

This summary of the City of Windsor’s Municipal Cultural Master Plan is for information purposes only, and has been compiled from the TCI Management Consultants’ report that was approved by City Council in May 2010. For a full copy of the report, please see: www.citywindsor.ca.

16 Recommendations of the Municipal Cultural Master Plan

1

Adopt a Vision for Culture in Windsor



“The City of Windsor will be a creative and vibrant cultural community that encourages artistic expression, the celebration of the City’s cultural identity and cultural diversity and that promotes and facilitates culture-led economic revitalization, cultural tourism, heritage preservation, and opportunities for collaboration and partnership.”

2

Adopt a Mission for the Cultural Affairs Office



“To act as a catalyst and facilitator to ensure the provision of a range of affordable and accessible opportunities for engagement in cultural activities, services, and facilities to residents while at the same time building up a base of unique cultural attributes and activities for visitors, residents, investors, and businesses.”

3

Ensure adequate resources for Cultural Affairs Office

- Establish two staff positions to work with the Manager of Cultural Affairs
- One cultural liaison officer to develop and maintain linkages between the cultural sector and the Cultural Affairs Office
- One cultural development officer to develop cultural sector partnerships, seek grants, create and manage sector/community events and activities, and manage the City’s role in a cultural tourism strategy



4

Reposition Cultural Affairs Office within Recreation Department

- Recognizes the synergies between recreation and culture
- Provides an administrative home for the cultural liaison function
- Sends message that culture is a significant and vital part of the community
- Consider re-naming: *Department of Recreation and Culture*.



5

Undertake feasibility assessment for a new City of Windsor Museum

- Expanded, new municipal museum to display a greater range of themes that reflect the rich history of the area; examine locations, themes and stories to be told
- Examine the marketing and financial sustainability of a new operation
- Proceed with an understanding that a new museum would be a long-term project, to be in place by a specific target date within foreseeable future
- Address the question of an expanded municipal archive

6

Ensure adequate maintenance of Windsor Sculpture Park

- Settle the on-going issue regarding the ownership of the sculptures
- Establish maintenance priorities
- Consider the park as the preferred outdoor location for additional works of art to give the Park more weight and prominence as an 'attraction'

7

Establish arm's length Cultural Funding Commission

- Establish an arm's length funding commission to help support the growth of the arts, culture and heritage communities in the City of Windsor

8

Develop cultural organization investment strategy and fund

- Provide stable funding for cultural organizations, to be allocated by the arms-length funding commission (see # 7)
- Stable funding could be in the form of multi-year grants to certain organization, single-year funding, etc.
- Applications adjudicated at arm's-length, and amounts provided should increase over time to reflect population growth in the long term and increasing diversity and complexity of the community

9

Increase awareness of the community, councillors and municipal staff about culture

- Simple annual awareness campaign to communicate the impact of the cultural sector in Windsor; part of orientation for new staff/councillors
- Short presentation to Council once a year about the activities of the Cultural Affairs Office & state of the cultural sector
- Erect information booths once or twice a year to convey information
- Create a one-page backgrounder for staff, councillors, media, etc.



Ongoing ✓
Since 2014, students have undertaken regular wash and was of sculptures

Ongoing ✓
\$87,200 project funding avail. yearly

In place of grants, City Council provides facilities for long term use to two anchor organizations in the cultural community.



Ongoing



10

Host cultural summit(s)

- Send a strong signal regarding importance of culture to the social and economic life of the community and provide a networking opportunity
- Focus on a particular topic related to the Municipal Cultural Master Plan
- Encourage different cultural sub-sectors to hold more frequent cross-organizational networking meetings to foster more coordinated activity

Next date:

TBD, 2019

11

Extend public art policy

- Officially incorporate a '1% allocation' of the budget for construction costs of civic buildings for public art projects into its existing public art policy
- Any acquisition/unveiling of a new public work of art should strive to generate media attention to show City support for the cultural sector

Approved by City Council in 2016



12

Establish civic cultural awards program

- Act as a strong public signal about the importance of volunteers to the cultural fabric of the community and recognize contributions
- Encourage younger volunteers to rise through the ranks and discourage older volunteers from leaving cultural organizations

Since 2014, Bi-annual Mayor's Arts Awards



13

Provide capacity-building support for cultural organizations

- Provide in-kind support to help with generation management, grant writing, fundraising, audience development and training

Ongoing Culture Days Doors Open Culture Map, etc.



14

Develop cultural tourism plan (visitor focused)

- Work with Tourism Windsor-Essex & Pelee Island to develop a cultural tourism plan (includes product development and a marketing strategy)
- Embrace a 'place-based' approach; what makes Windsor unique?
- Gather information about all the regional cultural tourism experiences

After Windsor Culture Map (2014) information is updated as provided



15

Develop cultural marketing and communications Plan (resident focused)

- Develop an internal plan that increases awareness of cultural events and activities for residents, and their friends and relatives.
- Establish a formal system of information-sharing in the cultural community

After Windsor Culture Map (2014) information is updated as provided



16

Investigate feasibility of live-work facilities for artists

- Has a positive catalytic effect on surrounding neighbourhoods/businesses
- Work with municipality & developers (under-utilized industrial buildings)