

Bruce County
Cultural Action Plan: Technical Final Report

FINAL



Submitted to:

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INDIGENOUS TERRITORIAL ACKNOWLEDGEMENT

Saugeen Ojibway Nation

This Cultural Action Plan is being undertaken within the traditional territory of Chippewas of Nawash Unceded First Nation and Saugeen First Nation, collectively Saugeen Ojibway Nation (SON). SON's Traditional Territory is bounded on the south by the Maitland River system from Goderich to past Arthur, on the west by the Canada/USA border in the middle of Lake Huron, on the north by a line along the midpoint of the channel between the Saugeen (Bruce) Peninsula and Manitoulin Island, and on the east by a line down the middle of Georgian Bay. The SON also asserts Aboriginal title over that portion of Lake Huron and Georgian Bay within their Territory.

The people of the Chippewas of Nawash and Saugeen First Nations have lived, fished, hunted, and traded throughout these lands for generations and continue to do so today. They have a deep connection to the lands within their traditional territory. This includes cultural heritage: spiritual and sacred sites, artifacts and archaeological sites, built heritage, and cultural heritage landscapes. It also includes care and protection for the Ancestors and their resting places.

INDIGENOUS TERRITORIAL ACKNOWLEDGEMENT

Historic Saugeen Métis

This Cultural Action Plan is also being undertaken within the settlement, resource gathering, and historic trading areas of the Historic Saugeen Métis. The Historic Saugeen Métis are descended from unions between European traders and First Nations women. The Historic Saugeen Métis hunt, fish, trap, and harvest the lands and waters of the Bruce Peninsula and Lake Huron. Today, they trace their roots through Grey, Bruce, the western part of Huron, the northern part of Lambton, and parts of Wellington, Dufferin, and Waterloo Counties.

EXECUTIVE SUMMARY

This technical final report presents the Cultural Action Plan (CAP) prepared by Timmins Martelle Heritage Consultants Inc. (TMHC) for Bruce County. A CAP is a strategic planning tool designed in conjunction with Indigenous communities, cultural institutions, stakeholders, and government partners, that outlines common objectives relating to arts, culture, and heritage and establishes how these objectives will be achieved.

Overview

The present report summarizes:

- Current process for managing cultural assets in Bruce County;
- Applicable legislation and policy;
- Economic and demographic statistics in Bruce County relevant for the arts, culture, and heritage sectors;
- Participation of Indigenous communities in developing the Bruce County CAP;
- Community consultation, including public engagement, undertaken during the design of the Bruce County CAP; and,
- Best practices for developing a CAP.

This report also details the analysis, findings, and recommendations of the Bruce County CAP, including:

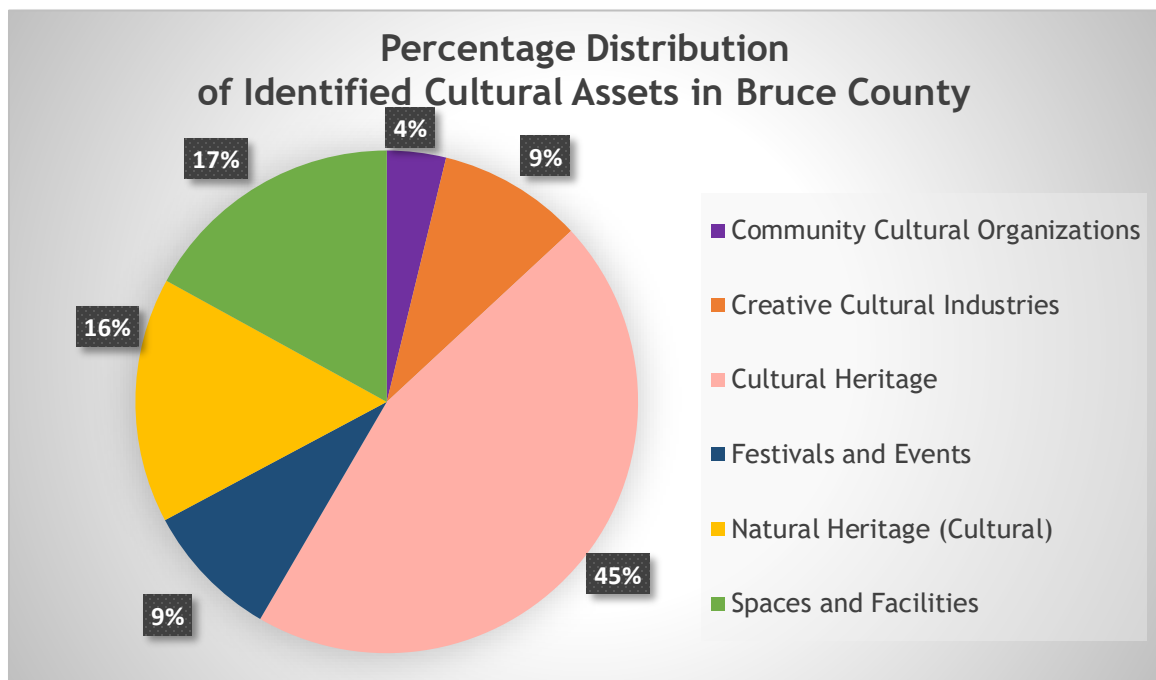
- The methodology used by TMHC;
- Information about cultural mapping and a cultural asset inventory (the Bruce County Cultural Asset Inventory);
- An analytical framework to categorize cultural assets and identify cultural patterns in the County (the Bruce County Cultural Resource Framework);
- The Core Values, Strategic Directions, and Recommended Actions that constitute the core findings and recommendations of the CAP; and,
- Recommendations and timelines related to the implementation of the CAP.

Key Findings

In forming its recommendations, this report draws upon various sources including:

- Background research into cultural planning best practices and applicable policies and legislation;
- Participation of over 1,200 individuals and organizations through consultation, including Bruce County residents, municipal and Indigenous representatives, and stakeholders in the arts, culture, and heritage sectors;
- Systematic scans of Bruce County cultural assets including local and provincial listings and registers; and,
- The application of municipal cultural planning theory and established best practices.

As a result of the CAP exercise, over 1,500 cultural assets were compiled in the Bruce County Cultural Asset Inventory (BCCAI), including creative industries and heritage sites, representing not only an important dataset for generating recommendations in this report, but also the most comprehensive list of cultural assets in the County currently available.



Assets in the BCCAI were categorized using a Cultural Resource Framework (CRF) developed specifically for Bruce County. The CRF was again deployed to identify patterns in the arts, culture, and heritage sectors of Bruce County, leading to the following insights:

- Longstanding (legacy) events and organizations continue to thrive alongside more recent (emerging) organizations and events;

- Most creative cultural industries are broadly distributed across the County, with opportunities for growth in particular sectors, such as film production and digital creative industries;
- The clarity and consistency of cultural heritage management processes can be increased across municipalities;
- The County boasts a rich variety of festivals, events, and overall cultural programming;
- Natural heritage¹ and conventional histories are currently heavily emphasized, and through CAP consultation the public expressed an appetite for more diverse programming;
- The adaptive reuse of institutional and industrial built heritage has been well-suited to the creation of cultural spaces and mixed-use facilities; and,
- Coordinated and improved communication within and between arts, cultural, and heritage sectors holds great potential to realize the cultural objectives of marginalized cultural groups, Indigenous communities, and youth, while reaching new and existing audiences, including tourists.

The CRF helped articulate these key findings and insights, including those obtained through direct feedback from the consultation process, into a cultural planning philosophy specific to the County: the Bruce County Cultural Perspective (BCCP). The BCCP is a shared perspective applied to cultural planning decisions that:

- Recognizes, incorporates, celebrates, and preserves Bruce County’s rich and diverse cultural heritage, adapting when necessary, and respecting the significant role and continued presence of Indigenous peoples;
- Appreciates the relationships between nature and culture, landscape and community, place-making and embeddedness (the relationship between activities and the environment);
- Celebrates and reinforces the resilience and adaptation of diverse communities, past and present, including local legacy and emerging organizations and volunteers; and
- Strives to balance innovation and growth with the inspiration derived from the County’s rich natural and cultural heritage, recognizing that the sustainability of Bruce County’s creative economy depends on both.

¹ Specific cultural assets related to natural heritage are distinguished here from other Bruce County natural heritage planning considerations by identifying these assets as *natural heritage (cultural)*.

Recommendations

The Bruce County CAP is organized around six core values identified in consultation with Bruce County residents:

- 1) The unique identity of Bruce County is supported by a rich tapestry of cultural assets and natural resources. We honour and celebrate the diverse heritage, culture, and artistic expressions that shape the character of our communities and the County as a whole.
- 2) We recognize and respect the unique heritage, culture, and artistic expressions of Saugeen Ojibway Nation, the Historic Saugeen Métis, and the Métis Nation of Ontario (Great Lakes Métis Council) and we seek to strengthen our relationships in support of mutual cooperation.
- 3) Our cultural sights, sounds, and stories are key in making Bruce County a vibrant place to live, vacation, and visit. We want everyone to have the opportunity to experience Bruce County's heritage, culture, and artistic expressions.
- 4) We value our individual cultural assets, talents, and expertise. We can further strengthen them through coordinated communication and other collaborative efforts.
- 5) Our heritage, culture, and artistic expressions are fundamental to the long-term economic health and quality of life of our communities.
- 6) Planning decisions are integral to ensuring the sustainability and success of our heritage, culture, and artistic expressions.

Guided by these values, the CAP brings into focus five strategic areas reflecting immediate priorities and key opportunities for growth in the arts, culture, and heritage sectors. These strategic areas respond to specific needs identified by Bruce County and respondents to the consultation, namely:

- Build Cultural Capacities
- Develop and Maintain Cultural Assets
- Improve Cultural Communication
- Implement Coordinated Cultural Planning
- Foster Engagement with Indigenous Communities

These strategic areas are further refined in terms of strategic directions and specific recommended actions, which are presented in Section 4.3. These recommendations include suggested timelines and identify the County agencies, organizations, or individuals best suited to realizing these recommendations.

The report concludes with a proposed implementation timeline, as well as suggestions for establishing a communication plan and review.



Southampton Art School (TMHC)

ACKNOWLEDGEMENTS

Bruce County and TMHC would like to thank the following Advisory Committee members for their efforts during this extraordinary time:

Doran Ritchie, *Saugeen Ojibway Nation*
Juanita Meekins, *Saugeen Ojibway Nation*
Chris Hachey, on behalf of *Historic Saugeen Métis*
Jenna McGuire, *Historic Saugeen Métis*
Deb Sturdevant, *Bruce County Archives*
Ann-Marie Collins, *Bruce County Historical Society*
Natalie Robitaille, *Bruce County Playhouse*
Catherine Dickison, *Bruce County Public Library Board*
Fort Papalia, *Kincardine Pride*
Christine Fraser-MacDonald, *Municipality of Arran-Elderslie*
Carly Steinhoff, *Municipality of Arran-Elderslie*
Fiona Hamilton, *Municipality of Brockton*
Jennifer Lawrie, *Municipality of Kincardine*
Ryan Deska, *Municipality of Northern Bruce Peninsula*
Rhonda Niesen, *Municipality of South Bruce*
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Ciaran Brennan, *Town of South Bruce Peninsula*
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William (Bill) Fitzgerald, *on behalf of Saugeen Ojibway Nation*
Jenna McGuire, *Historic Saugeen Métis*
Chris Hachey, *on behalf of Historic Saugeen Métis*
Carolyn Myers Boone, *on behalf of Historic Saugeen Métis*
Patsy McArthur, *Historic Saugeen Métis*

Finally, Bruce County and TMHC would like to thank all the residents of Bruce County who participated in the development of the CAP. Contributions made via email, survey responses, questions, and other means were greatly appreciated and demonstrated the passion of residents for the arts, culture, and heritage of their communities.

1.0 CONTEXT AND OVERVIEW

“Arts and culture are infrastructure for the mind”

–Todd Hirsch

Bruce County is currently undertaking a comprehensive review of its current Official Plan, adopted in 2010. Alongside this review, County Council has supported the development of two corporate-wide initiatives: an Archaeological Management Plan (AMP) and a Cultural Action Plan (CAP). Timmins Martelle Heritage Consultants Inc. (TMHC) was contracted to facilitate and draft content for the two plans.

This report summarizes:

- The planning context for envisioning a CAP and its potential benefits;
- TMHC’s mandate and approach to developing the Bruce County CAP;
- The current cultural planning framework in Bruce County;
- The recommended CAP for Bruce County; and,
- Recommendations to facilitate the implementation of the CAP.

By developing a CAP, Bruce County has designed a tool for making municipal planning decisions that recognize and preserve the unique character of the County and its communities.



The 39 Steps (Bruce County Playhouse)

1.1 Defining Culture in a Planning Context

Bruce County leaders recognize that aspects of “culture” can be found in traditions, artistic skills, monuments, celebrations, or ways of living and moving about the land and water.² When taken together, these elements of culture offer a common ground to the community creating a unique, collectively shared identity, while pointing to opportunities to grow and develop economic activity, quality of life, and sense of shared experiences.

CULTURE is important to individuals, to communities, and to the economy, because it creates opportunities for shared experience, enhances quality of life, promotes a sense of vitality, and encourages job creation and innovation across various economic sectors.

Culture contributes to the ongoing prosperity and sustainability of communities throughout Bruce County. As such, with the Official Plan currently under review, Bruce County proposes to make culture an explicit element of decision-making across its jurisdiction. By developing a CAP, county leaders aim to design a tool that considers culture within all planning decisions. The manner through which this culture is considered in these decisions relies on the definition of a “Bruce County Cultural Perspective” (BCCP). The BCCP is an amalgamation of the cultural priorities and legacies observed in Bruce County throughout the development of the CAP.

1.2 Promoting Sustainability and a Sense of Place

The CAP presented here will help the County make the most of its existing cultural assets and develop the arts, culture, and heritage sectors in a manner that reflects the stories, values, and aspirations of Bruce County residents. The CAP also aims to ensure that land use planning, urban design, and economic development remain coherent with local values, identities, and sense of place.³

The Bruce County CAP was developed in consultation with local Indigenous and non-Indigenous communities, with the goals of capturing how culture is expressed in Bruce County and of reflecting what is most meaningful and valuable to residents. The CAP also builds on the core values that were brought into focus during public consultation and review, to outline a series of long-term strategic directions to foster the unique ways in which Bruce County residents engage with the world. Finally, the CAP proposes a series of action items that promote cultural sustainability and mutually beneficial cultural partnerships across the arts, culture, and heritage sectors.

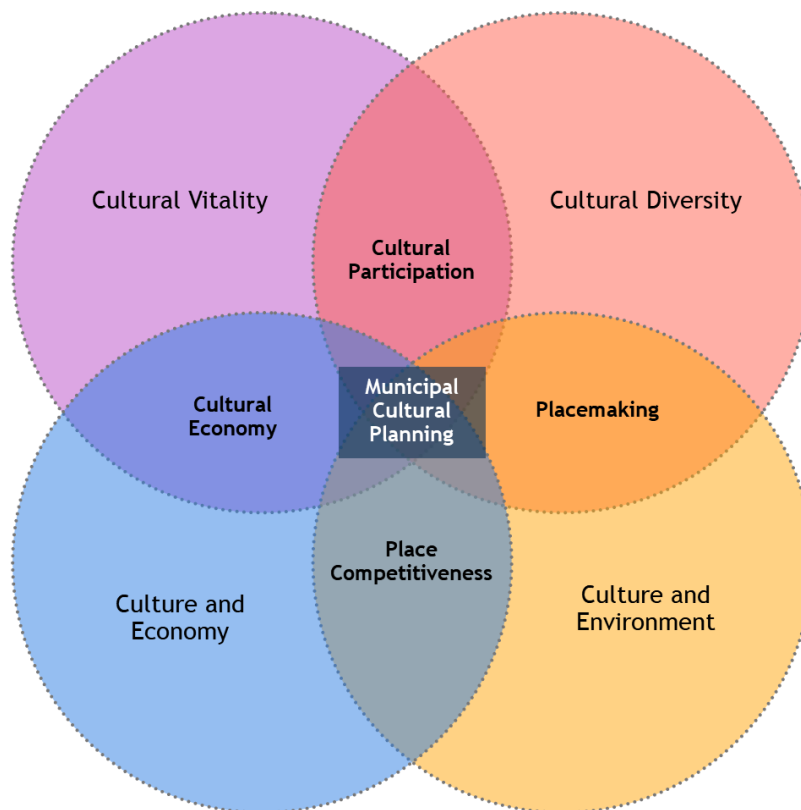
² City of St. Catharines and Lord 2015, p. 10; Environmental Scan 2016

³ Adapted from 2010 Legacies Now

Overall, the Bruce County CAP aims to develop a shared cultural perspective (the BCCP) through which cultural planning decisions can be viewed. This will aid decision-making and promote long-term coherence among programs, initiatives, and cultural and land-use planning decisions. A county-wide CAP will also facilitate a process of collaboration and understanding with Indigenous Peoples in the County. As a result, Bruce County leaders, planning authorities, and residents will be better equipped to foster sustainable cultural and economic development in their communities, elevate their quality of life, and celebrate what is unique and valuable about arts, culture, and heritage in Bruce County. Land use planners at all levels will be able to apply these tools, as will municipal and county councils when making cultural planning decisions.

