

GROWING A SUSTAINABLE PERFORMING ARTS ECO-SYSTEM

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Whitehorse, Yukon & Ottawa, Ontario

October 29, 2016

SPARC Symposium



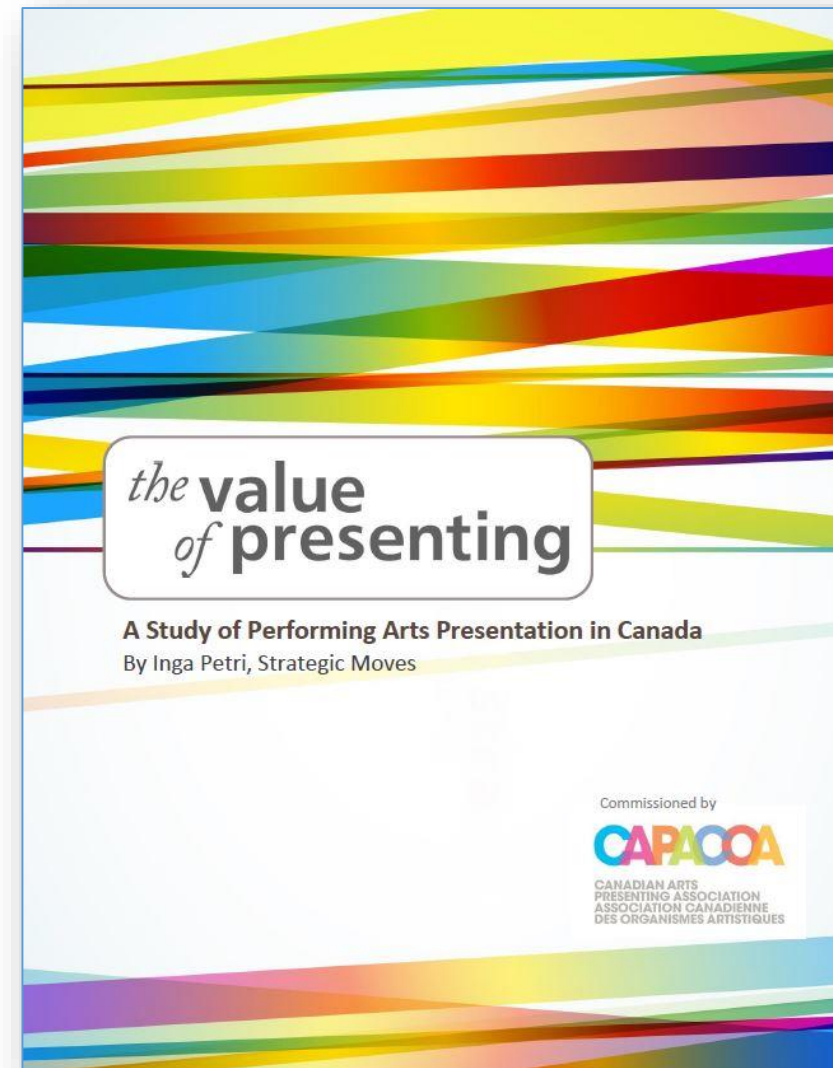
Building our Knowledge

Developing and Revitalizing Rural Communities Through Arts and Creativity: An International Literature Review and Inventory of Resources

