

Yorkton

Where good things happen.

Municipal Cultural Plan 2009

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Sask *Culture*

Yorkton Municipal Cultural Planning Pilot Project
Funded by SaskCulture Inc. and Saskatchewan Lotteries

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Executive Summary

Yorkton was selected as one of four communities in Saskatchewan to undertake a municipal cultural planning process as part of a pilot project initiated by SaskCulture Inc. SaskCulture is a community-driven organization that works with its members and the broader cultural community to build a culturally-vibrant province where all citizens celebrate, value and participate in a rich, cultural life. Municipal cultural planning was seen by SaskCulture as a means to achieve greater community engagement in the development of a “culturally-vibrant province”.

Beginning in November 2007, community consultations, input and engagement in Yorkton were undertaken to develop this document. A steering committee worked with the project manager and lead consultant to develop a set of five key objectives and a strategic action plan. Further community input resulted in the addition of a sixth objective and additional actions.

Key Objectives

- 1. Improved Coordination** – Yorkton’s cultural community achieves increased communication and coordination between cultural organizations and events regarding timing of events, marketing, audience development, partnership development, volunteer recruitment/retention and organizational capacity.
- 2. Municipal Policy and Plan** – The adoption of a municipal cultural policy and a municipal cultural plan by the City of Yorkton, with secure funding attached for ongoing implementation of the plan.
- 3. Increased Awareness** – Through a strategic communication and marketing strategy of the municipal cultural planning process, the resulting cultural plan, and cultural activities in general, Yorkton’s citizens have an increased awareness of the value of culture, the contribution that culture makes to the quality of life and to economic development in Yorkton, and of the ongoing cultural activities in Yorkton.
- 4. More Volunteer Support** – Yorkton’s cultural community has a larger volunteer pool, through a recruitment/retention/reward program that helps to engage more volunteers, and younger volunteers.
- 5. Yorkton as a Cultural Hub** – The City of Yorkton is recognized as a centre of cultural excellence and activities for the surrounding region, offering programming that appeals all communities within a significant radius outside of Yorkton.
- 6. Establish a new or refurbish an existing community facility** for cultural activities, events and organizations that is accessible, affordable and sustainable.

Key Actions

The lead consultant undertook a review of existing municipal planning documents, and together with the input from a community survey, focus groups and the guidance of the steering committee, developed a set of action items that would serve to achieve the key objectives identified above.

Key Action #1: Connect and Collaborate

- The City of Yorkton establishes a Cultural Committee to ensure that the objectives of the Cultural Plan are met. This administrative committee would develop terms of reference and potentially include representatives from the three municipal Committees, the two school boards and college, as well as from key cultural groups, Tourism Yorkton, the Yorkton BID and Chamber of Commerce.
- Establish the Yorkton Culture Network, a network of all groups, organizations, businesses or artists who want to contribute to the improved communication and coordination of events and organizations.
- Establish a cultural charitable foundation, to assist with financial capacity building and enable Yorkton citizens to contribute financially to cultural organizations while gaining appropriate tax benefits.

Key Action #2: Affirm Community Participation

- Present the Cultural Plan to the City of Yorkton, through the Leisure Services Committee.
- Develop a cultural policy for the community of Yorkton that expands on the current policies, and includes a policy for public art, and a mechanism for funding cultural activities.

Key Action #3: Communicate

- Establish a communication strategy that would incorporate the Yorkton Events calendar, the community events listing in both newspapers, the cultural map, and provide joint marketing opportunities for established annual events and smaller organizations or groups. Focus on marketing to Yorkton citizens and the surrounding area.
- Establish one online presence, a web site that acts as the central hub for cultural activities in the City of Yorkton and surrounding area. This would include a campaign to make that web site the “home page” for people living in the area.

- Develop a set of cultural indicators using models like the ones established by the Creative City Network to track the contribution that cultural activities and events are making in Yorkton.

Key Action #4: Educate and Engage

- Present a series of capacity building workshops on event planning; marketing; fundraising; audience development; volunteer recruitment, training and retention.
- Create a partnership with the high schools to develop a mentoring program that offers opportunities to train high school students in the production and delivery of cultural events, activities and programming.
- Develop a volunteer incentive program that offers a pool of tickets for all cultural events. Augment that with donations and gift certificates from local businesses.
- Establish a joint marketing campaign that promotes the benefits of volunteering for art and cultural activities, or work in partnership with the United Way or other charitable organizations to promote the benefits of volunteering in general.

Key Action #5: Build Bridges

- Partner with surrounding communities on the establishment of a regional cultural event possibly connected to the annual Powwow held each May.
- Establish the largest Aboriginal art gallery in Saskatchewan. This art gallery could also offer programming in Aboriginal art practices to students of all ages.
- Establish a cultural exchange program between Aboriginal communities in the outlying areas and the non-Aboriginal communities, through exchange of tickets to cultural events.
- Create a regional newsletter (distributed electronically and/or in print) that highlights upcoming activities and features local artists and cultural organizations. This could also be utilized as a means to encourage new volunteer engagement.

Key Action #6: Create Space

- Establish a sub-committee of the Cultural Committee to investigate the possible re-use of space in the city. The same committee could also undertake an inventory of existing and potential facilities or spaces, and a needs assessment to determine the space requirements of various groups and organizations, and determine if there are any potential synergies for shared space that have not yet been explored.

- The sub-committee could also explore the fundraising opportunities that might exist to establish a new purpose-built facility, through various foundations, grant programs and fundraising campaigns, to determine the feasibility of pursuing this option vs. the restoration or re-use of an existing building.
- The sub-committee could also begin negotiations with the two school divisions toward enabling better community access to the Anne Portnuff Theatre and the Sacred Heart Theatre.
- Establish a cultural heritage research centre to develop an expanded archive of the city's history and important documents and photographs.
- Establish a youth drop in centre with an arts-based focus to provide Yorkton's youth with a place that is accessible.

Key Action #7: Celebrate!

- Create an annual celebration of culture in Yorkton; that celebrates all of the art forms, arts organizations, cultural groups and activities that is accessible to all citizens.
- Re-establish the 'Haunts of Yorkton' as an annual cultural product offering, much like the Moose Jaw Tunnels tour.
- Encourage, facilitate and support community public art (reflecting established public art policy guidelines and standards).
- Create an arts/business award event. This event would celebrate the achievements of the cultural community, as well as the ways that local businesses have helped through financial support, volunteer support or sustained support.

The best practice models investigated in this process show that cultural plans have the capacity to profoundly impact a community, in both tangible and intangible ways. Establishing new events that instill pride of place, that connect neighbors and provide shared experiences, can have both an economic and social impact on a community. Providing cultural activities for youth can have profound effects, on their mental health, on their future employability, on their connection and commitment to their hometown, and to their sense of hope for a better future in their own community.

We encourage the City of Yorkton to consider this plan as a framework, a blueprint for the creative potential of your next generation of citizens. We respectfully submit this cultural plan on behalf of the Yorkton Municipal Cultural Plan Steering Committee, and all of the participants of the planning process. We look forward to seeing Yorkton recognized as a place where good things happen, in very creative ways.

1. Introduction

Yorkton, Saskatchewan has a fascinating story. The only community in Saskatchewan to be founded by a company, it was established in 1882 by the York Farmers' Colonization Company. Recognized to this day for its rich multi-cultural fabric, both European and Aboriginal, it is now the first community in Saskatchewan to complete the process of developing a Municipal Cultural Plan. It is with considerable hope and optimism that the members of the Yorkton Municipal Cultural Plan Steering Committee present the results of a full year of public consultation, input and engagement to the City of Yorkton and to the citizens of Yorkton.

The principles of cultural planning

“Cultural planning is a process of inclusive community consultation and decision making that helps local government identify cultural resources and think strategically about how these resources can help a community to achieve its civic goals. It is also a strategic approach that directly and indirectly integrates the community’s cultural resources into a wide range of local government planning activities.”

-The Creative City Network Cultural Planning Toolkit

The concept of cultural planning for a community is relatively new. While it has been more widely acknowledged, utilized and implemented in Europe and in the UK, Australia and New Zealand, it is only in the past decade that it has started to make its way across Canada. From major cities like Toronto and Vancouver, to smaller communities like Prince Edward County, Ontario and Bowen Island in BC, the practice of cultural planning is starting to have an impact and shape the way that municipalities are engaging in planning, not just for culture, but in all aspects of municipal engagement and delivery of programming and services. Municipalities have recognized that acknowledging all four pillars of sustainability (economic, social, environmental and cultural)¹ is critical to the growth of their community, and in some cases, to their very survival. While economic, social and environmental issues have been receiving the lion’s share of attention (and financial commitment), it is becoming increasingly apparent that quality of life issues cannot be addressed without giving due consideration to cultural activities.

¹ There are many references to the four pillars of sustainability in Canadian municipal planning documents, but the most useful to this discussion might be “The fourth pillar of sustainability” by Jon Hawkes, Cultural Development Network (2006)

Municipalities across Canada joined together in 2001 to form the Creative City Network, enabling people who worked in the area of cultural policy development, municipal planning, and delivery of cultural programming and services, to collaborate and exchange information, ideas and best practices. In addition to establishing an annual conference (beginning in 2002) devoted to this critical exchange of knowledge, they have created practical toolkits for use in municipal cultural planning (and for one of the key steps of that planning process known as cultural mapping). The Creative City toolkits provide us with a template to use as a starting point for the process of developing a cultural plan for the City of Yorkton. It also provides us with a basic understanding of the principles of cultural planning. According to the Creative City Network, the key characteristics of a successful cultural plan include the following points:

- **Artistic values and cultural meanings** that are negotiated between cultural practitioners and the audience or community, rather than defined or prescribed by arts producers, institutions and authorities alone
- A **local definition of culture** that focuses on more than just Eurocentric, arts-based activities and heritage
- A focus on **cultural resources** and how they can be **mobilized to help a community achieve civic goals**
- A focus on **building networks, relationships and partnerships** rather than facilities
- **Access (physical access and affordability) to the process** itself and to the proposed outcomes
- Community development approaches like **consensus building, roundtables and forums** from the ground up
- An emphasis on **identity, place-making, community pride and heritage**
- An **understanding of culture and cultural development as resources for human development** within a broader goal of societal improvement
- A process of broadly-based **community involvement and collaboration** that includes a representation of the community and its cultural sectors, neighbourhood citizens, elected officials and other community leaders
- **Inclusion of those living and experiencing the social issues** under consideration, from the outset of the process itself and in the proposed outcomes
- **Representation of diverse communities** within the larger community, as defined by ethnicity, sexual orientation and socio-economic status, from the outset of the process itself and in the proposed outcomes
- **Links** between the various **cultural agencies, local government and the community**

A successful plan might have some or all of the above characteristics, depending on the community. One final quote from the Creative City toolkit:

“Cultural planning is wide-ranging, fluid and situational. People may understand it as both a compact, component strategy and a grand vision. Its’ features can change as a project or conversation progresses, growing broader and more inclusive or narrower and more specific.”

The success of the Yorkton Municipal Cultural Plan will depend on the capacity of the community to take action, whether in big bold steps, or small supportive steps. Either way, the very process of developing this plan has served to bring the issue of culture and the contribution that culture makes to the quality of life in Yorkton to the forefront. Many of the characteristics of a successful plan, as outlined above, have been achieved through the past twelve months.

As Raymond Williams (1983: 11 - 13) points out in his book entitled “Culture”, there are at least four contested definitions of culture:

1. A developed state of mind – as in a person of culture’, ‘a cultured person’;
2. The processes of this development – as in ‘cultural interests’, ‘cultural activities’;
3. The means of these processes – as in culture as ‘the arts’ and ‘humane intellectual works’;
4. And, lastly, as ‘a whole way of life’, ‘a signifying system’ through which a social order is communicated, reproduced, experienced and explored.

Most usage of the word culture relates to definitions 3 and 4. For the purposes of this document, the use of the word “culture” is meant to be broadly inclusive of the arts, heritage, cultural and multi-cultural organizations, events and activities.

SaskCulture pilot project origins

Yorkton was selected as one of four communities in Saskatchewan to undertake the cultural planning process as part of a pilot project initiated by SaskCulture Inc. SaskCulture is a community-driven organization that works with its members and the broader cultural community to build a culturally-vibrant province where all citizens celebrate, value and participate in a rich, cultural life. As Trustee for the Culture Section of the Saskatchewan Lotteries Trust Fund for Sport, Culture and Recreation, SaskCulture provides a variety of funding programs and services to the cultural community and through those funded organizations and programs, to the people of Saskatchewan.

Municipal cultural planning was seen by SaskCulture as a means to achieve greater community engagement in the development of a “culturally-vibrant province”. Intended to augment existing programming already established in Saskatchewan such the Artist In Residence program, (now called the “Creative Partnerships” program) funded by SaskLotteries and administered by the Saskatchewan Arts Board, municipal cultural planning was the next step to

further develop local policy and programming on a community by community basis. The four communities identified by SaskCulture to participate in the cultural planning pilot were Yorkton, Swift Current, Lumsden and Muskoday First Nation. (Yorkton is the first community in the province to complete the process.)

2. Process

A. Establishment of a steering committee

In September 2007, SaskCulture issued a Request For Proposals to identify a consultant to lead the cultural planning project. Inner Circle Management (based in Regina) was selected, and a first meeting in Yorkton was planned for November 2007. Representatives from Yorkton's cultural community were invited to attend an informational session with SaskCulture's Project Manager, Dennis Garreck and the CEO of Inner Circle Management, Marian Donnelly. The concepts behind cultural planning were outlined, and the meeting attendees were invited to participate by volunteering on a steering committee to oversee the project. The first meeting of the steering committee was held in February 2008. (The members of the steering committee are identified in Appendix A.)

During the early stages of the steering committee, a great deal of discussion went into understanding the process and determining the parameters of a municipal cultural plan. Attempts were made to ensure that the steering committee was representative of the community at large, that it was inclusive of youth, the business community, as well as Aboriginal and multi-cultural representation. Invitations were extended to a number of people to participate on the steering committee, but ultimately, the committee moved ahead into the planning process with representation from all sub-sectors except the Aboriginal community. Throughout this process, the Aboriginal community has been conspicuously absent. The lack of communication between the Aboriginal and non-Aboriginal populations of Yorkton is a striking factor in the community, and was identified and discussed by many participants throughout this process, through the online survey and in focus group discussions. This lack of communication is reflected throughout this document, and in specific recommendations.

While the lack of participation by the Aboriginal community is regrettable, it does not negate this process or the resulting document. A cultural plan is a fluid document that will change and develop as situations and events unfold and impact the course of the community. The important thing to recognize is that improved communication and cooperation between Aboriginal and non-Aboriginal citizens of Yorkton and the surrounding area was identified by the steering committee as a priority for the future sustainability of this community. This in itself is critical to the success of this cultural plan, and is an important first step.

B. Establishing the Key Objectives

On April 1, 2008, the Steering Committee undertook a “SWOC” exercise to provide an initial assessment of Yorkton’s strengths, weaknesses, opportunities and constraints as it pertains to culture. The four questions that were put before the Steering Committee were:

- *What is the greatest strength or advantage Yorkton enjoys in cultural terms?*
- *What is the most significant weakness preventing Yorkton from capitalizing on this strength?*
- *What is the most important opportunity Yorkton has before it to develop its cultural resources for broad community benefit?*
- *What is the largest constraint blocking the realization of this opportunity?*

The results of that exercise are outlined below.

Strengths

Quality of Life – Characterized in part by heritage aspects of the community as well as by the benefits of living in a city with a small town feel. The community is safe, neighbourly, easy to get around in, yet has the amenities of a larger city, with theatre, film, music, dance and art galleries.

Regional Hub – Yorkton is the hub of the eastern Saskatchewan. People from surrounding communities travel to Yorkton on a regular basis to shop, attend concerts or events, or participate in cultural and artistic activities.

Diversity – The community has a significant mix of ethnicities, and also has a wonderfully diverse offering of cultural organizations, offering activities, programming, and events in all disciplines.

Quantity and Quality of Talent/Events – Yorkton hosts a number of festivals, concerts, art exhibitions, and performances of all shapes and sizes, and is home to artists of all disciplines. The caliber of events and talent is second to none.

Volunteerism – There is a significant willingness to volunteer and support community events in sport, culture, recreation.

Municipal Support – The City of Yorkton has worked with the cultural community to provide resources (both financial and otherwise) for activities and programming.

Weaknesses

Lack of Recognition – The quality of Yorkton’s events, talent and cultural activities is not recognized or celebrated by the cultural community, by the City, by the people of Yorkton.

Lack of Coordination – There could be better coordination between cultural organizations regarding the timing of events; the use of facilities; administrative or organizational capacity. Partnering opportunities are not pursued or considered in many situations.

Aging volunteer base – The number of volunteers is dwindling, and there is a noticeable lack of youthful volunteers. It appears to be the same small dedicated core of volunteers who support the activities of many organizations (the Godfrey Dean Art Gallery, the Yorkton Short Film and Video Festival, the Yorkton Arts Council, etc.)

Municipal leadership – While there is a solid working relationship between City of Yorkton Leisure Service employees and the cultural community, there is a distinct lack of cultural policy. Issues that need to be addressed include gifting, public art (including murals), ongoing dedicated funding, and facility use (including outdoor spaces).

Connection to the Sports World – There appears to be a strong focus on sporting activities, both by the City (regarding facilities, funding and programming), and by the community. There needs to be better connections made to the people who attend sporting events. This might be contributing to a perception that culture has an element of “elitism”, that it’s not inclusive.

Opportunities

Partnerships – There are many opportunities to develop new partnerships and better coordination between cultural organizations, between the cultural community and other sectors (e.g. sport, tourism), and between Aboriginal and non-Aboriginal organizations and communities.

Supportive City Council – The current City Council appears to be supportive and could be willing to work on developing a cultural policy, establishing a new direction for Yorkton’s cultural community, and to increase municipal support for culture.

