an important role in expanding education opportunities and literacy, overcoming the digital divide, supporting lifelong learning, and preparing people for work in the

knowledge economy. Participation in library activities has been shown to improve literacy and increase cognitive abilities.

A growing body of research demonstrates that the arts can improve the health and well-being of older adults. Participation in the arts can relieve isolation and promote identity formation and intercultural understanding.

Culture helps build social capital, the glue that holds communities together. By bringing people together, cultural activities such as festivals, fairs, or classes create social solidarity and cohesion, fostering social inclusion, community empowerment, and capacity-building, and enhancing confidence, civic pride, and tolerance.

Culture helps municipalities and cities to develop compelling city narratives and distinctive brands, with unique selling points for tourists and business investors. Culturally rich districts also enhance competitiveness by attracting talent and businesses.

Culture makes a significant contribution to the tourism industry in Ontario, further supporting job creation and encouraging infrastructure development. In 2010, cultural tourism generated \$3.7 billion in GDP and resulted in 67,700 jobs for Ontarians.

“ The direct economic impact of culture products was \$53.1 billion in Canada in 2017, which equates to \$1,454 per capita and 2.7% of overall GDP. The employment estimate was 666,500 in 2017, or 3.5% of the 18.8 million jobs in the country. Between 2010 and 2017, the GDP of culture products increased by 16%.

Provincial and Territorial Culture Indicators 2017, Statistics Canada

Municipal Culture Planning

Increasingly, municipalities are recognizing the contribution of culture to sense of place, quality of life, and community and economic prosperity through a process called “cultural planning.” Cultural planning is led by local governments and involves broad community engagement to identify and leverage a community’s cultural resources, strengthen the management of those resources, and integrate them in all facets of local planning and decision-making. Currently, 72 municipalities in Ontario have approved cultural plans, representing three-quarters of Ontario’s population.

The process is part of a global trend toward more place-based approaches to planning and development that take into account four interdependent pillars of community sustainability:

- Economic prosperity
- Social equity
- Environmental responsibility
- Cultural vitality

Culture and creativity are essential aspects for vibrant and sustainable communities. The County of Huron has an important role to play in ensuring that conditions are favourable for local arts, culture and heritage to flourish.

George Canyon performs at the International Plowing Match, 2017



Overview of Cultural Planning in Huron County

2008 Huron County Cultural Plan

Huron Arts & Heritage Network (HAHN) along with Cultural Services and the Planning and Development Departments developed the first Cultural Plan for Huron County in 2007/08. Implementation of the 2008 Cultural Plan resulted in several positive outcomes and renewed momentum for the cultural sector.

2011/12 Cultural Mapping

In 2011/12 Huron County was able to complete a cultural mapping project with assistance from the Province of Ontario. The cultural mapping project identified over 1,800 cultural assets in Huron County within the Cultural Resource Framework (page 4).

2014 Huron County Cultural Plan

The 2014 Huron County Cultural Plan was developed over a fourteen month period from March 2013 to April 2014. The completed Huron County Cultural Plan was approved by Huron County Council in May, 2014.

The final plan contained fifty-one recommended actions within a framework of six strategic directions to be implemented over a four year span. 46 out of the 51 recommendations in the Cultural Plan were completed or saw some progress between 2014 and 2018.



2019 Behind the Bars
at the Huron Historic Gaol

A woman with dark hair, wearing a black sleeveless top, is singing into a microphone on a stage. She has her eyes closed and a focused expression. In the background, another person wearing a hat is partially visible, and the stage lighting is dramatic, with a dark blue backdrop.

“

Seventy-seven percent of Canadians agree or strongly agree that arts experiences help people feel part of their local community. And, Canadians who rate arts, culture, and leisure in their city or town as “excellent” are nearly three times more likely to report a “very strong” sense of belonging. This link is particularly strong in rural areas and small villages.

Vital Signs: Arts and Belonging, Community Foundations of Canada (2017)

Cultural Collective performs at the Goderich Night Market 2018

Huron County Cultural Services

The Cultural Services Department of the County of Huron includes Huron County Library, Huron County Museum and Historic Gaol, and Cultural Programs. The Cultural Services Department is a core cultural asset in Huron County due to the many cultural programs and services that the department provides across the County. Cultural Services also acts as a strong link between local government and the cultural sector and community.

Huron County Library

Huron County Library is a countywide library system with twelve branches across the County. In recent years, a key strength of the system has been its ability to provide relevant services to its rural communities through traditional methods while forging ahead and providing core service through cutting edge technology. The balance that has been created between tradition and innovation has been one that has ensured equality of access for all library users.

Huron County Library's mission statement is to provide the community with inviting and accessible facilities, engaging virtual spaces, comprehensive collections and user-friendly technology. Welcoming and knowledgeable staff and volunteers provide innovative services and programs that contribute to community vitality. Huron County Library's Strategic Plan 2018-2023 lays out a number of objectives and actions to be taken to achieve six priority goals for the library system.

Huron County Museum and Historic Gaol

The Huron County Museum is home to historical and cultural exhibitions, both temporary and permanent. Thousands of artifacts illustrate the history of both our rural and urban communities in a variety of themes and topics.

The Huron County Museum tells the stories of Huron County in a variety of methods on-site, off-site and on-line. Permanent exhibitions feature early settlement, agriculture, military and main street galleries including a full-size steam locomotive central to the building. A variety of temporary exhibitions throughout the year investigate and explore topics of local significance.

The Huron County Museum offers a variety of events, activities and exhibits throughout the year to welcome the public through our doors.

In 1991 the Museum amalgamated with the Historic Gaol, a National Historic Site. A unique and imposing octagonal building which served as the County Jail from its opening in 1841 until 1972. The building originally housed the County Courts and Council Chambers, as well as serving as Gaol and House of Refuge.

