



ECONOMIC AND CREATIVE DEVELOPMENT MEMORANDUM

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TO: MAYOR J. LEHMAN AND MEMBERS OF COUNCIL

FROM: A. DYKE, CULTURE DEVELOPMENT OFFICER, EXT. 4593
C. MASTERS, DEVELOPMENT ASSISTANT, EXT. 5293

NOTED: S. SCHLICHTER, DIRECTOR OF ECONOMIC AND CREATIVE DEVELOPMENT
A. MILLER, RPP, GENERAL MANAGER OF INFRASTRUCTURE AND GROWTH
MANAGEMENT

RE: CULTURE DAYS – UNEXPECTED INTERSECTIONS

DATE: SEPTEMBER 28, 2020

The purpose of this Memorandum is to provide members of Council with a status update on Culture Days programming for 2020, which will run from September 25th through October 25th.

Culture Development staff usually hosts two key programs in the Fall, Culture Days and the Arts Awards.. Given impacts of Covid-19 to sponsor attraction, resourcing, and overall program budgeting, staff determined that focusing on the delivery of one program was the most effective approach to achieve successful outcomes under current health protocols. As such, the Arts Awards will not be delivered in 2020 and resources have been centralized to support Culture Days.

Culture Days is a national celebration of arts and culture. At the end of each September, millions of people attend thousands of participatory arts and culture events across the country. Culture Days programs invite the public to get behind-the-scenes to highlight the importance of arts and culture in our communities. The Culture Days organization supports a Canada-wide network of arts, culture, and heritage organizers to facilitate free public events in their communities every year during the Culture Days weekend. There is opportunity for broad exposure through the main Culture Days website. In 2020, Culture Days has invited event organizers and the public alike to view arts and culture programming and participation through the thematic lens of Unexpected Intersections—encouraging creative and outside-the-box thinking to reveal new avenues of discovery, learning, and expression.

For over 10 years, Barrie has participated in Culture Days, partnering with local arts, culture and heritage organizations in Barrie to offer free, interactive, and unexpected experiences for residents and visitors. Each year, the event has taken a different shape, harnessing the energy and initiatives that currently exist within our community and the broader culture sector, and 2020 will be no different. Drawing from the vast pool of creatives, and leveraging the existing Cultural Development and Barrie Arts Awards budgets will allow Barrie's 2020 Culture Days Month to serve as a catalyst for the recovery of the severely impacted arts and culture sector while engaging residents and visitors in a community celebration. Based on current health and gathering requirements, Culture Days programming will be delivered digitally online or through self-guided and self-directed experiences.

Extended beyond the traditional weekend activity schedule, Culture Days is extending to a more inclusive and interactive four-week schedule of activities in partnership with the Downtown Barrie Business Association's Open Air Dunlop. Kicking off September 25th and running until October 25th, Culture Days invites residents and businesses to participate in, and celebrate Barrie's diverse and rich arts and culture community.

Programming for 2020 is a result of a broad recruitment from prior Culture Day's participants, Barrie Public Art Committee, Barrie Arts Committee and a public call out through social and traditional media. The end result is a diverse group of artists and cultural groups sharing their works during Culture Days.



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Culture Days Programming

There are several ways that residents, visitors and businesses can participate in Culture Days. Below is an outline of key programs being delivered. A listing of participating artists, businesses, program and schedule can be found at barrie.ca/culturedays.

Artists in Biz - a match-making program for Culture Days, pairing artists with local businesses to feature artists' works in local businesses who have to space to display artwork for the full month. Economic and Creative Development Staff will be helping match artists with businesses and all participating businesses and artists will be listed at barrie.ca/culturedays.

Downtown Window Decorating - In support of the partnership with Culture Days and Open Air Dunlop, the BIA has partnered with the Barrie Arts Committee to paint and decorate storefront windows. Visitors downtown will experience vibrant and original window art as they shop and dine downtown.

Self-Guided Tours – Either by foot or bike, people can find online, self-guided tours of public art installations, key sites in Barrie's heritage, and Indigenous spaces and languages. Many of the tours will showcase spaces and installations in and around the downtown, which will support bringing visitors downtown for Open Air Dunlop.

Barrie's largest commission of public art to date, *The Horn and The Heart*, in honour of Bob Hunter will be installed in time for Culture Days in Meridian Place and will be a timely addition to the self-guided public art tour.

HeyLocal! Culture Days Marketplace – Artisans will be able to register for a special Culture Days page on this online marketplace focused on providing an opportunity for artists have an online platform to showcase their works for sale. In place of in-person artisan markets, HeyLocal brings local creative businesses together in one place for the consumers' convenience.

Online offerings – A mix of workshops, panel discussions with Q&A, performances, talks and more, some of which are pre-recorded, others live-streamed, highlighting the diversity in culture and creativity that Barrie has to offer. Examples include an ethically sourced textiles workshop, arts and crafts for kids, a panel discussion on black hair and it's role in history, dance classes, poetry readings and a language rocks project encompassing an online map of local parks as an educational tool for residents to learn about Indigenous land and Anishnaabemowin language in Barrie. Language rocks will be collected by volunteers of the Jane Goodall Institute and Barrie Native Friendship Centre.

Partner-hosted – Many community creative organizations are supporting Culture Days and providing unique programming throughout the month. Partners include: the Barrie Public Library, Downtown BIA, Ontario Musicians Cooperative, MacLaren Art Centre, Barrie Film Festival, Talk is Free Theatre, Xcelerate Summit, Barrie Arts Committee, and more.

How to Participate

All programming and information is being housed on the City's Culture Days website at barrie.ca/culturedays.

Given the month long celebration, there is still opportunity for artists and businesses that are interested in engaging and supporting Culture Days to participate and can reach out to Economic and Creative Development at creative@barrie.ca or call 705-728-9850.