

FEEDBACK FORM

Comments:

Contact Information:

Name: _____
Address: _____
City/Town: _____
Postal Code: _____
Phone: _____

Cultural Map Inclusion

Get your group listed on the County of Lambton Cultural Map.

Group Address Information:

Name: _____
Address: _____
City/Town: _____
Postal Code: _____
Business Phone: _____

Mail to:

CULTURAL SERVICES DIVISION

County Administration Building
789 Broadway Street, Box 3000
Wyoming, ON N0N 1T0

Or email:

robert.tremain@county-lambton.on.ca

Purpose of the Plan:

The goal of the Cultural Plan for the County of Lambton is to establish an overall vision, and to identify strategies and actions that will guide cultural development in the County over the next 5-10 years. The Plan positions culture as a core planning and economic development theme to be considered by all County Divisions and initiatives.

Guiding Principles:

1. *Accessibility* – We will strive to provide access to cultural opportunities across all parts of the County and relevant through all phases of life.
2. *Diversity and inclusion* – We understand the diversity of our community includes age, ethno-cultural background, income, language and education; all are valuable sources of ideas, perspectives and talents that enrich our community.
3. *Partnerships and collaboration* – The County will build partnerships and work collaboratively with the private, public and volunteer sectors to identify and seize shared challenges and opportunities.
4. *Accountability and fiscal responsibility* – We will ensure the most efficient and effective use of County resources, and strive for continuous innovation in addressing the needs of the community.

This project was undertaken with the financial support of the County and the Creative Communities Prosperity Fund of the Ontario Ministry of Tourism and Culture.

Vision:

The County of Lambton believes creativity, culture and quality of place are fundamental to building a sustainable, prosperous and diversified economy and providing a superior quality of life for our residents.

Elements that make up this Vision statement include:

Culture is essential to making Lambton a place where people want to live, work, play and invest.

Culture should be considered in all aspects of civic planning and decision-making.

Culture is a powerful tool for celebrating diversity and fostering inclusion.

Culture is the foundation of our identity as individual communities and the shared history and identity of Lambton County as a whole.

Cultural resources and activities are essential to creating vibrant downtowns that serve as social, cultural and economic hubs in all our communities.

We value cultural groups collaborating and working together toward shared purposes.

Artists, artisans and other creators contribute new ideas, products, innovation and technologies that are important to our community's future.

A creative community is a healthy community that supports the protection of our environment and natural heritage resource.

BUILDING A CREATIVE ECONOMY



A Cultural Plan for Lambton County



1. Integrating Planning for Culture

- 1.1 Ensure that definitions and underlying planning assumptions set out in the Cultural Plan inform the development of Official Plans for the County of Lambton and the City of Sarnia
- 1.2 Convene a forum of planners from other Ontario municipalities that have effectively integrated culture into Official Plan, and have experience with the ICSP process.
- 1.3 Develop a cultural mapping strategy based on leading practice in Ontario.
- 1.4 Adopt Culture as the fourth pillar of sustainability.

2. Marketing and Promoting Cultural Resources

- 2.1 Develop an overall communications plan that utilizes the full range of tools to raise awareness of Lambton's cultural resources.
- 2.2 Work in close association with Tourism Sarnia-Lambton and the Regional Tourism Organization (RTO) 1 to support marketing and tourism promotion of Lambton County's many cultural and heritage assets.
- 2.3 Examine leading practice of culture and heritage portals in Ontario to determine the most effective format for Lambton County.
- 2.4 Make a business case in the 2012 budget for the investment necessary to create a cultural portal that bundles the Lambton cultural community online.
- 2.5 Adapt and better utilize social media in the County's communications and marketing efforts.

3. Growing the Creative Culture Economy

- 3.1 Conduct an analysis of the creative cultural industries and jobs in the County of Lambton, drawing on data and analysis provided by OMAFRA and others.
- 3.2 Consider the creation of an arts/cultural hub in downtown Sarnia, as a way to incubate growth in creative cultural enterprises.
- 3.3 Lobby, partner and invest to become a fully-wired County, giving all areas ready access to modern technology—broadband, hi-speed internet, etc.
- 3.4 Convene a creative cultural industries 'Forum' as a collaboration of the County, Lambton College, TSL and SLEP.
- 3.5 Link with Lambton College to support internship and mentor programs for students, including summer jobs in arts, public health, culture and the full range of municipal services.
- 3.6 Aggressively support foreign students that visit the County, perhaps with an annual beef Bar B Q or a memorable oil field welcome: such events celebrate what makes Lambton unique.
- 3.7 Seek out CRINK economy opportunities suited to seniors and retired entrepreneurs, and support their initiatives and ideas.
- 3.8 Develop an 'Emerging Leaders' program to encourage students to become involved in community life, including sitting as youth advisor on various civic committees and Boards.
- 3.9 Further develop green trails, greenbelts, natural environment areas and parks to attract visitors, naturalists and people interested in ecological tourism.
- 3.10 Develop a set of support programs for owners of heritage properties through a Lambton Heritage Advisory Committee.
- 3.11 Encourage the creation of a Lambton County Youth Council to engage young people, and provide a forum and feed-back on programs and opportunities to the CCC.
- 3.12 Review 'Open Data' best practice in Ontario. Consider freely sharing the collected total of cultural and natural heritage data with any interested groups or individuals, on the internet.

