



CULTURAL MASTER PLAN STATUS REPORT: 2ND EDITION

SEPTEMBER 2011 TO DECEMBER 2014



Cultural Master Plan Report Card

Introduction

The Town of Newmarket is moving forward in our 10-year journey as we continue to develop and embrace arts and culture. Newmarket has successfully passed the second stage of the Cultural Master Plan and we are proud of our accomplishments. The public art Kilometre Trail Markers along Tom Taylor Trail, Rebel Heartland and Savour Downtown are just a few of the featured highlights. Initiatives such as these continue to make Newmarket rich in culture and one of the most desirable places to live in Canada. Newmarket truly is *well* beyond the ordinary!

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**Please note: Themes 4 & 6 tasks and actions were
not addressed during current reporting dates and
have not been included.**

The background of the slide is a blue-tinted photograph of a park. In the foreground, several people are walking along a paved path. In the background, a church with a prominent steeple is visible among trees.

THEME 1

Awareness & Advocacy

CULTURAL MAPPING 2012 to 2014



Since the launch of Newmarket's Cultural Map, it has had two technological updates. One of the updates was to include a Civic Art feature.

Public awareness regarding the Cultural Map has been a key focus. Public engagement initiatives have been included in the 2013 Culture Days and featured in the Recreation Activity Guide on the "Cultural" page.



Theme One

ACCOMPLISHMENTS

Mixed media painting by **Katja Van den Enden**

THEME 1: AWARENESS & ADVOCACY

- A cultural section has been incorporated into each guide to deliver information about culturally relevant organizations, special events and programming.
- Cultural partnerships continue to blossom with organizations such as York Region Arts Council and Multimedia Film Festival of York Region. As a result of these partnerships, cross-promotional opportunities between the organizations and the Town of Newmarket have begun.
- The Special Events guide now includes culturally relevant articles on its own dedicated pages. The entire guide is in the redesign phase to make it more user-friendly and to continue to highlight cultural information.
- Culture Pages are now featured online. Visit www.newmarket.ca and click on “Lifestyle” then “Arts & Culture” for updated information regarding Arts & Culture programs, events, art calls and more.
- Newmarket staff members continue to sit on the York Region Arts Council board. Recently a Newmarket Community Representative was also invited to sit on the York Region Arts Council board.
- The Recreation & Culture department co-hosted an Arts Grants Writing Workshop in partnership with the York Region Arts Council and the Ontario Arts Council in the spring of 2013.
- The Recreation & Culture department continues to pass along relevant Newmarket cultural events and information to www.yorkscene.com, Central Counties Tourism’s website as well as other cross-promotional publications.
- The Recreation & Culture department continues to use social media (such as Twitter) to promote all activities related to culture, events, news and updates.

A close-up photograph of a hand holding a black marker, drawing a heart shape on a yellow surface. The hand is positioned on the right side of the frame, and the marker is in the process of completing the heart. The background is a solid yellow color, and there are some faint, dark, abstract shapes visible on the left side.

THEME 2

Cultural Sector Development

**NEWMARKET
ARTS COUNCIL (NAC)
2012 to 2014**

NEWMARKET ARTS COUNCIL UPDATE



- Interviews for board members were completed by end of January 2013. As a result of the interviews, nine community representatives from across all cultural sectors were selected and began the inaugural Newmarket Arts Council (NAC) board.
- The NAC board has been meeting on a monthly basis since February 2013. The Town of Newmarket Council has provided approval for operational seed money for three years. At the end of that period, NAC is expected to be self-sustaining.
- To date, they have completed their governance, constitution, financial management set-up, vision and mission statements, and are exploring non-profit status.
- A designated Recreation & Culture staff member continues to support and offer guidance to the emerging NAC board.



Logo Contest

NAC would like to congratulate Vivien Hung on winning the Logo Contest in June. Vivien is a recent graduate of Newmarket High School and is studying Digital Media at York University. NAC's new logo resembles "quick scribbles, like the ones made when an idea suddenly comes to mind," says Vivien.

Finding the Right Fit

NAC has ratified its constitution and bylaws. It has completed a visioning exercise which has established the needs within the community. This was achieved through extensive interviews with key businesses and with art leaders, artists, and performing artist communities.





On Set: Downtown Newmarket

CULTURAL PARTNERSHIPS 2011 to 2014

Many joint initiatives were undertaken between Recreation & Culture and Economic Development departments, including the Downtown Newmarket Action Plan, the Savour Downtown walking restaurant tour and public art projects.

The Cultural Map has been updated to include public art collections, municipal art collections and artist listings.

A close working relationship with the Newmarket Public Library has been developed to cross-promote all relevant cultural programming and special event opportunities. Cross-promotion strategies have included use of technologies, space, staff resources and display showcase opportunities.

