

THE CORPORATION OF THE CITY OF NELSON

POLICY TITLE:	Comprehensive Cultural Policy	POLICY NUMBER:	7710-00-005
EFFECTIVE DATE:	May 6, 2013	SUPERCEDES:	July 9, 2012 & Oct 2, 2006
APPROVAL:	Council	PAGE:	1 of 7

1.0 Introduction

Nelson's cultural sector is a vital component of the community's identity, livability and economy. Culture enhances the quality of life for residents, attracts visitors to the City, and contributes to economic development and diversification, including the attraction of new culturally-related small businesses.

The City's Path to 2040 Sustainability Strategy was created to preserve and enhance Nelson's community. Under this plan the end state goal of the Arts, Culture and Heritage focus area is *"That Nelson will be regarded as a vibrant arts, culture and heritage hub where locals and visitors are engaged in experiencing the authentic fabric of the City, the diverse nature of the community and the creative spirits of its people."*

The City of Nelson is therefore committed to further developing this sector, through this Comprehensive Cultural Policy. This Policy was first adopted by Nelson City Council in December 2006, and was amended in July 2012 to reflect the change in name from Cultural Development Commission to the Cultural Development Committee. The policy is further amended to clarify and update the role of the Cultural Development Committee, including its expanded role in heritage preservation and promotion.

2.0 Purpose of the Policy

Specifically the purpose of this policy is to:

- Guide Council's decision-making and actions related to the cultural sector.
- Articulate a vision and goals for sector development, and methods of achieving those goals.
- Formalize the relationship between the City of Nelson and the cultural sector and articulate the value of that relationship.
- Define the role of the City of Nelson as one of leadership and facilitation in developing the cultural sector as an entity in itself, and in collaboration with all sectors of the community.
- Align with the Arts, Culture and Heritage Focus Area of the City of Nelson Path to 2040 Sustainability Strategy.

3.0 Definitions

Many different definitions for arts, culture and heritage are used interchangeably. For the purposes of this policy and the efforts it directs, the following definition is used:

Nelson's cultural sector is comprised of heritage, the arts, and the people, businesses, institutions, and organizations that participate in and support them. This includes:

- The arts and the artists:
 - Visual (e.g. painting, sculpture, mixed media) ;
 - Performing (e.g. music, theatre, dance);
 - Film and media (e.g. film and video, electronic media);
 - Literary (e.g. poetry, prose, spoken word, storytelling);
 - Crafts (e.g. functional artworks such as jewellery, ceramics)
 - Industries (e.g. graphic design, publishing);
 - Civic (e.g. art in public places, landscape architecture, urban design).
- Cultural events;
- Cultural organizations;
- Aboriginal peoples history and culture;
- Heritage architecture and the built environment;
- History and archival materials;
- Historic landmarks (e.g. bridges, mines, pictographs, heritage trees);
- Businesses/organizations that contribute directly to the cultural context of the community;
- The historic downtown core.

4.0 Values Associated with Nelson's Cultural Sector

Through the enactment of this policy, Nelson City Council recognizes the value of the cultural sector, and will be a committed and active partner and facilitator in its development. This is based on the myriad benefits of and values associated with the cultural sector.

Specifically, the City of Nelson and its residents value:

- Culture as an established component of Nelson's identity and community pride that enriches residents' quality of life and visitors' experience through events, public art, arts education and creative enhancement of city infrastructure.
- Our authentic identity as a community with well-preserved and abundant heritage architecture, and professional and practicing artists.
- Culture as an acknowledged part of a healthy community, contributing significantly to community beautification; community engagement and cohesion; and personal development, health and well-being.
- The cultural sector as a key economic driver that supports economic diversity and overall sustainability, providing direct and induced benefits to economic development, and attracting new business, residents, tourism, and education.
- Collaboration both within the cultural sector and with all sectors of Nelson's and the regional economy.
- The full spectrum of creativity as expressed by artists at all levels of development.
- Fairness in access to participation in the cultural sector.
- Professionalism, best practices and innovation in the cultural sector.

5.0 Guiding Principles

Creative Environment: A community environment will be fostered in which creativity, innovation, entrepreneurship, and individual artists can flourish.

