



*Submitted to:*  
**Municipality of Trent Hills**  
Trent Hills, Ontario

## Trent Hills Municipal Cultural Plan

# Combined Report

- FINAL -

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## **EXECUTIVE SUMMARY**

### **Introduction**

In August 2010, Trent Hills embarked on a municipal cultural planning initiative in order to better understand its existing assets, identify opportunities, engage the community in a reflection about the role of culture, and finally describe a plan for moving forward with cultural development.

This combined report brings together the results of the process leading to the development of the Cultural Plan in the form of three interim reports:

- Part 1: Where Are We Now?
- Part 2: Where Do We Want to Go?
- Part 3: How Do We Get There?

Together, these interim reports, capped with a series of Recommendations for Action described in Part 3, form a strategic document for the Municipality of Trent Hills and its partners. The Plan identifies municipal and community priorities for strengthening the arts and cultural sector and elevating its role in sustainable community-building.

Based on research of the existing policy environment and results of the community engagement process, the Cultural Plan also articulates a vision for culture in the community going forward and provides a set of guiding principles and actions to ensure Trent Hills reaches its greatest potential as a culturally vibrant, creative community.

### **Culture as the Fourth Pillar of Community Sustainability**

Upon its adoption by Council, the Municipal Cultural Plan for Trent Hills will become the planning framework for one of the four pillars of community sustainability (alongside planning and policies for the environment, economic health and social equity).

While the Municipal Cultural Plan will focus specifically on areas of cultural development in Trent Hills, its goals and strategies will be coordinated with the goals and strategies of its counterpart policies.

## Definition of Culture

The UNESCO definition of culture as the “set of distinctive spiritual, material, intellectual and emotional features of society or a social group... it encompasses... lifestyles, ways of living together, value systems, traditions and beliefs” is the broad context for culture’s meaning in society.

For the purposes of asset-based cultural planning, however, the Consultants proposed at the outset a definition of culture that includes the traditional forms of individual and collective expression such as:

- Literary arts
- Performing arts
- Visual arts
- Electronic arts
- Communications media
- Design arts
- Crafts
- Civic arts
- Heritage (natural and built)
- Culinary arts

As well as community gatherings including:

- Fairs
- Festivals
- Special events
- Seasonal celebrations
- Civic events

Through the consultation process, a ‘Made-in-Trent Hills’ definition of culture was refined, based on local particularities of culture, which:

- Arises from a unique natural setting
- Is embedded both in three historic urban centres and in the rural land (former Townships) between them
- Is celebrated throughout the year in a diversity of locally organized gatherings
- Encompasses many forms of individual and collective expression and embraces all levels of involvement
- Occurs in traditional forms of individual and collective artistic expression, food and culinary arts, and also finds expression in community gatherings

The diagram below illustrates some of the elements of culture in Trent Hills that were continually highlighted in the consultation process:



### **Vision Statement**

Aspects of culture that are valued in Trent Hills include its participatory, collaborative, innovative, accessible, and diverse nature.

Community members and stakeholders have a vision for culture in Trent Hills where:

- There is value and respect for the natural heritage of Trent Hills and all the benefits it provides
- There is support for the maintenance of the community's social history, traditions and artefacts
- There is recognition of the concept of “gathering” as an expression of cultural and community cohesion
- There is support for the retention and protection of the built heritage of Trent Hills including townscapes, streetscapes, individual buildings and public places
- Opportunities are provided for local residents to engage in culture through participation and learning
- There is support for development and use of both traditional and non-traditional facilities for cultural activities
- There are increased cultural and heritage uses of the waterway

- Cultural sector capacity building through organizational development, communications, coordination and funding is supported
- There is increased public awareness and education about culture and its benefits
- A priority is placed on the inclusion of children and youth in culture
- Culture is integrally linked to social and economic development
- Connections are made between art and sport
- The successes of the cultural sector are celebrated and recognized
- Culture plays a leading role in helping make Trent Hills a better place to live, grow up, work, play, visit and do business
- A commitment exists for culture in Trent Hills to continue to be collaborative, participatory, accessible, diverse, open and innovative

## **Overarching Recommendations**

### **Confirmation of Existing Good Practice**

Trent Hills boasts a policy environment which already recognizes the richness of the local heritage and cultural fabric, and dozens of community organizations and volunteer-based groups which prepare celebrations and shows of all kinds for and with the community.

The scale of the community allows for a great deal of coordination to occur in an organic fashion and it is felt that at this time, Trent Hills is a place where culture is participatory, accessible and diverse, among other virtues.

The Municipality is supportive of cultural initiatives and lends assistance to groups as needed.

Still, there is room for improvement in areas such as increasing collaboration and coordination, raising awareness of culture, and giving additional attention to facilities, spaces and destination appeal.

The following six themes (with 27 accompanying priorities) describe areas on which the Municipality and the Community can focus over the course of the next 5 years to make noticeable changes for the better and to continue to support what is working well in the community.

### ***Theme 1: Policy & Advocacy***

The priorities grouped under this theme are designed to formalize the policy environment for culture in Trent Hills, increase awareness, and ensure culture is linked to other municipal and community initiatives going forward.

### ***Theme 2: Collaboration & Organizational Development***

This theme covers priorities related to increasing collaboration and organizational development among cultural groups in Trent Hills including access to professional development opportunities, adequate funding and development of a volunteer recruitment strategy.

### ***Theme 3: Promotion & Marketing***

Increasing marketing, packaging and branding efforts aimed at both residents and visitors is a very high priority. This theme brings together recommendations related to raising the profile of Trent Hills' diverse cultural events and opportunities locally and in other markets.

### ***Theme 4: Cultural Venues & Facilities***

Cultural facilities require attention on the part of the Municipality in terms of providing strategic oversight and planning, promoting retention of heritage properties and usage of current facilities, and incorporating cultural uses in public and recreational buildings. (See also Facilities for Cultural Development in Trent Hills, below).

### ***Theme 5: Activities, Festivals & Gatherings***

The priorities grouped under this theme reflect the great deal of interest in ensuring residents (youth in particular) have access to educational opportunities in the cultural realm, that festivals continue to be supported, and that resources such as the waterways are better used.

### ***Theme 6: Economic Development & Urban Planning***

The final theme brings together a series of recommendations related to fostering a strong supportive environment for culture to flourish. Among the priorities to be addressed are revitalization of the urban centres and waterfronts, protection of unique rural landscapes, and ensuring that supporting infrastructure (such as hospitality and transportation) is there to underpin future growth.



**Cultural Plan Priorities**

<b>Priorities</b>	
<b>Theme#1: Policy &amp; Advocacy</b>	
1.1	Commit to playing a facilitating role in cultural development
1.2	Link culture to other areas of public policy
1.3	Create a means for discussion of cultural issues with partners
1.4	Investigate and report on the role and status of culture in the community, and monitor progress on the cultural plan
1.5	Develop and fund a cultural awareness program aimed at residents and businesses
<b>Theme #2: Collaboration and Organizational Development</b>	
2.1	Create a 'community cultural partnership' or similar mechanism to foster collaboration and coordination among cultural groups and event organizers
2.2	Encourage professional development opportunities, networking and resource sharing among artists and cultural groups
2.3	Create opportunities for cross-sectoral networking and collaboration; Encourage coordination of culture with other aspects of the community
2.4	Ensure access to adequate funding opportunities
2.5	Create a volunteer recruitment and development strategy
<b>Theme #3: Promotion and Marketing</b>	
3.1	Develop a comprehensive communications plan for Trent Hills Culture with two streams: residents and visitors
3.2	Create a branding and marketing plan for each of the communities of Trent Hills
3.3	Create new avenues for discovery of Trent Hills cultural opportunities (audience development strategy) and an associated marketing plan
3.4	Promote local stories and assets
3.5	Increase use of new and social media tools in promotion of culture in Trent Hills

<b>Theme #4: Cultural Venues and Facilities</b>	
4.1	Promote increased utilization of existing facilities
4.2	Provide oversight for strategic facility planning and coordination of cultural venues
4.3	Promote retention of built heritage
4.4	Include cultural uses in recreational and public facilities
<b>Theme #5: Activities, Festivals &amp; Gatherings</b>	
5.1	Support existing and develop new attractions aimed at the tourist market and locals.
5.2	Continue to provide event support
5.3	Encourage the full range of cultural and heritage uses of the waterway
5.4	Promote opportunities for youth involvement and engagement
<b>Theme #6: Destination Development</b>	
6.1	Create a strategic plan for development of each of the communities of Trent Hills to ensure complementary development
6.2	Create strategies for culture to support downtown and waterfront beautification and revitalization in the communities of Trent Hills
6.3	Support protection of rural and cultural landscapes and natural heritage features
6.4	Ensure high quality supporting tourism and hospitality infrastructure and complementary experiences are available

## **Summary of Background Reports (Contents of the Combined Report)**

### **Part 1: Where Are We Now?**

The first report provides a detailed picture of Trent Hills as it is today, its history and character, its policies and its cultural assets. It raises and addresses the following questions:

- What has contributed to making Trent Hills a special place?
- What is Trent Hills currently doing to plan its future?
- What are the present cultural assets in Trent Hills?
- What are the prevailing themes and ideas to be pursued?

Accordingly, the interim report includes a community narrative (developed based on local history sources) and a summary of the relevant local and regional policy context.

An inventory of cultural assets is captured in two spreadsheets: one listing Cultural Activities and one listing Places where cultural activities take place within Trent Hills.

Key findings of this phase include:

- The natural features and rural character of Trent Hills are predominant in shaping its identity. But opportunities for participation in cultural activities are primarily (though not exclusively) in the urban centres.
- The existing policies strongly support cultural values. The municipal cultural policy must distinguish itself from other policies.
- Taking the broadest definition, there is a lot of cultural activity in Trent Hills. But most cultural activity is social rather than artistic.

### **Part 2: Where Do We Want to Go?**

The second phase of the development of a Municipal Cultural Plan for Trent Hills was focused on engaging community members in a conversation about the strengths and weaknesses of the present cultural environment in Trent Hills, and discussing areas of opportunity and key priorities for future cultural development.

The community engagement process included interviews and roundtables with Council members, Municipal Staff, representatives of a wide range of community organizations including cultural sector organizations and businesses, and residents of Trent Hills. In total, about 100 individuals participated in the consultation.

Strengths include Trent Hills' unique natural heritage assets and rural setting; the community organizations and volunteerism; the rich history of the area; the talent of local artists; local food; and the diverse opportunities for participation.

Challenges include the need to work more collaboratively, to improve marketing and communications, and the underpromotion, lack of or inadequacy of cultural facilities. There are also funding challenges and weakness in supporting infrastructure (e.g. hospitality, strong downtowns).

Opportunities identified included capitalizing on local food, conducting strategic planning for the communities of Trent Hills, preserving and celebrating local assets both built and natural, increasing awareness and education, stimulating tourism and fostering communication and collaboration.

The main priorities for cultural development discussed were the need to understand, celebrate and promote culture, building capacity among local organizations, attending to physical infrastructure and spaces, and developing programming.

The outcomes from community consultations together with the information collected in the Part 1 report provided the information required to develop a definition of culture in Trent Hills as well as the beginnings of a Vision for culture in Trent Hills.

### **Part 3: How Do We Get There?**

The third report outlines the main themes for the Cultural Plan and lists specific recommendations for action (reported above). It also offers monitoring and evaluation tools, and a description of the partnerships required to move forward on the recommendations.

#### ***Timeframe for the Cultural Plan***

The Cultural Plan will be a municipal and community initiative to be carried out over the next 5 years.

Phases for the Plan's Implementation are:

- 2011-2012: Fostering Coordination and Collaboration
- 2012-2014: Product and Destination Development
- 2014-2016: Refining Strategies and Long Term Development

### ***Monitoring and Evaluation Tools***

Once adopted, the Cultural Plan can serve as a roadmap to guide the community's and the municipality's actions in the cultural realm over the next 5 years.

As such, it should not be thought of as a static document but as a process which is continually underway through the activities of various actors. Monitoring and evaluation tools can therefore be helpful in ensuring that the planning process is properly managed on a continuing basis.

Key tools for evaluation are:

- Maintenance of a cultural inventory database
- Collection and issuing of 'cultural statistics'
- Bi-annual conference where members of the community are invited to provide input into the state of culture

In order to evaluate the plan, the Municipality should develop performance indicators, which could include:

- Increased number of activities
- Increased diversity of activities
- Increased participation in cultural activities and events
- Leveraged increased funding for culture
- Increased awareness and appreciation for role and impact of culture in community

The indicators should be tracked and there should be reporting to Council annually at a predetermined time of year. The Cultural Plan should be revisited every 5 years.

### ***Facilities for Cultural Development in Trent Hills***

While the amalgamation of Trent Hills produced a single municipal entity, there remain three separate and distinct urban centres.

The challenge with cultural development in Trent Hills, indeed with any public undertaking, is to reinforce local identities in a manner that is feasible and sustainable for a small municipality with a tax base which is unlikely to grow significantly.

In this regard, the provision of cultural facilities is especially challenging. Yet this is a challenge which must be met in order for cultural development to occur.

## **Public Libraries**

Fortunately, there are public library branches located in each of the three historic communities. Libraries have an important role to play in the provision of cultural programs – especially for children – and the branches should take an active role in the coordination of culture programs with other community program providers.

## **Municipal Cultural Venues**

The municipality also owns and operates a dedicated cultural facility in Warkworth (Town Hall), a shared programming space in Hastings (Civic Centre) and a potential cultural centre in Campbellford (Old Post Office.)

The relationship between these facilities as program outlets needs to be defined and delivery through them coordinated.

The role of the Campbellford facility especially needs further definition both in regard to its proposed internal functioning and in its relationship to the facilities in the other centres.

The strategy for development of cultural facilities (other than performing arts) should identify the needs and opportunities for dedicated cultural programming space as well as spaces which may be booked for more general activities.

## **Venues for Performing Arts**

The needs of cultural programming in the live performing arts differ from other cultural programming in that performing arts require large spaces with an appropriate performer/audience relationship.

Typical of communities of this size, the churches and church halls of Trent Hills have been the default choice for many performing arts uses over the years. Also typically, cinemas such as the Aron in Campbellford, are also used – although neither churches, halls or cinemas are generally proper environments for the full range of live performance.

Similarly, the municipally owned Warkworth Town Hall Centre for the Arts is more a general purpose venue and the barn at Westben, though it is built for music performance, is a seasonal venue.

A strategy is required to support the growth and development of performing arts in Trent Hills. This strategy should identify a building which might be acquired and converted in the short term (3 to 5 years) and a longer strategy (15 years) for the construction of a purpose built theatre.

## Heritage Sites and Facilities

The full range of the history of Trent Hills – from time immemorial to today – is an important asset for residents and visitors alike. This asset can be accessed through both natural and social interpretation – linking parks and natural interpretation to the community’s Museums and heritage centres. There is a need in this regard to see this collection of assets as a whole piece and to rationalize their operation.



## Trent Hills Municipal Cultural Plan

### Part 1: Where Are We Now?



## **INTRODUCTION**

### **Background**

This report is the first of three documents that form the background for a Municipal Cultural Plan for the Municipality of Trent Hills.

The goal of cultural planning is prosperous, sustainable and vibrant communities. Vibrant, authentic places with lively cultural and entertainment options are magnets that attract and retain creative people. This creative workforce in turn generates wealth in an expanding knowledge economy.

The Trent Hills Cultural Plan will be a strategic document for the Municipality of Trent Hills and its partners that identifies municipal and community priorities for strengthening the arts and cultural sector and elevating its role in sustainable community-building. Through extensive community engagement, the Culture Plan aims to encourage a shared cultural vision in Trent Hills and provide a set of guiding principles and actions that ensures Trent Hills reaches its greatest potential as a culturally vibrant, creative community.

The goal of this first phase is to provide a detailed picture of Trent Hills as it is today, its history and character, its policies and its cultural assets.

In this part of the process, the study will begin to develop links between culture and economic, social and environmental planning policies which will be further developed in later phases of the study.

### **Where Are We Now? – Research Topics**

This report is divided into four main sections. Each section addresses a single question as follows:

#### What has contributed to making Trent Hills a special place?

The cultural planning process begins by examining those qualities and conditions that make Trent Hills a different and unique place.

#### What is Trent Hills currently doing to plan its future?

All aspects of community planning need to be integrated. In order to understand the role of cultural planning in Trent Hills, this report examines the policy and planning initiatives that are already underway in Trent Hills.

#### What are the present cultural assets in Trent Hills?

Cultural planning may be new to Trent Hills but culture is not. This section of the report provides an overview (based on a detailed inventory) of cultural activities in Trent Hills today.

What are the prevailing themes and ideas to be pursued?

Finally, and in anticipation of the work which lies ahead, this report identifies a number of themes and ideas which emerge from the research and which will help guide and shape the cultural planning process.

**What Does the Research Tell Us?**

About Cultural Identity

The natural features and rural character of Trent Hills are predominant in shaping its identity. But opportunities for participation in cultural activities are primarily (though not exclusively) in the urban centres.

About Cultural Policy

The existing policies strongly support cultural values. Cultural policy must distinguish itself from other policies.

About Cultural Assets

Taking the broadest definition, there is a lot of cultural activity in Trent Hills. But most cultural activity is social rather than artistic.

About Cultural Planning

The work ahead includes a conducting a SWOT analysis; defining culture; creating a vision for culture; and setting cultural goals and priorities.

## **WHAT HAS CONTRIBUTED TO MAKING TRENT HILLS A SPECIAL PLACE?**

### **New Municipality 2001**

The Municipality of Trent Hills was created by an act of the Ontario legislature in 2001 that amalgamated the municipalities of Campbellford/Seymour, Percy and Hastings.

The boundaries which define political jurisdictions are not always helpful in tracing the ebbs and flows of cultural history in a given area. Cultural forces, like those of the environment, tend to ignore political boundaries. Trent Hills, on the other hand, is a place where culture and geography overlap nicely.

The new Municipality of Trent Hills covers an area of about 510 km<sup>2</sup> (197 sq mi.) with an average density of 24 persons by km<sup>2</sup> (2006.) A large percentage of the land area in Trent Hills is under active cultivation with over 300 working farms (predominantly beef and dairy.)

The current total municipal population of Trent Hills is about 13,000 centred in the communities of Campbellford, Hastings and Warkworth.

The portrait of Trent Hills which emerges is one where the landscape figures as a predominant feature of cultural identity and uniqueness.

### **The Drumlin Hills**

Not only is Trent Hills a truly rural municipality but the particular nature of its landscape also sets it apart.

The defining geo-physical feature of Trent Hills is its undulating topography which is made up of glacial deposits called drumlin hills. The drumlin hills in Trent Hills are part of a significant and larger field known as the Peterborough drumlins. Within the municipal boundaries of Trent Hills, there are at least seven areas of special geo-physical interest including the Campbellford esker and related “islands.”

It is fair to say that the natural heritage of Trent Hills is the main influence on its cultural heritage and an important consideration in every planning decision for the future.

### **The Trent-Severn Waterway**

The second defining geophysical feature of Trent Hills is its watershed. The watershed pattern which results from the drumlin hills formation produces the Trent River and its many tributaries.

Trent Hills has a single waterway which forms a serpentine spine through the landscape. Not insignificantly, this spine and its rights of way are also a federally administered National Historic Site.

While the flow of water is constant, the uses of the waterway have changed over time. For the First Nations, it was a highway along which they built settlements and sacred places. For early industry, it was a vehicle for resource extraction and a source of power. Originally planned in the 19<sup>th</sup> century as a transportation canal, the Trent became a major waterway for recreational boating and a federally managed historic site in the 20<sup>th</sup> century.

### **First Nations and the Waterway**

The First Nations peoples who lived in Trent Hills used the Trent waterway as a trade and transportation route. The Trent waterway and surrounding hills provided both ample resources and safety from attack. Archaeological findings at the Richardson site reveal an Iroquois longhouse community that existed about 700 years ago. To this day, County Roads 35 and 8 are still known as the “Iroquois Trail.”

Contact with Europeans had already occurred by the time Champlain traveled along the waterway in 1615 and found well-developed settlements of Huron peoples whose culture was based on a mix of agriculture, hunting, and trade.

The population of First Nations was later to drop off significantly with the arrival of the fur traders. However one of the legacies of the First Nation presence in Trent Hills which continues to this day is the deep appreciation which they had for the waterway as both a spiritual and practical place.

### **Land Surveying and First European Settlers – 1795 to 1850**

The changes in land ownership and use in Trent Hills began when the British Crown signed a land treaty with the Mississauga (Ojibwa) people in 1784. With the Canada Act of 1791, Governor John Graves Simcoe creates Northumberland County, Upper Canada. Land surveying begins in the mid 1790s.

County administration begins in 1800 with the subdivision of Northumberland County into seven townships including the Townships of Percy and Seymour which eventually become the Municipality of Trent Hills. Percy Township has 26 settlers in 1795. The first European child is born in Percy in 1800.

Once the land is surveyed, the Crown grants lands to loyalists and veterans including the Campbell brothers who found the community that becomes Campbellford. Settlement is well underway by 1830. There are 200 people in Hastings by 1852.

### Timber and the Waterway

Lumber was the first industry of Trent Hills. At the beginning of the 19<sup>th</sup> century, the land of Trent Hills was covered with vast tracts of old growth forest – a rich resource of timber and lumber. Equally important, the land forms created waterways by which logs could be easily transported downstream to mill sites – which also derived their sawing power from the flowing water.

The lumber barons who controlled this industry saw the system of creeks and rivers in Trent Hills exclusively as a means of transporting newly felled trees. They were opposed to the development of locks and the improvements to navigation which would turn the Trent into a trade and transportation route. They favoured the construction of dams, sluices, slides and mills. Warkworth had a sawmill by 1807. Hastings was a major centre for lumber production by 1860.

Improvements to the waterway as a transportation route begin in 1836 with damming. The first locks are completed 1844-46. Steam navigation begins in 1858. The waterway is not completed as a transportation route from Lake Ontario to Georgian Bay until 1918. Once the old growth trees are harvested, the lumber industry declines and disappears by the end of the 19<sup>th</sup> century.

### Early Industry

As settlement began to gain momentum, need, opportunity and labour all came together to support growth in Trent Hills. The lumber industry put workers into the woods, onto the rivers and into the mills. Blacksmiths, tanners, millers, weavers, carpenters and many other supporting occupations were required. Hastings had 200 houses by 1869 and a population of 1,200 by 1895. It was a locally self-sufficient community.

### Agriculture

Agriculture is the second industry of Trent Hills and one which has remained constant for a century and a half. Warkworth's Agricultural Fair was established in 1850. Seymour's Agricultural society was formed in 1854.

Dairy farming has been the driving force in agriculture in Trent Hills. The area is synonymous with cheese-making and once was home to dozens of local creameries and cheese factories.

In recent years, Trent Hills has also become known for its maple syrup products.

Today, there are still over 300 working farms in Trent Hills with a rich cultural legacy of agricultural societies, Women's Institutes, and 4H clubs.

### **The Villages and Local Economic Growth – 1850 to 1880**

This 30-year period marks the time when the social and economic foundations of Trent Hills are laid. Events occurring through this period are mostly focused on the three villages of Warkworth, Hastings and Campbellford as local centres.

### Government

Local government in Trent Hills begins about 1850 in Warkworth and in Seymour Township. A town hall had been established in Seymour in 1855. By 1879, the villages of Warkworth, Hastings and Campbellford had all been incorporated. While there continued to be settlement in other districts and hamlets, none developed as urban centres or municipalities.

Campbellford had a police constable by 1880. Volunteer fire brigades were organized in the villages by the 1880s.

### Post Offices

Hastings had a post office by 1851, Warkworth by 1857 and Campbellford by 1854. Mail arrived by stage coach until 1879 when the railway took over transportation of mail.

### Newspapers and Communications

Campbellford had a local newspaper by 1872; Hastings by 1879; Warkworth by 1892.

Local phone systems were operational by 1900.

### Churches

Church services in the major denominations were being held by the 1850s. The construction of church buildings begins in earnest in the 1860s, continuing through the 1890s. Some of these buildings are still used to this day.

### Schools

The first schools are established in what is now Trent Hills as early as the late 1840s (Stone Schoolhouse, SS No 6, ca 1847) and become distributed throughout the rural areas. Roman Catholic schools become separate as early as 1886. Warkworth opens a “Continuation School” (high school) in 1891.

### Community Services

Campbellford has a Mechanics’ Institute by 1884; Hastings establishes a library board in 1888; Warkworth has a Mechanics’ Institute by 1897 – all of which become municipal libraries by the early years of the 20<sup>th</sup> century.

### Community Associations

In addition to the continuing role of the churches in maintaining social cohesion, this period also sees the establishment in Trent Hills of the fraternal organizations which were common in communities of this era – Masons, Oddfellows, Orangemen, IODEs (Imperial Order of the Daughters of the Empire), WIs (Women’s Institute) and others.

## **Railways and Local Industry – 1878 to 1918**

This 30-year period marks a time of consolidation and local self-sufficiency in each of the three villages which act as the local centres for their surrounding areas.

### Railways Arrive

The arrival of the railway marks the beginning of a dramatic change. Not only does the railway now provide reliable, regular transportation and shipping, but Trent Hills is now directly connected to the larger world for the first time. The Grand Junction Railroad is extended from Belleville to Campbellford in 1878 and on to Hastings in 1879.

### Medical

There was a medical doctor in Trent Hills as early as the 1850s. The first dentist does not arrive until the 1890s. From the time when the first hospital is established in Campbellford in 1918, Campbellford becomes the medical centre for Trent Hills. Hospital expansions occur through the 20<sup>th</sup> century.

### Utilities

The municipalities in Trent Hills begin to take on responsibility for local utilities in the early years of the 20<sup>th</sup> century including telephone, water, electricity and public works.

## **Transition Period – 1918 to 1948**

By the time of the First World War, the development in Trent Hills, which had begun a hundred years earlier, had reached maturity. Public services were in place as was the social infrastructure. Manufacturing for local consumption and for export was contributing to a strong local economy in each of the three centres.

Tourism related to the natural assets of Trent Hills (resort vacations, recreational fishing and boating) also takes rise in this period. The first event of the Northumberland Music Festival is held in 1937. At the Percy Heritage Centre there is an Art & Photography show, and writers group, heritage society, and spinners & weavers meetings are held.

However, the 30-year period which begins with the end of the First World War marks the arrival of a series of external trends and influences which will by mid-century change the nature of all rural communities forever, from being locally self-sufficient to being increasingly dependent on centralized sources. These influences include:

- The connection of local telephone networks to long distance networks
- The development of the highways and motor vehicle transportation (continuing the change begun by the railroads)
- The arrival of mass communications and entertainment (radio, movies)

- The consolidation of industries regionally and nationally

The effect of these influences on local sustainability does not begin to take effect for some time but irrevocable changes have begun in the social, financial and governmental milieu of Trent Hills. The influence of the three village centres over their local areas is about to decline rapidly.

### **Post WW II – 1948 to 1999**

#### The Shift Away from Local Control

This 50-year period marks a time when the three local centres relinquish their influence over their immediate local areas. The change occurs in many areas including:

- The local newspapers disappear (although begin to reappear in late 1990s)
- Local libraries become a County responsibility (although today operated by a municipally appointed Board)
- Local schools are consolidated under regional school boards
- The local phones systems are taken over by Bell
- The railways decline as highway transport increases
- The number of local mills and manufacturers declines
- Local retail is phased out to a large degree or becomes franchised
- Local policing is contracted to the OPP
- Cable TV arrives
- Health and social services are regionalized

And, in 2001, the local Councils are superseded by the amalgamated municipality of Trent Hills.

#### Local Community Cohesion

In this same period, many new local organizations are formed to enable the community to be socially self-supporting. These include:

- National and local service club organizations
- Heritage and community improvement initiatives
- Organizations (scouts, guides) for young people
- Music and art festivals
- Hospital expansion and Medical service centres
- Services and facilities for seniors and long-term care
- Social and medical support organizations



### Protection of Natural Culture and Built Heritage

The Trent Severn Waterway continues to be maintained as a National Historic Site; a Conservation Authority is established for watershed management; and Ferris Provincial Park is opened.

Following an assessment by the Architectural Conservancy of Ontario, a Local Architectural Advisory is formed in Warkworth in 1981. In 1983, Campbellford designates one building under the Ontario Heritage Act and registers 83 others from pre-1906 period.

### **Observations on Community Identity and Cultural Planning**

Having had its beginnings in 1800, it is noteworthy that this area begins its third century with the opportunity to define itself anew for the next century as Trent Hills.

The significance of this new opportunity is not to be missed – Trent Hills is a special place with unique and valuable characteristics:

#### Natural Heritage

The establishment and growth of settlements frequently obscures the underlying land forms and disconnects the natural heritage from the built heritage. Not so in Trent Hills.

