



Staff Report to Council - for Information

Title: Cultural Action Plan Update

From: Brooke McLean, Director of Library Services

Date: March 20, 2025

Report Number: CAO-2025-007

Report Purpose:

This report is for information.

Report Summary:

This report identifies Cultural Action Plan objectives that were completed in 2024, and outlines goals for 2025.

Background/Analysis:

In October 2021, the Executive Committee approved Bruce County's [Cultural Action Plan](#) (CAP). Created in consultation with Bruce County residents, the CAP provides a shared vision for arts, culture, and heritage in Bruce County. It recognizes the vital role culture plays in our communities, fueling the creativity and energy that make each community vibrant and unique, and playing a key role in shaping the County's distinctive and diverse identity.

In 2024, a Steering Committee was formed to support the work of the CAP and build cultural capacity across Bruce County. This report provides an overview of the Committee's activities to date as well as goals for 2025. The new Cultural Action Plan: Community Update 2024 provides additional detail and supplements this report.

Highlights of the work completed in 2024 include:

- Providing two grant-writing workshops to 50 representatives from community cultural organizations, in partnership with Bruce County Public Library
- Administering a survey on the State of Culture
- Launching a new Culture page on the Bruce County website, and initiating use of the hashtag #BruceCountyCulture for social media posts
- Forming the Cultural Roundtable as the mechanism to engage with the CAP, with membership from municipal staff and cultural organizations, and hosting two meetings.

Additionally, some strategic objectives are ongoing. This includes initiatives built into the work of the culturally focused services of the County, including Economic Development, Planning, Bruce County Public Library, and the Bruce County Museum and Cultural Centre, such as:

- Encouraging synchronous but non-competing events in all municipalities
- Exploring bundling cultural activities and programs with accommodation and dining offers
- Featuring profiles of cultural events and organizations across the County
- Encouraging and promoting events for younger audiences

In 2025, the Steering Committee will build on the foundational work completed in 2024 and prior. The Steering Committee is working toward these goals:

- Researching best practices for inclusive interpretive signage programs and sharing with municipalities
- Encouraging involvement in cultural organizations with the Grey Bruce Local Immigration Partnership
- Incorporating designated heritage structures into the County’s GIS planning platform
- Exploring the potential for an interactive Culture Map for Bruce County
- Developing a directory of contacts for cultural performances, ceremonies, and events
- Hosting a Cultural Symposium to connect cultural organizations for networking, learning, and collaboration

The Cultural Roundtable will remain essential to providing input into how Bruce County can support building cultural capacity, coordinate cultural planning, and improve cultural communications. Through ongoing engagement, the CAP Steering Committee will continue to support arts, culture, and heritage in Bruce County, and realize the goals of the Cultural Action Plan.

Financial/Staffing/Legal/IT Considerations:

There are no Financial/Staffing/Legal or IT considerations arising from this report.

Interdepartmental Consultation:

N/A

Link to Strategic Goals and Objectives:

Community and Partnerships - Build a strong and inclusive community

Community and Partnerships - Enhance and grow partnerships

Link to Departmental Plan Goals and Objectives, if any:

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Attachments:

Attachment 1 - Cultural Action Plan Community Update 2024