Agenda - Executive Policy Committee - December 12, 2007

Report - Standing Policy Committee on Protection and Community Services - December 3, 2007

Item No. 1 Designation of Winnipeg as Cultural Capital of Canada in 2010
File FG-3

STANDING COMMITTEE RECOMMENDATION:

On December 3, 2007, the Standing Policy Committee on Protection and Community Services recommended to Council:

1. That the application to the Department of Canadian Heritage for the designation of Winnipeg as Cultural Capital of Canada in 2010 be endorsed.

2. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

Agenda - Executive Policy Committee - December 12, 2007

Report - Standing Policy Committee on Protection and Community Services - December 3, 2007

DECISION MAKING HISTORY:

STANDING POLICY COMMITTEE RECOMMENDATION:

On December 3, 2007, the Standing Policy Committee on Protection and Community Services passed the following motion, namely:

WHEREAS the City of Winnipeg wishes to make application to the Department of Canadian Heritage for designation as Cultural Capital of Canada in 2010;

AND WHEREAS incremental investment in the amount of $150,000.00 is to be dedicated to the creation and promotion of events and activities for Winnipeg Cultural Capital of Canada 2010 through the City's arms-length agencies, the Winnipeg Arts Council Inc. and Destination Winnipeg Inc.;

AND WHEREAS the Winnipeg Arts Council Inc. will manage and produce said events and activities with community partnerships and funds forthcoming from the Department of Canadian Heritage to the City of Winnipeg for this purpose, which will be transferred to Winnipeg Arts Council;

AND WHEREAS Destination Winnipeg Inc., as the City's marketing agency, will be promoting arts and culture events around the Cultural Capital of Canada in 2010;

THEREFORE BE IT RESOLVED THAT City Council endorse the application to the Department of Canadian Heritage for the designation of Winnipeg as Cultural Capital of Canada in 2010,

and submitted the matter to the Executive Policy Committee and Council.

WINNIPEG
CULTURAL CAPITAL 2010

OVERVIEW

Special Project *Winnipeg 2010*

The Winnipeg Arts Council has begun the process of creating a bid to the Department of Canadian Heritage for the designation of Winnipeg as Cultural Capital of Canada in 2010. The draft vision of the project is as follows: *Building upon Winnipeg's legacy as a cultural centre, to celebrate accomplishment and expand the resource base for an even greater artistic future; to create a "grand stage" for the involvement of community in varied artistic experience.*

The Cultural Capitals of Canada is a national program funded by the federal government through Canadian Heritage, to recognize and support Canadian municipalities for special activities that harness the many benefits of arts and culture in community life. A list of current and previous municipal recipients is available.

Winnipeg, if successful with the application, would be eligible for up to $2 million from the program, providing that at least an additional $700,000 of in-kind and cash resources were assembled by the Cultural Capital project team, a portion of which must be new funds as a conditional pledge from the municipality. The application must be approved by City Council and the award is made by Canadian Heritage to the municipality with the funds directed to the Winnipeg Arts Council for management and production of the Cultural Capital year. A minimum of $ 150,000 in new funds from the City should be sufficient to support the bid.

The Winnipeg Arts Council is taking organizational leadership for the community; has developed a Steering Committee; is drafting the multiple events and activities and will facilitate the project in 2010. In much the same way the Pan-Am Games award has had a positive impact upon Winnipeg, a successful bid for the Cultural Capital award will have long lasting effect. We expect that the results of the Cultural Capitals project will be that Winnipeg is permanently "branded" by the arts. Mythologized as a generator of the arts in Canada, Winnipeg will have geographical, magnetic and artistic domain in 2010. This project enhances the tourism plan, *Homecoming 2010* and the 140th Anniversary of the Province of Manitoba, currently in development.

We will assemble a dynamic multi-facetted cultural project that spans the entire year promoted through an effective marketing and awareness campaign. The year will be comprised of major new cultural events, the

creation of significant new public art, and culturally diverse community involvement in the arts.

Timeline for Cultural Capitals Application

Overview to Protection and Community Services Committee	September 15, 2007
Overview to Mayor's Office and EPC	September 15, 2007
Draft Application complete	September 30, 2007
Presentation to City Council	October 30, 2007
Deadline for delivery to Canadian Heritage	**December 1, 2007**
Bid Results	2009 ?

