

MUNICIPAL CULTURAL PLAN / 2013-2018  
FOR SMITHS FALLS

... Canadian communities need to sustain culture to achieve vibrant,  
secure and sustainable cities and communities.

External Advisory Committee on Cities and Communities  
From Restless Communities to Resilient Places, 2006 p.63

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The Government of Ontario,  
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The Town of Smiths Falls

WHO WE ARE &

Arts and cultural activities help bring a community to life and define its unique characteristics – whether the community is a large city or a small town. It includes a community's history as well as its dreams for the future. It is impossible to imagine being without the creative part of a community.

The Council for the Arts – Arts and Culture: at the heart of communities, <http://www.canadacouncil.ca/aboutus/Promotion>



It has been a privilege to work on the Municipal Cultural Plan for Smiths falls, meet the community, work with its stakeholders, and in some way, contribute to shaping a vision of its future and cultural vitality.

My thanks to all who generously shared their dreams and time with me.

*Sensational!*



Lynne Clifford-Ward  
Municipal Cultural Planner  
Economic Development Department, Smiths falls

# WHAT WE DO

# WHO WE ARE &

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## Photos Credits:

Simon Lunn, Dianne Pinder-Moss, Sarah Rathwell, Stacey Roy, Roger Sands



# WHAT WE DO

## A Cultural Plan for Smiths Falls, 2013 - 2018

Creating a sensational place for arts, heritage and culture takes people to make it come alive through their commitment and support

### Introduction

Like many other communities and municipalities in Ontario and elsewhere, Smiths Falls is experiencing great industrial and social change. To succeed in these evolving times and circumstances, new assumptions and strategies are required. One such strategy is strategic investment in the Creative Economy, guided by a Municipal Cultural Plan.

Whether by design or circumstance, there has been an historic investment by Eastern Ontario communities in their Creative Economy. In Smiths Falls, this includes an emphasis on quality of life (housing affordability, urban/rural lifestyles), investment in public realm and infrastructure (DBA, plans for downtown revitalization), and quality of place (parks, trail ways, plans for the waterfront) as well as support from Canadian Futures Development Centres, Valley Heartland and Enterprise Centres to encourage growth in small business and entrepreneurs<sup>1</sup>.

The Creative Economy may be defined as *the activities which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation*. It is driven by creativity, ideas, innovation, knowledge, and collaboration across all aspects of today's economy<sup>2</sup>.

Why does the Creative Economy matter to Smiths Falls and rural regions? Creativity is important to all industries – whether it is in purely creative industries such as music, theatre or photography – or creative problem solving and innovation in manufacturing, agriculture or technology. Research also supports the view that “creative class jobs” include a sector of well paid employees such as architects and engineers<sup>3</sup>. Additionally, investors in industry, business and tourism are attracted to creative and vibrant places. Their investments grow the tax base and employment opportunities.

To maximize the Creative Economy in Smiths Falls, a Municipal Cultural Plan (MCP) and Policy will help provide the roadmap.

A good plan is like a road map;  
it shows the final destination and  
usually the best way to get there

Stanley Judd

<sup>1</sup>Authenticity, Millier Dickinson Blais, Greg Spencer, “Capitalizing on Creative Industries Growth and Wealth Creation for Eastern Ontario - Canada's Creative Corridor: Connecting Creative Urban & Rural Economies within Eastern Ontario and the Mega Region,” 2009, pp. 61 – 62.

<sup>2</sup>Authenticity, Introduction

<sup>3</sup>“Creativity in the Rural Economy: Challenges and Opportunities,” Martin Prosperity Insights, 2009, p.1.

# WHO WE ARE &

By integrating the Municipal Cultural Plan into strategic municipal planning - existing and future - and including initiatives and / or actions, we will leverage the community's cultural resources, contribute to our community's quality of life, encourage and attract newcomers and cultural tourism while growing the local economy and business.

The Cultural Plan is a positive step into the future for the Town of Smiths falls. It is also consistent with current provincial, national and international thinking which recognizes the pillars of Environmental Sustainability, Economic Prosperity and Social Equity. The fourth pillar of sustainability, Cultural Vitality enhances both QUALITY OF LIFE and QUALITY OF PLACE<sup>4</sup>.

Seen as an important tool to remain economically competitive and aid in revitalizing the community, there is undeniable proof that Culture plays a significant role in the Nation's fiscal well-being. Stats Canada reported that Culture contributes 7% of the Gross Domestic Product (GDP) - or \$84Billion - and more than one million jobs<sup>5</sup>. Imagine the possibilities for Smiths falls by actually planning the role of Culture, nurturing collaborative activity and integrating it with the Municipal strategic plan!

This Municipal Cultural Plan for Smiths falls has been a work in progress. It has sought input from the community and its governance through interviews, consultations, surveys, an arts task force, presentations, meetings and a cultural visioning exercise. This is a Plan which reflects the results of this outreach and sharing of dreams. It is a Plan which must now be driven by the community. As Peter Kenyon, a renowned community development practitioner with the BANK of I.D.E.A.S in Australia noted, "Communities should be built from the inside out, not from the top down"<sup>6</sup>.

This Plan should be considered a "living document" where culture is seen as a powerful factor in building a strong community and local economy. The message to its residents: Cultural Vitality is an integral part of the entire strategic municipal plan.



<sup>4</sup>Jon Hawkes, The Fourth Pillar of Sustainability: Culture's Essential Role in Public Planning, Melbourne: Common Ground and the Cultural Development Network, 2001, p.1

<sup>5</sup>Statistics Canada

3 <sup>6</sup>Peter Kenyon, The Creative Rural Economies Conference: Experiences and Lessons from Down Under. Queen's University, Monieson Centre, (Podcast, June 14, 2011).

# WHAT WE DO

## Culture was...

The traditional cultural policy was viewed through the lens of separate or “silo” disciplines – visual, performing, heritage, media industries, etc. It was understood in largely aesthetic terms or artistic expression. It maintained a stark divide between Not-for-Profit and For Profit and it viewed municipal government's role as a founder and owner / operator of cultural facilities. As a result, there was often a poor fit between traditional cultural policy and local needs.

## Culture is...

UNESCO's 2001 Declaration on Cultural Diversity defines culture as “the set of distinctive spiritual, material, intellectual and emotional features of society or a social group, and that it encompasses, in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs.”

It is culture, therefore, that defines who we are<sup>7</sup>

This broader definition of Culture and Cultural Resources embraces the traditional arts and throws the net wider to include tangible and intangible assets

It is “place based thinking” which illustrates how the local cultural resources contribute to a municipality's UNIQUE sense of place – and its strategic advantage.

Culture may be summarily defined as: WHO WE ARE AND WHAT WE DO. It is ourselves in our everyday lives. It is all of the things that define us as individuals, as a community, a province, a nation.

### Culture is:

Quality of Life issue

Authentic to place

A community unifier

Not elitist

A tool for engagement and change with youth

An Attraction Tool to the community

Something which feeds souls

A key element in cultural and sports tourism: the cultural destination tourist

Something which requires a change in perception – a destination investment, not an expense

A linked experience

<sup>7</sup>External Advisory Committee on Cities and Communities: From Restless Communities to Resilient Places, 2006, p. 62.

# WHO WE ARE &

## What is a Cultural Plan?

Defined by the Ontario Ministry's vision, the Cultural Plan is a tool to enhance the quality of life experience in the community which fosters a stronger and much safer community to live, work, play, visit and conduct business<sup>8</sup>. Because it brings together municipal staff, business leaders and stakeholders in the community to look at their community and build upon unique strengths and authentic experience, a Cultural Plan has also been described as a Plan for "Community Vitality" or "Community Development through a cultural lens". As a Quality of Life issue, it records what we wish to preserve, celebrate and share. It touches many important areas in the community: public art, urban design, youth engagement, immigration and diversity. It is the "software", driving the creation of synergies, identifying connections and program possibilities. It contributes to building strong, healthy neighbourhoods and sustainable places to live, with vibrant downtowns and healthy neighbourhoods. It gives the community the capacity to work and achieve shared goals and includes all economic groups<sup>9</sup>.

## What is a Municipal Cultural Plan (MCP)?

Defined by The Municipal Cultural Planning Institute (MCPI):

A Municipal Cultural Plan is the strategic and integrated planning and use of cultural resources in urban and community development<sup>10</sup>.

In Australia during the early 1990s, the roots of Municipal Cultural Planning emerged from frustration caused by separate policies for museums, theatres, libraries, etc. which resulted in "vertical silos". A Municipal Cultural Plan (MCP), however, is **integrated** across all facets of planning and decision making in local government. It is community based, connected to local needs, collaborative, sustainable, and Municipal is key to its description<sup>11</sup>.

## Why is a Municipal Cultural Plan part of a Strategic Plan?

A strategic plan offers a broad direction to staff, the community and the public; the details come later. By including Cultural Planning in the overall strategic plan, it solidifies the authenticity and importance of this fourth pillar of sustainability and provides a cultural lens through which economic development and planning decisions can be made re: everything we cherish.

<sup>8</sup>Government of Ontario, 2000 Ontario Budget – Building Strong and Safe Communities.

<sup>9</sup>MCPI Workshop presentations by Anne Gilbert, Councillor, Municipality of Chatham-Kent, Pembroke, (Mar 7, 2012) and Ken Doherty, Director of Community Services, Peterborough, Wellington, PEC, Jan 20, 2012.

<sup>10</sup>Municipal Cultural Planning Institute (MCPI) is comprised of a coalition of seven provincial ministries, Association of Municipalities of Ontario, business, cultural and community agencies. <http://www.ontariomcp.ca/MCPI>.