Timing is right – There appears to be momentum building now to change. Saskatchewan is booming, people are returning to the province and to Yorkton, there is economic growth in the province and the city. People are recognizing that quality of life issues are critical to further economic growth, and that cultural activities are a significant contributor to “quality of life” attributes.

Communication – Increasing awareness of cultural activities and programming, educating people about the value of culture and the contribution it makes to the community through a

communication or marketing strategy could boost attendance at events, could help build future volunteers and audiences.

Supportive Region – The surrounding communities are cognizant and supportive of Yorkton’s position as a regional hub. There could be further opportunities to build on that, to market Yorkton’s cultural activities and programming throughout the region.

Constraints

Complacency – There’s a feeling of complacency or negativity from the cultural community and from the community in general regarding the capacity to change, to improve what is already in place. This can impede any momentum that might exist or might be required to change.

Competition within cultural community – The funding structures that currently exist create competition between cultural organizations. Groups don’t want to partner because of a perceived threat to financial control or access to funding.

Coordination difficulties – Partly because of that competitive attitude, it would be difficult to coordinate marketing, planning or packaging of cultural events or programming between cultural organizations. There is currently no leadership, time or financial resources available from the City or from within the community to do this kind of coordinating.

No long term vision – The City of Yorkton does not have a long term vision or strategic plan for the development or growth of cultural activities. A lack of policy impedes any progress. Changes in government can affect the long term planning process.

The MCP Steering Committee then identified five Key Objectives for the Municipal Cultural Planning process.

Key Objectives

1. Improved Coordination – Yorkton’s cultural community achieves increased communication and coordination between cultural organizations and events regarding timing of events, marketing, audience development, partnership development, volunteer recruitment/retention and organizational capacity. This would include the ongoing maintenance of the cultural inventory and regular updates to the cultural map.

2. Municipal Policy and Plan – The adoption of a municipal cultural policy and a municipal cultural plan by the City of Yorkton, with secure funding attached for ongoing implementation of the plan.

3. Increased Awareness – Through a strategic communication and marketing strategy of the municipal cultural planning process, the resulting cultural plan, and cultural activities in

general, Yorkton's citizens have an increased awareness of the value of culture, the contribution that culture makes to the quality of life and to economic development in Yorkton, and of the ongoing cultural activities in Yorkton.

4. More Volunteer Support – Yorkton's cultural community has a larger volunteer pool, through a recruitment/retention/reward program that helps to engage more volunteers, and younger volunteers.

5. Yorkton as a Cultural Hub – The City of Yorkton is recognized as a centre of cultural excellence and activities for the surrounding region, offering programming that appeals all communities within a significant radius outside of Yorkton.

C. Information gathering and gaining input

The establishment of these key objectives then guided the next phase of the process, information gathering and gaining input from the community at large. A communication strategy was developed to promote the planning project to the community at large, and a press release was issued to the local media. A presentation was made to City Council on May 12 and to the Leisure Services Committee on May 13. Additional meetings were held with key stakeholders during that week, and an open house was held at the Gallagher Centre on May 15 to outline the process to the community. An online survey was launched during that time, to capture input and feedback from the community regarding cultural activities, facilities and identity. A summary of the survey results is included in Appendix D.

Following the collection of the survey responses, a series of focus groups were held in October to gain further input. Following the focus groups, the consultants prepared the first draft of the Cultural Plan. The Key Actions were presented to a community open house at the Gallagher Centre on November 26, 2008, and the input received from that group was incorporated into the final document.

D. Review of existing materials

The project consultants undertook a review of the existing materials and documents that currently have a significant role in the City of Yorkton's planning process. These documents include the City of Yorkton Municipal Development Plan, ***Plan Yorkton***, adopted by City Council in 2003, the City of Yorkton ***Municipal Manual*** (2007), the City of Yorkton ***Downtown & West Broadway Corridor Redevelopment Plan*** (2005), the 2008 Yorkton ***Community Profile***, and the 2008 ***Tourism Yorkton Business and Marketing Plan***.

A comprehensive Municipal Cultural Plan does not live in isolation from the rest of the community. It must acknowledge and work within the parameters of existing civic plans, goals and objectives. Identifying goals and objectives that have already been addressed in municipal

planning documents and that relate in some way to the City’s cultural life is a critical component of the cultural planning process, and helps to build linkages to current practices, programs and services, and to mutual future goals.

D1. Municipal Manual

D1 A. City Administration

The City’s Manual provides an overview of how the City functions. Interestingly, it begins with a comprehensive historic record of the City, from its earliest beginnings to a year by year summary of city highlights, from 1882 to present day. This in itself is a significant cultural document. The City’s Mission and Vision Statements are also articulated:

Mission Statement

Working with our community, our committed and skilled staff make Yorkton the friendliest, safest and most desirable city in which to live and grow.

Vision

The City of Yorkton is a growing, dynamic, regional centre, where good things happen.

The Municipal Manual also outlines the roles and responsibilities of various departments and committees. Understanding the functional aspects of how a city operates can enable the cultural community to work better with the city administration. The City’s Leisure Service Department has its own Mission Statement:

Leisure Services Department Mission Statement

To enhance the quality of life of the citizens of Yorkton through an effective Leisure Services and programming system that facilitates growth and development of the individual and the community.

The Leisure Services Department is responsible for the maintenance, management and programming of all of the City’s parks, outdoor sport and recreation facilities, Kinsmen Arena, Godfrey Dean Cultural Centre, Deer Park Clubhouse, City Campground, Parks Shop, Gloria Hayden Community Centre, Yorkton Public Library, City Hall and the Yorkton Tourism Building. The department is also responsible for planning, coordinating and evaluating total city-wide leisure programs and services. Facilitation and support services are provided to community groups and associations currently offering programs and services to the city. They also

administer two grant programs, the Saskatchewan Lotteries Community Grant Program and the Urban Aboriginal Community Grant Program.

The department partners with a few community and non-profit organizations to deliver specific programming (Stepping Out Program, Yorkton In Bloom, Halloween Monster Mash) and also coordinate special events for the city, including City-Wide Registration Night, Party in the Park and the December Festive Family Fun at the Gallagher Centre.

D1 B. City Planning Committees

City Council appoints representatives to various committees that operate outside of the structure of the city administration. The Economic Development Committee, Leisure Services Committee, and the Municipal Planning Committee are committees established by City Council to advise Council on matters relating to policy development or as specifically required from time to time. The Economic Development Committee also administers a Small Business Loans Program. The Municipal Planning Committee is responsible for designation of Municipal Heritage Sites. The Leisure Services Committee has been appointed the body responsible for making recommendations to City Council regarding this Cultural Plan.

D2. Plan Yorkton

The City of Yorkton is required by law (*Planning and Development Act, 1983*) to have in place a development plan to guide the city administration and elected officials as they plan for Yorkton's growth. As stated in Yorkton's Municipal Development Plan: "*It ensures development takes place in a sustainable, orderly, and rational manner, balancing the environmental, social and economic needs of the community.*"² It is interesting to note that statement identifies three of the four pillars of sustainability, omitting only the cultural pillar. There are a number of policies contained within the Yorkton Municipal Development Plan that directly correlate to a cultural plan and are summarized below. The first pages of the Municipal Development Plan contain the following statements³:

The broad goal of the City is to provide a high quality physical environment with a wide range of social and economic opportunities. General objectives of the City of Yorkton are to:

- *Retain the sense of community and quality of life for Yorkton residents as the community grows;*
- *Maintain the City's position as east central Saskatchewan's regional trading centre;*
- *Foster a co-operative relationship with surrounding Rural Municipalities and First Nations to promote economic prosperity and smart growth development for the region;*

² Plan Yorkton, City of Yorkton Municipal Development Plan, Page 1

³ Plan Yorkton, City of Yorkton Municipal Development Plan, Pages 10-11

- *Provide a variety of housing densities and types to meet all the needs of all age and income groups;*
- *Provide for the development of recreational, cultural and educational facilities;*
- *Enhance the physical appearance and economic vitality of the downtown area via revitalization strategies;*
- *Promote city beautification and character via landscaping, streetscaping, and architectural design;*
- *Continue to provide open space for parks, greenways, and active and passive recreation;*
- *Promote a pedestrian friendly environment by encouraging compact development, sidewalks, greenways, bicycle lanes, and traffic calming measures;*
- *Ensure an adequate supply of land for future development and expansion;*
- *Promote redevelopment strategies such as infill development, rehabilitation, restoration, and brownfield remediation and reclamation;*
- *Protect environmentally sensitive areas, critical habitats, and productive farmland;*
- *Provide adequate community infrastructure to accommodate target populations;*
- *Ensure efficient and responsible growth management of land, infrastructure, and other resources; and*
- *Encourage public participation by area residents, property owners and other interested groups in the preparation of any planning documents.*

The first objective identified above indicates that retaining the City’s sense of community and quality of life is a priority. In fact, **twelve of the fifteen objectives** can be interpreted through a cultural lens, and have a direct connection to the preservation and future investment in cultural assets, facilities and organizations. The table below provides examples of these connections:

City Plan Objectives	Connection to a Cultural Plan
<i>Retain the sense of community and quality of life for Yorkton residents as the community grows;</i>	Sense of community is often nurtured through public participation at festivals and events; quality of life is measured through accessibility to cultural events and activities, often defined by “what is there to do here?”
<i>Maintain the City’s position as east central Saskatchewan’s regional trading centre;</i>	A key objective of the Cultural Plan is to establish Yorkton as a hub of cultural activities for the surrounding region.
<i>Foster a co-operative relationship with surrounding Rural Municipalities and First Nations to promote economic prosperity and smart growth development for the region</i>	Fostering relationships with neighboring First Nations will be dependent on a mutual understanding of cultural differences and similarities.

City Plan Objectives	Connection to a Cultural Plan
<i>Provide a variety of housing densities and types to meet all the needs of all age and income groups</i>	Providing places for artists to live and work can have a profoundly positive impact on a neighbourhood.
<i>Provide for the development of recreational, cultural and educational facilities;</i>	A lack of space has been identified as a critical issue for local arts and cultural groups and artists
<i>Enhance the physical appearance and economic vitality of the downtown area via revitalization strategies</i>	Revitalization strategies include encouraging new festivals, events and cultural activities as a means to encourage traffic to the downtown area.
<i>Promote city beautification and character via landscaping, streetscaping, and architectural design;</i>	A city's character and appearance are critical parts of the community's culture.
<i>Continue to provide open space for parks, greenways, and active and passive recreation</i>	Green spaces, open parks, provide natural settings for community engagement, for gatherings, for performances, festivals and events, public art and sculpture.
<i>Promote a pedestrian friendly environment by encouraging compact development, sidewalks, greenways, bicycle lanes, and traffic calming measures;</i>	Pedestrian friendly environments encourage personal interaction. Personal interaction is necessary to create a sense of community, and is a critical piece of the quality of life equation.
<i>Promote redevelopment strategies such as infill development, rehabilitation, restoration, and brownfield remediation and reclamation</i>	Restoration of heritage properties; encouraging residential development in the downtown core, add to a sense of place and to Yorkton's history of the community and its' peoples.
<i>Provide adequate community infrastructure to accommodate target populations</i>	Community infrastructure includes built assets like the Gallagher Centre, cultural facilities and resources beyond sewage and water.
<i>Encourage public participation by area residents, property owners and other interested groups in the preparation of any planning documents</i>	The development of a cultural plan is dependent on the participation of Yorkton residents. The implementation of this plan is even more dependent on public participation.

The table above offers a simplified view of the City's stated general objectives through a cultural lens. As we read through the City of Yorkton's Municipal Development Plan, there are specific policies connected to economic development, revitalization of the downtown, development of the West Broadway corridor, leisure services, arts, culture and heritage management, education, urban design and heritage designation that fall under the umbrella of culture. These policies are already in place, and many are directly connected to supporting cultural activities and events. A small sampling of those policies includes:

Economic Development

- Seek to generate and expand the number of employment opportunities for all social and demographic groups within Yorkton;
- Coordinate economic development opportunities with the Rural Municipalities and First Nation communities to strengthen the local economy;
- Promote tourism through the development and support of local and regional facilities and attractions;

Downtown Revitalization

- Increase pedestrian activity within the Downtown by making it a safe, vibrant, eclectic, and attractive environment for Yorkton residents and consumers;
- Work towards the development of a major civic focus in the downtown. The development could involve the situation of a civic facility in a park or plaza-like setting, complete with landscaped open spaces, and/or a courtyard, or may just involve the development of a park with the above-mentioned features. The intent of the development should be to serve as:
 - a place for the provision of community and cultural services;
 - a venue for special event, including entertainment, markets, festivals and cultural activities;
 - an informal meeting place for all people; and
 - a focal point to attract, orient and satisfy visitors to Yorkton.
- Ensure that the following design principles shall be pursued in the downtown (through the development and design review, and capital budget processes):
 - the enhancement and definition of the principal entrance points or gateways to the Downtown;
 - the designation, preservation, and restoration of key historic buildings and/or properties;
 - the provision of open space and pedestrian amenities in the Downtown through:
 - the designation of appropriate areas for park space;
 - the encouragement of the private sector to incorporate open space and other pedestrian amenities into major development projects in the Downtown;
 - the formulation of a greenways plan which develops a strategy for linking existing and future parks via landscaped pedestrian and bicycle pathways;

West Broadway Commercial Corridor

- Promote city beautification through the incorporation of standards in the Zoning Bylaw, which promotes design elements such as landscaping, lighting, and signage;
- Encourage the development of this corridor in a manner which optimizes retail and commercial market on a citywide basis;

- Develop a redevelopment and reinvestment strategy for the West Broadway Corridor by:
 - developing a vision and theme for the corridor to provide it with a distinct identity from other commercial districts;
 - developing a streetscaping plan;
 - identifying vacant or underutilized properties;
 - encouraging the removal or rehabilitation of unsightly buildings, and the remediation of environmentally contaminated sites;
 - assembling land for acquisition and development;
 - marketing available land or buildings to prospective buyers and/or developers.
- Work with the *Saskatchewan Indian Gaming Association (SIGA)* and *Kahkewistahaw First Nation*, to promote the economic revitalization of the City's West Side.

Parks and Open Spaces

- Establish a continuous park and pathway system, which takes advantage of both natural and man-made features and provides a variety of experiences;
- Make major physical features of the park land system accessible and usable for varied activities;
- Provide for mixture of open space environs for residents including civic plazas, formal gardens, children's playgrounds, ball fields, and regional parks;
- Design sites in the parks/open space system to permit, where appropriate as many functions as possible;

Leisure Services

- Encourage the participation and the involvement of volunteers in all aspects of the City's facilities, programs and services; and
- Encourage joint planning between public, non-profit and commercial enterprises and encourage the participation of other agencies in the provision of parks and recreation facilities.

Heritage, Arts and Culture

- Give due consideration to the historic significance of older structures and sites to determine the requirement for public or private action for the conservation thereof;
- Commit to facilitating and stimulating the arts and cultural opportunities in Yorkton;
- Recognize the importance of the arts in the fabric of the community, including the provision of many social and economic benefits;
- Commit to encouraging, in cooperation with the arts community, a broad range of artistic opportunities that are expressive, open and accessible to all Yorkton residents; and
- Commit to the research and acquisition of records, small artifacts, and expansion of community archives.

Education

- Encourage post-secondary and commercial educational and training facilities to locate in the Downtown and other areas that offer good access to transportation routes and minimize land use conflict; and
- Promote the sharing of facilities and services with local Boards of Education in order to promote the community use of available school facilities in meeting the educational, cultural, social and leisure needs of the community.

Urban Design

- Encourage the character of the street environment to be enhanced through the integrated design of sites, buildings, streets and streetscape improvements;
- Ensure that publicly accessible spaces be designed for increased safety, provide for improved surveillance at all times of the day and include appropriate lighting;
- Promote pedestrian amenities in the retail core area, including decorative paving, awnings, street furniture, enhanced lighting, bus shelters, etc; and
- Highlight and strengthen the predominant entrance points or “gateways” to the Downtown via sculpture, decorative signage, landmarks, murals, icons, and other elements, which can be utilized to artistically express the character of the City.

Heritage District Designation

- Encourage infill and redevelopment projects to incorporate heritage characteristics or building features in traditional neighbourhoods, where it is deemed appropriate by Council;
- Encourage redevelopment projects within the traditional business district, which mirror the architectural character, features or materials of buildings having heritage value;
- Develop architectural guidelines and techniques for the preservation and restoration of existing buildings;
- Ensure a compatible architectural and visual relationship along the street façades between heritage buildings and new building construction;

These policies were adopted by City Council in 2003, and already provide a fairly wide door for city administration to provide support for a cultural plan. There is further support for culture expressed in other civic documents and reports, including the Downtown & West Broadway Corridor Redevelopment Plan.

D3. Downtown & West Broadway Corridor Redevelopment Plan

The Redevelopment Plan was identified by stakeholders early in the Cultural Planning process as a document of significance, primarily for the widespread community engagement that was undertaken to generate that plan. There was also a belief that many of the recommendations of the Redevelopment Plan indicated a **need for additional cultural activities and events, as well as a focus on re-use of heritage buildings**, and the development of a new place for

community gatherings and events. We have outlined a summary of those recommendations that relate to a cultural plan below.

“Improving the Downtown image involves establishment of a theme that emphasizes arts and culture, historic building architecture, streetscape design, mixed uses, pedestrianism, and more compatible commercial anchors.”⁴

Other significant points from that plan include the following direct quotes. The page numbers where these quotes are located in the Redevelopment Plan are indicated in parenthesis.

