



TOWN OF HINTON

POLICY TITLE: CULTURE POLICY

POLICY #: 080

EFFECTIVE DATE: May 19, 2009

ADOPTED BY COUNCIL ON: May 19, 2009

POLICY STATEMENT

The Town of Hinton recognizes Hinton as a “creative” cultural hub. Culture plays a key role in Hinton’s social, cultural and economic development, as vehicles for growth, urban renewal, and effective marketing of Hinton. Through this policy, and the adoption of specific action plans developed under it, Town Council shall support the development of heritage and local artists, generate new employment opportunities, develop opportunities for arts expression, participation, presentation and exhibition and improve the quality of Hinton’s built environment.

Specifically, Town Council recognizes that arts and culture:

Generate Economic Wealth. In addition to being employment generators in their own right, arts and culture attract businesses to the community (a significant economic development magnet) and contribute to other industries such as tourism and trade.

Improve Quality of Life. Arts and culture contribute to good personal health, good mental health (by reducing stress and depression), high self-esteem and positive self-image. They also provide important means for demonstrating and developing creativity, self-expression and creating and animating special places through urban design.

Reduce Anti-Social Behaviour. Arts and culture help to reduce self-destructive behaviour (such as smoking, substance abuse and depression), thereby reducing crime. Arts and culture also help to reduce racism through increasing understanding of, and between, cultures.

Build Healthier Communities. Arts and culture assist with the development of social skills and stimulate participation in family and community life; act as a catalyst to build strong, self-sufficient communities; help people understand their neighbours, their history and their environment; and help to generate pride in Hinton's different communities.

Provide Opportunities for Minority Groups. An open and vibrant cultural community and awareness of arts and culture help minorities to feel part of Hinton. Arts and culture provide a vehicle for inclusion, without insisting on integration.

1. REASON FOR POLICY

This policy governs the actions and decisions of the Town of Hinton with respect to arts and culture; those policies and procedures subsequently developed, shall be consistent with the guiding principles, responsibilities and actions described in this policy.

The purpose of this policy is to:

- formally establish the place of arts and culture in the life of Hinton, and as such, to acknowledge arts and culture as one of the means by which the Town commits to enhancing the quality of life of its citizens and visitors;
- help define the role of the Town in community development using arts and culture; and
- assist the Town in its decision-making with respect to investment, in-kind assistance, programming, promotion, planning, development, other municipal services and communications.
- define the guiding framework for Hinton Committee for Arts & Culture who provides leadership in the creation, nurturing and promotion of a diverse, vibrant arts & culture community.

2. DEFINITIONS

For purposes of this policy:

Culture encompasses all manner of human activity. In the broadest sense, it is the way of life of a people. It incorporates art, heritage, history and language along with all the other traits and elements that distinguish a given society as it evolves over time; including its identity, its environment and its vision of the world.

Art is a process of human creation or invention of an original idea with aesthetic content. Art is expressed through participation, performance, display, and exhibition, by people in both professional and amateur capacities. A work of art is produced by the transformation of an original idea through the artist's skill, technique and knowledge. It is a creative process in which culture is reflected, perceived, interpreted, and presented. It includes (without limitation):

- visual arts (painting, sculpture, printmaking, fine craft, photography, mixed media);
- literary arts (fiction, non-fiction, poetry, playwriting);
- performing arts (theatre, music, dance, opera);
- media arts (film, video, animation, sound recording, cyber arts);
- arts industries (production-line craft, publishing, graphic and surface design);
- civic arts (building architecture, landscape architecture, urban design, art in public places); and
- Community arts (ethno-cultural or folk arts, recreational arts, variety and novelty arts).

Heritage is the legacy of physical artifacts and intangible attributes of a group or society that are inherited from past generations, maintained in the present and bestowed for the benefit of future generations. Physical or “tangible cultural heritage” includes building and historic places, monuments, artifacts, etc., that are considered worthy of preservation for the future. These include objects significant to the archaeology, architecture, science or technology of a specific culture. “Natural heritage” is also an important part of a culture, encompassing the countryside and natural environment, including flora and fauna.

Arts & Culture activity includes (without limitation) concerts, shows, busking, plays, book launches, culinary activities, readings, events, exhibitions, parades, festivals and displays.

Arts & Culture infrastructure includes those elements which foster the arts, including funding, buildings, facilities and other physical assets, programs, services, and services-in-kind; and includes arts groups, arts organizations and arts suppliers.