<sup>11</sup>Dan Taylor; Greg Baeker. "Economic Restructuring through Culture in Small Towns and Rural Areas: Building Creative Rural Economies, A Case Study of Prince Edward County, Ontario", 2008, p.5.



# WHAT WE DO

“The root meaning of culture, as every farmer and chemist knows, is ‘preparation for growth’ – and in our communities we are ‘growing people.’ If we don’t do that we shall fail our young people, and ultimately fail as communities.”

Mavor Moore, CC, in Creative Connections: Arts and Culture in British Columbia Communities, Union of B.C. Municipalities, 1997  
/ Creative City News: Special Edition 2, 2005





Beaver Cup Pond Hockey Game, Smiths Falls



175th Celebration in Smiths Falls

I don't believe a community can be healthy and sustainable without culture... Culture isn't just entertainment, something for us. Culture is us. It's a reflection of who we are, and we need it to help us understand ourselves in all our diversity. We need to see ourselves, all of us, reflected in the culture that surrounds us. We need to hear our voices echo back to us; to hear our own stories told to us.

Adam Ostry, Cities Secretariat, 2004 Creative City Network Conference, Regina, SK. Creative City News, Special Edition 2



What have been the  
steps in creating a  
Municipal Cultural Plan  
for Smiths Falls?

Cultural Resources

Cultural Mapping

Community  
Development/  
Capacity Building

Community  
Engagement

Partnership  
Strategies

1. CULTURAL RESOURCES

In order to prepare the Municipal Cultural Plan, we needed to know what cultural assets we had in Smiths falls. This inventory or database, referred to as the Cultural Resources Framework (CRF), is consistent with the Provincial cultural mapping system which include the following categories:

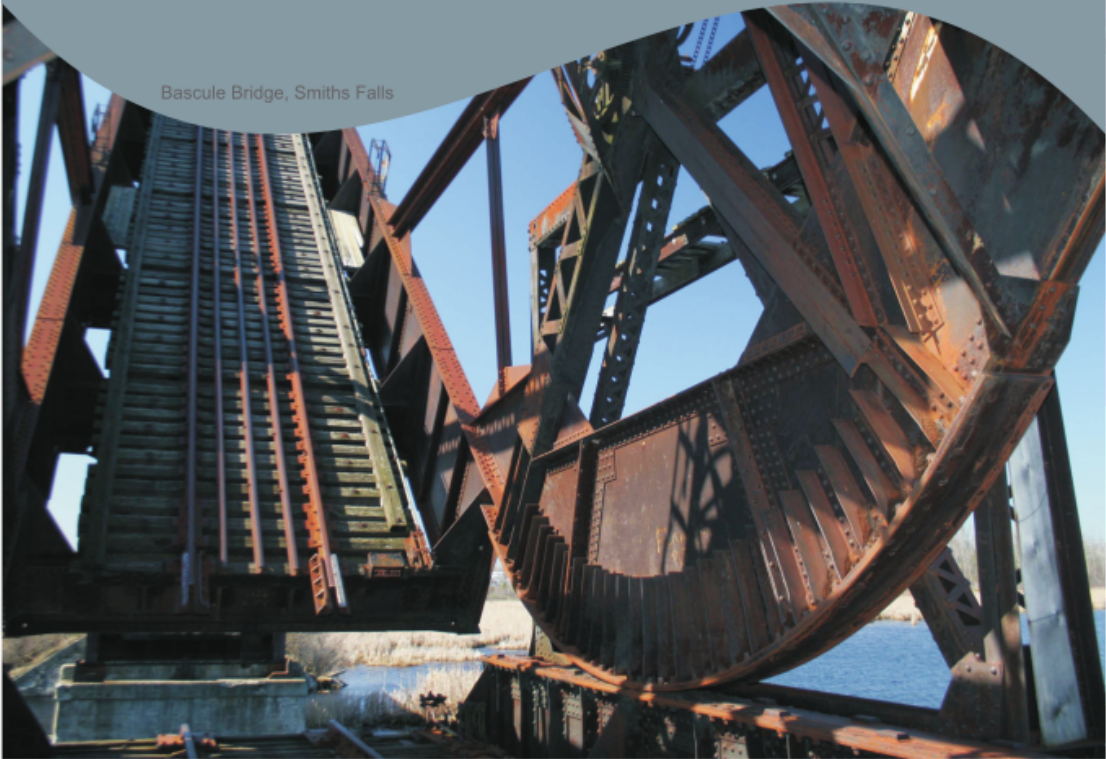
Creative Cultural Industries,  
Creative Cultural Occupations,  
Community Cultural Organizations,  
Spaces and facilities,  
Festivals and Events,  
Cultural Heritage,  
Natural Heritage, and, Intangible Assets (stories, traditions and customs).

EXISTING IDENTIFIED CULTURAL RESOURCES in Smiths falls (as of June 2012)	
Cultural Resource Category	Number of Resources Mapped
Creative Cultural Occupations	38
Cultural Heritage	29
Cultural Industries	29
Cultural Organizations	33
Festivals and Events	61
Natural Heritage	17
Spaces and facilities	28
Intangible Assets	34

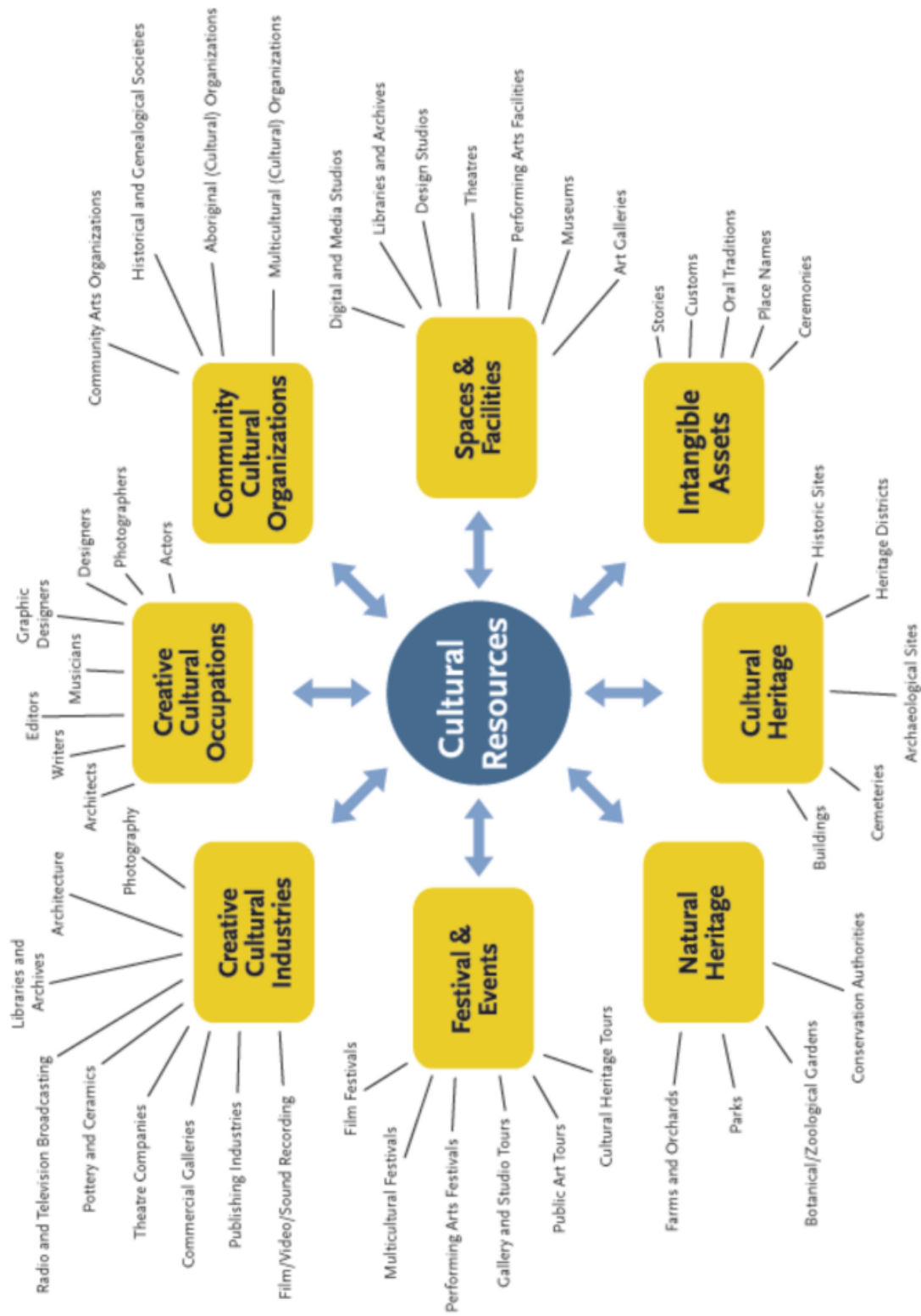
...community identity is the basis of what we mean by culture, and our sense of who we are in our communities is our cultural identity.

External Advisory Committee on Cities and Communities,  
From Restless Communities to Resilient Places ( 2006) p. 62

Bascule Bridge, Smiths Falls







# WHO WE ARE &

## 2. CULTURAL MAPPING

A Cultural Map is a tool to locate cultural assets, find information, demonstrate potential development of cross-sector partnerships and demonstrate the breadth of cultural assets which contribute to the local economy.