- Trent Hills is truly rural and will presumably stay rural; there appear to be few development pressures and there is no major highway corridor running through it
- The dedication of a very large percentage of its land to agricultural purposes and the number of working farms connect Trent Hills to many issues of food quality and sustainability
- Similarly, the significance of the geo-physical features of Trent Hills connects it directly to many environmental themes
- The presence of a major national historic site (the Trent Severn Waterway) running through the middle of the landscape is unique

#### Built Heritage and Urban Fabric

The basic fabric of the three communities within Trent Hills was put in place in the last half of the 19<sup>th</sup> century. As the local economies declined, there was no countervailing pressure to knock down and re-build.

- Each of the villages still feel intact and authentic; the value of the built form has been recognized by people in the community; investors are now arriving to renovate and restore these irreplaceable structures
- Both Hastings and Campbellford are “canal towns” with all the potential which this implies; both are low scale and pedestrian friendly
- Warkworth’s off-axis main street is charming, pedestrian friendly and more or less intact

### Social Heritage

Rural communities are known for their propensity to be co-operative. Prior to the development of the provincial road system, co-operation was a way of life. After the roads came, co-operation became more optional in nature:

- The spirit of social cohesion and co-operation runs both deep and continuous to the present in Trent Hills; community engagement appears to be very high.

## WHAT IS TRENT HILLS CURRENTLY DOING TO PLAN ITS FUTURE?

### The Policy Context for Cultural Planning in Trent Hills

Many of Trent Hills' municipal policy initiatives and strategic documents have strong connections to the Municipal Cultural Plan, which will be the outcome of this planning process. First, they identify several aspects of the community that are perceived as central to local identity. Second, there are clear opportunities for culture to play a role in the fulfillment of the goals identified in the various strategies.

There are also studies at a County level that are relevant to cultural development and planning in Trent Hills.

Across many of Trent Hills' policies, a deep respect for the cultural and natural heritage of the area, and a recognition of its unique and special assets (e.g., Trent River, Ferris Park, Mill Creek, historic downtowns, farms, woodlots, rolling hills, rural landscapes) shines through.

Within its policies, the landscape and natural assets of the area are tied in with the community's past, present and future and with residents' perception of its value, and identity. This fact sets Trent Hills apart from other communities.

In some ways, all community planning which has occurred in Trent Hills, from the Official Plan to the Economic Development Plan, is concerned with culture – if we understand culture to be rooted in the uniqueness of place.

### Strategic Plan and Official Plan

The community's priorities and sense of itself have remained relatively constant over the last 10 years.

The **Community Strategic Plan** was created in 1999 with extensive public engagement as a joint effort between the municipalities and townships of Campbellford/Seymour, Percy and Hastings prior to amalgamation. The purpose of the Plan was to identify the joint strategic priorities for the various communities.

This plan's emphasis was on:

- Quality of Life
- Economic Prosperity
- Progressive Community

The Vision Statement made reference to “maintain[ing] and build[ing] upon [the community’s] rural and urban heritage and natural assets to offer a high quality of life to all its residents. Rural life is valued and our hamlets, which support the social/cultural life of rural residents are protected. The larger urban areas of Campbellford, Warkworth and Hastings provide a wide variety of recreational, health and social services and facilities necessary to the health and well-being of all residents of the community.”

Preservation of history, promotion of the arts and leisure activities also figure within the context of quality of life in the community.

The economic prosperity of Trent Hills hinges on a diverse mix of agriculture, retail and offering of health and social services. Tourism is also viewed as a key factor in the community’s economic well-being, centered on the potential of the Trent River.

A number of Action Teams were formed in order to implement the recommendations of the Plan in the areas of: Recreation; Youth; Tourism; Agriculture; Main Street/Retail; and Regional Health.

The Community Strategic Plan set the foundation for the **Joint Official Plan** also created in 1999 (Note: A process is now underway to update the Official Plan). The Official Plan’s purpose was to more specifically identify priorities and future directions for the development of the Trent Hills area.

The Official Plan policies are framed under three headings:

- Sustainable Natural Environment
- Economic Vitality
- Healthy Communities

The first principle of Natural Sustainability is based upon ensuring preservation and enhancement of the natural environment, including the Greenlands System, Trent-Severn Waterway and mineral resources.

Economic Vitality is planned for in the Official Plan through strategies for directing growth toward the downtown and settled areas while retaining the rural character of Trent Hills.

The Healthy Communities principle includes identifying, recognizing, conserving and promoting cultural heritage resources and retaining the character, streetscapes and landscapes in the area when new development occurs.

Within the urban centres, the Official Plan provides for residential, central, mixed-use, employment and greenlands areas, with the Waterfront described as a key element in the central areas. The Greenlands system also provides a trail and park system for the community.

Within the rural areas, the Official Plan recognizes hamlets, recreational/residential development, and shoreline residential development and provides an approach toward each of these.

The Official Plan also identifies the need for making the link between boaters and onshore activities and prescribes the preparation of a plan for developing Ferris Park as a tourist destination.

A recent survey conducted for the Economic Development Strategic Plan and update to the Official Plan (based on a survey mailed to residents) found that:

- Appearance, personality and environment – that is, the rural atmosphere, the culture and landscape of the municipality, including its festivals and its wildlife – were considered by 27% of residents to be the strongest asset of the community. Waterways were a close second at 23%. Amenities such as schools, libraries and service clubs, that make up the community also ranked highly in perceptions of the community's strengths.
- Similarly, the most important features were seen to be the wetlands, river and watercourses (29%); the rural landscape (17%); the farmland (17%); recreation areas and trails (12%); the mainstreet (10%), public spaces and heritage buildings (7% each).
- Areas in need of improvement were business/industry and jobs; the level of traffic in the community, residential growth, and the revitalization of the downtowns. The land uses of greatest need were industry/business, affordable housing, retail stores, apartment buildings, parks and subdivisions (in order of importance.)

Importantly, residents were asked about their views on the scale of development that should occur in Trent Hills. The majority of respondents indicated that the priority should be on reuse and revitalization of existing spaces (54%), smaller scale projects (30%), followed by large new development (10%).

The **Downtown Community Improvement Plan**, created in February 2007, follows on many of the themes of the Official Plan and includes several specific measures designed to stimulate investment from the private and public sector to achieve the goal of revitalizing the community's three downtowns. The downtowns are seen as providing a service to residents while offering attractive streetscapes and waterfronts as tourism destinations.

The document includes seven rebate and grant programs that building owners can access which encourage façade and structural improvements, with a priority on façades and projects which increase accessibility or allow a heritage building to be retained or sustainability to be improved. It also sets out design guidelines to ensure properties are consistent with the mid/late 19<sup>th</sup> and early 20<sup>th</sup> century buildings which are characteristic of the downtowns.

## Culture

With Crawford Building Consultants, the Municipality of Trent Hills conducted a **Campbellford Old Town Hall Feasibility Study & Business Plan** in 2010 to examine the possibility of turning the Old Town Hall into an arts and cultural centre for Campbellford and the greater surrounding Trent Hills area. The study, which has been received by Council, concluded that:

- The building can be used for the intended purpose, which is an arts and cultural centre for the greater Trent Hills area. The layout confirms that adequacy of space over a five year period.
- The Westben Arts Festival Theatre is a viable business, and will become more viable as they move into the building and grow through the years.
- The Westben Arts Festival Theatre can operate as a primary tenant and coordinate and rent out the public space to outside arts and cultural organizations and the Municipality.
- There is adequate space in the basement for the Trent Hills activities with regard to emergency preparedness and archive storage.
- The building needs some upgrades, and in general, the conversion costs are reasonable. Total project time including design, tendering, and construction is estimated to be 10.5 months.

While not a Municipal initiative, a 2008 study conducted for the Campbellford/Seymour Community Foundation (**Environmental Scan and Strategic Plan for an Environmental Program**) is relevant to the Cultural Plan for Trent Hills, having included a public consultation component which asked community members to describe the role of the natural environment in their lives.

Priorities emerging from the Plan included “Protecting and enhancing our major environmental assets: Natural landscapes, water quality and sustainable community lifestyles.” It recommended that the Community Foundation develop three dedicated funds to support local projects in the following categories: the Green Community Fund, the Watershed Protection Fund, and the Landscape Protection fund. Other specific recommendations included sponsoring a “Seedy Saturday” each spring, promoting local food and the ‘100 mile diet,’ developing an environmental film festival, and incorporating the environment in other local events such as Canada Day, the agricultural fair, and the Polar Bear Dip.

The environmental scan conducted as background to the Plan described the rich natural heritage assets of the Campbellford/Seymour area as well as the role of the environment in the community’s history.

During the public consultation, participants were asked to identify ways they valued Campbellford/Seymour’s natural qualities. It was noted that “Local residents expressed a very direct connection and sense of care for the health and beauty of their environment”. They specifically valued natural landscapes, the diversity of the area, and water quality.

Participants also identified cultural and economic activities and intrinsic cultural values as some of the ways they enjoy the local natural environment. Some of the specific forms of personal enjoyment included recreational pursuits, enjoying photography, fairs and outdoor music, and observing the landscape.

In summary, participants saw “a clear linkage between their lives and lifestyles and their environment” and expressed a strong desire to ensure continued protection for the local environment.

### Recreation

Two studies completed between 2003-2008 are concerned with recreational amenities and service provision in Trent Hills, namely the **Recreation Master Plan and Needs Analysis** (December 2003) and the **Community Recreation and Wellness Centre Feasibility Study** (January 2008).

The Recreation Master Plan provides planning for recreation, parks and culture from 2003-2013. The Plan explored community attitudes and preferences and was used as a benchmark for the Community Recreation and Wellness Centre Feasibility Study.

The Recreation Master Plan made a number of recommendations in regard to the municipality’s role in the delivery of leisure services (community developer rather than direct provider) and discussed perceived needs in the community (e.g. lack of opportunities for youth, community groups’ need for assistance in recruiting volunteers and with fundraising efforts, interest in cultural activities such as dance classes and crafts, drawing, movie nights, judo and dances).

Ferris Park emerged in this document as in others as a significant issue for the municipality. It was viewed as a potential resource for tourism and an asset for the community which was underutilized, due to the then-current arrangement of municipal management (but Provincial ownership) of the parkland. (Note: As of 2010, the Park is now managed and owned by Ontario Parks).

The more recent Community Recreation and Wellness Centre Feasibility Study was focused on needs and opportunities in the primary market of Trent Hills as well as the secondary market area in surrounding communities. It notes that there are few existing facilities in the market area providing recreational opportunities indoors.

The report calls for two facilities to be built – a main one in Campbellford and a satellite operation in Hastings. Of interest to this Cultural Planning process, components of the main facility in Campbellford are to include an aerobics and dance studio, a multipurpose and meeting room.

The report makes reference to significant interest in performing arts facilities on the part of the community (in the top 5 of desired facilities). It also notes that there are plans to create a 700-seat performance facility within Campbellford District High School that will meet community need in this regard.

Reference is also made in passing to a very high number of cardholders at the Trent Hills Library: 9,000.

### Economic Development and Tourism

A number of studies were completed between 2005 – 2010 that are focused on economic and tourism issues in the community.

The **Market Feasibility Study** from 2006 was commissioned in order to analyze the composition of the local economy, to identify the industries for which the community has a competitive advantage, and to serve as a tool in focusing attraction efforts for development of the Campbellford Business Park.

Similar to other policy documents, the cultural and natural features and qualities of Trent Hills figure strongly in the areas of strength for the community: quality of life, the beauty of the rolling hills and the waterways, specifically the Trent-Severn, and tourism are among these. Other areas of strength include the proximity to the GTA and major local centres such as Belleville, Peterborough and Cobourg, the low cost of land and living, and the readiness of the community to receive new residents with strong skills and experience as well as supportive local agencies including the Chamber and BIAs. Leadership is perceived to be strong and the spirit of cooperation high.

Some of the community's weaknesses are in common with other rural municipalities, with exodus of young people, low level of education of the community, and low population density, as well as lack of public transportation options. There were some challenges in addition in linking the community through cell phone service and high speed internet (as of 2006).

The following culture-related recommendations are viewed as key for strengthening tourism in Trent Hills:

- The development of arts, culture, festivals and events
- Revitalizing and improving the uniqueness of each of the downtowns
- Development of agri-tourism/agri-tainment
- Growth of smaller food processing operations (e.g. specialty/niche/craft)

The recently completed **Economic Development Strategic Plan 2010-2013** aims to guide the municipality and its partners in their efforts to strengthen economic growth, sustain quality of life, and attract new investment to diversify the economic base of the community.

In this document, culture emerges as a central theme in both strategic directions and specific action items, starting with the Plan's Vision: "Trent Hills is a community of communities that values our heritage, quality of life and natural landscape and will strive to enhance our diverse and dynamic economy."

Three principles frame the Economic Development Strategic Plan:



- Sustainable growth
- Building the creative and knowledge-based economy
- Diversity

Sustainable growth refers back to many of the themes apparent in the 1999 Community Strategic Plan and Official Plan in regard to balancing economic goals with the protection of the small and rural lifestyle of Trent Hills and its natural environment.

The introduction of 'Building the creative and knowledge-based economy' as a key principle is new for the community, although for at least 10 years the areas which form Trent Hills have aimed to be communities where arts and culture thrive. This principle includes enhancing local educational opportunities and opportunities for participation in the arts, as well as fostering creativity in a broad sense.

The third principle of the Plan, Diversity, focuses on five target economic sectors and supports their expansion and growth. They are: Retail and Commercial; Agriculture; Tourism; Manufacturing; and Health and Wellness. Health and wellness, arts and culture, and manufacturing are the sectors identified as most in need of further development within Trent Hills.

Specific recommendations of the Plan relevant to Trent Hills' Municipal Cultural Plan may be summarized as follows:

- Creating a Municipal Cultural Plan for Trent Hills
- Revitalizing the downtowns in Campbellford, Hastings, Warkworth
- Attraction and retention of skilled workers (in several sectors: healthcare, manufacturing, retail/commercial development)
- Building on strengths in food manufacturing
- Providing opportunities for healthy lifestyles (public transportation; a new recreation centre; trail development)
- Improving communication with visitors (e.g. signage; online booking system for visitors)
- Supporting the development of festivals (both new and existing)
- Supporting the development of farmers' markets including increasing partnerships and collaboration

In March 2008, the Trent Hills Chamber of Commerce developed a **Strategic Tourism Marketing Plan for 2008 – 2011**. The Marketing Plan identifies tourism strengths and weaknesses of the area, and outlines goals, strategies, and action items for developing tourism in Trent Hills.

Recent statistics from 2004 show that, of the over 1 million visitors to Northumberland County, 92% were from Ontario, 1% were from Eastern Canadian provinces (primarily Quebec), 3% were from border states in the U.S., 2% were from other states, and 1% were from Europe. Approximately 43% were overnight stays, and the purpose of visitation changes substantially from 2001: pleasure was down, while visiting friends/relatives, business, personal, and other all increased.

Seasonality was shown to be an important factor for Trent Hills tourism: there was a 79% increase in April – June visits between 2001 and 2004, while the largest share of visits was in July through September, and winter travel declined.

Respondents to the stakeholder survey indicated that festivals, fairs and exhibitions, cultural activities, outdoor activities, and shopping (arts, crafts, antiques, etc.) were the most important experiences for tourists in Trent Hills.

Target markets and marketing objectives identified included:

- VFR: attending festivals and events
- Pleasure: arts and culture attractions (especially Campbellford and Warkworth); golf; hiking; touring by car and bike; specialty retail shopping,
- Personal: retail shopping; sports events; field trips to arts events; attending social events such as weddings; retirement, real estate searching
- Business: training workshops and courses

One key recommendation was to develop and maintain a comprehensive inventory database of tourism industry infrastructure including visitor capacity.

The Municipality of Trent Hills undertook a **Business Retention and Expansion Survey** in 2005/2006. The BR&E tool was developed by the Ontario Ministry of Agriculture, Food & Rural Affairs for rural economic development. The objective of the survey was to engage and understand the needs of the local business community, identify gaps in government services, conduct a SWOT analysis for furthering economic prosperity, and provide recommendations for action.

Three-quarters of respondents rated Trent Hills as a good place to do business. Advantages included:

- Quality of life
- Support from local residents, municipality, and other businesses
- Low development charges
- Availability of utilities

Challenges in doing business and planning for expansion in Trent Hills included:

- Health & Medical services
- Public transit
- Serviced land
- Business taxes
- Skilled Labour

Recommendations to improve the business climate included:

- Effective BIAs
- Downtown improvement
- Develop more support for shopping locally
- Continue to improve tourism and marketing
- Workforce skill development
- Hospital and physician recruitment
- Recreation service improvement and facility development
- Creation of public transit
- Be open to joint ventures
- More competitive with hard costs
- More attention to existing businesses
- Develop and implement a plan to improve the social, health, educational, and recreational well-being of the community

There was strong interest in collaboration for joint marketing, networking and information sharing, and having a business community ambassador program.

Labour market development appeared as a high priority in a number of ways, including one of the top factors for ensuring competitiveness. The top fields for growth in the short term include unskilled trades, sales, trades, and business administration. Top skill development fields were customer service, computer software, and oral communication.

Suggestions to improve retail businesses included culturally-based items like: repair eyesore buildings, increase accommodations, introduce more niche market specialty shops, restaurants, and entertainment, and increase and improve signage.

Of the businesses who responded to the survey, there were a range of types with clusters in the retail trade (21%), professional/scientific/technical fields (17%), agriculture (14%), and manufacturing (11%). Health Care and Social Services is the second highest employer in Trent Hills, and more than half of all business in Trent Hills have been in operation for over 10 years. 86% of business are in the downtown areas.

The Action Plan recommendations that reflect a focus on culture include:

- Implement Trent Hills Community Improvement Plan in downtown areas of Campbellford, Warkworth, and Hastings
- Trent Hills Tourism Committee to host an annual information session regarding marketing strategy for tourism and event planning
- Develop and implement signage improvement program for community/municipal and commercial signage
- Improve recreation and cultural infrastructure: continue the needs assessment

In April 2009, the Municipality of Trent Hills engaged Basterfield & Associates Landscape Architects to develop a **Village of Hastings Waterfront & Downtown Design Improvements Plan**. Through extensive community consultation and deep understanding of the local community, a Plan was developed to revitalize three priority areas of downtown Hastings: the Main Intersection, the South Gateway, and the North Gateway.

Common trends of the improvements included adding heritage lighting, adding trees, shrubs, and planters, clearly marking pedestrian walkways, crosswalks, and crossings with special paving, adding attractive signage and interpretive panels, and adding more seating. Overall goals included making the areas more pedestrian-friendly, highlighting the bridges, developing the connection with the waterfront, improving street views, and reduce traffic speeds.

#### County Initiatives

**The Northumberland Premier Ranked Tourism Study**, completed in October 2009, evaluated the tourism assets of the County in order to develop strategic directions.

Core attractors of the County included several that are very strong in Trent Hills:

- Picturesque towns, rural landscapes and cultural cluster
- Outdoor recreation cluster
- Angling and sport fishing

The report describes assets within the County related to:

- Visual arts
- Performing arts
- Heritage sites (e.g. heritage farms, Trent-Severn Waterway, plaques, museums, gardens)
- Festivals
- Shopping & dining (including Farmer's markets, antique stores, craft stores)
- Provincial parks, trails and conservation areas
- Sport fishing related assets

Assets viewed as in need of development (underperforming) include:

- Bike routes
- Trent Severn Waterway
- Historic Sites including Memorial Military Museum in Campbellford
- Culinary Tourism

Recommendations of the report include development of an events strategy, a Rice Lake Tourism Renewal Strategy, and making better use of technology to support core attractors.

**Northumberland County Strategic Plan 2008-2011** noted strengths of the area including the natural resource base (e.g. agricultural land, forest, waterfront, provincial park), weaknesses such as visibility/awareness of Northumberland in the major market of the GTA, technology dead-zones (uneven coverage), and loss of youth as a threat to the area.

In 2001, a study was conducted on behalf of the Counties of Northumberland, Hastings and Prince Edward County entitled **The Economics of Agriculture**. The Study produced three reports, one for each County.

The Northumberland County report provided the research base that would go on to inform strategic documents such as the Northumberland County Agricultural Action Plan (summarized below). It discusses agriculture in terms of its role as a key feature of the landscape of Northumberland, a significant industry, and a contributor to quality of life.

More than half of the land in Northumberland is used for agricultural purposes; the largest continuous areas of agricultural land within the county are found east of Rice Lake in Trent Hills.

As the second industry in importance after Manufacturing, Agriculture is a significant employer in the county. There is twice the level of employment in agriculture and agri-business in Northumberland as compared to the provincial average.

Beef farms, field crops, dairy and specialty farming are the main types of agriculture. In terms of gross farm receipts, the dominant activities are dairy, poultry and egg products, grains and oilseeds, and beef. The highest farm receipts in Northumberland County are in Port Hope and Trent Hills.

The report profiled several subsectors of agriculture present in Northumberland, namely Dairy farming and cheesemaking, Farmers' markets and agricultural fairs, the Equestrian industry, and the Fruit industry.

The report also dedicates a full section to discussion of the many social, cultural and environmental benefits of a strong agricultural community, beyond the economic impacts which are the focus of the study.

These impacts include:

- Enhancing quality of life through products marketed
- Preserving the rural countryside and its traditions
- Cleaner air
- Healthier diets
- Presence of roadside stands, farmers' markets, and pick your owns, which contribute to tourism and interesting experiences for residents
- Heritage and historical impacts: presence of farmhouses, barns, churches, cemeteries and schoolhouses
- Agricultural fairs
- Ability for out-of-towners to drive into the countryside and experience the rural lifestyle

Conclusions of the study were that there is a strong, established tradition of agriculture in the county which has evolved over time, and opportunities exist to diversify the range of offerings in terms of a mix of traditional and non traditional agricultural activities that appeal to both residents and tourists.

The study also found there is a high level of support for preserving prime agricultural lands. However, in some areas of the county there are development pressures which are difficult to combat, particularly as there is no County-wide Official Plan— posing a challenge to development of comprehensive policies to protect the areas.

The report made several recommendations including the following:

- Attraction of manufacturing and processing firms to the area
- Development of an Agricultural Strategy to address protection of the land base and promotion of the industry
- Increased support for emerging forms of farming
- Increased partnerships with educational institutions
- Raising public awareness

Developed in conjunction with local stakeholders in September 2008, the Economic Development & Tourism Department of Northumberland County commissioned a **Northumberland County Agricultural Action Plan**, which presented a market analysis of the county's agriculture industry and an assessment of sector opportunities in order to support current and future agri-food business. The Action Plan is intended to help capitalize on and market Northumberland County's unique agriculture strengths and encourage financially sustainable agriculture practice.

Northumberland County is an important area of Ontario for agriculture. A large percentage of its land is prime agricultural land, and the ideal climate leads to higher-than-average yields for many crops. However, as the Plan identifies, area residents are concerned about the future of this important resource: the number of farms has decreased at twice the provincial average over the past 20 years (32%), the number of agri-businesses closing in the past 15 years has been almost twice the provincial average (30%), and the number of farms grossing less than \$25,000 is significantly higher than the provincial average (57% versus 44%).

The Action Plan identifies some key priority areas for agri-business in Northumberland County including: seeking out new and innovative products, value-added opportunities like “green” bio-products, and innovative alternative markets for traditional livestock operators and crops. The local food movement is also highlighted as a sector with great potential.

Recommendations were developed under three action areas: to support Agricultural Production and Consumer Marketing, including Education, Public Awareness, and Advocacy; to develop Bio-Product and Agri-Energy Opportunities; and to improve Northumberland County’s Rural Communities’ Quality of Life, Community Leadership, and Labour Force. Specific recommendations included:

- Develop local meat processing and distribution operations
- Develop business opportunity analysis tools for potential business owners
- Develop and support web-based marketing tools
- Expand current marketing initiatives like Proudly Northumberland
- Develop and support partnership initiatives and joint marketing efforts
- Identify opportunities for diversification, growth, and exporting
- Raise the profile of Northumberland County agriculture through special events and web-based marketing
- Promote better understanding of agricultural issues and challenges to non-farm audiences
- Increase support for agricultural initiatives within urban and rural areas
- Work with local organizations to expand agricultural education programs

In May 2001, the Lower Trent Conservation Authority conducted a **Natural Heritage Study** for Quinte West, Belleville, and the area that is now known as Trent Hills. (conducted out of the Bay of Quinte Remedial Action Plan) The purpose of the study was to define the natural heritage system and suggest ways for municipalities to develop a natural heritage strategy to protect and enhance the habitats and biological diversity/ecological health of the Bay of Quinte watershed area, with the ultimate objective of a connected and diverse natural system.

The Bay of Quinte watershed, with its tributary watersheds that drain into the Trent and Moira rivers, was identified as a diverse landscape, with a wide range of physical features. While the area is relatively healthy, urban and rural development, agriculture, and forestry have fragmented the landscape. With this development, the integrity of natural ecosystems is threatened.

The study analysed several main components and provided recommendations for improvement. These were:

- Woodlands
- Wetlands
- Areas of Natural and Scientific Interest (ANSIs)

- Watercourses and valleylands
- Specialized communities

The recommended strategy included measures for protecting and enhancing the natural heritage system in three areas: Municipal and Resource Planning, Stewardship, and Restoration. The Official Plans of all municipalities have a role in implementing this strategy, as they should develop policies and schedules within their Official Plans and Zoning By-Laws to protect the natural heritage system of the region. Recommendations were made for both public ownership and private land stewardship, with an emphasis on education and community awareness and action.

### Regional/Provincial Studies

The Ontario Government's **Places to Grow** Act of 2005 is an initiative to manage population growth in Ontario in a way that supports economic prosperity and achieves a high quality of life. The Growth Plan for the Greater Golden Horseshoe from 2006 includes the County of Northumberland. No Urban Growth Areas are identified within the County, but prime agricultural land and watersheds are designated to be protected.

**Canada's Creative Corridor: Connecting Creative Urban and Rural Economies in Eastern Ontario and the Mega Region** is a report released in 2009 by the Martin Prosperity Institute in association with Miller Dickinson Blais and AuthentiCity to examine the creative urban and rural economy in Eastern Ontario. The creative economy has seen the largest percentage of job creation growth over the past decade, and Eastern Ontario is in the heart of Canada's "Creative Corridor", and the largest economy in Canada. Eastern Ontario's quality of place, combined with its geographic position and creative economy base, position it very well to grow and excel at building the creative economy.

Their SWOT analysis turned up the following findings:

**Strengths:** strategic location, knowledge base, innovative workforce, strong support for alternative economic development strategies, quality of place, telecommunications infrastructure, support for 'green' movement, growing recognition of a shift, and enthusiasm.

**Weaknesses:** lack of data, lack of ties to local policies, need buy-in and participation, require more skills, expertise, and resources, need a stronger regional profile, and lack of evaluation/performance tools.

**Opportunities:** strategic location, agriculture & renewable energy, attraction & retention of skilled people, linkages between industry and education institutions, self-employment, research & development, food industry initiatives, and work/live/play branding.

**Threats:** support from government, inconsistent broadband coverage, lack of alternate visions, weak marketing & communications, need to stay ahead of the branding curve, lack of networking opportunities, need better access to capital, and lack of leadership.



The recommendations and action items from the report fall into four broad categories:

- Coordination of stakeholders
- Enhanced networking and building an environment of creativity
- Nurturing creative enterprises and people
- Marketing of place and place branding

### **Observations on the Policy Context for Cultural Planning**

The policy framework for Trent Hills is driven overwhelmingly by the values placed on natural heritage and the role which natural heritage plays in the unique quality of life that is found in Trent Hills.

The development of culture in Trent Hills is identified as a specific priority and is recognized as a means of supporting other policy initiatives in Trent Hills:

- Culture has a role to play in Economic Development as a tourist draw, as a component in downtown revitalization, and as a generator of jobs.
- Culture has a role to play in Social Development as a vehicle for social cohesion, and also as a contributor to individual education, personal growth, and health and wellness (relevant to Recreation, for instance).
- Culture has a role to play in Environmental Sustainability directly and indirectly as an agent of heritage education, protection and preservation (natural, built, social). It is relevant to initiatives such as land use planning.

The policy review for Trent Hills has also shown several principles to be kept in mind in planning for culture in the municipality:

- Cultural and natural heritage as Trent Hills' key strength
- Pride in the specific rural and small nature of the community
- High level of community engagement
- Municipal role as facilitator rather than direct provider
- Challenges related to job creation and revitalization of downtowns

## **WHAT ARE THE PRESENT CULTURAL ASSETS IN TRENT HILLS?**

### **Types and Levels of Cultural Activity in Trent Hills**

#### Inventory of Culture – Broadly Defined

The work in this phase included a broad survey of activities and events occurring in Trent Hills on a regular or annual basis.

