

Cultural Policy 2019

MAYOR'S MESSAGE



The City of Côte Saint Luc is a leader in Arts and Culture and wishes to enhance our efforts going forward. To that end, on November 11, 2019, the Council adopted the first City of Côte Saint-Luc Municipal Cultural Policy. In doing so, this Council has recognized the important role that arts and culture play in building community and enhancing our collective quality of life.

This policy reflects and respects our past. It also offers a snapshot of our present and will enrich our future, ensuring a long-term, sustainable political commitment in order to shape a common cultural vision for all.

I encourage you to discover the commitments set out in this new cultural policy. I believe that you will recognize the expression of the values that you already know so well. As for myself, I am committed to defending and supporting cultural matters, and ensuring that the values of a tolerant and inclusive city continue to be reflected in all that we do.

As mayor, I'd like to thank the members of the working group who agreed to take on this challenge and who played an active role in formulating the policy. Thanks to their efforts, this policy sets out the vision and major priorities, which will support and sustain the creation of a vibrant community rich with a diverse artistic life and an ever-stronger concern for its heritage.

A handwritten signature in black ink that reads "Mitchell Brownstein". The signature is fluid and cursive.

Mitchell Brownstein
Mayor

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1 INTRODUCTION



1.1 What is a cultural policy?

Cultural policy in general refers to government measures taken to encourage or to protect activities in areas defined as cultural.

Policy Statement

The City of Côte Saint-Luc is committed to the advancement of arts and culture for the benefit of its residents by fostering an environment conducive to creativity, access to cultural experiences and preservation of a cultural identity.

1.2 Why a cultural policy?

Purpose

The purpose of this policy is to provide a creative framework which represents the value and importance that the City places on culture including the principles, goals and strategies needed to protect, support and foster arts and culture in Côte Saint-Luc.

Specifically, it will:

- Provide a framework for the support for arts and culture.
- Provide a long-term vision that will improve planning.
- Allow the City to be eligible for funding for cultural activities from the Ministère de la Culture et des Communications.
- Provide an action plan that promotes cultural life.

1.3 Who is responsible for creating the cultural policy?

The Library and Culture Committee acted as the steering committee mandated by the City Council to produce a cultural policy for the City.

- Mitchell Brownstein**, Mayor
- Mitch Kujavsky**, City Councillor
- Tanya Abramovitch**, City Manager
- Janine West**, Library Director
- Cornelia Ziga**, Director of Parks and Recreation
- Danielle Bélanger**, Manager of Library Programs and User Experience
- Justin Burnham**, Coordinator of Volunteer and User Engagement
- Daniel Glassman**, resident
- Joyce Cohen**, resident
- Carol Katz**, resident

1.4 What is culture?

Culture is who we are and how we live

Culture refers to the values, customs, heritage and traditions that characterize the community. Culture is inclusive and reflects the elements and traits of its citizens, and the places, physical amenities, events, products and creations that contribute to such values, customs and traditions.

“ Culture is the name for what people are interested in, their thoughts, their models, the books they read and the speeches they hear, their table-talk, gossip, controversies, historical sense and scientific training, the values they appreciate, the quality of life they admire. All communities have a culture. It is the climate of their civilization. ”
—Walter Lippmann

“ Culture is a roomy idea, one that can be stretched to accommodate everything human beings create. If you want to know what culture is, just take a look around. Culture is the sum-total of human ingenuity: language, signs and symbols, systems of belief, customs, clothes, cuisine, tools, toys and trinkets, the built environment and everything we use to fill it up, and the cherry on the sundae, art...Art is emblematic of culture, its purest expression. ”
—Arlene Goldbard, *New Creative Community: The Art of Cultural Development*



1.5 Why is culture important?

Culture makes vibrant communities

For years now, cities and municipalities are recognizing that culture is a means to creating vibrant and sustainable communities. Culture, it is recognized, enriches our lives, creates a sense of belonging, builds pride in our communities, and supports growth. It shapes our identity, creates

a great place to live, builds community and conveys our image to the world.

All of these factors contribute to improving our quality of life. And, quality of life is said to becoming the single most important factor in determining where people choose to live. In order to create that great place where people feel connected, cities need to support culture in all of its aspects and offer a variety of cultural experiences.

