



# City of Prince Albert

## RPT 2025-06

**TITLE:** 2025 Municipal Cultural Action Plan Budget

**DATE:** November 4, 2024

**TO:** Budget Committee

**PUBLIC:** X

**INCAMERA:**

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### RECOMMENDATION:

That the 2025 Municipal Cultural Action Plan, as outlined within RPT 2025-06, be approved as part of the 2025 budget.

### EXECUTIVE SUMMARY:

The Municipal Cultural Action Plan (or “Culture Plan”) has been in existence since mid 2016, with a refresh in 2021. Each year, a plan is created to move the goals and initiatives of the Culture Plan forward for the betterment of our City’s culture. The purpose of this report is to provide the 2025 Culture Plan budget plan for approval, as well as provide a summary of initiatives achieved in 2023 and 2024.

### BACKGROUND:

The Municipal Cultural Action Plan was developed in three phases. Prairie Wild Consulting was contracted to support the development of the culture plan in all three phases, and a Working Group of community organizations have guided the Municipal Cultural Action Plan throughout the process.

- Phase 1 - Consultation and Research, was completed from 2015 to 2016.
- Phase 2 - Writing the Plan, was completed in 2016. The plan was approved by City Council in June of 2016. It includes 10 theme areas, 13 goals and over 150 action items.
- Phase 3 – Implementation and Evaluation is ongoing since 2017.

A “Reflect & Refresh” was done mid 2021 (half-way through the plan) to evaluate the successes and challenges and develop a “Refresh” addendum to guide the work for the next five years. Both the original plan and refresh plan are attached to this report.

Funding has been provided by the City of Prince Albert each year. As well, the Arts & Culture Coordinator has applied for and received the Community Cultural Engagement and Planning grant from SaskCulture in every year of the Municipal Cultural Action Plan. From 2016 to 2024 the COPA budget totals are \$320,450 and other grants and sponsorships totals are \$211,800. A yearly breakdown is attached to this report.

The Municipal Cultural Action Plan greatly helps The City to link the community's organizations and activities and stimulate creativity and innovation in the local culture, economy, tourism, and enhancing community pride and quality of life for all residents.

As well as the initiatives funded through the City of Prince Albert, SaskCulture, and other organizations as listed above, Municipal Cultural Action Plan working group members and partners have demonstrated their connection and commitment to the culture plan and have implemented numerous initiatives and programs directly related to the Culture Plan. There is sustained engagement of the working group members/organizations in the culture plan. We continue to have 15-20 people participating in the meetings held three times a year.

Each year, tracking and evaluation documentation has been completed by Prairie Wild Consulting and with the Municipal Cultural Action Plan Working Group. The 2023 Evaluation and Tracking Summary is attached to this report, as well as a visual summary of accomplishments to date with each goal/themed area of the Municipal Cultural Action Plan. Highlights from the culture plan in 2023 are also attached to this report. There have been many successful initiatives through the culture plan and its working group/committee for our city.

Just a few of the City lead initiatives in 2024 include:

- Artists in Communities Project: this continues to be a very meaningful and successful program for our city. The Artists in Communities Coordinator works with eight local artists to create opportunities for artists to work on developing art practices and provide art opportunities to marginalized or misrepresented people in sixteen community organizations. The interest in this program continues to grow.
- The installation of three of the Ancient Dakota Village history interpretive signs at Little Red River Park.
- National Day for Truth and Reconciliation and The P.A. Orange Shirt Day stencil was lent to five community organizations and painted on sidewalks and windows throughout our city. We also installed the stencil at nine city and partner facilities. Support was provided to the Prince Albert Indian and Metis Friendship Centre and the Ceremonies held during National Day for Truth and Reconciliation at Little Red River Park Upper East Plains.
- A mural project with local photographers and lead artists Alex Powalinsky and Lisa Halsall, hung on the Prince Albert Library outside west wall.
- Many initiatives were undertaken to promote and practice inclusion and diversity and celebrate our city such as sharing culturecatch, Celebrations and Awareness Days/Weeks/Months through social media, Culture Days, supporting Theatre in the Park (Sum Theatre), Multicultural Canada Day (PA Multicultural Council), and more.
- Culture Days events (in person, self-guided). Prince Albert 2024 Culture Days included thirty-two free activities and events with fifty-three artists or cultural workers, to increase awareness, accessibility, and new participation in the arts and cultural assets and offerings in our city.

- New Welcome Signs at each city facility that include welcome customers in the languages of our greatest population groups.
- There were also many initiatives done by community organizations that contribute to the cultural development of our City. Just a few examples include:
  - The Mann Art Gallery Labyrinth project with Leah Dorion.
  - A new Junior Volunteer program for youth at the Prince Albert Historical Society.
  - Communities Building Youth Futures and other partners Our Legacy Youth Conference.

