Linda Fegan, Director, Corporate Communications and Marketing

Tel: 519.740.4680 Ext. 4623
Cell: 519.212.3409
Email: feganl@cambridge.ca

For Immediate Release

Calling for Public Input

Help Shape the Future of Cambridge Arts, Culture and Heritage

Cambridge, Ontario. August 22, 2008...Have your say about the future of arts, culture and heritage in Cambridge. Come to Cambridge City Hall, 50 Dickson Street, on Tuesday, September 9, 2008 at 7:00 pm and be part of an interactive session that aims to help set the game plan and direction for initiatives to consider for the next decade.

The City of Cambridge is blessed with a cluster of arts and culture that is evolving and creating a significant impact on the economy and enhancing the quality of life. Community assets continue to flourish and recent announcement for theatre and education serve to strengthen this. The arts, culture and heritage helps attract and retain residents; and businesses cite these offerings as an important reason for choosing to locate and stay in the area. Visitors from all over the world come to the area to partake in music, theater, film, exhibitions and heritage programs.

To ensure the growth and vitality of this prominent sector of the local economy, a ten-year Master Plan is being created by the City of Cambridge. The process kicked off with a contract to TCI Management Consultants in March 2008 who were tasked tie to everything together to complete an over arching strategy for Arts and Culture that will identify a vision for Cambridge and identify the municipality's role going forward. The consultant is working with the Arts and Culture Task Force.

The plan will focus on establishing sustainable programs that utilize alternative sources of financial support. To gather information and input, the approach will engage key services, facilities and event partners, and dialog through public meetings to gather the opinions of residents. Whether you are an arts enthusiast, in the business or simply want to tell the city about your experiences, it all matters.

First draft of the plan is to be complete by December 2008 so it is vital that the municipality get your feedback. The City of Cambridge plans to share the report findings following its completion slated for spring 2009.

-30-

Members of the Task Force:
Reg Weber, City of Cambridge
Jeanette Chippendale, Cambridge Arts and Culture Advisory Committee
Rick Haldenby, Waterloo School of Architecture,
Greg Hayton, Cambridge Libraries and Galleries
Stuart Summerhayes, Cambridge Arts and Culture Advisory Committee
Gwen Stott, City of Cambridge

Media Contact:

Cambridge City Hall is located at 50 Dickson Street.

Gwen Stott, Area Recreation Manager
Community Services Department
City of Cambridge
519.740.4681 ext.4366
TTY 519.623.6691
stottg@cambridge.ca

The City of Cambridge is one of the fastest growing areas in the country. It is strategically located astride highway 401 in Southwestern Ontario, part of Canada's Technology Triangle. In 2008, the population reached over 125,000 people. With a multicultural mix and a strong foundation of support services, Cambridge has a diverse economic base with leading industries in manufacturing, automotive, high technology, pharmaceutical, business and financial services and hospitality/retail. The Corporation of the City of Cambridge is an employer with a work environment that offers the opportunity to provide service to the community through creativity and innovation, and with opportunities for career growth and advancement. Based on the 2007 BMA Management Consulting Inc Municipal Study, the City of Cambridge is one of only four municipalities in the province that is debt free.

For more information on the area or the corporation visit www.cambridge.ca
The City of Cambridge press room is located at http://www.cambridge.ca/article.php?sid=176

To opt out of the news release distribution, please send an email to Linda Fegan
feganl@cambridge.ca