2 THE CITY OF CÔTE SAINT-LUC: A PORTRAIT

Built on vast expanses of forest and grassland that gave way to fertile farmland in the 18th and 19th centuries, the Village of Côte Saint-Luc was incorporated in 1903. Originally comprised mostly of francophone farming families, the village grew as English-speaking families moved into the area. While in 1921 there were only approximately 500 inhabitants, by 1951 there were just over 1,000 enabling the village to become a town. The 1950s brought developers who bought up the majority of the remaining farms and built single-family homes. In 1958, when the population reaches 10,000 individuals, Côte Saint-Luc becomes a city.

Today, the City of Côte-Saint-Luc is the third largest municipality on the island of Montreal and is a thriving, bilingual, and multicultural community. Predominantly English-speaking, the City also has substantial Moroccan, Russian, Iranian communities as well as a rising Korean population. The Jewish community makes up the largest religious community in Côte Saint-Luc and out of a total population of approximately 34,000 people, one third are seniors (age 65+).

Its many green spaces, (including 31 parks), its sports and recreation programs, its library and its array of top-quality services, make it an attractive residential community in the West End.

Côte Saint-Luc has been a leader in health and safety issues, becoming one of the first municipalities in Quebec to ban pesticides and require bicycle helmets. It was also one of the first cities to offer a curbside composting program in Quebec.

Côte Saint-Luc has been a leader on human rights issues speaking out for minority rights in Quebec and Canada, and has a Human Rights Walkway in Pierre Elliott Trudeau Park dedicated to those men and women who have by their actions, held high the torch of human rights in the world. It is the only municipality on the island of Montreal to have EMS, a volunteer first responder service, which was formed in 1964.

In 2006, it became the first city in the province to introduce a volunteer Citizens on Patrol program. Finally, the City boasts the only full-scale city-run theatre program in the region. Under the name of the Côte Saint-Luc Dramatic Society, this award-winning theatre production company derives the majority of its support through community sponsors.

The City's focus is on delivering the best possible services including the highest standard of customer service while maintaining tight controls over its finances.



2.1 Our Stakeholders

Stakeholders are individuals or organizations who are involved in participating, providing or promoting culture and whose interests would be positively impacted with the implementation of a cultural policy. The City itself is a stakeholder and can become a potential partner with other cultural organizations.

Residents

Residents are at the centre of this Cultural Policy. Not only are they spectators attending the dozens of cultural events presented each year, they are also active participants in many cultural activities and creators of cultural content. A policy which prioritizes culture in the City of Côte Saint-Luc will have a positive impact on their quality of life.

Local Artists

Côte Saint-Luc has a thriving arts community and prides itself on being a city where professional and amateur artists have chosen to make their home. These artists are valued by the city and are given opportunities whenever possible to showcase their craft. The Parks and Recreation Department offers classes to many budding artists, and the Library as well as the Aquatic and Community Centre provide venues for artists to display and exhibit their work.

Community Organizations and Groups

Côte Saint-Luc is home to many socio-cultural organizations, groups and clubs and these organizations play an important role as partners and providers of cultural content. These include the Côte Saint-Luc Men's Club, the Côte Saint-Luc Women's Club, the Côte Saint-Luc Dramatic Society, the Canadian Writers Society, and the After Dinner Ukulele Society to name just a few.

Schools

Côte Saint-Luc schools have a crucial role in exposing young people to culture through arts education including STEAM (science, technology, engineering, art, math).



photo: Diane Dupuis-Kallos

Instilling in young people a love of the arts ensures that tomorrow's cultural landscape will be as rich and vibrant as today's. More importantly, art teaches students to think creatively, problem-solve and be adaptable and flexible, characteristics which are the driving force behind innovation, preparing young people for future employment. The Library not only offers STEAM programming but partners with many Côte Saint-Luc schools offering library field trips, which include art exhibits and author visits.

Two music academies in Côte Saint-Luc—Fortissimo and West Island Music Academy—provide music education to many young residents who reside in the community. These schools often partner with the City by providing talented musicians to play at community events or by providing recitals that are open to the public. Similarly, the Parks and Recreation Department offers many courses in applied arts to both young and old.

Religious Institutions

Synagogues and churches connect their congregations to both culture and community. They are often hosts to a variety of engaging cultural activities including lectures, workshops, courses, holiday activities, which they offer to their congregations.

Senior Residences

Côte Saint-Luc is home to many senior residences including B'nai Brith, the Waldorf and St. Patrick's Square. Senior residences often provide cultural programming to its residents, which may consist of painting classes, music appreciation, lectures, and book reviews as well as outings to the museum or theatre. The Library is often a partner bringing its cultural programming and experts to senior residences.