### **PROPOSED APPROACH AND RATIONALE:**

With a relatively small investment from The City of Prince Albert budget, we are able to secure other funding and work with community partners to move the goals of the Municipal Cultural Action Plan forward for our city.

The 2025 Municipal Cultural Action Plan Budget Plan is attached to this report. Working with our community partners, we continue to move forward on the goals of the culture plan. Some of the initiatives planned for 2025 include:

- Continuation of the Artists in Communities program.
- A collaborative project with transit.
- Development of an online program calendar for the city.
- A community art project.
- Initiatives with a focus on youth including the Cultural Grounds at Little Red River Park.
- Increasing inclusion, diversity, equity and accessibility by supporting partner organizations through the micro grants and partnering on events and training.

### **CONSULTATIONS:**

The public, stakeholder and partner groups and organizations have and will need to continue to be engaged in and guide the implementation and evaluation of the Municipal Cultural Action Plan.

### **COMMUNICATION AND/OR ANNOUNCEMENT PLAN:**

Ongoing communication about the Municipal Cultural Action Plan initiatives, implementation and progress is important. The following methods of communication are utilized:

- Municipal Cultural Action Plan Working Group partners
- City of Prince Albert Website
- Printed plans
- Event, and IDEA (Inclusion, Diversity, Equity, and Accessibility) Micro Grants
- Municipal Cultural Action Plan Brochures
- Logo identification of the Municipal Cultural Action Plan
- Key messages
- Implementation Initiatives
- City of Prince Albert Calendar of Events
- City of Prince Albert Social Media

- Community Meetings and Events

### **BUDGET/FINANCIAL IMPLICATIONS:**

The Municipal Cultural Action Plan is a reserve fund so that money can be saved for larger projects.

The following is the proposed budget for 2025:

#### **Revenue:**

Carry Over from 2024 (reserve fund)	\$14,250.00
2025 COPA	\$40,000.00
Grants	\$56,000.00
<b>Total Revenue</b>	<b>\$110,250.00</b>

#### **Expenses:**

Micro grants: event and IDEA	\$5,000.00
Culture Days	\$7,500.00
Marketing & education initiatives	\$3,500.00
Reconciliation & Diversity Initiatives	\$8,250.00
Artists in Communities	\$55,000.00
Goal related projects	\$25,500.00
Operational	\$5,500.00
<b>Total Expenses</b>	<b>\$110,250.00</b>

The detailed 2025 Municipal Cultural Action Plan Budget is attached to this report.

### **OTHER CONSIDERATIONS/IMPLICATIONS:**

Policy references:

- Official Community Plan
- COPA Strategic Plan
- Community Services Master Plan
- Little Red River Park Master Plan
- Cultural Diversity & Protocol Policy
- Civic Arts Policy
- Public Art Policy
- Social Plan (in development)

There are no privacy implications.

### **OPTIONS TO RECOMMENDATION:**

There are no options to the recommendation.

## **STRATEGIC PLAN:**

The Municipal Cultural Action Plan is listed under the strategic priority “Promoting a Progressive Community”. The 2023 initiatives and the 2024 plans and initiatives to date, have focused on these priorities towards strengthening relationships in the community and collaborating; Truth & Reconciliation; honouring and celebrating our heritage and history; highlighting our diversity; maintaining new and existing amenities and promoting our amenities; and, helping to provide events that promote Prince Albert as a vibrant and diverse City.

We have also made progress on collaborating internally for the benefit of multiple plans and goals.

## **OFFICIAL COMMUNITY PLAN:**

The Municipal Cultural Action Plan is part of the Official Community Plan. The Planning & Development department is part of the Municipal Cultural Action Plan Working Group. Section 13 of the Official Community Plan speaks to Prince Albert Culture and identifies a number of Goals and Policies to support this important initiative.

## **PUBLIC NOTICE:**

Public Notice pursuant to the Public Notice Bylaw No. 24 of 2015 is not required.

## **ATTACHMENTS:**

1. Municipal Cultural Action Plan Brochure
2. Municipal Cultural Action Plan June 2016
3. Municipal Cultural Action Plan Refresh Addendum September 2021
4. Municipal Funding Record 2016 to date
5. Municipal Cultural Action Plan 2023 Highlights
6. Municipal Cultural Action Plan 2025 Draft Budget

**Written by:** Judy MacLeod Campbell, Arts & Culture Manager

**Approved by:** Director of Parks, Recreation & Culture and City Manager