Cambridge Arts and Culture Master Plan

Open House Presentation

December/January

Delivered to

The Cambridge Community

Prepared by

Nordicity

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About The Project

- The City of Cambridge is in the process of developing a new 10-year **Arts and Culture Master Plan**
- This plan will guide the City's Culture Division in developing and enhancing culture services, facilities, public art, programming and events in Cambridge

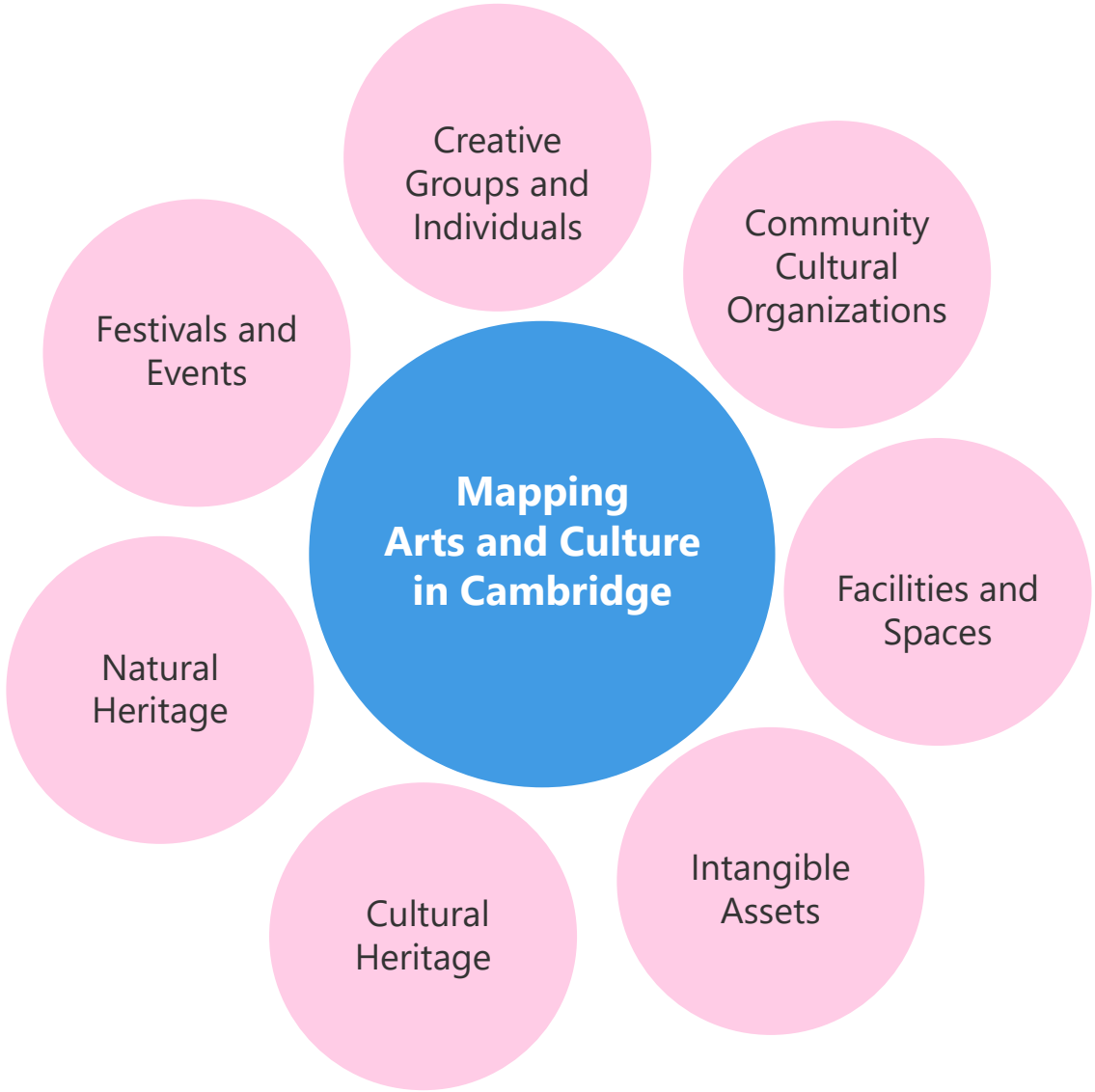
The **City of Cambridge** offers exciting arts and cultural opportunities for those who live, work, play in Cambridge. Thanks to City funding and the Culture Division, Cambridge provides residents, visitors, and artists with arts and culture programs, services and activities.