Municipality

The Eleanor London Côte Saint-Luc Public Library is one of the major disseminators of culture in the city, offering a plethora of interesting and engaging cultural programs to the community. From movies and music, to books and literature, to art and performance, the Library continues to be the cultural heart of the city. Its newly launched CreateSpace is a collaborative workspace for making, learning, and sharing that uses high tech to no tech tools. It is home

to the Côte Saint-Luc Art Hive, a space where creativity meets technology and residents both young and old have the opportunity to collaborate, create and connect.



The Aquatic and Community Centre is another cultural facility that organizes and hosts a variety of cultural and socio-cultural programming. The Aquatic and Community Centre has an art studio as well as a dance studio on its premises where quality arts education programs are offered to the community. Rembrandt Park also has an art studio.



3 WHERE ARE WE TODAY?

3.1 What we are proud of

Côte Saint-Luc is proud of its heritage and on being an innovative and creative community where culture is a priority. In 2017, the Shalom Bloom Sculpture Garden opened, which included 10 life-sized wildlife sculptures donated by sculptor Shalom Bloom. In 2018, Dr. Harry Rosen created and donated the sculpture *Reliance/Partenaires* to the Eleanor London Côte Saint-Luc Public Library. The city is also home to the Côte-Saint-Luc Dramatic Society, where actors, writers, musicians and other artistically minded community members work together to produce quality and critically acclaimed theatrical works. As previously mentioned, the library continues to be the vibrant cultural hub of the community.

3.2 Inventory of Cultural Resources

What is a cultural resource?

A cultural resource is anything that contributes to the culture of a particular place or people, both tangible and intangible. These resources are the activities, institutions and people that express our shared beliefs, customs and values. They include:

- Cultural heritage
- Cultural spaces and facilities
- Community cultural organizations
- Festivals and events

The City of Côte Saint-Luc has a wealth of cultural assets and resources and should leverage them in order to offer residents a quality lifestyle that makes our city a desirable place to live or visit.

Our cultural resources are what defines our local culture and demonstrates the breadth and variety of cultural activity in our community.

Cultural Heritage

PUBLIC ART

City's Collection of Artworks

The City of Côte Saint-Luc owns hundreds of works of art, including sculptures, paintings, drawings, photographs and prints, many on exhibit at the library. The most significant pieces in the collection will be featured in a catalogue to be published in the near future.



Shalom Bloom Sculpture Garden

In 2017, Côte Saint-Luc resident and sculptor Shalom Bloom donated 10 life-sized sculptures to the City with the stipulation that the City create a "Wildlife Sculpture Park." The Shalom Bloom Sculpture Garden is located in Trudeau Park and opened on Canada Day 2017.



Dr. Harry Rosen Sculpture *Reliance/Partenaires*

This sculpture is located behind the library at Ashkelon Gardens and was created and donated to the library by Dr. Harry Rosen in 2018. The inscription reads "When communities build libraries, libraries build community".

Esther Wertheimer Sculpture *Three Children at Play*

Located behind the library, this piece was selected in 1985 by the Quebec Cultural Affairs Department's "Integration of Arts and Architecture" program to grace the then new City Hall and Library.

Linda Covit Sculpture *Walking Fish*

Created in 2011, this piece was selected to grace the front of the newly built Aquatic and Community Centre.

Dr. Harry Rosen Sculpture, *To the Summit and Beyond*

This sculpture graces the front of the Mount Sinai Hospital.



Jump Rope Arbor Children's Entryway *Boy and Girl*

Custom limited edition, design and cast by Randolph Rose Collection, bronze sculpture of a boy and girl holding an arbor. This is located at the Aquatic and Community Centre.

MONUMENTS

Cenotaph

The Cenotaph is located at Veterans Park.

Mitchell Kotansky *Bust of Yitzhak Rabin*

Located at Yitzhak Rabin Park, this bronze sculpture was a public commission inaugurated on June 9, 1996.

Paul Lancz *Bust of Pierre Elliott Trudeau*

This bronze sculpture is located at the entrance to Trudeau Park and was created in 1996.



Monument to Arthur Zygielbaum

This monument is dedicated to Arthur Zygielbaum, who helped European Jewry during the Second World War and was inaugurated in 1984 at Arthur Zygielbaum Park.