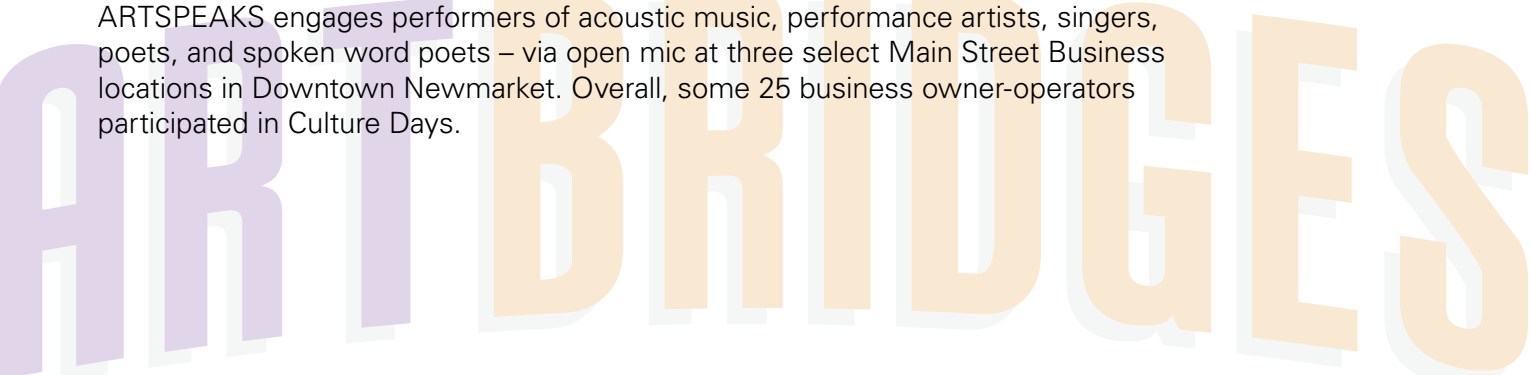
CULTURAL INITIATIVES

2011 to 2014

ArtBridges, a combined celebration of Doors Open and Culture Days, was hosted by the Newmarket Public Library, the Town of Newmarket Recreation & Culture department, the Writers' Community of York Region, the Downtown Newmarket Business Association, Newmarket businesses and Downtown Newmarket, in collaboration with local artists.

From 11 a.m. to 3 p.m. on Saturday, September 28, 2013, artists transformed Downtown Newmarket into an engaging place of art experience, whether it was visual, musical, theatrical or literary. Downtown Newmarket was alive with cultural opportunities for all.

As part of the celebration, a brand new program called ARTSPEAKS was launched. ARTSPEAKS engages performers of acoustic music, performance artists, singers, poets, and spoken word poets – via open mic at three select Main Street Business locations in Downtown Newmarket. Overall, some 25 business owner-operators participated in Culture Days.





REBEL HEARTLAND 2012

Architecture, Recreation, Culture and Heritage (ARCH) held a successful re-enactment celebrating the 1837 Rebellion called Rebel Heartland on September 29, 2012. After the huge success, a film was created to commemorate the event.



Theme Two

ACCOMPLISHMENTS

THEME 2: CULTURAL SECTOR DEVELOPMENT

- The Town has been busy creating a Cultural Master Plan Report Card that provides updates on a semi-annual or annual basis.
- Town staff have informed and educated others about cultural initiatives via newsletters and Town Hall presentations, and have been discussing development opportunities with Senior Management.



THEME 3

Cultural Sites & Facilities

CULTURAL SITES & FACILITIES 2011 to 2014

The Public Art Plan and policy process began in the late fall of 2011 with the creation of a terms of reference framework document, which has laid the path for engaging a consultant and the potential scope of work.

A Request for Proposal (RFP) was prepared by Recreation & Culture staff in concert with the Public Art Technical Committee to engage a consultant to develop the Public Art Program and Policies. The RFP went out in September 2012.

The consulting firm of Workshop Architecture Inc. was selected to deliver the project. The project was underway in early January 2013.

Completed consultation includes interdepartmental Technical Committee feedback, a public survey, phone interviews with key stakeholders, Council workshop and Public Information Centre. A draft executive summary is available on the Town of Newmarket's website. Visit www.newmarket.ca and click on "Lifestyle" then "Arts & Culture" for more information.

Council approved the Newmarket Public Art Policy and Plan in June 2014.

Trail Markers

On May 27, 2013, the Town of Newmarket unveiled 10 nature-inspired trail markers also known as “totems” or “doodems” along the Tom Taylor Trail. The trail marker art installations were made possible through a donation by the Town of Newmarket and Emterra Group. Artists Donald Chrétien and Jim Menken collaborated to craft these totems out of wood and metal to capture the spirit of the environment and our Ojibwe heritage.



The background is a blue-tinted photograph of a garden. It features large, broad, heart-shaped leaves, possibly from a squash or pumpkin plant, which are the central focus. In the lower-left corner, there is a small, light-colored flower. The ground is covered with dry leaves and mulch. The overall tone is cool and artistic.

Theme Three

ACCOMPLISHMENTS

THEME 3: CULTURAL SITES & FACILITIES

- Community Gardens commenced in 2011 by York Region Food Network after a neighbourhood consultation took place. In 2012, Council approved additional site improvements as well as an additional 22 plots. Way-finding signage on Mulock Drive East and West has been added, and a community feast celebrating the new signage and fall harvest took place in the fall of 2012.