The objective of cultural planning is often cultural sustainability. A conventional definition of cultural sustainability is represented in the diagram below and involves the intersection of cultural, economic, and environmental health and diversity.

FOUR PILLARS OF CULTURAL SUSTAINABILITY



1.3 Legislative Context

“Municipal cultural planning involves the integration of cultural [assets] and considerations across all facets of planning and decision-making.”

–Municipal Cultural Planning Incorporated Toolkit

Bruce County is an upper-tier municipality that encompasses eight lower-tier municipalities and several islands in Lake Huron. Lower-tier (or local) municipalities were created by amalgamating urban centres with one or more geographic townships. The current municipal boundaries generally conform with the historical boundaries of Bruce County, with a few exceptions including changes to incorporate urban areas at Lucknow, Hepworth, and Wiarton into Bruce County, and a revision of the boundary placing Hanover within Grey County. All mayors of lower-tier municipalities are members of Bruce County Council.

1.3.1 Bruce County Official Plan

The current Bruce County Official Plan, adopted in 2010, establishes “a policy framework to guide the physical, social and economic development of the County and to protect the natural environment within the County to the year 2021.”⁴ The Bruce County Official Plan is aligned with the *Provincial Policy Statement* (PPS 2020) and the *Ontario Heritage Act* (R.S.O. 1990), (OHA) in that it sets out to encourage:

- 1) the conservation of land, buildings, and sites of historic and architectural value;
- 2) the identification, acquisition, restoration, and conservation of the historical, cultural, and architectural assets of the County; and
- 3) the creation and use of Municipal Heritage Committees⁵ by Local Councils to inventory and designate buildings, sites, and districts of historical, cultural, or architectural merit.

The Bruce County Official plan is currently under review, as part of the Bruce Official Plan Update project.⁶ From August 2018 to May 2019, the County conducted a public engagement visioning exercise, Bruce GPS, through which eight guiding principles for planning and development in the County were

⁴ Bruce County 2010, p. 1

⁵ Bruce County’s Official Plan uses the term “Local Architectural Conservation Advisory Committees.” This term has been replaced by the Ministry of Heritage, Sport, Tourism and Cultural Industries with “Municipal Heritage Committee” to reflect a more inclusive mandate for these committees that is broader than architectural conservation

⁶ <https://www.planthebruce.ca>

identified.⁷ Guiding Principle #7 aims “To identify and manage our cultural heritage resources, and the Discussion Paper will be titled Plan the Bruce: Heritage.” Following this principle, the Cultural Action Plan provides a basis for updating the cultural and heritage policies of the County’s Official Plan. One objective of this CAP is to recommend municipal cultural planning policies and objectives for incorporation into County policies including the review of the Official Plan. This CAP also aligns with relevant policy, legislation, and best practices regarding cultural resources, while charting a course for municipalities to acknowledge the benefits of a shared cultural planning vision, the BCCP.

1.3.2 Bruce County Planning Functions and Local Services

Bruce County supports the lower-tier municipalities within its boundaries in their planning processes and provides recommendations for local Councils’ planning decisions. It offers professional planning advice, assistance, and land use planning functions to each of the eight lower-tier municipalities. County planning services are offered from three hubs: Lakeshore, Inland, and Peninsula.



Bruce County Council Chambers (Bruce County)

Although the County Official Plan contains detailed land use policies and map schedules in the rural areas, lower-tier municipalities direct the growth and development of “urban” areas using community land use plans that are adopted locally. The scope and character of these plans vary greatly; while some municipalities have developed plans that reflect current thinking on practices with respect to municipal cultural planning and heritage management, others rely on older plans or have yet to develop explicit guidelines for local cultural and heritage planning processes.

The CAP includes two distinct areas of concern: arts and culture, which is guided primarily by local policy; and heritage, which is regulated through provincial legislation and managed through local policy.

⁷ Bruce County 2019

MUNICIPALITIES OF BRUCE COUNTY



1.3.3 Local Plans and Policies

Bruce County is home to vibrant communities and municipalities that have developed diverse initiatives in the arts, culture, and heritage sectors. For example, seven of the eight lower-tier municipalities within Bruce County also have Official Plans that include, to varying degrees, consideration of cultural heritage resources (Appendix A). South Bruce's Official Plan (2018) is the exception and omits consideration of cultural heritage resources. With respect to arts and culture, the municipalities of Huron-Kinloss and Kincardine have taken steps to implement additional municipal cultural planning tools and programs, such as the completion of Huron-Kinloss's CAP and Kincardine's Arts, Culture and Heritage Plan and committee.

Another example of cultural heritage variability in local plans and policies relates to the scope of these tools. The Municipality of South Bruce Peninsula (2004) includes a very high-level policy regarding heritage. In contrast, the Official Plan for Walkerton (2017), within the Municipality of Brockton, includes in-depth heritage policies. Further, Kincardine, Saugeen Shores, and Huron-Kinloss have policies that apply to the entire municipality, whereas Arran-Elderslie, Brockton, and Northern Bruce Peninsula have policies that apply only to the urban areas within the municipality.

The result is variability in the specific arts, culture, and heritage plans and policies across the municipalities, while it is also noted that the broad heritage objectives (Section 4.10) set out in the County Official Plan apply County-wide.

1.3.4 Provincial Policy and Plans

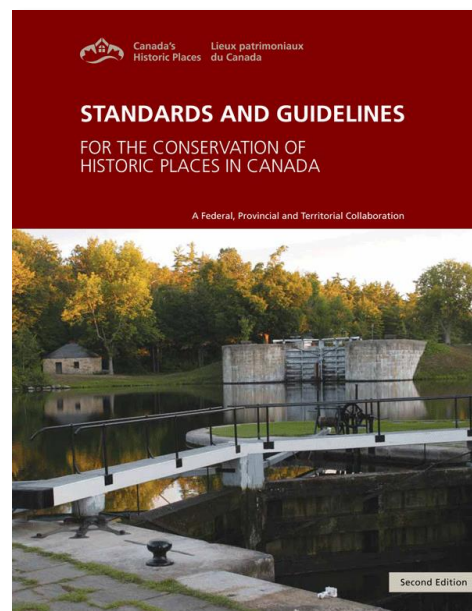
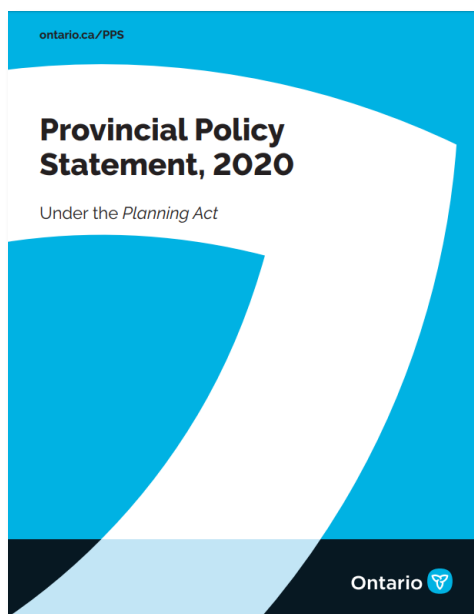
At the provincial level, cultural planning appears within the *Provincial Policy Statement (PPS)* (2020) under the heading of Long-Term Economic Prosperity. In section 1.7.1, long-term economic prosperity is supported by “encouraging a sense of place, by promoting well-designed built form and cultural planning (...).” In addition, the *PPS* (2020) also encourages the development of a cultural plan as a tool in the conservation of cultural heritage resources. Provincial government cultural planning is shaped by *Ontario's Culture Strategy* (2016), a high-level policy document that sets the direction and guides provincial support for culture. This strategy is an important guiding document for municipalities and cultural organizations looking to align their mandates and cultural planning with the objectives influencing the distribution of provincial resources.

Cultural heritage is considered through a wide range of provincial legislation. The *OHA* provides legislative oversight for the conservation, protection, and preservation of heritage resources in the Province of Ontario. The *OHA* assigns responsibility for doing so to lower-tier municipalities, giving them, and the provincial government, powers to preserve heritage. These powers include

designation of a property or cultural heritage landscape (Part IV), establishment of a municipal heritage committee, and the creation of Heritage Conservation Districts (Part V).

In the context of development, the *PPS (2020)* and the *Planning Act (R.S.O. 1990)* identify the conservation of heritage resources as a matter of provincial interest. Section 2.6.1 of the *PPS (2020)* requires that significant built heritage resources and significant cultural heritage landscapes be conserved. Community Improvement Plans are a community development tool enabled by the *Planning Act* that can include tools to address heritage objectives.

Another piece of provincial legislation that identifies the need for the conservation of cultural heritage resources and triggers the requirement for a cultural heritage assessment is the *Niagara Escarpment Planning and Development Act (2017)*. This Act regulates land development within the Niagara Escarpment, a UNESCO World Biosphere Reserve, through the application of the *Niagara Escarpment Plan (NEP)*. The *NEP* provides a framework for assessing all proposed projects within the area of Development Control, and for issuing development permits to projects that meet certain criteria.⁸



⁸ Judy Rhodes-Munk, Senior Planner for the Niagara Escarpment Commission, pers. comm.

SUMMARY OF FEDERAL, INTERNATIONAL, AND PROVINCIAL POLICY AND LEGISLATION RELEVANT FOR CULTURAL PLANNING

Level	Policy/Legislation	Regulatory Body	Coverage
International	<i>United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP)</i>		identifies the rights of Indigenous peoples with respect to matters directly pertaining to their heritage
	<i>Convention Concerning the Protection of the World Cultural and Natural Heritage (World Heritage Convention)</i>	UNESCO	addresses cultural heritage requiring protection; obliges participating countries to develop planning policies, studies and other measures to identify, protect, and conserve heritage resources
	<i>Charter for the Protection and Enhancement of the Built Environment</i>	ICOMOS	encourages the sound management of built heritage through a range of possible interventions
	<i>Charter for the Conservation and Restoration of Monuments and Sites</i>	ICOMOS	defines principles of appropriate conservation
	<i>Charter on the Conservation of Places of Cultural Significance</i>	ICOMOS	identifies principles and practices of conservation in consideration of the cultural significance of historic places
Federal	<i>Canada Impact Assessment Act (S.C. 2019) formerly the Canadian Environmental Assessment Act</i>	Impact Assessment Agency of Canada	addresses environmental impact assessments on federal lands
Provincial	<i>Ontario Heritage Act</i>	MHSTCI	provides oversight for the conservation, protection, and preservation of heritage including built heritage, heritage districts, and archaeology;
	<i>Provincial Policy Statement</i>	MMAH	identifies conservation of cultural heritage as a matter of provincial interest;
	<i>Ontario's Culture Strategy</i>	OCS	sets high-level objectives and strategies for provincial cultural decision-making
	<i>Planning Act</i>	MMAH	speaks to conservation of features of cultural heritage in planning applications for subdivisions, condominiums, official plan amendments, rezoning, site plan, consent to sever, etc. Also includes allowances for Community Improvement Plans with cultural planning objectives.
	<i>Environmental Assessment Act</i>	MOECC	calls for conservation of the environment, including cultural heritage during infrastructure development projects
	<i>Building Code</i>		identifies the OHA as being applicable legislation.
	<i>Niagara Escarpment Act</i>	NEC	calls for the conservation of cultural heritage as part of approval process for planning and land use change applications for lands identified in the Niagara Escarpment Plan

1.4 Economic and Demographic Profile

With a population of approximately 68,147 residents, Bruce County experienced a 3.1% growth between 2011 and 2016, compared to the 4.6% growth rate of Ontario as a whole.⁹ While most Bruce County residents enumerated in the 2016 census listed English as their first language, they have diverse cultural roots, histories, and personal experiences. Persons who self-identify as Indigenous represent a larger proportion of Bruce County (4.7%) than the province as a whole (2.8%). First-generation immigrants represent 8.1% of the County population, compared to 31.1% in Ontario as a whole, with 2.7% of persons self-identifying as a visible minority compared to 29.3% in the province. The population of Bruce County is also slightly older than that of the province as a whole, with 23.6% of its population counted among people 65 years and over, compared to 16.7% for Ontario generally.

Visitors to cottage and vacation homes also contribute significantly to the County population year-round, particularly during the peak of the summer, which generally spans July to September.¹⁰ Tourists and seasonal residents are an important audience for many cultural organizations, such as museums, tour operators, performing arts companies, natural heritage sites, and event venues. The 2018 report on the impact of tourism in Bruce County highlights how closely tourism relates to the arts, culture, and heritage sectors in the region. Bruce County welcomes 2.5 million visitors a year, including 1.8 million people coming from outside the region. Bruce County visitors, including seasonal residents, collectively spend \$31 million on recreation and entertainment alone. Across the Province, cultural tourism specifically has generated \$3.7 billion in GDP, providing employment to 67,700 Ontarians.¹¹

1.5 Indigenous Community Engagement

Indigenous people are an essential part of the Bruce County identity and community. The depth of Indigenous arts, culture, heritage, and place-making on the land in what is now Bruce County extends from the present day to thousands of years in the past. In designing a CAP, it was important for Bruce County to listen to Indigenous communities as they shared what cultural places, values, and ideas can help guide cultural planning.

Saugeen Ojibway Nation, the Historic Saugeen Métis, and the Métis Nation of Ontario constitute the local Indigenous communities of Bruce County, together with Indigenous residents from other nations in Canada and the United States.

⁹ Statistics Canada, 2016 census

¹⁰ Explore the Bruce 2018, p. 10-11

¹¹ Communications MDR 2016, p. 13; the 2020 Economic Impact of Tourism Business Survey Update communicated that 82% of business respondents in Bruce County experienced a revenue loss attributed to COVID-19 in the 2nd Quarter of 2020 compared to the 2nd Quarter of 2019.

1.5.1 Saugeen Ojibway Nation

The Saugeen Ojibway Nation (SON) consists of Saugeen First Nation near Southampton and Chippewas of Nawash (*Neyaashiinigmiing*) Unceded First Nation at Cape Croker. These nations were originally part of the Three Fires Confederacy that reestablished Anishinaabe communities in southern Ontario in the late 1600s, including the *Saukiing Anishinaabek* (SON traditional territory). Increasing European settlers in southern Ontario by the early 1800s led to the signing of Treaty No. 45½ by the Saugeen Ojibway. The Saugeen Tract, lands south of the line running between the Saugeen (Southampton) and Nawash (Owen Sound) Villages, were surrendered to the Crown in exchange for protection of the remainder of their territory in the Saugeen (Bruce) Peninsula.

The Peninsula would become a refuge for additional Indigenous peoples from elsewhere in Canada and the United States, most notably almost 2,000 of their Three Fires Confederacy allies, the Potawatomi. The promised refuge of the Saugeen Peninsula was short-lived, and subsequent treaties in 1851 (Treaty No. 67), 1854 (Treaty No. 72), 1885 (Treaties No. 222 and 223), and 1899 (Treaty No. 424) gradually consolidated the current reserves at Cape Croker, Saugeen, Chief's Point, and the Hunting Territories near Tobermory. The SON Joint Council is the contemporary form of the traditional unified political leadership of *Saukiing Anishinaabek*.¹²



Mrs. Bellmore's Camp near Pine River – 1908 (Copy provided by Bill Fitzgerald)

¹² https://www.saugeenojibwaynation.ca/wp-content/uploads/2018/01/SON_NUC_FSI.pdf

1.5.2 Historic Saugeen Métis

The Historic Saugeen Métis (HSM) are descendants of the various Métis trading families centred around Saugeen/Saguinque/Sahgeeng, at what is now Southampton. Many of these had been independent French traders while others were involved with the North West Company and Hudson's Bay Company. These families would form part of the nucleus of the Métis settlement, including the Andres, Belhumeur (Bellmore), Beausoleil (Bosley), Cameron, Cazelet (Cosley), de Lamorandiere, Deschamps, Duchesne, Gonneville (Granville), Lange (Longe), Martin, Normandin, Sayer, and Tranchemontagne, and other families.

When systematic settlement of the Southampton area began in the 1850s, new settlers took up lakefront lots next to those already inhabited by these early former fur traders and their families. Contemporary community histories document the continuing presence of Métis families at Saugeen into the 20th century. In 2002, local Métis and the Métis Nation of Ontario formed the Saguinque Métis Council. The Métis community at Southampton is currently represented by the independent Historic Saugeen Métis.