4DM and Bray Heritage were co-engaged from April through July 2012 to prepare a Cultural Map of Smiths falls. In their final report they commented that "Smiths falls cultural maps can be used as an instrument to promote the Town's development and embracing of a 'creative economy'. More practically, the cartographic maps can publicize the culture of Smiths falls, which can aid tourism applications or promote synergies between cultural workers in the Town." Additionally, they noted that "various cultural resources are distributed geographically through the central part of Smiths falls... this can be effective for planning or communication purposes." They suggested that since "our mapping shows a concentration of existing heritage resources in a rough triangle north of the canal... emphasize this as a cultural precinct linked to a linear corridor along the Canal... Focus on walking tours and interpretive signage / podcasts / living history animations and events to portray the main themes and display living traditions, in the downtown..."<sup>12a</sup>

As a snapshot of cultural resources, the Cultural Map provides a reference to develop capacity for cultural planning, cultural tourism, creative cultural industries as well as environmental planning, social planning and public health. As well, by defining and mapping local culture, it may be promoted and marketed to visitors, residents and business.

This cultural mapping system is a "living document" which allows updating and expansion by an administrator. Cultural Mapping has two dimensions – the tangible (quantitative) - for example, cultural organizations, events, places - and the intangible (qualitative) - the stories and traditions that define the community's identity and the unique sense of place.

This database of cultural assets, now accessible on the website through Smiths falls' Interactive maps, CPAL [www.smithsfalls.ca/interactivemaps](http://www.smithsfalls.ca/interactivemaps) , was launched August 13, 2012.

## 3. COMMUNITY DEVELOPMENT / CAPACITY BUILDING

Since 2009, presentations re: Cultural Vitality and the Creative Economy have been made to the community, Council and stakeholders; residents have been consulted and engaged with surveys and interviews (see Appendix 3); a Cultural Visioning Exercise was held (see Appendices 1 and 2); and community partnerships continue to develop (see Appendix 5).

<sup>12a</sup>4DM and Bray Heritage. Smiths falls Municipal GIS Mapping Project, Final Report, Version 2 (Aug 13, 2012) pp 16 – 18.

# WHAT WE DO

## 4. COMMUNITY ENGAGEMENT

The Municipality has assumed an expanded leadership role in community cultural development and cultural capacity building.

An Arts Task Force was created in 2010, matured into the Smiths Falls and District Arts and Culture Council and incorporated in 2011. The Smiths Falls Camera Club, enabled by the Economic Development Department and Smiths Falls Center of Photographic Excellence, was formed in February 2012. Doors Open Smiths Falls, which is all about community building, celebrated its eleventh successful year, and included musical participation by talented youth, a preview of an upcoming play, and a presentation of medieval martial arts.

Community cultural development has also been fostered through the Smiths Falls Local Immigration Partnership (LIP) Project, which was established in March 2011 to coordinate and enhance the integration of newcomers into the local community. Through the LIP Project, a Multicultural Day was organized on September 29th, 2012 as part of Culture Days in Smiths Falls. The program for the event included a cooking workshop, Tai Chi demonstration, concert of song and dance from around the world, tasting of international foods and Chinese Autumn Festival.

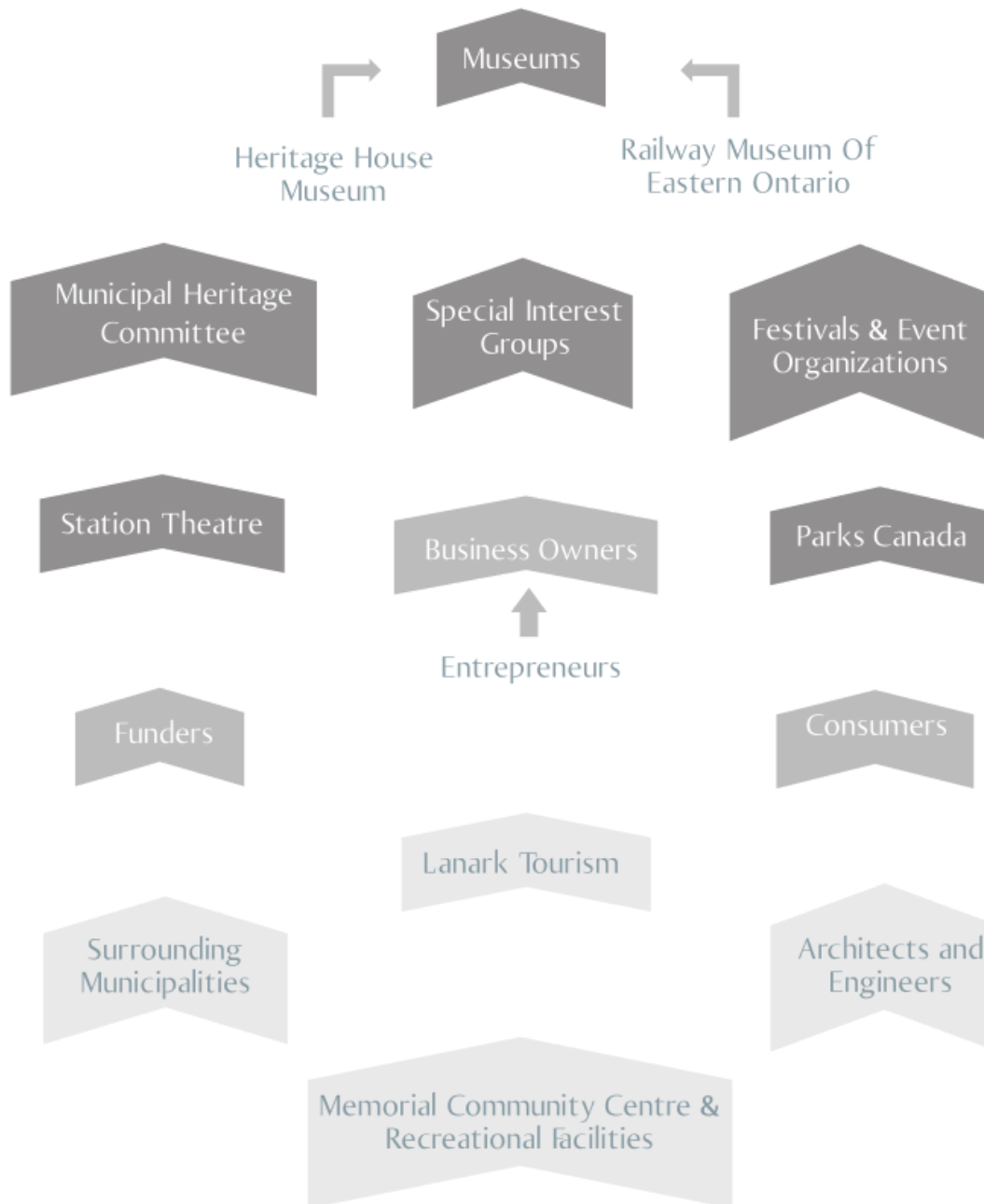


Detached Lockmaster's House, Smiths Falls

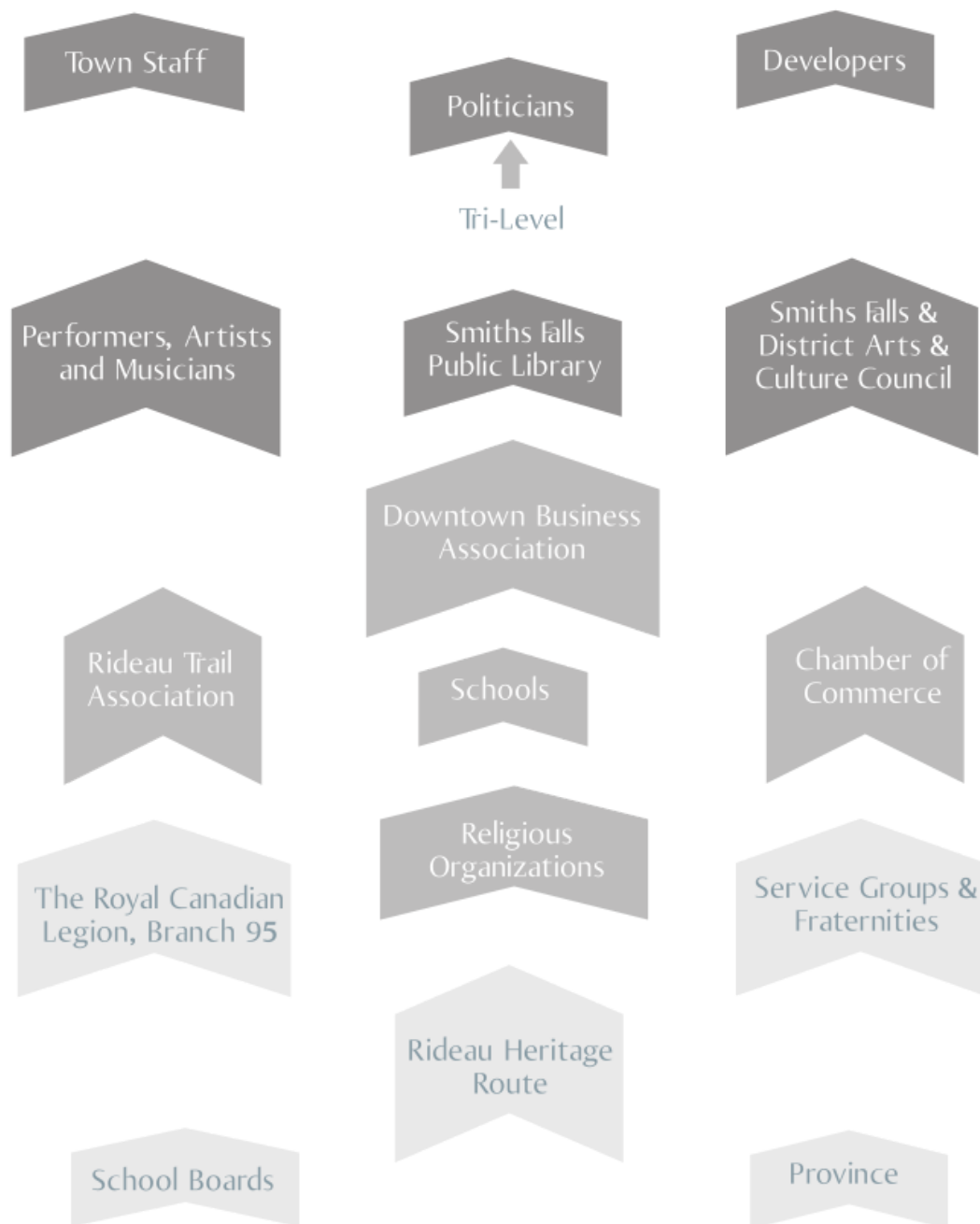
If you want to go faster, go alone.  
If you want to go further, go together.