THEME 4: FINANCING CULTURAL DEVELOPMENT

- Tasks and actions were not addressed during current reporting dates.



THEME 5

Integrated Planning

SECONDARY PLAN

The Secondary Plan for Newmarket Urban Centres was initiated in 2010 and has been adopted by the Town in 2014. Among other things, the Secondary Plan will establish provisions for an urban public realm – including passive and active parks and meeting places such as parks and urban squares which may incorporate art, culture, and heritage – that contributes to a sense of place and clear identity within this area centred on Yonge Street and Davis Drive.

Public art policies have been included in the Secondary Plan that build upon and implement the Public Art Plan and Policy.

The Secondary Plan provides specific bonusing requirements to be sought by the Town as provided for in Section 37 of the Planning Act.

Council approved the Secondary Plan in June 2014.

NEW

Downtown Action Plan

In August 2012, the Town of Newmarket Recreation & Culture department and the Economic Development department applied for, and received, a Creative Communities Prosperity Fund Grant.

The joint submission by both departments demonstrated a forward-thinking direction under the Community Services portfolio. This integrated culture into local planning and decision-making to generate new opportunities for economic growth. This also strengthens the cultural and economic vitality of our downtown and community as a whole.

A portion of the grant provides funds to engage a consultant to assist in creating an economic development plan, which will contain a multi-year implementation strategy, deliverables, and associated action plans.

The grant has also provided for additional marketing, promotion and implementation of Arts and Culture initiatives that advance economic development. It is intended that all actionable initiatives become self-sustaining.

Community Services staff have worked in concert with the consultative process through February 2014 to bring a report to the Ad Hoc Committee for presentation. A final report and recommendations will go forward to Council in April 2015.



Theme Five

ACCOMPLISHMENTS

THEME 5: INTEGRATED PLANNING

- Planning staff brought a report to the Committee of the Whole in August 2010 regarding the establishment of a Heritage Conservation District for the lower Main Street area, which was approved by Council in 2013.

THEME 6: CULTURAL INDUSTRIES

- Tasks and actions were not addressed during current reporting dates.



THEME 7

Historic Core as a Cultural Centre

SAVOUR DOWNTOWN 2012 to 2014

An initiative of the Downtown Action Plan funded by the Province of Ontario, Savour Downtown is a great example of how local groups and organizers can pull together to create a unique cultural experience in our community.

ABOUT SAVOUR DOWNTOWN



Tour guides from the Architectural, Recreation, Culture and Heritage (ARCH) Committee and Friends of the Museum walked groups along Main Street while providing information on the history, architecture and little-known facts about the Town. As the tour progressed, groups stopped in at five downtown restaurants and enjoyed entertainment and locally sourced food and beverages, prepared as part of custom menus designed for the special event.

Hometown businesses, volunteers and sponsors provided a window into the vibrant cultural and commercial scenes in Newmarket – the first of many events like it in the Town's future.

The background image is a photograph of a building with a prominent steeple, possibly a church, under a hazy sky. In the foreground on the right, a Christmas tree is visible, decorated with numerous white snowflake ornaments. The entire image has a warm, golden-yellow color cast. Overlaid on the center of the image is the text 'Theme Seven' in a white script font, and below it, the word 'ACCOMPLISHMENTS' in a large, white, bold, sans-serif font with a hatched texture. A short white horizontal line is positioned directly beneath the word 'ACCOMPLISHMENTS'.

Theme Seven

ACCOMPLISHMENTS

THEME 7: HISTORIC CORE AS A CULTURAL CENTRE

- The Town of Newmarket's new urban park was named Newmarket Riverwalk Commons and opened on September 30, 2011. On December 10, 2011, the refurbished Community Centre & Lions Hall and the Tim Hortons Skating and Water Feature were officially unveiled and has since been the site for countless cultural performances and events.



THEME 8

Cultural Outreach to Neighbourhoods, Youth and Newcomers

ARTSPEAKS 2012 to 2014

A partnership between the Town of Newmarket's Recreation & Culture department and the Newmarket Public Library, ARTSPEAKS provides a platform and voice for poetry, spoken word, musical expression, cultural expression, performance-based expression and local art. Delivered on a quarterly basis, Sunday afternoons from 1 to 4 p.m. the event is free of charge and invites locals to perform for a local audience. Launched during Culture Days in 2013, the event is gaining in popularity. Check out the Culture pages for more information.

Visit www.newmarket.ca and click on "Lifestyle" then "Arts & Culture" for more information.



**Live art on display at
ARTSPEAKS 2013**



Theme Eight

ACCOMPLISHMENTS

THEME 8: CULTURAL OUTREACH TO NEIGHBOURHOODS, YOUTH AND NEWCOMERS

- The Recreation & Culture department has been working closely with South Asian communities to support the delivery of the South Asian Festival. This event is delivered annually in September.



Photo provided by **Greg King**

The Cultural Master Plan's success is a result of a collaboration between the Town of Newmarket, residents, community groups and businesses, all of whom share a passion of developing the community through arts and culture.



TOWN OF NEWMARKET

Cultural Master Plan Status Report: 2nd Edition



Newmarket

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