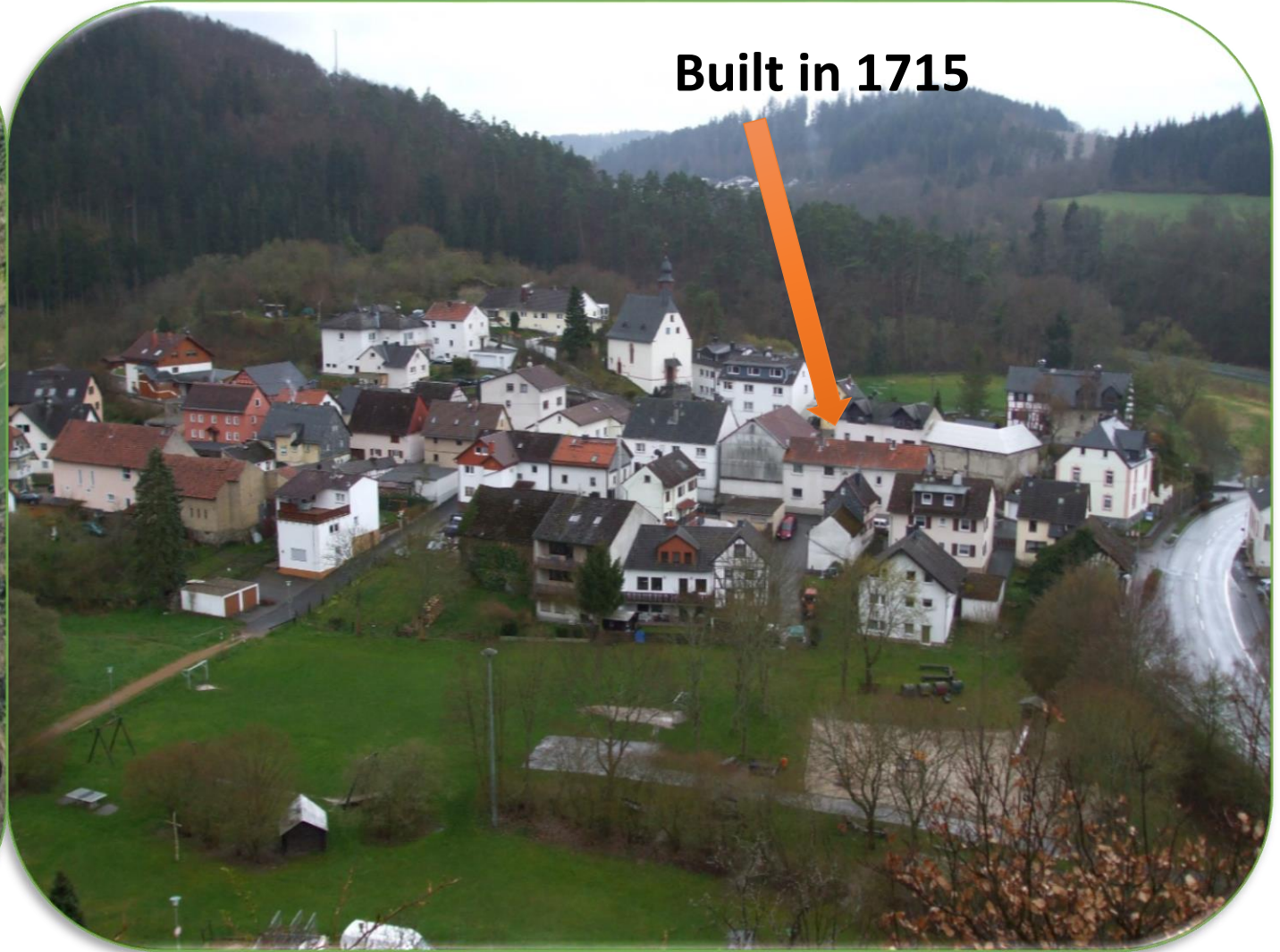
Dr. Nancy Duxbury and Heather Campbell

Centre for Policy Research on Culture and Communities, Simon Fraser University

Prepared for the Creative City Network of Canada, 2009



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Built in 1715

Where I am from

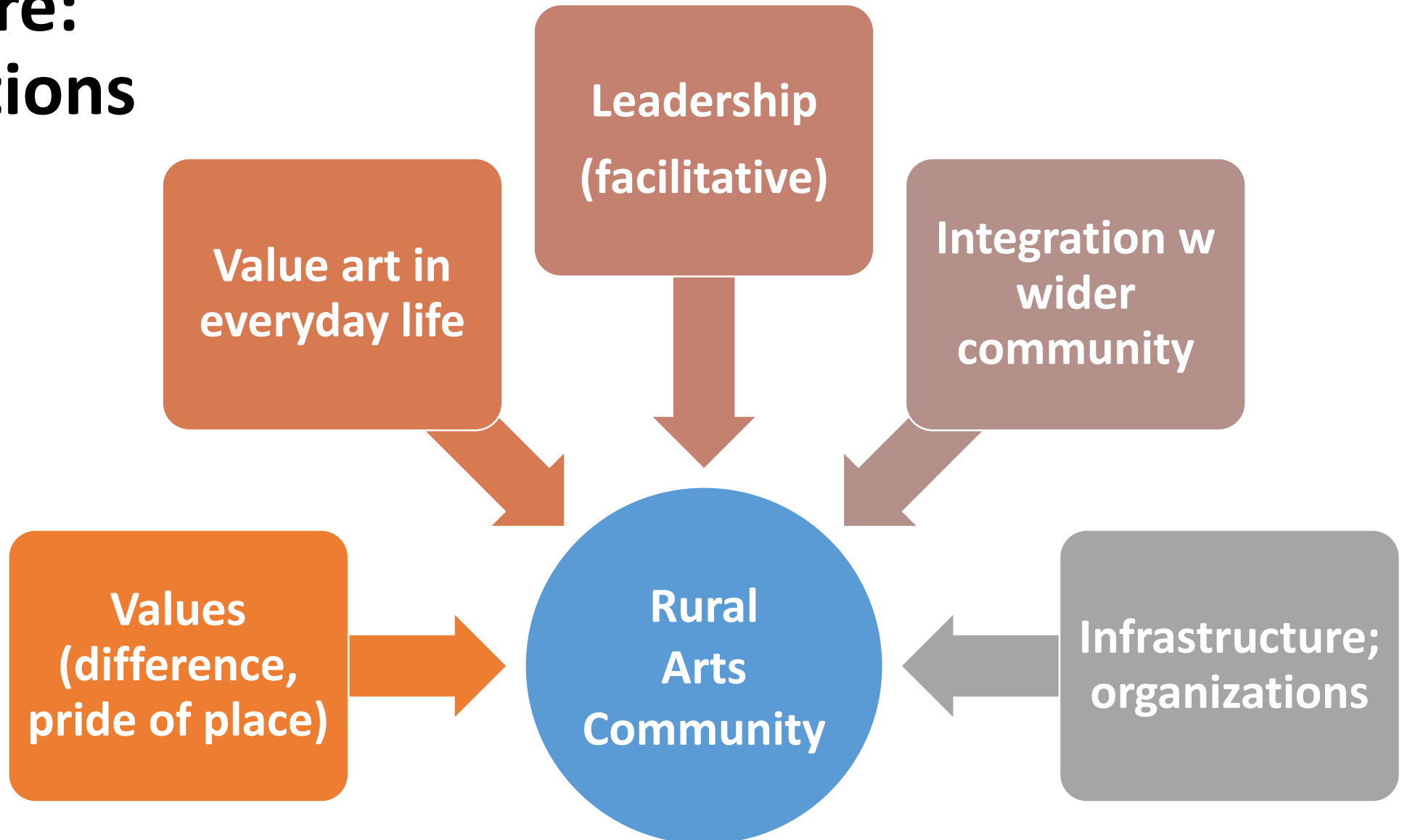


Hypothesis

**Specific qualities of the arts eco-system we build
determine whether the performing arts
can fuel vibrant rural communities.**



Literature: 5 conditions



Source: *Developing and Revitalizing Rural Communities Through Arts and Creativity*
Re: Study by Metropolitan Regional Arts Council in Minnesota in 2004

Exploratory Research

- 1. Selected rural communities I know where remarkable work is happening in the arts**
- 2. Community evolution**
- 3. Community input**
 - Convenience sample survey (min 50; target 100)
 - Some Interviews



Wells, BC

- Cariboo Gold Rush 1868
- Barkerville 5,000 max

- Wells 1930s Gold Rush
 - 4,500 residents in 1930s

- Population ~250



Ghost Town or Cultural Hub

- **2003 – government cut back results in media campaign**
- **“Province has traditionally seen the arts as an urban entity that is disseminated to rural areas” Judy Campbell, Barkerville CEO**
- **2008 – “Art as Engine for Small Towns: In rural BC, arts and culture are fueling future plans”**



Wells, BC – Arts. History. Adventure.