African proverb  
Peter Kenyon, Queen's University, June 14, 2011

# Potential Stakeholders



## in the Smiths Falls Cultural Plan



A map does not just chart, it unlocks and formulates meaning; it forms bridges between here and there, between disparate ideas that we did not know were previously connected.

Reif Larsen (American writer)

## 5. PARTNERSHIP STRATEGIES

Community partnerships and collaboration between the cultural sector, including schools, special interest groups, organizations, business and others continue to be nurtured, developed and enabled.

### What are the Cultural Plan's guiding key principles?

Some of the following were identified in B. Cheetham's "Turning Point: 2011 – 2013, Economic Development Action Plan for Smiths falls, Arts Task Force" (see Appendix 4):

#### 1) Integration and Community:

That the development of arts and culture be considered an integral part of the Smiths falls Municipal strategic plans and activities.

That it be considered as building community vitality.

#### 2) Cultural and Artistic Diversity:

That Culture be defined here as "who we are and what we do".

That a wide variety of art forms be recognized (including visual arts, photography, theatre, music, dance etc.) and encouraged as contributing to a full and vibrant cultural life in Smiths falls;

That contemporary and traditional art forms be recognized and valued, and, creative risk-taking encouraged.

That cultural diversity in Smiths falls be encouraged, celebrated, promoted, shared and help increase understanding and acceptance in the community.

#### 3) Collaboration and Partnerships:

That collaboration and partnerships be encouraged between the public and private sectors, organizations, individuals and the arts and culture community in order to enable communication, share resources, enhance access and encourage the creation, cultivation and provision of cultural activities

#### 4) History and Heritage:

That the history, built heritage, tangible (collections) and intangible assets (stories and traditions) continue to be developed, maintained, preserved, promoted, and made available for education, research and cultural enjoyment.

Where heritage assets are owned by the Municipality, that they be made available for public viewing when and where possible, and, that the Municipality encourage participation in activities such as Doors Open Ontario.



#### 5) Accessibility, Participation and Sustainability:

That Arts and Culture be accessible to all, including the removal or adaptation of physical barriers, wherever possible, and fees which are reasonable and sustainable for the local market.

That participation in, and appreciation of, arts and culture by Smiths Falls residents and visitors – regardless of where they live, work, play or socialize – be encouraged and supported.

That Culture achieve fiscal accountability through sustainability.

#### 6) Recognition and Celebration:

That creativity, innovation, and excellence be valued, supported and celebrated as essential elements of cultural community development

#### 7) Public Art:

That Public Art for public spaces be a measure to contribute to a more visually attractive community and deemed intrinsically valuable to the community.

That Public Art be made part of the municipal policy and mandated as One Percent (Standard North America) requirement in the private and public development sectors (and / or in partnerships).

That Public Art be allocated funds for design, consultation, construction, installation, proper maintenance and conservation; promoted and celebrated.

### Public Art

Public Art can be simply defined as art that is in the public realm. It might be permanent or temporary; aural or visual; functional or inspirational; social and / or political. By its very presence - located in a public space, perhaps not within a building or part of a collection – it can create healthy discourse.

It may be appreciated differently by diverse cultures and it can raise many questions: What is valued? What is excellent? Is it timeless, universal or cutting edge?



The Smiths Falls Cenotaph

Some reasons why resources should be directed to Public Art:

- community engagement and civic pride;
- to attract visitors to the community – cultural destination tourism;
- to commemorate and tell the stories of people, places and events;
- to enhance and develop neighbourhoods, and,
- to stimulate job creation: artists, engineers, landscape architects, construction workers, etc.

Public Art may be one of Partnerships such as:

Private Development – “Percent for Art”: The standard requirement in North America has been ONE PERCENT for Public Art;

Civic Capital Projects;

Other Municipal Departments; the Community; Local Businesses, DBA and ratepayer groups; Transit and Pedestrian Projects; Arts and Cultural Organizations; Industry or Academic Research, and,

Artist-led Projects<sup>13</sup>.

<sup>13</sup>Barbara Cole; Lorna Brown; Karen Henry. Public Art Toolkit. Creative City Network of Canada, 2010, pp 10 – 11 and 24 – 29. Retrieved from: [http://www.creativecity.ca/database/files/library/Public\\_Art\\_Toolkit2.pdf](http://www.creativecity.ca/database/files/library/Public_Art_Toolkit2.pdf)

# WHO WE ARE &

## STRATEGIC RECOMMENDATIONS 2013 - 2018:

### INTEGRATE

Integrate the Cultural Plan into all of the Town's Municipal Strategic plans to maximize the contribution of cultural resources to economic development.

### CHAMPION

Champion culture by: providing leadership in raising awareness of the cultural sector and its role and value in the community and economic development (The Creative Economy); enabling investment in culture; and, encouraging and facilitating participation, inclusion and accessibility in culture.

### BUILD CAPACITY

Build cultural capacity by: facilitating communications within the community; encouraging, nurturing and enabling collaboration amongst the cultural sector and community networks; sharing resources in the cultural sector; connecting with youth; and, creating new working cultural partnerships, both traditional and non-traditional.

### EDUCATE / CONSERVE

Support and facilitate initiatives which promote conservation, education and enjoyment of cultural and creative places, cultural facilities, heritage collections, intangible assets, public art and built and natural heritage.

Facilitate awareness and appreciation of how Culture contributes to both Quality of Life and Quality of (Authentic) Place in Smiths Falls.

### MARKET THE LOCATION:

Capitalize on the asset that Smiths Falls is located in the Heart of the Rideau Canal system, Ontario's first UNESCO World Heritage Site.

Market Smiths Falls as Cultural Destination Tourism to retain and attract creative people.

Promote the Creative Cultural Economy, especially in the downtown revitalization, heritage and waterfront areas to residents, tourists and investors.

### CELEBRATE / COMMEMORATE

Celebrate, facilitate and commemorate Canada's 150th Birthday in 2017 with a lasting cultural legacy for the Town.



# WHAT WE DO

“How do we take this plan, build economy, build community and build culture?”

Peter Kenyon, Queen's University, June 14, 2011

## IMMEDIATE RECOMMENDATIONS:

### 1. ADOPT THE CULTURAL PLAN

This confirms that Council recognizes culture as a planning and policy priority.

### 2. COMMUNICATE THE CULTURAL PLAN TO THE COMMUNITY

Share the vision and strategies and build capacity and community awareness.

Town hall presentation

Media coverage – print, radio interviews

Town website

Publish leaflet / brochure

### 3. IMPLEMENT THE CULTURAL PLAN

Assign a budget

Engage appropriate and effective human resources to encourage stakeholder collaboration and communication; nurture creative enterprises; facilitate marketing and, enable physical and virtual networking and community building

Establish a timeline (with milestones and measurable outcomes)

### 4. MONITOR AND UPDATE THE CULTURAL PLAN ANNUALLY

To ensure long term sustainability and best practices.



## APPENDICES

1. Cultural Visioning Exercise - Process, Results and Quotes
2. Consultation 2012
3. Arts and Culture Task Force 2010
4. Timeline re: Smiths Falls Cultural Planning Development

## APPENDIX 1

## Cultural Visioning Exercise - Process

June 27, 2012

Royal Canadian Legion, Lancaster Room

Facilitator: Jennifer Shepherd, One World Inc.

Organizer: Lynne Clifford-Ward, Municipal Cultural Planner

Assistant: Amy Purcell

Number of Participants: 32

Number of Invited Guests: 90

Process: The room was set up as a World Cafe to inspire stakeholders re: Smiths Falls Cultural Assets. It included "pop-up" displays from the Heritage House Museum, Railway Museum of Eastern Ontario and a didactic board re: the Rideau Canal and its UNESCO designation. On easels sat the Cultural Resources Framework (CRF) chart and a large sign, "Culture is who we are and what we do". At each card table, materials were piled to inspire: photos of local assets, natural and built; brochures / flyers; three questions on three different colours of paper; drawing materials; large sheets of newsprint and large sticky notes, and, a CRF chart and a definition of Culture. The facilitator had an array of markers and a 4' x 8' sheet of paper on which she visualized the ideas. Sticky notes were also affixed to this drawing by participants during the Exercise.

After each round of questions, a spokesperson at each table was asked to summarize their group's thoughts. Three participants then moved onto other tables, leaving behind one host. This gave the opportunity to meet and inspire others.

Lynne introduced the facilitator and provided opening and closing remarks. Bob Cheetham thanked the participants and encouraged the Cultural conversation to continue. Light refreshments were provided.