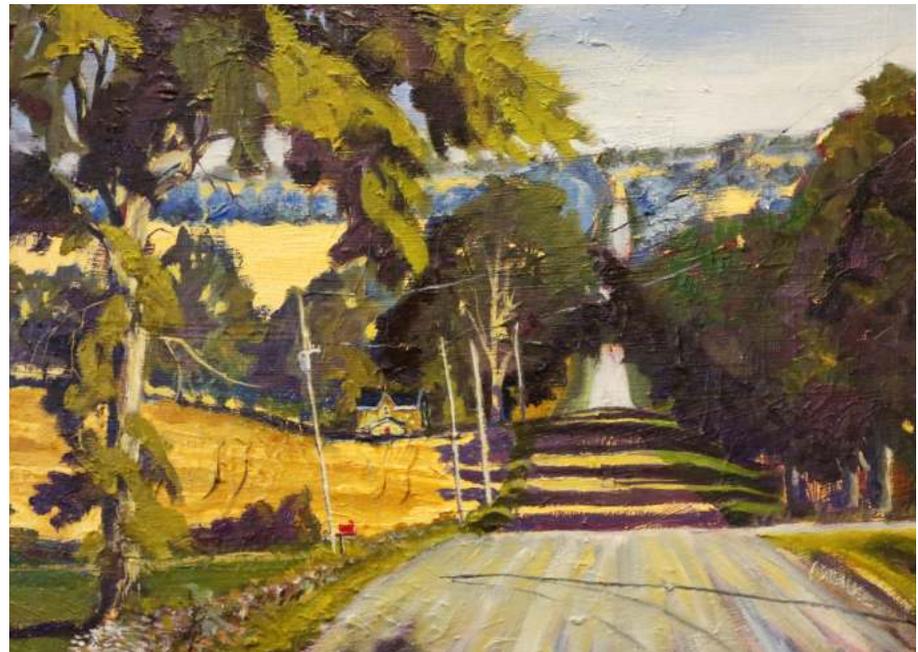
The County Archives are located at the Museum

Cultural Programs

Municipal cultural planning initiatives, such as cultural mapping and the development and implementation of the Cultural Plan fall under the Cultural Programs division of Cultural Services.

Maintaining close working relationships with our arts, culture and heritage sector partners is a priority for all three branches of Cultural Services. As such, Cultural Programs provides support to Huron Arts & Heritage Network, a countywide umbrella organization for culture and heritage in Huron County. The Cultural Development Officer works with organizations and individuals in the cultural and creative economy to build capacity by providing skill building opportunities, assistance with funding applications and support in delivering programs and services.

The Cultural Development Officer also works with Economic Development and Tourism staff in the County to promote cultural tourism and creative and cultural businesses in Huron County.



Country Roads
by William Creighton
2016 Huron County Art Show Winner

Libraries Transforming Communities

The Huron County Library is now connecting more intentionally with community, using the Libraries Transforming Communities methodology. Over the past two years, Library staff have engaged over 780 Huron County community members in facilitated Community Conversations and Street Interviews capturing Huron County community member's aspirations, concerns and suggested paths forward.

The Library takes responsibility for stewarding the community knowledge captured through these conversations and interviews, and like other library resources, shares the community knowledge with those that can make a difference.

The conversations surfaced clear direction, we heard, people want to belong to an inclusive community rich with opportunities, and connections. They also want a community that is forward-looking, thriving and offers a vibrant quality of life. However, Huron County community members expressed concern about a growing economic divide which left people feeling excluded. Further, a lack of awareness of community information has created barriers to community participation resulting in a diminished sense of belonging and disconnection between people and with groups. It was suggested that as a community we need to focus on supporting community members to break into social networks, by inviting people to participate, and encourage community collaborations to build stronger networks. It was also suggested that we need to focus on the creation of better tools to gather and promote community information and community assets. People felt the solutions to these issues lie within the community, and if government, community organizations, private industry, and citizens all played a part, everyone could enjoy a better quality of life.





Public and Sector Engagement

Development of the new Huron County Cultural Plan began in May 2019 at a public input session in Blyth. Sixty-five representatives from the arts, culture and heritage sector of Huron County attended the May 15th session. Through facilitated group discussions and targeted breakout sessions those in attendance generated a longlist of twenty-two potential strategic priority areas for consideration in the new Cultural Plan. On May 16, County staff representing different departments met to review the list of strategic areas and were able to consolidate the longlist from the public input session into a list of fifteen potential strategic priority areas for the new Cultural Plan. Over the summer of 2019, Cultural Services staff conducted twenty-eight stakeholder interviews with cultural organizations, municipalities, BIAs and Chambers of Commerce. Stakeholders were asked to select their top three priority areas for the Cultural Plan from the list of fifteen strategic priority areas created in May.

The public was invited to provide additional input in to the Plan's development process via an online survey conducted over the fall months. The survey was posted on creativehuron.ca and promoted through social media channels, local newspapers and the Huron County Museum's monthly e-newsletter. The survey garnered 158 responses. On November 9, 2019 Cultural Services held the Huron County Culture Summit in Blyth. At the Summit attendees were asked to identify potential actions and tactics within five strategic areas: Festivals & Events, Heritage Preservation, Communications, Evening Economy and Public Art.

Following the consultation at the Culture Summit, Cultural Services staff met again with staff from other county department to review the list of strategic priorities and possible actions to further refine and shape the final list of actions and goals for the Cultural Plan.

What We Heard

Stakeholders recognize the importance of meeting face-to-face and having shared conversations about our challenges and opportunities. We need to continue to build the network by providing opportunities for the arts, culture and heritage sector to sit across the table from one another to talk about their work, concerns and areas for collaboration.