- **Island Mountain Arts**
 - **Summer School of the Arts 1977 (175 students)**
 - **Int'l Harp School and Toni Onley Artists' Project**
 - **ArtsWells Festival Of All Things Art 2004 (160 acts, 12 stages, 2,000+ attendees)**
 - **Artist residence in new building 2015**



ArtsWells: Festival of All Things Arts, Photo by Mary Matheson

South Temiskaming, Ontario

- **Settlers arrived in late 1800s**
 - Hudson Bay fur trade
 - Mining (gold, silver)
 - Forestry
 - Agriculture
 - Tourism
- **10,000 Temiskaming Shores**
- **First Nations, Métis, English, French**
- **Matachewan First Nation (Ojibway and Cree)**
- **Timiskaming First Nation (Algonquin)**



South Temiskaming, Ontario

- **Municipal Cultural Plan**
- **South Temiskaming Cultural Sustainability Program 2014-2016**
- **Forming an Arts Council to support arts community 2016**
- **Municipal leadership**
- **Arts leadership**
- **Diverse community**
- **Partnerships valued**



Haliburton Highlands, Ontario

- **1874**
 - Tourism
- **17,000 people (growing)**
- **21,000 private dwellings**
 - Cottage Country 2.5 hrs from Toronto
- **Multi-faceted arts scene**
- **Arts Council**
- **Fleming College's Haliburton School of Art & Design**
- **Haliburton County Development Corporation**
- **Haliburton County Economic Development**



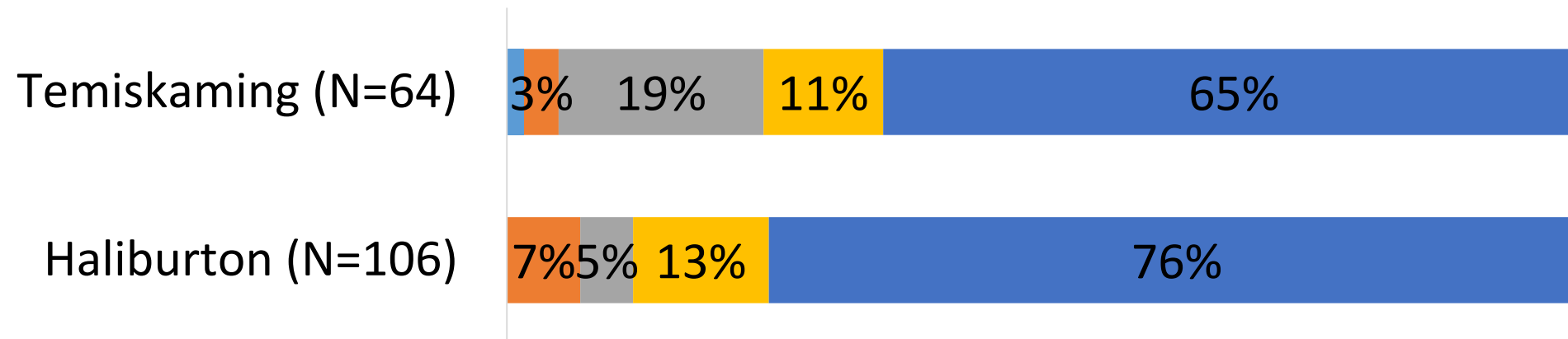
Haliburton County Community Co-operative