Cultural Visioning Exercise, participants, June 27, 2012



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# WHO WE ARE &

## Question 1

The culture of Smiths falls is “who we are and what we do”. It includes the arts and so many other partners and possibilities! Imagine it is June 2022, ten years from today. You are writing a letter or talking on the phone with an old friend who hasn't been in Smiths falls for years. What are you telling them about what's going on now? What do you see? Who's working together? How are people sharing and collaborating? Where is culture expressed? Be imaginative, have fun, and dream BIG!

## Downtown

- Gathering area for people
- No trucks along Beckwith street (alternate route)
- Pedestrian block (Russell St. – between Beckwith and Market Streets)
- Heritage façade is protected
- Rideau Hotel – Fine dining
- Condos upstairs in the Rideau Hotel
- Parking behind buildings
- Beautification, sculpturing of trees
- Wider Sidewalks
- Almost like Niagara- on- the- Lake
- No cars
- Restaurant patios on the sidewalks
- Vibrant uptown
- A bustling centre that includes stores, restaurants, cafes that honor the heritage of our community
- Redefined downtown core includes the waterfront integration and creates connections to a broader community walking area from Heritage House Museum to Railway Museum to Theatre and Arena. They are all easily accessible.
- More pedestrian friendly
- Less Service Industry (ie. realtors) and more merchants downtown which draws more locals and visitors

## Collaborations

- Organizations are working together to promote activities taking place
- Arts and Culture Collaboration (different groups support/assist each other and work together)
- Collaboration initiatives that demonstrate the “DNA” of the town (who and what we are)

## Promotion

- Promote Boating
- Smiths falls is a destination of choice (to visit and live)
- A family friendly community
- A community that welcomes newcomers
- 4-season tourism
- Town well known of rich variety of arts, sports, recreational, culinary and cultural activities
- Feature local foods



# WHAT WE DO

## Residents

- Artist in Residence
- People/families choose to live here because of our arts and culture offerings
- A sense of pride community wide and efforts on the part of all citizens to communicate our successes
- Small town feel, you know everyone
- Residents are proud of their heritage
- Visitors are now residents
- Youth are staying in Smiths Falls

## Transportation

- Efficient Public Transportation
- Rapid transit with a schedule. (Are we prepared?)
- Commuter rail to Ottawa

## Waterfront

- Waterfront has been leveraged with "light and sound" show in the basin – centennial park
- The Murphy Building is completed!
- New fountains in Centennial Park, with lighting
- Movies under the Stars
- Music in the Park has a portable stage (also used for block parties)
- Water activities
- The waterfront has been developed to include walking and biking paths throughout
- Boardwalk along the shore and Old Sly's

## Parks

- Fitness Park and Youth "Jungle Gym" at Lower Reach
- More people providing up keep for the paths
- Kinsmen Park is a Town Square with tables, flowers etc and pumped in "music"
- Parks Canada land developed and more support
- Walking paths

## Art

- Public Art is displayed throughout the community
- Art walls present the Town's Heritage and History
- Free space for people to be creative



Culture Days 2011 Art Exhibition

Smiths Falls Memorial Community Centre



Wood Mausoleum



Handcar, Railway Museum of Eastern Ontario



Heritage House Museum, Smiths Falls

...the imagination and talent needed to ensure the liveability and survival of Canada's cities, towns and villages lies in those communities themselves. What is required – at every level of government and in every facet of governmental decision-making – is an appreciation of the profound value of place, and a sense of confidence in the capacity of Canadians to plan the future of the places where they live.

Mike Harcourt, Chair of the External Advisory Committee on Cities and Communities  
From Restless Communities to Resilient Places, 2006

## Other

- South Unit – Retirement Apartments with parkland, co-op
- Open storage areas for museums (attraction)
- A good mall offers great shopping to complement the downtown core
- New cinema / theatre
- Festival of Lights is a big event and busloads come to enjoy it!

## Overall Smiths Falls

- People-centered initiatives
- More green space is available
- Condos and restaurants are flourishing
- Community focused on Health and Wellness
- Connections allow for easy movement throughout the Town

- A vibrant music scene for concerts, live performances,
- music in schools, festivals with various music styles/genres
- A world class recording centre
- Unique, quality, social networking (new media)
- Community is based on Economic, Social, Environmental and Cultural Pillars of Sustainability
- Culture expressed community wide
- Heritage Preservation – treasuring the past as well as the present
- Gainful employment is available for the community
- Post-Grad educational facilities
- We are retaining our history
- We are defining who we are
- We have an active and functioning DBA
- Culture expressed in unexpected places
- Outdoor focal point



## Question 2

• Of all the ideas you just talked about, which ideas are the most compelling or would have the biggest impact in creating the vision of culture in Smiths falls by 2022?

Consider: What we have in Smiths falls as strengths that we can use and build upon. What needs to be changed. What's missing?

- DBA engage all of the Town residents in a Public Meeting: What do we want in the DBA?
- Station Theatre as a Culture Hub
- Cut off all the town power (No TV, No Cell phones-Get outside and into the Cultural assets!)
- Communication (how to engage the community and our Visitors)
- Help people believe they are empowered and can make a difference
- "If it is to be, it is up to me" be part of the process
- Take the results of this exercise to other groups and organizations in the community and make it visual
- Develop better community pride – cleanliness, accessible and plentiful garbage cans
- Improved trails – signage, connections, in and out of town, multiple scales
- More attention to Waterfront development (more recreational opportunities on the water, swale, observation points)
- Improve Aesthetics of the waterfront at Comfort Inn Area
- Affordable recreation opportunities
- Think more from the perspective of tourists
- Public Space
- Cultural Ambassadors who can entertain and educate tourists of our history and culture
- Heritage – Canal, rail (natural beauty, structures) and to enjoy it we need: benches, walking trails and green space
- Commuter Service (bring people to town and take us to other places)
- Festival and Events (need infrastructure to help this i.e. band stand – mobile and unique experiences that are interactive)
- Appreciate and enhance what we have (waterfront)
- Cultural Centre year round
- Thinking and acting "outside of the box"
- Youth – sports, cultural activities, bike trails

Hard Pushin Papa's perform in the Wood's Mill, Smiths Falls



Performance at the Station Theatre, Smiths Falls





Station Theatre, Smiths Falls

As counterintuitive as it might seem, then, the best way to lead people into the future is to connect with them deeply in the present. The only visions that take hold are shared visions – and you will create them only when you listen very, very closely to others, appreciate their hopes and attend to their needs.

To Lead, Create a Shared Vision  
James M. Kouzes and Barry Z. Posner, Harvard Business Review, Jan. 2009

- Artists in Residence
- Gardening and Community Gardens
- Performing Arts – concerts, round the world
- Open Stage
- Murphy's Complex
- Cultural Resources and Support
- Downtown Beautification
- Quality events
- More community involvement (a better sense of community)
- More parkland, improved, pedestrian friendly
- Fewer events but quality of the events
- Development along the canal
- Bringing forth heritage
- Bringing together youth
- People centered initiatives
- Community market, shops, restaurants, outdoor pavilions along the water/Murphy park, RV trail
- Develop two marinas, one in Centennial and one in Lower Reach
- Mini transit system
- "Need information"
- "Flagship event"
- Consider how to get people to engage in a community cultural event when it is so easy to access "culture" at home
- Defining who we are
- Smart development preparing for our future



### Question 3

What can we start, stop, or change in the next six-12 months and how can we do it?

What we can START:

#### Enrich / Beautify / Build Civic Pride

- Pathways to connect the community to all assets (linkages)
- Clean up the town: clean up garbage, install garbage cans, do repairs etc.
- Beckwith Street Beautification
- Waterfront – focus on one of the waterfronts and start beautification process

#### Connect / Collaborate

- Get into school culture
- Youth engagement with high schools – give them a voice into art, music, sports
- Hire Youth co-ordinator
- Create youth council and have them actively involved
- Find ways to get people involved by allowing different involvement (meetings, tasks, independent activity)
- Communication: how to engage people, develop networks
- Empower people: implement their ideas, get involved, find out how they can make a difference
- Share information: share tonight's discussions and vision with the community in schools, churches, and build on this vision with their input
- Find out why people don't get involved and find the right questions to ask and how to ask them

#### Market

- Hop in a boat and see the first impression of the town as visitors arrive in Smiths Falls by water
- Where are the falls? (essay contest, photo contest (where they are today) newspaper article, part of walking tour, musicians, artists)
- Promotion of events and activities: greater efficiency
- “Get open for business”
- Encourage unique building / business signs

The design of places is inherently tied to our expressions of culture, and correspondingly, expressions of culture are inherently tied to a place. At a basic level planning for culture and planning for place are inseparable – if we want one to flourish, we must also engage the other.

Jennifer Keesmatt, Office for Urbanism, City of Hamilton, Understanding the Planning Context, Cultural Plan, 2006

## Spaces

- Cultivate Station Theatre as Cultural hub
- Encourage development of the waterfront
- Host more festivals at Lower Reach – space to grow

## Events

- Host forums
- Improve Civic Events
- Host Heritage Symposium

## What we can STOP:

- Putting things off, talking too much instead of taking action
- Negative “community image” in the media, social network (Google)
- Apathy and disinterest
- Stop thinking we can't do it
- (Relying on) Digital promotion

## What we can CHANGE:

- The negativity. Encourage the positive: celebrate our beautiful community
- Value Our Heritage
- Embrace our past and many aspects of culture
- Have a means to respond to negativity, such as the Splash Pad Coverage, in the Social Media
- Provide Staff training to learn smart marketing for events
- Install Smiths falls welcome signs for visitors along the waterway and the railway
- Start thinking: we can do it!
- Develop the old water treatment plant
- Involve and cultivate community town pride
- Lobby our municipal politicians
- Get open for business
- Build activities for community pride
- Encourage DBA to engage all the town's residents on what they want to see in downtown
- Recognize that culture comes to an individual without one leaving one's home (internet, movies, etc.) and adds new challenges which require adaptation
- Less paper and digital promotion and more dialogue with residents

A Creative community is a healthy community.  
Cultural Planning can provide answers and assistance  
to some of the social, environmental and community  
challenges which a community faces.