Nordicity is a leading global consulting firm specializing in policy, strategy, and economic analysis in the arts, culture, heritage and digital media sectors. Nordicity has **developed cultural plans** for a range of cities around the world.

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What Does Arts and Culture Look Like in Cambridge?

The City of Cambridge is home to **a huge array of assets**, ranging from performing artists, musicians, and visual artists, to the many parks and heritage sites that **make Cambridge unique**.



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Cultural Heritage

+380 assets

- Cultural heritage in Cambridge includes heritage buildings, murals, local monuments, etc.
- Over **386 cultural heritage assets** have been identified, of which nearly 350 are heritage buildings.
- **Cambridge's historic buildings form a unique part of the local identity.**
- Research participants noted murals such as Galt Wings (pictured), the heritage districts, and Myers Road, a site of Indigenous cultural significance.

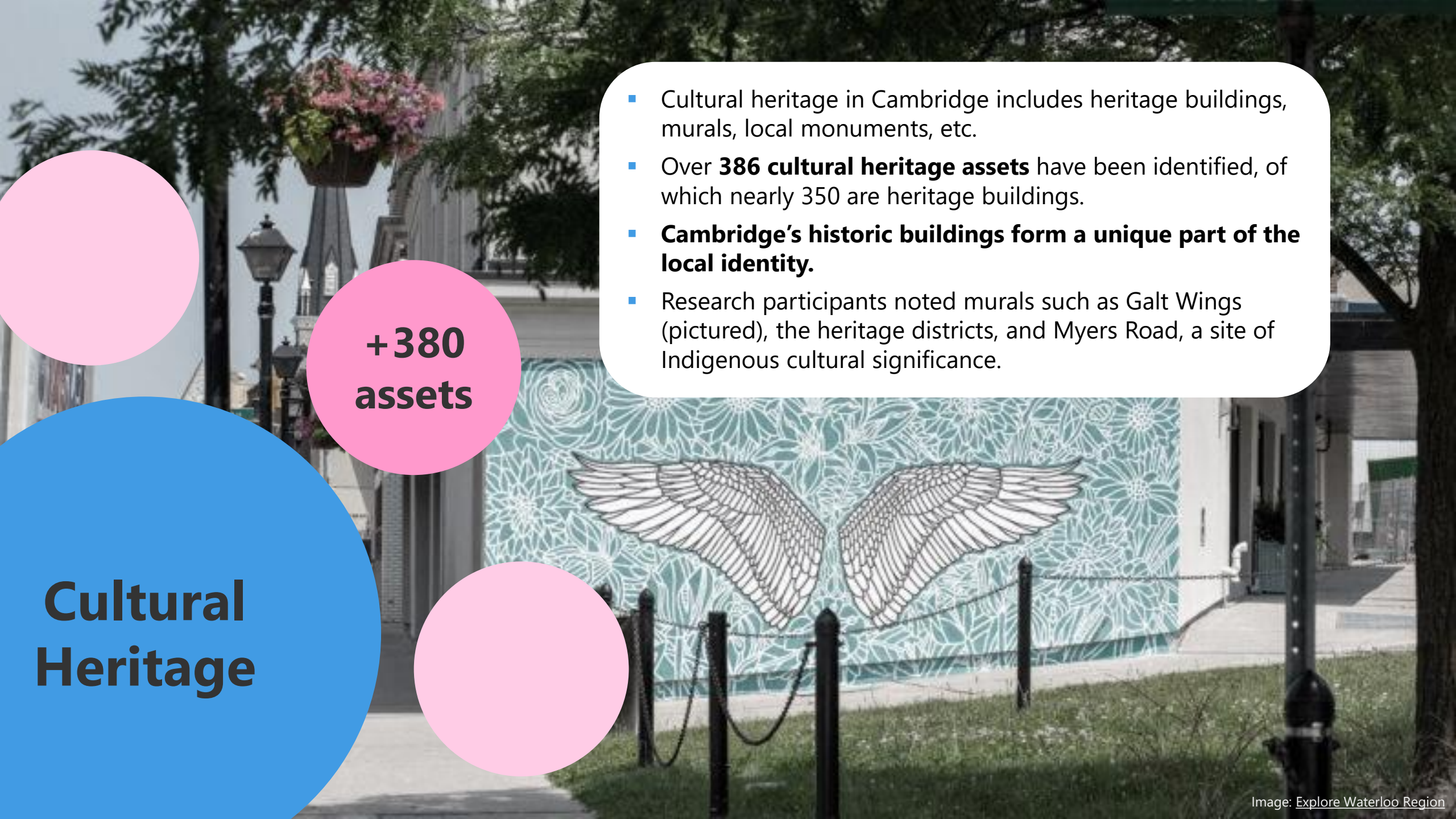


Image: Explore Waterloo Region

Creative Groups and Individuals

+200 assets

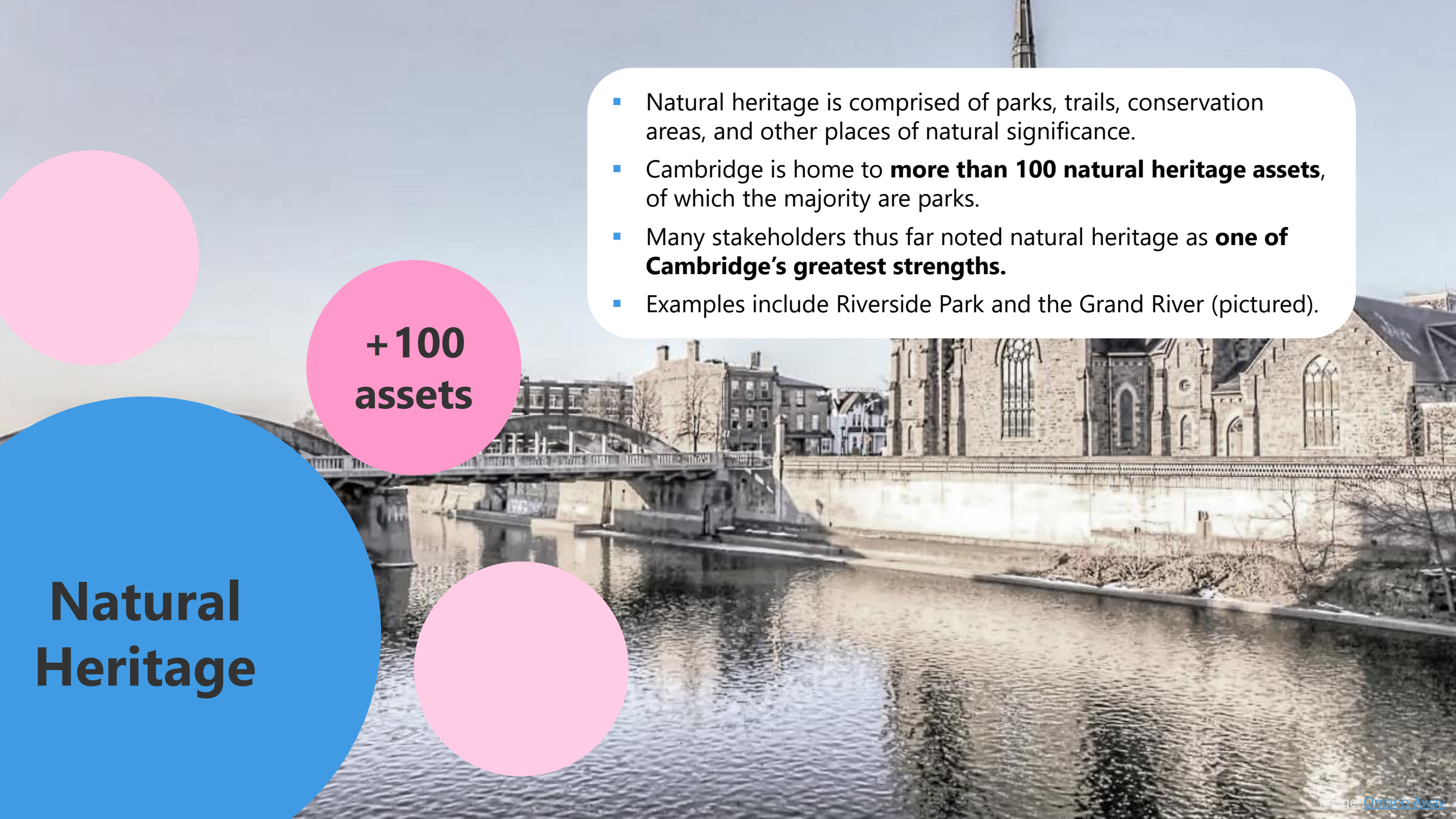
- Creative groups and individuals, including visual artists, musicians, poets, performing arts groups, etc.
- We identified **over 200 creative groups and individuals** across disciplines, which includes 92 performing artists or groups and 83 visual artists.
- This category includes groups such as the Cambridge Youth Symphony Orchestra (pictured) and individuals such as Barb Di Renzo, recipient of the 2019 Bernice Adams Visual Arts Award.