- **1998 Problem: How to create new wealth in the community that could be re-invested in initiatives that benefit the community.**
- **Mandate to encourage, develop and support entrepreneurial initiatives that contribute to the social, cultural, environmental and economic well-being of Haliburton County and its residents.**
- **<http://www.haliburtoncooperative.on.ca>**



Importance of contribution of the arts and arts community to life in your community

■ Not at all important ■ Somewhat important ■ Moderately important ■ Mostly important ■ Very important



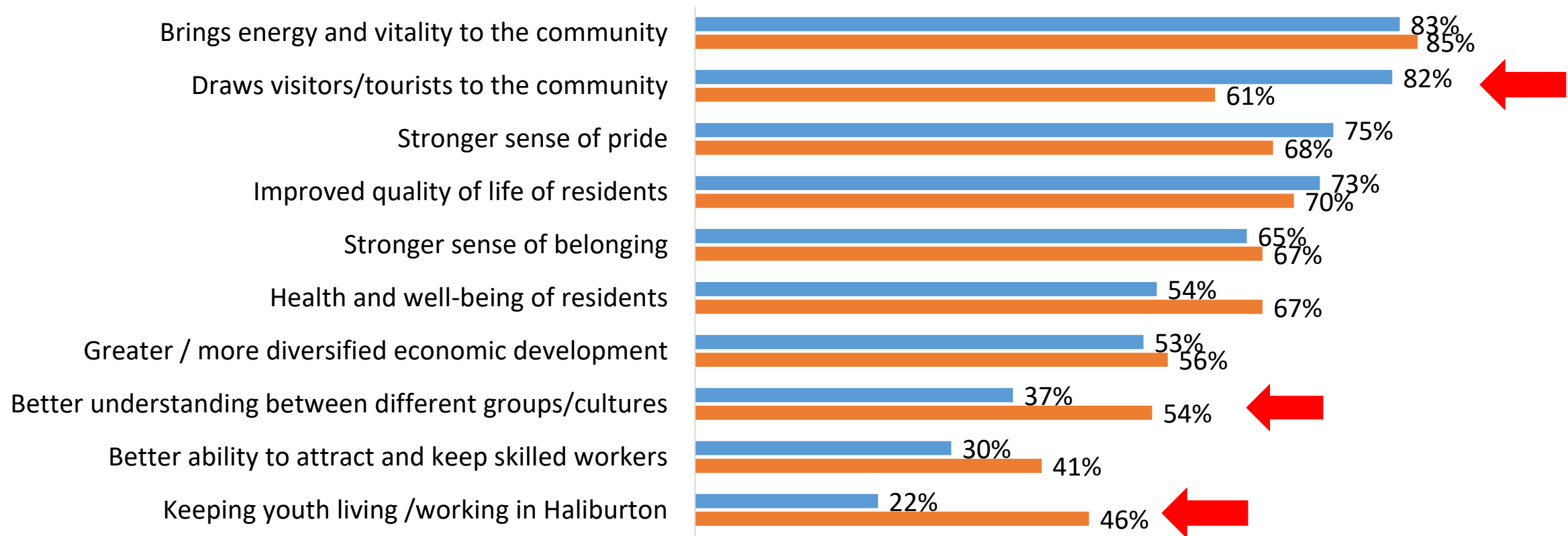
- **Affiliated with an arts group**

- 47% in Temiskaming
- 81% in Haliburton



Arts have a 'largely or completely' positive influence on your community because ...

■ Haliburton (N=94) ■ Temiskaming (N=54)



20. To what degree do you believe that the arts currently have a positive influence on your community?
5-point scale, reporting top box 4+5

Specific Qualities

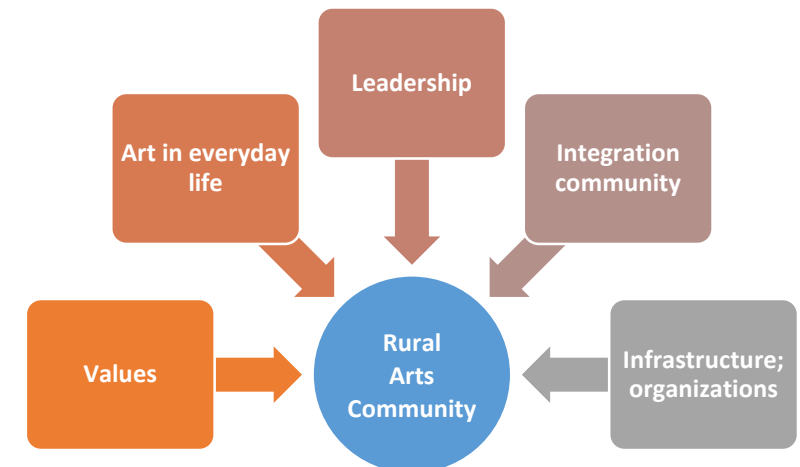
Preliminary findings – based on a sample of three rural communities I know where remarkable work is happening in the arts.