Cultural Planning, Municipal Knowledge Series, Gord Hume, p 79

Cultural Visioning Exercise, participants, June 27, 2012



With thanks to: Amy Purcell, Assistant, Dianne Pinder-Moss, Photographer, and the following participants of the Cultural Visioning Exercise:

#### Attendees

Adams, Wayne  
Allen, Lorraine  
Ashby, Zoe  
Au, Peter  
Brooke, Steve  
Canning, Christopher  
Cheetham, Bob  
Clifford-Ward, Lynne  
Coldrey, Jackie  
Coville, Amber  
Daniluk, Lynda  
Foisy, Barb  
Foisy, Kevin  
Hawe, Adrienne  
Hoffman, David  
Hoffman, David  
Lackey, Gary  
Lunn, Simon  
Mazurkiewicz, Irv  
McKay, Bryan  
Miller, Carol  
Nicholson, Helen  
Pankow, Shawn  
Pankow, Tracey  
Quinn, Dawn  
Rensby, Amy  
Rodine, Rob  
Roy, Stacey  
Schechter, Karen  
Shropshire, Anne  
Staples, Dennis  
Stronski, Ron  
Tremblay, Louis  
Webster, Kaitlyn

#### Affiliation

Smiths falls Gordon Pipe and Drum Band  
Town Councillor  
Smiths falls and District Arts and Culture Council VP  
Rideau Roundtable and Chinese Cultural Association  
Smiths falls Gordon Pipe and Drum Band  
Canning Greenworks  
Director of Economic Development, Smiths falls  
Municipal Cultural Planner, Smiths falls  
Smiths falls and District Arts and Culture Council  
Project Assistant, Local Immigration Partnership  
Station Theatre, Board Member and Theatre Director  
Smiths falls Camera Club / Photographer  
Smiths falls Camera Club/ Photographer  
Smiths falls and District Arts and Culture Council  
Friends of the Library  
Smiths falls and District Arts and Culture Council  
Heritage House Museum, Board Member  
Photographer  
Parks Canada, retired  
Resident  
Smiths falls Heritage House Museum, Curator  
Smiths falls and District Arts and Culture Council  
Town Councillor  
Together Smiths falls, Chair  
Town Councillor  
Municipal Heritage Committee  
Resident, Doctor  
EMC Newspaper reporter  
Smiths falls Public Library, CEO  
Railway Museum of Eastern Ontario, Curator  
Mayor of the Town of Smiths falls  
Resident, Recreation Hall of fame  
Smiths falls & District Arts and Culture Council, President  
Heritage House Museum, staff



#### Quotes from the Cultural Visioning Exercise:

What I enjoyed most about tonight was...

- To hear that residents of Smiths Falls have some great ideas about how to make Smiths Falls an even better place to be through cultural enhancement.
- Engaging in ideas to better the community
- Discussing positive things (we) might do, a chance for personal input.
- The opportunity to exchange ideas, contribute to the vision and meet people. I must admit, I was pleasantly surprised.
- The collective collaborations on a single idea spread through a room of people, engaged in making a difference, create incredible results that can truly enhance the quality of life in Smiths Falls.
- Great dialogue and ideas about our Town – how great it is and how much better it could be... lots of synergy in ideas which suggests consistency in vision.

Candid input from the participants, great suggestions and ideas, a willingness to continue the discussion and collaboration, and recognition of the need to develop a vision and plan re: arts and culture.

I wish....

- We had more time!
- We could incorporate the views of neighbouring community members.
- We could do this more often.
- We would stop making wish lists and find action.
- (We could have) more sessions every six months or so, to keep up with the vision re: our Town.
- To see some action very soon, or communications, celebrate what we presently have.
- That we (could) complete all of the ideas given this evening by 2022.
- Let's see these ideas take shape, move forward!





## APPENDICES 2

### COMMUNITY CONSULTATION 2012

TIMEFRAME DEFINITIONS  
IN PLANNING – under consultation  
ONGOING – currently underway  
IMMEDIATE – Year 1  
MID-TERM – Years 2 – 3  
LONGER TERM – Years 3 & beyond



# Community Consultation 2012

Themes	Issues and Actions	Primary Responsibility	Timeframe
HHM	Develop Cultural Space Build a "Dream Shed" and expand the footprint of HHM for community gathering, cultural workshops and activities, programs for youth, collection storage and management, and Cultural Tourism	HHM	Mid-term
RME0	Station Keeper's House – Develop collection storage, library and Interpretation space	RME0	Long-term
	A railroad car used as a diner	Entrepreneur	Longer-term
Public Library	Art at the Library	Friends of the Library	Immediate
Station Theatre	Monthly Music Jams	Community	Immediate
	Free tickets for Youth (limited / performance)	Theatre	Mid-term
	Develop Youth Theatre program (see Mississippi, Perth & Almonte Theatres)	Theatre	Mid-term
	Theatre and Dinner Package	Theatre	Mid-term
	Encourage use of display space in upper lobby	Theatre	Immediate
	A professional theatre company using the theatre for a certain period each summer (generate revenue and capacity)	Theatre	Mid-term
HHM	Theatre matinee and tea / tour at the Heritage House Museum	Theatre and HHM	In Progress (pilot in 2012 with "Annie with an e")
Building Audience	Target youth audience. Offer a quotient of free theatre tickets to youth.	Theatre	Immediate
Events & Festivals	Reduce quantity, refine, collaborate resources	Town and Community	Immediate
Mural(s)	"Working with Youth to Make a Difference" – location TBC	Town and SFDCI	

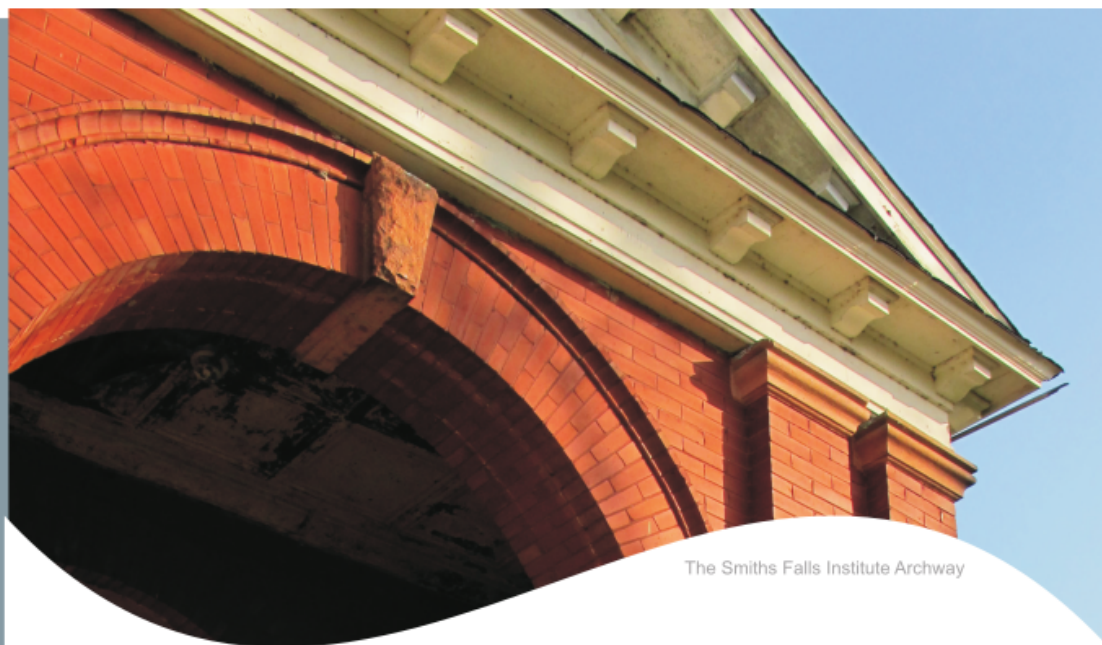
30

# Community Consultation 2012

Themes	Issues and Actions	Primary Responsibility	Timeframe
Story Booths	Welcome residents to record their local stories	Museums	Immediate
Settler's Days	Reintroduce this once popular venue. New name? Rideau Days	Community	
Hillcrest Cemetery (database)	Develop "stories" of citizens – Intangible assets	HHM	Immediate
Theatre	Use drama to tell stories of the community and combine sources and resources from HHM, RMEQ, RCVIC, MHC and Station Theatre	Multiple	Mid-term
Boats / boating	Renew wooden boat building and repair service	Entrepreneur	Mid-term
	Encourage clothing and accessories shops which are boating/ river thematic	Entrepreneur	Long-term
Biking	Have rental bikes available	Entrepreneur	Mid-term
Art	Set up an art loan library / sales opportunity with area businesses	Town/ SFDACC	Mid-term
	Encourage artist based workshops and conferences to help draw in economic revenue	SFDACC	Mid-term
	Local artists create banners that are Smiths falls specific	Town/ SFDACC	Immediate
	Artist residencies on local farms	SFDACC	
Community	Develop and encourage "buy-in" from community	Town/ SFDACC	Ongoing
Youth	Give youth the opportunity to perform alongside professional musicians		Immediate
	Stimulate youth's interest and engagement in culture by supporting a range of events and activities	Town, Museums	Immediate
	Develop school kits related to Smiths Falls: Railway, Rideau River, etc. Partner with local artists and museums.	Town, Museums	Immediate