Image: Cambridge Symphony Orchestra

Natural Heritage

+100 assets

- Natural heritage is comprised of parks, trails, conservation areas, and other places of natural significance.
- Cambridge is home to **more than 100 natural heritage assets**, of which the majority are parks.
- Many stakeholders thus far noted natural heritage as **one of Cambridge's greatest strengths.**
- Examples include Riverside Park and the Grand River (pictured).



Festivals and Events

+70 assets

- Festivals and events range across movie nights, parades, music festivals, and other community or cultural events.
- Roughly **73 festivals and events** were identified that take place across communities in Cambridge.
- Cambridge's events calendar includes the Winterfest (pictured), the Scottish Festival, and many others.



Image: City of Cambridge

Facilities and Spaces

+65 assets

- Facilities and spaces in Cambridge include galleries, theatres, libraries, educational institutions, etc.
- We mapped **68 cultural facilities and spaces** in our research, including 26 studios or schools.
- Key examples would be the Cambridge Centre for the Arts and IDEA Exchange (pictured).

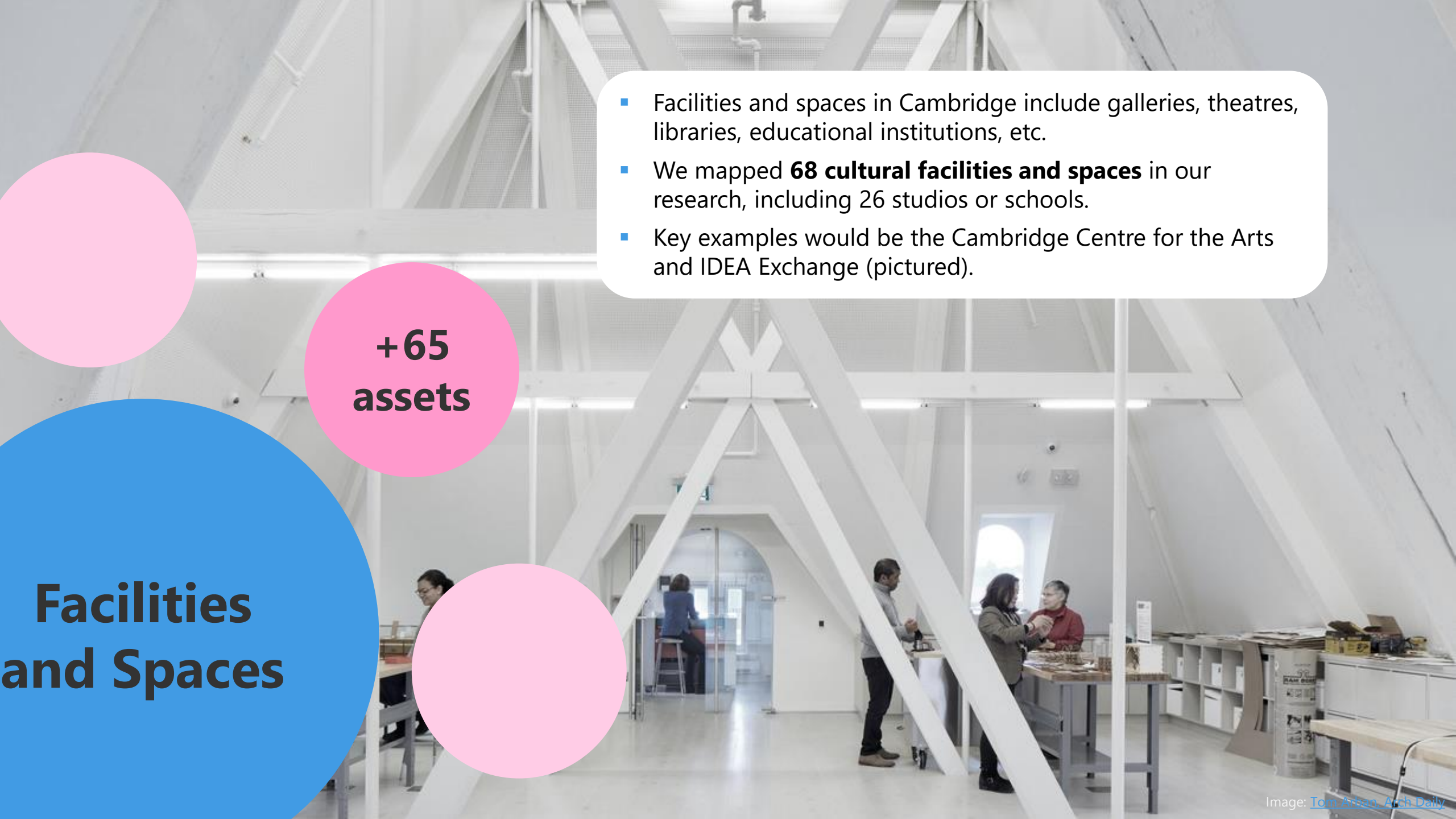


Image: Tom Arban, Arch Daily

Community Cultural Organizations

+40 assets

- Community cultural organizations include cultural organizations, neighbourhood associations, arts groups, etc.
- Cambridge has at least **43 community cultural organizations.**
- Key examples include the Canadian Hindu Cultural Society Radha Krishna Mandir (pictured) and the City's Public Art Committee.



Image: CTV News 2022

Intangible Assets

9 assets

- Intangible assets encompass artistic awards, local tours, place names, etc.
- Intangible assets in Cambridge include the Bernice Adams Awards and the Poppy Streets (pictured).