Since this work was occurring prior to having established a definition of culture specific to Trent Hills, the resulting inventory is all inclusive rather than selective.

A copy of the inventory appears in the Appendix to this document.

#### The Social Culture of Trent Hills

As the inventory amply demonstrates, most of the cultural activity in Trent Hills is community-based, organized and run by volunteer groups, and is either free or very inexpensive.

This type of cultural activity includes everything from euchre and bridge nights, women's coffee hours, and knitting clubs to luncheons, yard sales, and other fundraisers. There are also regular events held at the Legions, such as karaoke, cards, and jam sessions, including the popular Len Carr Saturday night jamborees.

Most of the activities are for adults, seniors, and families, with little organized for youth, teen, and young adult audiences. There are a few notable exceptions, such as the Campbellford Skatepark and recently begun monthly preteen dance.

#### Cultural Businesses

There are quite a few retail and home-based businesses in Trent Hills which relate to culture including:

- Communications Media: Periodical and community press
- Civic arts: landscape architecture services, architecture services, agricultural societies, fairs, gardens, farmers' markets
- Crafts: farming, botanical artists, maple syrup production, brewery, winery, cheese & butter co-operative, honey, chocolate manufacturer
- Design Services: Graphic, interior, and web design
- Electronic Arts: Cinema, video rental, DJing services, sound recording studio, production company
- Literary arts: bookstores and book publishers
- Performing arts: musical instrument supply stores, dance school, music teachers
- Visual arts: commercial art galleries and photography studios

## Cultural Organizations

Trent Hills has a number of active culturally-based organizations, including:

- Public Libraries
- BIAs and Chamber of Commerce
- Parks Canada and Lower Trent Conservation Authority
- Educational providers
  - Campbellford District High School, Loyalist College
- Service organizations
  - Legions, Hospital Auxiliary, Warkworth Community Service Club, Lions & Lioness Clubs, Rotary Club
- Community organizations
  - Friends of Ferris
- Historical societies and museums
- Agricultural societies
- Youth & Senior organizations
  - Hastings Youth Action Council
- Cultural organizations
  - Westben, Village Theatre Company, Spirits of the Hills, Photographic Society, Knitting Guilds
- Specially arranged committees
  - Founders Week, Canada Day
- Festival organizations
  - Warkworth Western Weekend, Maple Syrup Festival
- Churches
- Individuals

## Festivals and Special Events

There are many annual special events held in the community that encompass the broad range of cultural activities. There are the usual Holiday celebrations, such as Canada Day and Christmas, as well as Community/Recreation festivals such as the Waterfront Festival and Fall Fairs. There are also festivals and special events with a Culinary theme like the Maple Syrup Festival and the Long Lunch, Agricultural festivals like the Garden Tours, and Arts-based events like the Gallery Hop.

### Visual Arts and Crafts

There is a strong independent artist community, with practicing visual artists in watercolours, photography, ceramics and pottery, hand-blown glass, sculpture, painting, textiles, and print-making. There are several organizations devoted to the support of these artists, including Spirit of the Hills and the River Valley Photographic Society, and several annual events which promote the art of Trent Hills, such as the Fibre Festival in Hastings.

### Performing Arts

The Westben Arts Festival Theatre is the only year-round professional music presenter in Trent Hills. Westben presents Canadian and international artists during a five week summer festival, focusing on classical, Broadway, and jazz. Westben also hosts several fundraiser concerts throughout the year and a seasonal concert at Christmas. Westben runs the Westben Festival Chorus and Westben Youth and Teen Chorus throughout the year, along with other educational initiatives and master classes.

There are three other summer music events, one for each community of Trent Hills. Each presents outdoor concerts one night a week through June, July and August, bringing in local amateur acts as well as professional musicians.

In addition to the summer music, there are concerts throughout the year at several churches in the area, some of which are fundraisers, as well as highly-respected concerts at the Campbellford & District High School. Also, amateur and professional performers are presented throughout the year at the Aron Cinema, the Legions, and a number of local restaurants.

There is one theatre company, The Village Theatre Company, which produces and presents occasional productions featuring local professional actors.

Recently the Ireland Academy of Dance & Performing Arts from Belleville has opened a second location in Campbellford. There is a recording studio in Warkworth.

### Heritage Societies and Museums

There are three heritage societies representing Campbellford/Seymour, Warkworth/Percy, and Hastings. There is also the Trent Hills Heritage Advisory Committee of Council.

There is a Campbellford Memorial Military Museum.

Built heritage is valued and protected in Trent Hills. Designated properties include residential homes, a municipal building, a school house (the oldest in the area), and a church.

Other properties highlighted by the local historical societies include fairgrounds, the cheese and butter cooperative, and parks and bridges.

There are 3 provincial plaques in the area, one in each urban community of Trent Hills.

Natural heritage in Trent Hills is plentiful. There are 3 conservation areas (Seymour Conservation Area, Warkworth Conservation Area, Crowe Bridge Conservation Area), Ferris Park, the Keating-Hoards Natural Habitat Area and the Trent Severn Waterway, a National Historic Site.

There are also three trails: the Trans-Canada, the Oak Ridges, and the Percy Portage.

#### Culinary Tourism

There has been development in culinary tourism in Trent Hills in recent years. The creation of Slow Food Northumberland, Wholearth Farm Studio, the Warkworth Perfect Pie Contest, and the 100 Mile Diner, for example, show that this is an increasing industry for Trent Hills. In addition, Trent Hills is part of the county's Proudly Northumberland branding initiative, which seeks to celebrate and promote the area's rich agricultural and culinary history.

There is also the Church Key Brewery, Oak Heights Winery, the Cheese & Butter co-op, Sprucewood Cookies, Mrs. McGarrigle's, and chocolate manufacturers, which form a small cluster of activity.

#### Arts Education

There are a number of opportunities in Trent Hills for residents wishing to partake in arts and culture education. Examples include the Campbellford Community Resource Centre, which offers an ongoing schedule of cooking, art, language, fitness, horticulture, and computer classes, some of which are accredited through Loyalist College; cooking classes with local chef Peter O'Hara at The Blacksmith; pottery classes and summer art camps for children through Artworth at Frantic Farms pottery studio and other locations; theatre and film for youth through Soul Carnival; youth and adult chorus with Westben; and high-quality arts and music classes at the local high school.

#### Natural Culture/Recreation

There are many community parks, playgrounds, trails, and other nature/recreation initiatives in Trent Hills. Let Them Be Kids recently completed construction on three new playgrounds, one in each community of Trent Hills. The Communities in Bloom program has been a popular initiative to improve and protect green space in the community. There are two skateparks, multiple parks and trails, and many water-based recreation opportunities.

#### **Cultural Activity “Hot Spots”**

Trent Hills has many locations where cultural activity takes place. Not surprisingly, the overwhelming majority of the cultural hot spots are found in the urban centres of Campbellford, Hastings and Warkworth.

Each community has several churches and a legion at which community meetings, small fundraisers, musical presentations and jam sessions, and community lunches/dinners take place.

There are also a few buildings in which more culturally-specific activity takes place, such as theatrical productions, music concerts, and heritage displays including – the Aron Theatre, the Westben Arts Festival Theatre, the Hastings Civic Centre, the Percy Heritage Centre, and the Warkworth Town Hall Centre for the Arts.

Much of the summer (and some winter) cultural activity takes place outdoors in the large parks (Ferris Provincial Park, Old Mill Park, and Hastings Waterfront/Gazebo) and in the downtown areas.

#### Cultural Hot Spots in Campbellford

- Campbellford Community Resource Centre – classes in various cultural activities (through Loyalist College), summer camps for children
- Christ Church Anglican – bazaars, rummage sales, music presentations, euchre, pancake dinners
- St. Andrew's Campbellford – musical presentations, luncheons and rummage sales
- St. John's United Church – talent showcases, many musical presentations, craft shows and jewellery shows/fundraisers, pancake suppers and other meal events, heritage meetings and presentations, chocolate & cheese festival
- Campbellford Legion – euchre, Oktoberfest, dinners, outside bookings
- Aron Theatre – regular schedule of first run movies, live music concerts
- Westben Festival Arts Theatre – summer music festival, choir practice, fundraisers, Christmas presentation
- Ferris Provincial Park – outdoor events (Kite Day, Trillium Walk), heritage events, concerts
- Old Mill Park – Waterfront festival, Canada Day, Christmas lights display, Melodies in the Mill, book sales, fundraising hikes
- Campbellford Fairgrounds

#### Cultural Hot Spots in Hastings

- St. George's Anglican Church – community events (rummage sales, lunches, socials), arts & crafts show
- Trinity United Church – music presentations (second most, after St. John's), bazaars, vacation bible school
- Hastings Legion – ballroom/latin/western dance lessons, karaoke, BBQs, horseshoes, music presentations

- Hastings Civic Centre and Library – Photography society meetings, heritage/founders meetings, music jamborees, bingo, euchre tournament, dances, line dancing, programs for children (reading, music), community meetings, club meetings
- Hastings Gazebo/Waterfront/Village Marina – Melodies on the River, Founders week events, fishing derby, antique boat show

### Warkworth

- St. Andrew's Warkworth – musical presentations, coffee time and community meetings, children's playgroup
- St. Paul's United Church – Artworth summer camp, senior's exercise classes, variety shows, galas and other fundraisers, community meetings
- Warkworth Legion – dances, karaoke, jam sessions, euchre, breakfasts/dinners
- Warkworth Town Hall Centre for the Arts – square dance events, fundraisers (balls, fashion shows), theatre presentations, heritage meetings, meeting place for town events
- No fixed location: downtowns, etc. – many community events (garden tours, house tours, gallery tours, farmer's markets, etc.)
- Percy Heritage Centre – Art & Photography show, writers group meetings, heritage society meetings, spinners & weavers meetings

### **Observations Related to Cultural Assets**

Taking culture in its broadest sense, there is a great deal of community-based, local cultural activity in Trent Hills. This activity may be characterized as largely organized both by and for the residents of Trent Hills.

#### Culture and Social Cohesion

Most of these events are organized and implemented by volunteers, either from organized societies and groups or just independent community members. There is little programming by the Municipality of recreational and cultural activities.

The church community is very active in providing family-friendly and seniors events such as pancake dinners, rummage sales, bazaars, and small concerts as well as connecting events such as euchre, bridge, and coffee hours.

### Cultural Organizers and Advocates

Those who organize cultural activities in the community include:

- County
- Municipality
- Public Library
- BIAs and Chamber of Commerce
- Parks Canada and Lower Trent Conservation Authority
- Educational providers
- Service organizations
- Community organizations
- Historical societies
- Agricultural societies
- Cultural organizations
- Youth and Senior organizations
- Specially arranged committees
- Businesses
- Festival organizations
- Churches
- Individuals

### Art and Artists

There are many practicing visual artists who work out of their own homes, with a few places for exhibition. These include local commercial galleries, and informal spaces such as cafés. The Northumberland Arts Guide catalogues some of these artists, studios and other spaces.

### Culture for Residents and Visitors

There is high quality professional programming at the Westben Arts Festival Theatre. The shops and galleries of the urban centres are also attractive to residents.

The cultural and natural heritage assets of Trent Hills which appeal to tourists would include the Military Museum, visiting the Trent-Severn Waterway, and the many protected natural areas.



## WHAT ARE THE PREVAILING THEMES AND IDEAS TO BE PURSUED?

### Affirm the Value of Culture and Cultural Planning

#### Importance of Culture

Canada's cultural awakening began in the Centennial year when governments began to create a policy and legislative framework for artistic development, broadcasting, publishing, cultural exchange and heritage preservation both at the federal and provincial levels.

The effects of these policies and their related programs also took root in municipalities and within 25 years some form of cultural portfolio existed in cities and towns all across the country.

By the end of the 20<sup>th</sup> century, culture was generally recognized as being more than a "quality of life" issue. Studies demonstrated that a vibrant culture was also key to social and economic sustainability.

#### Reasons for Cultural Planning

There are many goals which cultural planning can achieve including:

- Promoting civic engagement
- Strengthening community identity
- Promoting a better understanding of culture
- Supporting the growth of a cultural sector
- Creating linkages between culture and other civic goals
- Supporting economic development
- Providing a framework for ongoing cultural development

#### Cultural Planning in Rural Communities

Two documents were reviewed for this report related to cultural planning in rural communities.

The **Ontario Rural Council** convened several Forum events on municipal cultural planning in 2008-2009 where challenges related to undertaking municipal cultural planning in rural communities were discussed as well as several themes.

The importance of culture in its role in:

- Validating various forms of cultural expression
- Celebrating community uniqueness
- Building social capital
- Grassroots involvement

- Nurturing community in its broadest sense
- Culture as a factor in livable and sustainable communities
- Relevant to the identity of a community, as an economic driver, source of employment, factors in attraction and retention of residents, and the soul of a community

Discussion included noting that a frame for cultural planning should be inclusive and community-based.

Challenges identified for the process of cultural planning included:

- Need for clarifying what is culture, locally (rural communities differ from urban)
- Need for greater awareness of scope and economic value of culture

The Creative City Network of Canada recently issued a literature review on the theme of **Developing and Revitalizing Rural Communities through Arts and Culture**. It highlighted the following in regard to the nature of arts and creative activities in rural communities:

- Characterized by interaction/tension among cultural heritage, contemporary art, collective memory
- Holistic, drawing in people from all walks of life
- ‘Art as process and citizen’ as participant is emphasized over ‘art as product and citizen as patron’
- Balance needed between local activity and outside influences (touring activities, local involvement and grassroots based regional networks are all important)
- Role of rural festivals in fostering collective identity and sense of belonging
- Disconnect between understanding of benefits of activities such as festivals and lack of community planning context
- Context for rural activities is availability and capability of broadband internet in regard to centrality of internet as a marketing tool and ability to draw residents with businesses. Need for connection is a constant theme.

The report also discussed common themes related to:

- Capacity and related challenges
- Community factors and critical ingredients
- Population-related issues and opportunities
- Economic issues and opportunities
- Governance factors

Work was also commissioned as part of this review on a statistical analysis of artists in rural communities. Undertaken by cultural statistics company Hill Strategies, the resulting report found that in Trent Hills, 65 residents cited ‘artist’ as their main occupation (1.05% of the

labour force), ranking 23rd in Ontario small and rural communities in the concentration of artists (higher than Collingwood or Cobourg; lower than Niagara-on-the-Lake or Blue Mountain).

### **Set the Agenda for Trent Hills**

In this present phase of the planning process, we have come to understand Trent Hills in terms of:

- Its distinctive character as a community
- The aspirations which are expressed in its policy framework
- The types and levels of its cultural activity

Now the work to be done in cultural planning for Trent Hills includes:

- Identify the Strengths, Weaknesses, Opportunities and Threats of culture in Trent Hills
- Define “Culture” with specific application to Trent Hills
  - Identify role of the Cultural Plan in the policy context
- Create a cultural Vision for Trent Hills
- Set Goals and Priorities for cultural development
  - Organizational and cultural program delivery
  - People power and human resources
  - Partnerships and sponsorships
  - Revenue generation and funding
  - Facilities and cultural places
  - Communications and community relations



## Trent Hills Municipal Cultural Plan

### Part 2: Where Do We Want to Go?

## INTRODUCTION

### Background

This report is the second of three interim reports which will be produced as part of the development of a Municipal Cultural Plan for Trent Hills.

#### Part 1

The first report (Part 1: Where Are We Now?) provided a detailed picture of Trent Hills as it is today, its history and character, its policies and its cultural assets.

The first report raised and addressed the following questions:

- What has contributed to making Trent Hills a special place?
- What is Trent Hills currently doing to plan its future?
- What are the present cultural assets in Trent Hills?
- What are the prevailing themes and ideas to be pursued?

Accordingly, a community narrative was developed based on local history sources, and the local and regional policy context was summarized and reviewed.

An inventory of cultural assets was also captured in two spreadsheets: one listing Cultural Activities and one listing Places where cultural activities take place within Trent Hills.

#### Part 2

The purpose of this second portion of the study (Where Do We Want to Go?) is to move the cultural plan development process ahead by:

- Identifying the strengths, weaknesses, opportunities and threats for culture in Trent Hills
- Defining 'Culture' with specific application to Trent Hills
- Identifying the role of the Cultural Plan in the policy context
- Creating a cultural Vision for Trent Hills

This present report summarizes the findings from a variety of community consultation activities undertaken to identify the community's aspirations for arts, culture, and heritage in Trent Hills.

### Part 3

A third report remains to be developed. This forthcoming document will set out goals and priorities for cultural development in Trent Hills in the areas of:

- Organizational and cultural program delivery
- People power and human resources
- Partnerships and sponsorships
- Revenue generation and funding
- Facilities and cultural places
- Communications and community relations

### **Where Do We Want to Go? — Summary of Process and Findings**

This second phase of the development of a Municipal Cultural Plan for Trent Hills was focused on engaging community members in a conversation about the strengths and weaknesses of the present cultural environment in Trent Hills, and discussing areas of opportunity and key priorities for future cultural development.

The community engagement process included conversations and roundtables with Council members, Municipal Staff, representatives of a wide range of community organizations including cultural sector organizations and businesses, and residents of Trent Hills.

More specifically, the tasks involved in this second phase of the study were:

- Holding an information and consultation session for Council and Senior Staff
- Designing an on-line survey to collect feedback from the community
- Conducting background interviews with over 30 community members representing a variety of sectors and interests
- Holding a series of community roundtable sessions open to the public
- Generating a synopsis of input and findings from community consultations
- Undertaking an analysis of input and findings
- Holding a workshop session with the Cultural Plan Steering Committee to review results and discuss the Cultural Vision Statement and Cultural Policy

With approximately 100 individuals participating in Cultural Plan discussions, several key Strengths, Weaknesses, Opportunities and Priorities were identified.

#### **Strengths**

- Unique natural heritage assets and rural setting
- Community organizations and volunteerism
- Rich history
- Number and professionalism of local artists

- Diverse opportunities for participation
- Accessibility
- Local food
- Openness and tolerance
- Broad strategic strengths of the community

#### **Weaknesses/Challenges**

- Need to work ‘better together’
- Marketing and communications
- Cultural facilities lacking, inadequate or underpromoted
- Funding challenges
- Supporting infrastructure lacking, including strong downtowns
- Demographic challenges
- Broader vision needed

#### **Opportunities**

- Strategic planning
- Marketing
- Fostering communication and collaboration
- Destination development and stimulation of tourism
- Awareness and education
- Stimulating business
- Providing facilities
- Local food
- Preservation and celebration
- Providing supporting infrastructure

#### **Priorities**

- Understanding, celebrating and promoting culture
- Capacity-building
- Physical infrastructure and spaces
- Programming

The outcomes from community consultations together with the information collected in the Part 1 report provided the information required to develop a (draft) definition of culture in Trent Hills as well as the beginnings of a Vision for culture in Trent Hills.

The draft definition refers to the particularities of culture in Trent Hills, which:

- Arises from a unique natural setting
- Is embedded both in three historic urban centres and in the rural land between them
- Is celebrated throughout the year in a diversity of locally organized gatherings
- Encompasses many forms of individual and collective expression and embraces all levels of involvement
- Occurs in traditional forms of individual and collective artistic expression, food and culinary arts, and also finds expression in community gatherings

The Vision refers to broad categories of goals for the Cultural Plan, refined into 20 specific goals.

In the next phase of this study (Part 3), these goals will be focused into particular actions, with assignment of target timelines for addressing the issues, responsibilities, and ways of tracking progress.



## **COMMUNITY CONSULTATION**

### **Description of Consultation Process**

The consultation process for the cultural plan was designed to ensure connection with three key constituents of the Municipality:

- Municipal council and senior staff
- A range of local and regional agencies, community organizations and businesses including cultural organizations and businesses
- Residents and members of the public including youth representatives

Five types of consultations were conducted in order to connect with a wide range of stakeholders.

- An information meeting and consultation with Council and Senior Staff members (held October 9, 2010)
- Background interviews with over 30 individuals who could provide additional insights on various sectors of the community; e.g. agriculture, food, recreation, youth, seniors, community services, cultural businesses, visual arts, crafts and performing arts (conducted by phone October 14-29, 2010)
- A conversation with young people (conducted at Campbellford District High School through the Community Foundation's Youth Advisory Council, November 2, 2010)
- Four community roundtable sessions (held November 2, 3 and 4, 2010) in Warkworth, Hastings and Campbellford
- A web-based survey posted to the municipal website and widely circulated via several mailing lists (active October 4-November 30)

The Cultural Plan development process is also being advised by a Cultural Plan Steering Committee made up of Council appointed members of the community.

Draft directions for the Cultural Plan will be shared with members of the public at an open house in the new year and opportunity will be provided for comment.

### **Engagement Process – Line of Questioning**

#### **Background Conversations**

Among other findings, the Part 1 Report noted that landscape and agriculture were prevailing themes in the local history of the community and played an important role in shaping the cultural environment in Trent Hills.

These two themes were among those pursued through background conversations with a variety of stakeholders.

The background conversations were intended to provide the Consultants with more detailed perspectives on the community prior to the community roundtable sessions and to engage a wide range of stakeholders, not only those directly involved in cultural organizations and activities but including many of these.

Conversations were conducted by phone and were loosely structured around the following questions:

- What makes Trent Hills unique?
- What is the role and state of the sector under discussion (e.g. community services, built heritage, youth, business community) in the community?
- What is the role of landscape in the community?
- What is the role of agriculture in the community?
- What are some of the ‘highlights’ of Trent Hills?
- What are the SWOT (strengths, weaknesses, opportunities, and threats) for culture in Trent Hills?

### **Community Consultations**

Four community roundtables were held, each two hours in length. The format for the sessions was that of a brief introduction to the cultural plan process—its goals and objectives, and work completed to date—followed by an explanation of the roundtable discussion format.

Community members were divided into groups of approximately 5 individuals to discuss six questions.

Questions for the roundtables were along similar lines as those of the background conversations, with an increased emphasis on looking forward to opportunities for culture in Trent Hills:

- What do we value most about culture in Trent Hills?
- What are our cultural strengths?
- What are our cultural challenges?
- What kinds of activities should we focus on developing?
- What kinds of facilities do we need to support cultural development?
- What are the top five priorities for cultural development?

One individual per group was nominated to record the results of conversations as they were taking place and to report back to all participants at the conclusion of the session. The Consultants recorded the results of this summary, and collected the notes taken during the roundtable discussions.

## **Public Survey**

In order to encourage participation in the cultural planning process by those unable to attend community roundtable sessions, as well as to solicit anecdotal information difficult to collect in other ways, a cultural plan survey was created and circulated via email as well as being posted to the Municipal website page devoted to the cultural plan.

The survey covered a broader spectrum of questions than could be covered in a community roundtable or phone interview. (The questionnaire is reproduced in the Appendix).

Only a small number of surveys were completed, and following feedback that the format of the questionnaire would benefit from being simplified, was re-circulated in an effort to drive additional participation.

This summary nevertheless includes relevant feedback collected from this source of community engagement and participation.

## **Youth Discussion and Survey**

Creating a separate session to discuss views and desires for culture in Trent Hills with young people had been identified as a priority early in the Cultural Plan Steering Committee meetings.

The Youth Advisory Council (YAC) of the Campbellford/Seymour Community Foundation was selected as an effective means of gauging the interests and concerns of young members of the community and learning more about their forms of participation in culture.

The Consultants attended a regular meeting of YAC at Campbellford District High School and provided a brief presentation on the cultural plan process followed by a facilitated discussion around the themes highlighted in other cultural planning sessions. The focus was on understanding how young people interact in Trent Hills, where they engage in cultural activities, what kinds of activities they participate in and what they see as the main areas of strength and weakness for culture in the community.

The group was highly engaged and in addition to the discussion with the Consultants, several individuals filled out a hard copy of a tailored cultural plan survey.

## **Outcomes of Community Consultation Process**

### **Strengths**

Throughout the community consultations and background interviews held as part of the cultural plan engagement process, community members were asked to reflect on the strengths of the community, broadly, and on Trent Hills' strengths in relation to cultural development specifically.

The following summarizes the key recurring themes in their responses. (A more detailed list of key points has been compiled and appears in the Appendix to this report).

### *Unique Natural Heritage Assets and Rural Setting*

The communities of Trent Hills are located in unique and beautiful rural settings in the Northumberland Hills. The rolling Drumlin hills, the waterways (which have the benefit of running directly through the centre of town in the case of Campbellford), and pleasant micro-climate are some of the key assets of the area's natural heritage enjoyed by residents and acting as draws for many visitors. The presence of both a national historic site (the Trent-Severn Waterway) and a provincial park within Trent Hills was a particular cultural opportunity valued by community members.

The connections between the cultural plan and the area's natural heritage were many, and one role it was seen as playing was as a source of inspiration for artists.

Preserving the natural heritage of the area and the associated ways of life in the community was an important element for cultural identity in the community. An area of strength for Trent Hills, therefore, is the local presence of several protected areas, and the fact that the municipality is not slated for intensification in the Growth Plan for the Greater Golden Horseshoe. Development pressures are not as strong here as elsewhere, suggesting that the natural features and environment of the area will remain protected over time.

### *Community Organizations and Volunteerism*

The presence of deeply committed volunteer based organizations and committees operating in all areas of the community including arts and culture were viewed as another area of strength. A great number of enthusiastic individuals, many recent retirees, bolster these entities. (Volunteerism being heavily relied upon by the community to the point of 'burnout,' this theme also returned as a weakness.)

The unique presence of assets such as the Community Foundation who are able to fund projects and help bring groups together to collaborate is of significant benefit to the community.

### *Rich History*

The rich agricultural, industrial and first nations history of the community is seen as an asset, and one that is apparent in the many historic homes, archaeological sites, and barns, and is recognized through existing heritage plaques.

### *Number and professionalism of local artists*

The presence of many professional artists in the communities of Trent Hills is identified as a key strength for the municipality. Artists residing across Trent Hills represent a wealth of knowledge and skills, and many are ready to share their talents and passion with other community members.

Organizations and programs such as Westben’s community productions and youth programs and Soul Carnival’s Youth Arts Mentorship Program are examples of high quality artistic opportunities available to residents young and old due to the strong artistic presence locally. Youth-oriented opportunities including the Campbellford District High School music program are other examples highly valued by participants in the roundtable sessions and background conversations.

#### *Diverse opportunities for participation*

The diversity of cultural opportunities available in the community was noted by many community members, particularly given the size of the community. Opportunities are diverse in several aspects: firstly in the disciplines covered (e.g. photography, jazz performance, choral music, historic re-enactment, food festivals).

Cultural opportunities in Trent Hills are also diverse in terms of level of professionalism, and in the involvement of both ‘newbies’ and those whose families have been in the area for generations.

There are also many ways to actively participate in cultural activities. As has been the experience in other rural communities (“Developing and Revitalizing Rural Communities Through Arts and Culture,” Creative City Network of Canada, 2009), a specific benefit of culture in a smaller community is its tendency to be participatory in nature. Trent Hills residents have many opportunities to be more than audience members—that is, to be integral to the production or activity, whether it is by singing in a choral performance, volunteering in the organization or production of an event, or entering a pie contest.

#### *Accessibility*

Community members discussed that the affordability of cultural activities in the community is a strength. Many activities are available free or at low cost.

#### *Local Food*

There is a developing local food cluster of small businesses making specialized products, from Sprucewood cookies to Doohar’s baked goods. Historically, the tourism assets of the community and the attractors have been food related (e.g. chocolate factory, cheese co-operative) and new assets have joined these (e.g. winery, brewery). Farmers’ markets, pick-your-owns and roadside stands are part of this landscape as are organizations such as Slow Food Northumberland.

#### *Openness and Tolerance*

While there is a tradition of culture and artistry in Trent Hills, there is a sense that new ideas can be brought forward, a certain openness. New ideas are accepted and are frequently forthcoming, partly due to the influence of newcomers to the community.

#### *Broad strategic strengths of the community*

Interviewees and workshop participants also mentioned some of the main strategic benefits of Trent Hills broadly, in terms of its proximity to the major markets of the GTA, ease of access from Hwy 401, and affordability of real estate. The three urban centres of Trent Hills are an asset in that they offer a variety of experiences within one municipality.

### **Weaknesses/Challenges**

Participants also discussed the weaknesses of the cultural environment in the community and the challenges being faced in Trent Hills in this regard. (A more detailed list of points appears in the Appendix).

#### *Need to work ‘better together’*

Notwithstanding the collaborative spirit that is often cited as a strength of the people and organizations of Trent Hills, there is reportedly a weakness in the competition that exists between various interests and organizations for scarce dollars and volunteers. The cultural sector can also be guilty of a lack of communication across disciplinary lines, such that visual arts groups, theatre, and music groups do not always come together.

Participants felt there is a need (going forward) to work better together in order to make the best use of resources.