OBJECTIVES

- Celebrate Winnipeg's accomplishments as a cultural centre throughout a year of extraordinary arts events and activities
- Build upon resources for an expanded artistic future that includes increased community support for the arts and culture and increased community participation in arts and culture
- Create programs and activities that address cross-cultural communication and include culturally diverse professional artists
- Inspire young artists and youthful audience participation leading to their increased involvement in the cultural life of the community
- Establish a legacy for the arts in Winnipeg through the creation of a major public art project and the development of a renewed ten-year cultural plan for the City of Winnipeg
- Maximize the marketing and promotion of *Winnipeg 2010 Cultural Capital of Canada* through integration with the celebration of *Manitoba Homecoming 2010 (140th Anniversary of the Province)*

CULTURAL CAPITAL TEAM

Cultural Capital Executive Producer: Carol A. Phillips
Accountable to the Board of the Winnipeg Arts Council and the City of Winnipeg
Cultural Capital Steering Committee:
Stuart Duncan (Tourism Winnipeg)
Anthony Kiendl (Plug In ICA)
Meeka Walsh (Border Crossings Magazine)
Marie Bouchard (Winnipeg Foundation)
Errol Ranville (Manitoh Ahbee)
Caroline Neufeld (City of Winnipeg)
Larry Desrochers (Manitoba Opera)
Trudy Schroeder (Winnipeg Folk Festival)
Spencer Duncanson (Winnipeg Arts Council)

Zaz Bajon, Manitoba Theatre Centre
Judy Murphy, Royal Winnipeg Ballet
Dale Lonis, Winnipeg Symphony Orchestra
Larry Derochers, Manitoba Opera

The Steering Committee is advisory to the creation of the application and the artistic program developed for the year. (Broad consultation with representatives of the Arts Community, the Department of Culture Heritage and Tourism, the Manitoba Arts Council and the Forks North Portage Development Corporation took place in July and August 2007)

Cultural Capital Project Manager
Reports to the Executive Producer; responsible for the operational and financial management of the year

Cultural Capital Administrative Assistant
Reports to the Project Manager

Cultural Capital Marketing Coordinator
Reports to the Project Manager

Project Producers and Teams for each event or activity
Report to the Executive Producer

DRAFT LIST OF CULTURAL CAPITAL PROGRAMS AND EVENTS

Programs and events must be in the Celebratory or Legacy categories. Many of the proposed programs and events will fall within both descriptions. Activities will be chosen to realize the stated objectives, and also to link to the artistic themes currently in development. Such themes will be chosen from the following suggestions:

- City of Imagination
- Dialogue across differences
- How we live together
- Reunion, rediscover
- The City and the Rivers
- Other themes to be determined

Possible Programs and Events might include:

The River Barge Festival of the Performing Arts **Celebratory**

A new festival in August 2010 that presents all aspects of the performing arts (classical and popular) in a unique and accessible setting. Barges (perhaps three) would be built as floating stages hopefully located at the Forks for day and evening performance. One proposal is to invite Winnipeg artists of international stature to return to perform in the City that launched them, in keeping with the Homecoming 2010 campaign. All aspects of music, song, theatre, dance, literary readings are anticipated.

There is potential for the Manitoba Theatre Centre, the Royal Winnipeg Ballet, the Winnipeg Symphony Orchestra and Manitoba Opera to work together to create a new spectacular performance.

International Exhibition of Art and Architecture **Celebratory**

Winnipeg is considered nationally and internationally as an extraordinary hothouse of visual art production. This new festival of the visual arts would include Winnipeg artists and architects in an international context of contemporary and experimental art and design. Currently, there is no other similar event held in North America.

Symposium and Conference - Art and the City **Legacy**

Connected to the Exhibition of Art and Architecture, this symposium would gather international experts to investigate the current and future relationships of art and design to city-making. The documentation of this symposium would be published as a Cultural Capital legacy event; an important contribution to urban development in Canada.

International Cello Festival **Celebratory**

Winnipeg boasts excellent music festivals of one kind or another, but does not host a major chamber celebration. Festivals for the violin or the piano are not uncommon, but a festival devoted to the cello in the playing of classical or contemporary chamber music occurs only in Europe - this would be another first for North America. The sound of fifty cellos playing together is miraculous.

City Stories **Legacy and Celebratory**

This project would be comprised of a mobile story-exchange centre where Winnipegers could stop for a few minutes and engage in the creative process of story telling. They could relate any story they chose, personal or otherwise. The stories would be video documented and broadcast in some way; perhaps on line or cable television. The stories could address thoughts about the City in keeping with the idea of Homecoming in 2010. The story centre would move to multiple locations though out Winnipeg over the course of the year.

