

City of Mississauga
Corporate Report



<p>Date: October 10, 2023</p> <p>To: Chair and Members of General Committee</p>	<p>Originator's files:</p>
<p>From: Jodi Robillos, Commissioner of Community Services</p>	<p>Meeting date: November 1, 2023</p>

Subject

2024 Future Directions Culture Draft Plan

Recommendation

1. That staff be directed to consult with the public and groups with interest to obtain feedback on the draft plan entitled "2024 Future Directions Culture Draft Plan" appended to this Corporate Report dated October 10, 2023 from the Commissioner of Community Services.
2. That the final plans be presented to Council for endorsement in the first quarter of 2024.

Executive Summary

- The 2024 Future Directions Culture Plan serves as the guiding document for the actions that will be undertaken through the City's culture venues, programs and services for both the short and long term.
 - The draft plan assesses current and future capital and service delivery needs with a focus on improving liveability, building shared identity, ensuring accessibility, fostering creative industries and supporting multiculturalism and cultural community activity.
 - The draft plan contains 24 recommendations shaped and developed with input from staff, the public and groups with interest. Truth and Reconciliation, Equity, Diversity and Inclusion, Climate Change and Environmental Sustainability and Cultural Vitality were key lenses used throughout the plan's development.
- This draft plan now requires further input and feedback from the public and groups with interest before being finalized.
- The implementation of the plan will be phased over the five to ten year planning horizon following ongoing validation and capacity to fund.
- The final plan is slated for presentation to Council in first quarter of 2024.

Background

The Future Directions Culture Plan serves as the guiding document for the provision of culture venues, services and programs in the City's Recreation & Culture and Parks, Forestry and Environment Divisions. The plan provides a structured and forward-thinking approach to funding and resource allocation for capital and service delivery needs in the short and long term. To ensure the actions and recommendations remain relevant, the plan is updated every five years with the previous iteration completed in 2019.

Below is an outline of the project's key phases and aimed timeline:

Project Phase	Timeline
Develop Background Reports	October 2022 – March 2023
Public Engagement	October 2022 – March 2023
Develop Draft Plan	April – October 2023
Present Draft Plan to Council	November 2023
Public Feedback on Draft Plan	November – December 2023
Present Final Plan to Council	February/March 2024

The updated Draft Plan (see Appendix 1) contains 24 recommendations developed in consultation with user and community groups, staff and the public. In addition to engagement, several background reports on population, benchmarking and service provision levels helped to inform the plan. Some of the common themes throughout the plan include:

- Capital and Service Delivery Needs
- Areas of Intensification
- COVID-19 Impact
- Truth and Reconciliation
- Equity, Diversity and Inclusion
- Climate Change and Environmental Sustainability

City Structure and Population Growth

Since 2004, Future Directions Plans have organized the City into six functional service areas as a basis for sub-geographic analysis. In 2022, the six original service area boundaries were revised to better reflect the evolution of the City's urban structure, transportation network and growth patterns. The 2024 Future Directions Plan now includes eight service areas that align with the City structure outlined in the new Mississauga Official Plan.

As part of the planning process, an analysis of projected population growth was conducted. Growth forecasts show that Mississauga's overall population will grow from the 2021 estimate of 795,040 to 852,060 by 2031. Beyond the current Future Directions planning period, Mississauga's population is projected to reach 995,040 by the year 2051.

There are a number of Intensification Areas (as defined through the Mississauga Official Plan) in which development will primarily take place. By 2031, 47 per cent of forecasted residential population growth in Mississauga amounting to 26,500 people is being directed to the Urban Growth Centre (referred to as the Downtown in the previous Official Plan) and its associated character areas. The majority of the remaining forecasted growth is directed at Mississauga's Major Nodes (25 per cent) and Neighbourhoods (21 per cent).

Support for Mississauga's Housing Strategy

Recommendations in the Future Directions Plans help to support Mississauga's housing strategy through the construction of new community infrastructure and redevelopment of existing facilities. This includes but is not limited to community centers, libraries, fire stations, parks, and spaces for culture activities and creative sector use.

Comments

Strategic Priorities

The 2024 Future Directions Culture Draft Plan identifies four strategic priorities representing the most pressing areas where coordinated effort and resources are needed. These include:

- Renewing and strengthening our relationships with Indigenous communities and residents.
- Advancing equity, diversity, and inclusion, and continually improving access to services, programs and spaces.
- Transforming into a low carbon, sustainable and resilient city.
- Celebrating cultural diversity, supporting cultural experiences, and fostering the cultural and creative sectors.

The recommendations within the 2024 Future Directions Culture Draft Plan are centered on identified guiding principles from the City's Culture Policy 08-05-01. The following further details these principles and includes some of their associated recommendations. The full list can be viewed within the appended 2024 Future Directions Culture Plan (see Appendix 1).

Improve Liveability

Cultural vibrancy functions to enhance the appeal of the city as a place of social, economic and intellectual life and quality. The City of Mississauga needs to make the community stronger and more connected through artistic, creative and heritage pursuits. Some recommendations include:

- Analyze cultural infrastructure and creative spaces needs, trends and market realities to create a vision, implementation and funding strategy for public, private sector and community organizations.
- Create a Cultural District Plan for the Lakeview neighbourhood to support cultural infrastructure and creative space development.

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- Implement a Percentage for Public Art program for City-owned capital projects and identify strategies for obtaining contributions from private development to enable the program to grow sustainably, ensure equitable access and to better connect to strategic goals.