- In conjunction with architecture, a “cultural theme” celebrating history and heritage was identified for the Downtown. This includes recognizing ethnic diversity such as First Nations and early settlers, along with the heritage significance of agriculture and the railways to Yorkton’s settlement history. (Page 23)
- A strong Downtown theme hinges upon a focal attraction or “gathering place” for residents of all ages, cultures, and interest groups. Broad guidelines for this civic space are that it be multi-purpose; involve the public and private sector; be operational year round (indoor and outdoor); and that it support the culture and heritage redevelopment theme. Compatible adjacent uses commonly identified include arts and crafts, ethnic restaurants, a coffee house, heritage museum, and an outdoor plaza/park space. (Page 23-25)
- Beyond commercial development, tourism is a commonly identified market sector that strongly supports downtown revitalization. The Godfrey Dean Art Gallery, the new Family Leisure Centre (Gallagher Centre), the Casino, and the expanding range of festivals and events through the City annually draw tourists to Yorkton. Expanding the number of festivals, concerts, attractions and events, and concentrating them in the Downtown will bolster the revitalization strategy as well as the tourism sector. (Page 27)
- A third strongly supported market industry is arts and crafts. An artist cooperative utilizing vacant or low-rent space as an incubator to promote arts and crafts was discussed by a number of groups. The Godfrey Dean Gallery is a major tourist attraction that has continued to expand its arts exhibits and presence in the community. Expansion of this industry will be supported by the municipal and private commitment to public art and revitalization. (Page 27)

⁴ Page v, Executive Summary, City of Yorkton Downtown & West Broadway Corridor Redevelopment Plan, 2005

- In addition to strengthening the local economy, social activities and events are a major source of community pride. It was identified that further event planning is needed to celebrate art, culture, and heritage of the community to support revitalization efforts in the Downtown and West Broadway Corridor. (Page 34)
- Historic buildings, with their ability to directly link tradition, heritage, culture and folklore, are an essential element to the urban fabric. Yorkton is fortunate in not only possessing numerous quality heritage buildings, but also by a strong public will to preserve and restore this architecture. Every component of the public participation process identified heritage preservation as the primary redevelopment “theme”. To realize this theme, proactive planning, strong leadership and a greater sense of pride and ownership are needed on the part of the City, business and citizenry. (Page 55)

In addition, other recommendations in the Redevelopment Plan correlate to a few of the key objectives established by the Cultural Plan Steering Committee concerning volunteer support, improved coordination and communication, and increased awareness of the importance of culture:

- Mobilizing new events of interest to residents and visitors requires committed leadership, a large volunteer pool, and coordination with other events. It was suggested that community leaders and organizations need to find ways of involving seniors and youth that have the time and interest to commit to a particular event. Other groups, such as the Business Improvement District, might expand event activities to include other attractions such as outdoor concerts and street festivals. (Page 34)
- Scheduling was identified as a high-priority item that assists in stabilizing the economy by ensuring tournaments and events were coordinated to reduce competition for availability of rooms, facilities and public attendance. The Community Event Calendar prepared by Tourism Yorkton posts key events, and the business community should share in promoting this awareness. In addition to web-sites, the integration of bulletin boards on street corners is a street feature that will serve to increase awareness and exposure to events. (Page 34)
- A related initiative is the discussion of an “Ambassador” program to educate staff and businesses on the importance of attractions, events and tourism. (Page 34)

As we begin to develop specific actions for Yorkton’s Municipal Cultural Plan, it is clear that many recommendations from previous planning documents can be incorporated into the Cultural Plan.

It is important to recognize the work that has been done in the community already. There was some frustration expressed by focus group participants that “reinventing the wheel” or “studying the needs of the community from every different angle” was not

necessary to begin to develop a cultural plan for Yorkton. The bulk of the work has been done, or is being done by the city administration, by the myriad of community organizations and groups that are doing important work, and by the small army of volunteers that keeps Yorkton's events and activities running.

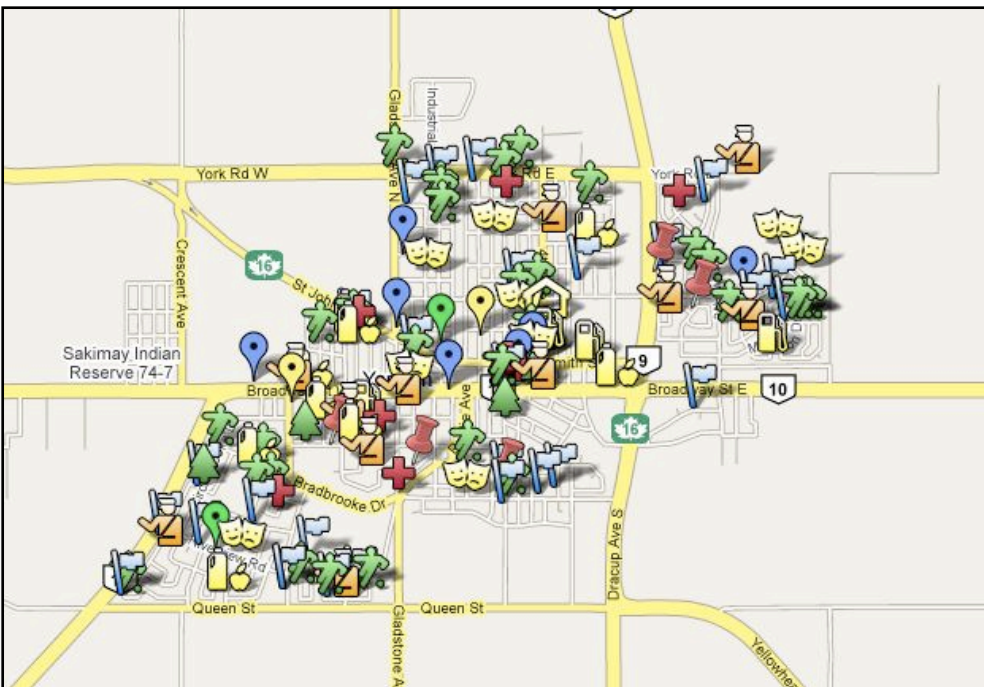
E. Cultural Resources Framework Summary

One of the first steps in developing a cultural plan is to identify the community's existing assets. Those assets include built fixtures, cultural facilities including museums, libraries, theatres, and heritage or cultural sites. They also include the organizations that provide programming, including arts, heritage and cultural non-profit organizations, cultural or entertainment businesses, tourism agencies, religious and community organizations, and educational institutions. Community assets also include events, festivals, and moveable collections like archives, fine art collections, and historical artifacts.

The City of Yorkton has a significant number of cultural resources for a community of less than 20,000 people. The Yorkton Leisure Guide (published by the Leisure Services Department) lists over 170 community organizations. A Cultural Resources Framework Summary is attached as Appendix B. This baseline information was utilized to create a Cultural Map for the City of Yorkton.

F. Cultural Mapping

Identifying a community's cultural assets can create a long list of facilities, groups and events.



Putting those facilities or organizations on a physical map can help to create a visual dimension that makes it easier to grasp the impact that arts and culture can have in a community. It can also help to identify whether there are potential partnerships that can be explored, or whether a geographical area is underserved. In other communities where cultural mapping has been achieved, the end result has been utilized in many different capacities. It has been used as a promotional tool, as a means to draw attention to specific sites. Adding audio and video components to an online map can help tell the story of a community. It can also be used to market specific locations or events.



The Yorkton Cultural Map was created using GoogleMaps. The initial draft of the Yorkton Cultural Map has over 120 entries. It will hopefully reside on the City of Yorkton web site, as well as on Tourism Yorkton's web site. It can be built upon, with additional locations or events added. The map can also be used to identify moments in time, or tell Yorkton's history. GoogleMaps is an easy-to-use interface. It will be easy for organizations to make additional entries or update existing entries.

G. Focus groups and community meetings

The first community meeting was held in November 2007, to introduce the concept of cultural planning and engage volunteers for the steering committee. Following the development of the key objectives and the online survey during the first quarter of 2008, a community open house was held on May 15, 2008 at the Gallagher Centre. While that first open house was sparsely attended, the resulting media coverage (see Appendix C) attracted a number of online responses to the survey. In addition to the presentations that were made to City Council and the Leisure Services Committee (as previously outlined on Page 8), a presentation was also made to the Rotary Club in July 2008.

Focus groups were held in October 2008, with groups that included representatives from arts organizations, the Business Improvement District, Yorkton's cultural and recreational facilities, and the Regional High School. (Focus group participants are identified in Appendix A.) These focus group sessions were perhaps the most productive of the information gathering efforts, as the input was direct and the discussions were able to move beyond the surface to some of the real issues as perceived by the participants. In addition to identifying the problems that groups were facing, the opportunity to explore some of the potential solutions was greatly beneficial. It was from these focus group sessions that many of the recommendations contained in the Key Actions were generated.

The overarching sentiment expressed at the focus group sessions was **a willingness to work together, more collaboratively, to further the cultural activities of the various groups and organizations**. It was generally recognized that much more could be done to “connect the dots” and find ways to work together better and smarter. One of the more critical needs expressed at the focus groups was the issue of lack of performance and rehearsal space, as well as a lack of space for archiving and storage. While there was a general sense that cultural activities were under-funded, the predominant attitude was not one of “we need more financial support”, but rather **“what can we do to generate more financial support, and more revenue?”** While discussing the need for more space, the conversation did not remain focused on a need for more space, but quickly grew into a discussion on **opportunities to share space, to find ways to serve those needs most effectively, most efficiently.**

Cultural organizations are often seen as a drain on the public coffers. They are not often recognized as the efficient results-driven organizations that they can be. Cultural organizations are used to achieving more with less, including financial and human resources. Working with a small volunteer pool and a smaller financial base, cultural organizations can often provide significant programming and deliver major community events that reap direct and indirect economic spinoffs. The Yorkton Sunflower Art & Craft Sale is a good example of this. The event fills hotel rooms and restaurants, and generates more cash flow through the Gallagher Centre's ATM than any other event, yet is produced in partnership with Yorkton Band Boosters by a small core of six volunteers and one part-time staff person.

The consensus throughout the focus group meetings was that **an umbrella organization or network was a critical piece** missing from the Yorkton community. Finding creative ways to solve current issues will be easier to accomplish if they work together to identify those solutions. The opportunity to jointly market their events, to explore professional development opportunities, to develop a new volunteer pool, were immediate benefits identified by focus group participants if an arts and culture network were established in Yorkton. The “strength in numbers” concept when developing partnerships with educational institutions, with the City, with the corporate community were also identified as potential benefits.

One of the primary exercises of the focus groups was a review of the Key Objectives as established by the steering committee. While the consensus of the focus groups was that the original five objectives were all worthy objectives, it was widely believed that one key objective was missing, and was critical to the development of a cultural plan for Yorkton. **The need for additional space for performance, rehearsal and organizational administration was deemed to be so critical as to deserve status as a Key Objective.** Therefore, a sixth objective was added to the original five:

Key Objective #6

Establish a new or refurbish an existing community facility for cultural activities, events and organizations that is accessible, affordable and sustainable.

As previously mentioned, the focus group discussions were not limited to stating challenges. In the course of three days of focus group meetings, the idea of moving the Sports Hall of Fame to the Gallagher Centre came up as a consistent topic. On the third day, the focus group specific to Yorkton facilities included representatives from both the Sports Hall of Fame and the Gallagher Centre. It was agreed by both parties that a move was in the best interest of both organizations, and that each organization was prepared to contribute financially to achieve that goal. (It is our opinion that volunteers from the arts community would be willing to contribute some hours to the physical task of moving the Sports Hall of Fame to a new location, if it meant that space at the Land Titles Building would be available for cultural organizations!)

H. Best Practices

Ideally, cultural plans set parameters in which a “cultural ecosystem” can flourish rather than determining the nature of cultural activity and programming to take place. Many of the effective examples of cultural planning throughout Canada share a common feature: that the recommendations support and enhance the planning objectives in existing development plans. Understanding and exploring the existing synergies between cultural development and other municipal objectives such as economic and community development, tourism, and youth retention is instrumental to effectively raising the profile of the value of culture in the

community and developing a diverse range of partnerships with cultural groups and other community stakeholders.

When the community comes together to identify shared needs, creatively re-imagine the city in new ways and commit to action to realize this vision, a cultural plan can gain the broad support required for its success. A key indicator identified in successful cultural planning approaches is the diversity and number of community partnerships initiated through the planning process. The strength and breadth of these relationships are crucial to generate the political will required to implement the actions in the plan.

The Consultants conducted an extensive review of best practices in the field of Canadian and international cultural planning. Looking for models that reflected the population base of Yorkton and to some degree, the desired outcomes of the Yorkton process required us to move beyond the successes of larger cities like Toronto and Vancouver. Evaluating best practice models on the basis of their relevance to the Yorkton cultural planning process, we looked at examples from Owen Sound and Orillia, Ontario; Prince Edward County, Ontario; Hartford, Connecticut; Nanaimo, BC; Kelowna, BC; Moncton, NB; and Woodstock, Ontario, among others.

Prince Edward County has been recognized as a Best Practice Model for the significant impact that their cultural planning process has had on that distinctly agricultural region of Ontario. Community representatives often identify the establishment of a Cultural Roundtable as being one of the most beneficial results of their cultural planning process. Dedicating time to meet on a regular basis has resulted in increased awareness of each other's events and activities, and has helped to strengthen the ties between the cultural community, the business community, and the municipal administration. The establishment of a new annual celebration of the arts is also cited as a significant new development resulting from their cultural plan. Their annual "Cultural Rally" has helped to generate a newfound sense of pride in their community.

Another example of particular interest is the work being done in Kelowna, BC. While it is not as small as Yorkton, with a population of approximately 109,000, it has achieved remarkable progress in a very short time span. The critical first step that was taken by the City of Kelowna following the development of a cultural plan was the employment of a Project Manager to oversee and spearhead the implementation of their cultural strategy. It is the opinion of the Consultants that this one action could have a significant impact if implemented in Yorkton. While the current City employees responsible for culture are hardworking and dedicated individuals, they are also responsible for all of the recreational, sport and community services in the City of Yorkton. One fulltime position, whether an employee of the city or established as an arms-length position possibly connected to the proposed Yorkton Culture & Arts Network, could have a significant impact in the implementation of actions to improve the cultural fabric of the city.

Kelowna has also established a six block Cultural District that is home to theatre companies, art galleries, performance venues and small shops and restaurants or cafes. As Yorkton strives to revitalize the downtown core, using culture and heritage buildings as one of the pillars of that

plan for revitalization (as well as public art), the Kelowna model can serve as an example of what might be. One of the most distinguishing characteristics of the Kelowna Culture District is the abundance of public art that is showcased throughout the area. The City of Kelowna has dedicated an annual financial contribution to the creation of new works of public art. They offer an annual grant of \$10,000 toward the creation of new community works of public art. The art contributes to the unique character of the Cultural District of Kelowna.

The City of Owen Sound is slightly larger than Yorkton, with 30,000 citizens. Their cultural plan was developed and adopted in 2006. The objectives of Owen Sound's cultural plan included establishing a scholarship for students to participate in arts education, supporting annual festivals and events, and providing space for artists and arts organizations in a local heritage building, the Courthouse.

Examples of best practices are outlined in sidebars on the following pages. They have been presented within the context of the Key Actions as described in the next section, as well as within the proposed implementation plan.

3. The Action Plan

Based on the survey analysis, the focus group discussions, the research into best practice models and the existing planning documents in Yorkton, the following Key Actions comprise the basis for the Yorkton Cultural Plan. These actions include specific steps that might help to achieve the six Key Objectives established by the Steering Committee and the focus groups.

Key Action #1: Connect and Collaborate

- That the City of Yorkton establish a Cultural Committee to ensure that the objectives of the Cultural Plan are met. This administrative Committee would develop terms of reference and potentially include representatives from the three municipal Committees, the two school boards and college, as well as from key cultural groups, Tourism Yorkton, the Yorkton BID and Chamber of Commerce.
- Establish the Yorkton Culture Network, a network of all groups, organizations, businesses or artists who want to contribute to the improved communication and coordination of events and organizations.
- Establish a cultural charitable foundation, to assist with financial capacity building and enable Yorkton citizens to contribute financially to cultural organizations while gaining appropriate tax benefits.

Best Practice Models: The Prince Edward County Cultural Roundtable meets on a monthly basis and has served as the launching ground for numerous community initiatives.
(www.culturalroundtable.ca)

The Greater Hartford Arts Council was established to increase funding to their local arts organizations. Their website is a central online destination for all arts and cultural events and activities in their region. Joint marketing, branding and audience development are key to their success.
(www.letsgoarts.org)

Best Practice Models: Prince Edward County Cultural Roundtable (CRT)
The Greater Hartford Arts Council
The London Arts Council
(See also Appendix x)

Key Action #2: Affirm Community Participation

- Present the Cultural Plan to the City of Yorkton, through the Leisure Services Committee.
- Develop a cultural policy for the community of Yorkton that expands on the current policies, and includes a policy for public art, and a mechanism for funding cultural activities.

Best Practice Models: Orillia Cultural Plan
Kelowna Culture Matters
Saskatoon Public Art Policy
(See also Appendix x)

Best Practice Models: The City of Orillia (pop. 29,000) adopted a Cultural Plan in November 2005 and implemented a number of the actions identified in that plan. (www.city.orillia.on.ca)

The City of Kelowna (p 109,000) established a Culture District after developing a cultural plan in 2000. Their public art policy provides a minimum of \$100,000 annually for public art reserve to a maximum of 1% of their capital budget. (www.artsinkelown.com)

Key Action #3: Communicate

- Establish a communication strategy that would incorporate the Yorkton Events calendar, the community events listing in both newspapers, the cultural map, and provide joint marketing opportunities for established annual events and smaller organizations or groups. Focus on marketing to Yorkton citizens and the surrounding area.
- Establish one online presence, a web site that acts as the central hub for cultural activities in the City of Yorkton and surrounding area. This would include a campaign to make that web site the “home page” for people living in the area.

Best Practice Models: The London Arts Council web site acts as a central hub for all arts activities, as well as profiling local artisans. (www.londonarts.ca)

Greater Hartford Arts Council offers joint marketing through their Lets Go Arts Card program, giving two for one tickets to many different events. (www.letsgoarts.org)

The Creative City Network has developed a set of cultural indicators to assist communities in developing methods to measure the impact of arts and cultural activities in ways that are meaningful for each city.