Major Public Art Project **Legacy**

Cultural Capital funds would be combined with other sources to create a significant public art work, possibly in the form of an Artists Pavilion to acknowledge the centrality of the arts in Winnipeg. The work would embrace high environmental standards and be situated in an accessible and obvious location.

Art City North **Legacy**

To inspire the creativity of youth and community, a community

arts centre modeled upon the organization that has become an example of effectiveness, is proposed for Selkirk Avenue in the North End of Winnipeg. Art City has invited hundreds of young people in the West Broadway (west central Winnipeg) to enter into arts activity, and by working in a mentoring relationship with the community in Winnipeg's North End could assist in the establishment of another independent centre uniquely designed and rooted within that location.

Cross Cultural Marketing Program for Major Existing Festivals **Legacy**

To offer marketing grants to develop new local, national and international audiences, especially across cultures; to develop ways of reaching culturally diverse audience for all the major festivals currently mounted in Winnipeg.

A Future for Cultural Planning in Winnipeg - the next 10 years **Legacy**

In 1997, an advisory panel (the Buchwold Report) created a cultural plan for Winnipeg that after ten years (by 2007) was essentially realized by the City in almost all aspects. With new research, new ambitions and the accomplishments of the Cultural Capital program, a project to create an advisory plan for the next ten years is timely.

PRELIMINARY TASKS AND TIMEFRAMES

Phase One - Strategic Direction and Planning - 2007

- September 2007
  Meet with City Officials to introduce and discuss the grant application to Canadian Heritage

- Fully develop grant application

- Meet with potential partner organizations; negotiate commitment of resources

- Finalize grant application with advice of Steering Committee

- October 2007
  Present to City Council for official endorsement

- November 2007
  Meet December 1 deadline date for submission to Ottawa

- Anticipated date of approval - early 2009

- To prepare for award to Winnipeg; begin preliminary project development and marketing strategy

Phase Two - Project Development

- January 2009
  With confirmation of award, fully develop detailed artistic plans and partnerships

- January 2009
  Engage Cultural Capital contract staff

- Proceed with artistic planning

- Proceed with marketing and awareness plan

- Create detailed plan for evaluation and assessment of all aspects of Cultural Capital year

- May 2009
  Reveal Cultural Capital Winnipeg 2010 year of programming to public

- Continue with organizational activities

- Roll out preliminary marketing campaign

Phase Three - Winnipeg 2010 Cultural Capital of Canada

- January 2010 to December 2010
  Stage year of events and activities

- Ongoing management of marketing campaign

Phase Four - Evaluation

- December 2010
  Submit Evaluation Report to Canadian Heritage and City of Winnipeg

- Achievement of short-term objectives

- Maintain momentum of Winnipeg Cultural Capital of Canada into the future

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PRELIMINARY FINANCIAL PLAN

This ambitious endeavour will require a combination of reallocated resources from partner organizations; in-kind support from Homecoming 2010 and partner producing organizations; incremental funding from municipal and provincial governments; private sector sponsorship and support from the Winnipeg Foundation - all of course at this time, unconfirmed.

Revenue Prospects:

Canadian Heritage Cultural Capital of Canada Award	$ 2,000,000.
City of Winnipeg	150,000.
Province of Manitoba	150,000.
Manitoba Arts Council	100,000.
Winnipeg Arts Council	300,000.
Winnipeg Foundation	150,000.
Private Sector Sponsors	200,000.
Homecoming 2010 (In-Kind Marketing and Promotion)	50,000.
Producing Partner Organizations (In-Kind Production)	100,000.
Total	**$ 3,200,000.**

WINNIPEG CULTURAL CAPITAL OF CANADA 2010 CONCEPTUAL FRAMEWORK

The noted prairie poet and Winnipeg resident Robert Kroetsch asked the question in his seminal book, *Seed Catalogue*, "How do you grow a poet?" It was at once a real and a rhetorical question to be asked of this place because Winnipeg has grown poets, artists, writers, dancers, filmmakers, actors, architects, musicians and singers of note. We've built theatres, galleries and concert halls in which to house them and we've sent them and their work to every region of Canada, across the United States and abroad. Winnipeg, in legend and fact, is one of the most significant cultural capitals in the world. Now, collectively, Winnipeg has an opportunity, through the Department of Canadian Heritage, to officially achieve the designation of Cultural Capital of Canada, in the year 2010.