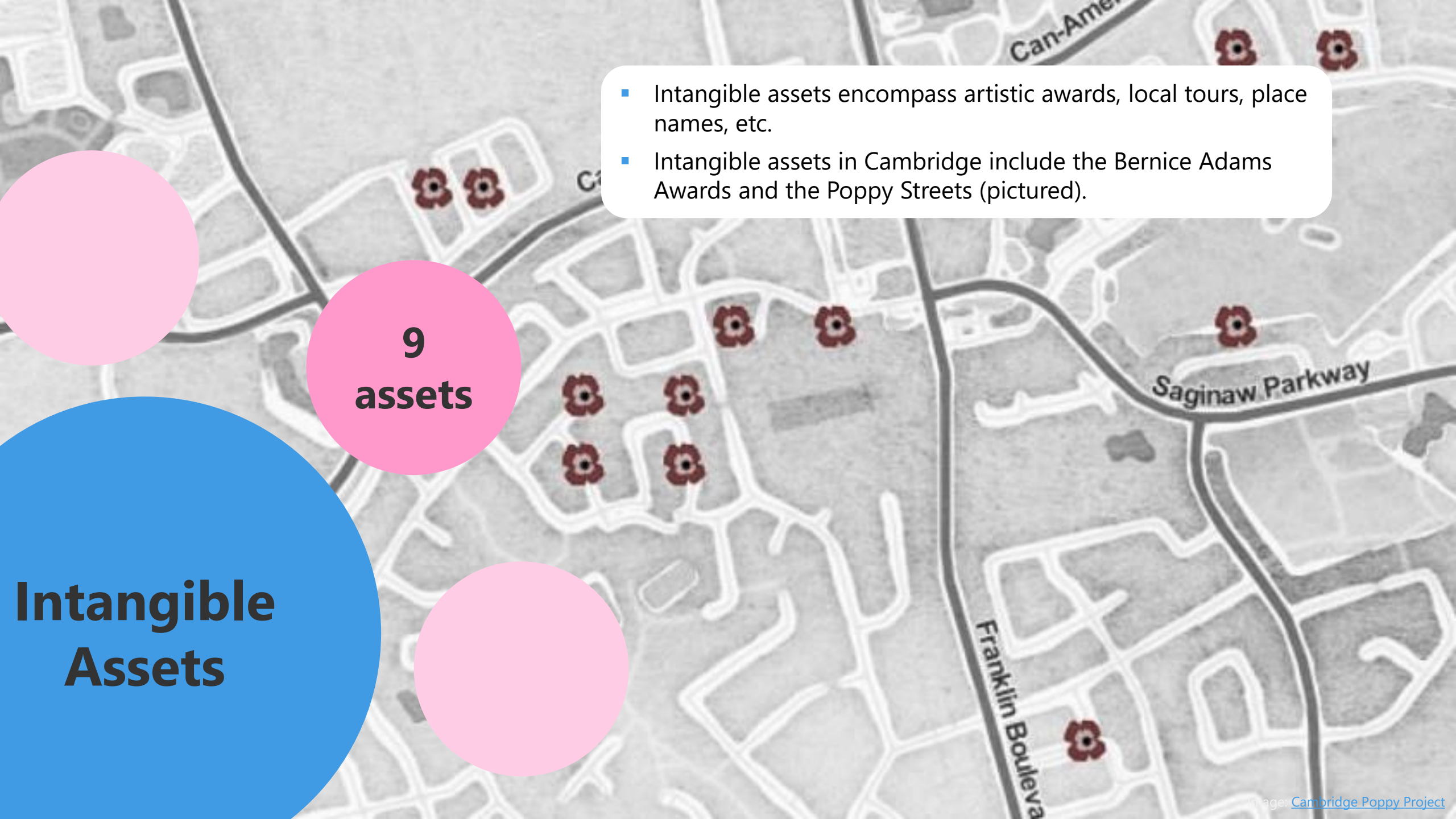


Image: Cambridge Poppy Project

How Does the City Support Art and Culture?

- Programming through the Cambridge Centre for the Arts
- Events and Festivals
- Placemaking and Public Art Initiatives
- Galleries and Museums
- Economic Development and Supporting the 3 BIAs
- Funding Support for Artists and Organizations

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How is Cambridge Evolving?