- Develop a set of cultural indicators using models like the ones established by the Creative City Network to track the contribution that cultural activities and events are making in Yorkton.
- Develop a mechanism to collect and track the economic impact of current cultural activities in Yorkton.

Best Practice Models: The Greater Hartford Arts Council
 London Arts Council
 Creative Cities Network Cultural Indicators
 (See also Appendix X)

Key Action #4: Educate and Engage

- Present a series of capacity building workshops on event planning; marketing; fundraising; audience development; volunteer recruitment, training and retention.
- Create a partnership with the high schools to develop a mentoring program that offers opportunities to train high school students in the production and delivery of cultural events, activities and programming.
- Develop a volunteer incentive program that offers a pool of tickets for all cultural events. Augment that with donations and gift certificates from local businesses.
- Establish a joint marketing campaign that promotes the benefits of volunteering for art and cultural activities, or work in partnership with the United Way or other charitable organizations to promote the benefits of volunteering in general.

Best Practice Models: Kelowna’s Cultural District offers a variety of workshops and has established a number of partnerships with arts organizations, businesses, and educators.
 (www.artsinkelowna.com)

In Woodstock, Ontario, an after-school program was developed in partnership with the library, art gallery, museum and the city as a means to integrate lower income families into the community.
 (<http://www.creativecity.ca/resources/project-profiles/Woodstock-Get-Connected.html>)

Regina’s Globe Theatre hosts an annual volunteer appreciation night, offering training, and “prizes” donated by local businesses.

Best Practice Models: Kelowna Cultural District Workshops
 Woodstock Get Connected program
 Globe Theatre Volunteer Host Program
 (See also Appendix x)

Key Action #5: Build Bridges

- Partner with surrounding communities on the establishment of a regional cultural event possibly connected to the annual Powwow held each May.
- Establish the largest Aboriginal art gallery in Saskatchewan. This art gallery could also offer programming in Aboriginal art practices to students of all ages.
- Establish a cultural exchange program between Aboriginal communities in the outlying areas and the non-Aboriginal communities, through exchange of tickets to cultural events.
- Create a regional newsletter (distributed electronically and/or in print) that highlights upcoming activities and features local artists and cultural organizations. This could also be utilized as a means to encourage new volunteer engagement.

Best Practice Models: In Enderby, BC, a community play engaged 400 people in the development process. It drew on local historical elements, focusing on stories of the Shuswap First Nations people and the early White immigrants to the area, interwoven with elements of pageantry, the ecology of the Shuswap River and the cycle of the salmon. The process of creating the play involved 18 months' worth of skill-building workshops, information sessions and a series of community cultural events. The involvement of youth led to a training program at a local ski resort.
(www.enderbymuseum.ca)

Best Practice Models: Kelowna Art Gallery In the Spirit of N'ha-a-itk
Enderby Community Play
(See also Appendix x)

Key Action #6: Create Space

- Establish a sub-committee of the Cultural Roundtable to investigate the possible re-use of space in the city. The same committee could also undertake an inventory of existing and potential facilities or spaces, and a needs assessment to determine the space requirements of various groups and organizations, and determine if there are any potential synergies for shared space that have not yet been explored.

- The sub-committee could also explore the fundraising opportunities that might exist to establish a new purpose-built facility, through various foundations, grant programs and fundraising campaigns, to determine the feasibility of pursuing this option vs. the restoration or re-use of an existing building.
- The sub-committee could also begin negotiations with the two school divisions toward enabling better community access to the Anne Portnuff Theatre and the Sacred Heart Theatre.
- Establish a cultural heritage research centre to develop an expanded archive of the city's history and important documents and photographs.
- Establish a youth drop in centre with an arts-based focus to provide Yorkton's youth with a place that is accessible.

Best Practice Models: ArtsCourt, Ottawa, Ontario
 Ontario The Arts Project, London,
 Melbourne, Australia Artful Dodgers Studio,
 (See also Appendix x)

Best Practice Models: In London, The Art Project (TAP) was created in an 1870 heritage building, the former court house. Since its opening in 2004, it has posted 400% growth and become a hub for artistic activity in theatre, dance, music and visual art. (www.artsproject.ca)

In Melbourne, Australia, the Artful Dodger Studios are creative spaces for young people whose lives have been affected by difficult circumstances. They work with experienced artists and musicians - exploring and developing their creative skills, meeting and connecting with other artists and musicians and getting involved in high profile projects, exhibitions and other public outcome events. (<http://v3.artfuldodgers.tv/>)

Key Action #7: Celebrate!

- Create an annual celebration of culture in Yorkton; that celebrates all of the art forms, arts organizations, cultural groups and activities, that is accessible to all citizens.
- Re-establish the ‘Haunts of Yorkton’ as an annual cultural product offering, much like the Moose Jaw Tunnels tour.
- Encourage, facilitate and support community public art (reflecting established public art policy guidelines and standards).
- Create an arts/business award event. This event would celebrate the achievements of the cultural community, as well as the ways that local businesses have helped through financial support, volunteer support or sustained support.

Best Practices Model: Every summer, Nanaimo BC gets a little more colorful with 200 banners made by children, youth and adults. The Nanaimo Banner Festival has been going strong for 18 years. (www.nanaimoartgallery.com)

Kelowna’s public art program invests \$10,000 every year in creating new public art. (www.artsinkelowna.ca)

The Vancouver Community Walls project engaged over 300 people in creating spectacular murals.

Regina’s Mayor’s Arts & Business Awards celebrate the support of local businesses for the arts, as well as the achievement of outstanding artists and arts administrators.

Best Practice Models:

Nanaimo Banner Festival
Prince Edward County
Kelowna Cultural District, Public Art Project, Community Awards
Vancouver Community Walls project
Regina Mayor’s Business and the Arts Awards
(See also Appendix x)

4. Next Steps

Implementation Plan

The first step to implementing the Yorkton Municipal Cultural Plan is to **present the document for approval** to the Leisure Services Committee, and through them, to City Council. Through this process, the Yorkton Municipal Cultural Plan will also be presented to the Economic Development Committee and the Municipal Planning Committee.

The support (financial and otherwise) of the City is critical to the success of this Cultural Plan, but there are a number of steps that can be implemented by the community, by a collaborative effort between existing cultural organizations, community groups and individuals.

Of utmost importance is the **establishment of a Cultural Committee**, a group of individuals who will take responsibility for ensuring that the objectives of the Cultural Plan are met, and to establish the measurements by which the success of this plan can be monitored and evaluated. The Cultural Committee will first establish a terms of reference for their work, but should ideally be comprised of representatives from the arts community, the business community, City Council, city administration, the school boards and the Aboriginal community.

While the Cultural Committee will act as the “stewards” of this plan, the **proposed network of cultural organizations and artists** can begin the work of improving communication between organizations and brainstorming ways to improve their marketing and positioning in the greater Yorkton region. This process would greatly benefit from the financial support of the City of Yorkton. **One full-time employee, a modest investment by any standard, would be able to act as the instigator and coordinator for this new Yorkton Cultural Network.**

The following chart outlines specific steps that could be taken to implement the Yorkton Municipal Cultural Plan. This chart attempts to articulate the vision for the Cultural Plan (as outlined by the Key Objectives), the governance required (who and how), and the specific steps required to implement the plan (what needs to be done).

Key Objective #1

Improved Coordination – Yorkton’s cultural community achieves increased communication and coordination between cultural organizations and events regarding timing of events, marketing, audience development, partnership development, volunteer recruitment/retention and organizational capacity. This would include the ongoing maintenance of the cultural inventory and regular updates to the cultural map.

Strategic Action	Goal	Why	Who	How	Best Practice Models
Connect and Collaborate	Establish a Cultural Committee	To ensure that the objectives of the Cultural Plan are met To establish cultural indicators of success To develop Terms of Reference for implementation of Cultural Plan	Representatives from school boards and college, key art and cultural groups, Tourism Yorkton, the Yorkton BID and Chamber of Commerce	Quarterly meetings Planning sessions Nominal city support to cover meeting costs	Prince Edward County
	Establish the Yorkton Culture Network	To contribute to the improved communication and coordination of events and organizations To maintain the cultural map/inventory	Artists, groups, organizations, businesses or volunteers who are active in Yorkton’s arts/culture community	Meetings, community gatherings Apply for Arts Board community grant City grant to engage one full time employee or project manager	London Arts Council
	Establish an arts and culture charitable foundation	To assist with financial capacity building and enable Yorkton citizens to contribute financially to arts and cultural organizations while gaining appropriate tax benefits	Yorkton Cultural Committee, Yorkton Culture Network, City administration, South Saskatchewan Community Foundation	Yorkton Culture Network or cultural committee to develop guidelines City to administer grant applications SSCF to assist with establishing foundation	Greater Hartford Arts Council
Celebrate!	Create an arts/business award event.	To celebrate the arts and cultural community, as well as local businesses that have supported the arts and culture	Yorkton Cultural Committee, Yorkton Culture Network, City administration, BID or Chamber	Establish award show to alternate on a biannual basis with the current Chamber awards	Regina Mayor’s Arts & Business Awards Vancouver Arts Achievement Awards

Key Objective #2

Municipal Policy and Plan – The adoption of a municipal cultural policy and a municipal cultural plan by the City of Yorkton, with required secure funding attached for ongoing implementation of the plan.

Strategic Action	Goal	Why	Who	How	Best Practice Models
Affirm Community Participation	Adoption of the Yorkton Municipal Cultural Plan	To facilitate the implementation of the plan, to achieve the sustained growth of Yorkton’s cultural sector and improved quality of life in Yorkton.	The steering committee, city administration, the Leisure Services Committee	Present the Cultural Plan to the City of Yorkton, through the Leisure Services Committee. Request city funding for start up costs for Yorkton Culture Network.	Orillia, Ontario Prince Edward County, ON Kelowna, BC
	Adoption of a cultural policy for the community of Yorkton that expands on the current policies, including a policy for public art and a mechanism for funding cultural activities.	To ensure consistent administration and management of Yorkton’s cultural assets, and to enable the growth of the cultural sector for the benefit of all Yorkton’s citizens.	Leisure Services Committee, City administration, Cultural Committee, City Council	Review best practices, develop framework for policies; consult with Yorkton Culture Network; present draft policy to City Council for approval. A direct contribution of half of one mill as an increase to the mill rate would result in four times that much being invested in cultural activities.	Kelowna, BC (cultural policy, public art policy, funding mechanisms) Saskatoon, SK (public art policy)
Celebrate!	Establish a public art program (reflecting established public art policy guidelines and standards).	To encourage, facilitate and support community public art and instill sense of pride of place and beautify downtown and other areas.	Yorkton Culture Network, City administration, BID	Commit an annual amount to community public art program	Kelowna Public Art Program Vancouver Community Walls Project
	Create a culture and business award event.	To celebrate the arts and cultural community, as well as local businesses that have supported the arts and culture	Yorkton Cultural Committee, Yorkton Culture Network, City administration, BID or Chamber	Establish award event for business and culture.	Regina Mayor’s Arts & Business Awards Vancouver Arts Achievement Awards

Key Objective #3

Increased Awareness – Through a strategic communication and marketing strategy of the municipal cultural planning process, the resulting cultural plan, and cultural activities in general, Yorkton’s citizens have an increased awareness of the value of culture, the contribution that culture makes to the quality of life and to economic development in Yorkton, and of the ongoing cultural activities in Yorkton.

Strategic Action	Goal	Why	Who	How	Best Practice Models
Communicate	Establish a communication strategy	To incorporate Yorkton Events calendar, event listings in newspapers, the cultural map, and provide joint marketing opportunities for established annual events and smaller organizations or groups	Yorkton Culture Network, via the full-time employee Partner with local media outlets and Tourism Yorkton	Brainstorm with local media outlets, Yorkton Tourism, BID, to determine a cost effective strategy. Focus on marketing to Yorkton citizens and the surrounding area	London Arts Council
	Establish one online presence, a web site for all of Yorkton’s cultural activities, events, organizations and artists.	To provide a central hub for cultural activities in the City of Yorkton and surrounding area	Yorkton Culture Network, via the full-time employee.	Partner with a web design company Create a campaign to make that web site the “home page” for people living in the area.	The Greater Hartford Arts Council
	Develop a set of cultural indicators	To track the contribution that cultural activities and events are making in Yorkton and monitor the success of the cultural plan.	Cultural Round Table, City administration, Yorkton Culture Network employee	Create a set of indicators specific to Yorkton using models like the ones established by the Creative City Network	Creative Cities Network Cultural Indicators
	Develop annual measurement mechanisms	To collect and track the economic impact of current cultural activities in Yorkton	City administration, Yorkton Culture Network	Using cultural indicators as guides, determine what to be measured/how/when.	Creative Cities Network Cultural Indicators
Celebrate!	Create a culture and business award event.	To celebrate the cultural community, as well as local businesses that have supported the arts and culture	Yorkton Cultural Committee, Yorkton Culture Network, City administration, BID or Chamber	Establish award show	Regina Mayor’s Arts & Business Awards Vancouver Arts Achievement Awards
	Create an annual cultural festival.	To celebrate all of the art forms, arts organizations, cultural groups and activities, accessible to all citizens.	Yorkton Culture Network, Cultural Committee, City Administration, Arts Council	Develop budget through applications to SaskCulture, Arts Board, corporate sponsors, etc.	Nanaimo Banner Festival Prince Edward County Festival

Key Objective #4

More Volunteer Support – Yorkton’s cultural community has a larger volunteer pool, through a recruitment/retention/reward program that helps to engage more volunteers, and younger volunteers.

Strategic Action	Goal	Why	Who	How	Best Practice Models
Educate and Engage	Increase the capacity of cultural organizations	To ensure the sustained delivery of cultural programming, currently dependent to a large degree on a small volunteer pool.	Yorkton Culture Network	Secure funding to present a series of capacity building workshops on event planning; marketing; fundraising; audience development; volunteer recruitment, training and retention	Kelowna Cultural District Workshops
	A partnership with the high schools to offer a mentoring program for cultural sector	To create opportunities to train high school students in the production and delivery of cultural events, activities and programming	Yorkton Culture Network, school boards	Determine parameters of program, establish volunteer guidelines, job descriptions, volunteer protocols	Woodstock Get Connected program United Way volunteer guidelines/policies
	A volunteer incentive program connected to all of Yorkton’s cultural organizations or events	To increase the number of trained volunteers available To encourage younger volunteers	Yorkton Culture Network, United Way, Rotary Club	Create a pool of tickets for all cultural events. Augment that with donations and gift certificates from local businesses. Hold an annual volunteer appreciation event.	Globe Theatre Volunteer Host Program
	A joint marketing campaign that promotes the benefits of volunteering for cultural activities	To increase the number of trained volunteers available To encourage younger volunteers	Yorkton Culture Network, United Way, local media outlets	Work in partnership with the United Way and other charitable organizations to promote the benefits of volunteering in general	
Celebrate!	Create a culture and business award event.	To celebrate the cultural community, as well as local businesses that have supported culture	Yorkton Cultural Committee, Yorkton Culture Network, City administration, BID or Chamber	Establish award show	Regina Mayor’s Arts & Business Awards Kelowna Community Awards

Key Objective #5

Yorkton as a Cultural Hub – The City of Yorkton is recognized as a centre of cultural excellence and activities for the surrounding region, offering programming that appeals all communities within a significant radius outside of Yorkton.

Strategic Action	Goal	Why	Who	How	Best Practice Models
Build Bridges	Establish a regional cultural event, possibly connected to the annual Powwow held each May	To connect to the cultural communities of neighboring towns and reserves. To attract a larger audience from the surrounding area to Yorkton-based events	Yorkton Culture Network, Melville Community Works, First Nation cultural liaisons at schools/band offices	Connect with Sakimay band re May powwow. Extend an invitation to regional art councils or organizations to participate Apply for an Sask. Arts Board Creative Partnerships grant	Enderby BC Community Play Kelowna Art Gallery In the Spirit of N'ha-a-itk
	Establish the largest Aboriginal art gallery in Saskatchewan	This art gallery could also offer after-school programming in Aboriginal art practices to elementary and high school students	Yorkton Culture Network, City of Yorkton, First Nation bands	Develop business plan Present proposal to Ministry of First Nations and Métis Relations, Sask. Arts Board	
	Establish a cultural exchange program	To build better understanding and communication between Aboriginal and non-Aboriginal citizens	Yorkton Culture Network, surrounding First Nations and Métis communities	Create exchange of tickets to cultural events	
	Create a regional cultural newsletter (primarily electronic)	To highlight upcoming activities and feature local artists and organizations. This could also be utilized as a means to encourage new volunteer engagement.	Yorkton Culture Network employee	Solicit information from arts organizations and venues. Distribute electronically and hard copy	SaskCulture E-Release SaskMusic E-Release
Celebrate!	Create an annual celebration of culture in Yorkton.	To celebrate all of the art forms, arts organizations, cultural groups and activities, in a way that is accessible to all citizens.	Yorkton Culture Network, Cultural Committee, City Administration, Arts Council	Develop budget through applications to SaskCulture, Arts Board, corporate sponsors, etc.	Nanaimo Banner Festival Prince Edward County Festival
	Establish Haunts of Yorkton Tours as annual offering	To celebrate Yorkton's vibrant heritage	Yorkton Culture Network	Secure annual budget through new city fund	

Key Objective #6

Establish a new or refurbished community facility for cultural activities, events and organizations that is accessible, affordable and sustainable.

