

MEMBER'S RESOLUTION

Committee of the Whole (2) Report

DATE: Tuesday, November 12, 2024

**TITLE: CREATIVE AND CULTURAL INDUSTRIES ADVISORY
COMMITTEE**

FROM:

Mayor Steven Del Duca

Whereas, Mayor Steven Del Duca announced the development of a Performing and Cultural Arts Centre in the Vaughan Metropolitan Centre (VMC) on March 20, 2024; and,

Whereas, the City of Vaughan and QuadReal Property Group entered into a Memorandum of Understanding (MOU) announced on June 20, 2024, to develop a Performing and Cultural Arts Centre as part of QuadReal's development in the VMC; and,

Whereas, Mayor Steven Del Duca announced the creation of a Creative and Cultural Industries Advisory Committee in March 2024 to support the development of the arts, creative industries and local talent in Vaughan; and,

Whereas, in successive Economic Development strategies, the creative and cultural industries have been identified by Council as opportunities to develop the local business community, attract talent and cultivate a sense of place; and

Whereas, as part of the City of Vaughan's ongoing tourism development and destination master planning efforts, the Tourism Vaughan Corporation identifies the importance of creative and cultural industries toward fostering local tourism opportunities; and

Whereas, public art is critical to city-building, strengthening connections between residents, stakeholder groups and the municipality. Of note, in June 2023, the City of Vaughan unveiled the Group of Seven REMIXED pilot project as part of the ARTonBOXES program. This pilot project profiles original work by Vaughan secondary

school visual art specialty students. Twelve designs were selected for installation on traffic signal boxes at prominent locations in all five wards across the city; and

Whereas, several foundational plans and strategies have specifically pointed to the need for and importance of developing the Vaughan Metropolitan Centre (VMC) as an arts and creative industries hub, including the VMC Secondary Plan; the VMC Culture and Public Art Framework; and the Economic Development Action Plan, 2024-27; and

Whereas, through Economic Development, the City operates the Tourism Vaughan Corporation (TVC) which supports more than 100 private and not-for-profit community and cultural events every year; and

Whereas, the Vaughan Destination Master Plan (VDMP) calls on the city to develop Vaughan as a destination through various means, including arts and culture; and,

Whereas, the TVC has a standing Tourism Vaughan Advisory Committee (TVAC) made of local tourism stakeholder that support local arts and culture; and,

Whereas, the City is the steward of a corporate art collection of nearly 80 original works that highlight local culture; and

Whereas, in June 2023, the City of Vaughan, the McMichael Canadian Art Collection and the Vaughan International Film Festival entered into a Memorandum of Understanding to advance the city's arts, culture and creative industries and bring a new Creative Industries Centre of Excellence to life; and

Whereas, the City of Vaughan's Economic Development department is working with the McMichael to support its public capital campaign for private contributions as well as funding applications with the provincial and federal governments, as part of McMichael's revitalization and capital campaign; and

Whereas, Vaughan is enriched by having dedicated, talented and passionate creative and cultural industries professionals and thought leaders whose insights, experiences and expertise are critical to shaping future initiatives.

It is therefore recommended:

1. That the City of Vaughan establish a Creative and Cultural Industries Advisory Committee for the remainder of this term of Council with the inaugural meeting of this proposed committee to take place in 2025;

2. That City staff report back in December 2024 with a draft Terms of Reference for the proposed Creative and Cultural Industries Advisory Committee; and
3. That a public recruitment be undertaken for applicants to serve as members of the Creative and Cultural Industries Advisory Committee, including but not limited to, critical industry stakeholders identified by the City of Vaughan's Economic Development department.

Financial and Staff Resource Impact

There are no financial impacts related to this Member's Resolution.

Attachments

N/A