We may be entering a period of increased austerity in Ontario. Finding additional financial and human resources will be difficult and collaboration among cultural organizations and across sectors will become increasingly important to the sector to build its capacity.

93% of survey respondents say arts, culture and heritage is important to Huron County's economy.

68% of survey respondents said arts, culture and heritage was very important to their quality of life.

Over 50% respondents had attended a community event, theatre performance, music concert, museum or farmers' market in Huron County in the last year.

Communications is an ongoing challenge. Where and how to find out about events and activities happening in Huron County appears to be a systemic problem. The majority of survey respondents identified "lack of awareness" as the number one barrier preventing them from participating in local cultural activities

81% of survey respondents rated the variety and number of cultural activities and programs in Huron County as either good (58%) or Excellent (23%).

Animating and beautifying our civic spaces through festivals, events and public art is a priority for BIAs and local municipalities.

Stakeholders and the public identified a need for more programming that includes groups who have been historically marginalized.



What, if any, barriers are preventing you from participating in local cultural activities?

65%	Awareness
55%	Time of activity
31%	Lack of time
29%	Cost of attending
18%	Other
11%	Transportation
2%	Lack of childcare



Values & Guiding Principles

That our arts, culture and heritage sector reflects the whole community and that everyone has access to participate in arts and culture in Huron County

That culture plays a role in the economic prosperity of Huron County through direct and indirect economic activity and as a tourism driver.

Acknowledgment of the role culture plays in building and fostering social cohesion and civic pride in the communities where we live.

Recognition of the positive contribution of arts, culture and heritage to the quality of life in Huron County.

That we promote and support cultural experiences that are authentic and true to the character and values of our communities.

That creativity and innovation are hallmarks of Huron County's cultural development strategies.

Respect for the work and contributions of artists, creative workers and cultural practitioners.

Ballet Folklórico performs at the Huron Multicultural Festival 2016

Goals



The Cultural Plan employs municipal cultural planning practices of Creative Placemaking, Collaboration, Social Inclusion, Communications and Leadership to achieve the following five goals over the next three years.

- 1 Leverage arts, culture and heritage to drive growth and transformation in a way that adds to the character and quality of place of the community.
- 2 Provide easy access to information on what is happening in Huron County in order to generate more awareness and greater participation.
- 3 Build capacity within the cultural sector by encouraging collaboration and knowledge and resource sharing among a network of cultural practitioners in Huron County.
- 4 Ensure that everyone in Huron County is welcome and encouraged to participate in local culture.
- 5 The County of Huron supports the sustainability and vitality of the local arts, culture and heritage sector by providing support and leadership.

Creative Placemaking



Goal 1: Leverage arts, culture and heritage to drive growth and transformation in a way that adds to the character and quality of place of the community.

Creative Placemaking is an evolving field of practice that intentionally leverages the power of the arts, culture and creativity to serve a community's interest while driving a broader agenda for change, growth and transformation in a way that also builds character and quality of place. Creative Placemaking can be used by communities to engage residents locally, enhance public space and contribute to healthy sustainable communities

Creative Placemaking Actions

1 Develop a Public Art program for Huron County that addresses the following:

- Identify a workable funding model for commissioning and maintenance of public art
- Develop a jury process for the selection of public artwork
- Identify potential locations for public art
- Identify potential pilot projects for public art consideration e.g. G2G Trail, the Goderich waterfront, etc.
- Collaboration with BIAs, Chambers of Commerce and Public Works Departments to “apply an artist lens” to infrastructure projects – benches, tree grates, banners, etc.
- Create a community art toolkit and incentives

2 The Barn Quilts, a legacy project of the 2017 International Plowing Match, are an example of a successful public art program in Huron County. Re-frame and package the Barn Quilt Trail as a public art project in Huron County by creating a microsite on ontarioswestcoast.ca that includes stories, pictures and maps of barn quilts across the County and includes

instructions on how people can participate by creating a barn quilt of their own.

3 Create a strategy for the preservation of Huron County’s heritage cemeteries that includes a variety of different options and best practices: designation, maintenance plan, signage or plaque program, and an online registry with maps, photos and descriptions.

4 Continue to collect and display visual art from local artists through the Huron County Art Bank. Artwork is purchased by the County in conjunction with the bi-annual Huron County Art Show and Sale at the Huron County Museum

5 Expand the number of Huron County communities that participate in the annual Jane’s Walk program as a means to encourage people to learn about their town or village, discover unseen aspects of their communities, and to connect with their neighbours.

6 Cultural Services will continue to provide leadership for the three-day Alice Munro Festival of the Short

Story in 2020. Cultural Services will provide the services of the Cultural Development Officer to chair the organizing committee and oversee programming and the Branch Services Librarian will continue to coordinate the short story contest and have a role on the organizing committee. Cultural Services’ will assist in identifying a new lead organization for the Festival in the coming years.

7 Investigate the viability and support for a Huron County Art Crawl as a new annual event. The Art Crawl would bring together, visual arts, food & drink, retail and performing arts along a walkable route in a different Huron County community each year.

8 In 2024 we will mark the 200th Anniversary of the opening of the Huron Tract, the founding of the Canada Company and the European settlement of what would become Huron County. The planning for how Huron County will mark this significant anniversary will need to begin a few years in advance. Along with events to mark the anniversary we also need to do some outreach and planning coordination with other

municipalities on the former Huron Tract e.g. Perth and Wellington.

9 Huron County has done a lot of work preserving our local heritage through the Ontario Heritage Act. Developing a public directory, including GIS mapping, of all of the designated properties in Huron County would allow for greater access to our built heritage stories and better information sharing among the different municipal heritage committees on what properties and features have been designated. This could also extend to tourism product development such as a Cross County Heritage Trail.