Strategic Action	Goal	Why	Who	How	Best Practice Models
Create Space	Achieve accessible, affordable, sustainable space for Yorkton's cultural groups and activities	To accommodate the space requirements of various groups and organizations, and capitalize on any potential synergies for shared space that have not yet been explored	A sub-committee of the Cultural Committee, the employee of Yorkton Culture Network, City administration	Undertake an inventory of existing and potential facilities or spaces, and a needs assessment of the space requirements of arts groups and organizations. Identify any potential opportunities or synergies for shared spaces.	The Arts Project, London, Ontario ArtsCourt, Ottawa, Ontario
	Identify all potential sources of financial support for a capital project	To determine the feasibility of pursuing a new purpose built facility vs. the restoration or re-use of an existing building.	A sub-committee of the Cultural Committee, the employee of Yorkton Culture Network, City administration	Explore all fundraising opportunities that might exist through various foundations, grant programs and fundraising campaigns	The Arts Project, London, Ontario ArtsCourt, Ottawa, Ontario
	Improved coordination and working relationship between community user groups and high school venues	To enable better community access to the Anne Portnuff Theatre and the Sacred Heart Theatre.	A sub-committee of the Cultural Committee, the two school boards, City administration	Appoint one representative to begin negotiations with the two school divisions	
	Establish a cultural heritage research centre	To develop an expanded archive of the city's history and important documents and photographs.	City of Yorkton	Explore appropriate and available space and possibilities. Dedicate capital funding and operating dollars. Explore Sask. Heritage grant programs Explore Canadian Heritage grant programs.	Saskatchewan Archives
	Establish a youth drop in centre with an arts-based focus	To provide Yorkton's youth with a place to develop creative skills, and help to curb the increase of gang related activities	Yorkton Culture Network, City of Yorkton, Godfrey Dean Art Gallery?	Investigate grant possibilities and potential partnerships.	Artful Dodgers Studio, Melbourne, Australia

5. Closing Remarks

The community of Yorkton enjoys a variety of cultural activity. The breadth and depth of their cultural programming is significant for a community of less than 20,000 people. Yet the capacity of the cultural community to contribute to the quality of life in Yorkton has not yet been acknowledged in a meaningful way by the City. The only dedicated municipal arts funding is the annual support provided to the Godfrey Dean Art Gallery and to the Yorkton Short Film and Video Festival.

The recognition that contributing to cultural activities is **an investment** that will reap benefits to the community at large is slowly growing across Canada, in cities both large and small. Finding the right way to provide financial support to artists and arts organizations to enable them to contribute to the quality of life, as well as to the economic vitality of a community, is the first step. Dedicating a small percentage of tax revenues (as little as half a mill rate), establishing a foundation that would enable citizens to make donations to cultural activities, or leveraging municipal dollars to access provincial and federal contributions, are only a few of the suggestions that came out of the focus groups held in Yorkton. It is our opinion that all three of these options could be pursued.

Of critical importance is the task of ensuring that this document works in tandem with other municipal planning documents. The work that has been done in the past few years in Yorkton has provided a significant framework or path toward a successful future. Ensuring that culture is recognized as a positive and powerful contributor to the future of this city will only serve to achieve the goals and objectives of the Downtown plan and the City's own strategic plan.

Whenever a plan is developed, the question of "who will do this work" always arises. There are a significant number of proposed actions included in the implementation section of this cultural plan. It is our belief that one person, a dedicated full-time employee, whether employed directly by the city or through an arms-length non-profit organization, could provide the leadership required, as well as coordinate or deliver most of the proposed actions. A dedicated employee can invest the time required to prepare grant applications, organize events, schedule meetings, and coordinate communication strategies. It is when this work is dependent solely on the good will of volunteers that things inevitably fall apart. The dedication of volunteer support is not in question, but the ability to commit the time and energy required is shrinking, as the increasing demands of work and family obligations rightly take precedence over volunteer hours.

The best practice models investigated in this process show that cultural plans have the capacity to profoundly impact a community, in both tangible and intangible ways. Establishing new

events that instill pride of place, that connect neighbors and provide shared experiences, can have both an economic and social impact on a community. Developing joint marketing opportunities, or new strategies to work together better, can help to grow cultural programming and organizations, increasing opportunities for employment, and for engagement in the arts. Providing cultural activities for youth can have profound effects, on their mental health, on their future employability, on their connection and commitment to their hometown, and to their sense of hope for a better future in their own community.

It is with the youth of Yorkton in mind that we offer this cultural plan to the community. The great divide between the surveyed opinions expressed by the younger generation and the older generation show two very different perceptions of the quality of life in Yorkton. If Yorkton is to remain a city of possibility, of hope for the future, the engagement of youth and their capacity to contribute in a meaningful way to the community must be nurtured and allowed to grow. Sporting events and activities are not the answer for every child. While they can provide an outlet for a percentage of young people, today's youth are more profoundly connected to the creative sector, through music, television, video games, and visual art. The creative sector is the fastest growing sector of the global economy, and has been for over a decade. In Canada, the creative sector is larger than agriculture, mining and forestry, combined. In Saskatchewan, we have been failing our youth by not providing them with opportunities to be trained in the creative sector, to develop their minds and spirits and encourage them to think outside of the box. We are long overdue for a cultural makeover. We are long overdue for a new approach to creativity.

We encourage the City of Yorkton to consider this plan as a framework, a blueprint for the creative potential of your next generation of citizens. Any investment made in culture today will pay dividends for generations to come. We encourage your city to be the first in Saskatchewan to adopt and implement a cultural plan. We respectfully submit this cultural plan on behalf of the Yorkton Municipal Cultural Plan Steering Committee, and all of the participants of the planning process. We look forward to seeing Yorkton recognized as a place where good things happen, in very creative ways.



Municipal Cultural Plan 2009



Appendix A: Participants

Steering Committee

Focus Group Participants

Steering Committee Members (past and present):

Louise Belanger
 Gene Deneschuk
 Lori Glauser
 Randy Goulden
 Janet Hill
 Sandra MacColl

Carrie Pengilly
 Dolores Ramsbottom
 Merle Sherwin
 Darren Spelay
 Darlene Stakiw
 Tonia Vermette

Focus Group Participants:

Last Name	First Name	Organization
Apland	Shani	Yorkton Registered Music Teachers
Arnelien	Janice	Yorkton Short Film and Video Festival
Bagley	Joyce	Parkland Writers Alliance
Brischuk	Al	Sports Hall of Fame
Cugnet	Margaret	Yorkton Arts Council
Daniels	Calvin	Yorkton This Week
DeVos	Phil	Yorkton Business Improvement District
Doupe	Carma Lee	Yorkton Regional High School
Dunlop	Mark	Anne Portnuff Theatre
Glauser	Lori	Yorkton Arts Council
Goulden	Randy	Yorkton Short Film and Video Festival
Kitsch	Darren	Music for Young Children
Kostersky	Tammy	Dance Innovations
Kunkel	Don	Gallagher Centre
MacColl	Sandra	Yorkton Public Library, Renaissance Yorkton Foundation
Mandziuk	Susan	Western Development Museum
Muir	Karen	Yorkton Music Festival
Mushanski	Ken	York Lake Regional Park Authority
Pedersen	Paul	Holt Gelendan Medieval Society
Pedersen	Terri	Holt Gelendan Medieval Society
Pengilly	Carrie	Free My Muse
Prince	Terri	Heritage Researcher
Sherwin	Merle	Renaissance Yorkton
Stein	Don	Godfrey Dean Art Gallery
Tangjerd	Arlene	Yorkton Arts Council
Wagner	Murray	Sports Hall of Fame
Weber	Teresa	Paper Bag Players
Wood	Melody	Melody Wood Recorder Ensemble



Municipal Cultural Plan 2009



Appendix B: Cultural Resources

Appendix B: Yorkton Cultural Resources Framework

SITES

Passive Parks

Arboretum/Dulmage Farmstead Heritage Site at the Ravine Ecological Preserve
Logan Green (Botanical Garden)
Shaw Park
Franco Park
Ravine Ecological Preserve
Tupper Park
City of Yorkton Cemetery

Active Parks

Knights of Columbus Park
BMX Park
Silver Heights Park
Patrick Park
Weinmaster Park
Heritage Heights Park
Jackson Park
Jaycee Beach
Waterloo Park
Ukrainian Pioneer Park
Logan Green
Ravine Ecological Preserve
Rodney Ridge
Skate Park

Sports Fields

Crossthaite Fields
Drake Field
Jaycee Beach Diamonds
Jubilee Park
Lions Ball Park
McBurney Field
WDM Tennis Courts
Waterloo Field

Winter Activities

Outdoor Rinks

- Knights of Columbus Park
- Heritage Heights Park
- Weinmaster Park
- Silver Heights Park

Appendix B: Yorkton Cultural Resources Framework

Toboggan Hills

- Deer Park Municipal Golf Course
- Knights of Columbus Park
- Rodney Ridge (formerly known as Roslyn Hill)
- Weinmanster Park

Cross Country Ski Trails

Deer Park Municipal Golf Course

PUBLIC FACILITIES

City Run Facilities

Gallagher Centre Water Park

Kinsmen Arena

Godfrey Dean Cultural Centre

Deer Park Clubhouse and Municipal Golf Course

City Campground

Parks Shop

Gloria Hayden Community Centre

Yorkton Public Library

Yorkton City Hall

Yorkton Tourism Building

Yorkton Sports Hall of Fame

Other Facilities

Painted Hand Casino

Anne Portnuff Theatre, Yorkton Regional High School

Sacred Heart Theatre, Sacred Heart High School

Western Development Museum

Anavets Building

Royal Canadian Legion

St. Mary's Cultural Centre

St. Gerard's Parish Complex

Ramada Yorkton

Comfort Inn & Suites

Days Inn Yorkton

Howard Johnson

Good Spirit Lake Resort

Elks Lodge

Masonic Hall

Melrose Place

Ukrainian Orthodox Auditorium

York Lake Regional Park

Yorkton Exhibition

Appendix B: Yorkton Cultural Resources Framework

Cultural Sites and Facilities

Anne Portnuff Theatre
community pARTners gallery
First Nations Art Gallery
Godfrey Dean Art Gallery
Orkney Stones Church and School
Ravine Ecological Preserve
Sacred Heart Performing Arts Theatre
St. Mary's Ukrainian Catholic Church
Tower Theatre
Yorkton Armouries
Yorkton Trail

Moveable heritage

Godfrey Dean Art Gallery
Sports Hall of Fame
Western Development Museum

FESTIVALS AND EVENTS

Antique Auto Events
Artwork, Artwalk, Artventure
City Cemetery Walking Tour
Collectibles and Swap Meet
Ducks Unlimited Nature Watches
Harvest Showdown
Haunts of Yorkton
Kambusters Drag Races
Painted Hand Casino Pow Wow
Parkland Dance Festival
Party in the Park
River Runs Through Rondyvoo
Santa Claus Parade
Show and Shine
Spring Expo
Sunflower Arts and Crafts Show and Sale
Thresherman's Show and Seniors Festival
Walking Tour of Yorkton
Winter Family Festival
Yorkton Cowboy Festival
Yorkton Farmer's Market
Yorkton Historical Walking Tour
Yorkton in Bloom
Yorkton Kalyna Dance Competition and Festival

Appendix B: Yorkton Cultural Resources Framework

Yorkton Music Festival
Yorkton Short Film and Video Festival
Yorkton Exhibition

COMMUNITY ORGANIZATIONS

Arts Related Organizations

Boot Scooter Country Dance Club
Dance Innovations
Free My Muse Theatre Co.
Melody Wood Recorder Ensemble
Music for Young Children
Paper Bag Players
Parkland Writer's Alliance
Renaissance Yorkton Foundation Inc.
Yorkton Arts Council
Yorkton City & Country Square Dancers
Yorkton Community Concert Band
Yorkton Community Theatre

Heritage and Cultural Organizations

Immigrant Women of Saskatchewan, Yorkton Chapter
Kalyna Ukrainian Dance School
Troyanda Ukrainian Dance Ensemble
Yorkton & District Scottish Society
Yorkton & District Pipe Band
Yorkton Friendship Centre
Yorkton Genealogical Society
Yorkton Race Relations Committee
Yorkton Tribal Council

Educational Institutions/Resources

Canadian Parents for French
Christ the Teacher Schools
Good Spirit School Division
Parkland Regional College
Sacred Heart Highschool
Yorkton and District Band Boosters
Yorkton Nursery School Co-op
Yorkton Regional Highschool
Yorkton Registered Music Teachers

Appendix B: Yorkton Cultural Resources Framework

Business Organizations

Parkland Chapter of Women Entrepreneurs
Parkland Valley Sport, Culture and Recreation District Inc.
Tourism Yorkton
Ukrainian Canadian Professional & Business Assoc.
York Lake Regional Park Authority
Yorkton B.I.D.
Yorkton Chamber of Commerce
Yorkton Exhibition Association
Yorkton Housing Authority

Health and Well-being Related Organizations

Acquired Brain Injury Program
Canadian Cancer Society Parkland Unit
Canadian National Institute of the Blind
Canadian Red Cross Society
C.H.A.D. Chapter – Yorkton & Parkland Region
Kidney Foundation of Canada
Parkland Alcohol and Drug Abuse Society
Parkland Therapeutic Riding Association
Rural Outreach Program - Shelwin House
Sask Abilities Council – Yorkton Branch
Shelwin House
Society for the Involvement of Good Neighbours (SIGN)
St. John Ambulance – Yorkton Branch
The Health Foundation
TOPS - #SA-1039 (Take Off Pounds Sensibly)
Welcome Wagon
YAIL Harbor Inc.
Yorkton ACT/UCT Council #A1033
Yorkton Branch of Canadian Diabetes Assoc.
Yorkton HIV Aids Rural Response Team
Yorkton Mental Health Drop In Centre Inc.
Yorkton Prostate Cancer Support Group

Child and Youth Related Organizations

Accent on Kids Early Learning and Childcare Centre Inc.
Big Brothers Big Sisters of Yorkton
Boys & Girls Club of Yorkton
Dream Builders
Girl Guides of Canada
Good Spirit Area Scouts
Holy Trinity Anglican Church Youth Group
Kids Help Phone - Yorkton

Appendix B: Yorkton Cultural Resources Framework

Preschool Playland

Royal Canadian Air Cadets #17 Squadron

Royal Canadian Army Cadet Corp #2834

Royal Canadian Sea Cadets - #114

Saskatchewan 4-H Council - East Central Region

Scouts Canada - Zion 8th Group

Teen Aid Yorkton & District

White Spruce Youth Centre

Yorkton Creators 4-H Club

Yorkton Junior Wildlife Club

Yorkton Kidsport

Senior Citizen Related Organizations

East Central Seniors Group

Fairview Arms

Jubilee Crescent Seniors Group

New Horizons Senior Citizens

Parkland Singles Social Club

Yorkton Golden Agers Sr. Citizens Club Inc.

Yorkton Retired Senior Citizens

Service Clubs, Military Clubs, and Fraternities

Army, Navy & Airforce Veterans, Unit #1103

Army, Navy & Airforce Veterans, Unit #1103 (Ladies)

Beta Sigma Phi , ECC

Canadian Federation of University Women

Independent Order of Oddfellows (Yorkton Lodge #9)

King George Chapter #14 Royal Arch Masons

Kinsmen Club

Knights of Columbus Council 2031

Knights of Columbus, Father Delaere Council #5182

Order of the Eastern Star

Order of the Royal Purple #199

Parkland Shrine Club

Rotary Club of Yorkton

Royal Canadian Legion

Parkland Sams (Good Samaritans)

University of Sask – Yorkton & District Alumni Branch

Yorkton & District Superannuated Teachers of Sask – Yorkton & District Chapter

Yorkton Elks Lodge #392

Yorkton Lions Club

Yorkton Navy League Branch

Appendix B: Yorkton Cultural Resources Framework

Leisure Organizations

Busters Auto Club
Ducks Unlimited Green Wing
Holt Gelendan Medieval Society
Park Swingers
Parkland Racing Association Inc.
Parkland Rock and Gem Club
Rolling Thunder Crusers
Shamrock Kennel & Obedience Club
Treasure Chest Toastmasters
York Colony Quilters Guild
Yorkton & District Horticultural Society
Yorkton Antique Auto Association
Yorkton Chess Club
Yorkton Duplicate Bridge Club
Yorkton Gun Club
Yorkton Light Horse Association
Yorkton Motorcycle Club
Yorkton Radio Control Flyers
Yorkton Stamp Club
Yorkton Threshermen's Club Inc.
Yorkton Trap Club
Yorkton Wildlife Federation

Sports Organizations

Body Poetry Fitness Studio
Broken Arrow Archery Club
Fitness with a Flare
In Line Hockey
Kee's Tae Kwon Do
Ladies Floor Hockey
Parkland T'ai Chi Society
Parkland Triathlon Club Inc.
Predators Archery Club
Ruha Muay Thai Kickboxing & MMA
Special Olympics Zone 4
Spirit Castle Arabians
Springers Gym Club
Steve Nash Youth Basketball
Yoga
York Lake Golf Club
Yorkton Badminton Club
Yorkton Blitz Volleyball Club
Yorkton Broomball League

Appendix B: Yorkton Cultural Resources Framework

Yorkton Canoe & Kayak Club
Yorkton Cross Country Ski Club
Yorkton Crusaders Track Club
Yorkton Curling Club
Yorkton Harvest Hockey Club
Yorkton Horseshoe Club
Yorkton Karate Association
Yorkton Lacrosse Association
Yorkton Legion Track Club
Yorkton Major Cardinals
Yorkton Martial Arts Training Centre
Yorkton Minor Baseball
Yorkton Minor Football
Yorkton Minor Hockey Association
Yorkton Minor Softball
Yorkton Pirates Tennis Club & Yorkton Community Tennis
Yorkton Recreational Hockey League
Yorkton Rhythmic Gymnastics Club
Yorkton Running Club
Yorkton Skating Club
Yorkton Slow Pitch League
Yorkton Sno Riders
Yorkton Soccer Association Inc.
Yorkton Speed Swim Club
Yorkton Synchro Club
Yorkton Terrier Jr. Hockey Booster Club Inc.
Yorkton United Competitive Soccer Club
Yorkton Youth Bowling



Municipal Cultural Plan 2009



Appendix C: Press Clippings

Project will give city cultural plan

By Calvin Daniels
Staff Writer

A Municipal Cultural Planning project is under way in Yorkton.