Both SON and HSM already participate in the contemporary culture of Bruce County, through partnerships with cultural organizations, consultation on certain planning decisions, and the organizing of marquee cultural events and programming. Recent examples include Voices of Chief's Point, Anishinaabwe Endaat Gallery, The Great Niagara Escarpment: Indigenous Cultural Map, Saugeen Pow Wow, Neyaashiinigiing (Nawash) Pow Wow, Saugeen First Nation Amphitheatre and Gardens, Historic Saugeen Métis Rendezvous, and Aunt Annie's Cottage in Southampton.¹³

When considered alongside non-Indigenous cultural assets and programs, the potential for coordination between Indigenous and non-Indigenous cultural assets and programs in Bruce County was an important subject for the CAP to consider. This consideration was reinforced by repeated reference to existing and potential coordination during public engagement for the CAP. Existing partnerships and potential opportunities for cooperation demonstrate the

In Terms of Respect

The term *Indigenous* is the accepted language for describing First Peoples including First Nations, Inuit, and Métis peoples.

In some direct quotes, the term *Aboriginal* appears. This earlier term has largely fallen from use but remains in many older government acts and regulations including Section 35 of the *Constitution Act*, and in formal references to the rights and title therein.

¹³ Although named a "cottage", this building has historically been a year-round residence.

mutually beneficial effects on cultural infrastructure and experiences when culturally rich communities collaborate.

Engagement with SON and HSM consisted of in-person meetings, phone and email correspondence, Advisory Committee participation, information sharing, and the review of CAP products including this final report. This engagement is detailed in Section 2.4.3 of this report.



*Anishinaabwe Endaat Gallery – Bruce County Museum & Cultural Centre
(Photo by John White)*

2.0 METHODOLOGY AND KEY INSIGHTS

2.1 CAP Process Overview

Effective Cultural Action Plans represent the values of the people they serve and the unique cultural assets that nurture creativity and resilience across their communities. To that end, the process of designing a CAP for Bruce County began with extensive public consultation, a cultural asset scan, and a review of best practices and relevant policy and legislation. The information and insight gathered were then synthesized in a series of Core Values and presented to Bruce County residents in May 2020. These Core Values reflect common aspirations for cultural planning, specific to Bruce County. The values informed the development of targeted strategic directions and recommended actions, which form the basis for the CAP presented below. This Bruce County CAP will be assessed by the County and presented to SON Joint Council, before being submitted for approval consideration by Bruce County Council.

CAP PROCESS IN BRUCE COUNTY



2.2 Summary of Approach and Deliverables

Bruce County defined the mandate for the CAP exercise in terms of the following objectives:

- 1) Create strategies that improve communication within Bruce County arts, culture, and heritage networks, and promote strategic alignment among institutions;
- 2) Identify, document, and inventory tangible and intangible cultural assets, and create a mechanism by which this inventory is updated and maintained;
- 3) Design a shared vision of cultural action in the County that resonates with what residents value most, while protecting Bruce County's unique character; and,
- 4) Facilitate a process of collaboration and understanding with Indigenous Peoples in the County, while helping them determine whether, and in what capacity, they wish to engage with County-wide networks.

To fulfill this mandate, TMHC anchored its approach in cultural mapping (see Section 2.5) and public consultation, to arrive at cultural planning recommendations that reflect the diverse cultural environments of Bruce County. Following a best practice and policies review, TMHC designed a consultation strategy emphasizing a combination of open houses and online engagement. These opportunities for engagement were supplemented by a series of individual conversations with key participants and cultural stakeholders, including municipal representatives. After the first open house, COVID-19 restrictions were implemented by the provincial government, and subsequent events were eventually cancelled. In response to the implementation of long-term restrictions, TMHC developed a new consultation program focused on the delivery of information to Bruce County residents and opportunities for them to provide input through online platforms. These tools and the response they elicited from Bruce County residents are discussed in the Engagement Report, a summary of which is presented below.

2.3 Policies and Best Practices Review

A review of internal documents, policies, and practices was conducted as part of the CAP exercise. Drawing from published sources, archival material, grey literature, and interviews with Bruce County staff and stakeholders, the review considered:

- 1) Existing cultural planning legislation and policy in the County (including at the municipal level);
- 2) Existing cultural assets inventories, including built heritage lists, online databases, and documentary sources (e.g., from Bruce County Archives);
- 3) Existing plans, committees, programs, social media accounts, and cultural assets; and,
- 4) Best practices in cultural planning elsewhere in Canada, with a survey of existing CAPs in Ontario and analysis of significant examples.

2.4 Community Consultation

Community consultation is one of the most important components of cultural planning. Although the COVID-19 pandemic created unique challenges to the participation of Bruce County's permanent and seasonal residents alike in this process, it also provided an opportunity to innovate how to engage with a geographically dispersed population. As a result of the various outreach attempts and platforms, the consultation for the CAP saw varying scales of active participation from over 1,200 people. Thousands more were made aware of the project through email, social media, and conventional print, tv and radio advertisements. This section includes summaries of each of these active measures, including how they were adapted following the implementation of quarantine and social-distancing measures.

2.4.1 Steering Committee

The Steering Committee for the CAP was the immediate oversight and decision-making body and consisted of representatives from Bruce County Administration, Bruce County Planning, the Bruce County Public Library, and the Bruce County Museum & Cultural Centre. Weekly meetings and regular phone and email correspondence within and between the Steering Committee and consultants ensured Bruce County's participation at every step of the process. All products and communications were reviewed by the Steering Committee before release to a wider audience.

2.4.2 Advisory Committee

The CAP Advisory Committee consisted of representatives from each of the lower-tier municipalities, from HSM and SON, and representatives from the arts, culture, and heritage sectors. The municipal representatives met with the Steering Committee and TMHC in January 2020 at the Bruce County Museum &

Cultural Centre. The committee met online in full twice, in March and May 2020. Additional meetings with Indigenous representatives are detailed below.

The Advisory Committee provided substantive feedback and input at various stages and on various products of the CAP process. The March and May meetings represented opportunities for TMHC to report on progress and introduce draft findings and other elements for feedback. Individual municipalities were consulted through the Advisory Committee in both formal (surveys, interviews) and informal (emails, phone conversations, in-person meetings [pre-COVID-19]) capacities. Indigenous and sector representatives also contributed through interviews, surveys, emails, and other correspondence. Most substantively, the Advisory Committee reviewed and provided feedback on the Final CAP Report.

2.4.3 Indigenous Community Engagement

Indigenous community engagement began early in the CAP process, with dialogue between Bruce County and SON predating the retention of a consultant and official commencement of the project. Start-up meetings were held in January 2020 with representatives from SON at the Bruce County Museum & Cultural Centre and with HSM at their office in Southampton. Subsequent in-person meetings and phone and email correspondence took place throughout the remainder of the CAP process. In their capacity as members of the Advisory Committee, SON and HSM also participated in the review of draft CAP materials and products, including the Final CAP Report. Both offered substantive feedback that has been incorporated into these documents. These communities were also instrumental in providing important research, maps, and primary documentation that informed both this project and the parallel Archaeological Management Plan (AMP).

An in-person open house of the CAP was also completed March 11, 2020, in Saugeen First Nation, developed and delivered collaboratively with SON.

The Métis Nation of Ontario (Great Lakes Council) in Owen Sound was notified and asked about participating in the CAP process, however at the time of writing no additional engagement had taken place.



Saugeen First Nation Open House

2.4.4 Public Engagement—Plan the Bruce Heritage Website

After the COVID-19 outbreak, the primary platform for community engagement became the Plan the Bruce website.¹⁴ By mid-June 2020, the website had reached over 1,200 unique visitors, with 93 people providing information and asking questions. Online engagement tools included Q&As, a public questionnaire, a quick poll, and an interactive cultural assets map.

2.4.5 Public Engagement—Online Open Houses

An open house in Saugeen First Nation occurred in early March, prior to the COVID-19 outbreak. Another nine open houses were planned throughout the County but cancelled due to COVID-19. Following the implementation of provincial COVID-19 restrictions on gatherings, live Q&A events took place on April 2 and 3, 2020, through the Plan the Bruce website. TMHC produced a 14-minute CAP introductory video, which was posted to the Explore the Bruce YouTube channel and the Plan the Bruce website in preparation for the event.¹⁵ Despite low participation during the Q&A itself, the advertising around the event generated the highest website traffic of the project with over 129 unique visitors on April 2 alone. As COVID-19 restrictions continued through the spring of 2020, meaningful input into the website became more common, likely as people grew more comfortable with working remotely and using online platforms.

Late-May open houses were replaced with an hour-long Facebook Live event hosted through the Bruce County Facebook page. The event was advertised online, through email, tv, radio, Spotify and on local and social media. Bruce County residents

Public Consultation During COVID-19

Despite the current restrictions on public gatherings, Bruce County residents have been eager to learn about the CAP and make their voices heard.

Although they might have been disappointed by the loss of in-person meetings, more than 1,000 residents completed online surveys and questionnaires, watched the introductory video, wrote emails, and made time for phone interviews.

Bruce County residents sent phenomenal responses, some highlighting the need for cultural planning and the urgency of this process today. They can look forward to additional opportunities to engage with the CAP as it moves through County Council.

¹⁴ <https://www.planthebruce.ca/heritage>

¹⁵ Available online: <https://youtu.be/cby2PRG-rS0>

were able to provide comments and questions ahead of the event and these pre-submissions were synthesized and presented in the form of ten questions that were answered during the Facebook event. An additional six questions were either answered during the event or received answers later, on the Facebook comment feed. During the event and in the days immediately following, the resulting video was viewed over 500 times.

2.4.6 General Outreach and Other Correspondence

Throughout the project, TMHC maintained a unique email address (brucecap@tmhc.ca) for the purposes of receiving and providing feedback about the project. Over 100 individuals and organizations received regular updates about the project, including notifications about upcoming events and opportunities to learn and participate. Dozens of emails were also received from culturally invested residents with helpful information and questions about the CAP process. More than 2,600 Spotify accounts were also reached by advertisements promoting the project.

HERITAGE

Bruce County Cultural Action Plan (CAP) & Archaeological Management Plan (AMP)

OPEN HOUSES

<p>March 9 Warton Arena & Community Centre 2:30 pm - 6:00 pm AMP Presentation: 3:00 pm CAP Presentation: 4:00 pm</p>	<p>March 10 Bruce County Museum & Cultural Centre 10:00 am - 1:30 pm AMP Presentation: 10:30 am CAP Presentation: 11:30 am</p>	<p>March 11 Walkerton Best Western Plus 3:00 pm - 6:30 pm AMP Presentation: 3:30 pm CAP Presentation: 4:30 pm</p>
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Come learn about these developing and important planning tools.
Share your hopes for Bruce County's Arts, Culture and Heritage.

PLAN OF BRUCE INC.

HERITAGE CONNECTING GOOD GROWTH AGRICULTURE COMMUNITIES HOMES NATURAL LEGACY BUSINESS

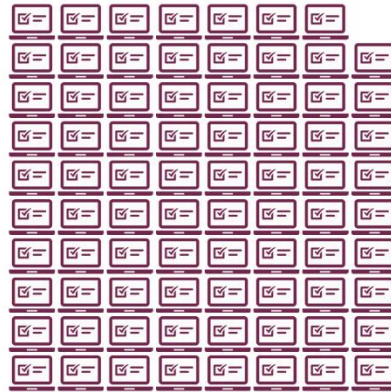
Initial Open House Poster - Cancelled Due to COVID-19

PUBLIC ENGAGEMENT DURING THE CAP



2 Online Presentations
(500+ views)

79 Public Questionnaire Responses



13 Questions & Answers



1200+ People Engaged by Website, Email, and Social Media



152 Cultural Asset Pins Mapped

2.5 Cultural Mapping and Cultural Asset Scan

Cultural mapping is a common component of municipal cultural planning exercises. It represents an interactive means through which planners and the public can identify and locate cultural assets. This process performs two important functions.

First, cultural mapping produces a detailed inventory of cultural assets that informs the cultural planning process. This information is derived from a number of sources including government registers, attraction lists, commercial listings, and public input. As such, this mapping only provided a representative picture of cultural activities in the County. Inclusion on the map and in the inventory did not assign, suggest, or change any planning mechanisms related to these assets. For example, assets in cultural heritage category included cemeteries which are protected under provincial statute and public art installations which are typically not. Certain types of assets, such as historic buildings or natural heritage (cultural) features, include both formally designated and undesignated sites. The

process by which a site may become designated is separate from this CAP exercise and the prerogative of governments with the authority to assign that status, lower-tier municipalities in particular. The mapping exercise provided a base of knowledge about existing cultural assets, such as places, programming, events, and stories, provides necessary context and data for the subsequent generation of strategic directions and recommended actions. These assets are categorized according to a County-specific Cultural Resources Framework (CRF). The CRF is discussed in more detail in the next section. In a few cases, community arts organizations based just outside of Bruce County were included in the inventory to indicate the influence of these organizations in certain areas or cultural sectors of Bruce County.

The second function of cultural mapping refers to the ongoing role of the resulting Cultural Assets Map and Inventory in informing cultural activities and planning. A good example of how this information has been adapted and

The data used in the Bruce County Cultural Resources Framework (CRF) was provided and gathered from the following sources:

Public and organizational contributions to the online Cultural Assets Map, questionnaires, and through email.

County and municipal websites and directories.

Provincial and municipal heritage and cemetery inventories.

expanded to produce a valuable communication tool is the Treasures of Minto website.¹⁶

Specific recommendations related to the Bruce County Cultural Assets Map and Inventory, are presented in Section 4.3, Recommended Actions. The raw map and inventory data were provided to Bruce County administration.

¹⁶ <https://treasuresofminto.ca/>

3.0 CULTURAL ASSETS IN BRUCE COUNTY

3.1 Cultural Resource Framework

Cultural assets (or “cultural resources”) feed the creativity and vitality that make each community vibrant and contribute to the County’s unique and multifaceted identity. Cultural assets include a diverse array of places, events, institutions, and knowledge, such as (but not limited to) creative cultural industries, cultural facilities, natural and cultural heritage features, festivals, events, and community cultural organizations.¹⁷

In the context of a CAP, cultural assets are identified and classified using a Cultural Resource Framework (CRF), to help define the character and scope of assets in each community. A comprehensive CRF can assist municipal and local leaders in making informed policy and planning decisions about arts, culture, and heritage in their community. One of the touchstones for establishing a CRF is the classification developed by Statistics Canada (the Canadian Framework for Cultural Statistics), which has been approved by the Ontario Ministry of Heritage, Sport, Tourism and Culture Industries for use in municipal cultural planning.

The CRF was used to categorize the raw inventory built during the initial cultural mapping and asset scan (Section 2.5), then further refined to produce the Bruce County Cultural Assets Inventory (BCCAI). Although it should not be considered to perfectly capture all cultural assets in Bruce County, the BCCAI represents the most comprehensive inventory of these assets currently available. As recommended subsequently, the BCCAI should also be considered a living tool capable of growth and revision as the cultural environment of Bruce County changes.

As compiled, the BCCAI is organized according to a CRF specific to the County, which includes both categories and resource types. The full Cultural Resource Framework for Bruce County is presented in Appendix B.

Cultural Assets or Cultural Resources?

The terms “cultural asset” and “cultural resource” are often used interchangeably in cultural planning documents. Outside of consultation exercises, “cultural resource” typically refers to tangible heritage such as archaeological sites and buildings. “Cultural asset” is more inclusive of other sectors and intangible assets and was adopted as a preferred term for the Bruce County CAP.

¹⁷ MCPI 2011, p.21

CRF categories highlight the rich cultural and natural heritage found in the county, and they provide a general, high-level overview of the composition of cultural assets in Bruce County. Each CRF category is further divided into CRF types that provide important contextual information on the diversity of the arts, culture, and heritage sectors. CRF types offer a focused snapshot of existing cultural assets across a variety of sectors.

It should be noted that many assets could be considered under multiple CRF categories and types. A museum, for example, is simultaneously a community cultural organization and a cultural facility. To provide an easily interpreted representation of cultural assets, most cultural assets are listed under a single type within the framework, although they might be relevant to more than one category or type. Referring to our example, a museum will be included under the “Museum” resource type classification within the “Spaces and Facilities” category. An exception to this rule was applied when a municipally listed or designated heritage property also contained an independent cultural asset, often acting as a cultural venue, such as the Southampton Town Hall. This exception allowed accurate counts of municipal heritage properties without excluding many town halls and churches from their respective CRF types.



CRF CATEGORIES FOR BRUCE COUNTY

Community Cultural Organizations

Organizations with a mandate related to the celebration, study, management, or production of cultural objects, events, spaces, programming, and stories.

Creative Cultural Industries

Cultural creators, producers, suppliers, distributors, and services.

Cultural Heritage

Landmarks, art installations, and buildings and other places representing the people, communities, industries, stories, and events of Bruce County's lived heritage.

Festivals & Events

Tours, fairs, seasonal events, festivals, programming, and other produced cultural moments in time.

Natural Heritage (Cultural)

Places, regions, or corridors identified and/or set aside for their specific natural, recreational, or agricultural/horticultural functions and characteristics.