Freedom of Expression: Individual creative expression will be encouraged,

Community Economic Development: The cultural sector is one of a number of key sectors in the community. Development of this sector will be undertaken in collaboration with other sectors whenever possible.

Inclusion and Accessibility: Artists and residents across the spectrum of disciplines, abilities, and interests, will be encouraged to participate in the cultural sector.

Excellence: Best practices and professionalism in the cultural sector will be recognized, encouraged, and communicated.

Respect for Our Heritage: Protection, management and celebration of authentic heritage values and properties.

Collaboration: Development of a consistent brand or a consensus on cultural identity will be supported.

Sustainability: The long-term growth, stability, and enhancement of the cultural sector will be encouraged.

Omnipresence: Cultural sector attributes will be fully integrated into the community and the lives of residents.

Strategy: A strategic approach to the development of the sector will be encouraged.

6.0 Goals, Objectives and Strategies

The following goals, objectives, and strategies reflect the City's role as a facilitator in the development of the cultural sector.

These goals and strategies shall be implemented under the guidance of the Cultural Development Committee.

6.1 Governance and Administration

Goal: To facilitate the strategic development of the cultural sector in collaboration with all stakeholders.

Governance Objective: To support an effective model for cultural sector development.

A. Strategies - City of Nelson:

1. Support the maintenance of a Cultural Development Committee, or other designated body, to provide guidance on matters affecting the City and the cultural sector.
2. Invite and consider input, as needed, from the Cultural Development Committee on matters relating to the development of the cultural sector as a whole, or ways that the City can promote culture and heritage.

3. Support the efforts of the Cultural Development Committee by providing annual funding to enable the committee to lead the implementation of this policy and coordinate the efforts of the cultural sector.
4. Assist the Cultural Development Committee in working cooperatively with other City commissions and committees.
5. Appoint cultural sector representatives to relevant committees as needed.

Administration Objective: To facilitate community participation in the cultural sector.

B. Strategies - Cultural Development Committee:

1. In order to support and grow existing and new events, maintain a plain language user-guide for festivals and events so that regulatory processes and policies regarding municipal support for community events and initiatives are clear.
2. Develop specific policies and procedures that are relevant to the cultural sector and reflect the intent of this comprehensive policy, and maintain them in a cohesive package for easy reference by the public.

6.2 Planning

Goal: To plan and develop Nelson's cultural sector strategically, and in collaboration with other key sectors of the economy.

Collaborative Plans Objective: To integrate the cultural sector, where appropriate, into community plans in collaboration with the non-profit and private sectors, and regional communities.

A. Strategies – City of Nelson

1. Promote the compatibility of cultural sector plans, policies, procedures and programs with those of other sectors and departments, and vice versa.
2. Promote the effective representation of the cultural sector in community and regional economic development plans, and in any economic development function supported by the City of Nelson.
3. Include in discussions this policy, and any future revisions to it, as the basis for cultural policies in the Official Community Plan.
4. In concert with tourism organizations, actively promote the community, and include a significant cultural tourism component in Nelson and area marketing plans.
5. Actively seek and prioritize partnerships to support cultural sector development in the community and region, including joint initiatives with the Regional District of Central Kootenay.

Cultural Plans Objective: To support meaningful representation of the cultural sector, where possible, in plans for the community of Nelson.

B. Strategies – Cultural Development Committee

1. Develop a three-year cultural sector action plan for recommendation to City Council.
2. Implement and evaluate the three-year cultural sector action plan as approved by City Council, making modifications and improvements as necessary.
3. Conduct an annual evaluation of the approved cultural sector action plan and report annually to City Council on the implementation of the plan.
4. Identify relevant municipal planning and regulatory tools, and use them to support the implementation of the cultural sector action plan.
5. Collect and analyze relevant statistics, trends and other information that will aid the proactive development of the cultural sector.
6. Develop and administer procedures to integrate public art, where possible, into the planning and upgrade of all public facilities and spaces, and in major private developments (see Art in Public Places policy).

Heritage Planning Objective: To support protection, preservation, management and celebration of heritage resources.