The project, which is a volunteer based and community-driven, is being made possible through a pilot project funded by SaskCulture Inc. Yorkton is one of only four communities in Saskatchewan selected to participate in this pilot project, explained Lori Glauser, chair of the Municipal Cultural Planning Steering Committee in a letter presented to Yorkton Council at its regular meeting Monday. The members of the Committee represent a cross section of Yorkton's business and cultural sectors, under the leadership of the staff of the City of Yorkton's Leisure Services department.

"The object of a Municipal Cultural Planning process is to ensure the cultural assets in a community are recognized and understood as resources for human and community development," explained the letter. "Planning around a municipality's cultural amenities and authentic heritage opens the door to attracting new employers and residents, increasing tourism and trade, as well as building social capital and overall community well-being.

"At the essence of cultural planning is the issue of the quality of life in a community. Ensuring that Yorkton is capitalizing on the wealth of cultural assets and activities that already exist in our city will be essential as we plan to grow our community in the coming years."

Marian Donnelly, of Inner Circle Management, a consulting firm hired to coordinate the Yorkton process also made a presentation to Council. She explained Yorkton will be a leader in the province, adding the pilot project being funded by the province will also take place in Swift Current, Lumsden and Muskoday First Nation.

"The City of Yorkton will be the first community in Saskatchewan to undergo and complete the process," she said.

According to information circulated at Monday's meeting, "the municipal cultural planning is a process of inclusive community consultation and decision-making that helps local government identify cultural resources and think strategically about how these resources can help a community to achieve its civic goals."

The process is "based on municipal planning principals already in practice, municipal cultural planning involves creating an invento-

ry of tangible and intangible cultural amenities and using these assets as part of the municipality's overall strategic direction. Basically, it involves applying a 'cultural lens' to all planning and decision-making."

Donnelly said Yorkton already calls itself a place where good things happen. She said the cultural plan will help "ensure that good things are happening", and to make sure the community "takes advantage of those good things."

A key is knowing what there is, building on that, and taking advantage of the opportunities presented for tourism, economic development, and community quality of life.

"It's a way of looking at all aspects of Yorkton's cultural life as community assets," said Donnelly. She said the idea is to "... integrate culture into the community more directly," which includes being something to be considered at in other decisions being made by the municipal government.

Donnelly told Council the idea of municipal cultural planning began in Australia about a decade ago, adding "Canada has just started to wake up to the process." She said Vancouver and Toronto have already undertaken the process.

The result is something of a cultural map of the community now, and a look at where the community hopes to go culturally in the future, and how to get there, said Donnelly.

"Cultural mapping is an identification of a community's cultural resources and an analysis of needs gathered through a broadly-based consultative/collaborative process. Cultural mapping in-

volves the identification and recording of an area's indigenous cultural resources for the purpose of social, economic and cultural development," stated the circulated material.

Cultural planning project set to launch

By SHANNON DEVEAU
N-R Writer

The City of Yorkton has been selected as one of four communities in the province to participate in a unique municipal cultural planning project designed to help ensure all of the community's cultural assets are utilized to their fullest potential.

"Ensuring that Yorkton is capitalizing on the wealth of cultural assets and activities that already exist in our city will be essential as we plan to grow our community in the coming years," spoke Marian Donnelly, local project coordinator in a presentation to Yorkton City Council Monday evening.

Planning around a municipality's cultural amenities and authentic heritage opens the door to attracting new employers and resi-

**— community
info. event
tonight**

dents, increasing tourism and trade, says Donnelly, adding it also helps to improve a community's overall well-being.

To learn more about the cultural planning initiative, Yorkton residents are invited to attend a special open house event planned for 7 p.m. this Thursday (tonight) at the Gallagher Centre. Residents are can also take part in an online survey posted at: www.yorkton.ca.

The survey, says Donnelly, is the first step in developing a "cultural map" or inventory of Yorkton's arts, culture and heritage assets.

◆Editorial◆

Cultural process important one

An interesting process is being pursued in Yorkton at present as a volunteer-based group looks to create a Municipal Cultural Plan.

So what exactly in a Municipal Cultural Plan? And, more importantly why does Yorkton need one given the fact the city has rolled along pretty well for the past 125 years, or so?

The object of a Municipal Cultural Planning process is to ensure the cultural assets in a community are recognized and understood as resources for human and community development.

According to information circulated at the May 12, meeting of Yorkton Council, "the municipal cultural planning is a process of inclusive community consultation and decision-making that helps local government identify cultural resources and think strategically about how these resources can help a community to achieve its civic goals."

While that all sounds a bit technical, if you cut through the language you see that the plan is really about cataloging the cultural assets of the community, raising awareness about what is already happening here in terms of cultural activity, and then looking to plan just what may be needed to fill the obvious holes in the cultural mosaic we wish to create for the public's enjoyment.

It will be interesting to see just how extensive the catalog of community cultural assets which is developed. Often we hear where people say there is very little to do in this community, yet a quick analysis suggests anyone wanting to head out for an evening's entertainment can usually find something to do.

Just consider for a moment dance alone in this city. There are two Ukrainian dance organizations, and one for Scottish dance, and yet another dance studio providing a variety of courses. There is also a square dance club for those so inclined, and numerous seniors dances are also held.

When it comes to music there are several guitar teachers, and the same goes for piano. Then you can add in amazing school band programs for youth, and the popular adult band program as well.

The list simply goes on and on in terms of groups people can get involved with which fall under the broad category which is culture.

The more important question though is whether there is something missing from the cultural picture here in Yorkton?

For example while there are two fine theatres associated with our high schools, is there need for a smaller, more intimate theatre for public use, one where those in attendance can sip wine and drink a beer as they watch whatever is being performed on stage?

Is there a need for more public recognition of the arts in the city, perhaps through a program such as the 'Godfrey Awards', an idea discussed in the past to create a set of awards focusing on success in the arts?

Or, is it time for a museum dedicated to the history of the city?

This is where the public will have an important voice in Municipal Cultural Planning process. As part of the plan the Municipal Cultural Planning Steering Committee has launched a web-based public survey to gather information on cultural aspects of Yorkton.

There are questions such as what cultural events people already attend in the city, what they don't go to, and if there are barriers which keep people home.

The public is encouraged to fill out the survey, which can be found via links at www.yorkton.ca/culture, or to pick up a hard copy at the Gallagher Centre, Godfrey Dean Cultural Centre and Yorkton Public Library.

The answers to such questions will help the committee focus in on what already exists as a cultural asset and what is still needed to fill the gaps, and if the process will help strengthen the cultural assets of our city.

Meeting takes cultural planning process to public

By Calvin Daniels
Staff Writer

A public meeting last Thursday to discuss the Municipal Cultural Planning Project currently under way in the city attracted only a small group of people, but Lori Glauser, chair of the Municipal Cultural Planning Steering Committee said there is still ample opportunity for public input into the process.

"There weren't as many people as we had hoped there would be. About 20 showed up," she said.

However, those 20 still provided some good feedback because they included practicing artists, members of the local library board, and members of the general public, said Glauser.

Glauser said the meeting

had a two-fold purpose. On one hand it provided those in attendance with some insight into what the project was all about.

"It was a chance to explain what the Municipal Cultural Planning process is," said Glauser.

The project, which is a volunteer based and community-driven, is being made possible through a pilot project funded by SaskCulture Inc. Yorkton is one of only four communities in Saskatchewan selected to participate in this pilot project.

The object of a Municipal Cultural Planning process is to ensure the cultural assets in a community are recognized and understood as resources for human and community development.

According to information

circulated at the May 12, meeting of Yorkton Council, "the municipal cultural planning is a process of inclusive community consultation and decision-making that helps local government identify cultural resources and think strategically about how these resources can help a community to achieve its civic goals."

The process is "based on municipal planning principals already in practice, municipal cultural planning involves creating an inventory of tangible and intangible cultural amenities and using these assets as part of the municipality's overall strategic direction. Basically, it involves applying a 'cultural lens' to all planning and decision-making."

The second thing the meeting afforded was an opportunity to officially launch a

web-based public survey to gather information on cultural aspects of Yorkton, said Glauser.

"We really want people to find out about the survey," she said.

The survey, which can be found via links at www.yorkton.ca/culture, is designed to get public input on a number of areas.

Glauser explained there are questions such as what cultural events people already attend in the city, what they don't go to, and if there are barriers which keep people home.

"And, there are questions about facilities," said Glauser, ranging from if the current facilities are being kept up as well as they should be, and what, if any, new facilities might be cultural assets to the community.

Another question Glauser said she is interested to see people's answers to is simply "what's the first thing you think about when you think of Yorkton?"

Glauser said the survey also asks "how to promote what we already have." She added there is a hope the process will allow such promotions to be done in a cohesive way which brings groups together to focus on joint events, or at least being aware of how to support other groups in their efforts.

Glauser said even at the meeting last week, "we did identify an issue with volunteers." She said as a result

the idea of creating a volunteer database where people willing to help out could register and groups or event organizers needing help could access the names.

The survey, in addition to being available online, can be picked up at the Gallagher Centre, Godfrey Dean Cultural Centre and Yorkton Public Library.

Glauser said the survey will be collected until the end of June, with the results tabulated, and used as the committee works through the various stages of the Municipal Cultural Planning process.

Revitalizing rural Sask.

By KYLE MARKEWICH
N-R Writer

The state of Saskatchewan's arts and cultural scene is something of constant discussion amongst citizens and visitors to the province. One of the chief topics usually spoken about is how to build or broadcast our native cultural roots, as well as support our emerging artists.

For people wondering what can be done, a project began by Inner Circle Management might be the answer.

Inner Circle Management was created in 2005 by Marian Donnelly. Before its inception, she was busy working on a building in Regina to be used for the Globe Theatre.

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Group seeks to revitalize rural Sask.

Con't from Page 1A.

"The consultant that we were working with told us that we could expand all we wanted, but our downtown was dying all around us, and soon no one will want to bring their children to this place," says Donnelly.

After hearing this, Donnelly attended a conference in Toronto called Creative Places and Spaces, which inspired her to begin her organization with a goal of developing small communities within Saskatchewan.

Donnelly's first step in this process is to gain as much information from the people living in these communities. To do so, residents are given the opportunity to fill out an online survey asking questions probing into the local arts and culture.

The survey's first intent is to get a sense of the tangible cultural assets, things that can include buildings, events, even the cultural history of the entire community. The survey asks not just if these things exist, but it assesses if people use them, if problems exist, or if people can suggest ideas to enhance them.

"Our goal right now is to collect all this information," says Donnelly, "but on a bigger picture, we want to show that this is a type of project that will work with many different sizes of communities, and could be critical to the revitalization of rural Saskatchewan."

Secondly, the survey will help get a sense of the intangible cultural assets within communities. These can include stories associated with the community, what's missing within the community, even the images that people get when they think of where they live.

"I like to think of Saskatchewan as this creative mecca, this hidden place that people don't know about," says Donnelly. "Artists can buy their houses here, they can afford to produce their art here, and can make a living from it. The problem that most artists have living in bigger centers is that they can't afford to pay their rent. In places in this province you can buy a house and put it on your Visa card."

The information being gathered in Yorkton is being used by Inner Circle Management to appreciate what we have within our cultural community, and according to Donnelly, so that our city council, and the business community can understand what is possible.

"Business communities, and some sections of the government typically think of arts and culture as a luxury item," states Donnelly. "They don't understand that if there wasn't art and culture in the community, nobody would live here. If a business wants to see the community around it succeed so that there is more people coming around to their business, then they have to understand that you've got to invest in the arts and culture in the community."

"I absolutely believe that there is a link between cultural height and eco-

nomic increase within a community," says Scott Burgess, member of Inner Circle Management. "Creating a place where people want to live, that has good cultural and recreational activities, it's key to a prosperous city. On a real estate stand point if you've got arts oriented venues that have a lot of traffic, they tend to spur different forms of urban development for housing and restaurants."

Yorkton was the first city selected for the pilot project. The reason being, says Burgess, is because the city has a good base of cultural resources. The project is also taking place in Swift Current, Muskoday First Nations, and Lumsden.

"We want to know what it is about Yorkton that makes people say they like

living here," says Donnelly. "My guess is that it's not the Co-op. My guess is that they like living here because of something cultural that has to do with the quality of life."

Inner Circle Management will be traveling within these communities throughout the summer. Once common themes start to emerge from the answers people give, they will begin meeting with government officials to start pinpointing the next step.

Essentially, the final goal of the project is to take the information given, organize it, then present the information to the community and engage in a cultural planning process to determine if they're in need of more cultural policy, cultural buildings, or any type of cultural strategy.

"Our goal will depend on each individual community, based on what the people feel they need to develop. Though I would love to see cultural, creative, and artistic activity happening on such a scale that people are energized by it, and are moving to Yorkton because the scene is fantastic," says Donnelly.

"I've heard a lot of people already comment that the youth don't stay in Yorkton. If they have to leave to go to school, we need to ask ourselves, why aren't they coming back?"

Donnelly says that the two biggest things preventing people from wanting to make an active change to improve the cultural aspects within their communities are apathy and a lack of belief.

"These are the biggest problems. In Regina, that was the attitude there for the longest time until the 'I love Regina' campaign started. Now everyone thinks the community is great. A simple attitude change has totally recharged the city," says Donnelly.

The survey is available online throughout the summer, and every citizen within the communities listed is welcome to participate. People living in Yorkton who fill out the information can win a free leisure pass to the Gallagher Centre. The address for the survey is: www.yorkton.ca/livinghere/saskculture.asp.

For more information on the cultural planning project, visit www.saskculture.com.



EXPANDING CULTURE within the province is the goal of Inner Circle Management, founded by Marian Donnelly, seen here speaking of the positive effects art has on a community.

◆Editorial◆

Good ideas arise from process

Whenever a new idea comes along, especially one which looks to develop a broad ranging policy on a particular sector, it leaves one wondering if the result will warrant the effort of the process.

An example of this was the launch earlier this year of the pilot project to create a Municipal Cultural Plan, an idea being touted provincially, with Yorkton the first community to work through the project.

While the final plan is still several weeks away from its unveiling, a meeting last week to afford the public a final opportunity for input into the document showed that the process to date has brought forward a number of potential initiatives which hold promise in terms of enhancing arts and culture in Yorkton.

In several cases the ideas aren't new, being ones that are concepts borrowed from other communities where they are already successful, but they are no less legitimate in terms of their potential impact locally.

The first borrowed idea which is discussed is the idea of creating a new foundation which would raise money which arts and culture groups in Yorkton could access to fund projects. The meeting last week heard how Saskatoon, Regina, Winnipeg and even nearby Langenburg have such bodies already in place, and they are working as a local funding source for local projects. Such a foundation would also provide a vehicle for those looking to make a contribution to the arts and culture field, whereby the community would choose the actual projects worthy of support, rather than leaving the onus on the donor.

Regardless of where the plan goes after it is unveiled in the new year, creation of such a foundation would be worthwhile to pursue as soon as possible.

The meeting also discussed the idea of creating a series of arts awards, which would be presented biannually, alternating with the existing Chamber of Commerce business awards. It was suggested they might involve the Mayor, since that is the model used in communities such as Regina.

This is an idea that should be past the idea stage locally, given that the concept of such awards has been discussed before. The idea of

the Godfrey Dean Gallery launching a set of awards tentatively called the 'Godfreys'. That idea has been supported in this space in the past and the concept of recognizing people achieving success locally in the field of arts and culture is one, which again, should be pursued no matter what the final shape the new plan takes.

Another compelling idea brought forward through the consultation process leading up to the new plan framework is that of establishing an Aboriginal art gallery. Marian Donnelly with Inner Circle Management, the group hired to facilitate the plan's development, said the idea was not to think small, but instead to look toward "building the biggest Aboriginal art gallery in Saskatchewan, or the country."

Given the strong Aboriginal presence in East Central Saskatchewan, and Yorkton's location on the Yellowhead Highway, creating a major art asset which would enhance local culture and attract tourists, is too good an idea not to look at more closely.

Such a gallery could be a cooperative effort, including the City using tax policy to make such as project more viable, Aboriginal communities and the private sector. When one considers the existing Painted Hand Casino building will soon be empty, and you think of its proximity to the Godfrey Dean Gallery, and how a new gallery would enhance the downtown, the pieces of the puzzle might already be in place to get an Aboriginal gallery up and running.

The gallery idea also exemplifies what needs to happen in a city such as Yorkton, where as a community we grasp key ideas, dream big, and work to create arts and culture assets that can stimulate tourism, and economic development, ideas such as a museum dedicated to Saskatchewan hockey, an idea that has made its rounds before, but something that is still lacking in the province.

While we still must await the final draft of the new Municipal Cultural Plan, the ideas the process has already generated hold much promise for the community if we have the foresight to pursue them.

Final input into cultural plan

By Calvin Daniels
Staff Writer

Work toward a Municipal Cultural Plan for the City of Yorkton is nearly complete.

Last Wednesday the Municipal Cultural Planning Project Steering Committee hosted a final evening for public input at the Gallagher Centre. The meeting, which was attended by only a dozen

people including committee members, staff of Inner Circle Management, the consultants hired to carry out the work, and press, was designed to give people a look at the plan for some final input before it is completed later this month.

Marian Donnelly with Inner Circle Management said the material included in the plan to-date has been gleaned from what has come

out at several public focus group and general meetings that have been held over the past several months in the city.

"It's key objectives, things they wanted to achieve with the cultural plan," she said, adding "... We have got the document about 80 per cent written."

In some cases the objectives are as simple as raising

awareness of what already exists in the city. Donnelly said a step in that process is already being taken through the project's development of a cultural map.

"We have created a cultural map of the city," she said, adding the map will be unveiled at the same time as the overall plan in the new year.

Continued on Page A8

CULTURAL

Continued from Page A1

She added the map will be something available online.

The map will show various arts and cultural facilities, and can include direct links to individual artist biographies, and virtual tours of facilities.