Human Rights Walkway

Inaugurated in September 2000, the Human Rights Walkway is located in Pierre Elliott Trudeau Park. It includes a series of plaques on pedestals with biographies of inductees who, by their steadfast commitment to humankind, have held high the torch of human rights and let it light the world.

HERITAGE BUILDINGS

8100 Côte Saint-Luc Road

Pierre Lemieux was a farmer and the mayor of Côte Saint-Luc from 1905 – 1909 and from 1912 – 1938. He built this house in 1927 and his son sold it to the City in 1946 becoming the City's first official City Hall building. During the 1960s, when City Hall moved to the old Pie XI School on Westminster, the building was home to the Recreation Department. The building now houses the City's Public Safety Department.

HERITAGE SITES

St. Patrick's Square

St. Patrick's Square, located at 6767 Côte Saint-Luc Rd. on the corner of King Edward Ave. was originally the site of the first Sulpician Chapel in Côte Saint-Luc built in 1845. The original bell of the chapel sits in the lobby of this senior residence.

Cultural Facilities and Spaces

LIBRARY

Eleanor London Côte Saint-Luc Public Library

The Eleanor London Côte Saint-Luc Public Library was named in honour of Eleanor London, its founding librarian. The Library opened in 1966 in the Côte Saint-Luc Shopping Centre on Côte Saint-Luc Road and from its very beginnings it promised to be more than just a place for books. The Library moved to its present home on Cavendish Boulevard in 1986 and continues to be the heart of the community.

CreateSpace

The Library's CreateSpace is an intergenerational creative space that embraces maker culture. It is a space where residents of all ages can collaborate on a variety of arts and crafts projects but also tinker with 3D printing, robotics and other emerging technology.

COMMUNITY CENTRES

Aquatic and Community Centre

The Aquatic and Community Centre opened in September 2011 on Parkhaven Avenue. The complex was built with the support of the provincial and federal governments, which covered two-thirds of the cost. Since then, it has become a major hub of activity for people of all ages offering swimming, fitness, children's activities, leisure activities and more.

ART GALLERIES

Côte Saint-Luc Public Library Art Gallery

From its beginnings in 1986, the Library Art Gallery has held numerous exhibits in painting, photography, lithography, textile art and sculpture. It is a public art gallery that displays exhibits of the highest standard exposing the community to established artists of national and international repute.



Côte Saint-Luc Public Library Community Art Space

The library's Community Art Space was established in 2009 in response to the requests of residents who were looking for a place to exhibit their work. Each year, the Library hosts an annual Community Art Celebration whereby exhibitors from the past year are invited to join a one-night-only group show held at the Harold Greenspan Auditorium.

AUDITORIUMS

Harold Greenspan Auditorium

The Harold Greenspan Auditorium located in City Hall is Côte Saint-Luc's premier cultural venue hosting concerts, author talks, movies, lectures, as well as Côte Saint-Luc Dramatic Society productions. Named in honour of Councillor Greenspan's contributions to city life, the auditorium boasts a capacity of 257 with non-fixed seating and a capacity for 190 with fixed seating.



Syd Wise Auditorium

The Syd Wise Auditorium is housed in the Wagar Adult Education Centre and is often used by the City to present cultural events.

PARKS

There are a total of 31 parks in Côte Saint-Luc. The following parks in particular are used for cultural events and activities.

Ashkelon Gardens

The garden behind the Eleanor London Côte Saint-Luc Public Library was officially named Ashkelon Gardens on April 22, 1988 in honour of the City's twin city in Israel. This beautiful and inviting space is often used to host library and other cultural activities. It includes a garden patio oasis and is the proud home of the newly-donated sculpture *Reliance/Partenaires* by Dr. Harry Rosen.

Pierre Elliott Trudeau Park

Pierre Elliott Trudeau Park is a beautiful park located on the northern tip of Côte Saint-Luc. Within the park, there are three baseball/softball fields, the Centennial Lake with pedal boat rentals in the summer, three chalets, Confederation Annex which includes an outdoor stage, 92,820 square meters of green space and beautiful landscaping, including the Shalom Bloom Sculpture Garden. The park hosts a variety of cultural activities including Shakespeare-in-the-Park and summer concerts.