Attributes and values that matter

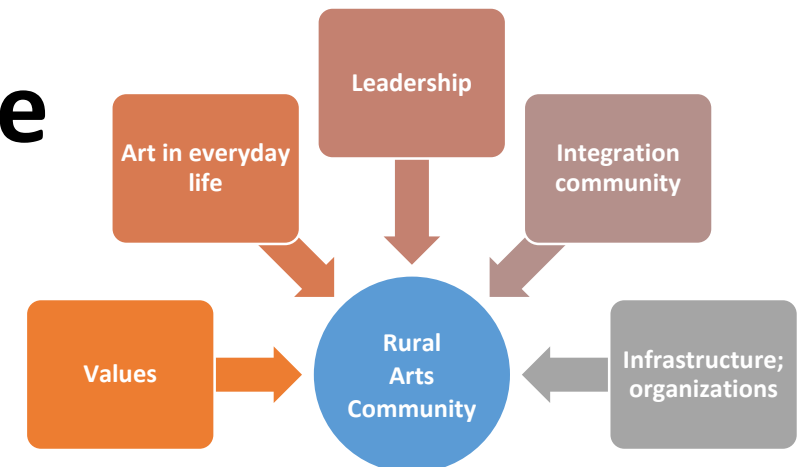
- Pride of place
- Natural beauty
- Open-minded attitude
- Wells' end-of-the-road

unplugged remoteness
(Dawson City, Fogo Island)



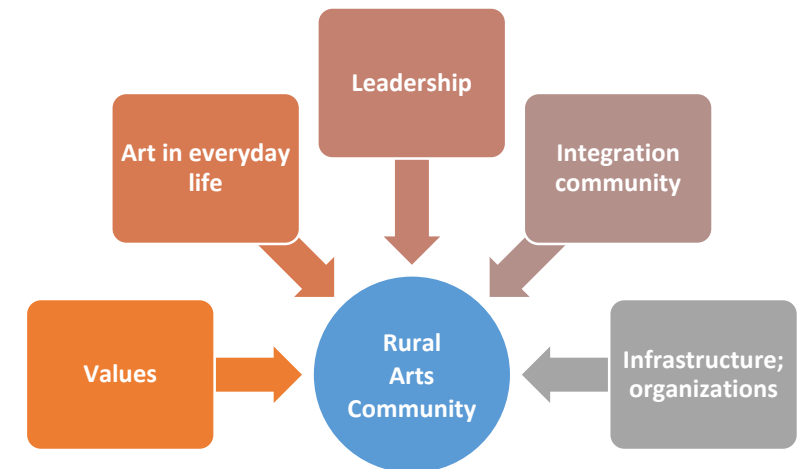
Art in everyday life

- Wells has the arts in its DNA: miner-musicians; Sunset Theatre in 1934
- Professional Arts Education for all levels of practice and many different kinds (Wells and Haliburton very strong)
- All things arts – multi-discipline
- Niches (Int'l Harp School)



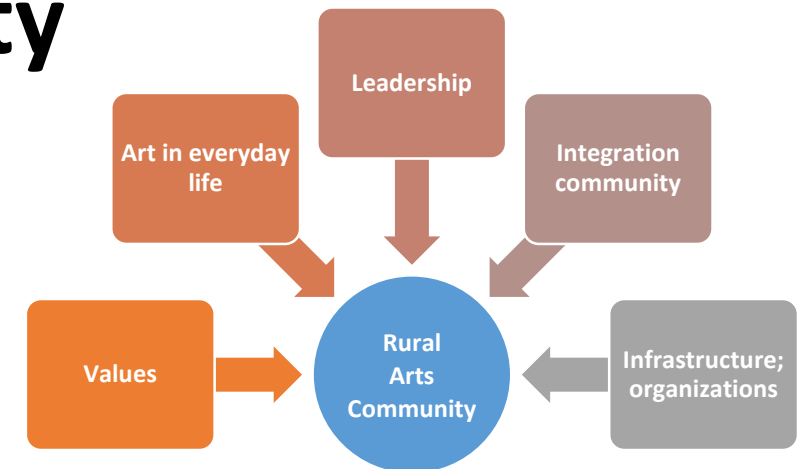
Leadership

- ‘Why not?’ leadership
- Network-oriented, cooperative, empowering, facilitative leaders
- Artists attract more artists
- Artist residencies
- Build arts market
- Sustainability: adequately paid staff



