PRIORITY 1

INTEGRATE & PRIORITIZE ARTS & CULTURE IN MUNICIPAL PLANNING

Integrating and prioritizing arts and culture within MOC's planning is crucial for community development and economic growth. Nova Scotia's cultural GDP highlights the powerful economic contribution of the arts and cultural sectors.

Increasing arts and culture funding, ensures the sustainability of local nonprofits, which are essential to community vibrancy. Amid Canada's 2024 nonprofit landscape, where organizations face rising costs and unstable revenues, operations funding from a variety of sources to provide stability, enabling nonprofits to deliver consistent programming.

Long-range municipal planning that prioritizes arts and culture strengthens community engagement, supports economic development, and enhances the quality of life for residents. By embedding arts and culture into municipal priorities, MOC can create a resilient cultural ecosystem, drive collaboration, and position itself as a forward-thinking leader, enriching its community for future generations.

GOAL

Acknowledge arts and culture as essential in most municipal planning to enhance community vibrancy, inclusivity and economic growth.

OBJECTIVE 1.1
Strengthen arts and culture investments through targeted funding strategies.

MOC's Roles

- Funding partner and supporter of arts and culture sector
- Funding partner and supporter of local events
- Leverage provincial and national funding opportunities

ACTIONS

PHASE 1

1. Conduct a review of current MOC grants to assess alignment with arts and culture.

a) Recommend grants and grant criteria to include both amateur and professional grant opportunities in arts and culture, ensuring language reflects this integration.

b) Evaluate funding streams and incentives for events - update criteria to prioritize cultural tourism.

c) Work with Equity, Diversity and Inclusion committee to ensure grants consider marginalized groups and incorporate an EDI lens. Review Arts Nova Scotia Equity Framework as a guide for grants.

2. Explore the feasibility of multi-year core operational funding options to provide sustainable support for arts and culture organizations. Engage community partners for feedback.

3. Research provincial and national funding opportunities for municipalities, aiming to enhance and grow the local arts sector and economy through new opportunities for MOC

OBJECTIVE 1.2
Embrace innovation, long-range planning and a forward-thinking approach to shape the future for arts and culture in MOC.

MOC Roles

- Review planning policies to integrate arts and culture
- Leveraging regional partnerships for joint initiatives.
- Piloting programs to encourage cross-sector collaboration.
- Policy and framework development for cross-sector resource sharing and collaboration.
- Collaborate with community partners, a future Municipal Chamber of Commerce, and a future Municipal Arts Organization.

ACTIONS

PHASE 1

5. Review current policies around housing, transportation, public spaces and future growth/ development planning. Identify gaps, opportunities, and make recommendations on integrating arts & culture opportunities into current and future planning to aid in building cultural spaces for the future (ie affordable studio spaces).

6. Identify opportunities and support cross sector, regional, and business partnerships to foster innovative approaches and resource-sharing for arts and culture planning.

MODC potential roles:

- Leveraging regional partnerships for joint initiatives.
- Piloting programs to encourage cross-sector collaboration.
- Policy and framework development for cross-sector resource sharing and collaboration.
- Involve future Chamber of Commerce, future Municipal Arts Organization, and community partners.

7. Engage with community partners to determine whether there is an organization interested in leading a feasibility study and the possible development of arts districts and/or creative innovation hubs.

PHASE 2

8. Once established, work with a sector-led MAO to develop an action plan to stay updated on the latest arts and culture local, provincial national and international conversations and trends while also considering long-term generational shifts and vision.

OBJECTIVE 1.3
Dedicate specific resources to Arts & Culture to improve internal processes and collaboration.

MOC role:

- Review MOC organizational structure and supports for arts & culture.

ACTIONS

PHASE 1

8. Review existing organizational structure and positions that have roles impacting the implementation of the Arts & Culture Strategy and Art & Culture Sector.

- Identify gaps in programs and services.
- Conduct a scan of similar municipalities - review how arts & culture is managed internally.
- Develop recommendations to ensure effective internal planning and implementation of projects impacting Arts & Culture.