# Community Consultation 2012

Themes	Issues and Actions	Primary Responsibility	Timeframe
Tourism	Develop a cultural experience for day trippers	Town, Museums	Immediate
	Partner with cultural organizations – within a day's drive – and create a "Visitor's Visit /Package"	Town	Immediate
	Develop a "user friendly" website which fully promotes easy access to cultural assets and activities	Town, SFDACC, TSF	Immediate
Workshops	Develop a series of heritage workshops to introduce traditional and non-traditional skills	Museums	Mid-term Some ongoing
Photo document	Document architectural assets of Smiths falls – partner with MHC, artists, schools, museums – educate re: local history	Town - MHC	Mid-term
Funding	Establish a cultural / arts fund from revenue raised at an annual art exhibit held in the park	SFDACC	Mid-term
Promotion	Weekly articles online and in local papers re: cultural activities and promote SFDACC	SFDACC	Immediate
	Install a directory kiosk downtown to encourage and educate visitors to cultural assets in area. Include map and link to website(s)	Town	In progress Kinsmen Park
Built Heritage	Develop a full day "Your Old House" workshop. Educate owners re: preservation and restoration	Town - MHC	Mid-term
	Encourage the message of Rideau Canal, UNESCO World Heritage Site, a world class cultural asset	Town and community	Immediate
Education / Marketing	Create a DVD to inspire students about local cultural assets and initiatives	SFDACC and Town	Immediate



The Smiths Falls Institute Archway

## APPENDIX 3

### ARTS AND CULTURE TASK FORCE 2010

TIMEFRAME DEFINITIONS  
IN PLANNING – under consultation  
ONGOING – currently underway  
IMMEDIATE – Year 1  
MID-TERM – Years 2 – 3  
LONGER TERM – Years 3 & beyond





# Arts & Culture Task Force 2010

Themes	Issues and Actions	Primary Responsibility	Timeframe
Promote what we have	Encourage the Town to develop a Public Art Policy that is sensitive to local history and heritage	Council	Immediate
	Encourage the Town to deliver local history and heritage programming in heritage environments as well as non-traditional spaces such as malls, parks, festivals and other public venues	HHM and RME0	Immediate
	Reinforce a spirit of resource sharing and mutual appreciation between library, museums and festivals	Town and community	Immediate
	Explore signage to inform residents / tourists that they have entered a special designated area of Town. Tell the story.	Town	Mid-term
	Establish a committee to foster the maintenance of existing murals and champion future murals.	Town and SFDACC	Mid-term
	Promote the Arts and Culture Council – panels? Banners?	SFDACC	Mid-term
	Support Heritage and Conservation Projects in community; disseminate information	MHC and Town	Immediate
	Support initiatives pertaining to Gateways to the community	Town	Immediate
	Package and promote coach tours to groups within two hours of Smiths falls	Town / Tourism/ Museums and Station Theatre	Immediate
Encourage / develop Community Celebrations	Create an arts and culture / multi-cultural festival	Local Immigration Partnership	Ongoing 2013
	“A Taste of Smiths falls” festival, with locally grown and made foods	farmer’s Market vendors and local restaurants	Immediate
	Mini festivals or warm weather outdoor performances in downtown core areas	Open Stage and Together Smiths falls	Ongoing in 2012

# Arts & Culture Task Force 2010

Themes	Issues and Actions	Primary Responsibility	Timeframe
Take a Community Approach	Market local products and events with neighbouring communities for greater return on investment	Community	Immediate
Natural and Cultural Heritage	Capitalize on geographic location and market natural and built assets. Encourage storytelling	Rideau Trail Assoc., Parks Canada, Museums	Immediate
	Encourage participation in the "Intangible Assets of Smiths Falls" through research and story telling	Museums and Town	Ongoing and Immediate
Funding	Source funds to provide adequate and diversified support and resources – work with partners to develop and sustain municipal, corporate and other public investment in the local art sector	Town and Private Sector	Immediate
Capital Investments	Seek support from the Ontario Arts Council for service / program provider	Town	Mid-term
	Integrate cultural facility and infrastructure needs into 10 year capital budget projections for municipality	Town	Long-term
	Seek additional operating support for Town Museums	Town	Immediate
	Build a Band Shell to feature music from local musicians, past and present	Town	Mid-term
	Pursue private sector investments in former water treatment facility development and opportunities for arts and culture	Town (EC DEV)	Immediate
Marketing/ Promoting/ Building	Learn from other destinations – Audience in Ontario, across Canada and internationally	Town	Ongoing
	Create a Town Marketing Committee. Involve community in planning process for a Cultural Tourism Strategy	Town	
	Encourage local residents to spend more of their discretionary/ leisure income in their own community and become enthusiastic "Community Ambassadors"	Town	Ongoing

# Arts & Culture Task Force 2010

Themes	Issues and Actions	Primary Responsibility	Timeframe
	The Town will take the lead in the development of town wide arts and culture event, temporary exhibits and virtual productions	SFDACC	Ongoing: Culture Days Last Weekend in September
	Arts and Culture Council - develop a stand- alone website, connected to the Town's website	SFDACC	Completed in 2011
	Strengthen marketing of Town Cultural resources to residents and visitors	Town	Ongoing
	Establish ongoing awareness campaign re: importance of Culture – to Quality of Life, the economy, etc.	Town and SFDACC	Ongoing
	Expand audiences for cultural activity by assessing the interests of those who already attend and those who do not.	Town	
	Use YouTube or the web to showcase local artists and talent	SFDACC	Immediate
	Profile area artists in feature articles and special news highlights	SFDACC	Immediate
	Create a Walk of fame	Town	
	Mount local marketing campaign around Arts and Culture	Town	
	Set up “one-stop shopping” kiosks to promote local art	SFDACC	
	Explore opportunities (social media etc.) which will best inform Smiths falls about culture	Town	In progress
	Consider a media campaign to highlight art and culture in magazines, website etc.	Town	
Investment	Develop and sustain an adequate Municipal Arts Grants Investment Strategy	Town and SFDACC	Immediate

# Arts & Culture Task Force 2010

Themes	Issues and Actions	Primary Responsibility	Timeframe
Investment	Develop a Private Sector partnership Campaign – see Business for the Arts possibility	Town	Immediate
	Facilitate Advocacy at other levels of Government	Town	Immediate
Coordination and Collaboration	Develop Arts Volunteer Programs and capacity	Town and community	Immediate
	Engage in collaborative efforts to inform residents and tourists about Smiths falls dynamic arts scene	Town, SFDACC, Museums, and Theatre	Immediate
	Identify local organizations willing to pool resources to coordinate marketing efforts for maximum exposure	Town	Immediate
	Ensure effective “cross promotion” through Marketing Committee collaboration	Town	Immediate
	Develop positive attitude between art communities	Town and SFDACC	Immediate
	Spread word about Arts and Culture initiatives	Town and SFDACC	Immediate
Community Development	Create a Municipal / Private Sector coalition to attract culture	Town	Immediate
	Encourage local business to feature artwork of local artists in their establishments	SFDACC	Immediate
	Join assets – attend meetings, cross advertise	Town and Community	Immediate
	Encourage, facilitate and showcase visual arts, music, performers, cultural organizations	Town and SFDACC	Immediate
Engage Youth	Welcome youth to participate at the Station Theatre (onstage, sets, lighting, sound)	Station Theatre	Immediate

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## “Releasing rural creative potential and cultural capital”

Ian Hunter, “Rethinking the Creative Rural Economy in the Post Agricultural Era: a rural community perspective”, The Creative Rural Economy Conference, Kingston, June 15, 2011



# Arts & Culture Task Force 2010

Themes	Issues and Actions	Primary Responsibility	Timeframe
	Create a Cultural Mosaic artwork which features local heritage and display in a public building	SFDACC	
Expand Cultural Tourism	Develop a vital cultural community which results in Smiths Falls being a "cultural tourist destination"	Town and Community	Mid-term
	Actively promote artists	SFDACC	Immediate
	Provide space for artists to meet create and perform	Town	Immediate
	Work and collaborate with Town to identify artistic areas		
	CREATE A BUZZ!	Town and SFDACC	Ongoing
	Support the Town in Arts and Culture Grant submissions	Town	Immediate
	Strengthen Market Research to support both Cultural and Tourism objectives	Town	Immediate
	Pool cultural and business resources for more effective and sophisticated campaigns	Town	Mid-term
	Extend the Season- year round activities in heritage and culture	Town	Mid-term
Strengthen Tourism Packages	For residents (internal) and visitors (external): theatre, history, art	Town	Immediate
Strengthen marketing & promotion	Establish a Central Booking/ ticketing service for all cultural programs	HHM and Theatre	Immediate
	Encourage Garden Tours	Horticultural Society	Mid-term
	Collaborate with the Horticultural Society and consider participation in "Communities in Bloom", featuring art in the garden – art on the Locks/ Rideau Canal	Horticultural Society	Mid-term
Be a tourist in your own backyard	Capitalize on local "convenience" reasonably priced cultural events, which save time and travel expense	Town	Immediate