Support Multiculturalism and Interculturalism

Mississauga's composition of nationalities from around the world is something to be celebrated and embraced, as they contribute to the city's diversity and distinct cultural identity. Below are some recommendations:

- Identify new opportunities to incorporate histories, traditions, interests and art forms from the cultures representative of the lands and peoples of Mississauga in culture programs and exhibitions.
- Examine opportunities to grow food and culinary arts-focused programming to support cultural diversity, health and wellness and advance the City's Urban Agriculture Strategy.

Foster Creative Industries

Businesses which produce cultural products or employ creative individuals, are a growing segment of Mississauga's economy. Supporting the success of Mississauga's growing cultural sector offers an avenue for improved economic conditions, social benefits and attractiveness for the city. Some of the recommendations include:

- Develop provision and utilization standards for culture venues, programs and services to grow creativity and capacity in the cultural and creative sectors.
- Develop and implement a culture incubator strategy to support career development pathways in cultural and creative sectors.

Build Connections

Developing Culture in Mississauga requires a joint effort between City leadership, organizations and Creative Industry professionals. Partnerships and collaboration will allow for greater communication and resource sharing and strengthening culture in the city. The following is recommended:

- Engage school boards through the Ministry of Education's Community Use of Schools Program to increase access to surplus school spaces for the cultural and creative sectors.
- Promote and expand availability of free local artist presentation opportunities in City-owned community facilities, parks and open spaces to increase exposure and appreciation for local creators.

Build Shared Identity

Mississauga should celebrate its diverse make-up of nationalities from around the world and foster an authentic, shared Culture. The recommendations include:

- Undertake a community visioning process to explore how arts, culture and heritage can continue to foster Mississauga's authentic shared culture and contribute to the City's priorities and commitments.

Ensure Accessibility

Access to cultural resources, activities, events and festivals should be made available to everyone to ensure that the greatest number of people can experience the wide-ranging benefits of Culture. The following is recommended:

- Explore fee subsidies for attending and hosting cultural programming to increase access to Recreation and Culture venues, programs and events.
- Investigate solutions for creating a centralized platform to promote and increase awareness of arts, culture and heritage programs, initiatives and events in collaboration with local organizations.

Support Sustained Cultural Community Activity

Contributions made by the cultural community are valuable. Mississauga should support sustained cultural community activity through funding, resource sharing, organizational and community development and facilitating collaboration with organizations, businesses, educational institutions and individuals. These recommendations include:

- Create either Culture Programming Hubs with specialized furniture and equipment for Digital and Visual Arts across the city in alignment with Community Services facility and/or redevelopment schedules.
- Create a framework for measuring, evaluating and tracking annual progress towards growing the cultural and creative sectors, and advancing the City's priorities and commitments.

Advance Truth and Reconciliation

Mississauga is committed to keep progressing on the journey of Reconciliation to seek justice and understanding with the Indigenous Peoples of this land. Art, events, heritage and all other cultural offerings should be carried out with direction from the Indigenous Peoples who currently reside, and/or have Treaty and traditional rights and connections to the lands, which make up present-day Mississauga, and should reflect them as a current people. The following is recommended:

- Create a Reconciliation Plan that provides policy and protocol related to the relationships and rights with the Urban Indigenous population and our Treaty and Traditional Territory

Partners. This plan will also explore the creation of an Indigenous Community Circle, which will inform and guide programming across the City.

The full list of recommendations are contained within the appended 2024 Future Directions Culture Draft Plan (see Appendix 1).

Strategic Plan

The 2024 Future Directions Culture Draft Plan aligns with all five of the City's Strategic Pillars: Move, Belong, Connect, Prosper and Green. The strategic pillars reflect a common purpose: a collective desire for success in leadership, quality of life, and civic pride – all of which are relevant to the Future Directions Plan.

Steps have been taken to ensure the 2024 Future Directions Plan also aligns to the updated Strategic Plan scheduled to be launched in 2024.

Engagement and Consultation

Over 15,000 people were engaged in the shaping of the Future Directions Culture Plan through a variety of tactics including, focus groups, face-to-face meetings, and an online survey that garnered over 7,000 responses. The Future Directions 'Have Your Say' engagement webpage mississauga.ca/futuredirections and yourfuture@mississauga.ca email address provided additional forums for input.

The consultation phase initiated with staff meetings and focus groups in October 2022, followed by the launch of the online public survey in November 2022. Some of the various staff groups that were consulted include Environment, Indigenous Relations, Diversity and Inclusion, Facilities and Property Management and Planning and Building.

The next step in the planning process is to obtain feedback on the draft plan from the public and those previously engaged. This phase is set to occur from November to December 2023, and any required revisions to the draft will be completed in early 2024. The final plan is slated for presentation to Council in the first quarter of 2024.

Financial Impact

There is no financial impact resulting from the recommendations in this report. The implementation and funding of initiatives included in the 2024 Future Directions Culture Plan will be subject to approval of the annual budget and business plan.

Conclusion

The Future Directions Culture Plan responds to themes of improving liveability, building shared identity and connections, ensuring accessibility, fostering creative industries and supporting multiculturalism and cultural community activity and advancing Truth and Reconciliation for both the short and long term. The draft plan was developed through extensive research, collaboration, and public engagement, and serves as a comprehensive guide for the future of culture in the city. With Council's approval as recommended in this report, the draft plan will be presented to the public and groups with interest before being finalized.

This process ensures that the City's culture venues, programs and services evolve to meet the changing needs and preferences of its diverse population, while creating a vibrant and inclusive landscape that fosters creativity and social well-being for all.

Attachments

Appendix 1: 2024 Future Directions Culture Plan



Jodi Robillos, Commissioner of Community Services

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