A small example of how this plays out is in coordination and scheduling of events. While many community members feel that coordination is occurring effectively organically, others believe there is room for improvement, particularly across Trent Hills’ three urban communities. An observation was made that an event held in Hastings can have the effect of taking audiences away from an event in Warkworth if held at the same time. With better and more coordinated scheduling, groups would more easily support rather than hinder each other’s efforts.

This feeling of the need to work ‘better together’ also extended to a need for collaboration among the urban communities of Hastings, Campbellford, Warkworth and the surrounding rural areas. Participants noted there is a lack of shared identity among the communities of Trent Hills—amalgamation for many was administrative only, and did not affect perception of belonging to the community. However the feeling was expressed that rather than being competitive between communities, each location should find its own specialization, and focus on being complementary to the others, acting cooperatively to help Trent Hills as a whole to thrive.

#### *Marketing and Communications*

Participants commented on several challenges related to marketing, communication and awareness of Trent Hills’ cultural assets.

There is some work to do on internal promotion, as well as on communication with tourists from further afield. Some identified that many community members from one urban centre do not visit the assets available in the other urban centres.

There is also a disconnect between the market's interest and activities offered. One group expressed frustration over low attendance at their events and wondered how they could learn more about audiences in order to design events they would be interested in attending.

*Cultural facilities lacking, inadequate or underpromoted*

Whereas cultural activity is seen to be extremely strong, cultural facilities are considered to be in shortage, inadequate or underpromoted.

Aside from cafés and restaurants, there are few opportunities for formal exhibition of two-dimensional visual art. There are no places in which to hold larger-scale performing arts events. There are few studios open to the public for classes. A need was expressed for a community venue to accommodate various types of activity including workshops as well as providing a gathering space.

There was also recognition that because resources are limited, public facilities should be multidisciplinary, housing several kinds of artmaking rather than being dedicated to a single discipline.

Notwithstanding the expression of interest in a new gathering, artmaking and presentation space, it was also felt that existing facilities could be better promoted and used, including community use of school facilities.

Participants also expressed concern over the future of key facilities such as the Auction Hall in Hastings and the Aron Theatre in Campbellford and wanted to see them retained.

*Funding Challenges*

There is a lack of dedicated funding for organized cultural activities and a lack of opportunity for individual artists to secure financing. Activities being largely volunteer run and funded through community fundraising there is a dependence on grants from other levels of government. Without a stable source of funding some activities are on financially precarious ground.

Several expressed that groups have a need for assistance with grant writing.

*Supporting infrastructure lacking, including strong downtowns*

Within certain pockets, Hastings and Campbellford in particular, the state of the downtown is of concern to community members both for their own experience of the community and health of the downtown, and in terms of opportunities and experiences for visitors.

Among the issues identified is that of absentee landlords. Interestingly, this was historically a problem in Warkworth which was able to overcome this challenge in its recent history. There is a learning for other Trent Hills communities in Warkworth's former successes in revitalization.

The lack of supporting infrastructure such as high quality group accommodations, and restaurants of the quality tourists are seeking is viewed as a challenge, as are inconsistent and often limited opening hours at retail outlets and restaurants.

A lack of convenient transportation options poses a significant challenge, particularly for young people.

The lack of affordable and dependable high speed internet and spotty cell phone service is a deterrent for businesses including home businesses who might otherwise consider the area.

### *Demographic Challenges*

Some of the weaknesses noted by participants are endemic to small communities. There are demographic challenges presented by the high average age of the community, its 'retirement' feel and low attractiveness to young families and workers. This is related to the lack of job opportunities needed to attract young families and workers and contributes to a challenging cycle of in turn having a weaker labour market to offer businesses interested to investing in the community.

### *Broader vision needed*

There is also a view that there has been little strategic planning for a vision of the community in the future and a sense as noted earlier that there is a pressing need to work together.

### **Opportunities**

There were a great many ideas for opportunities for Trent Hills going forward in terms of the cultural activities (existing and proposed) that have significant potential and the facilities needed to support these activities.

Specifics were cited and appear in point form in the Appendix. Many themes flow from the challenges or strengths identified above. The following are the key themes:

- Strategic Planning
- Marketing
- Fostering Communication and Collaboration
- Destination Development & Stimulation of Tourism
- Awareness & Education
- Stimulating Business
- Providing Facilities
- Local Food
- Preservation and Celebration
- Providing Supporting Infrastructure



### *Strategic Planning*

There is interest in creating a long-term vision for the community in a holistic sense—to begin to answer the question ‘Where are we going as a community?’ The focus should be on residents’ needs, taking the view that visitors who come will enjoy themselves and consider staying if all the elements are in place in the community.

The very process of cultural planning in which we are currently engaged is seen as a good step and strategic opportunity, firstly to define culture and to gain a solid understanding of local assets. Community members are interested in translating the learnings from these and other strategic discussions into specific products to market. Others referred to ‘destination development’ as a strong goal, and one that is a prerequisite to branding and marketing which are also frequently mentioned (see below).

The voluntary nature of the vast majority of cultural activity in Trent Hills requires consideration of how to ensure its sustainability. There is an opportunity to expand the volunteer base by using creative ways to encourage a new batch of volunteers. As an example, it was noted that many residents who might be interested in civic and cultural participation are currently constrained due to lack of childcare (or being given the unattractive option of paying for childcare for the opportunity to perform free work). It is important to find ways to engage members of the community who aren’t currently volunteering in order to broaden the base and pool of those involved.

It was also noted that culture needs to get its fair share of funding.

### *Marketing*

Trent Hills needs to rise to the challenge that arose through the community’s amalgamation. Community members would like to see each urban centre identifying its specific strengths in order to develop in a complementary, not competing, fashion. The diversity of experiences on offer can then be packaged into a “Trent Hills experience” to be marketed. Strengthening the Trent Hills brand as well as the brand identity and image of each of the urban centres was part of the opportunities to be seized according to participants.

Participants spoke of the requirement for marketing to audiences locally and to prospective visitors. ‘Outward’ marketing is about ‘getting the word out,’ packaging experiences, and then developing communication mechanisms of various kinds so that visitors know what experiences and activities are available to them when they do visit.

Non-traditional marketing avenues should not be overlooked. Participants saw potential in new marketing tools, such as downloadable audio walking tours.

Re-introducing the community to itself is seen as a strong area of opportunity with obvious benefits for the other goals. Anecdotally, it was mentioned that many in Hastings have literally never visited Warkworth. Ideas could be an event which takes place with participation from businesses in all three communities (e.g. with incentives for visiting all three communities).

Community members felt it was important going forward to find ways to partner with local media in promoting the activities that are available (while there is no Trent Hills specific media, there is coverage in regional papers).

#### *Foster Communication and Collaboration*

In addition to communications aimed at promoting events and experiences to audiences inside and outside the community, an area of need and opportunity is to strengthen the lines of communication among organizers of cultural activities through a centralized mechanism. The need for a 'hub' (in philosophical terms, not a physical space) to go to when planning was frequently mentioned as a tool to facilitate coordination. This 'hub' could offer leadership and marketing assistance as well.

Specific opportunities mentioned were the development an events calendar and a community website linking the arts. It was noted that the site and calendar should be focused on the arts (distinguished from tourism calendars but providing an input for these; and locally focused but providing an input to the existing County calendars).

Facilitating communication among artists in order for them to share resources and areas of expertise is an area of opportunity for cultural development. It was noted that it would be worthwhile to look for existing mechanisms (e.g. existing organizations or committees) that may wish to and have the capacity to take on the mandate, as it is not always necessary to establish a brand new mechanism.

#### *Preservation, Awareness & Celebration*

Participants see very strong potential in 'playing up the rural' in Trent Hills. This would mean measures to protect the character of the rural landscape including rural roads and finding ways to save and reuse barns. Another idea was the designate the community an agricultural community.

Community members also see significant potential in stressing the river/waterways as a major theme for the community.

Increasing awareness of the arts and its importance and finding ways to maintain it in the public eye are opportunities mentioned by participants.

### *Destination Development & Stimulation of Tourism*

Many ideas were discussed in the consultation sessions in regard to development of new events and new attractions aimed primarily at the tourist market. Examples include expanding the current fishing festivals to a larger scale tournament; developing new attractions such as a boating museum, a textile museum showcasing the mills history of the area, and a riverboat cruise and paddling in Hastings and Campbellford respectively. Targeting cyclists is also a strong area of opportunity.

Draws such as a school of the arts (where scrapbooking classes might be held), heritage activities such as plaques, waterfront activities, farm/house/garden tours, developing one blockbuster event, promoting more music, are other examples of ideas discussed.

Many ideas were also floated which would be aimed primarily at local residents. Activities include teaching children to fish; finding ways to link the waterfront and fishing with the arts as a joint theme, linking generations through activities, and many youth activities (curricular and extra curricular) including the potential inherent in connecting artists with youth.

### *Local Food*

Food is an area of culture in Trent Hills with good momentum and strong potential. Participants thought more could be done to build on the local and slow food movement that is already here.

With local food a strong emerging cluster, an area of opportunity raised by participants is the potential in connecting festivals with local food vendors. Many major festivals bring in vendors from other communities—there is there an opportunity to support local business first during major events.

More specifically, it was mentioned that more information should be shared with the general public on agriculture and the slow food movement.

### *Stimulating Business*

Having a strong business environment including a strong environment for cultural businesses is an opportunity Trent Hills needs to seize, according to participants.

There are already many home based businesses, and some strategies exist for assisting these ‘off main street’ businesses with collective marketing (for example). More could be done to specifically aim to attract these types of businesses.

Finding ways to foster youth entrepreneurship to retain and create jobs in the community is an area of potential, as is strategically using culture to attract other types of investment.

Promoting and attracting artists specifically is another potential opportunity. There are many communities that have promoted themselves as ‘artist colonies’ that could serve as models.

### *Providing Facilities*

Facilities were an important theme in the community roundtables, as a full question was dedicated to consideration of the facilities needed to support cultural activities.

Spaces are needed for:

- Rehearsal, for teaching in all mediums and cultural disciplines, and for supporting youth development.
- Workshop and retail space is needed for artists
- A large performance space is unavailable within Trent Hills
- Display space for 2-dimensional art work is lacking
- Gathering and meeting areas are also required

When discussing the requirements for the facilities, it was agreed that other than a larger performing arts space, there are sufficient facilities in the community, however there are renovations needed for some of them (e.g. Aron Theatre, Dance Hall in Hastings, Old Town Hall in Campbellford, Hastings Marina). It was also agreed that existing facilities that are in good shape should be better promoted and better used (e.g. Waterway, Ferris Park, Hastings Marina). Some saw potential in converting the Tannery Building in Hastings into an artist-run co-operative serving as studio/retail/lessons/gallery space for visual arts and crafts.

The proposed Recreation & Wellness Centre was mentioned multiple times throughout the consultations as an opportunity not to be missed and a facility that will be very important for the community. It was hoped there would be an opportunity to incorporate cultural activities very deliberately into the centre as this major piece of infrastructure is likely the largest that will come into the community for some time.

There was a suggestion that cultural facilities receive tax breaks to encourage investment.

It was also noted that public washroom facilities are lacking (e.g. for festivals).

### *Improving Supporting Infrastructure*

If cultural activities are to thrive in Trent Hills, the overall environment needs to support the direct providers of cultural activities and experiences.

Discussions turned to the need for sufficient quality restaurants and accommodation; the need to beautify the downtowns and work on streetscaping; and overall, destination development for the community. Participants would like to see better coordination for the downtown and work on improving the physical appearance of the community (e.g. storefronts, streetscaping, pedestrian areas).

A transportation link between the three communities and access to affordable and varied housing types are also viewed as key areas of opportunity.

## Priorities

Community roundtable participants were asked to reflect on the challenges and opportunities they had discussed and to generate a list of their top 5 priorities for cultural development in Trent Hills. The following themes emerged:

- Understanding, Celebrating and Promoting Culture
- Capacity-Building Initiatives
- Physical Infrastructure & Spaces
- Programming

### *Understanding, Celebrating and Promoting Culture*

Priorities related to marketing, promotion and education (understanding, celebrating, promoting) were:

#### **Understand:**

- Investigate the role of arts in the community in order to build an evidence base on the impact of the arts and increase awareness of its importance and impacts
- Defining cultural diversity more clearly

#### **Promote and engage:**

- Heritage promotion
- Promoting organic growers
- Develop a Trent Hills brand, and a brand/image for each community
- Communications; promote activities and assets to residents
- Sell diversity of experiences that is available in Trent Hills; Building on brand
- Youth involvement / cultural participation at younger age
- Plan to educate community

#### **Celebrate:**

- Community collaboration to tell our stories;
- Communicate and pass on community's history and historical richness;
- Building on the River Theme

### *Capacity-Building Initiatives*

Priorities related to capacity-building were:

- Focusing on the volunteer base; trying new ways of working and volunteer training; finding ways to get younger volunteers involved; getting the 30-50 year olds involved
- Funding: providing some funding, helping to access other funding (e.g. assistance with grant writing through sharing successes)
- Providing cultural event support; supporting artists through common infrastructure (e.g. a shared music library, lights, bleachers, art supplies, costumes, equipment rental, storage) as a means of combining efforts in order to 'get more bang for buck'
- Strategic planning—taking a long term view of the community; identifying and celebrating strengths of each community
- Partnerships—building connections with other levels of government, and local and regional agencies
- Building on existing arts and culture community, existing assets
- Fostering a strong business community
- Arts in schools: finding ways to capitalize on artists' presence in community
- Think as 'Trent Hills' (amalgamate culturally)
- Fostering better communication amongst groups (leadership, collaboration, sharing information)
- Fostering better communication and awareness (among supporters, patrons, artists, rest of the world)

### *Physical Infrastructure & Spaces*

Priorities related to physical infrastructure and spaces cited by members of the community were:

- Serious consideration of new facility dedicated to the arts
- Creating space for performance
- Improved accessibility of schools
- The Recreation & Wellness Centre and the potential for inclusion of cultural activities and spaces
- Having public washrooms
- Continuation of waterfront development
- Implementation of the Hastings Streetscape Plan
- Working on the appearance of the communities; revitalization of downtowns

### *Programming*

Program-related priorities were:

- Providing increased arts opportunities in schools, capitalizing on artists' presence in the community
- Developing summer camps
- Farm, house, garden and walking tours

## **VISION FOR CULTURE IN TRENT HILLS**

### **(Draft) Definition of Culture in Trent Hills**

Culture in Trent Hills arises from a unique natural setting of drumlin hills, valleys and waterways and the history which has unfolded within it. Natural heritage is a cherished legacy and life in Trent Hills is lived closely in tune with the seasons and the cycles of nature.

Culture in Trent Hills is embedded both in three historic urban centres and on the farmsteads and the land in between them. Trent Hills is a place where the values of self-reliance are blended with a strong commitment to social cooperation and contribution to community wellbeing.

Culture in Trent Hills is celebrated throughout the year in a diversity of locally organized gatherings which welcome visitors from near and far.

Culture in Trent Hills is also expressed and celebrated through food and culinary arts.

Culture in Trent Hills encompasses many forms of individual and collective expression and embraces all levels of involvement from creator and active participant to spectator and casual observer.

Culture in Trent Hills occurs in traditional forms of individual and collective expression such as:

- Literary arts
- Performing arts
- Visual arts
- Electronic arts
- Communications media
- Design arts
- Crafts
- Civic arts
- Heritage (natural and built)
- Culinary arts

Culture in Trent Hills also finds expression in many community gatherings including:

- Fairs
- Festivals
- Special events
- Seasonal celebrations
- Civic events



## **Vision for Culture in Trent Hills**

The Cultural Plan for Trent Hills will fulfill many statements of community aspirations and goals including to:

- Value and respect the natural heritage of Trent Hills and all the benefits which it provides
- Support the maintenance of the community's social history, traditions and artefacts
- Recognize the concept of “gathering” as an expression of cultural and community cohesion
- Support the retention and protection of the built heritage of Trent Hills including townscapes, streetscapes, individual buildings and public places
- Provide opportunities for the residents of Trent Hills to engage in culture through participation and learning
- Support the development and use of both traditional and non-traditional facilities for cultural activities
- Support cultural and heritage uses of the waterway
- Support cultural sector capacity building through organizational development, communications, coordination and funding
- Create public awareness and education about culture and its benefits
- Place a priority on the inclusion of children and youth in culture
- Ensure that culture in Trent Hills continues to be collaborative, participatory, accessible, diverse, open and innovative
- Ensure that culture is integrally linked to social and economic development
- Ensure that culture plays a leading role in helping make Trent Hills a better place to live, grow up, work, play, visit and do business
- Celebrate and recognize success in the cultural sector

## **ACTION PLAN FOR CULTURAL DEVELOPMENT**

### **Mobilizing the Vision and Values of the Culture Plan**

Based on the discussions held throughout the consultation process, we have developed the following list of key goals for the cultural plan to achieve.

These broad goals will be refined into actions in the Implementation section of Part 3 of the study. To each of the actions described below a responsibility, timeframe, and proposed budget will be attached.

Goal #1:

Ensure culture is linked to all public policy

Goal #2:

Enshrine core values (collaborative, participatory, diverse, accessible and innovative) in a cultural policy

Goal #3:

Raise awareness about role and value of culture

Goal #4:

Increase local engagement and participation in cultural activities

Goal #5:

Develop capacity to coordinate cultural producers and presenters; create communications platform for cultural interests

Goal #6:

Provide professional development opportunities for artists

Goal #7:

Coordinate culture with related community initiatives

Goal #8:

Integrate culture into social and economic fabric of the community

Goal #9:

Integrate community culture into natural heritage

Goal #10:

Increase visitation to Trent Hills and contribute to visitor experience

Goal #11:

Create means of integrated marketing for community events and attractions

Goal #12:

Create strategy for audience development for all public events

Goal #13:

Develop connections with sports organizations and mutually explore ‘the sport in the arts’ and ‘the art in sport’

Goal # 14:

Ensure development of human resources to deliver culture including cultivation of leaders and volunteers

Goal #15:

Identify areas for cultural investment and providing coordination and clearinghouse for cultural funding

Goal #16:

Provide coordination in development and use of community facilities

Goal #17:

Create strategies for culture to support downtown revitalization

Goal #18:

Support the development and enhancement of the urban waterfronts in Hastings and in Campbellford

Goal #19:

Ensure that cultural plan is open to change and accessible to input by all interested parties

Goal #20:

Provide mechanism for ongoing management and monitoring of cultural plan

## **Key Players and Roles in Cultural Plan Implementation**

In order to succeed, there will need to be ownership and buy-in for the Cultural Plan from several groups:

- Municipality and its Departments, Committees and related Agencies
- Other Governments and Public Agencies
- Schools and Educational Institutions
- Cultural Organizations, Artists, Creative Industries
- Related Businesses
- Community Organizations
- Supporters, Donors, Funders, Sponsors and Patrons



## Trent Hills Municipal Cultural Plan

# Part 3: How Do We Get There?

## INTRODUCTION

### Background

This report is the third and final interim report leading to a Cultural Plan for the municipality of Trent Hills. The Cultural Plan as a document will serve both the Municipal government and community leaders as a blueprint for how to move forward to reach goals and to fulfill the community's potential for cultural development over the next five years (2011-2016).

### Definition of Culture in Trent Hills

Part Two of this study proposed a definition of culture for Trent Hills that reflected:

- The local cultural environment's basis in a unique natural setting of drumlin hills, valleys and waterways and the history which has unfolded within it
- The root of local culture within three historic urban centres and in the rural land between them
- Culture's celebration throughout the year in a diversity of locally organized gatherings
- The diversity of forms of individual and collective expression which are draws for both residents and visitors
- All levels of involvement from creator and active participant to spectator or casual observer

Part Two also listed as culture the traditional forms of individual and collective expression such as:

- Literary arts
- Performing arts
- Visual arts
- Electronic arts
- Communications media
- Design arts
- Crafts
- Civic arts
- Heritage (natural and built)
- Culinary arts

And community gatherings including:

- Fairs
- Festivals
- Special events
- Seasonal celebrations
- Civic events



### **Vision Statement**

The engagement process told us that aspects of culture that are valued in Trent Hills include its participatory, collaborative, innovative, accessible, and diverse nature.

As described in Part Two, community members and stakeholders have a vision for culture in Trent Hills where:

- There is value and respect for the natural heritage of Trent Hills and all the benefits it provides
- There is support for the maintenance of the community's social history, traditions and artefacts
- There is recognition of the concept of "gathering" as an expression of cultural and community cohesion
- There is support for the retention and protection of the built heritage of Trent Hills including townscapes, streetscapes, individual buildings and public places
- Opportunities are provided for local residents to engage in culture through participation and learning
- There is support for development and use of both traditional and non-traditional facilities for cultural activities
- There are increased cultural and heritage uses of the waterway
- Cultural sector capacity building through organizational development, communications, coordination and funding is supported
- There is increased public awareness and education about culture and its benefits
- A priority is placed on the inclusion of children and youth in culture
- Culture is integrally linked to social and economic development

- Connections are made between art and sport
- The successes of the cultural sector are celebrated and recognized
- Culture plays a leading role in helping make Trent Hills a better place to live, grow up, work, play, visit and do business
- A commitment exists for culture in Trent Hills to continue to be collaborative, participatory, accessible, diverse, open and innovative

## **Themes of the Cultural Plan**

As described in the Action Plan below, the Cultural Plan has 6 main themes.

### **Theme 1: Policy & Advocacy**

The priorities grouped under this theme are designed to formalize the policy environment for culture in Trent Hills, increase awareness, and ensure culture is linked to other municipal and community initiatives going forward.

### **Theme 2: Collaboration & Organizational Development**

This theme covers priorities related to increasing collaboration and organizational development among cultural groups in Trent Hills including access to professional development opportunities, adequate funding and development of a volunteer recruitment strategy.

### **Theme 3: Promotion & Marketing**

Increasing marketing, packaging and branding efforts aimed at both residents and visitors is a very high priority. This theme brings together recommendations related to raising the profile of Trent Hills' diverse cultural events and opportunities locally and in other markets.

### **Theme 4: Cultural Venues & Facilities**

Cultural facilities require attention on the part of the Municipality in terms of providing strategic oversight and planning, promoting retention of heritage properties and usage of current facilities, and incorporating cultural uses in public and recreational buildings. (See also Facilities for Cultural Development in Trent Hills, below).

### **Theme 5: Activities, Festivals & Gatherings**

The priorities grouped under this theme reflect the great deal of interest in ensuring residents (youth in particular) have access to educational opportunities in the cultural realm, that festivals continue to be supported, and that resources such as the waterways are better used.



## Theme 6: Economic Development & Urban Planning

The final theme brings together a series of recommendations related to fostering a strong supportive environment for culture to flourish. Among the priorities to be addressed are revitalization of the urban centres and waterfronts, protection of unique rural landscapes, and ensuring that supporting infrastructure (such as hospitality and transportation) is there to underpin future growth.

### Timeframe for the Cultural Plan

The Cultural Plan will be a municipal and community initiative to be carried out over the next 5 years.

Phases for the Plan's Implementation are:

- 2011-2012: Fostering Coordination and Collaboration
- 2012-2014: Product and Destination Development
- 2014-2016: Refining Strategies and Long Term Development

### Agents of Cultural Development in Trent Hills

The Cultural Plan will become a municipal policy document to be managed and maintained by the Municipality of Trent Hills. However, the Plan recognizes that the community and cultural sector in Trent Hills will also be instrumental in its fulfillment.



#### Role of the Municipality

Through the research and consultation process, many ideas were brought forward about the appropriate role of the Municipality. These included:

- Adopting the Cultural Plan and monitoring the implementation process

- Committing resources to lead cultural development; committing to long-term facilitation and enabling
- Maintaining connection with cultural interests in other levels of government
- Taking responsibility for the public realm (streetscapes, civic and public art, civic open space)
- Actively promoting cultural and recreational events, activities and facilities/places
- Ensuring activities continue to take place
- Continuing to provide festival and event support
- Ensuring space is available for activities all year long
- Fostering a long term vision and assisting in planning for better access and use of cultural resources
- Seeking funding for recreational and cultural projects and infrastructure
- Monitoring and evaluating the Municipal role on an ongoing basis

The Municipality of Trent Hills has clearly indicated that it values and supports cultural development but cautions that, as a small municipality, it has limited resources. Creative solutions and collaboration are key.

### **Role of the Community and Cultural Sector**

The community cultural sector in Trent Hills currently consists of a number of organizations and individuals who share a common interest in cultural development but do not operate under a common organizational structure. These include:

- Trent Hills Public Libraries
- Westben Arts Festival Theatre
- Aron Theatre Co-operative
- Spirit of the Hills
- Heritage Committees
- Numerous groups and organizing committees

Through the research and consultation process, many ideas were brought forward about the appropriate role of the cultural sector in cultural development. These included:

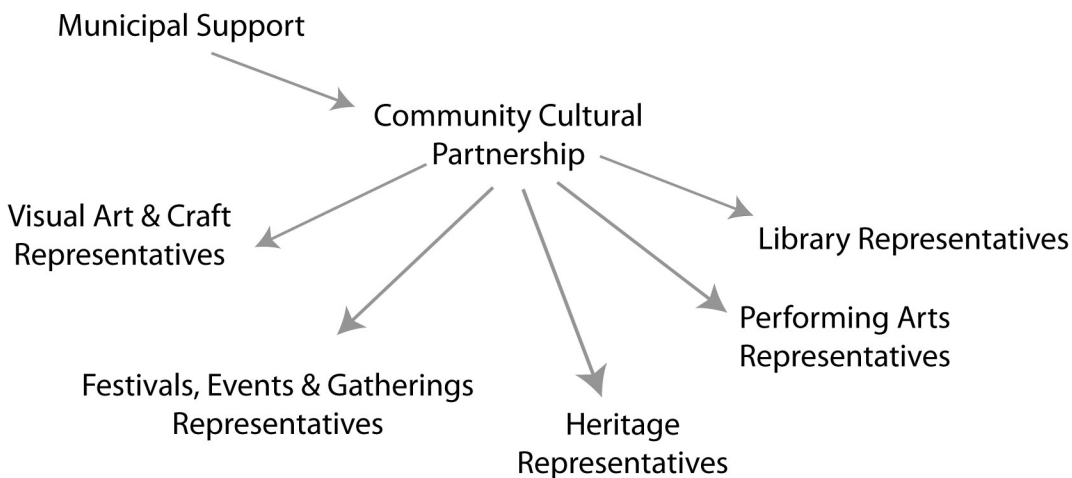
- Providing an organizational centre for culture in Trent Hills
- Providing a central information source for culture in Trent Hills
- Providing leadership in program development
- Being a “voice of culture” in Trent Hills
- Maintaining a relationship with Municipality
- Actively partnering with Municipality
- Articulating needs with respect to cultural activities to provide Municipality with information necessary to do its part

## Trent Hills Community Cultural Partnership

Given the capacity of the Municipality and the collegial nature of the community, this report recommends that cultural sector partners in Trent Hills come together with the Municipality in a partnership which takes advantage of existing structures in the community and minimizes the burden that might be created through a new structure.

This partnership would work through a coordinating “council” which would be the platform for advancing cultural development.

The organizational structure could be:



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### Common Goals:

Coordination | Professional Development | Sharing Resources | Advocacy

### Common Goals for the Partnership Council:

- Provide organizational and administrative centre for culture in Trent Hills
- Provide central information source on culture in Trent Hills
- Provide assistance in professional development opportunities
- Provide assistance with awareness of grants; grant writing
- A forum for holistic planning of calendar of events
- Developing a ‘registry’ or mailing list of local individual artists, cultural organizations, and supporters
- Providing an annual report to Council on behalf of the Partnership

## **Other Agencies, Partners and Stakeholders**

While the responsibility for cultural development in Trent Hills under the Municipal Cultural Plan will rest primarily with the Municipality and the members of the cultural sector, many other organizations will also have a supporting role to play.

These include:

- Local Entities and Funders
- Regional, Provincial, and Federal Agencies
- Educational Institutions
- Business Associations and Revitalization Committees
- Committees of Council
- Service Clubs
- Community Organizations

See Appendix for List of key partners in the fulfillment of the Cultural Plan.

## **Facilities for Cultural Development in Trent Hills**

While the amalgamation of Trent Hills produced a single municipal entity, there remain three separate and distinct urban centres.

The challenge with cultural development in Trent Hills, indeed with any public undertaking, is to reinforce local identities in a manner that is feasible and sustainable for a small municipality with a tax base which is unlikely to grow significantly.

In this regard, the provision of cultural facilities is especially challenging. Yet this is a challenge which must be met in order for cultural development to occur.

### **Public Libraries**

Fortunately, there are public library branches located in each of the three historic communities. Libraries have an important role to play in the provision of cultural programs – especially for children – and the branches should take an active role in the coordination of culture programs with other community program providers.