Spaces and Facilities

Interior and exterior spaces and buildings serving particular cultural functions including as cultural venues.

3.1.1 Community Cultural Organizations

Bruce County, like other regions of Ontario, has a recent history of amalgamating townships, towns, and villages. What is unique about Bruce County, however, are the individual narratives and the widespread persistence of distinct cultural identities despite amalgamation. This is best expressed in the *Community Cultural Organizations* category of the CRF. Agricultural and horticultural societies, women's institutes, and historical societies of formerly incorporated townships, towns, and villages are counted here. Later updates to the BCCAI could also fold in Lions Clubs, Legions, and Optimist Clubs among others. The persistence of these groups simultaneously reflects and sustains local community identities. Bruce County's broad spectrum of local geographies and histories are no doubt contributing factors as well. These observations are reinforced by the perseverance of local fairs and festivals, in particular reunions and homecomings.



*Artists on the River 2019 - "Paddling"
(Paisley Artscape Society)*

Contrasted with these legacy local organizations, other collectives operate within and between these localities, defined more by their thematic mandates than by any particular community. The Bruce County Historical and Genealogical Societies include the entire County within their mandates, and several arts organizations reflect geographical areas, rather than historical or contemporary political regions (e.g., Bruce Peninsula Society of Artists, Bruce Peninsula Singers, Shoreline Artists, and Saugeen Artists Guild). Emerging multicultural and diversity organizations such as Kincardine Pride and the Sanatan Centre, although currently focused on specific localities, will likely play a role in the promotion of their mandates throughout the County as demographics shift. Indigenous organizations such as the Historic Saugeen Métis (HSM) and Saugeen Ojibway Nation (SON) Environment Office are important models in this regard through their ongoing efforts to celebrate, promote, and incorporate Indigenous perspectives throughout the County.

Public engagement related to this category emphasized an appetite for increased diversity in organization type, membership, and audience. Specific arts and heritage organizations reiterated a concern with attracting younger volunteers and members, as well as communicating barriers to provincial and national funding.

Cultural planning processes and decisions must therefore be conscious of and include Indigenous communities, local legacy groups, and more far-ranging thematic organizations. Not only is this inclusion appropriate, given the established consultation and engagement prerogatives, but these organizations represent significant repositories of lived, oral, and documentary histories. Individual municipalities, through interviews and online directories, demonstrate a fairly comprehensive appreciation for the spectrum of groups within their jurisdiction. The BCCAI, especially if it is maintained and expanded, should provide similar awareness for County administration. One significant challenge to the growth and maintenance of these organizations, as noted by CAP participants, is their aging membership. Attracting younger residents to legacy organizations in particular, will be an important piece in their perseverance and the County's ability to take full advantage of this valuable array of local and county networks.

Ontario Culture Strategy: Goal 1, Strategy 1.2

Continue to support Ontario's culture agencies, attractions and organizations in offering opportunities for children and youth to engage with arts and culture and in promoting youth engagement in the heritage sector.

3.1.2 Creative Cultural Industries

Grounded in a long history of trade and production, stretching from Indigenous travel routes and quarries, through the fur trade, to industrialization and beyond, Bruce County's economy and identity are rooted in commerce and industry. However even though this history is often the subject of arts, culture, and heritage programming, these economic legacies have not influenced similar development of the creative cultural industries and the County's participation in a broader societal shift towards a more creative economy. For example, the County does not currently maintain a breakdown of the economic effects of cultural industries despite their being provincially recognized as a rapidly growing sector of the economy.¹⁸ In this context, the *Creative Cultural Industries* category of the BCCAI represents a foundation for the future consideration of this sector and its development into a key part of the Bruce County economy. Specifically, the BCCAI and the CAP are capable of triggering the development

¹⁸ See Ontario's Creative Cluster

http://www.mtc.gov.on.ca/en/creative_cluster/cluster_report_growth.shtml#:~:text=During%20the%20first%20decade%20of.one%20in%20Canada%20by%20GDP.

of aggregating and analytical tools for tracking the health of the increasingly more important creative economy in Bruce County.

The Bruce County CRF with respect to Creative Cultural Industries broadly corresponds to the Canadian Framework for Culture Statistics, although it slightly departs the norm by including the *Tour Companies* resource type. Tour companies are a significant component of the Bruce County tourism industry, operating primarily along the south coast and on the Peninsula. It is worth noting that commercial tours emphasize Bruce County's natural heritage and, in the case of marine tours, marine heritage (e.g., lighthouses, shipwrecks). By contrast, terrestrial tours along the coast and in the rural interior tend to emphasize built heritage. These tours are generally produced and/or organized by civic administration, conservation authorities, or local societies and are therefore included under the *Festivals & Events* category.

The presence of both private and public tours along the coast and in the interior emphasizes the attractiveness of Bruce County's diverse natural and cultural heritage. It is therefore notable that the County's creative economy does not include widespread policies and industries supportive of film and digital productions that could thrive in this diverse physical environment.¹⁹ Significant public funds and credits are designed to attract these productions to Canada.²⁰ In a similar vein, artist and musician residency programs are also well suited to channel public funds to Bruce County communities capable of attracting this talent.²¹



The Complete Works of William Shakespeare (abridged)
(Bruce County Playhouse)

Among the remaining Creative Cultural Industries types, Bruce County exhibits a wide variety of creative industries. Although no one type represents a majority of the industries recorded in the BCCAI, the most common type is *Art Studios and Commercial Galleries* (13.9% of the category). One characteristic of this type and the category in general, with the exception of the aforementioned tour companies, is the broad

geographic distribution of material, visual, and performance art producers, suppliers, and services. This distribution emphasizes particular local demand for

¹⁹ Bruce Peninsula National Park does include a filming policy (<https://www.pc.gc.ca/en/pn-np/on/bruce/info/film>)

²⁰ See Telefilm Canada (<https://telefilm.ca>); <http://www.ontariocreates.ca/home.htm>

²¹ [https://www.arts.on.ca/grants/artists-in-residence-\(education\)](https://www.arts.on.ca/grants/artists-in-residence-(education))

creative goods and services, such as theatre companies. It could also represent the growing potential for decentralization in a contemporary creative economy. Certain creative goods and services are easily shipped or even digitally delivered through sufficient physical and online distribution networks. In a post-COVID-19 work paradigm, Bruce County could leverage its natural and cultural heritage and the quality of life enjoyed by its communities to attract creative professionals, who may no longer be required to live and work in large, expensive urban centres. Digital infrastructure projects such as SouthWestern Integrated Fiber Technology (SWIFT) will be important factors in attracting and retaining a remote workforce.²²

Ontario Culture Strategy: Goal 3, Strategy 2.1

Develop a better understanding of the impact of the digital transformation on culture and as a first step work with partners to organize a digital culture symposium to bring together stakeholders from all culture sectors to share experiences and expertise, build capacity to address digital challenges and take advantage of new opportunities.

Monitoring the health of Bruce County’s creative economy is an important metric for the evaluation of cultural planning outcomes. Fostering the growth of the creative economy is integral to Bruce County’s adaptation to contemporary economic trends. A developing creative economy could also be considered a key component in facilitating the success of other County industries by improving quality of life and increasing the profile of the County. For example, promoting these creative industries simultaneously makes them and the County more identifiable to local, provincial, national, and international consumers and audiences. Recognizing the correlation between cultural/natural heritage and creative processes, and Bruce County’s role as muse, subject, and creative environment reinforces the importance of good cultural planning to sustaining the creative economy of Bruce County.

3.1.3 Cultural Heritage

Bruce County’s diverse recent history and deep Indigenous history correspond with a seemingly high number of cultural heritage assets in places related to that past (688 recorded in the BCCAI). Additionally, more contemporary types in this category include *Public Art Installations* and *Roadside Attractions*, although these types make up only a small percentage of the *Cultural Heritage* CRF category as a whole (5.8% and 1.7% respectively). A large portion of the category reflects individual historic properties or buildings: *Buildings* (15.6%), *Historic*

²² <https://brucecounty.on.ca/news/2018-jan-22/bruce-county-working-bring-ultra-high-speed-broadband-everyone>

Sites – Federal (1.7%), Properties – Designated (13.8%), and Properties – Listed (19.6%). By including *Burial Sites (22.8%),* this proportion climbs even higher.

However, even this accounting cannot be said to be representative of Bruce County’s various cultural legacies. A more accurate number would be much larger, including hundreds more unlisted built heritage properties and registered archaeological sites.

The *Archaeological Sites* type, which consists of well-known archaeological locales, includes only locations such as the Indigenous-affiliated Hunter’s Point, Ne’bwaakah giizwed ziibi (River Mouth Speaks), Nodwell, and Donaldson sites. An additional 225 sites appear in the provincial archaeological database, representing both recent settler and Indigenous histories, that are not included in the BCCAI as their locations are not intended to be widely known. This total is supplemented by another 200 site leads or potential site locations based on the County’s recent Archaeological Management Plan (AMP) development.



Ceramic cooking pot from Nodwell archaeological site (Photo by Bill Fitzgerald)

This underrepresentation of archaeological sites in public spheres, parallels similar underrepresentation of other Indigenous cultural heritage assets such as traditional use sites and place names. Public and municipal engagement also reinforced the need to address the inadequate commemoration of other histories and their associated places including those of women, Black migrants and immigrants, LGBTQ+ communities, and other groups and communities. This contrasts with well-known industrial and marine heritage sites including dams, former mill sites, and lighthouses, which are often celebrated through parks, plaques, and historic site designations. Elevating the profile of marginalized communities should be undertaken alongside a review of existing commemoration (i.e., monuments, public art, place names, etc.).

**Ontario Culture Strategy:
Goal 2, Strategy 2.3**

Develop additional tools to help communities identify and protect their cultural heritage, including guidance on cultural heritage landscapes, cultural planning, and the interests of Indigenous communities in conserving cultural heritage, to support municipalities in implementing the Provincial Policy Statement.

Similar to archaeological sites, one explanation might be offered for the low reported number of cultural assets relating to the built heritage referenced above. Of the eight municipalities in Bruce County, only five maintain a municipal heritage register of listed or designated heritage properties. Even among the municipalities that do maintain a heritage register, public

contributors to the online Cultural Assets Map identified multiple built heritage assets that are neither listed nor designated, suggesting these lists will continue to grow. Kincardine's ongoing development of the first Heritage Conservation District in the County is further evidence of the potential for growth in Bruce County's municipal heritage planning. This was reinforced during engagement with the municipalities, where many identified a need for more education about or clarity around built heritage protections and assessments or, in two instances, indicated a complete absence of built heritage consideration.



Formosa Brewery (Bruce County)

Although cultural heritage planning decisions remain largely within the jurisdiction of the lower-tier municipalities, Bruce County can provide various tools, capacities, and guidance to this important sector that affects community quality of life and tourism prospects.

This approach is consistent with the processes already employed in current archaeological planning decision-making and the development by Bruce County of an AMP. Given the emphasis on natural heritage in Bruce County tourism, opportunities exist to augment multiple sectors by exploring the intersection of natural and cultural heritage through, for example, Indigenous place names and designated cultural heritage landscapes.²³ A similar planning methodology could be applied to the intersection of cultural heritage and another popular tourism activity in Bruce County, shopping.²⁴

Public appetite for the protection and celebration of the County's past, together with ancillary benefits to tourism and relationships with Indigenous communities, and discomfort within many lower-tier municipalities grappling with ad-hoc heritage management, necessitate a more deliberate approach to heritage planning.

²³ According to Bruce County's 2018 *Economic Impact of Tourism* report, the second most popular reason for personal trips to Bruce County was participating in an outdoor sport or recreational activity; the fourth most popular reason included sightseeing and tours

²⁴ According to the 2018 *Economic Impact of Tourism* report, shopping was the third most popular reason for personal visits to Bruce County. For an example that promotes shopping within a cultural heritage tourism context, see the Niagara-on-the-Lake Heritage District

(<https://www.visitniagaracanada.com/do/niagara-on-the-lake-heritage-district/>)

3.1.4 Festivals & Events

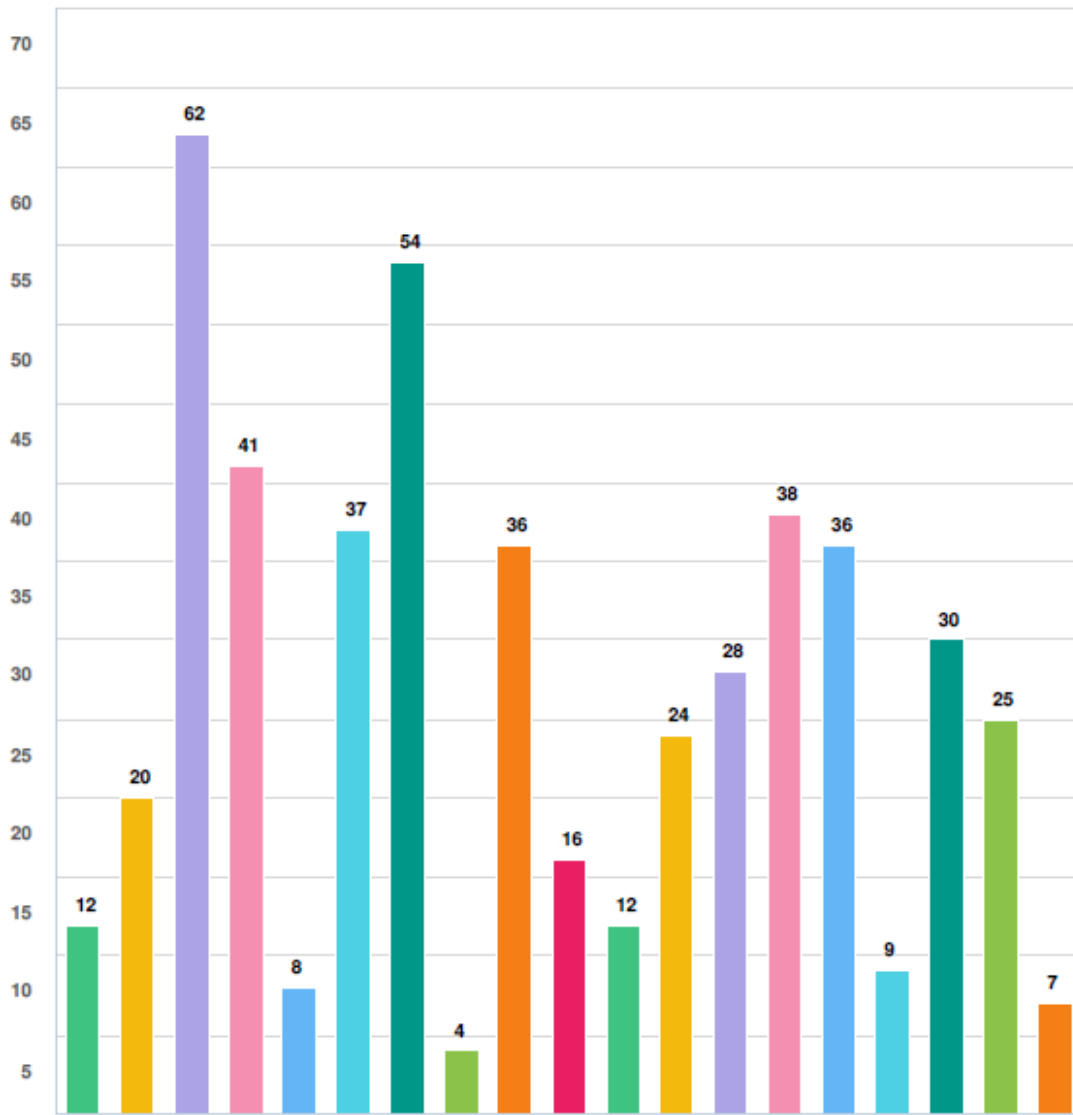
Bruce County's diverse cultural heritage correlates with an eclectic *Festivals & Events* CRF category. The emerging and legacy cultural organizations discussed in Section 3.1.1 also contribute to a packed calendar of seasonal activities, fairs, reunions, and markets. The 133 events identified in the BCCA are anticipated to grow through the addition of more local events, craft fairs, museum programs, and other activities, as the inventory matures and becomes more comprehensive with additional public input. Events celebrating diversity in Bruce County, such as the Kincardine Pride Parade and Kincardine Multicultural Festival, are also expected to grow either through shifts in demographics or cultural sentiments. Public engagement for the CAP reflected similar interest in diversifying the types of events in the County to include more evening and off-season programming, arts competitions and workshops, Indigenous events and activities, and heritage tours and programming.

Participants in the Public Questionnaire administered for the CAP indicated broad appeal for existing events and festivals. However, this appetite and the aforementioned enthusiasm for new events should be tempered by the challenges to participation noted by respondents.