3. **RESPONSIBILITIES**

- Town Council, Council appointed Boards & Committees and Staff shall ensure that their decisions are aligned with the principles outlined in this policy.
- Hinton Committee for Arts & Culture and the administration group that provides support to their Board shall review and amend the policy for Council approval.

4. **GUIDING PRINCIPLES**

This policy is based on the following principles:

Artistic Diversity. A wide variety of art forms shall be recognized and encouraged as contributing to a full and vibrant arts life in Hinton. Both contemporary and traditional art forms shall be recognized and valued, and creative risk-taking shall be encouraged.

Cultural Diversity. The many different ethnic and linguistic cultures in Hinton shall be encouraged to celebrate and promote their distinct cultures and art forms, and maintain the meaning and history behind their cultures and art. The sharing of these arts forms will help increase understanding and acceptance of cultural diversity.

History and Heritage. Hinton's unique history and heritage, including its unique built heritage, shall continue to be preserved and promoted.

Accessibility and Participation. The arts shall be accessible to all. Participation in, and appreciation of, the arts by Hinton residents and visitors shall be encouraged. Hinton residents and visitors shall have the opportunity to participate in a variety of cultural activities and have access to performances, concerts and exhibitions. Participation in and appreciation of culture enhances the lives of residents and contributes to the development of the community. The purpose of this principle is to:

- support community-based cultural projects;
- encourage access to arts and culture through improved marketing and information; and
- support arts and cultural events that celebrate the diversity of Hinton's communities and lifestyles.

Recognition of Achievement in the Arts. Creativity, innovation, and excellence shall be valued, supported and celebrated as essential elements of arts community development.

Partnerships. Partnerships among government, businesses, individuals and the arts community enhance the creation and provision of arts activities, access to the arts, and recognition that Hinton is a creative municipality.

Public Art. Art in the public domain shall be encouraged, properly maintained, and promoted.

Integration. Arts and culture development shall be integrated into all of Hinton's plans and activities.

Arts & Culture Infrastructure. Town Council shall help to maintain and develop necessary arts & culture infrastructure - both physical and organizational - which supports the rich diversity within the community. This principle shall:

- encourage the development of both new and established arts organizations at all levels;
- provide encouragement, information and opportunities to strengthen administrative, marketing, technology, and management skills;
- facilitate and promote the provision of a range of venues, facilities, and events;
- facilitate networking, communication, information exchange, and collaboration among practitioners, organizations, and the educational sector;

- provide financial and in-kind support to individuals, organizations, and facilities, where appropriate;
- work cooperatively with municipal, provincial and federal levels of government, as well as, other regional groups to further develop arts and culture; and
- identify and attract new sources of funding for the promotion, development and marketing.

Unique and Stimulating Environment

Public buildings, facilities, displays and spaces act as showplaces for what is uniquely Hinton. They enhance both its image and the quality of its built environment. The landscapes, cityscape, and history of Hinton not only attract visitors; they stimulate and inspire artists, writers and performers. The Town shall support, maintain and develop the distinctive natural and built features of Hinton with the purpose to:

- promote and expand a broad range of public arts & heritage programs;
- facilitate and promote events and performances in public spaces; encourage street performance art such as busking in designated busking zones.
- commission and display public art;
- incorporate arts and culture in all Town-sponsored capital projects and programs, as resources allow; and
- encourage other levels of government and private developers to include arts and culture as part of significant new developments and regeneration programs.

Integral Part of Economic Growth

Arts and culture play an important role in economic development and in attracting visitors to Hinton. The purpose of this principle is to:

- work with all levels of government, the *Hinton Committee for Arts & Culture*, *Hinton & District Chamber of Commerce*, *Yellowhead Regional Arts Creative Campus*, Educational institutions, youth groups and other key public and private stakeholders to develop and implement arts and culture training and employment strategies;
- work with the *Hinton Committee for Arts & Culture*, *Hinton & District Chamber of Commerce*, *Leadership West Yellowhead*, youth, arts and culture groups and other stakeholders to develop the potential for arts and culture related businesses, enterprise incubators and creative industry clusters;
- encourage collaboration among youth, cultural groups and Hinton businesses to identify opportunities to increase investment in arts and culture; and
- identify and develop the potential for arts and culture to act as a magnet for new immigrants and visitors and to project positive images of Hinton to the world.