

***RPT 20-464***

**TITLE:** Culture Plan Update and 2021 Budget

**DATE:** December 3, 2020

**TO:** Budget Committee

**PUBLIC:** X

**INCAMERA:**

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**RECOMMENDATION:**

1. That the MCAP (Culture Plan) update in report RPT 20-464 be received and filed; and,
2. That the MCAP (Culture Plan) 2021 Budget Plan Draft as attached to RPT 20-464 be reviewed during the 2021 budget deliberations.

**TOPIC & PURPOSE:**

To provide the Budget Committee with an update on the City's Municipal Cultural Action Plan (MCAP) 2020 initiatives, the 2019 evaluation and tracking, and the budget request and draft plans for 2021.

**BACKGROUND:**

The Municipal Cultural Action Plan (MCAP) was developed in three phases. Prairie Wild Consulting was contracted to support the development of the culture plan in all three phases, and a Working Group of community organizations have guided the MCAP throughout the process.

- Phase 1 - Consultation and Research, was completed from 2015 to 2016.
- Phase 2 - Writing the Plan, was completed in 2016. The plan was approved by City Council in June of 2016.

- Phase 3 – Implementation and Evaluation is ongoing. In 2021, we will be entering year five (and a half) of implementation and evaluation, half way through the 10 year plan.

Funding has been provided by the City of Prince Albert each year. As well, the Arts & Culture Coordinator has applied for and received the Community Cultural Engagement and Planning grant from SaskCulture in every year of the MCAP. This is shown in the chart below.

Year	City of Prince Albert	SaskCulture (note funding crosses over into two years)
2015 (-2016)	\$10,000	\$10,000
2016 (-2017)	\$10,000	\$10,000
2017 (-2018)	\$40,000	\$5,000
2018 (-2019)	\$20,450	\$5,000
2019 (-2020)	\$40,000	\$2,500
2020 (-2021)	\$40,000	\$5,000
<b>Total to date</b>	<b>\$160,450</b>	<b>\$37,500</b>

As well as the initiatives funded through the City of Prince Albert and SaskCulture, MCAP working group members and partners have demonstrated their connection and commitment to the culture plan and have implemented initiatives and programs directly related to the Culture Plan.

Each year, an evaluation has been completed by Prairie Wild Consulting and with the MCAP Working Group. The 2019 Evaluation and Tracking Summary is attached to this report, as well as an infographic highlighting some key accomplishments.

### **PROPOSED APPROACH AND RATIONALE:**

The attached updated 2020 MCAP budget provides the status of the initiatives in 2020. Despite the pandemic, we were able to have many successes. Some of the highlights from 2020 include (the goal area is listed in bold, followed by the initiative):

- The continued engagement of the working group members/organizations in the culture plan. Since the pandemic, we have been meeting by Zoom (online platform) and continue to have 15-20 people participating in the meetings.
- Transition to a virtual calendar of events/PA Together at Home and the use of the new digital billboard (ex. Grad photo celebration, virtual events)
- **River and Natural Surrounding Places/Bridging Nations:** Riverbank Indigenous Interpretive Signage, blessing and launch of the signage; Six new picnic tables for Little Red River Park that link to the Indigenous Signage and Exhibit at the Historical Museum

- **Food and Food Related/Culinary Arts:** PA Food Culture Recipe Contest
- **Supportive infrastructure:** Lion's Park Playground & Spray Park; Alfred Jenkins Accessible Playground expansion; Gazebo/Bandstand enhancements (painting and lighting)
- **Industry, Business, and Innovation:** Purchase of local musician and band CDs; Positive media traction with the business community
- **Community Volunteering and Networking; Outreach/Promotion to community:** Artist in Residency development work; Online Training
- **Bridging Nations (Reconciliation initiatives):** COPA Cultural Diversity & Protocol Policy approved; Canada Day ceremony; Orange Shirt Day proclamation; continued participation in Prince Albert Urban Indigenous Coalition; Increase in Indigenous and Metis content at the Mann Art Gallery
- **Bridging Nations (multicultural initiatives)** – Muslim community cemetery, Online Training – Exploring Diversity Beyond the Surface and Unconscious Bias
- **Performing, Visual and Mixed Arts:** Promotion of artist payment guidelines; Event support (adapted to support virtual); Public Art Tour – brochure and online
- **All Ages – Activities and Amenities:** Youth engagement – participation in Communities Building Youth Futures, Virtual Programming; Outdoor Summer Camps; Take Home Kits (ex. Arts Centre, Mann Art Gallery, Prince Albert Multicultural Council); Culture Days – 14 free activities offered

The MCAP Working Group has prioritized actions for 2021. The 2021 Budget and Draft Plan is attached to this report. The resources to the MCAP are important and appreciated to continue to grow our city's culture.

### **CONSULTATIONS:**

The public, stakeholder and partner groups and organizations have and will need to continue to be engaged in and guide the implementation and evaluation of the MCAP. Three meetings of the Working Group were held in 2020.

Our plans to engage the public in a “reflect and refresh” of the culture plan will guide us for the next five years. Our city has many strengths, benefits and assets. We need to continue to work together and to share stories of positivity so that we all know and believe we live in a great city.

### **COMMUNICATION AND/OR ANNOUNCEMENT PLAN:**

Ongoing communication about the MCAP initiatives, implementation and progress is important. The following methods of communication are utilized:

- MCAP Working Group partners

- City of Prince Albert Website
- Printed plans
- MCAP Brochures
- Logo identification of the MCAP
- Key messages
- Implementation Initiatives
- City of Prince Albert enewsletter
- City of Prince Albert Calendar of Events
- City of Prince Albert Social Media
- Community Meetings and Events

**POLICY IMPLICATIONS:**

- Official Community Plan
- Social Master Plan (in development)
- Community Services Master Plan
- Civic Arts Policy
- Public Art Policy

**FINANCIAL IMPLICATIONS:**

As noted in the attached 2021 MCAP Budget and Plan, the total 2021 MCAP budget is \$45,000, \$40,000 from the City of Prince Albert and \$5,000 (not secured yet) from SaskCulture Community Culture Engagement & Planning Grant (CCEP).

**OTHER CONSIDERATIONS/IMPLICATIONS:**

There are no options to the recommendation, or privacy implications.

**STRATEGIC PLAN:**

The Municipal Cultural Action Plan is linked to the following goals of the strategic plan:  
Active and Caring Community: The City strives to provide high quality services to meet the dynamic needs and expectations of our citizens.

Sustainable Growth: the City will anticipate, encourage and prepare for growth and be responsive to the needs of our community.

Infrastructure: The City will create infrastructure that supports growth while planning for continuous improvement.

**OFFICIAL COMMUNITY PLAN:**

The Municipal Cultural Action Plan is part of the Official Community Plan. The Planning & Development department is part of the MCAP Working Group. Section 13 of the Official Community Plan speaks to Prince Albert Culture, and identifies a number of Goals and Policies to support this important initiative.

**PUBLIC NOTICE:**

Public Notice pursuant to the Public Notice Bylaw No. 24 of 2015 is not required.

**PRESENTATION:** None

**ATTACHMENTS:**

1. MCAP 2021 Budget Plan Draft
2. MCAP 2020 Budget Tracked
3. MCAP 2019 Evaluation Tracking Summary
4. MCAP Action Progress at 3.5 Years
5. MCAP 2019 Highlights Infographic

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