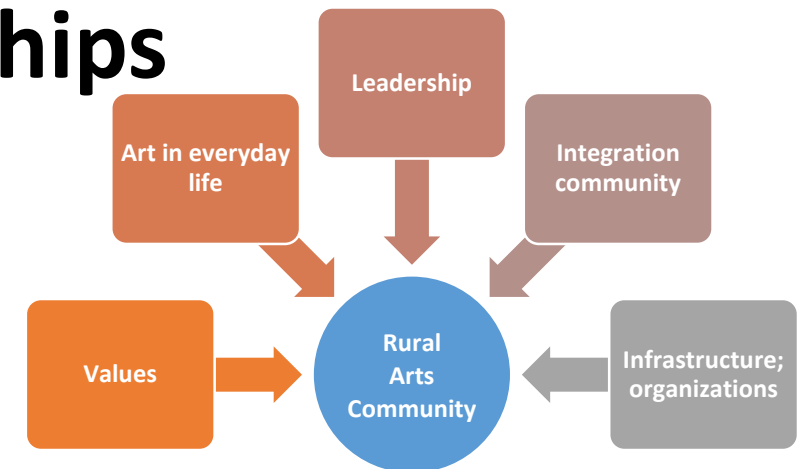
Integration with Community

- Audience
- Tourism that brings people to/through community
- Economic benefit spreads
- Ongoing dialogue w community
- Festivals / Celebrations



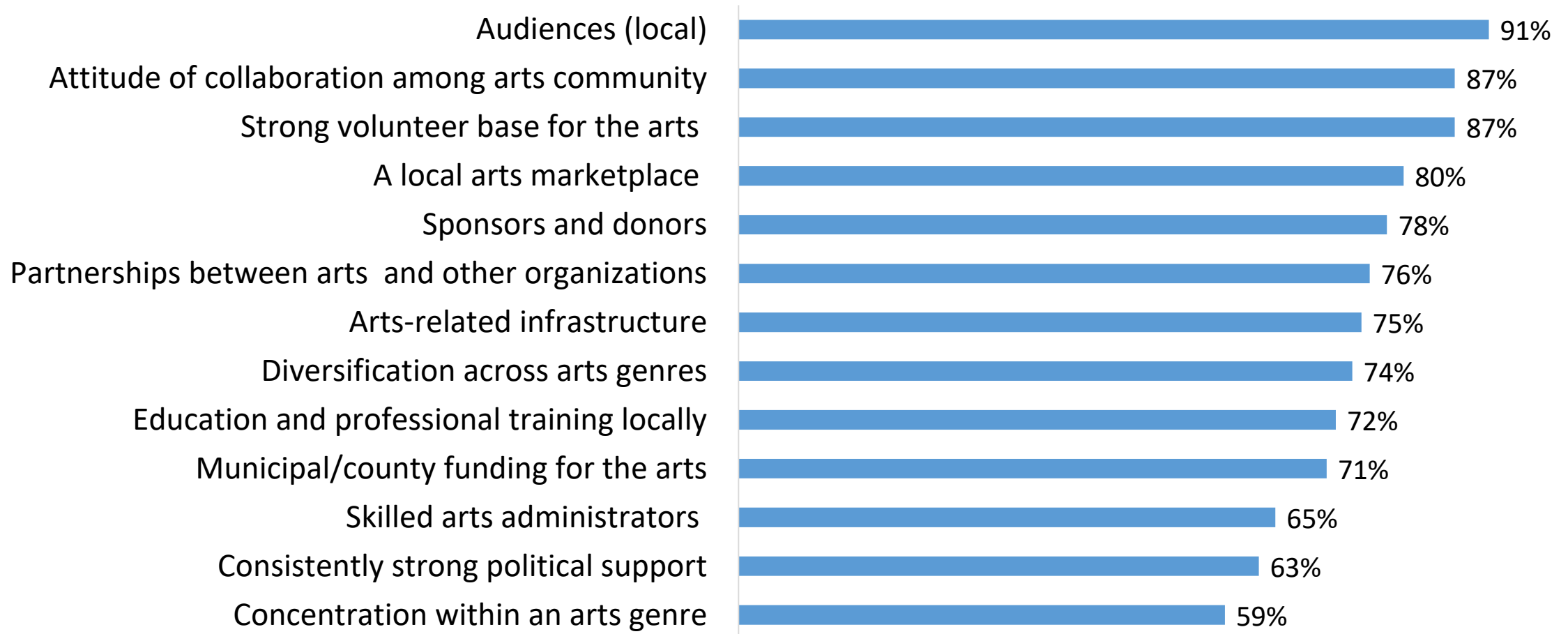
Infrastructure

- **Wells has 3 arts organizations and other venues**
 - Former churches turned galleries/performance spaces, bars, community hall, school, sport field, artist's residence
- **Haliburton and South Temiskaming have a wide range of organizations, partnerships**
- **Eco-system thinking, not silos**