10 Review the by-laws, designation criteria and management plans of five heritage conservation districts in Huron County – The Square (Goderich), West Street (Goderich), Downtown Goderich, Seaforth Main Street and Bayfield Main Street – to ensure they are up-to-date and compliant with current Ontario Heritage Act standards

Why Public Art?

Art in public reflects and reveals our society, enhances meaning in our civic spaces, and adds uniqueness to our communities. Public art humanizes the built environment. It provides an intersection between past, present, and future; between disciplines and ideas. Public art matters because our communities gain cultural, social, and economic value through public art.

1 Economic Growth and Sustainability

By engaging in public art as a tool for growth and sustainability, communities can thrive economically. The Federation of Canadian Municipalities state “arts, culture and heritage improve the ability of municipal governments to influence local economic development by attracting and retaining a skilled and talented workforce.”

2 Attachment and Cultural Identity

Public art directly influences how people see and connect with a place, providing access to aesthetics that support its identity and making residents feel appreciated and valued. Aesthetics is one of the top three characteristics why residents attach themselves to a community.

3 Artists as Contributors

Providing a public art ecosystem supports artists and other creatives by validating them as important contributors to the community. Artists are highly entrepreneurial. They are 3.5 times more likely to be self-employed.

4 Social Cohesion and Cultural Understanding

Public art provides a visual mechanism for understanding other cultures and perspectives, reinforcing social connectivity with others. 90% of Ontarians agree that arts experiences help to bring people from diverse backgrounds together as a community.

5 Public Health and Belonging

Public art addresses public health and personal illness by reducing stress, providing a sense of belonging, and addressing stigmas towards those with mental health issues.

Why Public Art Matters, Americans for the Arts (2018)



Communication



Goal 2: Provide easy access to information on what is happening in Huron County to generate more awareness and greater participation.

Make it easier to find out what is happening in Huron County by streamlining our social media, creating a centralized calendar of events and reducing the amount of content overlap on our websites in order to build greater awareness of what's happening in Huron and encourage more participation in local arts and culture.

Communication Actions

- 1** The public and the Cultural and Tourism sectors of Huron County are asking for a central events calendar that promotes events taking place countywide. The creation and marketing of this centralized events calendar has been identified as a strategic priority in the new Huron County Tourism Strategy. The development of the new events calendar will be led by the Economic Development Department in partnership with Cultural Services
- 2** Remove creativehuron.ca as a standalone site by moving the content housed there to Huron County's corporate website huroncounty.ca as a new Arts & Culture page.
- 3** Consolidate and coordinate Cultural Services' social media accounts - HAHN Facebook, HC Library Facebook and Twitter, HC Museum Facebook, Instagram and Twitter in order to have a more streamlined online presence resulting in greater reach and post engagement.
- 4** Expand the scope of the Huron County Museum's e-newsletter into a Cultural Services newsletter by incorporating content from the Huron County Library and Cultural Programs.
- 5** Continued collaboration between Huron County Tourism and Cultural Services on promotional materials related to arts, culture and heritage for tourism's marketing platforms: weekly-e-newsletter, social media accounts and tourism website ontarioswestcoast.ca
- 6** Huron County Cultural Services will maintain an active membership in Festivals & Events Ontario (FEO). Membership in FEO allows us to list a Huron County event in their annual publication, distribution of 150,000 units across the province and border provinces and states. Membership in FEO also allows us to nominate a Huron County event to be included in the annual Top 100 Festivals & Events in Ontario list.

Collaboration



Goal 3: Build capacity within the sector by encouraging collaboration and sharing among a network of cultural practitioners in Huron County.

Cultivate a peer-to-peer network of arts and cultural practitioners, organizations, and creative industries in Huron County. Build knowledge and capacity sector-wide by encouraging collaboration and resource sharing within this network.

Collaboration Actions

1 Convene a roundtable of heritage organizations (museums, historical societies, municipal heritage advisory committees) across Huron County to discuss programming, best practices, shared resources, etc.

2 Host an annual meeting of key festival and event producers in Huron County to discuss and share best practices, shared resources, scheduling and cooperative marketing.

3 Develop a Municipal Festivals and Events Toolkit that includes all of the information and guidelines an event producer would need to hold an event in any of Huron County's municipalities. The toolkit would cover areas such as liability insurance, road closures, Special Occasions Permits, alcohol policies, security, facility use, etc.

4a Hold an annual Culture Summit to update the sector on the Cultural Plans implementation progress, discuss emerging trends and best practices in arts, culture and heritage and share upcoming projects.

4b Present the Huron County Cultural Awards at the annual Culture Summit rather than at a standalone event.

5 Continue to collaborate with Huron Arts & Heritage Network as a countywide cultural organization and partner on some events and programs e.g. Huron Multicultural Festival and annual Culture Summit.

Jane's Walk

Jane Jacobs (1916-2006) was an urbanist and activist whose writings championed a community-based approach to city building. She had no formal training as a planner, and yet her 1961 treatise, *The Death and Life of Great American Cities*, introduced ground-breaking ideas about how cities function, evolve, and fail that have become commonsense cannon for today's architects, planners, policymakers, activists, and other city builders.

Jane's Walk is an annual festival of free, community-led walking conversations inspired by Jane Jacobs. On the first weekend of May every year, Jane's Walk festivals take place in hundreds of cities around the world. Jane's Walk is a community-based approach to community building that uses citizen-led walking tours to make space for people to observe, reflect, share, question and re-imagine the places in which they live, work and play.

The Maitland Trail Association has been organizing walks in Goderich for over five years.



Social Inclusion



Goal 4: Ensure that everyone in our communities are welcome and encouraged to actively participate in local culture.

