
For Immediate Release

Arts and Culture Master Plan Unveiled for Cambridge

Cambridge, Ontario. May 04, 2009... The first Arts and Culture Master Plan for the City of Cambridge tonight was unveiled which outlined initiatives and strategies that will lay the groundwork for building the arts and culture cluster over the next decade.

Presented by the TCI Management Consultants, the plan focuses on the sustainability of many independent arts and culture groups in the community. The initiatives focus on policy direction, direct provision of services, funding initiatives, and sector support.

The report confirms the need to continue to build on the Cambridge Centre for the Arts; pursue initiatives such as the Drayton Theatre and Venice Biennale; encourage downtown revitalization; promote investment in public art; encourage installation of community art; review special events as they pertain to economic development; and, investigate the potential for endowments.

The master plan recognizes the need to provide enhanced communication between city staff, community members, and local business owners and includes a consideration to hire a new Manager of Cultural Development who will implement the arts and culture strategy.

It also flags the need for additional community input around arts and culture in through the expansion of the Arts and Culture Advisory Committee adding more representation from business leaders in related fields. As well, in order to appeal to all demographics the committee is encouraging the newly formed Youth Advisory Council to include arts and culture development as a high priority in their overall event planning.

"One of the biggest concerns with the new master plan is ensuring its success through adequate funding in order to sustain all of the arts and culture endeavors in Cambridge," says Reg Weber, Acting Commissioner of Community Services. "The City is looking to build support for arts and culture organizations by assisting them through grants, fundraising initiatives and endowments," he adds.

Details on this new initiative geared to help local arts businesses and non-profit groups become more prosperous over the next 10 years may be found at http://www.cambridge.ca/community_services/arts_culture_heritage

Vision – Celebrating the uniqueness of its communities, and united by its cultural heritage, the Grand River and the common future of its communities, Cambridge will be a leading cultural centre in southern Ontario, known for offering a variety of cultural opportunities and events of interest to a wide range of visitors and residents.

Mission – Cambridge will offer its residents and visitors a range of affordable and accessible opportunities in arts and culture, while at the same time building up a base of unique cultural attributes and activities within the municipality.

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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>
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