



**Orangeville's
Cultural Advantage**
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**Progress Summary
2014-2018**

Orangeville's Cultural Advantage

In 2014, Orangeville Council set out to expand and strengthen the Town's arts and culture sector, beginning with the adoption of the community's first cultural plan. Over the past four years, four priority areas and 56 action items have helped focus efforts to enhance Orangeville's cultural community.

This report revisits the four strategic themes identified in the cultural plan and highlights the progress made on 90% of the plan's recommendations.



Priority Themes

Leading and Connecting

- Integrate culture across the organization
- Facilitate skill development within the arts and culture sector

Identity and Innovation

- Strengthen digital capacity to promote tourism and culture
- Identify strategies to attract creative class workers
- Expand visitations to community
- Invest in way-finding signage

Capacity and Place

- Utilize and expand spaces for cultural programs
- Explore options for a Cultural Centre
- Strengthen existing cultural assets
- Maintain and build inventory of heritage buildings

Creative Growth and Investment

- Identify funding and investment opportunities
- Attract federal and provincial funding
- Form private partnerships to expand cultural sector



LEADING AND CONNECTING



Progress on 10 of 11 recommendations

30 Arts & Culture awards presented at 4 arts celebrations



480 participants at 5 arts and culture training events

\$84,000

invested in cultural economy through artsVest program



\$50,000 invested in 20 businesses through Cultural Entrepreneurship Program

458 jobs
+60.7%
(2011-2016)

• Arts and culture embedded in Town's strategy.

- 2017 Orangeville Forward Strategic Action Plan identifies tourism and cultural development as key to the Town's economic vitality.
- 2018 Economic Development Strategy recommends continued focus on businesses in the cultural sector.

• While the size of sector is limited, growth rate of Information and Cultural industries was high – +60.7% between 2011 and 2016 Canada Census periods.

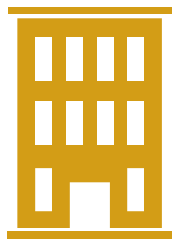
• Cultural programs and competitions are inclusive and open to artists throughout region.

• Economic Development position expanded to include cultural focus.

CAPACITY AND PLACE



Progress on 19 of 22 recommendations



**Mill Street
Library
renovated**

**2 proposed
Heritage Conservation
Districts to increase
inventory by
238 properties**



**5 properties recognized
through Heritage Community
Recognition Program**

**Island Lake Waterfront
Amphitheatre opened**



**\$31,650
invested
in 6 heritage
facades
(2014-2016)**

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- 1,110 attended inaugural waterfront theatre production of Peter Pan.
 - Seven outdoor movie nights hosted.
 - 150,000+ attended popular community events annually.
 - Support for new events such as Day of the Poets and Brewzapalooza expanded cultural offerings.
 - Public Piano Policy adopted in 2018 encourages music in public places.

IDENTITY AND INNOVATION



Progress on 11 of 12 recommendations



55 tree sculptures featured in digital tour & print brochure



Arts & Culture newsletter distributed to

900+
monthly recipients



21+ way-finding signs promote attractions 24/7



479 cultural assets on Arts, Culture & Heritage Map



8,578 tourism inquiries in 2017
+52% from 2014

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- Growing inventory of utility box art beautifies the community.
 - Five new tourism videos promoted key attractions and reached an average of 2,500 Facebook users each.
 - Five itineraries created and published on orangevilletourism.ca highlighted top attractions and activities.
 - Active social media program implemented to engage with Facebook and Twitter followers.
 - Interpretive signage installed to help promote cultural assets.

CREATIVE GROWTH AND INVESTMENT



Progress on 10 of 11 recommendations



**\$10,000 in County funding for
Canada 150 Art Legacy Wall**



**27 private
sponsors of 55
tree sculptures**



**\$20,000
in private sponsorship
for skill development**

\$91,000 
in federal funding for Canada 150
Mill Street Library renovation

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- Central Counties Tourism partnership has contributed \$64,250 to way-finding signage in community (2015-2018).
 - The Mantis Queen sculpture represented Orangeville's largest private art donation to date (April 2017).
 - Renovations to Orangeville Public Library enabled expanded programs and new audiences – 369 programs in 2017 attracted more than 8,300 participants.