### **Municipal Cultural Venues**

The municipality also owns and operates a dedicated cultural facility in Warkworth (Town Hall), a shared programming space in Hastings (Civic Centre) and a potential cultural centre in Campbellford (Old Post Office.)

The relationship between these facilities as program outlets needs to be defined and delivery through them coordinated.

The role of the Campbellford facility especially needs further definition both in regard to its proposed internal functioning and in its relationship to the facilities in the other centres.

The strategy for development of cultural facilities (other than performing arts) should identify the needs and opportunities for dedicated cultural programming space as well as spaces which may be booked for more general activities.

### **Venues for Performing Arts**

The needs of cultural programming in the live performing arts differ from other cultural programming in that performing arts require large spaces with an appropriate performer/audience relationship.

Typical of communities of this size, the churches and church halls of Trent Hills have been the default choice for many performing arts uses over the years. Also typically, cinemas such as the Aron in Campbellford, are also used – although neither churches, halls or cinemas are generally proper environments for the full range of live performance.

Similarly, the municipally owned Warkworth Town Hall Centre for the Arts is more a general purpose venue and the barn at Westben, though it is built for music performance, is a seasonal venue.

A strategy is required to support the growth and development of performing arts in Trent Hills. This strategy should identify a building which might be acquired and converted in the short term (3 to 5 years) and a longer strategy (15 years) for the construction of a purpose built theatre.

### **Heritage Sites and Facilities**

The full range of the history of Trent Hills – from time immemorial to today – is an important asset for residents and visitors alike. This asset can be accessed through both natural and social interpretation – linking parks and natural interpretation to the community’s Museums and heritage centres. There is a need in this regard to see this collection of assets as a whole piece and to rationalize their operation.

See Appendix for List of current Municipally and non-Municipally owned facilities in Trent Hills.

### **Monitoring and Evaluation Tools**

Once adopted, the Cultural Plan can serve as a roadmap to guide the community’s and the municipality’s actions in the cultural realm over the next 5 years.

As such, it should not be thought of as a static document but as a process which is continually underway through the activities of various actors. Monitoring and evaluation tools can therefore be helpful in ensuring that the planning process is properly managed on a continuing basis.

Key tools for evaluation are:

- Maintenance of a cultural inventory database
- Collection and issuing of ‘cultural statistics’
- Bi-annual conference where members of the community are invited to provide input into the state of culture

In order to evaluate the plan, the Municipality should develop performance indicators, which could include:

- Increased number of activities
- Increased diversity of activities
- Increased participation in cultural activities and events
- Leveraged increased funding for culture
- Increased awareness and appreciation for role and impact of culture in community

The indicators should be tracked and there should be reporting to Council annually at a predetermined time of year. The Cultural Plan should be revisited every 5 years.

### **Relation of the Cultural Plan to the Four Pillars of Community Sustainability**

Upon its adoption by Council, the Municipal Cultural Plan for Trent Hills will become the planning framework for one of the four pillars of community sustainability (alongside planning and policies for the environment, economic health and social equity).

While the Municipal Cultural Plan will focus specifically on areas of cultural development in Trent Hills, its goals and strategies will be coordinated with the goals and strategies of its counterpart policies.

### **Coordinating Culture with Economic Development**

Culture has already been identified as an integral part of Trent Hills’ strategies for economic development, as noted in the Part 1 report. The Market Feasibility Study (2006) recommends as strategies going forward: the development of arts, culture, festivals and events; revitalizing and improving the uniqueness of each of the downtowns; development of agritourism; and the growth of smaller food processing operations.

Similarly, the Economic Development Strategic Plan 2010-2013 recommends, among other actions and strategies, that the Municipality:

- Create a municipal cultural plan
- Revitalize the downtowns
- Attract and retain skilled workers
- Provide opportunities for healthy life styles
- Improve communication with visitors
- Support the development of festivals
- Support farmers’ markets including increasing partnerships and collaboration
- Enhance local educational opportunities and opportunities for participation in the arts
- Protect the natural environment

Once the Municipal Cultural Plan is adopted, the Municipality can work with its partners locally and in other levels of government to achieve mutual goals in the area of economic development. Additional partners to be engaged will include tourism offices, BIAs, retail businesses, representatives of the hospitality sector and the cultural sector.

These partners will need to work together on implementing the following areas of the Municipal Cultural Plan: Policy & Advocacy, Promotion & Marketing, Activities, Festivals & Events, and Economic Development & Urban Planning, increasing culture and heritage uses of the waterfront, and an attraction strategy for artists and home businesses.

### **Coordinating Culture with Social Development**

Culture has the potential to play a significant role in community and social development, with young or disadvantaged families, youth, and seniors. There are several examples within Trent Hills of how this connection plays out and opportunities exist to work with local agencies to apply a cultural lens in addressing issues related to health and wellness, education and training, poverty reduction, and social equity.

As just one example of the role of arts and culture in social and personal development, as one of the interviewees stated during the consultations, “I think the arts can play a huge role for kids... [involvement in artistic pursuits] helps young people to think outside the box, think creatively and realize they can tackle big projects.”

Cultural priorities related to social development include building collaboration and organizational capacity, engagement of youth, crafting a volunteer strategy, and increasing education and awareness around the role of arts and culture in the community.

### **Coordinating Culture with Environmental Sustainability**

“Without the landscape, we’d be sunk.” That’s how one individual consulted during this process phrased the integral relationship of the natural environment of Trent Hills to the sustainability and health of the community. The health of the physical environment, natural heritage and local food were concerns of many Trent Hills residents.

The Cultural Plan provides a policy framework for linking to discussions with local and regional partners such as Conservation Authorities, National and Provincial Parks authorities, and woodlot and wildlife management. The Cultural Plan can bring these partners into conversation with the cultural sector and stimulate thinking around the importance of the landscape and natural environment to the community.

Committing to the preservation of rural, built and natural landscapes, encouraging reuse of buildings, and increasing the number of educational and cultural opportunities along the waterfront are part of this process.

## Recommendations for Action

### Confirmation of Existing Good Practice

Trent Hills boasts a policy environment which already recognizes the richness of the local heritage and cultural fabric, and dozens of community organizations and volunteer-based groups which prepare celebrations and shows of all kinds for and with the community.

The scale of the community allows for a great deal of coordination to occur in an organic fashion and it is felt that at this time, Trent Hills is a place where culture is participatory, accessible and diverse, among other virtues.

The Municipality is supportive of cultural initiatives and lends assistance to groups as needed.

Still, many feel more collaboration and coordination could be happening among event and activity organizers in the three urban centres of Trent Hills and the rural areas in between. More could be done to promote the activities that are happening to locals and to visitors, and to raise awareness of the role of culture in residents' lives and to demonstrate its benefits and value to the community. Facilities and spaces are felt to need additional attention to be able to showcase the high quality cultural experiences available in this community. The appearance and appeal of Trent Hills as a destination for visitors also needs work.

The following six themes describe areas on which the Municipality and the Community can focus over the course of the next 5 years to make noticeable changes for the better and to continue to support what is working well in the community.

The following action plan sets out **27 priorities (under 6 themes)** describing the work needed to move cultural development forward in Trent Hills.

### Theme 1: Policy and Advocacy

*Recommendation: Formalize the policy environment for culture in Trent Hills, increase awareness, and ensure culture is linked to other municipal and community initiatives.*



<b>Theme 1: Policy and Advocacy</b>	<b>Priorities</b>	<b>Specific Actions</b>
1.1	Commit to playing a facilitating role in cultural development	<ul style="list-style-type: none"> <li>• Create dedicated cultural policy envelope which includes all responsibilities under statute and all local planning policies (e.g. heritage, libraries, planning)</li> <li>• Designate responsibility for the cultural portfolio and its coordination to a department and dedicated staff member(s)</li> <li>• Take leadership in coordinating local interests in the early development period and plan to play a long-term coordinating role</li> <li>• Consider joining the Creative City Network of Canada (a network of municipal cultural staff) to access best practices nationally</li> </ul>
1.2	Link culture to other areas of public policy	<ul style="list-style-type: none"> <li>• Provide links between culture and other areas of public policy (e.g. tourism, economic development, planning), such as through cultural representation on related committees</li> <li>• Ensure culture is considered in Official Plan process currently underway and in future relevant initiatives</li> </ul>
1.3	Create a means for discussion of cultural issues with partners	<ul style="list-style-type: none"> <li>• Maintain connection with cultural interests in other levels of government (e.g. Parks Canada, Ontario Parks, County of Northumberland, etc.) through designated staff members and relevant committees</li> </ul>
1.4	Investigate and report on the role and status of culture in the community, and monitor progress on the cultural plan	<ul style="list-style-type: none"> <li>• Publicize existing research and support research initiatives</li> <li>• Maintain inventory and mapping of cultural resources</li> <li>• Include updates on culture alongside other municipal initiatives in reports to the community (e.g. budget processes)</li> <li>• Consider extending the mandate of the Cultural Plan Steering Committee to monitor the implementation of the Cultural Plan for this term of Council</li> <li>• Review the plan every 5 years and ensure the cultural plan is open to change and accessible to input by all interested parties</li> <li>• Convene a 'cultural summit' every two years to bring artists and organizations together with the municipality (possibly coinciding with 'October is Arts Month')</li> </ul>
1.5	Develop and fund a cultural awareness program aimed at residents and businesses	<ul style="list-style-type: none"> <li>• Develop an awareness campaign ('Did You Know?') outlining the history, figures and cultural achievements of the community</li> </ul>

		<ul style="list-style-type: none"><li>• Identify and celebrate the strengths of each of Trent Hills' communities</li><li>• Collect community stories and community history and communicate these via multiple channels</li><li>• Participate in 'Culture Days' national event</li><li>• Continue and expand civic recognition programs (e.g. Categories such as heritage, design, leadership)</li></ul>
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*Case Studies:*

**Egg Farmers of Ontario** is an industry association with a mandate that includes promoting eggs and egg farming.

A recent campaign—"Who Made Your Eggs Today?"—was inspired by market research that showed consumers are interested in knowing about the motivations of egg farmers and what inspires them to do their work. Egg Farmers of Ontario created a campaign that introduces eight egg farming families to the Ontario public with various communication strategies including public transit ads, billboards and a website where consumers can read about the families, get recipes, and ask questions directly to the farmers.

In partnership with journalism and media students from the local community college, the **Oakville Museum** and a private broadcaster developed a broadcast series entitled "Oakville Remembered." The series catalogued the oral history of the community.

**The Town of Annapolis Royal** in Nova Scotia partnered with the local Heritage Society to create a series of 11 street panels interpreting the waterfront heritage of the community.

## Theme 2: Collaboration and Organizational Development

*Recommendation: Support increased coordination and collaboration among cultural event and activity organizers and across sectors of the community; and ensure a healthy and strong volunteer base.*

<b>Theme 2: Collaboration and Organizational Development</b>	<b>Priorities</b>	<b>Specific Actions</b>
2.1	Create a 'community cultural partnership' or similar mechanism to foster collaboration and coordination among cultural groups and event organizers	<ul style="list-style-type: none"> <li>• Develop a communications plan to introduce the Community Cultural Partnership idea to the public</li> <li>• Assist community in forming appropriate structure for such a network (e.g. expansion of mandate of existing organizations or creation of new initiative?); obtain buy-in from existing arts service organizations</li> <li>• Create a central mechanism or 'hub' for cultural event and activity planning</li> <li>• Develop a registry or mailing list of local individual artists, cultural organizations and supporters (including relevant home businesses and craftspeople—reach out to those in the community not currently connected)</li> <li>• Group to provide an annual report to Council</li> </ul>
2.2	Encourage professional development opportunities, networking and resource sharing among artists and cultural groups	<ul style="list-style-type: none"> <li>• Host 'socials' and information sessions to encourage networking across the communities of Trent Hills</li> <li>• Offer workshops for event organizers (e.g. on leadership development, marketing, grant writing)</li> <li>• Develop a skills and knowledge exchange program to link cultural and business professionals with those who need support</li> <li>• Develop a lending bank for resources and equipment (e.g. lighting, bleachers, costumes) and support associated storage requirements</li> </ul>
2.3	Create opportunities for cross-sectoral networking and collaboration; Encourage coordination of culture with other aspects of the community	<ul style="list-style-type: none"> <li>• Promote cross-disciplinary initiatives and new partnerships</li> <li>• Increase collaboration with schools in regard to programming (capitalizing on the presence of many local artists)</li> <li>• Convene school administration, teachers, young people and local artists and groups for discussion about engagement and programming opportunities</li> </ul>
2.4	Ensure access to adequate	<ul style="list-style-type: none"> <li>• Develop and publicize a grant opportunities database</li> <li>• Consider the development of a Cultural Endowment</li> </ul>

	funding opportunities	<p>Fund</p> <ul style="list-style-type: none"> <li>• Look for opportunities to leverage funding from upper levels of government</li> </ul>
2.5	Create a volunteer recruitment and development strategy	<ul style="list-style-type: none"> <li>• Explore creative strategies to engage younger and middle-aged residents in volunteering [e.g. consider attracting through 40 hours of community service (youth) and provision of free childcare (middle aged)]</li> <li>• Create a centralized means of publicizing volunteer opportunities</li> <li>• Consider ways of publicly recognizing volunteer contributions</li> </ul>

*Case Studies:*

The **Brantford Cultural Network** is housed in the Tourism Department of the City of Brantford.

The Network provides a web-based resource for the local cultural sector including:

- Culture News
- Awards & Grants
- Calls for artists within and outside Brantford
- Listing of professional development opportunities
- Featured artists
- Directory of people and organizations
- Resources & links
- Publications
- Photo album

**Volunteer Toronto** is a nonprofit organization which helps to match willing volunteers with organizations who need assistance. The website provides information on opportunities to volunteer in the community, a search feature and a newsletter. Volunteer opportunities are advertised through the website, social media, and a local weekly magazine. Volunteer Toronto also promotes volunteerism through volunteer profiles and ad campaigns.

### Theme 3: Promotion and Marketing

*Recommendation: Promote Trent Hills cultural opportunities to residents and visitors, and strengthen brand recognition and branding for Trent Hills and each community.*

<b>Theme 3: Promotion and Marketing</b>	<b>Priorities</b>	<b>Specific Actions</b>
3.1	Develop a comprehensive communications plan for Trent Hills Culture with two streams: residents and visitors	<ul style="list-style-type: none"> <li>• Centralize local cultural information sources to create a spotlight on culture</li> <li>• Create a dedicated website, events calendar and printed guide for Trent Hills culture</li> <li>• Consider developing a graphic identity program for Trent Hills Culture</li> <li>• Work with media partners to ensure adequate coverage of events</li> </ul>
3.2	Create a branding and marketing plan for each of the communities of Trent Hills	<ul style="list-style-type: none"> <li>• Develop the image and branding for each community (Campbellford and Hastings in particular) and for the whole of Trent Hills</li> <li>• Explore the potential of playing up the rural, the river, local heritage, local food, and the diversity of experiences available in Trent Hills as key areas of strength</li> <li>• Work with County on related initiatives</li> </ul>
3.3	Create new avenues for discovery of Trent Hills cultural opportunities (audience development strategy) and an associated marketing plan	<ul style="list-style-type: none"> <li>• Pilot a program to re-introduce residents to their own communities and encourage visitation of other Trent Hills communities</li> <li>• Consider initiating an annual 'Doors Open' event or a 'passport' to Trent Hills culture</li> <li>• Working with Tourism officials and stakeholders, develop distinctive cultural tourism packages</li> </ul>
3.4	Promote local stories and assets	<ul style="list-style-type: none"> <li>• Create an activities and facilities guide</li> <li>• Explore ways of collecting and sharing local stories and engage the community as much as possible in this process</li> <li>• Promote heritage and encourage development of plaques and other markers of the community's history</li> <li>• Place an increased emphasis on organic growers and the local and slow food movement</li> <li>• Explore the potential of the waterways and the river as a thematic focus for promotion and activities</li> </ul>

3.5	Increase use of new and social media tools in promotion of culture in Trent Hills	<ul style="list-style-type: none"> <li>• Create a cultural listserv to promote events on a regular basis to interested individuals (residents and visitors)</li> <li>• Develop an e-newsletter format to send to listserv recipients</li> <li>• Encourage new ideas such as downloadable walking tours</li> </ul>
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*Case Studies:*

*The **Durham Region Tourism E-Newsletter** and **Transitions Magazine** are examples of communication tools that can be used to promote local events (put on by a variety of organizations) to visitors and residents.*

*The e-newsletter (monthly) provides a means to join social networks; a list of all events plus longer profiles of a handful of specific events. **Transitions magazine** (twice a year) has articles summarizing the results of strategic planning exercises; profiles of local artists; information on new initiatives (e.g. Culture Days); and other inspirational editorials to get people excited about culture.*

*The **Halifax Art Map** is a web-based tool and annual publication depicting the location of participating artists, art organizations and galleries in various areas of Halifax. While it is advertising based (there is a cost for listing), it offers an interesting model of how to visually show the location of businesses and generate traffic to the websites of local artists and businesses.*

*Cultural mapping is gaining ground across Ontario as a means of understanding and sharing local cultural resources.*

*[**murmur**] is a place-based audio guide promoted through ‘signposts’ located in various areas of a neighbourhood or community. Passersby phone in on their cellphones to a recorded messaging system that tells them about the place where they are standing. Stories can be quite informal, including memories and recollections about a space. [**murmur**] projects have been undertaken in numerous communities in Canada and internationally.*

## Theme 4: Cultural Venues and Facilities

*Recommendation: Support increased coordination in usage of existing facilities and strong planning for development of new facilities dedicated to cultural activities. (See also Facilities for Cultural Development in Trent Hills, above).*

<b>Theme 4: Cultural Venues and Facilities</b>	<b>Priorities</b>	<b>Specific Actions</b>
4.1	Promote increased utilization of existing facilities	<ul style="list-style-type: none"> <li>• Publicize an inventory of available meeting spaces in the community including publicly and non-publicly owned facilities</li> <li>• Undertake an assessment of any upgrading needs and requirements to existing facilities including ensuring accessibility requirements are met</li> <li>• Work with school boards to secure community access to school facilities after hours</li> </ul>
4.2	Provide oversight for strategic facility planning and coordination of cultural venues	<ul style="list-style-type: none"> <li>• Assess community need for the following spaces: workshop/education; studio; storage; gathering; administration; exhibit; rehearsal; (larger) performing arts; meeting and gathering spaces; and outdoor civic sites</li> <li>• Take planning to next level on Old Post Office Building and ensure complementary role to that of Aron Theatre</li> <li>• Identify a building that could be acquired and converted for performing arts uses in the short term (2-3 years) and create a long-term strategy (15 years) for construction of a purpose-built theatre</li> <li>• Ensure cultural facilities are youth-friendly and promote youth development</li> <li>• Explore potential of shared administrative space for cultural groups</li> <li>• Consider feasibility of converting an existing heritage building into an artist-run studio space</li> <li>• Consider development of a tax break for cultural facilities</li> </ul>
4.3	Promote retention of built heritage	<ul style="list-style-type: none"> <li>• Explore opportunities to register sites and properties of interest</li> <li>• Keep tabs on status of important community facilities even if not publicly owned</li> <li>• Review available incentives for heritage properties</li> <li>• Review applicability of protected heritage districts</li> </ul>

4.4	Include cultural uses in recreational and public facilities	<ul style="list-style-type: none"><li>• Create exhibit spaces and opportunities in public facilities (existing and planned)</li><li>• Include spaces for cultural activities in planning for proposed Recreation &amp; Wellness Centre</li><li>• Provide information boards and heritage and cultural interpretation on trails and in recreational areas</li></ul>
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*Case Studies:*

*The **Cossart Exchange** (Hamilton, ON) is a small business incubator designed specifically for creative businesses. The program grew out of the acknowledgement that Hamilton's small business enterprise centre didn't have the expertise in cultural industries to help emerging artists and creative professionals with the intricacies of their sector. The program is housed in an administrative and meeting space and offers shared administrative space and resources, access to computers and business and creative mentors.*

*The **Ingersoll Fusion Youth Centre** (Ingersoll, ON) offers a variety of arts and culture, sports and leadership programs to local youth including guitar lessons, recording sessions, graphic design, video editing and photography courses.*



## Theme 5: Activities, Festivals & Gatherings

*Recommendation: Support increased opportunities to participate in culture.*

<b>Theme 5: Activities, Festivals &amp; Gatherings</b>	<b>Priorities</b>	<b>Specific Actions</b>
5.1	Support existing and develop new attractions and activities aimed at the tourist market and locals	<ul style="list-style-type: none"> <li>• Consider development of new events and attractions (e.g. boating or textile museum, larger scale fishing tournament)</li> <li>• Promote existing and develop new farm, house, garden and walking tours</li> <li>• Build on the local and slow food movement</li> <li>• Look at ways to engage with the community to bring new ideas to fruition</li> </ul>
5.2	Continue to provide event support	<ul style="list-style-type: none"> <li>• Identify major seasonal festival themes and focus resources on them</li> <li>• Consider ways of increasing number of public washrooms available during events</li> <li>• Consider ways of increasing public transportation options during events</li> <li>• Connect local food providers to festivals and explore ways of showcasing local food at local events</li> </ul>
5.3	Encourage the full range of cultural and heritage uses of the waterway	<ul style="list-style-type: none"> <li>• Explore the potential of stressing water and the river as a major theme</li> <li>• Find ways to link the waterfront and fishing with the arts as a joint theme</li> </ul>
5.4	Promote opportunities for youth involvement and engagement	<ul style="list-style-type: none"> <li>• Promote year round educational opportunities and summer camp opportunities</li> <li>• Provide youth internship and youth entrepreneurship opportunities</li> </ul>

Case Studies:

**Wildlife Forever State Fish Art Contest** (Athens, TX) is an interdisciplinary program that uses art as a means to educate students about the natural environment, specifically learning about fish and the importance of conserving aquatic resources. The contest consists of a lesson plan focused on the anatomy, behaviour, and habitat needs of fish, as well as of a national art contest (with fish as the subject matter) that helps increase appreciation of the arts among young people.

The **Buckhorn Fine Art Festival** (Buckhorn, ON), formerly known as the Buckhorn Wildlife Art Festival & Sale, is an annual art exhibit, sale and competition in its 33<sup>rd</sup> year. Originally focused on wildlife art, the festival has expanded its mandate in the last 5 years to incorporate other subjects of artwork. However the notion of a festival that ties the wilderness and natural environment of the location to the artist subjects under consideration bears some interest to Trent Hills in terms of linking the prevalent interests in sports and fishing.

**EdVentures** (Fredericton, NB) is a summer learning program in craft and culture forged out of a partnership between the economic development organization locally, and the New Brunswick College of Craft. Participants are invited to come to Fredericton for 5-day or weekend workshops where they learn to make jewellery, work with pottery or take up digital photography.

The **Economusée Model** is a cultural tourism concept focused around ‘working museums’ developed in 1992. The basis of the Economusée experience is an artisan’s workshop, designed so that visitors get a behind-the-scenes look into how the artisan works. Visitors learn about the craft or process, watch as works or products are created by the local artisan, and then have the opportunity to purchase the items being made.

The objectives include:

- Promoting heritage that “earns its keep”. Help the artisan to become financially self-sufficient so that he/she can honourably pass on his/her knowledge from one generation to the next.
- Conserving the best of tradition and meeting the needs of contemporaries.
- Developing cultural tourism and learning travel.

There are currently no Économusée locations in Ontario (there are many in Atlantic Canada and in Quebec) however Thunder Bay Community Futures Corporation is involved in promoting the concept in the province.

## Theme 6: Economic Development and Urban Planning

*Recommendation: Strengthen competitiveness and destination appeal to draw visitors and future residents.*

<b>Theme 6: Destination Development</b>	<b>Priorities</b>	<b>Specific Actions</b>
6.1	Create a strategic plan for development of each of the communities of Trent Hills to ensure complementary development	<ul style="list-style-type: none"> <li>• Consider a long-term strategy to attract artists and home businesses</li> <li>• Support efforts to improve highspeed internet and mobile phone service</li> </ul>
6.2	Create strategies for culture to support downtown and waterfront beautification and revitalization in the communities of Trent Hills	<ul style="list-style-type: none"> <li>• Continue waterfront development and explore ways for cultural community to become more involved in processes</li> <li>• Give consideration to how the river can be better highlighted in all aspects (appearance, promotion, events, programming, packaging)</li> <li>• Focus on the public realm: streetscapes, civic and public art, civic open space, gateways and signage</li> <li>• Implement Hastings Streetscape Plan</li> <li>• Encourage collaboration with local artists on urban planning initiatives</li> </ul>
6.3	Support protection of rural and cultural landscapes and natural heritage features	<ul style="list-style-type: none"> <li>• Encourage repurposing and reuse of buildings (including barns)</li> <li>• Support protection of landscapes and natural features</li> </ul>
6.4	Ensure high quality supporting tourism and hospitality infrastructure and complementary experiences are available	<ul style="list-style-type: none"> <li>• Support increased public transit opportunities between the communities of Trent Hills</li> <li>• Attract high quality hospitality providers (e.g. accommodation and restaurants)</li> <li>• Support development of complementary tourism assets such as walking and cycling trails</li> </ul>

## Implementation Plan

	Priorities	Responsibility (Lead)	Responsibility (Supporting)	Priority	Target for completion	Additional budget required
<b>Theme#1: Policy &amp; Advocacy</b>						
1.1	Commit to playing a facilitating role in cultural development	Municipality	THCCP	A	2011	N
1.2	Link culture to other areas of public policy	Municipality		A	2011	N
1.3	Create a means for discussion of cultural issues with partners	Municipality		A	2012	N
1.4	Investigate and report on the role and status of culture in the community, and monitor progress on the cultural plan	Municipality	Cultural Plan Steering Committee	A	2012	N
1.5	Develop and fund a cultural awareness program aimed at residents and businesses	Municipality	THCCP	B	2012	Y
<b>Theme #2: Collaboration and Organizational Development</b>						
2.1	Create a 'community cultural partnership' or similar mechanism to foster collaboration and coordination among cultural groups and event organizers	Community	Municipality	A	2011	Y
2.2	Encourage professional development opportunities, networking and resource sharing among artists and cultural groups	THCCP	Municipality	B	2013	N
2.3	Create opportunities for cross-sectoral networking and collaboration; Encourage coordination of culture with other aspects of the community	THCCP	Municipality; community partners	B	2013	N
2.4	Ensure access to adequate funding opportunities	Municipality	Community	B	2013	N
2.5	Create a volunteer recruitment and development strategy	THCCP	Municipality; community partners	B	2012	N
<b>Theme #3: Promotion and Marketing</b>						
3.1	Develop a comprehensive communications plan for Trent Hills Culture with two streams: residents and visitors	Municipality	THCCP; tourism partners	A	2011	Y
3.2	Create a branding and marketing plan for each of the communities of Trent Hills	Municipality	THCCP; tourism partners	B	2013	Y
3.3	Create new avenues for discovery of Trent Hills cultural opportunities (audience development strategy) and an associated marketing plan	Municipality	THCCP; tourism partners	B	2013	Y
3.4	Promote local stories and assets	THCCP	Municipality	B	2013	N
3.5	Increase use of new and social media tools in promotion of culture in Trent Hills	THCCP	Municipality	B	2013	N
<b>Theme #4: Cultural Venues and Facilities</b>						
4.1	Promote increased utilization of existing facilities	Municipality	THCCP	A	2011	N
4.2	Provide oversight for strategic facility planning and coordination of cultural venues	Municipality	THCCP	A	2012	Y
4.3	Promote retention of built heritage	Municipality	THCCP	A	2011	N
4.4	Include cultural uses in recreational and public facilities	Municipality	THCCP	A	2012	N
<b>Theme #5: Activities, Festivals &amp; Gatherings</b>						
5.1	Support existing and develop new attractions aimed at the tourist market and locals.	Municipality	Community	C	2013	N
5.2	Continue to provide event support	Municipality	Community	A	2012	Y
5.3	Encourage the full range of cultural and heritage uses of the waterway	Municipality	Community	B	2013	N
5.4	Promote opportunities for youth involvement and engagement	THCCP	YAC; school boards	B	2013	N
<b>Theme #6: Destination Development</b>						
6.1	Create a strategic plan for development of each of the communities of Trent Hills to ensure complementary development	Municipality	Community	B	2013	Y
6.2	Create strategies for culture to support downtown and waterfront beautification and revitalization in the communities of Trent Hills	Municipality	Community	B	2013	Y
6.3	Support protection of rural and cultural landscapes and natural heritage features	Municipality	Community	B	2013	N
6.4	Ensure high quality supporting tourism and hospitality infrastructure and complementary experiences are available	Municipality	Community	B	2014	N



## Trent Hills Municipal Cultural Plan

# Appendices

## **APPENDIX A: DEMOGRAPHIC PROFILE OF TRENT HILLS**

Trent Hills is a municipality in Northumberland County which includes rural areas and three urban communities: Hastings, Campbellford and Warkworth. It is located east of Peterborough and northwest of Belleville.