"So it's easy to use," she said. "... It can be a very useful tool."

Another outcome of the work should be better communication between groups already in the city, said Donnelly. She noted that she was surprised that while meeting with focus groups in Yorkton in October some people did not know others already involved in cultural activities in the city.

That said, Donnelly added, "there is an obvious willingness in the city to work together."

To build on that willingness to cooperate, Donnelly said one of the main thrusts of the plan will be the idea of creating 'a cultural round table' which will bring together not only arts and culture groups, but the City of Yorkton, Tourism Yorkton, the Chamber of Commerce and others.

"It's interesting what happens when you actually start talking to each other," she said.

Donnelly added that the group would have a role of being a sort of watchdog group to ensure the plan is implemented.

The public consultations also identified the need for a

new cultural facility in the city. Donnelly said it was noted by many groups that existing facilities such as the Anne Portnuff Theatre and Scared Heart High School Theatre have limitations because they are tied to schools.

Lori Glauser suggested "we may not need a new facility," but instead it may be a case of retrofitting an existing building in the city.

Such a facility would take funds, and one idea to arise in the plan centred on the idea of creating a foundation which would raise dollars which could be accessed, at least in part, by arts and culture groups.

Don Kunkel said an example of such an entity is the Saskatoon Foundation.

"It funds a huge amount of cultural activity in Saskatoon, as well as funding some charitable things," he said.

Glauser said Langenburg already has such a fund, with some \$1.4 million in place, from which they disperse the annual interest to fund projects.

Kunkel said the foundation would be a way to attract dollars through bequests and donations, and he added "to me that would be a huge first step."

While the focus groups did allow for broad input into the plan to-date, Donnelly said there is one sector missing.

"We have not yet had any Aboriginal involvement in the process, not for a lack of try-

ing," she said, adding she sees there "is a big disconnect in this community between Aboriginals and non-Aboriginals." She added "Connecting through culture, I think, is an obvious door."

While the Aboriginal community didn't make presentations, Donnelly said others saw the potential of building on that cultural sector's uniqueness.

"One idea that came up was establishing an Aboriginal art gallery," she said, adding the idea was not to think small, but instead to look toward "building the biggest Aboriginal art gallery in Saskatchewan, or the country."

In terms of building cultural assets, Donnelly said another idea that came up was to build on the Haunts of Yorkton program.

"It could be developed into a cultural product like the tunnels in Moose Jaw," she said.

However, there was concern at the meeting Thursday about the drain on volunteers to expand the program.

Donnelly said it may be time to look beyond volunteers to do everything.

"Depending on volunteers to produce events is a little scary," she said. "You're always struggling with how to attract volunteers (and keep them)."

The project, which should culminate in the release of a cultural plan in January, a volunteer based and community-

driven, is being made possible through a pilot project funded by SaskCulture Inc. Yorkton is one of only four communities in Saskatchewan selected to participate in this pilot project.

The object of a Municipal Cultural Planning process is to ensure the cultural assets in a community are recognized and understood as resources for human and community development.

According to information circulated at a May 12, meeting of Yorkton Council, "the municipal cultural planning is a process of inclusive community consultation and decision-making that helps local government identify cultural resources and think strategically about how these resources can help a community to achieve its civic goals."

The process is based on municipal planning principals already in practice which involves creating an inventory of tangible and intangible cultural amenities and using these assets as part of the municipality's overall strategic direction.



Municipal Cultural Plan 2009



Appendix D: Survey Results

Appendix D: Survey of community/organizations

During the cultural planning process, two separate surveys were used to gather information: 1) from Yorkton residents, and 2) from Yorkton's art and cultural organizations. The Yorkton Cultural Planning Survey for residents was available on-line from the City of Yorkton web site from May to September 2008. Hard copies of the survey were also available for pick-up from City Hall, the Library and the Gallagher Centre. Any completed survey responses were then entered into the online database for result analysis. The Organizational Survey was mailed to individual organizations, with their results also entered into the electronic survey for analysis.

Both of the surveys consisted of three sections:

- 1) Basic demographic information
- 2) A mixture of multiple choice and open ended questions concerning what was missing from Yorkton's cultural landscape, and
- 3) A series of open ended questions concerning Yorkton's cultural identity.

There were 209 resident surveys completed, and 20 organizational surveys. Given the size and distribution of the sample the results can be viewed as broadly suggestive of cultural attitudes in the city. The survey responses provide a glimpse into the attitudes of Yorkton residents toward their community, their cultural identity, and their connection to culture.

We provide a summary of the survey results in the following paragraphs, followed by a complete overview of the survey responses.

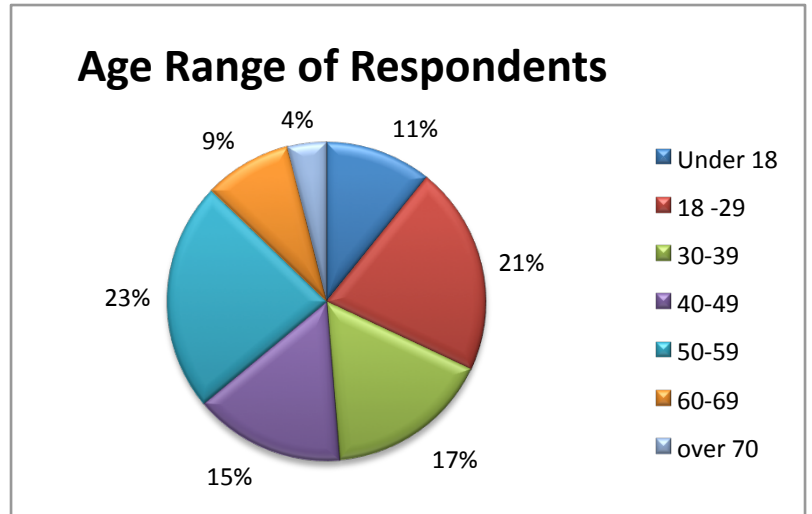
Yorkton Cultural Planning Survey For Residents

1. Demographics

The age range of respondents was widely distributed between 18 and 70+. The greatest representations were observed in the 18-29 demographic (**21.6%**) and the 50-59 demographic (**23.1%**). (See Figure 1.) The majority (**64.5 %**) of respondents were female.

Figure 1: Age Range of Survey Respondents

The majority of survey respondents (**72.8%**) did not identify themselves as artists. However, 8% of respondents claimed to support themselves either partially or fully through their artistic practice.



The most prevalent form of participation in the arts in Yorkton is as an audience member (**73.9%**), and as volunteers (**41%**). Half (**50%**) of the survey respondents also participate in arts or cultural activity as a hobby. The rates of volunteering, however, vary depending upon age, with **27.7%** of respondents volunteering in the 18-29 age group, while **56%** of the 40-69 age group reported volunteering. (See Figure 2) This echoes a concern expressed in both in open ended questions and focus groups concerning an aging volunteer base and the importance of recruiting young volunteers to replenish their ranks.

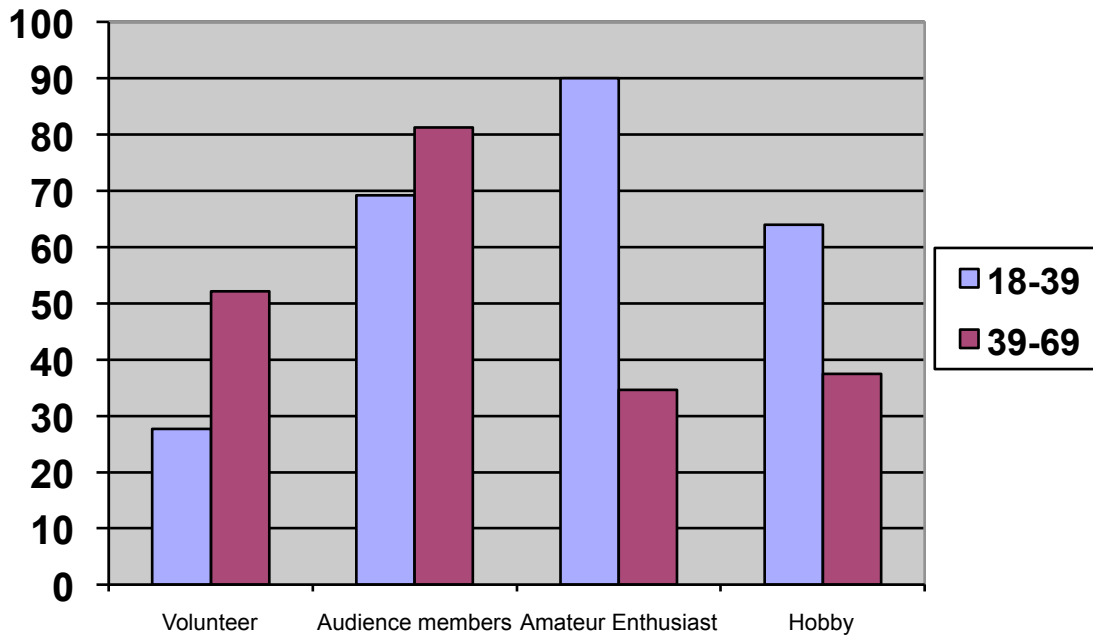


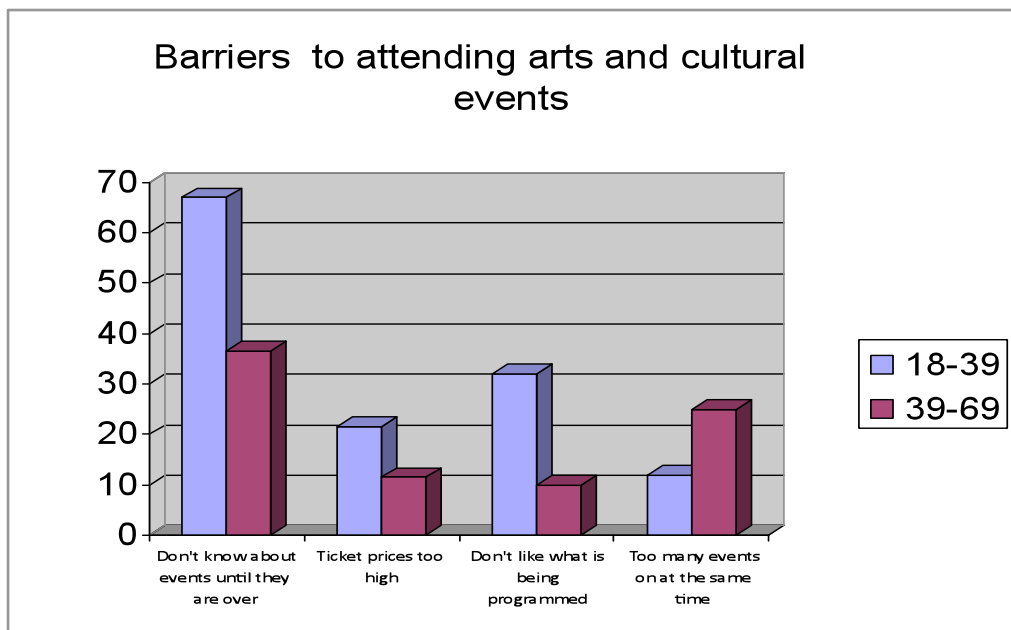
Figure 2: Participation in Cultural Activity by Age

The survey responses indicate that Yorkton residents participate in a diverse range of cultural activities. Music related events were the most popular (**62.9%**) with theatre (**49.5%**), visual art (**40%**) and library services (**40%**) rounding out the top four. These preferences were fairly consistent across the different age groups, with the younger group attending slightly more musical events and the older group attending more library and museum related events.

The most popular event in Yorkton was the Sunflower Arts & Craft Fair with **63%** percent of respondents attending. Musical performances were also a popular choice with **43%** reporting attending a Yorkton Arts Council concert; **24%** attending a Painted Hand Casino performance and **61%** of respondents attending other musical performances or events. The most significant divergence in responses between the younger (18-29) and older group (40-69) was observed in the attendance at the Yorkton Arts Council concert series, with **61.5%** percent of the older group attending an Arts Council concert and only **18.5%** of the younger demographic attending Arts Council concerts.

2. Barriers to Participation

The most commonly cited (**46%**) barrier for participation in the arts was that the people don't know about events until after they are over. **17%** cited that there were too many events on at the same time. These concerns with either not knowing about events or too many events happening simultaneously was also expressed in focus groups and is potentially indicative of an underlying problem with communication and promotion of events. (See figure 3). **22%** percent of respondents reported that they did not like what was being programmed. For the younger demographic, however, this was a more significant barrier with **32%** reporting they did not like what was being programmed while only **10%** of the older group reported that they did not like



what was being programmed. In the open ended responses there were numerous requests for a space for youth to congregate and a small theatre/music venue for smaller performances.

3. What are we missing?

The third section of the survey encouraged respondents to identify what they felt Yorkton was missing in term of cultural facilities, programming and events. While **35%** of respondents felt that the current facilities completely served the needs of the community, **49.7%** felt the current facilities served the needs of the community but were not quite enough.

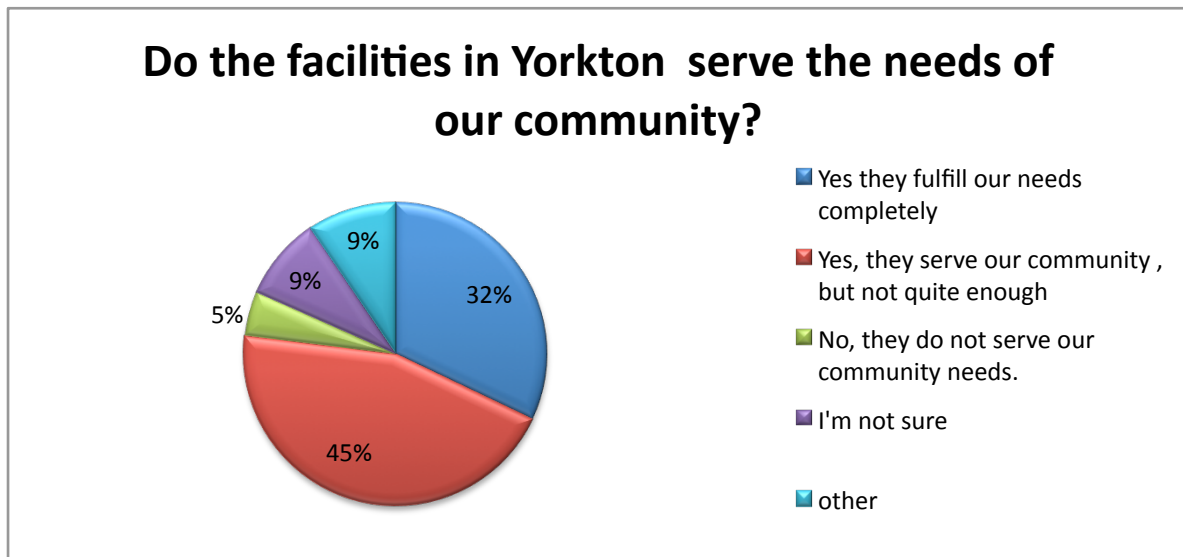
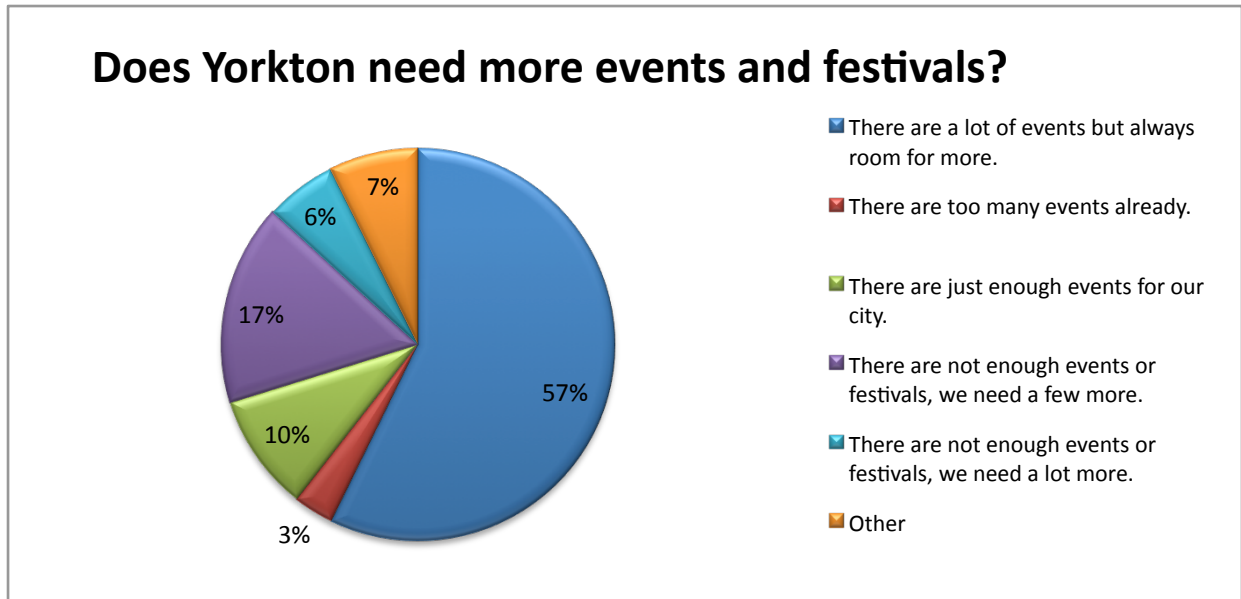


Figure 4: Facilities in Yorkton

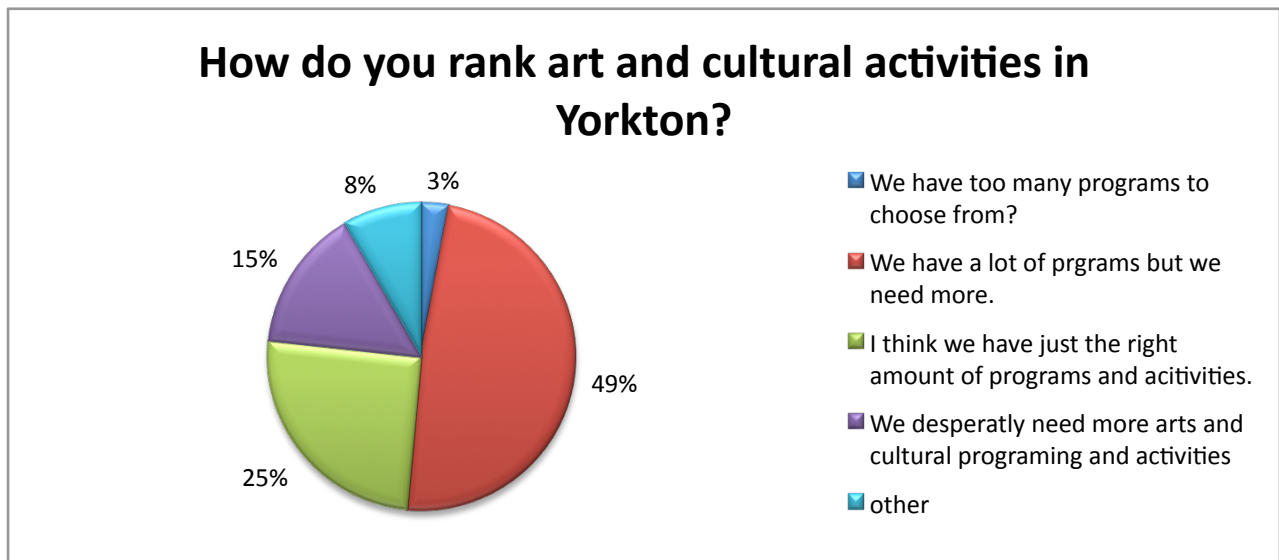
Again, the distinctions were more pronounced between the younger and older demographics. Only **17.7%** of the younger group felt that the current facilities completely served the needs of the community, while the majority of that demographic (**64.5%**) felt that the facilities served the community but were not quite enough. When asked to suggest a missing facility, a small theatre/performance space was the predominant choice. Others suggested an outdoor facility for theatre or other festival type events. The need for places for youth to congregate was also a popular theme.