Left - Marine Heritage Festival (Bruce County Museum & Cultural Centre)
Right - Teeswater Reunion (Bruce County Public Library)

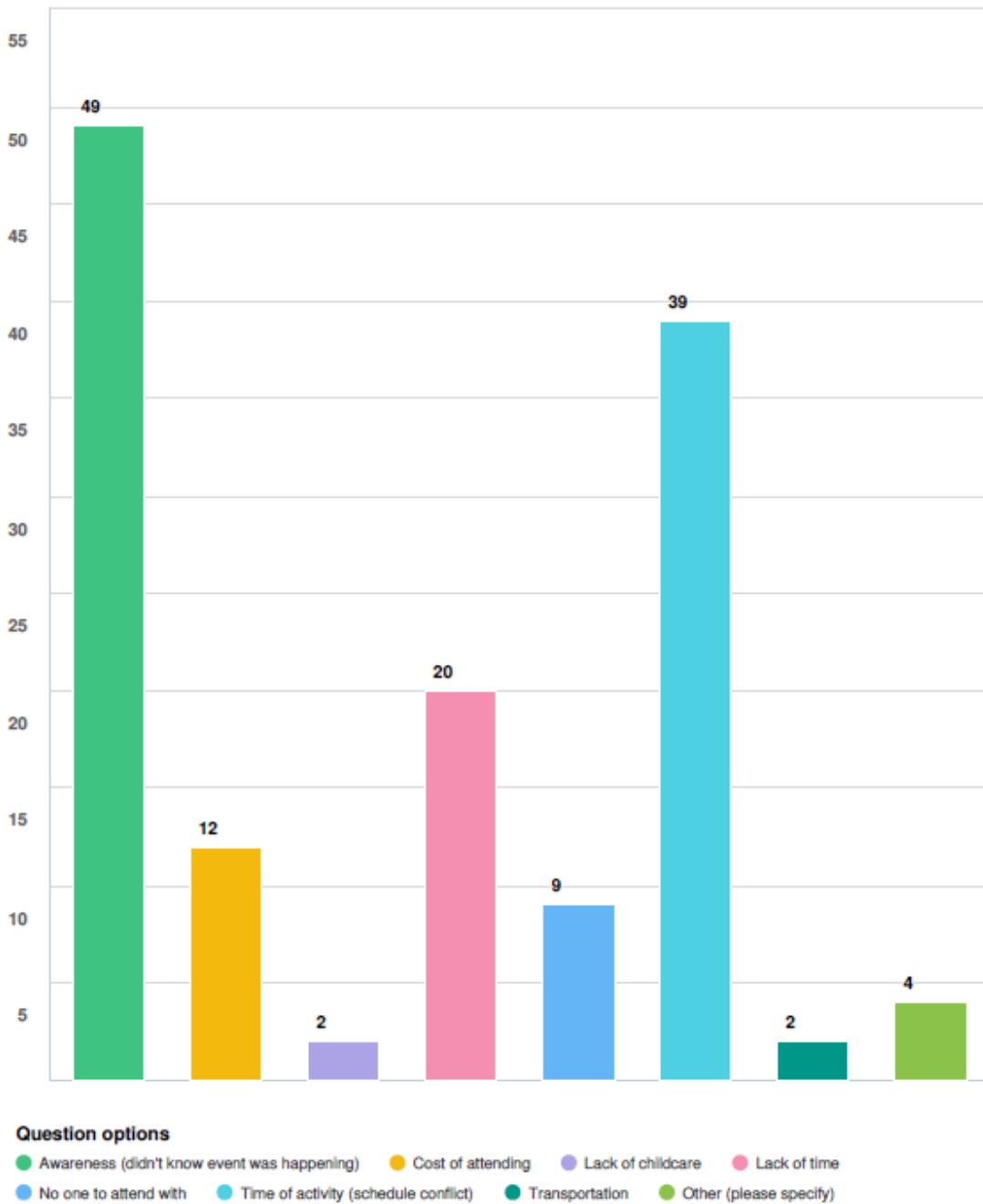
Q6 In the last year, which of the following cultural activities and programs have you attended in Bruce County? Please check all that apply



Question options

- Arts Education Workshop Author Readings Community Events Craft Shows Dance Performance
- Fair Farmers; Market Film Festival Historic Site History Display Home or Garden Tour
- Lecture or Workshop Library Program Museum Exhibit/Program Music Concert Photography Exhibit
- Theatre Performance Visual Arts Exhibit Other (please specify)

Q10 What, if any, are barriers to preventing you from participating in local cultural activities?
Please check all that apply



As demonstrated, 49 of 72 respondents (62%) indicated that awareness prevented them from participating in local activities. Given that 83.5% of respondents were current Bruce County residents and that this challenge was echoed during Advisory Committee meetings and in other engagement activities, the marketing

and communication of Bruce County cultural programming represented a significant consideration for this CAP. Suggesting far-ranging implications, the 2018 *Economic Impact of Tourism* report identified that only 2% of respondents visiting Bruce County came for the primary purpose of attending an event, concert, or show.

Within a Bruce County cultural planning perspective, there are opportunities to improve coordination between event organizers, to communicate events and programs within and beyond the County more effectively, to encourage a more diverse spectrum of activities considerate of timing and subject matter, and to revisit county-wide events similar to Canada 150 Bruce County Doors Open.²⁵

**Ontario Culture Strategy:
Goal 3, Strategy 1.7**

Collaborate with government partners and the tourism industry to identify opportunities to grow cultural tourism in Ontario, including Francophone tourism and Indigenous-led tourism, and offer authentic and compelling visitor experiences.

3.1.5 Natural Heritage (Cultural)

In previous sections, Bruce County's deep roots in its rich and diverse natural heritage often intersects with other CRF categories. This challenge to teasing apart natural and cultural heritage in the County mirrors even more profound difficulties when considering the same separation on Indigenous sites. Put simply, as it has been since time immemorial, culture in Bruce County remains inextricably tied to nature. This relationship reinforces another corporate-wide initiative, the Plan the Bruce: Natural Legacy Project.

Managing what we inherited for future generations...

Bruce County is rich in natural resources like good soil, sand and gravel, groundwater, clean beaches, forests and more. For these resources to sustain our community in the long term, management is needed. This starts with identifying where the most important resources are - then, wisely utilizing, enhancing and protecting them. Options can include preservation, creating distance between the resource and new development, and managing resources to sustain or improve value.

Good planning decisions now will ensure our natural environment is protected, balancing needs today with the greater good for generations into the future

Plan the Bruce: Natural Legacy Project

²⁵ <https://brucegreysimcoe.com/festivals-events/small-events/bruce-county-doors-open>

For the purposes of the CRF, the *Natural Heritage (Cultural)* category of cultural assets considers 239 places where the County’s culture accesses, considers, and/or shapes the County’s water, landscape, animals, and vegetation.



Flower Pot Island (Bruce County)

Most of these CRF asset types explicitly relate to accessing this natural heritage. *Water Access* (22.2%), *Parks* (20.1%), *Trails* (18.0%), *Views and Vistas* (9.6%) and *Scenic Destinations* (2.9%) represent 72.8% of natural heritage (cultural) assets identified in the BCCAI.²⁶ The remaining percentage is composed of CRF types at either end of the spectrum of human intervention in nature, including *Conservation Authorities* (8.4%) and *Natural Parks* (6.3%) at one end to *Gardens and Forests* (4.6%) and *Farms and Orchards* (2.5%) at the other.²⁷

The emphasis on natural heritage access is consistent with outdoor recreational popularity among Bruce County visitors²⁸ and among CAP public consultation participants. This was particularly notable during social media outreach week (April 27-May 1, 2020) when most of the quick poll respondents and social media comments identified natural heritage (cultural) assets as priorities to visit once COVID-19 restrictions were relaxed. Several emails and responses to the Public Questionnaire also spoke to the intersection of culture and nature, with specific

²⁶ Not all municipal parks in Bruce County are included in the BCCAI, which prioritized municipal parks with a natural heritage component including beaches, dunes, forests, etc., alongside provincial and national parks

²⁷ The BCCAI considers well-known, publicly accessible farms and orchards such as “u-picks”; including all private and commercial farms and orchards would greatly increase this number

²⁸ According to the 2018 *Economic Impact of Tourism* report

attention paid to the maintenance and interconnectedness of trails and water access points.

As mentioned previously, cultural planning in Bruce County can look for ways to leverage its well-regarded natural heritage to realize other cultural objectives including examining cultural heritage landscapes, and Indigenous place names and place-based narratives. Natural heritage considerations regarding the maintenance and expansion of trail networks and water access points may also be considered in conjunction with movement between and through cultural localities, spaces, and events.

**Ontario Culture Strategy:
Goal 1, Strategy 3.3**

Provide an Indigenous Cultural Revitalization Fund to support cultural activities in Indigenous communities, with the goals of revitalizing cultural practices, raising awareness of the vitality of Indigenous cultures in Ontario and promoting reconciliation.

3.1.6 Spaces & Facilities

Replicating the pattern of legacy community organizations, the CRF category *Spaces & Facilities* also contains many local legacy cultural assets. As demonstrated by the CRF resource type breakdown, the category's 258 BCCAI recorded assets are primarily made up of *Religious Spaces* (43.8%) and *Community Centres and Halls* (23.3%). Both types consist of newer contemporary facilities in larger communities as well as legacy structures in both large and small communities.



*St. Edmunds Bruce Peninsula Museum
(St. Edmunds Bruce Peninsula Museum)*

This category also includes the various facilities with explicit cultural mandates in the County, such as: *Museums, Libraries and Archives, Theatres, and Art Galleries*; more commercially oriented assets, like *Movie Theatres* and *Amusement Parks*; and government facilities and tourism information centres under the *Civic Administration* type. Not considered in this CAP, but worthwhile considering for future inclusion in the BCCAI, are active schools which may operate as event facilities.

Cultural repositories in Bruce County, such as libraries, archives, and museums, were identified in public engagement comments. Specifically, impending requirements were mentioned for the expansion of the Bruce County Archives and desired updates to the multipurpose functionality of specific Bruce County

Public Libraries. Also identified in both Advisory Committee conversations and public engagement, was a need for effective digital catalogues and digitization of collections. These insights are consistent with the BCCAI's identification of at least 11 museums and 21 libraries and archives, spread out across the County.

Many of these repositories and the remaining CRF resource types in this category see broad usage among County residents as demonstrated by responses to the Public Questionnaire. This correlates with Advisory Committee feedback emphasizing the importance of these spaces as social hubs contributing to the cultural vitality of communities.

A pattern of successful adaptive reuse of heritage structures in larger centres to become cultural hubs is particularly noteworthy. Examples include Southampton Town Hall, Kincardine Centre for the Arts, Victoria Jubilee Hall in Walkerton, and the Bijou Theatre in Chelsey. This confluence of cultural interests represents two important characteristics of Bruce County's cultural fabric: resilience and adaptation. The presence of other adaptive reuse candidate structures across the County, specifically old town halls, churches, vacant heritage storefronts, and residences, provides a response to a particular thread of public engagement. These comments addressed the perceived absence of accessible, well-suited venues for temporary or pop-up exhibits, shows, and concerts.

Where necessary, communities have also constructed new state-of-the-art facilities to accommodate larger populations and specific mandates, sports, or activities. Examples include the Bruce County Museum & Cultural Centre, the Kincardine Davidson Centre, and The Plex (Saugeen Shores Community Complex) in Port Elgin.

Ontario Culture Strategy: Goal 2, Strategy 1

Work with government partners and culture stakeholders to maximize the use of public libraries, museums, galleries and other culture facilities as community hubs and explore opportunities to integrate arts and culture activities and spaces into schools and other community facilities.



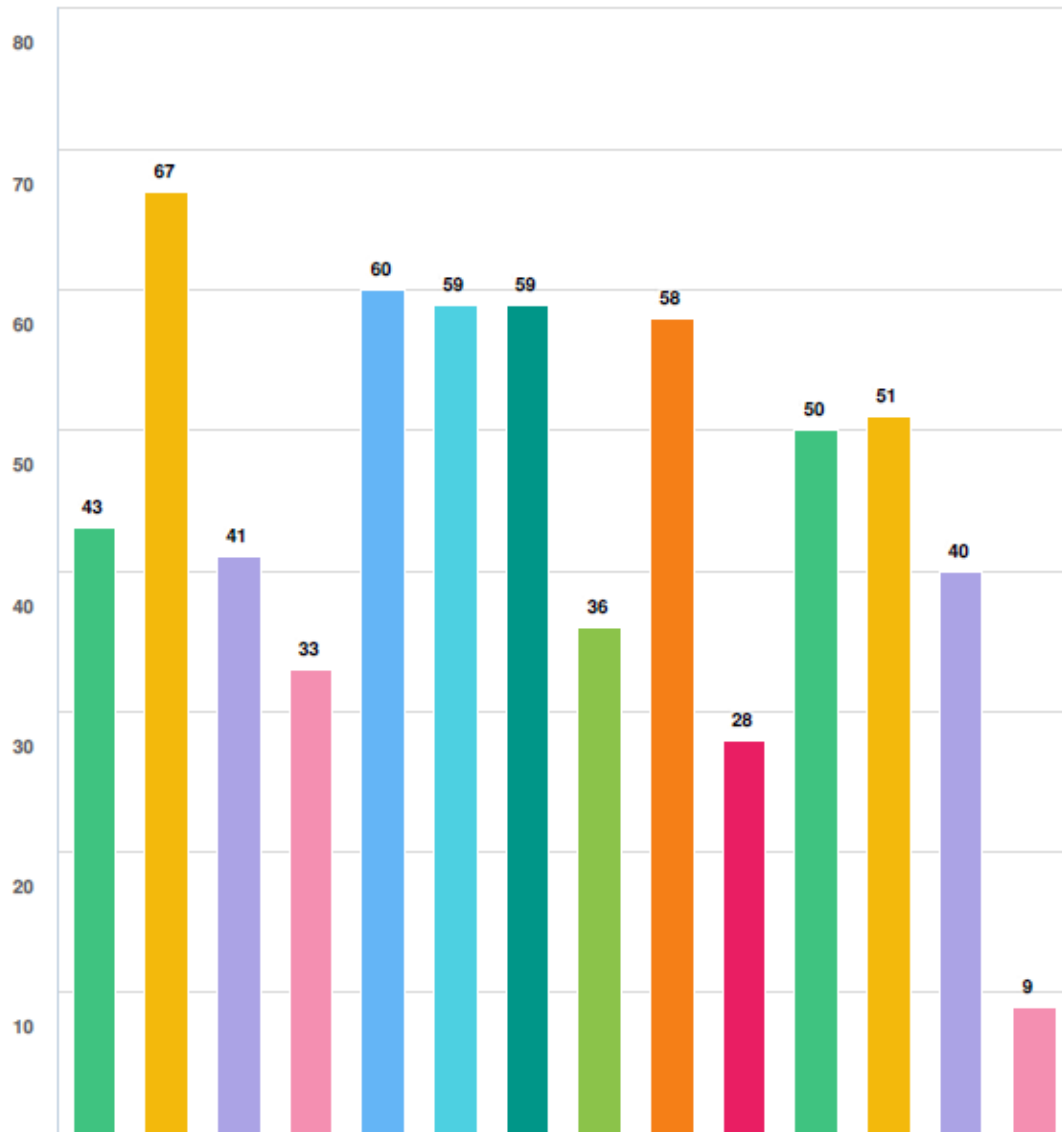
Southampton Town Hall (TMHC)

The CRF resource types in the *Spaces & Facilities* category often serve broader social functions than those envisioned within a CAP. In addition to cultural events and programming, these venues, including those with cultural mandates, become important resources and gathering places for a wide variety of community sectors including sports, education, economic development, and civic administration. Bruce County planning initiatives can include a comprehensive accounting of the availability and functionality of existing spaces. This high-level insight spanning municipal boundaries can provide planning support for the individual municipalities when considering the adaptive reuse of existing structures or creation of new ones for cultural purposes.



Bruce County Archives (Bruce County Museum & Cultural Centre)

Q8 In the last year which of the following facilities/businesses have you visited in Bruce County? Please check all that apply



Question options

- Art Gallery
 ● Bar or Restaurant
 ● Cenotaph/War Memorial
 ● Church
 ● Community Centre
- Conservation Area
 ● Hiking Trail
 ● Historic Site
 ● Library
 ● Movie Theatre
 ● Museum
- Recreational Park
 ● Sports Arena
 ● Other (please specify)

3.2 From Cultural Assets through the BCCP to Action Plan

Bruce County is located in southwestern Ontario and shares an extensive coastline with Georgian Bay, to the north and east, and Lake Huron, to the west. The County encompasses a variety of coastal and interior landscapes ranging from the forested expanses of the Canadian Shield to the north, to fertile farmland and vibrant harbours to the south. These visible distinctions in the land are matched by a diversity of cultures and communities across the County. Indigenous concepts of a grounded relationship between the land and its peoples, are shared throughout settler communities that have come to the region since the first European contact.