Community Cultural Organizations

COMMUNITY ARTS GROUPS

Côte Saint-Luc Dramatic Society

The Côte Saint-Luc Dramatic Society is a city-run community theatre initiative that began in the summer of 2011. The goal is to bring together actors, writers, musicians and other artistically-minded community members to produce theatrical works in an inclusive environment where emphasis is placed on teamwork and camaraderie, not celebrity. In recent years, the troupe has received numerous awards and accolades for its performances.



photo: Diane Dupuis-Kallos

Canadian Writers' Society

The Canadian Writers' Society is an organization where published and unpublished writers meet in the Eleanor London Côte Saint-Luc Public Library to share their knowledge, experience and stories. Under their banner, they publish a newsletter, *The Write Place*, which includes stories, as well as tips on how budding writers can improve their craft.

Loose Threads Quilt Guild of Côte Saint-Luc

Loose Threads Quilt Guild was started in 2002 by a group of quilting friends. Open to all quilters, their mandate is to encourage quilting by learning and sharing, and to support charitable endeavours.

The After Dinner Ukulele Society

The After Dinner Ukulele Society is a ukulele club founded in May 2013 by Eliezer Turgel. Its mission is to bring fellow ukulele enthusiasts together to form a community of ukulele players where members can learn the ukulele, enhance their skills, and play for others in a fun and relaxed environment. Members build friendships, play songs, share techniques, and provide opportunities to "jam" and showcase their talent.

Côte Saint-Luc Art Hive

The Côte Saint-Luc Art Hive meets in the Library's CreateSpace twice a month providing a warm and inviting space where artists and non-artists alike can come together in creativity and conversation.

Fortissimo Academy of Music and Arts

Fortissimo Music Academy goes back to 2003, when Svetlana Klemptner conceived the idea of turning her growing private practice into an academy, with all-round, rigorous music training in voice, guitar, violin, choir and much more. Today the academy is a non-profit organization boasting a spacious fully equipped facility whose success is based on institutional and individual support.

Musicians of the World Orchestra (MWSO)

The Musicians of the World Symphony Orchestra was founded in 2006 by conductor Joseph Milo and his wife Lucy Ravinsky. This one-of-a-kind orchestra was formed when it was discovered that a great pool of professional musicians, recently immigrated to Montreal, had no opportunity to make use of their valuable talent in their new home. The MWSO is composed of 55 musicians: about 80% of its members are from 15 countries around the world, while the remaining 20% are natives of Montreal.

HISTORICAL SOCIETIES

Côte Saint-Luc Historical Society

Established in 2016, the Côte Saint-Luc Historical Society seeks to collect, preserve and make accessible those essential histories and stories which are integral to the fabric of Côte Saint-Luc.

CLUBS

Côte Saint-Luc Men's Club

The Côte Saint-Luc Men's Club welcomes residents age 55 and older. Founded in 1987, the club invites local, provincial and national speakers every Thursday morning. The club also organizes activities like fitness, bowling, bridge, golf, choral and discussion groups.

Côte Saint-Luc Women's Social Club

Côte Saint-Luc Women's Club welcomes women 55 years of age and older. Members meet on Wednesday afternoons for stimulating programs and activities including guest speakers, canasta and mahjong.

Creative Social Centre

The Creative Social Centre located on Clanranald Avenue offers educational, recreational, sculpting and art classes, fitness and other leisure activities and has been long associated with the City of Côte Saint-Luc.

Jewellery Club

The Jewellery Club is a Library initiative where members meet in the Library's CreateSpace to fabricate jewellery and socialize.

MUNICIPAL ADVISORY COMMITTEES

Library and Culture Committee

The Library and Culture Committee was established in 2007 and includes the mayor, selected councillors, staff and 3 or 4 members of the public. Its current mandate focuses on arts and culture including advising Council on cultural matters.

Festivals and Events

CULTURAL HERITAGE TOURS/WALKS

Jane's Walk

Jane's Walks are named after Jane Jacobs, a renowned urban activist. These walks originated in Toronto but have expanded to over 134 cities across 6 continents. They have been held annually since 2007 on the weekend of her birthday, usually the first weekend in May. Participating in a Jane's Walk is a great way to get to know the communities we live in. Since 2017, the annual walk has been organized by the Library and its focus is on heritage.

SEASONAL CELEBRATIONS

The Parks and Recreation Department organizes a number of seasonal events designed to bring people together, including the Winter Carnival, the Valentine's Day Dance, the Halloween Skating Party and Canada Day.

PERFORMING ARTS EVENTS

Both the Library and the Parks and Recreation Department organize a number of performing arts events including indoor and outdoor concerts, Shakespeare-in-the-Park, the concert benefitting the CSL Cats Committee, as well as the Côte Saint-Luc Dramatic Society performances.