Smiths Falls Carnegie Public Library

## APPENDIX 4

### SMITHS FALLS CULTURAL PLAN TIMELINE

# Smiths Falls Cultural Plan Timeline

Activity	Timeline	Comment
May 8, 2009	Presentation by Gord Hume, London, Ontario to Smiths Falls Town Council	Subject: "Cultural Planning and Economic Opportunities"
The Town's Economic Development Objectives 2009	3. Creative Economic Planning & Thinking for Better Business Development Identified as the third highest priority (of nine) for future economic prosperity The municipality joins leading municipalities across ON (and around the world) in recognizing that economic prosperity cannot be separated from a concern for ensuring a high quality of social and cultural life in the community	In "The Rise of the Creative Class (and how it's transforming work, leisure, community and everyday life)", 2003, Richard Florida references the Memphis Manifesto. Quality and authenticity of Place (distinctive local history, built heritage and natural landscapes and diverse arts and cultural community has become a core competitive advantage for communities in attracting and retaining residents, which in turn attracts new business and investment. Authenticity of place – are attributes which people seek in communities.
August 2009	Cultural Mapping Project, Phase I	Interviews, surveys, community presentations
February 2010	Cultural Mapping Report, Phase I, published	
March 2010	Council authorizes the establishment of four separate Master Planning Task Forces, including: Arts and Culture, administered by EC DEV Dept. From this Task Force, the recommendation was made to establish an Arts and Culture Council	From the Arts and Culture Task Force, Smiths Falls Arts and Culture Vision: A flourishing, vibrant, inclusive and creative arts and cultural sector. <b>Key Principles:</b> Integration Cultural and Artistic Diversity Collaboration and Partnerships History and Heritage Accessibility and Participation Recognition of Achievement in Arts and Culture Public Art
April 2010	Opportunities investigated to establish a Smiths Falls Center of Photographic Excellence (SCOPE) with Sigma Master photographer, Crombie McNeil.	Three pilot photo shoots were offered to photographers: industry (former Hershey's plant), aviation (Montague Airport) and heritage facilities (The Old Water Treatment plant).
September 2010	Application submitted for funding for SCOPE and Arts and Culture Council	Valley Heartland Community Futures Development Corporation 40

# Smiths Falls Cultural Plan Timeline

Activity	Timeline	Comment
October 2010	Approval for funding from VHCFD.	SCOPE website created. Crombie McNeill Exhibition planned
February 2011	Economic Development Action Plan: Turning Point: An Agenda for Action delivered to Council by Bob Cheetham	Economic Development is the lead Department in Cultural development
tangible and intangible.		<p>THE PLAN:</p> <ol style="list-style-type: none"> <li>1. Identify immediate actions and Initiatives needed to advance cultural development.</li> <li>2. Establish a set of assumptions to guide future planning and decision-making (by Town and community partners).</li> <li>3. Define culture.</li> <li>4. Focus on the Cultural Resources –</li> <li>5. Establish a framework for mapping these cultural resources systematically and in comprehensive terms making these accessible for future development.</li> <li>6. Develop a Cultural Policy Statement for approval for Council which will include Vision, Mission and Mandate, Values and Long-Term Goals</li> </ol>
March 2011	Smiths falls and District Arts and Culture Council Incorporated	
November 2011	Crombie McNeill Exhibition begins: Photographs of the Rideau	SCOPE, Lobby, Comfort Inn, Smiths falls
November 2011	Advertisements and interviews for Municipal Cultural Planner and Cultural Mapping Project	Funded by the Government of Ontario Creative Communities Prosperity Fund, 12 month contract (Dec 2011 – Dec 2012)
December 6, 2011	Hire Municipal Cultural Planner	
January 12, 2012	Interview with Cultural Planner	EMC article, "Town's Cultural Planner brings International Flavour to Position"
January 2012	Call to community to establish Smiths falls Camera Club	Ad in the local EMC paper
January 20 2012	Cultural Planner attends one day Municipal Cultural Planning Institute Workshop	Wellington, Prince Edward County
February 2 2012	First meeting of Camera Club at Comfort Inn	23 registrants, hosted by Municipal Cultural Planner



# Smiths Falls Cultural Plan Timeline

Activity	Timeline	Comment
February 6 – 13, 2012	Winter Cultural Exchange with ten students from Xiangyang, Hubei Province, China	Fun, cultural activities in Smiths falls, Brockville and Ottawa included visits to SFDCI, local museums, the Chinese Embassy and Winterlude
February 2012	Crombie McNeill Exhibition concludes	
March 7, 2012	Cultural Planner attends one day Municipal Cultural Planning Institute (MCPI) Workshop	Pembroke, Renfrew County
March 22, 2012	RFP released (on-line and for publication) re: Cultural Mapping Project	
March – April 2012	One-on-one interviews conducted by Municipal Cultural Planner with Town Councillors, Mayor and other key stakeholders	Interviews were each 60 – 90 mins
March 23, 2012	Smiths falls District Collegiate High School (SFDCI) welcomes Camera Club for their monthly meetings in the Visual Arts Classroom	Community building!
April 12, 2012, 2 pm	Deadline for RFP Cultural Mapping Project submission	Four company submissions
April 17, 2012	Presentation to the Board of Heritage House Museum	Re: Cultural Resources and Mapping
April 20, 2012	RFP for Cultural Mapping Project awarded to 4DM/Bray Heritage	Municipal Cultural Planner provides inventory of cultural assets using Cultural Resources Framework
April 21, 2012	Presentation to the Board of the Railway Museum of Eastern Ontario	Re: Cultural Resources and Mapping
May 2012	SCOPE Application 2 (to VHCFCDC) approved.	Purpose of funds: provide support to the Camera Club, a Photographic Festival, six one-day Workshops and Exhibition(s).
June 3, 2012 10 am– 4 pm	Doors Open Smiths falls 2012	Community partners and activities included Youth Jazz Band and Glee Club from SFDCI, the Station Theatre Acting Company and The Free Company of the Blade and Bow
June 7, 2012	Debut of International Film Night at its new “home”: Station Theatre	Collaborative and philanthropic activity between the Friends of the Smiths falls Public Library and the Station Theatre
June 16 – 17, 2012	Art Journey – Studio Tour, Smiths falls	First annual studio tour

# Smiths Falls Cultural Plan Timeline

Activity	Timeline	Comment
June 20, 2012	Cultural Mapping Project Presentation to Cultural Mapping Steering Committee	Neil Hellas of 4DM, Carl Bray of Bray Heritage
June 27, 2012	Cultural Visioning Exercise by stakeholder invitation	Facilitator: Jennifer Shepherd, One World Inc; Organizer: Lynne Clifford-Ward; 32 attend session; 90 invitations
July 5, 2012	EMC article, "Town's Cultural Visionaries begin Discussions on Town Enhancements"	
August 13, 2012	Cultural Mapping Presentation to Council of the Whole	Lynne Clifford-Ward, Neil Hellas of 4DM, Carl Bray of Bray Heritage
Ongoing	Building relationships and collaboration in community	Includes Municipal Heritage Committee and Smiths Falls and District Arts and Culture Council
November 13, 2012	Presentation of Cultural Plan to Town Council	Lynne Clifford-Ward, presenter

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Bascule Bridge, Smiths Falls



Railway Museum of Eastern Ontario, Smiths Falls

“What makes our communities vibrant and creative is the quality of their cultural life.”

Throne Speech 2004 / Creative City News: Special Edition 2, 2005

## List of Acronyms

Bank of I.D.E.A.S. - Initiatives for the Development of Enterprising Actions & Strategies  
 CRF - Cultural Resources Framework  
 EC DEV - Economic Development Department  
 EMC - Community Newspaper  
 FCM - Federation of Canadian Municipalities  
 HHM - Heritage House Museum  
 LIP - Local Immigration Partnership  
 MCP - Municipal Cultural Plan  
 MCPI - Municipal Cultural Planning Institute  
 MHC - Municipal Heritage Committee  
 RMEO - Railway Museum of Eastern Ontario  
 SCOPE - Smiths falls Center of Photographic Excellence  
 SFCC - Smiths falls Camera Club  
 SFDACC - Smiths falls and District Arts and Culture Council  
 SFDCl - Smiths falls District and Collegiate Institute  
 TSF - Tourism Smiths falls

Acknowledgements

Mayor Dennis Staples and Town Councillors Lorraine Allen, Jay Brennan, Chris Cummings, Ken Graham, Shawn

Municipal Cultural Plans and/ or

Arts Policies: Barrie, Dryden, Ganonoque, Grubb, Hamilton, Kingston, Lunenburg, London



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 Dianne Pinder-Moss, Town of Smiths falls  
 Planning Department, Town of Smiths falls:  
 Elaine Mallory, former Director  
 Niki McKernan, Assistant Planner  
 Dave Crawford, Town of Smiths falls  
 Town of Smiths falls Advisory Committee: Municipal Heritage Committee  
 Cultural Mapping Review Team  
 Smiths falls and District Arts and Culture Council  
 Curator Carol Miller and Staff, Heritage House Museum,  
 Curator Anne Shropshire, Railway Museum of Eastern Ontario  
 Parks Canada  
 Arts and Culture Stakeholders in Smiths falls  
 Doors Open Smiths falls Committee, 2012  
 Participants in the Cultural Visioning Exercise  
 Tom Foulkes  
 Jamie Schouler, Town of Smiths falls  
 Bev Hitchins, Openstage  
 Victoria Ash, Chamber of Commerce  
 Amy Hogue, Downtown Business Association  
 Smiths falls and District Collegiate Institute:  
 Administration, Art Department and Student Services  
 Smiths falls Camera Club  
 Smiths falls Station Theatre  
 Together Smiths falls  
 Jennifer Shepherd, One World Inc.  
 4DM Inc. and Bray Heritage  
 Trent Peden and Darren Cope, J.C. Peden Associates  
 Stacey Roy and Laurie Weir, EMC

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Parks Canada and former Wood's Mill, Smiths Falls

Research has linked dimensions of **Cultural Vitality** to *economic development, attachment to place, positive health outcomes and civic engagement*, among other desirable effects.

Mario Rosario Jackson, The Urban Institute  
Building Community: Making Space for Art pg.4  
Oct 2011