Produce accessible events, celebrations, and programs that emphasize the full scope of our local arts, culture and heritage sector and community profiles. Ensure that all are welcome and encouraged to actively participate and share their stories, traditions and unique character.

Social Inclusion Actions

1 Cultural Services will continue to be the lead producer of the annual Huron Multicultural Festival in Goderich.

2 In recognition that the cost to attend cultural programs can be a barrier, continue to keep events and programs produced by Cultural Services as affordable as possible.

3 Cultural Services will participate in the Indigenous Working Group made up of representatives from County Departments, Huron Perth Public Health, Avon Maitland District School Board, Huron Perth Catholic School Board and private health care sector to address the Calls to Action from the Truth and Reconciliation Report that are relevant to municipal government and health and service providers.

4 Develop a Land Acknowledgement Statement for Huron County in consultation with neighbouring First Nations to be adopted by Huron County Council.

5 Continue to be an ally to Lesbian, Gay, Bisexual, Transgender, Queer, Two-Spirit, Non-binary community (LGBTQ2S+) by providing safe spaces and supporting programming that is welcoming and inclusive of the local LGBTQ2S+ community.

6 Cultural Services will continue to participate on the Local Immigration Partnership Council (LIP) in order to support the work they are doing to welcome newcomers and lay the foundations for greater immigration to Huron County.

7 Use a variety of available heritage storytelling platforms (i.e. plaques, public art, designation, marketing material, etc.) to reflect and celebrate the diverse contributions by women, First Nations and visible minorities to Huron County's heritage.

8 Increase understanding and empathy for the immigrant experience by promoting book titles written by Canadian newcomers to Huron County Library book clubs and by hosting readings by these authors at library branches.



Truth and Reconciliation

"We call upon federal, provincial, territorial, and municipal governments to provide education to public servants on the history of Aboriginal peoples, including the history and legacy of residential schools, the United Nations Declaration on the Rights of Indigenous Peoples, Treaties and Aboriginal rights, Indigenous law and Aboriginal-Crown relations. This will require skills-based training in intercultural competency, conflict resolution, human rights, and anti-racism."

Truth and Reconciliation Commission of Canada:
Calls to Action (2015)

**Eagle Flight performs for school children
at the Huron Historic Gaol, 2019**



Leadership & Support



Goal 5: Municipal leadership supports the sustainability and vitality of Huron County's arts, culture and heritage by providing support, leadership and data collection.

Municipal leadership values the benefits that artists, arts organizations, festivals, built and intangible heritage bring to the community. Recognizing that a vibrant cultural community is key to attracting and retaining people in the community - and in building belonging – local government provides leadership and investment in a sustainable and vital cultural sector in Huron County.

Leadership & Support Actions

1 Establish a Culture Advisory Committee that includes representation from the arts, culture and heritage sector, and The County of Huron Departments with a mandate to meet annually to monitor implementation of the Huron County Cultural Plan and to advise Cultural Services staff on plans and programs related to the arts and cultural sector of Huron County.

2 Update the cultural asset mapping inventory created in 2012 to get an updated snapshot of the arts, culture and heritage sector in Huron County. This update would also provide an opportunity to identify and compare KPIs from the 2012 inventory with the new data as a way to monitor the well-being of the cultural sector.

3 Provide financial support to arts, culture and heritage organizations and events through existing County funding programs. Huron Heritage Fund and Supporting Local Economic Development (SLED).

4 Continue to provide Cultural Services staff support and expertise to arts, culture and heritage organizations and individuals.

5 Cultural Services is committed to providing a positive experience for all of our volunteers. In accordance, The Huron County Museum, Huron County Library and Cultural Programs will develop a volunteer management plan that addresses the needs of volunteers including: recruitment, training, tracking and recognition.

6 Support large cultural infrastructure projects by partnering with the relevant Huron County municipality to ensure that major cultural infrastructure projects receive the required financial support from local government to leverage any confirmed Federal and Provincial funding commitments.

7 Huron County will continue to be a member of the Creative City Network of Canada. The Creative City Network of Canada, established in 2002, provides support for

professionals in the municipal cultural planning field by tapping into the expertise of peer municipalities across the country. The network fosters a virtual and physical connection of individuals working in the field through technology (listserv, website, etc.), annual conferences, and the development and sharing of research and toolkits.

8 Participate in the Creative City Network of Canada's Cultural Statistics Strategy (CSS). Canada's Cultural Statistics Strategy is a partnership of national, provincial, and municipal partners. The initiative is co-led by the Department of Canadian Heritage and the 13 provinces and territories who hired Statistics Canada to develop the Culture Satellite Account. The purpose of the partnership is to maintain and continue to enhance the collection of cultural data which would be useful in making policy decisions for all levels of government and our communities. Municipal partners in CSS receive updated data and infographics reflecting the cultural sector's direct economic impact specific to their own municipalities.

9 Cultural Services will host a meeting of the Southwestern Ontario Arts Managers Group in Huron County. The Southwestern Ontario Arts Managers Group is an informal group of cultural staff from over 60 municipalities who meet on an annual basis to share best practices.

10 Continued funding and operation of the Huron Heritage Fund program that supports the preservation and restoration of heritage landmarks, historic buildings, and objects of historical significance not owned by the County of Huron. Heritage events and publications also qualify for support under this program.

11 Host skill development and workshops in partnership with Small Business Enterprise Centre for cultural workers and organizations including grant writing, marketing, sponsorship, etc.