Within this physical and historical context, and through the analysis of the BCCAI and the Bruce County CRF, the cultural perspective of Bruce County in planning decisions (the BCCP) is made clear.

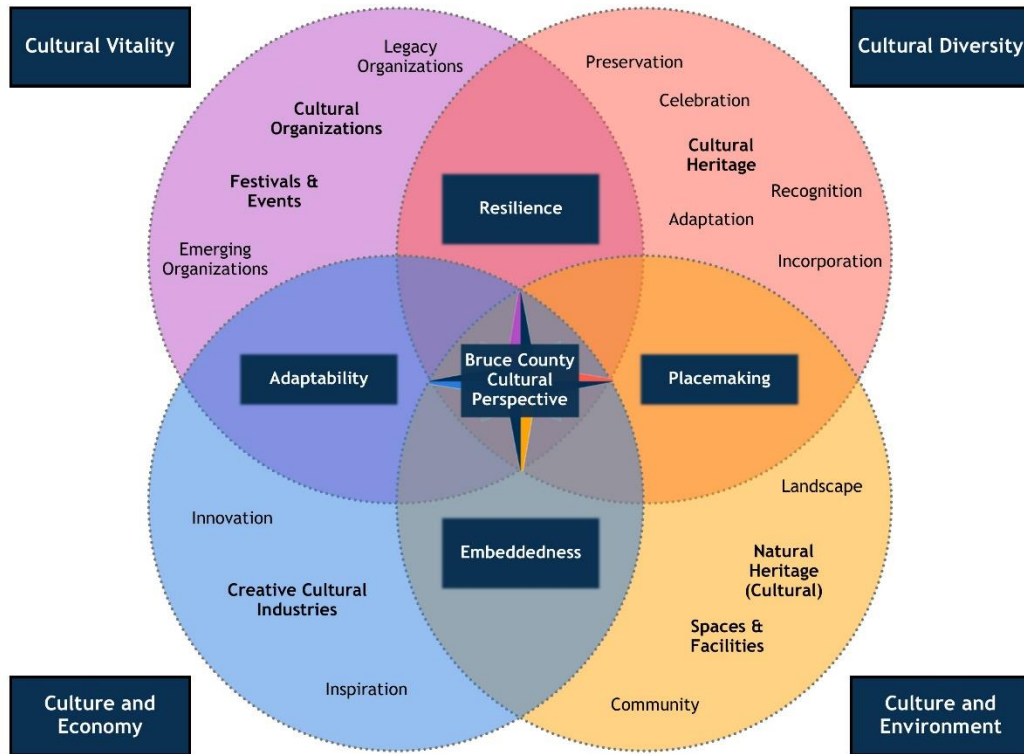
The BCCP:

- Recognizes, incorporates, celebrates, and preserves Bruce County's rich and diverse cultural heritage, adapting when necessary, and respecting the significant role and continued presence of Indigenous peoples;
- Appreciates the relationships between nature and culture, landscape and community, place-making and embeddedness (the relationship between activities and the environment);
- Celebrates and reinforces the resilience and adaptation of diverse communities, past and present, including local legacy and emerging organizations and volunteers; and
- Strives to balance innovation and growth with the inspiration derived from the County's rich natural and cultural heritage, recognizing that the sustainability of Bruce County's creative economy depends on both.



*Temporary Heritage Quilt
(St. Edmunds
Bruce Peninsula Museum)*

THE BCCP AND CULTURAL SUSTAINABILITY



Community consultation helped define how arts, culture, and heritage contribute to Bruce County's unique perspective. Public input in Cultural Mapping has also been invaluable in identifying both the range of cultural assets present today in Bruce County and potential avenues for collaborative development and growth. By sharing their goals and vision, local organizations and community members have also helped establish the scope of the CAP: it is through the BCCP that effective cultural planning is resolved. Community consultation has also highlighted a collective concern for sustainability including the balance between development and preservation. In pursuing sustainability, Bruce County encourages growth and economic vitality, while preserving and supporting the places, events, communities, and stories that contribute to the County's unique character.

4.0 BRUCE COUNTY CULTURAL ACTION PLAN

4.1 Establishing a Shared Vision

Bruce County residents, members of the Steering Committee and Advisory Committee, as well as local leaders from across the arts, culture, and heritage sectors have provided crucial input, contributed their knowledge, and shared their concerns and aspirations throughout the consultation process. Together with best practices in cultural planning, their collective insight established a shared vision for arts, culture, and heritage in Bruce County that is based in six core values.



*John Leader plays on the Paisley Artscape Society's Street Piano "Believe"
(Paisley Artscape Society)*

CORE VALUES

- 1) The unique identity of Bruce County is supported by a rich tapestry of cultural assets and natural resources. We honour and celebrate the diverse heritage, culture, and artistic expressions that shape the character of our communities and the County as a whole.
- 2) We recognize and respect the unique heritage, culture, and artistic expressions of Saugeen Ojibway Nation and the Historic Saugeen Métis,

and we seek to strengthen our relationships in support of mutual cooperation.

- 3) Our cultural sights, sounds, and stories are key in making Bruce County a vibrant place to live, vacation, and visit. We want everyone to have the opportunity to experience Bruce County's heritage, culture, and artistic expressions.
- 4) We value our individual cultural assets, talents, and expertise. We can further strengthen them through coordinated communication and other collaborative efforts.
- 5) Our heritage, culture, and artistic expressions are fundamental to the long-term economic health and quality of life of our communities.
- 6) Planning decisions are integral to ensuring the sustainability and success of our heritage, culture, and artistic expressions.



*Downtown Lucknow
(Township of Huron-Kinloss)*

4.2 Strategic Directions

To achieve the vision framed by the Core Values, the CAP identifies a series of strategic directions that support both existing organizations and new initiatives to promote cultural sustainability across the County. These strategic directions can be grouped into five broad strategic clusters, highlighting various ways in which strategic directions might be mutually reinforcing and particularly complementary. The Strategic Directions selected for the Bruce County CAP do not exhaust the field of possible action inspired by the Core Values, but rather, narrow the focus to those sectors that are most important or in need of intervention.

Strategic Area 1: Build Cultural Capacities

Strategic directions:

- 1.1 Formalize County-level cultural administrative, technical, and coordination resources.
- 1.2 Expand the use of County-owned spaces, and increase the visibility of libraries as resource centres.
- 1.3 Foster an environment for successful cultural sector fundraising and grant applications.



Strategic Area 2: Develop and Maintain Cultural Assets

Strategic directions:

- 2.1 Diversify cultural representation through new stories and partnerships.
- 2.2 Create and maintain County-level inventories of cultural places.
- 2.3 Support the integration and digitization of Bruce County cultural repositories.

Strategic Area 3: Improve Cultural Communication

Strategic directions:

- 3.1 Leverage Bruce County digital platforms to promote the visibility of cultural events and programs County-wide.
- 3.2 Take advantage of Bruce County media and social media platforms to facilitate access to digital content.
- 3.3 Facilitate communication between local groups and businesses within and across municipalities.



Strategic Area 4: Implement Coordinated Cultural Planning

Strategic directions:

- 4.1 Ensure accountability on implementation of the CAP and monitor cultural vitality.
- 4.2 Foster municipal initiatives and policies that are mutually reinforcing.
- 4.3 Develop a Bruce County approach or perspective (the BCCP) with a view to cultural integration and communication.



Strategic Area 5:
Encourage
Cooperation with
Indigenous
Communities

Strategic directions:

- 5.1 Ensure that Indigenous opportunities for input are included in every cultural planning initiative.
- 5.2 Co-develop and sustain resources communicating Indigenous culture and heritage to be included in cultural programming by local and municipal organizations in Bruce County.
- 5.3 Bridge the generational gaps between Elders and youth across Indigenous and non-Indigenous communities.



4.3 Recommended Actions

Strategic Directions and Actions	Timing	Outcome Measures	Partners
Strategic Direction 1.1			
Formalize County-level cultural administrative, technical, and coordination resources			
Designate a point person for culture-related questions and communications at the County; explore creating distinct staff position(s) within the County to coordinate CAP-related and other heritage, culture, and artistic expression initiatives	Year 1	A point person is designated, and their contact information made available	Bruce County
To promote public awareness of County-wide unity, encourage synchronous but non-competing events in all municipalities (e.g., Bruce County Doors Open, Christmas tree lighting, cottage opening, weekend art sale, etc.)	Short	Synchronous events have taken place	Municipalities
Explore ways of coordinating event calendars among organizations, to avoid scheduling conflicts, promote participation, and possibly extend the tourism season (in coordination with seasonal venues like Jubilee Hall)	Medium	Scheduling conflicts are reduced	Cultural organizations
Explore the possibility of bundling cultural activities and programs with accommodation and dining offers (including to promote off-season activities)	Medium to Long	Bundled activities have been considered	Tourism sector
Encourage municipalities to organize activities that showcase several organizations with similar goals, such as an art crawl, a garden tour, or an orchard trail	Medium	Thematic activities have been organized	Municipalities
Help facilitate regional shuttles and/or coordinate rideshares to events (including but not limited to senior citizens)	Medium	Transportation to events has been facilitated	Local transportation companies
Strategic Direction 1.2			
Expand the use of County-owned spaces and increase the visibility of Libraries and Museum/Archives as resource centres			
Make County Museum and Libraries' space available for skill share workshops on specific topics, including website design, social media, event organization (e.g., Eventbrite), and business management for not-for-profit organizations	Year 1	Thematic skill share workshops are organized	Bruce County Museum and Bruce County Public Library

Strategic Directions and Actions	Timing	Outcome Measures	Partners
Use a streamlined booking system to make County-owned indoor and outdoor spaces more widely available to local organizations, provide basic logistical support (room setup, A/V assistance, etc.)	Short to Medium	A booking system is created	Bruce County
Conduct an audit of County-owned outdoor spaces, buildings, and rooms to gain a clear understanding of their suitability for different kinds of activities	Medium	An assessment of County-owned spaces is produced	Bruce County
Create an incentive program for landowners of currently empty properties amenable to temporary use as art venues (bands, troupes, yoga, exhibition...); develop a set of requirements that owners would have to meet (e.g., building code, capacity, accessibility, bathrooms)	Long	Program is created and leads to the use of empty properties	Bruce County, property owners, independent artists, cultural organizations
Strategic Direction 1.3			
Foster an environment for successful cultural sector fundraising and grant applications			
Write reference letters, on request, to support funding applications by local and municipal organizations; encourage COVID-19 recovery fund applications including the province's Building Communities Fund and the Ontario Trillium Foundation's Resilient Communities Fund.	Year 1	Reference letters are written, applications are submitted	Bruce County
Host annual grant writing workshops/skill shares; consider inviting guest speakers	Short	Workshop takes place	Bruce County Public Library
Promote the Bruce County Public Library's grant database and explore developing additional supports such as a bank of document templates, including budgets, sponsorship requests, impact statements, newsletters, project timelines	Short	Grant database use increases	Bruce County Public Library
Host networking events for local organizations to meet corporate sponsors, for example around a local "adopt an archive" or "adopt an object" initiative showcasing smaller institutions	Medium	Networking event takes place	Cultural organizations, business community

Strategic Directions and Actions	Timing	Outcome Measures	Partners
Develop partnership with local organizations on Young Canada Works applications to fund temporary positions and possible shared positions between organizations	Medium	Potential for collaboration is assessed	Cultural organizations
Strategic Direction 2.1			
Promote diverse cultural representation by sharing lesser-known stories and encouraging new collaboration between cultural organizations			
Include local producers and historic markets on Culture Map (craft beer, organic farms, specialty crops, U-pick...) to promote the agrarian history and culture of the interior	Year 1	Culture Map is updated	Bruce County
Organize a symposium to connect historical researchers, artists, and organizations to facilitate joint events, and other collaborative projects (e.g., opportunities for facilitating commissions from queer or Indigenous artists for Paisley Artscape)	Medium	Symposium takes place	Bruce County Museum and Bruce County Public Library
Develop an interpretive signage program that ensures women, LGBTQ+ communities, Indigenous communities, and other marginalized groups are represented	Medium	Program is developed	Municipalities, SON, HSM, Kincardine Pride
Connect with the local immigration council to foster diversity and connect new residents with cultural organizations in their community (e.g., culture pass)	Medium	Connection is established	Grey County, local immigration council
Explore opportunities with SON and HSM on the development of cross-referenced Indigenous archival resources and capacities for realizing County programming	Long	Resources are developed and made available	Bruce County Museum and Bruce County Public Library
Strategic Direction 2.2			
Create and maintain County-level inventories of cultural places			
Publish and maintain an interactive Culture Map based on CAP cultural asset mapping; include basic information and links to source platforms (Municipalities) and/or data-sharing with those platforms where applicable (e.g., Kincardine Heritage)	Year 1	Culture Map is published and maintained	Municipalities
Connect the Culture Map with the event calendar by coordinating with the municipalities on a common spatial coordinate format. (Explore the Bruce)	Short	Event calendar and Culture Map link to one another	Municipalities

Strategic Directions and Actions	Timing	Outcome Measures	Partners
Incorporate and maintain listed and designated heritage structures into the County's GIS planning platform	Medium	County GIS planning platform is updated	Municipalities
Partner with SON and HSM to facilitate Indigenous cultural mapping and to identify Indigenous place names	Long	Partnership is established	SON, HSM
Strategic Direction 2.3			
Establish and maintain a directory of cultural repositories in Bruce County and aggregate digital and physical resources from source organizations about local stories, artistic and architectural styles, and digital and physical archives.			
Create a virtual roundtable for county and local archivists and collection managers to assess data management needs, opportunities for co-development and further digitization of resources, and application for grants	Short	Roundtable takes place	Bruce County Museum and Archives
Create and maintain a county-wide public directory of diverse local archives, including Indigenous archives, with a synopsis of their collections and areas of expertise	Short	Directory is made available	Bruce County Archives
Digitize historic photos and create a public repository with standardized metadata referring to original sources; help communities grow and establish their archives (crowdsourced Instagram)	Medium to Long	New digitized material is available	Bruce County Museum and Archives
Create and maintain a county-wide bibliography of publications by local organizations and authors (e.g., histories, biographies, art compilations, works of fiction)	Medium to Long	Bibliography is made available through Bruce County Public Library	Bruce County Public Library
Realize the consolidation of Bruce County Archives off-site storage holdings into a common facility with sufficient additional space for anticipated growth.	Long	Collections are transferred and facility is operational.	Bruce County Museum and Archives

Strategic Directions and Actions	Timing	Outcome Measures	Partners
Strategic Direction 3.1			
Leverage Bruce County digital platforms to promote the visibility of cultural events and programs County-wide			
Develop a higher profile, unified, and comprehensive events calendar that collates events from individual municipal calendars; integrate calendar with social media content	Short to Medium	Traffic to event calendar increases	Municipalities
Explore ways to facilitate low maintenance online registration through Explore the Bruce for smaller events (i.e., a Bruce County Eventbrite account)	Short	Online registration has been considered	Bruce County
Feature profiles of cultural events and organizations across the County, including links to their website and social media pages; include digital space to celebrate past events	Short	A variety of events and organizations are featured on County media home pages	Municipalities, cultural organizations
Encourage and promote events for younger audiences (i.e., a family-directed page or filter on Explore the Bruce)	Short	Participation increases among young audiences	Bruce County
Create a printable monthly version of the events calendar to help distribution in community centres and remote locations (e.g., trailheads)	Medium	Event calendar is available in printable format	Bruce County
In the events calendar, implement a wider variety of search filters (e.g., concerts, heritage events, outdoor/indoor, family-friendly, accessibility, etc.); coordinate with Municipalities on use of common search tags	Medium	New search filters are created	Bruce County
Create a County-wide cultural passport to help uplift seasonal organizations	Long	The cultural passport has been discussed	Cultural organizations
Develop self-guided audio/mobile app tours for drivers, hikers, and pedestrians (augmented reality); when available, provide download links for local self-guided tours on Explore the Bruce (e.g., quilt trails)	Long	Self-guided tours are more readily available and used	Bruce County

Strategic Directions and Actions	Timing	Outcome Measures	Partners
Strategic Direction 3.2			
Take advantage of Bruce County media and social media platforms to facilitate access to digital content			
Standardize county-wide hashtags and handles to promote social media aggregation and cross-referencing	Short	Cross-referencing increases	Bruce County
Complete a Gap analysis of County social media accounts identifying the functions and mandates of existing accounts and platforms, potential for new accounts and platforms, and possible procedural efficiencies for cross-hosting and promoting content between accounts and platforms	Short to Medium	A communication plan is developed for each County media platform	Bruce County
Use coordinated social media programming to encourage membership in local cultural associations (e.g., through Instagram community photo survey)	Short to Medium	Membership in local associations increases	Cultural organizations
Consider livestreaming local events and/or publishing recordings afterward (lectures, meetings, old exhibition tours, etc.)	Medium	Live events reach broader audience	Bruce County
Leverage the Explore the Bruce YouTube channel to broadcast locally made content including a possible short film contest	Long	Local video content is more widely viewed	Bruce County
Make digitized archival films available through the YouTube channel; promote use of the YouTube channel to embed videos on the website of individual cultural repositories	Long	Content from YouTube channel is embedded on various County websites	Bruce County
Strategic Direction 3.3			
Facilitate communication between local groups and businesses within and across municipalities			
Create an email distribution group for cultural promotions across municipalities	Short	Distribution group has been created and used	Bruce County
Encourage commercial spaces (such as farmers' markets, restaurants, and bars) to advertise cultural events	Short	Promo for cultural events more visible in commercial spaces	Business community, tourism sector