The total population of Trent Hills declined between 2001 and 2006; from 12,569 to 12,247. (It had increased slightly between 1996 and 2001 from 12,437 to 12,569).

The median age of the population is substantially higher than the Ontario average: 48 to Ontario's 39. The greatest number of residents in Trent Hills are in the 50-59 age group. (Across Ontario, 40-49 represents the highest proportion of residents.)

Median income is lower than the Ontario average. (\$44,437 in Trent Hills; \$60,455 across Ontario).

A low proportion of residents are university educated (7.4% of the 15+ population). Most have college, trades or high school education or no diploma.

A high proportion of residents are retired. Only 55% of the population is in the labour force.

Trent Hills is largely culturally and ethnically homogenous:

- 99.2% of residents speak English at home
- 93% of residents have English as their mother tongue
- 91% are non-immigrants – 92% of immigrants arrived prior to 1991
- Only 1% are visible minorities

Services of all kinds, Agriculture, manufacturing and retail are the largest industries in Trent Hills.

Major employers are institutional/public, tourist attractions, retail and manufacturing.

The following have 25 or more employees:

- Campbellford Memorial Hospital
- Campbellford District High School
- Blommer Chocolate Canada
- Dart Cup Ltd.
- Canadian Tire
- Municipality of Trent Hills
- Burnbrae Gardens
- Trent Severn Waterway
- G & B Allen Insurance
- Empire Cheese & Butter Cooperative

According to Statistics Canada,

- 37% of those who are employed live and work in Trent Hills; others work in adjacent counties
- 10% of the population walks or bikes to work (higher than provincial average of 6.8%)

## APPENDIX B: REFERENCES

A Note about Sources for the Community Narrative:

The community narrative based on the history of the community was compiled in an attempt to answer the question, “What makes Trent Hills a unique place?” In this attempt, the Consultants have looked for themes and ideas within existing sources as noted below. While these sources were helpful, we cannot verify any of the information they provide. We do believe, however, that, collectively, they do give us a useful overview and take us a long way toward the answer we seek.

Wilfrid Lynch, Birth of A Village, A History of Hastings, Ontario, Formerly Crook’s Rapids, Homestead, Woodview, 1984. 159 pp.

“Welcome to Warkworth” Warkworth Community Service Club, 92 pp, nd (assumed to be 1988)

Warkworth-Percy Historical Society, Reflections of Percy Township, 2000, ISBN 0-9687356-0-6

Crothers, Rowe, Samson-Willis (eds), Gleanings – A History of Campbellford/Seymour, Campbellford/Seymour Heritage Society, 2000 ISBN 0-9687566-0-3

Wikipedia entries for: Campbellford, Hastings, Trent Hills, Trent-Severn Waterway, Warkworth

Policy documents reviewed for this report were:

- Campbellford Old Town Hall Feasibility Study & Business Plan (2010)
- Downtown CIP (February 2010)
- Municipality of Trent Hills Economic Development Strategic Plan 2010-2013 (February 2010)
- Official Plan and Economic Development Strategic Plan Survey (2009-2010)
- Canada’s Creative Corridor: Connecting Creative Urban and Rural Economies in Eastern Ontario and the Mega Region (2009)
- Northumberland County Premier Ranked Tourist Destination Project (October 2009)
- Village of Hastings Waterfront & Downtown Design Improvements (April 2009)
- Northumberland County Strategic Plan 2008-2011
- Northumberland County Agriculture Action Plan (September 2008)
- Trent Hills Chamber of Commerce Strategic Tourism Marketing Plan 2008-2011 (March 2008)
- Environmental Scan and Strategic Plan for an Environmental Program, Prepared for Campbellford/Seymour Community Foundation (February 2008)
- Community Recreation and Wellness Centre Feasibility Study (January 2008)
- Places to Grow: Growth Plan for the Greater Golden Horseshoe (June 2006)
- Market Feasibility Study for Trent Hills (March 2006)
- Business Retention and Expansion (2005/2006)
- Trent Hills Recreation Master Plan and Needs Analysis (December 2003)
- Economics of Agriculture, Northumberland County (October 2001)



- Natural Heritage Study, Lower Trent Conservation Authority (May 2001)
- Joint Official Plan for Campbellford/Seymour/Percy/Hastings (1999)
- Campbellford/Seymour/Percy/Hastings Community Strategic Plan (March 1999)

The following reports were also reviewed for themes relevant to cultural planning in rural areas:

- Artists in Small and Rural Municipalities in Canada, Hill Strategies (January 2010)
- Ontario Rural Council Report on Municipal Cultural Planning (July 2009)
- Developing and Revitalizing Rural Communities Through Arts and Culture, Creative City Network of Canada (2009)

## APPENDIX C - Trent Hills Cultural Plan

### Cultural Places Inventory: Businesses, Buildings, and Groups

Name	Street Address	Community
<b>CULTURAL BUSINESSES AND BUILDINGS</b>		
Aim High Editing	5751 County Rd 30	Campbellford
Aron Cinema	54 Bridge Street	Campbellford
Art Farm	785 Darling Road	Warkworth
Art-decko	178 Mahoney Rd.	Campbellford
Art's Desire	16 Bridge St W	Campbellford
ArtWorth	Box 182	Warkworth
Astrid M Hood. Landscape Architect	23 Maidens Mill Road	Warkworth
Beads & Stuff	4 Front St E	Hastings
Beck Bindery Service Limited	16 Trent Dr	Campbellford
Blades Of Glory	6677 County Rd 50,	Campbellford
Brandon House	16 Bridge W	Campbellford
Campbellford Community Resource Centre	65 Bridge St. E.	Campbellford
Campbellford Farmer's Market	Market Square, 37 Saskatoon Ave.	Campbellford
Campbellford gifts and jewellery	Box 1509, 44 Bridge st E.	Campbellford
Campbellford Wine Shop Ltd.	27 Front Street N	Campbellford
Carol Paton Botanical Artist	32 Canrobert Street	Campbellford
Carolines Organics & Floral Design	15 Front St. S.,	Campbellford
Century Game Park	RR1	Warkworth
Cheeky Bee Candle Company	23 Main St.	Warkworth
Church Key Brewing Company Spring Revival	1678 County Rd 38	Campbellford
Community Care Northumberland	174 Oliver Rd, Unit 15	Campbellford
Community Press	67 Bridge St E	Campbellford
Costas Coffee & More	24 Front Street E	Hastings
Country Design Floral	10 Jackson Road RR#2	Hastings
Crosmaz Custom Art Studio	118 Ranney Street	Campbellford
Curles Maple Syrup since 1862	726 8th Line W., R.R.#4	Campbellford
Custom Wines By You	7781 County Road 30	Campbellford
Derek Chung Communications	236 Godolphin Rd	Warkworth
Design Service Association	RR 2	Hastings
Dragon Fly Music Ctr	13 Front N	Campbellford
Earley Communications	447 Crestview Road	Campbellford
Earth Angel Designs	53 Bridge St. E.,	Campbellford
Eclectic Mix	14 Main Street	Warkworth
Exposure Photo	760 County Rd 38	Campbellford
Family Album/Keltia Productions	RR 4	Campbellford
Frantic Farms Clay & Glass Gallery	2 Mill St	Warkworth
Fred's Camera & Music Ctr	30 Front N	Campbellford
Frogs Whiskers Ink & Kerr's Corner Books	39 Bridge St. E.	Campbellford
Gary Mulcahey, Photographer, Gallery & Studio	28 Main Street	Warkworth
Graphite Mountain Inc	P.O. Box 190	Warkworth
Gundi	13223 County Rd 24	Roseneath
Hastings Arena	40 Bridge St N	Hastings
Hastings Civic Centre and Library	6 Albert Street East	Hastings
Hastings Farmer's Market	Corner of Front and Bridge St.	Hastings
Hastings Marine	1456 Drsydale road	Hastings
Hastings Village Marina, Boat show and Waterfront Festival	71 Booth St N	Campbellford
Hastings Village Video	16 Bridge St N.	Hastings
Hills O'Home Inc		Campbellford
Homemade Jam DJ Service	2680 11th line E	Campbellford
In Season	44 Front St	Campbellford
Innovative Interiors	20 Queen St.	Campbellford
Jack's Collectibles	9 Front Street	Hastings

## APPENDIX C - Trent Hills Cultural Plan

### Cultural Places Inventory: Businesses, Buildings, and Groups

Jazz Webworks	264 Grand Rd	Campbellford
Jennifer Gibson - Focus Productions	397 Godolphin Rd. RR 4	Warkworth
John Charlton Web Design	RR 4	Warkworth
KB Consulting	1807 2nd Line East	Campbellford
Kerr's Corner Books	39 Bridge Street E	Campbellford
Knead to Relax	46 Richard Street	Campbellford
Konfusion Glass	280 Grand Road	Campbellford
Leafshade Photography	240 Morrow Rd., R. R. #1	Hastings
Len Rance Carpentry	107 County Road 35	Hastings
Link The	5757 County Road 30	Campbellford
Masonic Hall	53 Front S	Campbellford
Meadowland Trails, Barker Farm	12 Bannon Rd	Campbellford
Medlicott House Artist Studio	Owner	321 6th Line West
Memorial Military Museum	226 Albert St	Campbellford
Mi Touch	RR 2	Campbellford
Millennium Trail	Cty Rd. 29	Warkworth
Northumberland Music Studio	HWY 30	Warkworth
Ontario Early Years Centre	6 Albert E	Hastings
Palliative Care Campbellford	174 Oliver St.	Campbellford
Paul Portelli Studio	401 11 Concession E	Hastings
Perfect Pie Contest	Main St	Warkworth
Perfect Print Campbellford	30 Doxsee Ave. S.,	Campbellford
Pine Ridge Golf and Country Club	4020 County Rd. 30	Warkworth
PRfect Communications	338 Indian Trail	Hastings
Rabethge's Jewellery	43 Bridge St E	Campbellford
Raydec Creations & The eBead Store	26 Winter Road	Warkworth
Riverrun Antiques	85 Bridge Street South	Hastings
Riverside Auction Hall	192 Front Street W	Hastings
Rollins Raeburn	14 George St	Warkworth
Sandy Flat Sugar Bush	500 Concession 3 W Box 1	Warkworth
SchellÃ© Graphic Arts Solutions	134 Banta Rd.	Warkworth
Schoolhouse Gardens	404 3rd Concession W, RR1	Warkworth
Snapshots Photo & Video	16 Queen St	Campbellford
Songbridge.Com	79 Frank St	Campbellford
St Ambrose Honey	25 Gravel Rd	Warkworth
Stoneworks The	1350 6th Line E	Campbellford
The Corners Gift and Craft Shoppe	1660 Cty Rd 38, Petherick's Corners	Campbellford
The eBeadStore.com	RR #3	Warkworth
The Liane Ireland B.A.T.D. School of Dance	49 Doxsee N	Campbellford
The Link	5757 County Road 30	Campbellford
The Other Canvas	321 6th Line West	Campbellford
The Supreme Bean	16 Main St, Box 251	Warkworth
The Village Theatre	Main Street	Warkworth
The Wayback Times - This Is Livin' Publishing	581 8th Line West	Hasting
Timeless Treasures	33 Front Street N	Campbellford
Tony Crocker, Photographer	RR 3	Campbellford
Touch of Country Decor Show & Sale	P.O Box 1333	Campbellford
Visual Concepts	346 South Shore Road, R.R. #4	Campbellford
Warkworth Annual Cornfest	14184, Rd 29	Warkworth
Warkworth Arena	24 East Street	Warkworth
Warkworth Town Hall, Centre For The Arts	Main Street	Warkworth
Westben Arts Festival Theatre	87 Bridge St. E.	Campbellford
Westwood Public Library	RR 3	Hastings
Wholearth Farmstudio	134 14 Concession Road	Hastings

## APPENDIX C - Trent Hills Cultural Plan

### Cultural Places Inventory: Businesses, Buildings, and Groups

Willow	55 Second Street	Campbellford
Windebanks.com Studio & Garden Arts	4181 County Rd. 29	Warkworth
Yore Origins	85 Hearthstone Rd., RR 4	Campbellford
Your Number One Sewing Centre	62 Bridge E	Campbellford
ZAZU Boutique	50 Front St. N	Campbellford
<b>CULTURAL ORGANIZATIONS AND FESTIVALS</b>		
Campbellford BIA	Box 1621	Campbellford
Campbellford BIA Waterfront Festival	51 Grand Road P.O. Box 376, Old Mill Park	Campbellford
Campbellford Kinsmen's Club	381 County Rd 38	Campbellford
Campbellford Lions Club	Box 1267	Campbellford
Campbellford Seymour Agricultural Society	11 Trillium Ln	Campbellford
Campbellford Seymour Fair		Campbellford
Campbellford Seymour Heritage Society - Museum	113 Front St N	Campbellford
Campbellford Seymour Public Library	98 Bridge E	Campbellford
Campbellford/Seymour Community Foundation	39 Doxsee Avenue North	Campbellford
Canada Day - Campbellford	51 Grand Road, Old Mill Park	Campbellford
Canada Day - Warkworth	19 East Street, PO Box 357	Warkworth
Chrome on the Canal Festival	23 Trent View Cr.	Campbellford
Friends of Ferris Trillium Walk	474 County Road 8	Campbellford
Friends of Crowe Bridge Park		
Hastings and District Chamber of Commerce	2 Front St. E	Hastings
Hastings Antique Boat Show & Waterfront Festival	Hasting Village Marina	Hastings
Hastings Youth Action Council		
Northumberland Hills Arts Association Inc.	Box 302	Campbellford
Polar Bear Plunge Winter Festival	6322 county Rd. 50 RR#4	Campbellford
Royal Canadian Legion - Hastings	10 Front St W	Hastings
Royal Canadian Legion Branch 103 - Campbellford	34 Bridge Street W	Campbellford
Royal Canadian Legion Branch 380 - Warkworth	12 Gravel Rd	Warkworth
Spirit of the Hills	Box 302	Campbellford
Trent Hills and District Chamber of Commerce	51 Grand Road	Campbellford
Warkworth Business Association	Main Street	Warkworth
Warkworth Community Service Club	Box 299	Warkworth
Warkworth Garden Tour/Warkworth Business Association	Warkworth Business Association, Box 403	Warkworth
Warkworth Long Lunch (Warkworth Business Association)	Main Street	Warkworth
Warkworth Maple Syrup Festival	PO Box 86	Warkworth
Warkworth Percy Heritage Society	35 Church St.	Warkworth
Warkworth Perfect Pie Contest	Main Street	Warkworth
Warkworth Western Weekend Rodeo	20 Dudley Rd	Warkworth
<b>CULINARY</b>		
100 Mile Diner & Pizzeria Too!	17 Main Street	Warkworth
Be My Guest	16 Doxsee N	Campbellford
Blacksmith's Restaurant	62 Doxsee Avenue S	Campbellford
Blommer Chocolate	103 Second St.	Campbellford
Campbell's Honey House	220 Campbell Rd.	Warkworth
Church Key Brewing Company	1678 County Rd 38	Campbellford
Club 55	27 Doxsee Ave N	Campbellford
Country Kitchen	45 Bridge Street E	Campbellford
Custom Catering	47 Park St.	Hastings
Doohers Bakery Ltd.	61 Bridge St. E.	Campbellford
Empire Cheese & Butter Co-op	1120 Cty Rd 8	Campbellford
Glovers Farm Market	14260 Cty Rd 29	Warkworth
Jeannine's Back Talk Café	9 Main Street	Warkworth
Mrs. McGarrigle's Fine Food Shop	50 Center Street	Warkworth
Oak Heights Estate Winery	337 Covert Hill Rd RR1	Warkworth

## APPENDIX C - Trent Hills Cultural Plan

### Cultural Places Inventory: Businesses, Buildings, and Groups

Passionflour Bakeshop	2 Mill St	Warkworth
Sharpe's Food Market	85 Front St. N.	Campbellford
Sprucewood Cookies	P. O. Box 430	Warkworth
World's Finest Chocolate Outlet Store	103 Second St.	Campbellford
<b>RELIGIOUS INSTITUTIONS</b>		
Anglican Christ Church	154 Kent St., Box 667	Campbellford
Campbellford Baptist Church	166 Grand Rd	Campbellford
Campbellford Free Methodist Church	73 Ranney Street N	Campbellford
Church Of Jesus Christ and Latter Day Saints	25 Doxide Ave S	Campbellford
Glad Tidings Pentecostal Church	51 Bridge W	Campbellford
Jehovah's Witnesses Congregation Of Campbellford	RR 1	Campbellford
Our Lady Of Mount Carmel	51 Albert E	Hastings
Salvation Army	67 Queen	Campbellford
Seymour Pastoral Charge - United Church of Canada	174 Oliver Road	Campbellford
St Andrew's Presbyterian Church	19 Albert St	Hastings
St Andrews Presbyterian Church	20 Mill	Warkworth
St George's Anglican Church	38 Bridge S	Hastings
St Mary's Church	21 Centre St	Campbellford
St Paul's United Church	Main St	Warkworth
St. Andrew's Presbyterian Church (Burnbrae)	2583 Burnbrae Road	Campbellford
St. Andrew's Presbyterian Church (Campbellford)	17 Ranney Street S	Campbellford
St. John's United Church	50 Bridge St. W.,	Campbellford
Trinity United Church	3 ALBERT ST	Hastings
Warkworth Free Methodist Church	52 Mill	Warkworth
Wright James	53 Tanner Road	Campbellford
<b>EDUCATIONAL INSTITUTIONS</b>		
Campbellford CIS Campus	37 Margaret St	Campbellford
Campbellford District High	37 Margaret St	Campbellford
Campbellford District High School	119 Ranney St N	Campbellford
Campbellford Nursery School	179 Saskatoon St	Campbellford
Community Nursing Home Warkworth	97 Mill Street	Warkworth
Hastings Public School	25 Albert St. W	Hastings
Hillcrest Public School	55 Elmore St	Campbellford
Island Park Retirement Community	18 Trent Drive	Campbellford
Kent Public School	150 Kent St	Campbellford
My Montessori School	1349 Trent River Rd	Trent River
Percy Centennial Public School	129 Church St	Warkworth
School Board Catholic	35 Centre St	Campbellford
St Mary's School	35 Centre St	Campbellford
Trent Hills Montessori School	699 Percy Room Rd.	Campbellford
<b>SPORTS/RECREATION</b>		
Arena - Campbellford Figure Skating Club	313 County Road 38	Campbellford
Campbellford & District Curling & Racquet Club Inc	381 Front St	Campbellford
Campbellford Lawn Bowling	68 Trent Dr	Campbellford
Campbellford-Seymour Arena	313 Front N	Campbellford
Curves	119 Isabella Street	Campbellford
Dodd's Bowling Lanes	19 Front St. E	Hastings
Mount Pleasant Cemetery	176 Catchmore Rd	Campbellford
Trent Valley Lanes	63 Front St. N.	Campbellford
<b>NATURAL HERITAGE</b>		
Ferris Provincial Park	P.O. Box 1165, 474 County Rd. 8	Campbellford
Seymour Conservation Area	Hwy 30 S.	Campbellford
Trent Severn Waterway - Parks Canada	12 Trent Dr	Campbellford
Warkworth Conservation Area (The Mill Pond)		Warkworth

**APPENDIX C - Trent Hills Cultural Plan**  
**Cultural Places Inventory: Businesses, Buildings, and Groups**

Keating-Hoard's Natural Habitat Area		
Crowe Bridge Conservation Area		
Trans-Canada Trail		
Oak Ridges Trail		
Percy Portage		

**APPENDIX C - Trent Hills Cultural Plan  
Cultural Activities Inventory**

Title	Organization	Location	Timing
<b>CIVIC ARTS</b>			
7th Annual Campbellford Garden Tour	Campbellford Horticultural Society	Campbellford	July
Autumn Decorating Contest 2009	Campbellford Horticultural Society	Campbellford	October
Campbellford Garden Tour	Campbellford & District Horticultural Society	Campbellford	July
Warkworth Garden Tour	Warkworth Business Association	Warkworth	June
<b>COMMUNICATIONS MEDIA</b>			
Online Social Media Workshop Part 1	Chamber of Commerce	Online	October
<b>COMMUNITY EVENT</b>			
Geranium Tea	Auxilliary to Campbellford Memorial Hospital	Campbellford Memorial Hospital	Annual
Garden Tent Sale	Auxilliary to Campbellford Memorial Hospital	Campbellford Memorial Hospital	May
Polar Bear Winter Festival	Auxilliary to Campbellford Memorial Hospital	Campbellford Seymour Fairgrounds	Annual
Blades of Glory Tournament & Food for Charity	Blades of Glory	Campbellford Legion	August
Campbellford Merchant Street Sale	Campbellford BIA	Campbellford	May
15th Annual Campbellford Waterfront Festival	Campbellford BIA	Old Mill Park	Annual - August
Campbellford & District Horticultural Society Meeting	Campbellford Horticultural Society	Christ Church Anglican	Monthly
Garden Party	Campbellford Horticultural Society	Residential Home	August
Annual Penny Sale	Campbellford Legion Ladies Aux.	Campbellford Legion	November
Campbellford Lioness Yard Sale	Campbellford Lioness	Lions Park	June
Bottle Drive	Campbellford Memorial Hospital Auxillary	Campbellford	June
Christmas Bazaar	Campbellford Memorial Hospital Auxillary	St. John's United Church	November
Campbellford Memorial Hosptial Foundation Gala	Campbellford Memorial Hospital Auxillary	St. Pauls United Church	June
Campbellford Seymour Agricultural Fair	Campbellford/Seymour Agriculture Society	Campbellford Seymour Fairgrounds	Annual
Annual Chicken BBQ	Campbellford/Seymour Agriculture Society	Campbellford Seymour Fairgrounds	Annual - May
Community Build Day	Campbellford/Seymour Community Foundation	Various locations in Trent Hills	September
Campbellford Bridal Show	Campbellford & District Curling & Raquet Club	Campbellford & District Curling & Raquet Club	February
Giant Indoor Yard Sale	Campbellford & District Curling & Raquet Club	Campbellford & District Curling & Raquet Club	May
Touch of Country Show and Sale	Campbellford & District Curling & Raquet Club	Campbellford & District Curling & Raquet Club	September
Pumpkin Contest	Campbellford & District Horticultural Society	Sharpe's Food Market	October
Chrome on the Canal Day	Campbellford BIA	Campbellford	July
Old Fashion Values Week	Campbellford BIA	Campbellford	November
Easter Tea and Bake Sale	Campbellford Legion	Campbellford Legion	April
Euchre	Campbellford Legion	Campbellford Legion	February
Horseshoe Tournament	Campbellford Legion	Campbellford Legion	June
Progressive Euchre Tournament	Campbellford Legion	Campbellford Legion	November
Octoberfest - Campbellford Legion	Campbellford Legion	Campbellford Legion	October
Recreate the Aron Theatre	Campbellford Seymour Community Development Corporation	Aron Theatre/Cinema	November
Yard Sale & BBQ	Campbellford Skatepark Fundraisers	?	June
Rock and Roll Halloween	Campbellford Skatepark Fundraisers	Campbellford Masonic Hall	October
2nd Annual Bottle Drive Fundraiser	Campbellford Skatepark Fundraisers	n/a	April
Yard Sale	Campbellford Skatepark Fundraisers	Tennis Courts, Campbellford	May
Halloween Party	Campbellford Skatepark Fundraisers.	?	October

**APPENDIX C - Trent Hills Cultural Plan  
Cultural Activities Inventory**

Title	Organization	Location	Timing
Ladies Night	Campbellford Skatepark Fundraisers.	St. John's United Church	March
Canada Day Celebrations in Hastings	Canada Day Committee	Hastings Park?	Annual
Canada Day Celebrations in Warkworth	Canada Day Committee	Warkworth Fairgrounds	Annual
Warkworth C.W.L. Meeting	Catholic Women's League	Warkworth Catholic Church	March
All Candidates Night - Municipal Election	Chamber of Commerce	Campbellford District High School	September
Tourism Focus Group	Chamber of Commerce	Campbellford Resource Centre	August
Celebration of Business Excellence	Chamber of Commerce	Island Park Retirement Community	April
Canada Day Celebrations in Campbellford	Chamber of Commerce	Old Mill Park	Annual
Showcase of Lights	Chamber of Commerce	Old Mill Park	November
Trent Hills Tourism Focus Group Forum	Chamber of Commerce	Pine Ridge Golf and Country Club	June
Trent Hills Visitor Information Centre Open House	Chamber of Commerce	Trent Hills Visitor Information Centre	June
Pumpkin Carving Contest	Cheeky Bee/Warkworth BIA	Cheeky Bee	October
Blessing of the Animals	Christ Anglican Church	Christ Church Anglican	October
Spring Tea & Bake Sale	Christ Church Anglican	Christ Church Anglican	April
Pancake Supper	Christ Church Anglican	Christ Church Anglican	February
Pancake Supper	Christ Church Anglican	Christ Church Anglican	February
VIDEO PRESENTATION AT CHRIST CHURCH ANGLICAN	Christ Church Anglican	Christ Church Anglican	March
Christ Church Fall Bazaar	Christ Church Anglican	Christ Church Anglican	October
Harvest Dinner	Christ Church Anglican	Christ Church Anglican	October
Christ Church Anglican - Back to Church Sunday	Christ Church Anglican	Christ Church Anglican	September
Christ Church Anglican Rummage Sale	Christ Church Anglican	Christ Church Anglican	September
Community Care Diner's Club	Community Care	Rotates between 10 different churches	Weekly
Yard Sale and BBQ in support of Community Living Campbellford/Brighton and St. John's Therapy Dogs	Community Living Campbellford/Brighton	Residential Home	June
Canada Day Eve Event!	Community Nursing Home Warkworth	Community Nursing Home Warkworth	June
Yard Sale, Bake Sale, and BBQ	Community Nursing Home Warkworth	Community Nursing Home Warkworth	May
Curves Monster "Ikea Style" Yard Sale	Curves for Women	Curves for Women	August
13th Annual Warkworth Western Weekend	Dodge Rodeo	Warkworth Fairgrounds	Annual - July
Check Your Watershed Day!	EcoSpark	Percy Creek	July
Coffee Hour	Free Methodist Church	Free Methodist Church	Monthly (third Wed.)
Grand Re-Opening of the Warkworth Arena & Community Centre	Friends of the Warkworth Arena	Warkworth Arena	May
2nd Annual Aloha Dance	Hastings Canada Day Committee	Hastings Legion	March
Disco Dance	Hastings Chamber of Commerce	Hastings Civic Centre	November
Childrens Christmas Fest	Hastings Legion	Hastings Legion	December
Hastings Legion Friday Night BBQ	Hastings Legion	Hastings Legion	Weekly June 25-Aug 27
Christmas Open House for Children	Hastings Public Library	Hastings Civic Centre	Dec 4-5
Hastings Revitalization Association Monthly Meeting	Hastings Revitalization Association	Hastings Civic Centre	Monthly
Hastings Parade Meeting	Hastings Santa Claus Parade Committee	Hastings Civic Centre	June
Hastings Waterfront Festival	Hastings Waterfront Festival Committee	Hastings Waterfront	Annual
Hastings Youth Action Council Bottle Drive	Hastings Youth Council	Hastings	July
3rd Annual Hillcrest Festival of Trees	Hillcrest Parent Council	Hillcrest Public School	December 4-5
Advent Candlelight Vesper Service	Hoards United Church	Hoards United Church	November