The Huron Heritage Fund

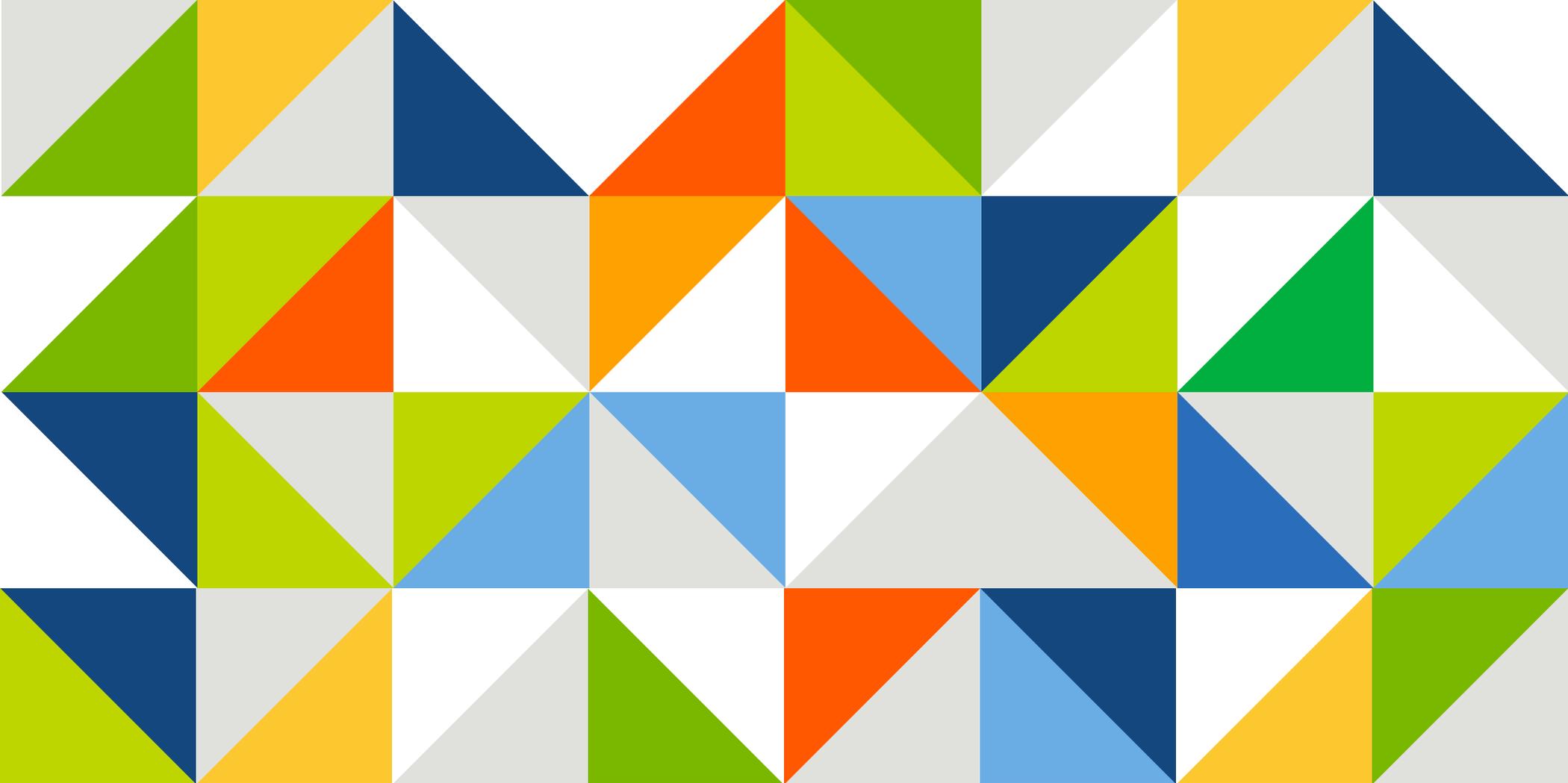
The purpose of the Huron Heritage Fund is to encourage the preservation of heritage assets and activities of heritage importance to the County of Huron and its residents.

Heritage Fund projects assist in the preservation and restoration of heritage landmarks, historic buildings, and objects of historical significance not owned by the County of Huron. Heritage events and publications may also qualify for support under this program.

The Huron Heritage Fund began in 2007, to date has distributed over \$240,000 and funded 89 heritage projects in Huron County. Applications to the fund are invited twice per year on May 1 and November 1.

Huron Heritage Fund: www.huroncountymuseum.ca/huron-heritage-fund/





IMPLEMENTATION FRAMEWORK

CREATIVE PLACEMAKING

Leverage arts, culture and heritage to drive growth and transformation in a way that adds to the character and quality of place of the community.

Supporting Action	Timeline	Who/Partners	Measurables	Cost
1. a) Develop a public art program for Huron County	2020-21	Cultural Programs Municipalities Huron County Planning, Economic Development, Public Works BIAs and Chambers	- County Council approved public art program	Managed within current budget
1. b) Implementation of new public art program	2021-2023	Cultural Programs Municipalities Huron County Planning, Economic Development, Public Works BIAs and Chambers Historical Societies Ontario Arts Council	- Number of public artworks projects - Funding raised for public art - Community feedback re: public art installations	TBD Dependent on funding model proposed in
2. Re-frame the Barn Quilt Trail as a tourism product and community art project	2021-22	Cultural Programs Economic Development/Tourism Ontario Barn Quilt Trail South Huron Communities in Bloom	- Views of Barn Quilt microsite - Number of barn quilts - Social media traction	\$2,000 for photography
3. a) Create a strategy for the preservation of heritage cemeteries	2021-2022	Municipalities Huron Branch: Ontario Ancestors Heritage Advisory Committees Historical Societies	- Number of heritage cemeteries mapped and photographed and current condition recorded - Strategy to preserve and maintain any historical cemeteries identified as at risk is completed	Managed within current budget
3. b) Implementation of heritage cemetery strategy	2022-2023	Municipalities Huron Branch: Ontario Ancestors Heritage Advisory Committees Historical Societies	TBD by completed strategy	TBD Dependent on actions and scope of strategy developed
4. Continued support for Huron County Art Bank	Ongoing	Huron County Museum Huron County Council	- Number of artworks purchased for the art bank	Managed within current budget
5. Expand number of Huron County communities that participate in the annual Jane's Walk program.	2021-2022	Huron County Planning Department Maitland Trail Association BIAs and Chambers	- Number of communities participating in Jane's Walk program - Attendance at Jane's Walk events - Number of community partners involved	\$1,500 for marketing and promotion