FILM FESTIVALS

The Library offers a number of movie options throughout the year including the Bright Lights Film Club, Wednesday Afternoon at the Movies, Family Movie Night, Sunday Blockbusters as well as the Ciné Club.

LIBRARY PROGRAMS

The Library offers a number of programs during the year for both children and adults including lectures on music, art, history, current events, travel, book talks and discussions, art displays, storytimes, etc.



3.3 SWOT Analysis

SWOT analysis is a tool that examines the internal and external Strengths, Weaknesses, Opportunities and Threats of an organization or community. A SWOT analysis regarding the cultural situation and resources in Côte Saint-Luc was completed by the Library and Culture Committee. The following summary captures the current SWOT in Côte Saint-Luc.

What are Côte Saint-Luc's **Strengths** (Internal)?

- S**
- The Library
 - Aquatic and Community Centre
 - The City's commitment to a high level of customer service
 - Côte Saint-Luc Dramatic Society
 - The Library Art Gallery
 - A large community of artists
 - A cultured and educated community
 - A Community Art Space for exhibitions
 - Installations of public art
 - Large number of volunteers
 - An innovative and creative City staff
 - Its many parks and green spaces
 - A safe neighbourhood
 - High levels of community engagement and participation
 - Strongly networked community

What are Côte Saint-Luc's **Weaknesses** (Internal)?

- W**
- Lack of space in current facilities
 - Limited opportunities to expand cultural offerings beyond major centres
 - Lack of awareness of cultural offerings
 - Limited financial and human resources
 - Limited opportunities for outdoor summer programming
 - Limited transportation options
 - Shortage of cultural activities that appeal to younger adults
 - Limited resources for heritage planning and preservation
 - Limited coordination amongst cultural stakeholders

What are Côte Saint-Luc's **Opportunities** (External)?

- O**
- Available grants for arts and culture
 - Sponsorship opportunities
 - Legacy donation opportunities
 - Maker movement
 - Redevelopment of strategic areas
 - Opportunities of associations to lessen the burden on city resources
 - Increasing multiculturalism
 - Contests to attract participation and increase awareness
 - Involving youth in programming planning
 - Intergenerational programming
 - Attracting more donations of art
 - The green space off the Avenue
 - Commercial kitchen
 - Many outdoor and indoor public gathering spaces
 - Increased consultation and transparency leading to increased public involvement

What are Côte Saint-Luc's **Threats** (External)?

- T**
- Limited financial resources
 - Challenges to improving transportation
 - Lack of manpower
 - Variable weather in winter, which stifles participation and unreliability of summer weather which can limit outdoor activities
 - Other more pressing city priorities such as infrastructure
 - Vulnerability of arts and culture to budget cuts as a "nice to have"
 - Other cultural options closeby, such as the Segal Centre and the Jewish Public Library

4 WHERE ARE WE HEADED?



photo: Kiran Ambwani

4.1 Vision Statement

By valuing and supporting arts and culture, we will build a strong and vibrant community, not only creating more beauty, joy, and connection in the world, but bringing people of all backgrounds together in a celebration of inclusion, diversity and tolerance.

Our Commitment

The municipality's role is to be the leading and unifying voice for local cultural life in the City. It must show leadership not only with the creation and adoption of this cultural policy, but support for cultural infrastructure, initiatives, organizations and artists within the community. Above all, it is responsible for coordinating communications related to cultural activities in Côte Saint-Luc and providing the necessary resources to ensure that culture has the ability to thrive. Specifically, the City of Côte Saint-Luc commits to being the following:

Promoter and Advocate: We will celebrate and promote arts and cultural initiatives, utilizing marketing resources and mechanisms to promote and generate arts participation.

Facilitator and Information Broker: We will act as a central resource to gather and communicate knowledge about the City's heritage and to collect and disseminate information about artists, cultural activities and community.

Creator and Innovator: We will create opportunities for self-expression and be a leader in the cultural domain.

Custodian and Host: We will organize cultural events for the enjoyment of all residents and will develop and maintain city facilities and outdoor spaces where creative expression and community activities can happen.

Curator and Collector: We will collect and exhibit art in both our indoor and outdoor spaces, as well as collect, curate and exhibit heritage collections.

Partner and Stakeholder: We will work with artists, creative professionals, organizations and community groups to support cultural programming and create new opportunities.

