
Niagara Investment in Culture

Monday, May 07, 2018

Concept: How Might We update Council on our application for the Niagara Investment in Culture Grant

Background:

Staff submitted a grant application to the Niagara Region for the Niagara Investment in Culture (NIC) Grant in November of 2017 and received notification on April 17 of our successful grant application in the amount of \$3,750. The NIC grant application was for “Pelham Street Performer Program” and aims to bring Arts and Cultural groups to the Downtown Communities of East Fonthill, Ridgeville and Fenwick to showcase the diversity of talent in the Niagara Region. The performances will bring together local talents from both the music and art industry on 4-5 Saturdays. Utilizing the Downtown Communities is a fantastic way to bring arts and culture to the whole community. The overall goal of this project is to promote arts and culture through live music, art and theatre in the Town of Pelham by giving performers the opportunity to showcase their original works in a public setting. These performances will allow members of the community to explore new generations of arts, music and theatre, by increasing exposure within the region and providing the environment for Niagara resident's to gather and show their support/interest. We ultimately hope to strengthen connections between musicians, artists, and the community at large. The performances will be held in late summer to early fall on Saturdays; specific days and times will be confirmed.



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The Challenge:

HMW strengthen our connections between musicians, artists and the community at large

HMW provide an environment for our performers to showcase their original works

HMW strengthen our cultural identity

Our Recommended Solution:

BE IT RESOLVED THAT Council receive the concept sheet How might we update Council on our application for the NIC grant, and the recommendations contained therein be approved as follows:

THAT the Mayor and Town Clerk sign the letter of agreement from the Niagara Region attached to this report in order to secure the funding

THAT staff report to Council on the success of the Program at the end of 2018

Rationale:

The rationale for applying and receiving the NIC grant comes directly from the approved 2013 Cultural Master Plan (CMP);

CMP Strategic Direction 4; 4.3: Continue to support growth and market draw of local festivals and events

CMP Strategic Direction 5; 5.3: Leverage opportunities for funding and investment from Upper Levels of Government to support cultural development

Measure of Success:

To create new partnerships with musicians, theatre groups, artists etc.

Milestones:

That Culture is a part of the Downtown Communities