TICKET TO THE FUTURE

A Cultural Action Plan for Winnipeg

WINNIPEG ARTS COUNCIL

stewardship

- Integrate the role of culture in the decision-making process
- Strengthen relationship between WAC & Council
- WAC scope of activity is expanded to include events production and partnership

placemaking

- Develop area-specific cultural planning strategies and incorporate them into secondary plans
- Establish an Exchange District Development Council to assure the area continues to evolve as Winnipeg's arts and culture hub
- Explore tax abatement strategies for development in the Exchange District
- Strengthen Public Art program through guaranteed annual allocation to Public Art Fund and percent-for-art strategy for municipal development budgets
- Provide private sector incentives for contributions to Public Art Fund

creative communities

- Increase access to and participation in the arts at the community level

creative industries

- Establish a fund to assist creative startup companies in the private sector
- Create an attraction & retention strategy for creative entrepreneurs

creative spaces

- Establish a capital fund for the arts and cultural sector
- Develop a partnership strategy with the private sector for the development of creative spaces

sustainabillity

- Increase Winnipeg's investment in the arts from $6 per person to $12 per person annually incrementally over the next four years