Strategic Directions and Actions	Timing	Outcome Measures	Partners
Organize online networking events among like-minded organizations to promote partnerships in different municipalities; events could be held around themes such as youth engagement, successes of the last year, making room for the arts, cultural heritage preservation, etc.	Long	Events have been organized	Cultural organizations
Encourage partnerships with regional universities and community colleges with respect to work and volunteer placements and graduate research projects	Long	Partnerships have been sought and/or established	Western University; Laurentian University, Georgian College, Fanshawe College
Coordinate with municipalities, parks, and conservation authorities on improving heritage-related trail systems and water access (e.g., historic portage routes), including through integrated cultural interpretation programming (such as wayfinding and heritage signage)	Long	Cultural interpretation of trails and water access has been enhanced	Municipalities, Ontario Parks
Strategic Direction 4.1			
Ensure accountability on implementation of the CAP and monitor cultural vitality			
Develop and administer a review process for the CAP recommended actions by County staff—adjust timelines, identify completed objectives, and evaluate and apply metrics regarding the effectiveness of completed objectives; to be reviewed by Council	Year 1	Recommended actions have been reviewed; outcome measures have been evaluated	Bruce County
Hold a virtual symposium about cultural planning successes with local organizations and individual stakeholders/creators; announce this event at CAP kickoff	Year 1	Symposium has taken place	Municipalities, cultural organizations
Design and administer an annual digital survey on the state of Culture in Bruce County (like that designed for CAP consultation) to keep track of successes, challenges, and trends in heritage, culture, and arts sectors; generate a report that is shared with municipalities	Short	Digital survey has been designed and administered; a report has been circulated	Municipalities

Strategic Directions and Actions	Timing	Outcome Measures	Partners
Share best practices by highlighting successful municipal cultural planning cases (e.g., creative reuse of heritage buildings) through social media postings or other platforms	Medium	Media platforms have highlighted success stories	Bruce County
Strategic Direction 4.2			
Foster municipal initiatives and policies that are mutually reinforcing			
Hold biannual cultural planning meetings with representatives of each municipality	Year 1	Meetings have been held biannually	Municipalities
Conduct a gap analysis of municipal cultural incentive programs such as façade improvement programs, film and digital production incentives, and other cultural sector grants; coordinate with municipalities on the development of new programs	Short	Analysis has been conducted and reported	Bruce County
Form exploratory committee to assess the need/possibility for a unified municipal heritage assessment procedure	Medium	Exploratory committee met	Municipalities
Form an exploratory committee to investigate the possibility of applying of cultural heritage landscape (CHL) designations within Bruce County	Medium	Exploratory committee met	Municipalities
Jointly develop a common heritage conservation district (HCD) implementation procedure referencing the Kincardine example and existing documents like the Southampton Downtown Design Guidelines; work with municipalities to identify and prioritize prospective HCDs	Long	HCD implementation procedure has been developed	Municipalities
Strategic Direction 4.3			
Develop a Bruce County approach or perspective (the BCCP) with a view to cultural integration and communication.			
Audit County communications for inclusive language and terminology, including gender and other self-identifying options	Short	Communications have been audited and reported upon	Kincardine Pride
Appreciate the distinction between seasonal and permanent residents when making cultural planning decisions, for example taking into account the changing demographic profile of the region over the year	Short	Seasonal distinction has been appreciated	Bruce County

Strategic Directions and Actions	Timing	Outcome Measures	Partners
Adopt official plan policies that encourage the lower-tier municipalities to develop their own official plan policies specific to Municipal Cultural Planning.	Medium to Long	Bruce County Official Plan policies have been adopted	Municipalities
Innovate the inclusion of Indigenous spatial layers, including place names (with audio), traditional use sites and travel ways, and place-based histories into GIS planning platforms in collaboration with SON and HSM	Long	GIS planning platforms have been innovated	SON, HSM
Develop a County Public Art Policy, including a program to require and display art by local creators in public spaces; include and update artwork and photographs in County buildings to reflect the diverse heritage, culture, and artistic expressions of Bruce County, and encourage municipalities to do the same	Long	Public Art Policy has been developed and approved	Municipalities
Strategic Direction 5.1			
Ensure that Indigenous opportunities for input are included in every cultural planning initiative			
Negotiate step-by-step Indigenous engagement protocols for cultural planning	Year 1	Negotiation has been initiated	SON, HSM, MNO
Organize a summit between municipal administration and Indigenous leadership to set goals for their relationship	Short	Summit has taken place	SON, HSM
Organize an annual cultural planning review conversation between County administration and SON, in addition to informal conversation and relationship building throughout the year	Short	Conversation has taken place every year	SON
Organize an annual cultural planning review conversation between County administration and HSM, in addition to informal conversation and relationship building throughout the year	Short	Conversation has taken place every year	HSM
Identify and maintain an internal list of key Indigenous community contacts for different cultural planning sectors (e.g., arts, traditional use, history, archaeology)	Medium	List is published and maintained	SON, HSM, MNO
Formally develop and adopt a capacity-funding procedure to facilitate the participation of Indigenous communities in significant County cultural planning initiatives	Long	Procedure is developed and adopted	SON, HSM

Strategic Directions and Actions	Timing	Outcome Measures	Partners
Strategic Direction 5.2 Co-develop and sustain resources communicating Indigenous culture and heritage to be included in cultural programming by local and municipal organizations in Bruce County			
Cross-promote Indigenous cultural events such as Pow Wows and Métis Gatherings on County platforms including high profile social media and events calendar postings	Year 1	Events are promoted on County platforms	SON, HSM
Call a roundtable about developing a format or protocol for land acknowledgements in Bruce County	Short	Roundtable has been called	SON, HSM
Develop a directory of Indigenous visual artists, dancers, musicians, and storytellers looking and available for commissions and performance bookings	Medium	Directory is developed and published	SON, HSM
Coordinate with communities to co-develop factsheets on Indigenous histories, traditions, language, and SON treaties for use in cultural and educational programming	Long	Factsheets are co-developed and shared	SON, HSM
Co-develop and maintain a list of recommended Indigenous historical and cultural reference resources including key community contacts for different sector inquiries (e.g., education, planning) and/or a list of frequently asked questions (FAQs) about involving HSM and SON in cultural programming (County website)	Long	List of resources is co-developed and shared	SON, HSM, MNO
Strategic Direction 5.3 Bridge the generational gaps between Elders and youth across Indigenous and non-Indigenous communities			
Encourage youth positions on municipal heritage committees	Short	Positions are filled by youth	Municipalities, Bluewater District School Board, Bruce-Grey Catholic District School Board
Ensure County cultural planning consultation includes youth representation (e.g., advisory committee invitations)	Short	Youth is represented in consultation	Bluewater District School Board, Bruce-Grey Catholic District School Board

Strategic Directions and Actions	Timing	Outcome Measures	Partners
Organize a Bruce County Youth Summit with cultural organizations	Medium	Summit has taken place	4H, Bluewater District School Board, Bruce-Grey Catholic District School Board
Develop programs aimed at engaging seasonal youth visitors in temporary employment at cultural events and organizations (see Bruce Peninsula National Park model)	Medium	Program is developed, seasonal youth is employed	St. Edmunds and Peninsula Museum
Sponsor the development of an “Elders in the Classroom” program for Bruce County schools (https://anishinabeknews.ca/2019/04/19/elders-in-the-classroom/)	Medium to Long	Program is developed and implemented	SON, Bluewater District School Board, Bruce-Grey Catholic District School Board
Coordinate with Indigenous communities and County cultural institutions on the creation and delivery of “on-the-land” Indigenous cultural education programming for potential use in schools and summer camps	Long	Programming is developed and delivered	SON, HSM, Bruce County Museum
Develop a program for visual arts students involving the cross-generational recording of stories to be hosted on the Bruce County, Bruce County Museum, Bruce County Public Library social media platforms	Long	Stories are recorded and shared	Bruce County Public Library

5.0 IMPLEMENTING THE CAP

5.1 Proposed timeline for recommended actions

The implementation of the CAP is dependant upon approval from County Council. It is recommended that the final draft be brought forward to Bruce County Council & SON Joint Council in early 2021. The implementation would follow later in 2021, with recommended Year 1 actions being undertaken into 2022. The short term recommended actions would follow in Year 2 and 3, medium term recommended actions in Year 4 and 5 with longer term recommended actions beginning in Year 4 and 5. It is recommended that the Bruce County CAP be reviewed every five years to update timelines and ensure that it continues to be relevant and reflects any changes in overall provincial and municipal policy direction and legislation that may have occurred.

The key recommendation in the first year of the implementation of the Bruce County CAP is to designate a point person for culture-related questions and communications at the County. If not immediately, in the longer term, Bruce County should explore creating distinct staff position(s) within the County to coordinate CAP-related and other heritage, culture, and artistic expression initiatives. First year actions anticipate ongoing COVID-19 restrictions, likely necessitating remote meetings and consideration of the ongoing cultural impacts of the pandemic in Bruce County. Applying to one-time/short term cultural recovery funds, such as the province's Community Building Fund and the Ontario Trillium Foundation's Resilient Communities Fund should also be a priority for the cultural sector during this period.

The key recommendations in the short-term focus on building the networks and capacity across Bruce County for effective cultural planning, while taking the initial steps to improve communications.

The longer-term recommendations focus on the development of policies and programming, some of which may require funding, such as to bring Elders into the classroom and develop school programming.

5.2 Recommendations for effective rollout and review

To ensure that the Bruce County CAP reaches its audience and receives as much support from the public as possible, TMHC recommends that the County develop a communication plan for the CAP rollout. Once the CAP has been approved by County Council, the Steering Committee might consider:

- 1) Developing a social media campaign celebrating the success stories most popular among respondents and highlighting the objectives for arts, culture, and heritage in Bruce County for the coming years. A

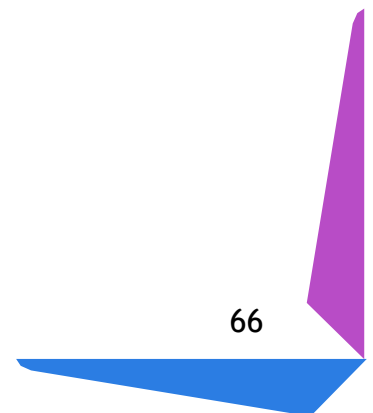
social media campaign might include the coordinate use of hashtags by cultural organizations, a photo survey on Instagram documenting cultural assets from the map, harmonized backgrounds and graphics across Bruce County social media platforms, etc.

- 2) Scheduling and organizing in-person Open Houses once the restrictions to prevent the spread of COVID-19 are lifted or eased.
- 3) Composing and circulating a newsletter to participants and people who signed up to receive updates through Plan the Bruce, highlighting key findings and objectives, and linking to documents available publicly.
- 4) Hosting digital open houses or forums to present a public-facing CAP summary document.

Besides creating a robust communication plan, leaders of Bruce County should consider how accountability for implementation of the CAP will be maintained across the County and over the course of several years.

To that end, the County might consider hosting an annual symposium with leaders from the arts, culture, and heritage sectors in Bruce County, highlighting the successful implementation of recommended actions as well as areas of improvement. The County could also establish internal procedures and workflows to monitor the implementation of the CAP. This might include creating a county-wide committee to monitor the CAP during regular meetings (e.g., biannual), or appointing a designated point person, or both. Furthermore, drawing from the example of other successful CAPs in Ontario, Bruce County might consider conducting a 5-year review of the CAP resulting in updated strategic directions and recommended actions.

Through ongoing innovation and collaboration conducted within thoughtful cultural planning, Bruce County can honour the many legacies of its lands and peoples while simultaneously realizing their past, present, and future hopes and aspirations.



6.0 GLOSSARY OF TERMS

This glossary draws from PPS 2020, Bruce County's Plan the Bruce website, and various works cited in the References section.

Archaeological Resources

Includes artifacts, archaeological sites, marine archaeological sites, as defined under the *Ontario Heritage Act*. The identification and evaluation of such resources are based upon archaeological fieldwork undertaken in accordance with the *Ontario Heritage Act*. [PPS 2020]

Built Heritage

A building, structure, monument, installation or any manufactured or constructed part or remnant that contributes to a property's cultural heritage value or interest as identified by a community, including an Indigenous community. *Built heritage resources* are located on property that may be designated under Parts IV or V of the *Ontario Heritage Act*, or that may be included on local, provincial, federal and/or international registers. [PPS 2020]

Core Values

In the context of a CAP, Core Values highlight why the CAP is being developed. They frame the vision for the CAP by identifying key values, and they help establish high-level criteria for deciding which strategic directions to pursue.

Creative Cultural Industries

The Canadian Framework for Culture Statistics (2011) defines Creative Cultural Industries as establishments that create, produce, and/or distribute “goods and services that are the result of creative artistic activity and whose main purpose is the transmission of an intellectual or cultural concept.” (Statistics Canada 2011)

Culture

The Ontario Culture Strategy defines culture as the expression of the unique stories that take root in a landscape and express both its diversity and that of its peoples. Culture is both tangible and intangible; it is reflected in languages, value systems, beliefs, cultural identities, traditions, foodways, artifacts, heritage buildings, places, and landscapes.

Cultural Action Plan (CAP)

Bruce County defines a CAP as a collaborative community process, facilitated by the County and approved by Council, that identifies and leverages the County's cultural resources, strengthens the management of those resources, and integrates them across all facets of County

planning and decision-making. The CAP encompasses both the process involved in designing the plan, as well as the ongoing actions that result from it.

Cultural Asset (Cultural Resource)

A cultural asset, also called cultural resource, includes creative cultural industries, cultural facilities, natural and cultural heritage, festivals and events, and community cultural organizations.

Cultural Heritage

The Ontario Culture Strategy (2016) recognizes that “Cultural Heritage includes built heritage, cultural heritage landscapes, archaeology, museums, and heritage organizations.” Cultural Heritage reflects the stories, places, activities, and knowledge that shape a community.

Cultural Heritage Landscape

A defined geographical area that may have been modified by human activity and is identified as having cultural heritage value or interest by a community, including an Indigenous community. The area may include features such as buildings, structures, spaces, views, archaeological sites or natural elements that are valued together for their interrelationship, meaning or association. Cultural heritage landscapes may be properties that have been determined to have cultural heritage value or interest under the Ontario Heritage Act, or have been included on federal and/or international registers, and/or protected through official plan, zoning by-law, or other land use planning mechanisms. [PPS 2020]

Cultural Mapping

Cultural mapping is a systematic process that identifies, records, and classifies a community’s cultural resources. It describes and visualizes the cultural resources that are both tangible and intangible. The cultural mapping process and end results must include a database that links to a thematic map, or a geographic information system.

Cultural Resources Framework

A cultural resources framework is a consistent set of categories applied to cultural asset databases, developed around Statistics Canada’s Canadian Framework for Cultural Statistics.

Designated Property

A property or building recognized by a Municipal Council as having significant heritage value or meaning to a community, and protected under Part IV of the *Ontario Heritage Act*. Designated properties or buildings cannot be altered or demolished without Council approval.

Embeddedness

In this context, embeddedness refers to the dependence and relationships between economic activities and the natural and cultural environments in which these activities occur (see Polyani 1944 [2001]).

Heritage Conservation District (HCD)

HCDs are “areas whose cultural heritage value contributes to a sense of place extending beyond their individual buildings, structures and landscapes,”³² and that are designated under Part V of the *Ontario Heritage Act*. HCD designations protect entire areas or neighbourhoods that have significant heritage value or meaning as a whole.

Intangible Cultural Assets

Intangible cultural assets are not physical but consist of the practices, ceremonies, knowledge, skills, stories, and traditions that contribute to defining a community’s unique identity and sense of place.

Legacy Organizations

Local community organizations whose formation predates the current amalgamated municipal arrangement. These often correspond to former townships, formerly incorporated villages, and early historical settlements.

Listed Property

A property that has been identified by Municipal Council to be included on their municipal register of heritage properties but has not been formally designated under the *OHA*.

Municipal Cultural Planning

Municipal cultural planning is a process for identifying and mapping of cultural assets, in order to determine how a municipality can reach their goals regarding the protection and growth of arts, culture, and heritage.

