EXECUTIVE SUMMARY





The Municipality of Chester (MOC) Arts and Culture Strategy focuses on celebrating the region's rich heritage, supporting local artists, and making arts and culture a central part of life for residents and visitors. With one-third of MOC's businesses connected to arts and culture, this sector plays a vital role in the local economy and community.

PURPOSE AND GOALS

This strategy aims to:

- **Celebrate MOC's heritage** by protecting its history while encouraging new creative ideas.
- **Grow the economy** by attracting visitors, supporting local businesses, and creating jobs through arts and culture.
- **Include everyone** by ensuring arts and culture are accessible to people of all ages, incomes, and backgrounds.
- **Support creativity** by providing resources and opportunities for local artists and cultural groups.
- **Strengthen community** by involving residents in cultural activities and events.

WHY ARTS AND CULTURE MATTER

- **Economic Impact:** Arts and culture makes up nearly one third of the business composition of the Municipality of Chester. It is a vital part of our economy and necessary for tourism.
- **Social Impact:** Arts and culture brings people together, fosters community pride, and provides opportunities for connection and self-expression. Volunteerism is what helps the sector thrive.
- **Cultural Impact:** Arts and Culture preserve MOC's unique identity, history and heritage as well as celebrates its diversity.

KEY FOCUS AREAS

- **Spaces for Arts and Culture:** Create new and improve existing spaces where people can enjoy arts and cultural activities.
- **Tourism Growth:** Attract more visitors through events, festivals, and cultural experiences.
- **Youth Engagement:** Provide opportunities for young people to learn, create, and take part in cultural activities.
- **Inclusion and Access:** Make sure arts and culture are available to everyone, no matter their background or income.
- **Partnerships:** Work with local businesses, artists, and community groups to strengthen MOC's cultural sector.

WHY NOW?

Arts & Culture is linked to quality of life, attracting and retaining new residents, and our economy. As our province continues to experience growth, many are choosing to move to communities like our Municipality. By investing in Arts & Culture, MOC can build on its strengths, attract more visitors and new residents, while supporting its existing residents and businesses.