

Committee of the Whole (2) Report

DATE: Tuesday, December 10, 2024

WARD(S): ALL

TITLE: CREATIVE AND CULTURAL INDUSTRIES ADVISORY
COMMITTEE

FROM:

Michael Genova, Deputy City Manager, Strategic Initiatives

ACTION: DECISION

Purpose

In response to a November 12, 2024, Member's Resolution from Mayor Steven Del Duca, this report presents a terms of reference to Council to launch a Creative and Cultural Industries Advisory Committee in 2025 to advance the creation of a Vaughan Arts Council at a future date.

Report Highlights

- To continue to attract the talent it needs to grow, in successive city-wide strategies and policies, the creative and cultural industries have been identified by Council as an opportunity to develop the local business community, attract talent and cultivate a sense of place.
- In March 2024, Mayor Steven Del Duca announced the intention to establish a Performing and Cultural Arts Centre (PCAC) and an Arts Council in the City of Vaughan.
- On November 12, 2024, Mayor Steven Del Duca presented a Member's Resolution to create a Creative and Cultural Industries Advisory Committee.
- The proposed Terms of Reference for the Advisory Committee is included in Attachment 1 of this report.

Recommendations

1. That Council approve the Terms of Reference for the Creative and Cultural Industries Advisory Committee (Attachment 1);
2. That City staff be directed to undertake a public recruitment to fill the vacancies for the Creative and Cultural Industries Advisory, with meetings to begin thereafter; and
3. That staff recommend public participants from applications received for membership in the Creative and Cultural Industries Advisory Committee to a future Committee of the Whole.

Background

To continue to attract the talent it needs to grow, in successive city-wide strategies and policies, the creative and cultural industries have been identified by Council as an opportunity to develop the local business community, attract talent and cultivate a sense of place.

Several foundational plans and strategies have pointed to the need for and importance of developing the VMC as an arts and creative industries hub, including:

- The York Region Official Plan (2009)
- Green Directions Vaughan (2009)
- The Vaughan Official Plan (2010)
- Vaughan Economic Development Strategy: Building a Gateway to Tomorrow's Economy (2010)
- The VMC Secondary Plan (2012/2017)
- The VMC Culture & Public Art Framework (2015)
- Economic Development Strategic Business Plan (2019)
- Vaughan Destination Master Plan (2022)
- Economic Development Action Plan, 2024-27 (2024)

The development of the VMC as a creative and cultural hub is reflected in these policies, master plans, and strategic and business plans, including the VMC Secondary Plan; VMC Culture and Public Art Framework; the Economic Development and Employment Sectors Study, and the Term of Council Service Excellence Strategic Plan 2022-2026.

Cultural facilities and amenities are essential cornerstones of vibrant cities. Arts and culture act as significant economic development magnets by attracting young talent, creating new technologies which contribute to the success of other

sectors, and cultivating a distinct sense of place which attracts activity and investment.

Beyond their reputation as vibrant and inclusive places to live, creative cities tend to generate higher levels of innovation and economic growth.¹ Vaughan's rapid growth and the intensification of the VMC present a unique opportunity to pursue policies and investments which cultivate a thriving cultural sector. Intentional development of physical cultural amenities is critical to facilitating the growth of Vaughan's creative economy and creating a distinct sense of place in the emerging downtown core.

In March 2024, Mayor Steven Del Duca announced the intention to establish a Performing and Cultural Arts Centre (PCAC) and an Arts Council in the City of Vaughan.

The March 2024 announcement by Mayor Del Duca was a critical step in cementing Vaughan as a creative and cultural capital in the region.

On November 12, 2024, Mayor Steven Del Duca presented a Member's Resolution to create a Creative and Cultural Industries Advisory Committee.

The Member's Resolution recommended 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.
- City staff report back in December 2024 with a draft Terms of Reference for the proposed Creative and Cultural Industries Advisory Committee.
- 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.

Previous Reports/Authority

Member's Resolution, Committee of the Whole (2) Report, [Creative and Cultural Industries Advisory Committee](#), November 12, 2024.

¹ <https://assets.kpmg.com/content/dam/kpmg/pdf/2015/03/magnet-cities.pdf>

Analysis and Options

The proposed Terms of Reference for the Advisory Committee is included in Attachment 1 of this report.

As part of developing the Terms of Reference, staff from the Strategic Initiatives Portfolio worked with relevant internal departments and stakeholders to identify relevant external organizations that should be represented on the Committee. Staff will ask identified Stakeholder organizations to nominate a representative.

Public members will be recruited by leveraging the City's corporate communications channels.

Members shall include the following:

- Mayor Steven Del Duca, Chair.
- Up to 10 public members with experience in the Arts, Culture, and Creative Industries.

Financial Impact

No immediate financial impact. However, the CCIAC will be considering operational and financial models for a future VAC which may lead to budgetary requests.

Operational Impact

Supporting the Creative and Cultural Industries is a key activity in the Economic Development Action Plan. Advancing a Creative and Cultural Industries Advisory Committee is an activity that will advance the Council-directed plan.

Broader Regional Impacts/Considerations

None.

Conclusion

It is appropriate that Council approve the Terms of Reference and advance a recruitment citizen members to the Creative and Cultural Industries Advisory Committee.

For more information, please contact: Raphael Costa, Director, Economic Development.

Attachments

1. Creative and Cultural Industries Advisory Committee – Terms of Reference

Prepared by

Raphael Costa, Director, Economic Development, extension 8891.