6. Continue to act as the lead for the Alice Munro Festival of the Short Story in 2020 but look at identifying a new lead organization for future years	2020-2021	Cultural Programs North Huron Huron County Library	<ul style="list-style-type: none"> - Festival attendance - Number of guest authors - Annual budget 	Managed within current budget
7. Develop an Arts Crawl as a new annual event showcasing arts and culture in Huron County communities	2022-2023	Cultural Programs BIAs and Chamber Local artists and arts groups	<ul style="list-style-type: none"> - Number of event partners - Funds raised for event 	No new cost - reallocation from existing budget
8. Begin planning and consultation for the 200th Anniversary of the opening of the Huron Tract in 2024.	2021-2024	Cultural Services Huron County Planning Economic Development/Tourism Perth and Wellington Counties RTO#4		Managed within current budget
9. Develop a public directory, including GIS mapping, of all of the designated properties in Huron County to allow for greater access to our built heritage stories and better information sharing among the different municipal heritage committees on what properties and features have been designated.	2022-2023	Cultural Services Huron County Planning IT Services/GIS Huron County municipalities Heritage Committees	<ul style="list-style-type: none"> - Number of designated properties in the directory - Directory KPIs: page views, click throughs, etc. 	\$2,000 for photography
10. Review the by-laws, designation criteria and management plans of five Heritage Conservation Districts in Huron County to ensure they are up-to-date and compliant with current Ontario Heritage Act standards.	2021-2023	Huron County Planning Cultural Services Goderich Bluewater Huron East	<ul style="list-style-type: none"> - Up-to date bylaws and management plans for all five Heritage Conservation Districts 	Additional costs of \$80 -100K could be necessary for updated Heritage District Conservation Plans

COMMUNICATION

Provide easy access to information on what is happening in Huron County in order to generate more awareness and greater participation.

Supporting Action	Timeline	Who/Partners	Measurables	Cost
1. Create a central online events calendar	2020-2021	Huron County Economic Development Cultural Services	<ul style="list-style-type: none"> - Online communication metrics: users, page views, session length, click throughs, etc. - Number of events promoted - Increased audience at events 	Under Economic Development budget
2. Move content from creativehuron.ca to huroncounty.ca as a new Arts & Culture menu	2020-2021	Huron County IT Services Cultural Programs	<ul style="list-style-type: none"> - Quantity of content moved to corporate site - Website KPIs: page views, click throughs, etc. 	Managed within current budget
3. Consolidate and coordinate Cultural Service's social media accounts	Ongoing	Cultural Services Economic development	<ul style="list-style-type: none"> - Increased views and engagement on social media posts 	Managed within current budget
4. Expand Huron County Museum e-newsletter content to represent Cultural Services Department	2020-2021	Huron County Museum Huron County Library Cultural Programs	<ul style="list-style-type: none"> - Increased subscribers - Open rate - Click through rates 	Managed within current budget
5. Continued collaboration between Huron County Tourism and Cultural Services on marketing campaigns and content related to arts, culture and heritage	Ongoing	Cultural Services & Economic Development	<ul style="list-style-type: none"> - Number of cross-department collaborations and joint marketing campaigns 	Managed within current budget
6. Maintain an membership in Festivals & Events Ontario (FEO)	Ongoing	Cultural Services	<ul style="list-style-type: none"> - Huron County festival designated a 100 Best in Ontario - Inclusion in Festivals & Events Ontario Guide, 150,000 distribution across Ontario - Increased attendance at promoted event 	\$500 annually for municipal membership

COLLABORATION				
<i>Build capacity within the cultural sector by encouraging collaboration and knowledge and resource sharing among a network of cultural practitioners in Huron County.</i>				
Supporting Action	Timeline	Who/Partners	Measurables	Cost
1. Convene a roundtable of heritage organizations in Huron County	2020-2021	Huron County Museum Heritage Advisory Committees Historical Societies Museums & historic sites	<ul style="list-style-type: none"> - Number of attending organizations - Number of meetings - New initiatives and projects 	Managed within current budget
2. Bring key festival and event producers together annually to discuss and share best practices	2020-2021	Cultural Programs Celtic Roots Westcoast Blues Zurich Bean Festival Huron Waves Blyth Threshers Summerfest Trans Canada Muskrat Music Festival	<ul style="list-style-type: none"> - Number of attending festivals and events - New initiatives that result from meetings - New collaborations among festival and events 	Managed within current budget
3. Develop a municipal festivals and events toolkit	2020-2021	North Huron Goderich Cultural Programs	<ul style="list-style-type: none"> - Completed toolkit is shared with Huron County municipalities 	Managed within current budget
4. a) Hold an annual Huron County Culture Summit	Ongoing	Cultural Programs Huron Arts & Heritage Network	<ul style="list-style-type: none"> - Attendance at summit - Feedback from participants 	\$1,500 for facility rental, guest speaker and hospitality
4. b) Present the Huron County Cultural Awards at the annual Culture Summit	Ongoing	Cultural Programs Huron Arts & Heritage Network	<ul style="list-style-type: none"> - Number of awards presented - Number of nominations submitted 	Managed within current budget
5. Continue to collaborate with Huron Arts & Heritage Network (HAHN)	Ongoing	Cultural Programs	<ul style="list-style-type: none"> - Events and programs produced - Funds raised for events and programs - Attendance at events and programs 	Managed within current budget

