

**Subject: 2021 Annual Report – Cultural Plan Task Force**

**Department: Corporate Services**

**Division: Economic Development**

**Report #: CMS-2021-022**

**Meeting Date: 2021-11-22**

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### **Recommendations**

**That report CMS-2021-022 regarding the 2021 Annual Report - Cultural Plan Task Force be received.**

### **Background and Analysis**

The Cultural Plan Task Force (CPTF) is comprised of six members, including one member of Council, one cultural entrepreneur, and one representative appointed by each of: Orangeville Blues and Jazz Committee, Dufferin Arts Council, Orangeville Business Improvement Area, and Theatre Orangeville.

The committee meets as required at the call of the Chair to contribute to decision making, participate in the execution of events and projects, and to advise on the progress of arts and cultural development within the Town of Orangeville. The committee supports the advancement of the Town's Tourism Strategy and Action Plan (2021-2026) and issues related to arts and culture.

The CPTF met two times in 2021 (February 25, June 22). At its February meeting, staff presented the new Tourism Strategy and Action Plan to the committee and outlined proposed actions for 2021, inclusive of arts and cultural considerations. At its June meeting, the committee discussed and contributed to planning for the 2021 Arts and Culture Awards, which were delivered virtually October 7 to 200 viewers. The Task Force also served as the jury for selection of utility box and mural artwork following the 2021 Call for Artists competition. In 2021, 13 new public art pieces will be completed, including seven utility boxes, six murals and the Community Art Mosaic at Town Hall.

An annual work plan outlining the goals and objectives of the committee for 2022 can be reviewed in **Attachment 1** to this report.

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## **Strategic Alignment**

### **Orangeville Forward – Strategic Plan**

Priority Area: Economic Vitality

Objective: Stimulate tourism and cultural development

### **Sustainable Neighbourhood Action Plan**

Theme: Economic Development and Culture

Strategy: Further establish Orangeville's identity through the expansion of tourism, culture and heritage

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## **Notice Provisions**

N/A

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## **Financial Impact**

None.

Respectfully submitted

Ray Osmond,  
General Manager,  
Community Services

Prepared by

Ruth Phillips,  
Manager, Economic Development &  
Culture

**Attachment(s):** 1. 2022 CPTF Work Plan