4. Expanding Cultural Tourism

- 4.1 Request that TSL develop a Cultural Tourism strategy to take advantage of the economic opportunities from culture, and report back to County Council.
- 4.2 Coordinate a strategy with SLEP, TSL and the County to exploit economic opportunities in culture and tourism such as program nodes for active retirees, joint promotion of arts festivals throughout the County, linking local food to restaurateurs, and so on.
- 4.3 As part of the above economic development plan, establish mentoring, intern and job-shadowing opportunities with Lambton College, secondary and post-secondary institutions and across the hospitality, food and tourism industries.
- 4.4 More emphasis and support on festivals and events throughout the county.
- 4.5 Work with the Tourism sector to encourage young people to take local tourist sector jobs and move up in the industry; this will encourage students and local kids to stay in the area and get good jobs locally. A central tourism-related job registry/web site could be beneficial to list all tourism and hospitality jobs in Sarnia and Lambton County.
- 4.6 Establish an 'Innovation Fund' to support new ideas from young people to start their own businesses in the tourism and local food sectors.
- 4.7 Vigorously promote the cultural agenda, its job opportunities, facilities and programs.
- 4.8 Develop a web-based calendar of events, programs and attractions.
- 4.9 Consider the re-introduction of the "Doors Open" weekend to encourage visitors and educate locals about the unique attractions and heritage facilities throughout the county.
- 4.10 Support for the many trails (natural, heritage, food, etc) that exist and can be developed throughout the county.

- 5.1 Develop linkages between local producers and local restaurants.
- 5.2 Develop a "Savour Lambton County" promotion to salute local food suppliers and attract tourists.
- 5.3 Greater support for farm-gate tours and visits (maps are now available and should be disseminated widely and supported by municipal and TSL assets).
- 5.4 Routinely add local food to municipal events, and acknowledge the suppliers.
- 5.5 Review products sold at municipal facilities and snack booths.
- 5.6 Work with federal and provincial Agriculture departments to identify and support new market segments and opportunities, including manufacturing and packaging.
- 5.7 Connect with the proposed food-manufacturing college proposed for the lands across from Conestoga College in Kitchener for student internship programs and other opportunities.
- 5.8 Promote the Farmers' Markets throughout the county.
- 5.9 Encourage local restaurant owners to feature and promote local produce, meat, poultry, fish and other products from the region.
- 5.10 Develop a local food security plan with the Health Unit as the lead.

- 6.1 Review the County logo and determine if it represents a contemporary, attractive design; if it is to be updated, develop a community-based consultation process.
- 6.2 Review the County's communications programs, recognizing that use of traditional media is shifting and municipalities need to consider all contemporary communications tools to appeal to local residents, especially the under-30 generation.
- 6.3 Request the newly-formed County Cultural Committee to undertake a review of the County's identity and develop new branding opportunities. For example, the term "Chemical Valley" is considered by many to suggest a negative association in today's society; instead, green technologies and bio-energy presents a bright new opportunity. Any new image/brand should reflect changing demographics and the emerging creative economy.
- 6.4 Consider launching an on-going community story-telling initiative, perhaps kicked-off with a public story-telling event.

- 7.1 Encourage the establishment of a County of Lambton Cultural Council or Alliance as a networking and capacity building vehicle.
- 7.2 Develop the new web portals, as identified earlier in this report.
- 7.3 Develop a County-wide volunteer database.
- 7.4 Review and expand the county and the city's grants to local arts groups, creators and heritage organizations, perhaps through new annual Mayor's and/or Warden's Awards.
- 7.5 Display and acknowledge local creations at each Council meeting.

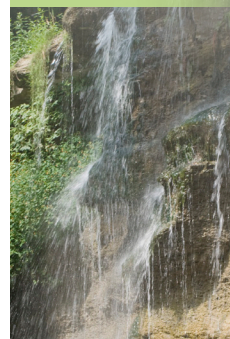
- 8.1 Develop a comprehensive inventory of public spaces suited for cultural programs, in each municipality.
- 8.2 Use the inventory as the basis for developing a Lambton Cultural Facilities Strategy to fully leverage its strong existing network of libraries and heritage facilities, and additional spaces identified through the spaces inventory.
- 8.3 Consider renewal of the Sarnia Library as the major 2014 centenary project for the City of Sarnia. A refurbished and rejuvenated downtown Library would provide an outstanding punctuation mark for the south end of Christina Street after the new Judith and Norman Alix Art Gallery opens.

- 9.1 Establish a county-wide Heritage Advisory Committee to coordinate heritage activities, education and awareness.
- 9.2 Examine opportunities for building on the strengths of Heritage Sarnia-Lambton as a networking and capacity-building mechanism to support stronger connections across the entirety of the cultural sector (potentially through the formation of the aforementioned Cultural Alliance).

5. Culture and Local Food



6. Enriching County Identity



7. Coordination and Collaboration in the Cultural Sector



8. Cultural Spaces and Facilities



9. Natural and Cultural Heritage



Strategic Directions and Recommended Actions

Photos courtesy of Glenn Ogilvie, Hailey McHarg, and Avolution.