SOCIAL INCLUSION*Ensure that everyone in Huron County is welcome and encouraged to participate in local culture.*

Supporting Action	Timeline	Who/Partners	Measurables	Cost
1. Continue to produce annual Huron Multicultural Festival	Ongoing	Cultural Services Huron Arts & Heritage Network Huron County Economic Development Local Immigration Partnership	<ul style="list-style-type: none"> - Attendance at event - Number of event partners - Amount of funding support for the event - Attendee survey 	Managed within current budget
2. Keep events and activities produced by Cultural Services as affordable as possible	Ongoing	Cultural Services	<ul style="list-style-type: none"> - Number of free events produced by Cultural Services - Attendance at free events produced by Cultural Services 	Managed within current budget
3. Cultural Services staff to participate in Huron County's Indigenous Working Group	Ongoing	Huron Perth Public Health Huron County Planning Huron County Social Services Avon Maitland District School Board Huron-Perth Catholic School Board	<ul style="list-style-type: none"> - Meetings attended - Collaboration with Indigenous groups - Number of new programs that include an Indigenous component - Advancement on Truth and Reconciliation Calls to Action 	Managed within current budget
4. Develop a Land Acknowledgement Statement for Huron County	2020-2021	Cultural Services Kettle and Stony Point First Nation Saugeen First Nation	<ul style="list-style-type: none"> - Huron County Council approved Land Acknowledgement Statement for Huron County that has been vetted by neighbouring First Nation communities 	Managed within current budget
5. Continue to be an ally to the LGBTQ2S+ community	Ongoing	Cultural Services Rainbow Health Alliance Huron Perth Public Health	<ul style="list-style-type: none"> - Attend meetings and participate in Rainbow Health Alliance - Programming by/for LGBTQ2S+ community 	Managed within current budget
6. Cultural Services will continue to participate on the Local Immigration Partnership Council (LIP)	Ongoing	Huron County Economic Development	<ul style="list-style-type: none"> - Meetings attended - Projects and initiatives aimed at newcomers that stem from LIP 	Managed within current budget
7. Use a variety of heritage storytelling platforms (plaques, public art, designation, digital storytelling, etc.) to reflect and celebrate the diverse contributions to Huron County's heritage	2021-2023	Huron County Museum Historical Societies Heritage Advisory Committees	<ul style="list-style-type: none"> - Number of new public engagement projects that tell those heritage stories 	TBD Depending on projects identified
8. Organize author readings by Canadian newcomers for Huron County Library book clubs	2020-2021	Cultural Programs Huron County Library Alice Munro Festival of the Short Story Huron County Economic Development	<ul style="list-style-type: none"> - Number of author readings - Attendance at book club readings 	\$1,000 annually

LEADERSHIP & SUPPORT

The County of Huron supports the sustainability and vitality of the local arts, culture and heritage sector by providing support and leadership and data collection.

Supporting Action	Timeline	Who/Partners	Measurables	Cost
1. Establish a Culture Advisory Committee	2021	Cultural Services	<ul style="list-style-type: none"> - Number of meetings - Participation from sector on committee - Actions from Cultural Plan implemented 	\$500 annually for hospitality and printing costs
2. Update Cultural Asset Mapping	2020-2021	Cultural Programs Huron County IT/GIS	<ul style="list-style-type: none"> - Number of arts, culture and heritage assets mapped - Report created and circulated 	Managed within current budget
3. Provide financial support to arts, culture and heritage organizations and events through existing County funding programs.	Ongoing	Economic Development Cultural Services	<ul style="list-style-type: none"> - Number of projects funded - Economic impact of projects funded 	Managed within current funding program budgets
4. Continue to provide staff support and expertise to arts, culture and heritage organizations.	Ongoing	Cultural Services	<ul style="list-style-type: none"> - Number of organizations assisted - Projects successfully launched as a result of support 	Managed within current budget
5. Develop a volunteer management plan for Cultural Services	2020-2021	Lead: Cultural Services	<ul style="list-style-type: none"> - Increase in number of volunteers - Number of volunteer hours - Annual volunteer recognition event 	Managed within current budget
6. Provide support to cultural infrastructure projects that have confirmed commitments from national and provincial funding programs	2020-2023	Huron County Council	<ul style="list-style-type: none"> - Funds leveraged for cultural infrastructure projects from other levels of government - Support provided by Huron County to cultural infrastructure projects 	TBD based on project and level of funding coming from other levels of government
7. Maintain membership in Creative City Network of Canada	Ongoing	Cultural Programs		Managed within current budget
8. Participate in Creative City Network of Canada's Cultural Statistics Strategy	Ongoing	Creative City Network of Canada Department of Canadian Heritage	<ul style="list-style-type: none"> - Quantifiable data on the economic impact of culture in Huron County - Data shared and circulated 	\$300 annually
9. Host Southwestern Ontario Arts Managers meeting	2020-2021	Lead: Cultural Programs	<ul style="list-style-type: none"> - Number of attendees - Regional collaborations or projects that result from hosting meeting 	\$1,000
10. Continue to fund and operate the Huron Heritage Fund program	Ongoing	Lead: Huron County Museum	<ul style="list-style-type: none"> - Projects funded - Applications received 	Managed within current budget
11. Host skill development workshops for cultural organizations and creative entrepreneurs	2021-2023	Huron Small Business Enterprise Centre Economic Development	<ul style="list-style-type: none"> - Number of arts and culture specific workshops offered - Attendance at workshops 	Workshop registrations would

		Cultural Programs Community Futures Work in Culture		cover any additional costs
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