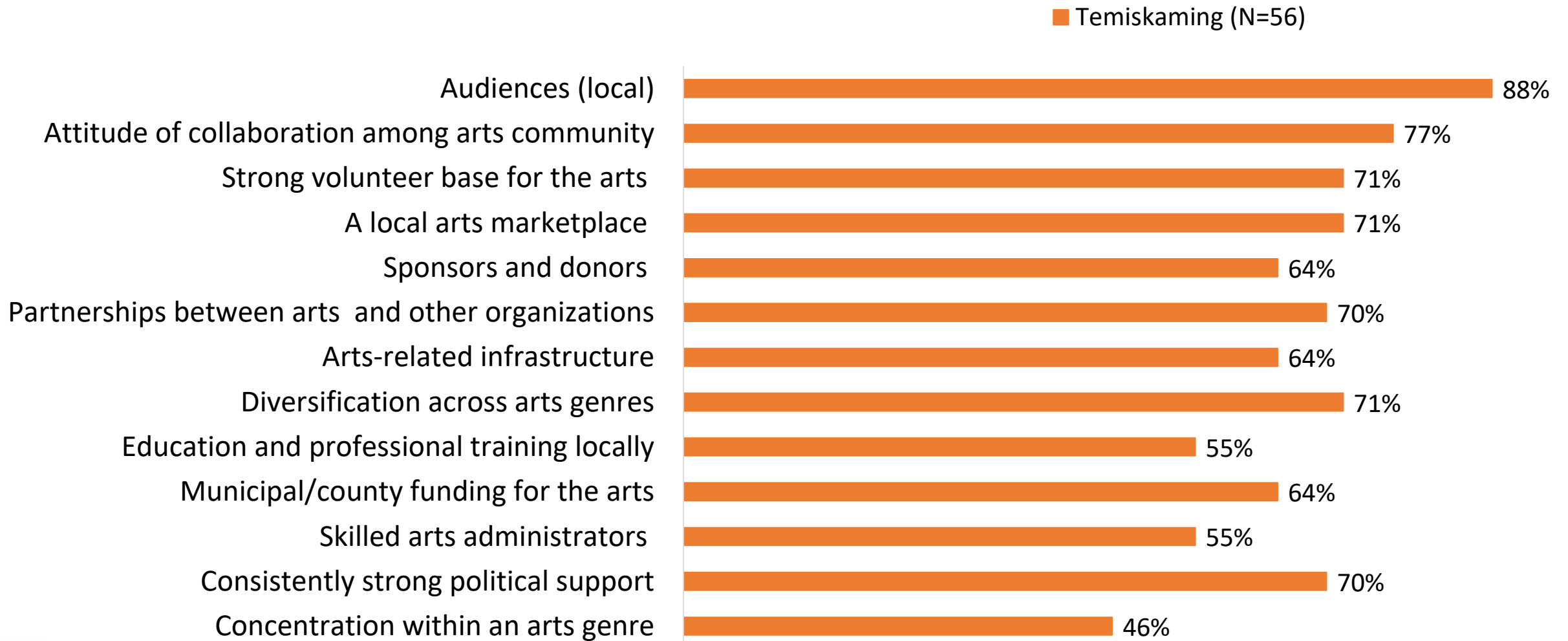
Role in making Haliburton a community where arts thrive

■ Haliburton (N=97)



17. Please mark each element you believe plays a role in making Haliburton a community where the arts can thrive today. Please select all that apply. (The following two questions will focus on the items you select.)

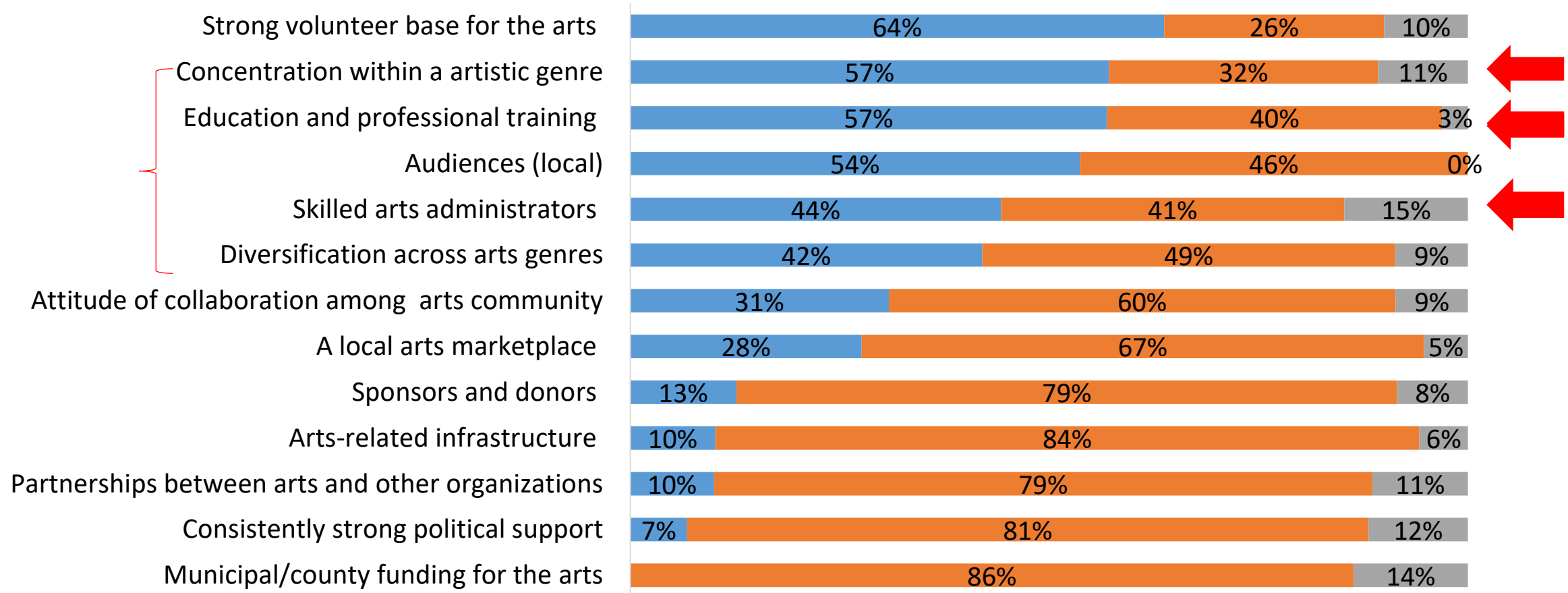
Role in making Temiskaming a community where arts thrive