Municipal Heritage Committee (MHC)

Defined in Part IV of the Ontario Heritage Act, a Municipal Heritage Committee (formerly Local Architectural Conservation Advisory Committee) consists of no fewer than five members and provides advice to Municipal Council on heritage-related matters.

Municipal Heritage Register

Originating in the Ontario Heritage Act, a municipal heritage register (or inventory) records a municipality’s listed and designated heritage properties.

³² http://www.mtc.gov.on.ca/en/heritage/heritage_conserving_districts.shtml

Natural Heritage

Features and areas of the natural landscape, such as habitats, coastlines, and areas of natural and scientific interest, “which are important for their environmental and social values.” [PPS 2020] The CAP uses the term *natural heritage (cultural)* to distinguish the consideration of cultural assets related to natural heritage from other Bruce County planning documents.

Placemaking

The deliberate act of collectively creating locations and spaces that provide cultural, economic, and/or social value to a community. Placemaking can be accomplished through physical alteration and/or tangible or intangible association with cultural knowledge, events or practices.

Protected Heritage Property

A property designated under Parts IV, V, or VI of the *Ontario Heritage Act*; property subject to a heritage conservation easement under Parts II or IV of the *Ontario Heritage Act*; property identified by the Province and prescribed public bodies as provincial heritage property under the *Standards and Guidelines for Conservation of Provincial Heritage Properties*; property protected under federal legislation, and UNESCO World Heritage Sites. [PPS 2020]

Recommended Actions

In the context of a CAP, recommended actions confirm how strategic directions are put into practice, in accordance with the Core Values. Recommended actions are concrete, specific, and time bound. They might include activities and projects with a specific beginning and end, directed at a specific audience.

Strategic Direction

In the context of a CAP, strategic directions identify what the CAP hopes to achieve by establishing priorities and outcomes. Strategic directions might focus on areas to develop, improve, or maintain, to best reflect the core values that guide the CAP framework as a whole.

Tangible Cultural Assets

Tangible cultural assets are physical cultural resources, such as schools, churches, cemeteries, libraries, museums and their collections, theatres, and fairgrounds.

List of Acronyms

BCCAI – Bruce County Cultural Assets Inventory

BCCP – Bruce County Cultural Perspective

CAP – Cultural Action Plan

CHL – Cultural Heritage Landscape

CRF – Cultural Resource Framework

GIS – Geographical Information Systems

HCD – Heritage Conservation District

HSM – Historic Saugeen Métis

ICOMOS – International Council on Monuments and Sites

MHC – Municipal Heritage Committee

MHSTCI – Ministry of Heritage, Sport, Tourism and Culture Industries

MMAH – Ministry of Municipal Affairs and Housing

MOECC – Ministry of the Environment and Climate Change

NEC – Niagara Escarpment Commission

NEP – Niagara Escarpment Plan

OHA – Ontario Heritage Act

PPS – Provincial Policy Statement

SON – Saugeen Ojibway Nation

TRC – Truth and Reconciliation Commission

UNDRIP – United Nations Declaration on the Rights of Indigenous Peoples

UNESCO – United Nations Educational, Scientific, and Cultural Organization

7.0 REFERENCES

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APPENDIX A: OVERVIEW OF OFFICIAL PLAN POLICIES WITHIN BRUCE COUNTY SPECIFIC TO CULTURAL RESOURCES

Municipality	Area	Year	Policy	Comments
Bruce County	County	2010	<p>4.10 <i>In cases where archaeological resources involve First Nations heritage sites or burial grounds, the First Nations shall be consulted regarding the manner in which these resources and features are to be dealt with.</i></p> <p>4.10.1.1 <i>Encourage the conservation of land, buildings and sites of historic, architectural and archaeological value.</i></p> <p>4.10.1.2 <i>County Council encourages the identification, acquisition, restoration and conservation of the historical, cultural, architectural and archaeological assets of the County.</i></p> <p>4.10.1.3 <i>In accordance with the Ontario Heritage Act, the County encourages Local Councils to support the creation of Local Architectural Conservation Advisory Committees to inventory and designate</i></p>	<p>Mandates the involvement of First Nations in decisions involving archaeological resources.</p> <p>Encourages the conservation of cultural assets including cultural heritage sites including through the establishment of municipal heritage advisory committees.</p>

Municipality	Area	Year	Policy	Comments
			<p><i>buildings, sites and districts of historical, cultural or architectural merit.</i></p> <p>4.10.1.4 <i>Development on lands containing possible archaeological resources or areas of archaeological potential, should occur in such a manner as to avoid destruction or alteration of these resources. Where this is not possible, the development proponent shall conserve the resources through removal and documentation in accordance with the Ontario Heritage Act.</i></p>	
Arran-Elderslie	Urban Areas	2005	<p>4.2 <i>Council recognizes that there are features of historic, archaeological or architectural significance within the municipality. Where possible, Council will attempt to preserve them.</i></p>	Allows for a municipal heritage committee to assist the municipality with decisions related to heritage.
Brockton	Walkerton only	2017	<p>4.2 <i>Council recognizes the importance of cultural heritage resources within the Municipality. The historical character of the community comprises those features which are unique or representative of past human activities or events. These include built heritage features such as buildings, structures, monuments or remains of</i></p>	<p>Policy is specific to the requirement for an archaeological assessment prior to development and in compliance with MHSTCI requirements.</p> <p>The policy specifically states that Council can require an assessment.</p>

Municipality	Area	Year	Policy	Comments
			<i>historical, cultural and/or architectural value, and cultural heritage features such as landscapes, vistas, sites and areas of archaeological and historic value and urban areas that are of historic and scenic interest.</i>	
Huron-Kinloss	All	2016	<p>2.12.1 <i>The Township of Huron-Kinloss is known to have significant archaeological sites and potentially significant built heritage resources. The Township recognizes the desirability and value of preserving buildings, structures and sites of historical and/or cultural merit. It is a goal of this Official Plan and any subsequent implementing documents to identify and conserve built heritage resources, heritage properties, heritage attributes, cultural heritage landscapes and archaeological resources.</i></p> <p>2.12.2 <i>Significant built heritage resources and significant cultural heritage landscapes shall be conserved. (...)</i></p>	Relies on the Ministry of Heritage, Sport, Tourism and Cultural Industries to maintain a list of possible heritage buildings
Kincardine	All	2006	<p>C3.2.1 <i>Buildings and sites in the Municipality which are of particular historic or aesthetic value will be protected through</i></p>	Policies include: C3.3.1 To review all development and redevelopment proposals in

Municipality	Area	Year	Policy	Comments
			<p><i>the cooperation of Council and the Local Architectural Conservation Advisory Committee (LACAC), Heritage Kincardine.</i></p> <p>C3.2.2 <i>Significant built cultural heritage resources and significant heritage landscapes shall be conserved.</i></p> <p>C3.3 POLICIES</p>	<p>terms of their impact on the area's heritage resources;</p> <p>C3.3.2 To use all appropriate means available to ensure development and redevelopment proposals are compatible with the heritage resources and existing character of the Community;</p> <p>C3.3.3 To encourage organizations such as Heritage Kincardine to assist Council to establish an ongoing façade improvement program (...).</p>
North Bruce Peninsula	Urban Areas	2012	<p>4.5.1 <i>Ensure the Municipality's heritage resources are documented and conserved in a responsible manner. Heritage resources include archaeological sites; buildings and structural remains of historical, architectural and contextual value; and cultural and heritage landscaped of historic and scenic interests.</i></p>	
Saugeen Shores	All	2014	<p>2.4.1.1 <i>It is a goal of this Official Plan and any subsequent implementing documents to identify and conserve built heritage resources, heritage properties, heritage</i></p>	

Municipality	Area	Year	Policy	Comments
			<i>attributes, cultural heritage landscapes and archaeological resources.</i> 2.4.2 Cultural Heritage Inventories (...) 2.4.3 Heritage Districts (...) 2.4.4 Building Designation Under The Ontario Heritage Act (...) 2.4.5 Preservation Of Heritage Resources (...)	
South Bruce Municipality	Urban Areas	2018		No policy in the OP related to cultural heritage.
South Bruce Peninsula	All	2004	2.6 <i>The municipality recognizes the importance of cultural heritage resources as a means of maintaining contact with the past, enabling a unique living environment and facilitating economic/tourism opportunities. It, therefore, is an objective of the municipality to establish a method of planning control to identify and protect heritage resources, including individual buildings, structures, monuments and/or unique districts.</i>	This policy speaks to identification and protection, but no mechanisms are outlined for doing so.

APPENDIX B: CULTURAL RESOURCE FRAMEWORK FOR BRUCE COUNTY, WITH NUMBER OF ASSETS INVENTORIED

CRF Category	CRF Resource Type	Definition	Number of Assets
Community Cultural Organizations	Community Arts Organizations	An organization with a mandate related to the arts.	11
	Genealogical Societies	A society dedicated to the tracing of family lineages and histories.	2
	Historical and Heritage Societies	A society with a focus on collecting and sharing County and former township history.	7
	Indigenous Cultural Organizations	An Indigenous organization with a cultural heritage mandate.	(4)
	Multicultural/Cultural Diversity Organizations	An organization with a mandate to support and/or celebrate minority or marginalized communities.	17
	Natural Heritage Organizations	An organization with a mandate to conserve, celebrate, and/or maintain natural heritage including parks, trails, wildlife, and watercourses.	18
Community Cultural Organizations Subtotal			59
Creative Cultural Industries	Advertising	An agency that specializes in the creation of advertisements.	3
	Antique Sales	An antique shop or distributor.	7
	Architecture	Architectural design firm.	1
	Art Dealers/Suppliers	A third-party art distributor or art supply store.	4
	Art Studios and Commercial Galleries	A specialized craftsman not otherwise considered in other categories.	19
	Artisans	A shop that primarily sells used and new books and/or music instruments and equipment.	12
	Bookstores and Music Stores	A location where original artwork is produced and sold by its creators.	8

CRF Category	CRF Resource Type	Definition	Number of Assets
Creative Cultural Industries (cont.)	Dance Studios	A dance academy or company.	8
	Digital and Media Studios	A firm specializing in digital design and media including websites.	6
	DJs and Live Music	Musical performers and disc jockeys.	2
	Film/Video/ Sound Recording	A specialized firm capable of video and/or audio recording and production.	1
	Graphic Designers	An artist working with a variety of visual media for contract promotional and design purposes.	10
	Photography	A photographer, photographic artist, or photographic studio.	8
	Pottery and Ceramics	A location where original ceramic works are produced and sold by their creators.	7
	Publishing Industries	A company that provides publishing services or producing original physical or digital news content.	12
	Radio and Television Broadcasting	A radio station or television broadcaster.	4
	Theatre Companies	A group of people that stage formal plays and theatrical productions.	6
	Tour Companies	A company that provides land and marine accompanied visits of cultural and natural heritage.	12
	Wineries, Craft Beer and Heirloom Producers	Specialized producer of wines, craft beers, or heirloom produce.	7
Creative Cultural Industries Subtotal			137
Cultural Heritage	Archaeological Sites	A widely known and acknowledged archaeological site. Does not include all sites or site leads registered with the Government of Ontario.	4
	Buildings	A building with potential cultural heritage value that is not currently listed or designated within a municipal heritage register.	107

CRF Category	CRF Resource Type	Definition	Number of Assets
Cultural Heritage (cont.)	Burial Sites	A cemetery, family plot, or single gravesite.	157
	Cultural Heritage Landscapes	An area that has been modified by human activity and is valued by a community, which may contain multiple features valued together for their interrelationship, meaning, or association. Possible candidate for designation as a cultural heritage landscape.	4
	Heritage Districts	A defined area with a concentration of heritage resources with special character or historical association that distinguishes the area from its surroundings, designated under Part V of the <i>Ontario Heritage Act</i> .	1
	Historic Corridors	A historic trail, route, road, or railway possibly converted into contemporary use.	19
	Historic Sites	A location associated with a historic event, structure, or narrative, possibly commemorated by a plaque or interpretive signage.	47
	Historic Sites—Federal	A federally designated historic location.	12
	Indigenous Heritage Sites	A location associated with Indigenous heritage including oral histories and traditional land use.	9
	Industrial Heritage Sites	A location associated with industrial heritage such as mill sites, dams, and fisheries.	33
	Living History Sites	A location where historic re-enactments or recreations of past lifeways take place.	1
	Monuments	A physical installation such as a statue or cenotaph commemorating a person, group, place, or event.	12
	Properties—Designated	A property with established cultural heritage value or interest, designated under Part IV or V of the <i>Ontario Heritage Act</i> and that appears on a municipal heritage register or in the Ontario Heritage Trust inventory.	95

CRF Category	CRF Resource Type	Definition	Number of Assets
Cultural Heritage (cont.)	Properties—Listed	A property with presumed cultural heritage value or interest that appears as listed, but not designated, on a municipal heritage register.	135
	Public Art Installations	A formal or informal art piece placed in a public space such as barn quilts, murals, and sculptures.	40
	Roadside Attractions	A class of free-standing installations placed to attract attention and draw tourism.	12
Cultural Heritage Subtotal			688
Festivals & Events	Art Shows, Gallery and Studio Tours	An event involving the display of artwork, including gallery and studio tours.	4
	Craft Festivals	A market where craft products are sold by multiple artisans and sellers.	9
	Creative Production Events	An event focused on the real-time creation of an original artistic work.	4
	Cultural Heritage Tours	A guided or self-guided tour with a focus on history and heritage.	12
	Farmers' Markets	A seasonal market for the sale of farm produce and other specialty or artisanal foods.	9
	Indigenous Events	An event involving the commemoration and/celebration of Indigenous culture by Indigenous peoples.	3
	Local and County Fairs	An annual local event including agricultural fairs and seasonal events.	45
	Multicultural/ Diversity Festivals and Events	An event involving the celebration of a variety of culturally distinct communities.	10
	Museum Programs	An activity organized by a museum, including temporary exhibitions and commented visits.	3

CRF Category	CRF Resource Type	Definition	Number of Assets
Festivals & Events (cont.)	Natural Heritage Festivals	A festival celebrating a particular natural heritage place or interest.	6
	Performing Arts Festivals	A music festival dedicated to music or other performing arts.	17
	Public Art Tours	A guided or self-guided tour with a focus on public art.	4
	Reunions	A local gathering that celebrates a particular locality or region, often with a focus on genealogy or settlement history. Includes annual, quinquennial, and other recurring events.	7
Festivals & Events Subtotal			133
Natural Heritage (Cultural)	Bird/Wildlife Sanctuaries	A reserve set aside specifically for the protection of wildlife.	2
	Botanical/Zoological Gardens	An accessible public or private botanical or zoological garden or habitat.	1
	Conservation Authorities	A conservation authority or management area.	20
	Farms and Orchards	A publicly accessible farm or orchard.	6
	Gardens and Forests	A natural or landscaped garden or forest (excludes botanical gardens, farms, and orchards).	11
	Natural History Sites	A singular natural heritage location not falling into other categories.	8
	Natural Parks	A nature reserve or other use-restricted or inaccessible natural heritage area.	15
	Parks	A publicly accessible municipal, provincial, or national designated park not falling into other categories.	48
	Scenic Destinations	A high-profile landscape or natural heritage feature. Possible candidate for designation as a cultural heritage landscape.	7
	Trails	A public or private trail suitable for walking, mountain biking, ATV, and/or cross-country skiing.	43
	Views and Vistas	An established lookout.	23
Water Access	A point from which watercraft can be placed in the water, including marinas, boat launches, and canoe launches.	53	

CRF Category	CRF Resource Type	Definition	Number of Assets
Natural Heritage (Cultural) (cont.)	Waterfalls	An accessible cascading body of water.	2
Natural Heritage (Cultural) Subtotal			239
Spaces & Facilities	Amusement Parks	A space designed for thematic recreational activities such as racing, arcades, and climbing	8
	Art Galleries	A facility associated with the collection and exhibition of artwork from a variety of artists.	3
	Civic Administration	A facility associated with County and municipal administration including offices and tourism information centres.	25
	Community Centres and Halls	A multipurpose facility that serves as a gathering space for a variety of community groups and functions.	60
	Fairgrounds	Large indoor and outdoor spaces often affiliated with significant community events.	5
	Libraries and Archives	A facility with a mandate to collect and provide access to books and other materials including digital content and historical records.	21
	Movie Theatres	A cineplex or cinema.	1
	Museums	A facility with a mandate to collect, curate, interpret and display physical artifacts and narratives.	11
	Performing Arts Facilities	A facility or space designed to accommodate a variety of activities related to performance arts including training and formal performances.	3
	Religious Spaces	A space associated with religious practices that may also serve wider community functions.	113

CRF Category	CRF Resource Type	Definition	Number of Assets
	Research and Study Centres	A space or facility associated with research or higher education.	2
Spaces & Facilities (cont.)	Theatres	A facility that accommodates formal artistic performances such as plays, recitals, or concerts.	6
Spaces & Facilities Subtotal			258
Total Number of Cultural Assets Inventoried			1514