**APPENDIX C - Trent Hills Cultural Plan  
Cultural Activities Inventory**

Title	Organization	Location	Timing
Hoards Harvest Luncheon & Bazaar	Hoards United Church	Hoards United Church	October
Humanitarian Luncheon	Humanitarian Service Committee	Odd Fellows Hall	March
Odd Fellows Hall Luncheon	Humanitarian Service Committee	Odd Fellows Hall	March
Canada Day Strawberry Social	Island park Retirement Community	Island Park Retirement Community	July
Get Your Greens - Revitalization Break presented by Island Park	Island Park Retirement Community	Island Park Retirement Community	July
Island Park Monthly Birthday Party with the Tuckers	Island Park Retirement Community	Island Park Retirement Community	July
Fresh Flower Arranging with Carolyn's Organics	Island Park Retirement Community	Island Park Retirement Community	June
Island Park Retirement Community Father's Day BBQ and Entertainment by The Tuckers	Island Park Retirement Community	Island Park Retirement Community	June
Island Park Retirement Community Presents Entertainment with Hal Allison	Island Park Retirement Community	Island Park Retirement Community	June
Inspirational Gospel Music with Eileen Hennessy	Island Park Retirement Community	Island Park Retirement Community	June 25-26
Spring Fling & Silent Auction	Island Park Retirement Community	Island Park Retirement Community	May
Bridge at Island Park Retirement Community	Island Park Retirement Community	Island Park Retirement Community	Weekly (Fridays)
Euchre at Island Park Retirement Community	Island Park Retirement Community	Island Park Retirement Community	Weekly (Thursdays)
Community Yard Sale	Kennedy Park Revitalization Project	Lions Park	May
Barbecue	Kinsmen & Kinnette Club	Sharpe's Food Market	May
Lions Foundation Purina Walk for Dog Guides	Lion's Club	Campbellford	May
Hastings Lion's Meeting	Lion's Club	Hastings Civic Centre	January
Lion's Mothers Day Brunch	Lion's Club	Hastings Civic Centre	May
Lioness Giant Yard Sale	Lion's Club	Hoards United Church	June
M&M Meat Shops Charity BBQ Day	M&M Meat Shops	?	May
Roast Beef Dinner	Minor Hockey Association	Campbellford Legion	May
Northumberland Tourism Workshop	Northumberland County	?	March
Northumberland County Accommodation Meet & Greet	Northumberland County	Oak Heights Winery	May
All You Can Eat Brunch	Odd Fellows Hall	Odd Fellows Hall	July
Odd Fellows Brunch	Odd Fellows Hall	Odd Fellows Hall	Monthly (first Sunday)
Sharing the Caring	Ontario Early Years Centre	Ontario Early Years Centre	Annual
St. Patrick's Day Party	Ontario Early Years Centre	Ontario Early Years Centre	March
March Break Activities @ The Early Years Centre	Ontario Early Years Centre	Ontario Early Years Centre	March Break
3rd Annual BOTTLE DRIVE FUNDRAISER	Ontario Early Years Centre	Rotary Hall	April
Seymour Generation Station Centennial Celebration	Ontario Power Generation	Seymour Generation Station	September
Hike for Hospice Palliative Care	Palliative Care Campbellford	Old Mill Park	May
Palliative Care Yard Sale	Palliative Care Campbellford	Residential Home	August
Once Around the Ridge	Partners of the Oak Ridges Moraine	Warkworth Fairgrounds	August
Warkworth Fall Fair	Percy Agricultural Society	Warkworth Fairgrounds	September
Warkworth Fall Fair Talent Show	Percy Agricultural Society	Warkworth Fairgrounds	September
Warkworth Fall Fair Western Horse Show	Percy Agricultural Society	Warkworth Fairgrounds	September
Percy Agricultural Society Meeting	Percy Agricultural Society	Warkworth Farm Supply	Monthly
Percy Centennial School Council Open House	Percy Centennial Public School	Percy Centennial Public School	June
Annual Pancake Breakfast	Percy Masonic Lodge	Percy Masonic Lodge	March
Campbellford Legion "Friday Night Dinners"	Royal Canadian Legion	Campbellford Legion	Every other week Jan - April
Rylestone Women's Institute Euchre Party	Rylestone Women's Institute	Christ Church Anglican	Annual

**APPENDIX C - Trent Hills Cultural Plan  
Cultural Activities Inventory**

Title	Organization	Location	Timing
Rylestone Women's Institute Euchre Party	Rylestone Women's Institute	Christ Church Anglican	Twice a month
Seymour West Woman's Institute Card Parties	Seymour West Women's Institute	Seymour West Women's Institute Hall	Bi-monthly (Saturday)
Rummage Sale	St. Andrew's Presbyterian Church - Campbellford	St. Andrew's Presbyterian Church - Campbellford	4 day event
Daffodil Luncheon	St. Andrew's Presbyterian Church - Campbellford	St. Andrew's Presbyterian Church - Campbellford	April
Blue Banner Meetings	St. Andrew's Presbyterian Church - Warkworth	St. Andrew's Presbyterian Church - Warkworth	Monthly
Coffee Time	St. Andrew's Presbyterian Church - Warkworth	St. Andrew's Presbyterian Church - Warkworth	Monthly (2nd Wednesday)
St. Andrew's Presbyterian Church Annual Fowl Supper	St. Andrew's Presbyterian Church - Warkworth	St. Andrew's Presbyterian Church - Warkworth	October
Warkworth Playgroup	St. Andrew's Presbyterian Church - Warkworth	St. Andrew's Presbyterian Church - Warkworth	Weekly
Rubber Ducky Races	St. George's Anglican Church	St. George's Anglican Church	August
St. George's Anglican Church Strawberry Supper	St. George's Anglican Church	St. George's Anglican Church	June
Strawberry Supper	St. George's Anglican Church	St. George's Anglican Church	June
Hastings World Day of Prayer	St. George's Anglican Church	St. George's Anglican Church	March
Hastings Anglican Church Rummage Sale	St. George's Anglican Church	St. George's Anglican Church	May
Spring Lunch - Anglican Church, Hastings	St. George's Anglican Church	St. George's Anglican Church	May
St. George's Anglican Church Christmas Bazaar and Lunch	St. George's Anglican Church	St. George's Anglican Church	November
Halloween Lunch	St. George's Anglican Church	St. George's Anglican Church	October
BBQ with the St. John's Anbluance Therapy Dogs	St. John's Ambulance	Bennets Parking Lot	June
Pre-teen Dance	St. John's United Church	Beth Vandusen and Sandra Carswell	Monthly
Indoor Yard Sale	St. John's United Church	St. John's United Church	Annual
Spring Buffet @ St. John's United Church	St. John's United Church	St. John's United Church	April
St. Johns United Church Bazaar	St. John's United Church	St. John's United Church	December
Pancake Supper	St. John's United Church	St. John's United Church	February
Christmas in October	St. John's United Church	St. John's United Church	October
Retirement Luncheon for Rev. Clair Hickson	St. Mary's Church	St. Mary's Church	August
Christmas Bazaar St. Mary's CWL	St. Mary's CWL	St. Mary's Catholic Church	December
Pampering Day for Women	St. Pauls United Church	St. Pauls United Church	August
Valentine Luncheon	St. Pauls United Church	St. Pauls United Church	February
Rummage Sale	Tabernacle United Church	Tabernacle United Church	2 day event
Rummage Sale - Tabernacle United Church	Tabernacle United Church	Tabernacle United Church	October
Black & White Ball	The Bridge Hospice	Warkworth Town Hall Centre for the Arts	Annual
Girls Night Out Fashion Show	The Bridge Hospice	Warkworth Town Hall Centre for the Arts	September
Municipality of Trent Hills Volunteer Appreciation Night	Town	?	April
Trent Hills Hospital Levy Bylaw Burning & Ribfest	Town	?	August
Campbellford Santa Claus Parade	Town	Campbellford	November
Trent Hills Community Event Forum	Town	Campbellford & District Curling & Raquet Club	May
Trent Hills Economic Development Summit	Town	Campbellford Resource Centre	April
Crowe Bridge Park Grand Re-Opening	Town	Crowe Bridge	May
Trent Hills Civic Awards & Volunteer Recognition Gala	Town	Hastings Civic Centre	March
2nd Annual Trail of Toonies	Town	Rotary Trail	August
Opportunities for Children and Youth in Trent Hills	Town?	Campbellford Resource Centre	November
Trinity United Church Vacation Bible School	Trinity United Church	Trinity United Church	August

**APPENDIX C - Trent Hills Cultural Plan  
Cultural Activities Inventory**

Title	Organization	Location	Timing
Shamrock Dinner	Trinity United Church	Trinity United Church	March
Country "Fayre" Bazaar	Trinity United Church	Trinity United Church	November
United Way Tag Day	United Way	Sharpe's Food Market	September
Perfect Pie Contest	Warkworth Business Association?	Warkworth Town Hall Centre for the Arts	November
Corn Festival	Warkworth Community Service Club	Laver's Farm	August
Donnybrook Auction Sale, sponsored by the Warkworth Community Service Club	Warkworth Community Service Club	Percy Arena	Annual
Warkworth Community Service Club Meeting	Warkworth Community Service Club	St. Pauls United Church	Monthly (3rd Thurs.)
Warkworth Legion Branch Euchre	Warkworth Legion	Warkworth Legion	January
Warkworth Legion Buffet Breakfast	Warkworth Legion	Warkworth Legion	Monthly
Warkworth Legion Darts	Warkworth Legion	Warkworth Legion	September
Maskara II	Warkworth Revitalization Committee	Warkworth Town Hall Centre for the Arts	October
Warkworth Santa Claus Parade	Warkworth Santa Claus Parade Committee	Warkworth	Annual
Seniors Bridge	Warkworth Seniors Building	Warkworth Seniors Building	Weekly
<b>CRAFTS</b>			
Knitting Club - Campbellford	Campbellford Knitting Club	Island Park Retirement Community	Every other week
Holiday Craft Sale	Kent Public School	Kent Public School	December
The Knitting Club - Hastings	Knitting Club	Hastings Civic Centre	Weekly
Knitting Guild	Knitting Guild	Warkworth Memorial Hall	May
Soft as a Cloud Knitting Group Meeting	Knitting Guild	Warkworth Memorial Hall	Monthly (2nd Tuesday)
Show & Sale of Handcrafted Works	Spirit of the Hills	Spirit Studio	April
Hastings Arts and Craft Show	St. George's Anglican Church	St. George's Anglican Church	July
Craft and Collectibles Show	St. John's United Church	St. John's United Church	July
3rd Annual Trent Hills Grannies for Africa Jewellery Show and Sale	Trent Hills Grannies for Africa	St. John's United Church	October
Grannies and Jewellery for Africa - Jewellery Sale and Show	Trent Hills Grannies for Africa	St. John's United Church	October
Warkworth Spinners & Weavers Meet	Warkworth Spinners and Weavers	Percy Heritage Centre (Memorial Community Hall)	Bi-monthly (2nd and 4th Thursday)
Willow Grand Opening	Willow Unique Gifts	Willow Unique Gifts	October
<b>CULINARY</b>			
Thanksgiving Diner - Be My Guest Restaurant	Be My Guest	Be My Guest	October
Campbellford Farmer's Market	Campbellford Farmer's Market	Campbellford	Semi-weekly (Wed and Sat)
6-Course Celebration	Campbellford Memorial Hospital Foundation	Campbellford & District Curling & Raquet Club	May
Savour Northumberland Culinary Tourism Information Workshop	Chamber of Commerce	Castleton Town Hall	February
Trent Hills Flavour Break	Chamber of Commerce	Various locations in Trent Hills	October
Warkworth Long Lunch	Chamber of Commerce	Warkworth	Annual
Hastings Farmers Market	Hastings Farmers Market	Hastings	Weekly (Saturdays) May -
From Land to River Outdoor Feast	Slow Food Northumberland	Residential Home	August
Monday Maple Madness at the Stinking Rose	Slow Food Northumberland	Stinking Rose	April
Chocolate and Cheese Festival	United Church	St. John's United Church	Annual
Warkworth Maple Syrup Festival	Warkworth Maple Syrup Festival Committee	Sandy Flat Sugar Bush	Weekend - middle of March
Wholearth Heritage Harvest Feast	Wholearth Farm Studio	Wholearth Farm Studio	October
<b>HERITAGE</b>			
Ed Lawrence, Guest Speaker	Campbellford Horticultural Society	St. John's United Church	November

**APPENDIX C - Trent Hills Cultural Plan  
Cultural Activities Inventory**

Title	Organization	Location	Timing
Campbellford-Seymour Heritage Society Yard Sale	Campbellford-Seymour Heritage Society	Campbellford Seymour Heritage Centre	July
Campbellford-Seymour Heritage Society Antiques Appraisal Show	Campbellford-Seymour Heritage Society	Campbellford Seymour Heritage Centre	October
Campbellford-Seymour Heritage Society Regular Meeting	Campbellford-Seymour Heritage Society	Campbellford Seymour Heritage Centre	Several times a year
Mt. Pleasant Cemetery Transcription	Campbellford-Seymour Heritage Society	Mount Pleasant Cemetery	June
Founders Week - Trans Canada Trail Walk	Founders Week Committee	Hastings	August
Hastings Heritage Walking Tour	Founders Week Committee	Hastings	August
Bid Euchre Tournament for Hastings Founders Week	Founders Week Committee	Hastings Civic Centre	August
Big Time Heritage Bingo	Founders Week Committee	Hastings Civic Centre	August
Hastings Founders Fiber Festival	Founders Week Committee	Hastings Civic Centre	August
Hastings Geneology Club	Founders Week Committee	Hastings Civic Centre	August
Historical display at Hastings Public Library	Founders Week Committee	Hastings Civic Centre	August
Re-enactment of the Founding of Hastings	Founders Week Committee	Hastings Gazebo	August
Waterfront Ecumenical Service - Hastings Founders Week	Founders Week Committee	Hastings Gazebo	August
Hastings Historical Society Open House	Founders Week Committee	Legion	August
Special Tour of Red Tail Paddle Factory	Founders Week Committee	Red Tail Paddle Factory	August
Antique Auction	Founders Week Committee	Riverside Auction Hall	August
Heritage Vacation Bible Camp	Founders Week Committee	Trinity United Church	August
Ferris Dry Stone Wall Workshop	Friends of Ferris	Ferris Provincial Park	August
Friends of Ferris Membership Drive	Friends of Ferris	Ferris Provincial Park	March
Friends of Ferris Present John Shaw-Rimington	Friends of Ferris	Ferris Provincial Park	March
Friends of Ferris Trillium Walk	Friends of Ferris	Ferris Provincial Park	May
Kite Day	Friends of Ferris	Ferris Provincial Park	May
Friends of Ferris Trail Fest/Annual General Meeting	Friends of Ferris	Ferris Provincial Park	October
Ferris Park Dry Stone Wall Restoration	Friends of Ferris	Ferris Provincial Park	Sept 5-6
Harold Carlaw's Military Museum Open House	Harold Carlaw	Residential Home	July
Hastings Historical Society Meeting	Hastings Historical Society	90 Victoria Street	Monthly
Hastings Historical Meeting Open House	Hastings Historical Society	91 Victoria Street	May
Hastings Historical Society Open Meeting	Hastings Historical Society	92 Victoria Street	April
Historical Society Plant Sale	Hastings Historical Society	Farmer's Market Hastings	May
Hastings Historical Society's Walking Tour	Hastings Historical Society	Hastings	June
Earth Hour "Turn off the Lights"	Hastings Historical Society	Hastings	March
Hastings Bridge Midnight Madness	Hastings Historical Society	Hastings Bridge	May
IODE Tour of Homes	IODE	Trent Hills	September
Warkworth Lilac Festival	Percy Agricultural Society	Warkworth	May
Campbellford War Memorial Rededication Ceremony	Town	Campbellford War Memorial	September
Hastings Earth Day Clean Up	Town	Hastings	April
Dance the Night Away - Hastings Founders Week	Town	Riverside Auction Hall	August
Communities in Bloom Monthly Meeting	Town	TBA	Monthly
Trent Hills Heritage Committee	Trent Hills Heritage Committee	Trent Hills Municipal Office	Monthly
Energy Conservation and the Preservation of Older Buildings	Trent Hills Heritage Committee	Warkworth Town Hall Centre for the Arts	October
Home for the Holiday House Tour	Warkworth Business Association	Warkworth	November

**APPENDIX C - Trent Hills Cultural Plan  
Cultural Activities Inventory**

Title	Organization	Location	Timing
Old Tyme Village Lantern Walk & Concert	Warkworth Business Association	Warkworth Town Hall Centre for the Arts	December
Warkworth/Percy Heritage Society Meeting	Warkworth/Percy Heritage Society	Percy Heritage Centre (Memorial Community Hall)	Monthly
Earth Day Clean Up	Youth Advisory Council	Campbellford	Annual
<b>LITERARY ARTS</b>			
Jungle Cat World Visits the Campbellford Public Library	Campbellford Library	Campbellford Library	July
Book Sale	Christ Anglican Church	Old Mill Park	August
Friends of the Hastings Library present Meet Your Local Authors	Friends of the Hastings Public Library	Hastings Civic Centre	September
Friends of the Hastings Library High Tea	Friends of the Hastings Public Library	St. Andrew's Presbyterian Church - Hastings	June
Friends of the Warkworth Library Meeting	Friends of the Warkworth Library	Warkworth Library	Monthly (1st Thursday)
Retirement Open House for Librarian Ann Sullivan	Hastings Public Library	Hastings Civic Centre	August
Valentine Day Book Sale	Hastings Public Library	Hastings Civic Centre	February
Hastings Public Library Summer Book Sale	Hastings Public Library	Hastings Civic Centre	July
Jungle Cat World Visits the Hastings Public Library	Hastings Public Library	Hastings Civic Centre	July
Hastings Public Library Children's Summer Reading Programme	Hastings Public Library	Hastings Civic Centre	Weekly (Tuesdays)
Family Literacy Day	Ontario Early Years Centre	Ontario Early Years Centre	January
Susan Statham at the Campbellford Library	Spirit of the Hills	Campbellford Public Library	March
Trent Hills Library Board Meeting	Town	Campbellford Public Library	Monthly
"A World Full of Ghosts"	Town	Warkworth Library	October
Author Catherine Gildiner presented by Trent Hills Grannies for Africa	Trent Hills Grannies for Africa	St. Pauls United Church	April
Jungle Cat World Visits the Warkworth Public Library	Warkworth Public Library	Warkworth Library	July
Reading Buddies	Warkworth Public Library	Warkworth Library	Weekly?
Warkworth Writers Group	Warkworth Writers Group	Percy Heritage Centre (Memorial Community Hall)	Monthly
<b>PERFORMING ARTS</b>			
Warkworth Idol	?	Westben Festival Arts Theatre	July
Campfire Concert with Andrew Queen	Andrew Queen	Rotary Hall	February
Aron Music Fest	Aron Theatre	Aron Theatre/Cinema	February
The Sadies in concert at the Aron Theatre	Aron Theatre	Aron Theatre/Cinema	March
Blades of Glory Medieval Kids Day & Food	Blades of Glory	Campbellford Legion	August
"Queen of Hearts" Feast and Tournament	Blades of Glory	Campbellford Legion	February
Trent Hills & District Idol Contest Semi-Finals	Blu Note Café & Lounge?	Blu Note Café & Lounge	May
CDHS Musical - Urinetown, The Musical	Campbellford District High School	Campbellford District High School	6 performances April 23-May 2
Free Movie - Polar Express	Campbellford BIA	Aron Theatre/Cinema	November
Family Day Concert	Campbellford Skatepark Fundraisers	Campbellford Masonic Hall	February
The Watchmen perform at the Aron Cinema	Campbellford/Seymour Community Foundation	Aron Theatre/Cinema	July
Donegal Fiddlers Orchestra	Christ Church Anglican	Christ Church Anglican	May
Church Key Spring Revival	Church Key Brewing	Church Key Brewing	May
Ferris Music Festival	Friends of Ferris	Ferris Provincial Park	August
Eduard Klassen in Concert	Glad Tidings Pentecostal Church	St. Andrew's Presbyterian Church - Campbellford	One-time
20th Anniversary of the Hastings Civic Centre Jamboree	Hastings Civic Centre	Hastings Civic Centre	December
Hastings Civic Centre Jamboree	Hastings Civic Centre	Hastings Civic Centre	Monthly - Saturday nights
Line Dancing	Hastings Civic Centre	Hastings Civic Centre	Weekly

**APPENDIX C - Trent Hills Cultural Plan  
Cultural Activities Inventory**

Title	Organization	Location	Timing
Latin Dance Lessons	Hastings Legion	Hastings Legion	April
Legion Karaoke	Hastings Legion	Hastings Legion	February
Karoke with John Coburn	Hastings Legion	Hastings Legion	January
Western Dance Lessons	Hastings Legion	Hastings Legion	March
International Ballroom Dancing	Hastings Legion	Hastings Legion	May
Xtreme Entertainers	Hastings Legion	Hastings Legion	October
Children's Musical Performer Jake Differ at the Hastings Public Library	Hastings Public Library	Hastings Civic Centre	August
Hasting's Parade Committee Dance	Hastings Santa Claus Parade Committee	Hastings Legion	July
Keep the Faith In Concert	Hoards United Church	Hoards United Church	October
Melodies on the River - Hastings	Lion's Club	Hastings Gazebo	Weekly July - August
Melodies in the Mill - Campbellford	Lion's Club	Old Mill Park	Weekly June - August
DOO-WOP WED WIDING HOOD, presented by Percy Centennial Public School	Percy Centennial Public School	Percy Centennial Public School	May
Percy Swingers New Years Eve Dance	Percy Swingers	Warkworth Town Hall Centre for the Arts	December
Percy Swingers Square Dance	Percy Swingers	Warkworth Town Hall Centre for the Arts	Monthly
Robert Maxwell, Magician and Hypnotist	Rotary Club of Campbellford	Rotary Club	September
Rotary Spring Talent Showcase	Rotary Club of Campbellford	St. John's United Church	May
The Scott Woods' Band Show	Scott Woods' Band	St. Andrew's Presbyterian Church - Warkworth	April
"Voices in the Wind" St. Andrew's Presbyterian Church Anniversary Concert	St. Andrew's Presbyterian Church - Campbellford	St. Andrew's Presbyterian Church - Campbellford	May
Carols - Ancient & Modern	St. John's United Church	St. John's United Church	December
The Old Hims- I Saw a Man	St. John's United Church	St. John's United Church	July
Donegal Fiddlers at St. John's United Church	St. John's United Church	St. John's United Church	March
Take A Musical Trip Across the British Isles with St. John's United Church Choir and Friends	St. John's United Church	St. John's United Church	May
"Quilting Pieces" at St. John's United Church	St. John's United Church	St. John's United Church	Oct 15 - 17
Steel Magnolias	The Bridge Hospice	Warkworth Town Hall Centre for the Arts	September
"Art" - a new production from The Village Theatre Company	The Village Theatre Company	Warkworth Town Hall Centre for the Arts	May
Trent Hills Grannies Variety Show	Trent Hills Grannies for Africa	St. Pauls United Church	May
Country Music Night	Trinity United Church	Trinity United Church	June
Listen to the Music	Trinity United Church	Trinity United Church	May
Tuesday Tunes!	Warkworth Community Service Club	Centennial Park Pavilion Warkworth	Weekly - Tuesday evening June -
New Year's Dance	Warkworth Legion	Warkworth Legion	December
Presidents Levee with Karaoke	Warkworth Legion	Warkworth Legion	January
Warkworth Legion Karaoke	Warkworth Legion	Warkworth Legion	Monthly
Warkworth Legion Newfie Dinner and Dance	Warkworth Legion	Warkworth Legion	September
Warkworth Legion Jam Session	Warkworth Legion	Warkworth Legion	Several times a year
Lovin' Dat Hammerstein!	Westben	Westben Festival Arts Theatre	2 nights, July 22 - 23
Don Ross & Jimmy Wahlsteen	Westben	Westben Festival Arts Theatre	August
Finale Fundraiser with Michael Burgess	Westben	Westben Festival Arts Theatre	August
Peter Appleyard & Friends	Westben	Westben Festival Arts Theatre	August
Westben - Winter Sparkle	Westben	Westben Festival Arts Theatre	February
Brett Polegato, baritone & Robert Kortgaard, piano	Westben	Westben Festival Arts Theatre	July
Brian Manker, Cello	Westben	Westben Festival Arts Theatre	July

**APPENDIX C - Trent Hills Cultural Plan  
Cultural Activities Inventory**

Title	Organization	Location	Timing
Elmer Iseler Singers	Westben	Westben Festival Arts Theatre	July
Quartet for the End of Time	Westben	Westben Festival Arts Theatre	July
Robert Silverman, piano	Westben	Westben Festival Arts Theatre	July
Rose of England	Westben	Westben Festival Arts Theatre	July
Rose of England	Westben	Westben Festival Arts Theatre	July
Saturday Night at the Opera - Great Heroines	Westben	Westben Festival Arts Theatre	July
Shakespeare's Songbook with the Toronto Consort	Westben	Westben Festival Arts Theatre	July
Sisters of Sheynville	Westben	Westben Festival Arts Theatre	July
Sultans of String	Westben	Westben Festival Arts Theatre	July
The Magic Flute, an opera by Mozart	Westben	Westben Festival Arts Theatre	July
Women of Shakespeare	Westben	Westben Festival Arts Theatre	July
The Selfish Giant - World Premiere Musical!	Westben	Westben Festival Arts Theatre	June 11 - 20
"Wind in the Willows" Christmas	Westben	Westben Festival Arts Theatre	November
Westben Festival Chorus	Westben	Westben Festival Arts Theatre	Year round
Westben Youth & Teen Chorus	Westben	Westben Festival Arts Theatre	Year round
<b>RECREATION</b>			
Relay for Life - Trent Hills	?	Campbellford Seymour Fairgrounds	September
2010 Ontario Lawn Bowling Provincial Championship, Ladies Singles	?	Lawn Bowling Club	July
Campbellford Open Squash Tournament	Campbellford Curling & Raquet Club	Campbellford & District Curling & Raquet Club	January
Ladies in Red Cash Curling Bonspiel	Campbellford & District Curling & Raquet Club	Campbellford & District Curling & Raquet Club	February
Valentine's Mixed Curling Bonspiel	Campbellford & District Curling & Raquet Club	Campbellford & District Curling & Raquet Club	February
CMH Foundation Golf Tournament	Campbellford Memorial Hospital Foundation	Warkworth Golf Course	June
Curves Relay for Life BBQ	Curves for Women	Curves for Women	August
BMX Demo-Doug's Bicycle Belleville	Doug's Bicycle Belleville	St. Andrew's Presbyterian Church - Campbellford	July
Relay for Life BBQ	Forgave Financial	Forgave Financial	July
4th Annual Glenda Glenn Memorial Golf Tournament	Hastings 5 Pin	Pine Ridge Golf and Country Club	June
Hastings Civic Centre Bingo	Hastings Civic Centre	Hastings Civic Centre	Weekly (Mondays) June
Horse Shoes at the Hastings Legion	Hastings Legion	Hastings Legion	Weekly June 23 - August 25
Tony Edwards 5km Run/Walk	Hastings Revitalization Association	Hastings	October
Bowling in support of the Hastings Youth Council	Hastings Youth Council	Bowling Alley	July
Campbellford Rebels Hockey Game to support the Heart and Stroke Foundation	Heart & Stroke Foundation	Campbellford Arena	February
Campbellford Lawn Bowling Club Open House	Lawn Bowling Club	Lawn Bowling Club	May
Kid's Fishing Derby with Community Policing Committee and the Lion's Club	Lion's Club and Community Policing Committee	Hastings Gazebo	Annual Weekly April - Sept
Stroller Fit	Ontario Early Years Centre	Ontario Early Years Centre	
Bull Dog Outdoor Winter Classic	Percy Minor Hockey	Warkworth Arena	February
Percy Bulldogs Winter Classic	Percy Minor Hockey Association	Warkworth Arena	February
Seymour Family Fishing Day	Seymour Conservation Area	Seymour Conservation Area	Annual
Seniors Exercise	St. Pauls United Church	St. Pauls United Church	Weekly
Taoist Tai Chi Open House	Taoist Tai Chi	Campbellford Resource Centre	Several times a year
The Bridge Hospice first annual Golf Tournament	The Bridge Hospice	Pine Ridge Golf and Country Club	August
6th Annual W8 Bridge Hospice Run	The Bridge Hospice	Warkworth	October

**APPENDIX C - Trent Hills Cultural Plan  
Cultural Activities Inventory**

Title	Organization	Location	Timing
Public Skating at the Trent Hills Arenas	Town	Arenas	March Break
Tim Hortons Free Skate	Town	Campbellford Arena	3 events
Parents and Tots/ Seniors Skating	Town	Campbellford Arena	December
Public Skating	Town	Campbellford Arena	December
Keep It Real Skateboarding Competition	Town	Campbellford Skatepark	Annual
Campbellford Skate Park Grand Opening	Town	Campbellford Skatepark	September
Tim Hortons Free Skate	Town	Hastings Arena	3 events
Parents and Tots/ Seniors Skating	Town	Hastings Arena	Christmas skating
Public Skating	Town	Hastings Arena	December
Kool-Aid Man - Trent Hills Playground & Fitness Park Project	Town	Kennedy Park	July
Tim Hortons Free Skate	Town	Percy Arena	3 events
Parents and Tots/ Seniors Skating	Town	Percy Arena	December
Public Skating	Town	Percy Arena	December
March Break Free Public Skating - Warkworth Arena	Town	Warkworth Arena	March Break - every day
22nd Annual Children's Fishing Derby	Warkworth Community Service Club	Ryken's Pond	Annual - April
Warkworth Legion Golf Tournament	Warkworth Legion	Salk Creek	August
2nd Annual Warkworth Family Feud Bowling	Whalen Family	Bowling Alley	April
3rd Annual Warkworth Family Feud Baseball Tournament	Whalen Family	Warkworth Baseball Diamond	July
2nd Annual Warkworth Family Feud Golf Tournament	Whalen Family	Warkworth Golf Course	August
<b>VISUAL ARTS</b>			
Warkworth Gallery Hop	?	Warkworth	Annual
Artworth - Making Movies	Artworth	St. Pauls United Church	August
Artworth - Fun Arts Week	Artworth	St. Pauls United Church	July
Artworth, Trent Hills Art Camp	Artworth	St. Pauls United Church	July
Franziska Windover at the Campbellford Library	Campbellford Library	Campbellford Library	April
CT Canvas Online Art Auction Fundraiser	Campbellford Memorial Hospital Foundation	Online	May
The Other Canvas - A Celebration of Artistry in Northumberland County	Campbellford Memorial Hospital Foundation	Online	September
Fifth Avenue Jewellery Show	Island Park Retirement Community	Island Park Retirement Community	July
Northumberland Conference on the Arts	Northumberland CFDC	Grafton ON	May
Photographic Society Monthly Meeting	Photographic Society	Hastings Civic Centre	May
River Valley Photographic Society Meeting	River Valley Photographic Society	Hastings Civic Centre	Monthly?
Spin the Soul Studio Grand Opening	Spin the Soul Studio	Spin the Soul Studio	May
Spirit of the Hills - Bob Leahy Photography	Spirit of the Hills	100 Mile Diner	February
Juried Art and Photography Show	Spirit of the Hills	Percy Heritage Centre (Memorial Community Hall)	March



## **APPENDIX D: CONSULTATION INTERVIEWS AND ATTENDANCE**

In the course of the work, approximately 100 Trent Hills residents and community partners were directly involved in discussions and in providing comment.