16. Please mark each element you believe plays a role in making South Temiskaming a community where the arts can thrive today. Please select all that apply. (The following two questions will focus on the items you select.)

How well is element developed in Haliburton

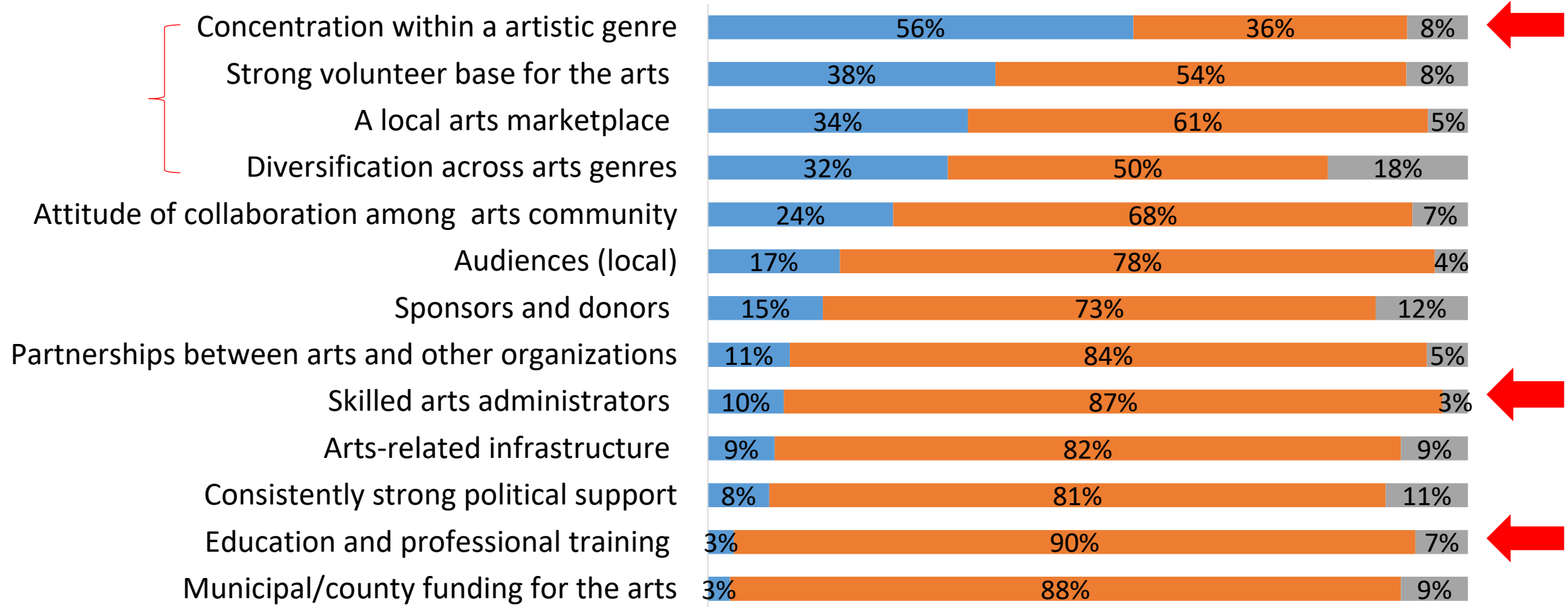
■ Well-developed already ■ Needs to be strengthened ■ Don't know/no opinion



19. From your perspective, please identify the elements that are already well-developed and those that you feel need to be strengthened further?

How well is element developed in South Temiskaming

■ Well-developed already ■ Needs to be strengthened ■ Don't know/no opinion



18. From your perspective, please identify the elements that are already well-developed and those that you feel need to be strengthened further?

Next step

- **Publish a report for all participating communities and the wider public.**
- **To move beyond this exploratory phase requires funding for research/diagnostic tools in rural and remote places across Canada**





Get in touch

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