Increased immigration and diversity in the City

- Recent StatsCan numbers show number of immigrants has increased by 18% since 2016[1]
- The growing population in Cambridge is also becoming increasingly diverse
- The growing population has also brought greater demand pressure on public spaces

[1] Cambridge Today

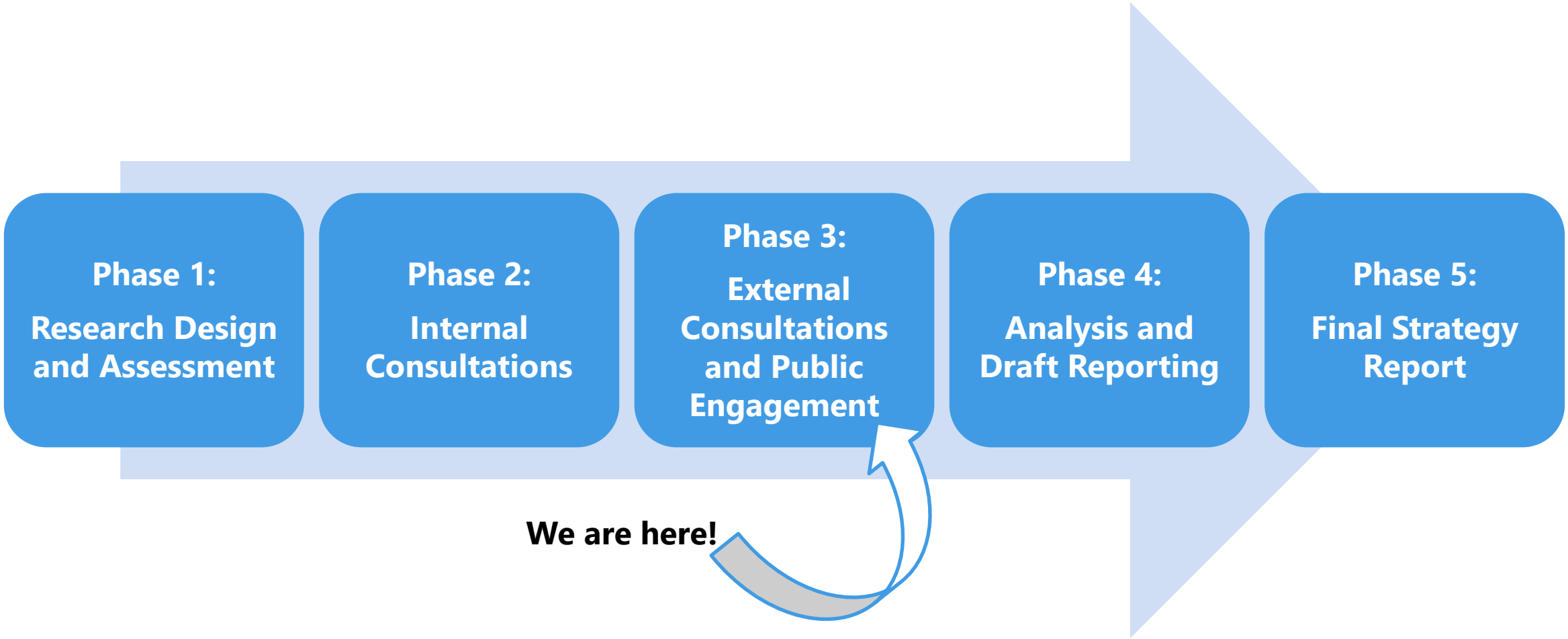
Emerging into a post-COVID environment

- The pandemic was particularly hard for artists and arts organizations in Cambridge
- COVID-19 led to a spur in virtual and outdoor programming
- Eased restrictions have led to record attendance for events
- With dwindling numbers of volunteers, there is a growing need to attract more volunteers to help support arts organizations

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Cambridge Art and Culture Planning Process



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How We're Hearing From You

The City

- 3 roundtables with City staff

The Sector

Those whose work is directly impacted by arts and culture

- 1:1 interviews
- 3-5 roundtables

The Community

Those who live, work, and/or play in Cambridge

- Online survey
- 3 public open houses

These engagements will inform the priorities and direction for the Master Plan

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Have any questions?

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