C. Strategies – Cultural Development Committee

1. Establish a Heritage Working Group to focus on heritage issues.
2. Maintain and continue the development of the Heritage Register for the City of Nelson, including completion of Statements of Significance for identified heritage resources.
3. Promote heritage values through events such as Heritage Week or heritage tours, in collaboration with other organizations.

6.3 Investment

Goal: To encourage investment in the cultural sector so that benefits to Nelson residents and businesses are maximized, and the visitor experience enhanced.

Contribution Objective: To review cultural sector considerations in budget processes with a view to the potential leveraging of funds from other agencies in support of cultural sector development.

A. Strategies – City of Nelson

1. Maintain, as a minimum, current annual municipal funding levels for the cultural sector.
2. Where possible, offer financial, administrative and in kind support for cultural sector development, through grants, fees for service, or other means.

3. Where possible, include in budget processes multi-year funding considerations for key cultural organizations to enable them to stabilize staffing and programming.
4. Maintain a reserve fund for the Art in Public Places program by allocating an amount equivalent to at least 3% of the previous year's building permit values to the fund.

B. Strategies – Cultural Development Committee

1. Identify partnerships and funding opportunities.
2. Promote the benefits of cultural sector development to members of the business community, particularly those who directly benefit from cultural development, and encourage financial partnerships with them.

Infrastructure and Product Objective: To encourage investment in infrastructure and product development to build a critical mass of cultural activities and experiences, and to increase the visibility of the local cultural sector.

C. Strategies – City of Nelson

1. Ensure the recommendations of the Downtown/Waterfront Master Plan are considered and implemented where appropriate. Consider opportunities to further enhance Nelson's downtown, including back alleys.
2. Identify opportunities in City infrastructure projects to incorporate aesthetic enhancements (e.g., an artistic railing crafted by a local metal artisan, instead of a typical one), and include these enhancements in the project budget to permit commissioned artistic elements.
3. Consider in financial plans the need or opportunities for construction, expansion or regeneration of City facilities that are designated for use in cultural pursuits.
4. Support, through land use planning and regulation, the development of affordable studio, rehearsal, classroom, workshop and/or live-work spaces in commercial and industrial areas.

D. Strategies – Cultural Development Committee

1. Maintain an inventory of actual and potential cultural assets and spaces, and proactively work with stakeholders to look for innovative ways to develop them.
2. Work with the Destination Marketing Organizations (and other tourism organizations), the cultural sector and other stakeholders to enhance tourists' cultural experience of Nelson through strategic product and asset development.

6.4 Art in the Community and Community Involvement

Goal: To enhance our identity as a vibrant, authentic cultural community in which cultural attributes permeate everyday life.

Public Art Program Objective: To proactively administer the Art in Public Places Policy to animate public facilities and spaces through artistic expressions in all media.

A. Strategies – City of Nelson

1. Consider recommendations from the Cultural Development Committee on the implementation of the Art in Public Places policy.
2. Display or present local and regional works of artistic expression at City Hall, when possible.

B. Strategies – Cultural Development Committee

1. Administer, regularly evaluate, and report to City Council on the implementation of the Art in Public Places policy.

Programming and Services Objective: To encourage accessible cultural activities for public participation.

C. Strategies – Cultural Development Committee

1. Encourage cultural programs in buildings that are readily accessible by the public.
2. Promote, encourage and support cultural programming and services for all residents regardless of gender, race, age, interests, or abilities, and encourage cross-sectoral participation.

6.5 Communications

Goal: To assist in promoting the cultural sector within the community.

Communications Objective: To promote community understanding of, and support for, the cultural sector.

A. Strategies – Cultural Development Committee

1. Encourage the provision of accessible, accurate, and timely information on cultural activities of benefit to residents, businesses, visitors, and cultural organizations.
2. Build relationships with local media and opinion leaders, to create opportunities to promote and celebrate cultural projects undertaken by the City.
3. Develop and administer a cultural sector recognition program (e.g. Cultural Ambassador and National Poetry Month).
4. Recognize the importance of volunteers in the cultural sector.
5. Implement and evaluate relevant communications plans.