Funder and Fund Seeker: We will support cultural programming through responsible fiscal budgeting and seek out grant opportunities from other levels of government.

4.2 Guiding Principles

Arts and culture makes a significant contribution to our quality of life

Arts and culture create a welcoming sense of place and a desirable quality of life. In particular the arts contribute to a community's well-being, building community and creating vibrant neighbourhoods. Arts and culture initiatives that encourage public learning for all ages also encourage lifelong learning and subsequently support quality of life. The City welcomes artistic expression from a broader community of artists in order to educate, inspire and expose its residents to the world beyond. The City supports artistic expression in order to enhance the quality of life of its residents and the community as a whole.

Arts and culture have a positive impact on the well-being of individuals

Culture not only benefits communities as a whole—culture also benefits individuals. The arts can be a source of delight and wonder which can provide emotionally and intellectually moving experiences. Artistic expression contributes to forging an individual identity and can contribute to an individual's sense of belonging. The arts can combat social isolation by engaging particular older residents in cultural programming. Children who receive arts education have stronger social skills, improved motivation to learn and more esteem for themselves and their peers. Arts education helps to create a positive school environment in which learning and human development can occur.

Côte Saint-Luc takes pride in its rich artistic and cultural community

Côte Saint-Luc has a large community of artists including a wide array of visual artists, artisans, musicians, writers and performers. Each one plays a different and necessary part in contributing to the overall health and well-being of the community. Creative people provide a community with joy, interaction and inspiration, but they can also push us to engage thoughtfully on a variety of societal issues. The City is proud to support its artists and recognizes their significant contribution to the fabric of our community.

Participation in culture is a means of growing community

When people gather together they feel connected and a sense of belonging. The City of Côte Saint-Luc strives to offer many different kinds of cultural experiences as a means to bring people together, both young and old, resulting in the strengthening of community ties. The City also recognizes that it is comprised of many different cultural communities. Cultural programming that celebrates diversity enhances quality of life by encouraging a community's tolerance. The arts also support a strong democracy, engaging citizens in civic discourse, dramatizing important issues and encouraging collective problem solving.

The City plays an important role in making culture accessible to all

Making culture open to all, the arts can create a level playing field amongst individuals from all socioeconomic groups, increasing public participation. These events and activities rely on effective and timely communication in order to attract participation. Whether communicating digitally or through visual and written promotional tools, clarity, timeliness, and appeal will improve accessibility.

Creating vibrant public spaces is key to creating a vibrant cultural life

The City values the concept of placemaking in planning new or improving existing public spaces. At its core is the creation of great places and underscores the importance of designing for people. It refers to an intentional process and it relies heavily on public participation. In terms of arts and culture, the City will see its spaces through a cultural lens, i.e., is this a space that will attract people?; will people be able to congregate, participate in a cultural activity, and feel a sense of connection and belonging?; and finally, will our spaces bring vibrancy and life to the community?

5 STRATEGIC PRIORITIES

The following strategic priorities align with the City's cultural vision, values and guiding principles.

Connect people, programs and places

1

STRATEGIC PRIORITY

- Improve cultural communications across the city so that residents are aware of upcoming programs and activities.
- Develop, maintain and improve cultural spaces and facilities that will support high-quality arts experiences.
- Ensure cultural programs and services are accessible to all regardless of age, ability or mobility.
- Portray the city as a cultural destination by hosting cultural programs and events that attract a wider audience.

Create a sense of identity and belonging

2

STRATEGIC PRIORITY

- Create opportunities for diverse cultural communities to come together in meaningful ways.
- Create and promote intergenerational arts opportunities.
- Reflect and support inclusion and diversity across all aspects of arts and cultural programming.
- Welcome and facilitate the integration of newcomers through the city's cultural organizations.

Tell our story

3

STRATEGIC PRIORITY

- Create tools that facilitate access to the city's history, stories and memorabilia.
- Identify and protect sites and buildings of historical interest.
- Highlight the city's cultural assets and heritage through walking tours, lectures and publications.
- Seek out opportunities to preserve various collections of historical interest or value.

Consult, involve, collaborate

4

STRATEGIC PRIORITY

- Create opportunities for residents, and for youth in particular, to be part of the cultural planning process.
- Leverage the talents and resources of residents creating the cultural leaders of tomorrow.
- Seek out sponsorships and partnerships for cultural projects and activities.
- Create opportunities for local artists to share their work, artistic process and passion.