### **Council & Senior Staff Information Session**

- Mayor, Councilors, Department Heads

### **Individual Interviews (32)**

- Kendra Adema, Ontario Ministry of Culture
- Nancy Allanson, Trent Hills & District Chamber of Commerce
- Donna Bennett, Westben Arts Festival Theatre
- Dan Borowec, Northumberland County
- Laura Carlton, Campbellford/Seymour Youth Advisory Council
- Cindy Cassidy, Eastern Ontario Trails Alliance
- Ella Chamberlain, Hastings & District Seniors
- John Charlton, John Charlton Web Design
- Russ Christianson, Aron Theatre Co-op
- Desmond Conacher, Trent Hills Heritage Society
- Keith Davis, Water's Edge Inn
- Cheryl Gibson, Soft as a Cloud Knitting Guild
- Doug Harpur, Warkworth Community Service Club
- Barb Hogan, Friends of Ferris
- Monica Johnston, Frantic Farms Clay & Glass Gallery
- Tom Kerr, Campbellford BIA
- Kim MacNeil, Warkworth Business Association
- Angie Nestoruk, Northumberland YMCA Ontario Early Years Centre
- Dave Noble, Campbellford District High School
- Peter O'Hara, Blacksmith's 1880 Restaurant
- Mark Pollard, Sprucewood Handmade Cookies
- Brenda Partridge, Former Chair of Maple Syrup Festival
- Paul Portelli, Northumberland CFDC
- Brian Rapsey, Spirit of the Hills
- Glenda Rodgers, Lower Trent Conservation Authority
- Dennis Savery, Hastings Chamber of Commerce
- Richard Scott, Trent-Severn Waterway
- Tonya Smith, Hastings Youth Advisory Council
- Andy Thompson, Northumberland Music Studio

- Donna Wilson, Trent Hills Public Library
- Roger Warren, Hastings Revitalization Association
- Trish York, Soul Carnival

#### **Youth Advisory Council Meeting (15)**

- Members of Youth Advisory Council

#### **Hastings session (16)**

- Gene Brahaney, Trent Hills Councillor
- Murray Calder, Resident
- Dorothy Caldwell, Artist
- Nancy De Kuyper, Resident
- Pat Funk, Hastings Founders Week
- Kathy Galbraith, Aron Theatre Co-Op
- Mark Hault, Community Press
- Paul Macdonald, Northumberland Economic Development & Tourism
- Sarah McKeown, Community Care Trent Hills
- Skye Morrison, Hastings Historical Society and Friends of the Hastings Library
- Jim Peters, Municipality of Trent Hills
- Paul Portelli, Northumberland CFDC
- Doug Sims
- Laurie Smith, Trent Hills Physician Recruitment Committee
- Marie Switzer, Northumberland YMCA-OEYC
- Tony Tuit, Hastings Historical Society

#### **Rural Session (5)**

- Trissia McAllister, County of Northumberland
- Cori Arthur, County of Northumberland
- Barb Hogan, Friends of Ferris Park
- Carol Robertson, Friends of Ferris Park
- Russ Christianson, Aron Theatre Co-op

#### **Campbellford Session (15)**

- Gene Brahaney, Trent Hills Council
- Dennis Carter-Edwards, Trent-Severn Waterway
- Bob Eley
- Rosemary Kelleher-MacLennan, Municipality of Trent Hills (Councillor)

- Judy McLean
- Vicki McMillan, Empire Cheese Co-op
- Diane Menzies, Hospital Recruitment Committee
- Dave Noble, Campbellford District High School
- Michelle Noble, Campbellford District High School
- David Pollack, Westben/Economic Development/Warkworth Business Association/WCSC
- Sylvia Poulain
- Brian Redden, Trent Hills Chamber of Commerce
- Cathy Redden, Agricultural Society; St. John's United Church
- Jana Reid, Aron Theatre Co-Op
- Amy Widdens, Community Living Campbellford/Brighton

#### **Meet the Team (2)**

- Cindy Cassidy, Eastern Ontario Trails Alliance
- Lynn Rogers, Hastings Revitalization Association; artist

#### **Warkworth Session (10)**

- Donna Bennett, Westben Arts Festival Theatre
- Ian Davis, Aron Theatre Co-Op
- John DeLaCour
- Brian Finley, Westben Arts Festival Theatre
- Meirion Jones
- Kim MacNeil, Warkworth Business Association
- Skye Morrison, Hastings Founders Week; Member of Cultural Plan Committee
- Dean Peters, Municipality of Trent Hills
- Mike Rutter, Municipality of Trent Hills
- Trish York, Soul Carnival

### **Cultural Plan Survey**

The Municipal Cultural Plan for Trent Hills will outline a policy and action plan for supporting culture and cultural development in the community.

An interim report, entitled Part 1: Where are we now? has been created, providing a brief summary of the major themes in cultural identity in Trent Hills, as well as an overview of cultural assets and activities. It is available for download [here](#).

At this second stage in the planning process, we turn our attention primarily to setting direction for culture in Trent Hills, while continuing to absorb the background of how sense of place is achieved in the community and what comprises culture in the community.

The following questionnaire contains a short series of open-ended questions about how you experience culture in Trent Hills and opinions on strengths, weaknesses and future directions for both the municipality (government) and the community (organizations and individuals).

### **Defining Culture**

For the purposes of this Plan, culture is being defined provisionally in terms of: arts and culture (e.g. visual arts and crafts, literature, media arts, design arts, performing arts, festivals and events, cultural tourism, heritage - natural, built and material) as well as in terms of the sense of place/collective experience in the community and the uniqueness of Trent Hills.

A more specific made-in-Trent Hills definition of culture will be an outcome of the Plan.

The questionnaire will be open for comments between October 4, 2010 and November 30, 2010.

The questions are open-ended - please feel free to write any of your thoughts and comments about culture in Trent Hills. You can use a narrative or point form style.

1. How do you (and other members of your household) participate in culture in Trent Hills (e.g. creating/organizing; attending/taking classes; other)?
2. What are some of the spaces or places where you participate in culture in Trent Hills?
3. How would you (or other members of your household) like to participate in culture in the future in Trent Hills?
4. Are there any barriers to participation? If so, what are they?
5. What makes Trent Hills different from other places? What are the community's strengths when it comes to culture?
6. What are some of the weaknesses or challenges for culture in Trent Hills?
7. What opportunities are there for using the community's strengths to overcome the challenges?
8. What role should the Municipal government play in cultural activities in Trent Hills? What role should the Municipal government play in cultural places?
9. What role should the community play in cultural activities and in regard to the places where cultural activities are held?

10. How can the Municipality and community organizations increase the level of engagement with community members, particularly those who do not currently participate in cultural activities?

11. Is there anything else you would like to raise for consideration in this planning process?

## Background Interviews and Community Consultation Responses

### STRENGTHS

- Strong sense of community
- Grassroots collaboration/co-operation amongst community groups and individuals
- Rural living close to small towns, small town living
- Affordable real estate/lifestyle/affordability
- Sense of opportunity to join in (on the part of newbies)
- Small businesses that are involved/care about community/provide strong retail
- Strong volunteer base
- Presence of hospital
- Easy access from 401
- 3 distinct communities yet relatively compact geographic area
- Protected areas that won't be developed (Oak Ridges Moraine)
- Outdoor sports, fishing, hunting, golf
- Natural environment – water, rolling hills, parks
- Diversity of Experience – lots of events of many kinds – homesteaders and newbies; professional and amateur; many disciplines/all spheres of cultural endeavour
- Local food movement
- Presence of many local musicians, visual artists, and crafts people (professionals in various artistic fields live in Trent Hills)
- Rich history/heritage including significant first nations history, agricultural history
- Have freedom to do what we want culturally – high level of tolerance/acceptance
- Accessible activities (free or low cost)
- Opportunity to experience cultural events including organizing/putting on events
- Local festivals
- Facilities
- Several strong youth and children artistic initiatives/programs / have vision of

developing culture for youth

- Broad community support for cultural sector

### **CHALLENGES/WEAKNESSES**

- No clear brand or image for Trent Hills, or for each community (more so for Hastings and Campbellford than Warkworth)
- Absentee landlords
- Old guard versus newbies – newer families feel resistance to change and lack of acceptance from long-term residents
- Lack of strategic thinking and leadership for cohesive development – of assets/facilities, priorities, and direction
- Volunteer burnout
- Community presently set in their ways (Hastings)
- Lack of high speed internet access
- Businesses need to do a better job of working together
- Sense of cultural divide along socioeconomic lines
- Seasonality of community (Hastings)
- Bylaw enforcement
- Getting young families to settle here, keeping youth in the community – nothing to attract young people (i.e. rental housing, affordable housing)
- Need to find ways of getting others to be interested in our community
- Lack of cultural diversity
- Streetscape/revitalization/storefronts/perception (Hastings)
- Not enough income in the community/demographics don't support fancy restaurants and hotels / Lack of upscale businesses
- Amalgamation was enforced from the top (not grassroots) therefore each urban centre has its own organization and activity
- Need to focus on what each community does best and not try to compete with one

another – there are intuitive areas of focus

- Signage needs work
- Many strengths are also challenges: proximity to GTA, demographics (age), volunteers (burnout and competing interests), variety of organizations (compete for dollars); newspapers and local radio (none based or focused on Trent Hills)
- Transportation is biggest issue
- Labour market is weak
- Lack of income in community
- Few jobs for young people
- Hours of operation limited
- Lack of key amenities in Warkworth
- People leave community to go shopping
- Perception that Campbellford gets everything
- Hard to forge identity as Trent Hills
- People leave the community for entertainment (need to bring them back)
- Lack of co-ordination and collaboration for scheduling of events, marketing, advertising, information sharing
- Getting residents out to events can be a challenge / lack of 'buy in' for cultural events
- Volunteer burnout
- Competitive environment within the visual arts/crafts community, and also between the visual arts and music communities (in both Trent Hills and Northumberland)
- Lack of recreation centre/lack of recreation facility with hall or stand alone cultural facility to serve community
- Lack of studio space, gallery space, and retail space for artists
- Lack of tax incentives to encourage restoration of properties
- Additional greenspace needed (Hastings)
- Financial challenges/Accessing grant proposals/budget/lack of funding
- Facilities underused, underpromoted



- Key cultural facilities' future uncertain
- No forum for large presentations and musical events / Lack of appropriate facilities
- Mindset is a challenge: need evidence/hard numbers to show culture is solid economic investment (not a frill)
- Better marketing and coordination of events/scheduling/locally and outwardly/Packaging
- Lack of awareness on the part of those here and those who are away / Lack of communication/coordination
- Lack of an organized theatre group
- Challenge of funding and ongoing employment for artists
- Support needed for artists in business management (e.g. accounting)
- Funding should be earmarked – right now it's one offs (vulnerable)

## **OPPORTUNITIES**

- Utilize existing assets to greater degree
- Need central (philosophically, not geographically) leadership, co-ordination, marketing of events
- Build on local/slow food movement
- Beautify downtowns (especially Hastings) – streetscape, develop a “main street”
- Develop studio/retail/lessons/gallery space for visual arts and crafts
- Connect festivals with local food vendors
- Develop brand identify and image, for Trent Hills and each community.
- Identify the strengths of each community and develop to be complementary, not competing – develop a “Trent Hills experience” to sell
- Find creative ways to encourage a new batch of volunteers
- Re-introduce the community to itself – incentive programs, strategic marketing, etc.
- Need to take long term view that of both locals and tourists (how to make the

community a place to live not just visit)

- Developing new events (e.g. large scale fishing tournament)
- Developing new marketing tools (e.g. downloadable audio walking tours)
- Developing new attractions (e.g. boating museum; textile museum – mills history)
- Developing new activities (e.g. jazz club, school of the arts – scrapbooking classes, teaching kids to fish, cycling tours, heritage activities such as plaques, waterfront activities, farm/house/garden tours, develop one blockbuster event)
- Need to ensure arts gets fair share of funding
- Developing communication mechanism/branding (outward) so that people know what to do when they come
- Need a central hub to go to when planning (for coordination/scheduling locally)
- Communication among artists: knowing what resources are available
- Transportation link
- More information to people on agriculture and slow food
- Entice media to promote what's available
- Spirit of the Hills: is it an existing mechanism that can be deployed?
- Improving physical appearance of community (e.g. store fronts, streetscaping, pedestrian area) to improve perception of the community
- Meeting areas
- Workshop space
- Have sufficient facilities but renovations needed (e.g. Aron, Campbellford Town Hall, Riverside Auction)
- Ensuring sufficient accommodation and restaurants of quality
- Space to rehearse/gather/work for artists
- MURF
- Tax breaks for cultural facilities
- Raising awareness and supporting artists to encourage conversation
- Promoting and attracting artists – artist colonies

- Tannery Building – could be workshop and studio spaces, could be joint venture with artists
- Affordable housing close to Toronto
- Restaurants/eating/work
- Linking waterfront/fishing with the arts as a joint theme
- No place to give pottery lessons – go to kiln in Peterborough
- Youth activities
- Linking generations
- Packaging of experiences
- Focusing on waterway
- Getting word out (marketing)
- Collaboration: central information/distribution; community website linking the arts; - featuring arts on its own
- Arts centre supporting all mediums and supporting youth development
- Central calendar for planning (local and Northumberland county)
- Washroom facilities
- Rehearsal and performance venues
- Display space for 2-dimensional art work
- Playing up rural
- Promoting music
- Emphasis on saving and reusing barns
- Stress the river
- Use culture to attract investment
- Cyclists
- Defining culture through this process – translating learnings into products to market
- Providing educational opportunities by connecting artists with youth
- Market home based businesses and encourage home based businesses

- Foster youth entrepreneurship
- Transportation between 3 communities
- Long term vision
- Expand volunteer base
- Ensure awareness of importance of the arts/keep in the public eye
- Designate an agricultural community
- Protect character of rural roads
- Destination development
- Better coordination for downtown

#### **TOP PRIORITIES**

- Communication amongst groups (leadership, collaboration, sharing information)
- Identify and celebrate strengths of each community
- Sell diversity of experiences that is available in Trent Hills
- Recreation Centre/MURF
- Build on existing arts and culture community, existing assets
- Develop a Trent Hills brand, and a brand/image for each community
- Promote activities and assets to residents
- Appearance
- River Theme
- Cultural Event Support
- Implement Hastings Streetscape Plan
- Accessibility of schools
- Increasing public awareness
- Having public washrooms

- Defining cultural diversity more clearly
- Youth involvement / cultural participation at younger age
- Farm, house and garden and walking tours
- Revitalization of downtown
- Think as 'Trent Hills' (amalgamate culturally)
- Communicate and pass on community's history and historical richness
- Promote and engage
- Heritage promotion
- Strong business community
- Continuation of waterfront development
- Communications
- Volunteer base
- Funding
- Strategic planning
- Partnerships
- Developing awareness of importance and impact of the arts
- Arts in schools: finding ways to capitalize on artists' presence in community
- Plan to educate community
- Community collaboration to tell our stories
- Supporting artists through infrastructure (e.g. music library, lights, bleachers, art supplies, costumes, equipment rental, storage): how to combine efforts and get more bang for buck
- Serious consideration of new facility dedicated to the arts
- Investigation of role of arts in the community – providing evidence
- Promoting organic growers
- Communication and awareness (among supporters, patrons, artists, rest of the world)
- Creating space for performance
- Funding (helping to access, providing, sharing success)
- Building on brand

- Work on volunteers (changing group – try new ways of working, volunteer training)
- Get younger volunteers involved
- Continued work on waterway/waterfront
- Programming for summer camps

## **Summary of Survey Responses**

### **FORMS OF PARTICIPATION**

- Attending festivals, fairs and events, Westben and Aron Theatre
- Participating directly in cultural activities through teaching, volunteering, organizing, taking lessons, and performing
- Children take lessons
- Financially supporting

### **SPACES AND PLACES OF PARTICIPATION**

- Parks
- Churches
- Arenas
- Library
- Early Years Centre
- Aron Theatre
- Westben
- Fairgrounds
- Sugar Bush
- Warkworth Town Hall
- At home

### **DESIRED FUTURE FORMS OF PARTICIPATION**

- Education (more classes)
- More opportunities for youth
- Attending performances (especially visiting artists)
- More Year Round Opportunities
- More variety in opportunities

### **BARRIERS TO PARTICIPATION**

- Limitations of product (e.g. short season at Westben)
- Communication/advertising
- Lack of time (e.g. weekday events)
- Transit
- Distance
- Availability of quality facilities capable of accommodating sufficient audience members

### **STRENGTHS**

- Community spirit
- Beauty of natural surroundings
- Physical assets such as canal
- Local artists
- Dedicated cultural organizations
- Three communities
- Unique businesses
- Tourist attraction



## **WEAKNESSES/CHALLENGES**

- Volunteer burnout
- Challenge of forging community identity
- Lack of facilities
- Distance from larger centres
- Access to funding
- Lack of gallery space
- Lack of a suitable performing arts centre
- Local promotion and use of assets
- Promotion of and participation in culture

## **OPPORTUNITIES**

- Increase cooperation
- Better use of existing facilities
- Funding
- Large volunteer population (including retirees)
- Underutilized space in downtown plus relative proximity to other centres could be built upon
- Need to encourage 30-50 year olds to participate as volunteers
- Need to encourage 3 communities to work together as they fruitfully have in the past (e.g. Communities in Bloom, Let Them Be Kids)

## **ROLE OF MUNICIPALITY IN ACTIVITIES AND PLACES**

- Ensuring that activities continue to take place
- Ensure space is available for activities all year long
- Clearly define cultural identity of the community by learning about residents', artists and

organizations' needs

- Foster long term vision and assist in planning of better access and use of cultural resources
- More actively promote cultural and recreational events
- Continue in-kind support for festivals and events
- Be an active supporter of existing cultural places
- Consider using existing cultural places for development
- Seek funds to build the Recreation and Wellness Centre
- Assist cultural places with ensuring accessibility requirements are met
- Act as catalyst to mobilize community
- Be a funder

#### **ROLE OF COMMUNITY IN ACTIVITIES AND PLACES**

- Actively partner with Municipality
- Articulate needs with respect to cultural activities to provide Municipality with information necessary to do its part
- Community organizations should better co-ordinate their activities and make more attempts to co-operate
- Take ownership of activities

#### **HOW TO INCREASE CULTURAL ENGAGEMENT AND PARTICIPATION**

- Keep trying new and different activities to see what has traction
- Emphasize and encourage participation in cultural activities
- Ensure variety of activities
- Ensure accessibility (\$) of activities
- Create connections with schools
- Take a grassroots approach to learning about the community's needs (go to where people

are—go beyond public meetings)

- Important to promote awareness and provide information. Many are interested in cultural pursuits and in using the assets of the community, but need to know where they are needed and how they can help (what kind of support is required).

## **APPENDIX E: POTENTIAL PARTNERS TO THE PLAN**

### **Local Funders**

- Campbellford/Seymour Community Foundation
- Warkworth Community Foundation
- Hastings Hydro Board

### **Regional, Provincial, Federal Government and Agencies**

- County of Northumberland
- Parks Canada (Trent-Severn Waterway)
- Ontario Parks (Ferris Park)
- Eastern Ontario Trails Alliance
- Lower Trent Conservation Authority
- Crowe Valley Conservation Authority
- Ontario Ministry of Culture/Tourism
- Ontario Heritage Trust
- Ontario Arts Council
- Employment Ontario
- Canada Council for the Arts
- Department of Canadian Heritage
- Human Resources and Skills Development Canada

### **Education**

- Loyalist College
- Sir Sandford Fleming College
- Kawartha Pine Ridge District School Board
- Peterborough Victoria Northumberland and Clarington Catholic District School Board

### **Business Associations and Revitalization Committees**

- Trent Hills & District Chamber of Commerce
- Campbellford BIA
- Hastings BIA
- Warkworth Business Association
- Hastings Revitalization Committee
- Hastings Chamber of Commerce

### **Committees of Council**

- Cultural Plan Steering Committee
- Heritage Committee
- Warkworth Revitalization Committee
- Rural Issues and Agricultural Committee
- Economic Development Committee
- Hastings Marina Management Committee
- Buildings & Facilities Committee
- Property Standards Committee

### **Service Clubs**

- Warkworth Service Club
- Rotary Club
- Canadian Legion
- Lions Club

### **Community Organizations**

- Trent Hills Public Libraries
- Campbellford Resource Centre/Community Living
- Early Years Centre
- Westben Arts Festival Theatre
- Aron Theatre Co-operative
- Spirit of the Hills

**APPENDIX F: FUNDING THE PLAN**

The Municipal Cultural Plan on the whole does not require a significant injection of direct funds to implement. What is required is nominal funding to support public awareness measures, an increase in staff time to be devoted to facilitating aspects of implementing the plan, a budget for developing shared infrastructure processes, and marketing and promotion dollars.

Capital dollars may be required to fulfill some of the goals related to cultural facilities in terms of refurbishing or adapting existing sites for cultural needs.

**Local Funding Sources**

Funding to implement the Cultural Plan need not come entirely from the Municipal budget. The Municipality can leverage a greater impact by coordinating local sources and outside sources for the purpose of implementing the plan.

***Municipality***

The Municipality currently spends approximately \$830,000 annually on culture-related items (2010 gross figure), which is 4.7% of the municipal budget. The vast majority of spending is in the category of parks and libraries. When these two categories are excluded, the amount falls to in the neighbourhood of \$70,000 (0.4% of the municipal budget) and is focused on cultural facilities and cultural services.

<b>Budgetary Line Item</b>	<b>Gross Operating Expenditure (2010)</b>
Parks	\$418,902
Library Municipal Costs	\$348,300
Cultural Services	\$24,400
Warkworth Town Hall Expenditures	\$9,246
Heritage Museum Expenditures	\$8,825
War Monuments	\$8,736
37 Saskatoon Bldg Expenditures	\$8,351

Community Resource Centre (Old Post Office Building) Expenditures	\$8,177
Warkworth Comm Heritage Ctr Expenditures	\$3,177
<b>Total Culture-Related Items</b>	<b>\$828,114</b>
<b>Total Culture-Related Items, Excluding Parks and Libraries</b>	<b>\$70,912</b>
<b>Total Trent Hills Municipal Budget</b>	<b>\$ 17,757,017</b>

### ***Community Foundations***

Local community foundations provide a significant source of funding for culture.

The Hastings Hydro Board has provided more than \$350,000 in grants to cultural projects since 2002 with an average annual contribution to culture in the order of \$40,000 per year to projects including construction of the skate park and celebration of Founders Week.

The Warkworth Community Foundation also provides grants in the order of \$40,000 per year to a range of cultural initiatives including funding books, seasonal lighting and revitalization projects.

The Campbellford/Seymour Community Foundation is the largest local foundation with average funding between \$150,000-\$200,000 annually on culturally-related initiatives including several municipal projects.

In total, the funding for culture provided by community foundations reaches approximately \$250,000-\$300,000 per year, about five times the direct municipal contribution to culture (if parks and libraries are excluded).

### ***Corporate and Patrons***

Local corporations are another source of potential sponsorship. For instance, the Hastings Waterfront Festival was supported by CHEX Television, and the local Valu-Mart, among others. Westben is supported by a variety of local businesses in addition to government sponsors.

### **Outside Funding Sources**

- County (Tourism and economic development)
- Provincial (ministries, CSIF, Ontario Trillium Foundation, Ontario Arts Council)

- Foundations
- Federal (Parks Canada)

***Ontario Arts Council***

- Artists in Education: funds 85% of cost to bring in individual artists to schools; remaining 15% paid by school. Individual artists must apply.
- Arts Education Projects
- Artists in the Community/Workplace
- Craft Projects

***Ontario Trillium Foundation***

- Community Capital Fund (CCF)
- Community and Province-wide Program
- Capital and project funding for libraries

***OMAFRA***

- Broader Public Sector Investment Fund
- Ontario Market Investment Fund
- Rural Connections Broadband Program

***Department of Canadian Heritage***

***Human Resources and Skills Development Canada***



**APPENDIX G: CULTURAL VENUES AND FACILITIES IN THE COMMUNITIES OF TRENT HILLS**

<b>Municipal Cultural Facilities</b>			
	<b><i>Campbellford</i></b>	<b><i>Warkworth</i></b>	<b><i>Hastings</i></b>
<b>Libraries</b>	<ul style="list-style-type: none"> <li>• Campbellford Public Library</li> </ul>	<ul style="list-style-type: none"> <li>• Warkworth Public Library</li> </ul>	<ul style="list-style-type: none"> <li>• Hastings Civic Centre and Library</li> </ul>
<b>Heritage &amp; Museum</b>	<ul style="list-style-type: none"> <li>• 37 Saskatoon Building</li> </ul>	<ul style="list-style-type: none"> <li>• Percy Heritage Centre</li> </ul>	
<b>Theatres/Assembly Halls</b>	<ul style="list-style-type: none"> <li>• Campbellford Community Resource Centre (Old Post Office Building)</li> </ul>	<ul style="list-style-type: none"> <li>• Warkworth Town Hall Centre for the Arts</li> </ul>	<ul style="list-style-type: none"> <li>• Hastings Village Marina</li> </ul>
<b>Non-Municipal Cultural Facilities</b>			
<b>Heritage &amp; Museum</b>	<ul style="list-style-type: none"> <li>• Campbellford Memorial Military Museum</li> <li>• Campbellford Fairgrounds</li> </ul>		
<b>Theatres/Assembly Halls</b>	<ul style="list-style-type: none"> <li>• Aron Theatre</li> <li>• Westben Arts Festival Theatre</li> <li>• Campbellford &amp; District High School</li> <li>• Christ Church Anglican</li> <li>• St. Andrew's Campbellford</li> <li>• St. John's United Church</li> <li>• Campbellford Legion</li> <li>• Masonic Hall</li> </ul>	<ul style="list-style-type: none"> <li>• Warkworth Legion</li> <li>• St. Paul's United Church</li> <li>• St. Andrew's Warkworth</li> </ul>	<ul style="list-style-type: none"> <li>• St. George's Anglican Church</li> <li>• Trinity United Church</li> <li>• Hastings Legion</li> <li>• Riverside Auction Hall</li> </ul>

**APPENDIX H: FINAL PUBLIC MEETING FOR REVIEW OF DRAFT PLAN (HELD MARCH 14, 2011)**

- Alan Appleby, Friends of Crowe Bridge Park and Second St. Residents Association
- David Barry, Economic Advisory Council
- Donna Cane, Destination Development Committee- Arts and culture
- Sandy Chapman, Friends of Ferris
- Shirley Coughlan, Trent Hills Library, Hastings Branch
- Camille Edwards, community member
- Pat Funk, Founders Week
- Sue Hay
- Barbara Hogan, Friends of Ferris
- Meirion Jones, Councillor/Warkowrth Business Association & Community Service Club
- Marilyn Keene, Westben
- Jim Kelleher
- Bob Leahy
- Rose Odell, Horticulture Society
- Michael Mitsch, Westben
- Cathy Redden, Campbellford/Seymour Agricultural Society
- Doug Sims
- Kathy Smit, Aron Theatre
- Donna Wilson, Trent Hills Library