The timing is right in every sense with the support of the City of Winnipeg, in partnership with the Province of Manitoba, the Manitoba Arts Council, Destination Winnipeg, Tourism Manitoba, the Forks, private sector sponsors and producing partner organizations, and, as indicated, the Department of Canadian Heritage. The timing for this request seems not only right but auspicious since 2010 will be the 140th anniversary of the Province of Manitoba and the celebration year of "Manitoba Homecoming 2010." A new national museum for Canada, the Canadian Museum of Human Rights is scheduled to open in 2010, here in Winnipeg.

The Executive Producer of *Winnipeg 2010 Cultural Capital of Canada* will be Carol Phillips, accountable to the Board of the Winnipeg Arts Council and the City of Winnipeg. A community-based Steering Committee drawn from many cultural sectors has been convened to act in an advisory capacity in the creation of the application and the artistic program developed for this year-long event. The intention is to be broadly consultative and inclusive.

Under the banner of "Arts for all" a conceptual framework has emerged which embraces three main themes: *how we live together*; *dialogue across differences*; and *city of imagination*. Using these themes we can, referring again to Robert Kroetsch's appealing query "How do you grow a poet?"—engage and respond to the question people all over the world, as well as those of us who live it every day, ask: "What is it about Winnipeg which

makes it so special and unique and that has it producing the most interesting art in every quarter, in every discipline?"

At its very core, and from its inception, Winnipeg has been a social city, a community in every sense. It is also home to the cultural phenomenon called "the social" which, as we Winnipeggers know, is a gathering organized for celebration or commemoration. Participants pool resources in support of events such as weddings, birthdays, anniversaries or the shared need to honour other categories of human relationships, complete with music, cold cuts, dill pickles and cash. In Winnipeg everyone understand "the social" as symbolic of *how we live together*.

Lead by our umbrella banner, "Arts for all," the second theme of Winnipeg as Cultural Capital would draw on one of this city's notable qualities—its many and varied cultural communities. This year-long celebration would build bridges using *dialogue across differences* where the entire city is engaged in the arts as participants and audience. Imagine the creative sparks and exchanges as Aboriginal artists, cross-cultural gatherings and performances stir up the rich mix that makes this city distinctive.

"Imagine" is exactly the word since the third theme in the framework is *city of imagination*. Winnipeg has made its creative output the stuff of legends where the city is mythologized as a hothouse for the arts in Canada—its distinctiveness and resilience; its tenacity and idiosyncrasies and its determination to be the author of its own experience. In Winnipeg these legends are firmly grounded in real productivity.

Even in the earliest stages of planning for this grand event a range of exciting projects have been discussed. They are projects which both celebrate and establish a legacy on which to build a future. We've talked about convening around our waterways, following here on Winnipeg's historic beginnings, with a River Barge Festival of the Performing Arts—performances on the rivers and moving along these central, natural pathways.

There has been discussion touching on our international reputation in the visual arts leading to the establishment of an International Exhibition of Art and Architecture. At present there is no other similar event in North America. A Symposium and Conference on Art and the City would be an extension of this event, with published documentation serving as a lasting and exportable legacy.

Winnipeg is a noted centre for music, with concerts and festivals, a bounty which could be celebrated through the establishment of an International Cello Festival. In the realm of magic—of which Winnipeg is entirely capable—imagine the sound of 50 cellos playing as an ensemble. Again—another first in North America.

A project called City Stories could be conceived as a mobile story exchange centre where Winnipeggers would engage in the creative process of story telling. These tales could be told throughout the year, documented and broadcast in venues which would move to multiple locations city-wide.

A project such as Art City North has been considered to encourage the creativity of young people in their community using the successful model of Art City on Broadway.

These are only a few examples of possible projects for the year 2010.

A dynamic and effective marketing campaign would promote awareness and participation among all Winnipeg residents and be directed nationally and internationally as well, promoting Winnipeg as a tourist destination. Carrying on from this foundation year as Cultural Capital of Canada Winnipeg would indeed Capital-ize on the growth of its reputation as a cultural focal point for its own citizens and a destination for visitors from other centres worldwide.

This city of waterways—the Red, Assiniboine and Seine Rivers—will see in 2010, the engagement of the broad population in this river city of the arts where “art for all” is a performance enacted city-wide, every year.