The majority of respondents (**73.6%**) agreed with the statement that there are a lot of events, but always room for more. (Please see Figure 3.) 13.2% felt there were enough events in the community. 45% of the younger group felt that there were not enough events and that Yorkton needed more events. Some of the events that were suggested included a week long arts festival, a multicultural festival “like Mosaic in Regina”, and more music festivals.

Figure 4: Festivals and events



The majority of residents (**51%**) agreed with the statement that Yorkton has a lot of arts programming but could use more while 15% believed that Yorkton needed more cultural programming (refer to Figure 4). The suggestions for additional cultural programming continued to cluster around music festivals and activities and venues for youth. Specific responses varied from arts and education classes for adults to youth programming, a children’s festival, hip hop dance classes for adults and anything that would help bring together Aboriginal and non-Aboriginal audiences at the same events.



If you think Yorkton is missing a particular kind of facility, what kind of facility or venue do you think we need?
Somewhere for the under-aged kids to go
A concert hall that is cheap to rent. We have nowhere to bring bands to play shows and its so expensive to rent!
A decent concert hall. More people would be encouraged to attend and more artists would be willing to play here. Also, a better movie theater.
Walking track
Outdoor pool
More historical content
More youth-oriented programming in an appropriate (as perceived by youth) facility
We need a good place to promote the film festival. too many people do not know we have one. they never know where films can be seen. I was disappointed in this year's festival. I could attend only on Sunday, but we did not have good choices of films. It was excellent to involve high school students in workshops.
A more active tourism office, better stocked with Saskatchewan souvenirs, eg, t-shirts, sweats, hoodies with Sask logos (not Roughriders!)
Outdoor swimming pool
A dancing Ukrainian doll, a rollerblade and skate park
I feel that Yorkton's needs are met.
Youth Centre - First Nations cultural centre
A bigger arena
IMAX
A new movie theatre
Something directed to the under 19 crowd that is open late: i.e. A fun coffee house with comfortable furniture, live music or music of their choice playing, somewhere safe and relaxing for them to go with friends, art from local high school students
Outdoor pool, teenager hangout (evening, day, etc)
We need a teenager's hangout zone. A place that is open 24 hours a day. Teenagers need a place to just "hang out", rather than spending their time doing illegal things. Just a large lounge room, with security cameras or a guard to watch. Pool tables, TV, video games. You would be able to get your money through a "membership fee" or if one doesn't have a membership, they could pay five or two dollars to get in. Monthly dances, movie nights... all of this would be appropriate and help prevent crime from the youth of Yorkton.
A venue for bands and artists, similar to The Club/ The Exchange in Regina.
Somewhere for teens to hang out on weekends past 11 pm.
A place for teenagers to hang out
Another Tim Hortons, a Honda dealership, and local businesses
A decent live music venue. There's a lot of abandoned buildings and I'm sure the acoustics would be great, but instead they are going to waste because somebody is trying to make \$\$\$ flipping the property.
A nice park where families can enjoy themselves (similar to Wascana Park in Regina), bike trails to compliment the park, a movie theater
Outdoor swimming pool
Decent movie theatre
Laser/Paintball/ReBound ball to play in
Running
Smaller live theatre venue. Both theatres we have are in schools, so if you want to have a dinner theatre with wine/liquor, you're out of luck. It would be nice to have some place where you didn't have to haul light and sound equipment.
A performing arts theatre not connected to a school (either outdoors or in).
What there is will be fine as nothing else would survive
Some sort of venue that would cater to young adults (aged between 14 and 18) where they can go and relax or "chill out".
A place where live music can be brought in, and somewhere that would give them a better option then going and doing drugs/alcohol.
Better coffee house for people to listen to bands, play, and relax on couches. A bigger mall

If you think Yorkton is missing a particular kind of facility, what kind of facility or venue do you think we need?... cont'd

A small-ish coffee house type environment which could have entertainment: be it music, comedy, etc.
Lasertag or paintball would keep teenagers and young adults entertained.
I feel Yorkton is always losing the younger crowd! I feel we need more things for them to do, such as paintball, dance clubs, bigger shopping centers, better skate parks, concerts, outdoor pools, just bigger, better, and more fun!
A youth center
Venue that gives youth and local artists opportunity to perform live
Yorkton needs a bigger mall for people to get shopping done along with a lot more places to keep children and teenagers busy instead of having them sit at home and watch television.
I've been saying it for years: massive changes and renovations are needed for the Tower Theatre; or the encouragement of bringing a potential multiplex theatre into the city.
Large spectator seating for sports events
A venue to host concerts for young people: like the Odeon in Saskatoon
Affordable meeting space for small, non-profit groups; archive space for various community groups to store past meeting minutes (this would be very important for Yorkton's history in the future)
Another ice surface if the cost is feasible.
The Anne Portnuff Theatre needs renovating. Although this is a school, it is utilized by the Yorkton Community. We need to work with the school division to provide a place for artists to come to perform. At this point, the stage is in a state of disrepair and is a health and safety issue.
A smaller, intimate theatre for live performances, which would allow wine and beer sales, smaller concerts etc. A good multi-screen theatre showing more than one movie a week A book store with greater selection
A multi-purpose performing arts theatre, approx. 200-250 seats
A building for community theatre productions
A community complex which is affordable for all groups to use and perform in!
Historical village, or re-enactment of pioneer times, the old mill would be a nice start
We need a place to hold track and field events. Keep our children busy and out of trouble
Club incentives for new club formations (I.e. cycling club, ski club, walking clubs)
An out door pool facility for the summer months. A new theater (we drive to Regina to see movies!!). In fact we have a better sound system in our basement!!
More for kids and young adults
A Civic Museum and in time a proper concert hall
Beach, outdoor swimming
Outdoor pool
Better outdoor facilities at the Gallagher Centre for outside gatherings in the summer months and winter activities
Outdoor summer swimming; outdoor summer parks programs of various themes under the "big top"; more winter skating indoors with organization to draw skaters of all ages. Encourage local preformers by staging them in the parks, or venues as we have wonderful talent right here. How about a Yorkton "Teen Idol" Yearly?
A center for the arts/culture encompassing theatre, farmers market, gallery; a dance studio/bar/community dance hall
A live theatre production company.
We need a multi-use facility that could be used by dance groups, gymnastics, rythmic and other groups that could facilitate their growth and development in the arts and amateur sport.
We need a facility where our Arts Council Board can meet and make it a permanent home. Now we meet wherever there is a room which is not being used at the Godfrey Dean.
Performing arts centre
Need better facilities for seniors - dances, games, activities area without stairs to climb.
A small, inexpensive multi-purpose theatre that seats 75-90 is an enormous benefit for all municipalities, regardless of size. Regina is a good example where the New Dance Horizons studio theatre is often cited as a reason why young dance artists are choosing to remain in the city rather than leaving
Larger area for Godfrey Dean to offer a variety of classes for all ages and abilities
A bigger indoor building to do large preformances than the Ann Portenuff theatre.
Somewhere for teens to go and hang out where alcohol and drugs are not served.

If you think Yorkton is missing a particular kind of facility, what kind of facility or venue do you think we need?... cont'd

- A proper movie theatre - one that shows Current movies and is like the "big" city theatre. The other facility is a complex that would house and be used by all the dance groups (Dance Innovations, Troyanda, Kalyna,) and Springers Gym Club and Rhythmic Gymnastics that would be a training centre and performance hall with the opportunity for office space for each of the groups, a common place to do training with mirrors, space to rent for birthday parties etc. It would be a one of a kind facility that many athletes and dancers could utilize and would be an attraction for the city
- Flexi Hall does not have a proper sound system (still). Brent Butt was bad sound and the Good Sam had a problem last weekend (Please fix)
- What Yorkton really lacks is good food. Although this is a business venture and not really a public facility, I think something needs to be done to attract restauranteurs because right now, there is no good place to eat. Food is very cultural and what we have in Yorkton does not reflect the tastes of the residents.
- A better movie theatre; a place to enjoy live entertainment that has some class, (dinner theatres, stage productions)
- A second ice surface near the Gallager Center. This would allow the city to host larger tournaments/skating events
- Our own museum to display Yorkton's history
- Bike trail.
- Family oriented, value priced without being low quality.
- I don't want for anything
- Coordinated focal point or facility where more than one function or organization can be housed. Museums are scattered and could be housed all together if possible (ie. YSH of Fame and Museum/Western Development/other)
- I'm am particularly jealous of Melville's Community building. We have great sports facilities here, but it would be nice to have a community facility that encompassed many arts activities in one.
- We need a place where children/youth can hang out...someplace with no tolerance for alcohol and drugs...(ie: laser tag, arcade, etc)
- A mature adult lounge that is geared to the more mature. More opportunities for social dance classes too
- Outdoor theater
- Smaller venue would make smaller events feel more intimate
- Youth Centre
- Dance clubs people my age can go to and enjoy
- A smaller theatre type facility that could accomodate about 50 ~ 75 people. Could also be used for small conferences, meetings, art exhibitions, workshops, educational purposes, etc.
- Smaller performing or recital venue
- Summer theatre or festival
- Small theatres for 200 people and a community centre of the arts building

What kind of festivals or events would you like to see in Yorkton that don't currently exist?
Possibly a music festival/performances by members of the Yorkton community.
We really need a concert hall. Maybe have a festival of bands and musicians. Something other than the battle of the bands which comes once a year and the judges have no idea what they are talking about. I just wish Yorkton could support musicians better.
Music oriented festivals; modern musicians. Folk festivals.
Music festival, like those in Craven or Ness Creek
Event geared towards eco-tourism
More craft-oriented events in outdoor venues
Outdoor music events, like a folk festival
Open air performances in downtown park
Return of the Xmas tree burning at an outdoor winter sports events
Puppet and string marionette theatre, holistic fairs, sports fairs, motorbike leather and horse shows
Week/weekend Music festival, (fringe or folkfest), guitar hero/wii competitions at the mall, motivational speakers, art festival/ street fair with booths and food vendors, childrens festival; http://www.reginadowntown.ca/events.php
Multicultural, I miss getting supper from the bussiness around town
Music Festivals, more theater events.
Maybe music concerts, family days, swimming
Outdoor music festivals, more plays
I think that first there should be a fun, safe, alcohol-free place for teens to go such as a coffee house. More importantly something needs to be done about the fair: year after year it loses attraction from people between the ages of 14 and 19. The rides and evening events need to be updated and improved.
Street dances and dances for teenagers
Some type of Ukranian festival, Yorkton's region has so many people with a Ukranian background that it's a shame that it's not celebrated.
In our music festival I think there should be a place for bands to play in and get advice from professional adjudicators
Music festivals
More of anything. Yorkton lacks far too much culture and most events seem to be geared towards car enthusiasts (pun intended), farmers, etc. More music/art festivals or events.
Multicultural festivals such as Mosaic.
That more music be brought to the scene. Not just what the people in power think should come here, but to actually ask the younger people and see who they would like to have come to Yorkton, because the teenagers would make up the majority of the crowd.
Cirque du Soleil and other art/performance pieces would be interesting.
I would like to see tattoo festivals, concerts with bigger bands, Mardi gras!
Concerts featuring known artists, a music festival
How about themed dances? Like.. 50's, Rock 'n Roll, or even a masquerade?
Cultural Awareness (aka Mosaic, folkfest)
A theatre festival on par with Regina's 'Fringe Festival', encouraging more productions of stage musicals outside of high school productions. Similar to the ones Gloria Herrof (sp?) organized for a few years.
Folk Festival
More art festivals; more events that relate to our local history, like the Haunts of Yorkton.
More affordable trade fairs and kids programs
Addition of a music festival featuring various bands of a popular genre (classic rock?) - like many other communities are doing... could be held in the Exhibition grandstand.
More music
A children's festival
Summer music or drama festival, not large but maybe something small that could make use of the new park in the city center.
A true Multicultural event, more events that tie into the western theme for Harvest Showdown, etc.
Children's Festival, Folk Music Festival

What kind of festivals or events would you like to see in Yorkton that don't currently exist?... cont'd
Music festival, providing alternate material from art's council programs which aim their offerings at seniors. Blues, Rock, Alternative music shows are not really represented at all in Yorkton. Certainly not for anyone under 19+ at local clubs
Festivals or showcases such as fringe or jazz festival, an outdoor art or musical festival would be great too
Would love a Multicultural event like "Mosaic", to showcase the many faces of Yorkton and area (like there was years ago!)
Outdoor events hosted in the city center park on weekends and holidays as a community event
More concerts! Provincial sporting events, provincial track meets
More multicultural events like Mosaic in Regina
Multicultural events, jazz attractions
More music festivals (jazz for example), outdoor craft art sales
Something aimed at children and teens
Artist workshops for children and adults
Children's Festival, A Fringe Festival, Street Performers (but not on the stage in the middle of Broadway...other venues)
Outdoor music festival
Jazz festival
More youth orientated music shows
More band concerts
More outside activities, winter weiner roasts, family days, outdoor concerts
Can't think of anything off the top of my head - maybe something geared towards children and young people
Something like the Fringe festival is Saskatoon. Shakespeare in the Park
Summer solstice
More aboriginal, more modern music, greater variety of music, multicultural festival, fringe-performing arts street festival, jazz festival, theatre festival
Any kind of music jamboree (Country, Fiddle, Scottish Highland, many others).
If we had appropriate facilities we could host Dance Competitions, Gymnastics competitions and other Art/craft shows not currently available.
Kite Flying Festival, Jazz Festival, Multicultural Festival (like Mosaic).
Cultural or christian events
Mosaic, Rock concerts outdoors and in street dances, Children's Theatre productions and performances in the summer (other things like children's festivals and French activities like in Winnipeg and Regina), TV and Film production and movies and filming
Spring craft sale
Visual artists show and sale on a larger scale
More jazz performances
Since the major music presenter (YAC) limits its resources to only presenting Stars for SK, it is almost impossible for other types of music events, particularly summer concerts, to take place. The YAC is actually a barrier to better music access because they fully occupy the landscape, hold all the resources including audience and subscriber lists, and this completely discourages anyone else from stepping up.
Jazz festival or blues festival would be cool
Oh, I think I just answered that in the previous question.
Sunflower festival...festival of arts and entertainment
Maybe an outdoor music festival, similar to Folk Festival in Winnipeg or XFest in Brandon or a Jazz Festival
Tailgate parties for sporting events that welcome everyone! Sorry I like the sports.
Anytime you can expose your citizens to a new/different medium, you encourage them to think outside the box. Maybe its a new form of dance or a new type of music, while not widely known, it may pique the interest of the many
An art show, more than crafts that can function like the "Taste of Spring" that they do in Regina
Possibly a "Mosaic" type of function displaying the various traditional cultures within the community.
Mosaic!!
An annual pre-school children's festival or Teddy Bear Picnic, etc.; An annual story-teller's festival

Yorkton Cultural Plan: Appendix D: Survey Results

What kind of festivals or events would you like to see in Yorkton that don't currently exist?... cont'd
Something that addresses all cultures at the same time or day
Outdoor music in the parks and the new downtown
A mosaic festival
Celtic/ Irish/ Scottish music feastival.
A festival to celebrate all cultures
Folk Festival
Community choirs for special events such as Easter, Christmas
Outdoor music festivals
Outdoor events perhaps tied in with a farmer's market, Buskers (street performers) in the park downtown
Children's festival
Child and youth entertainers
Downtown performances so that artists could be showcased in the park
Street festival/dance/cultural booths, perhaps something like Regina's Mosaic
Professional theatre
Summer theatre in the street, music in the new park downtown
More theatre, film, dance, and music events, possibly involving those within the community
Other music type outdoor festivals like Jazz Festival, Children's Festival, Story telling festivals

What kind of art and cultural activities would you like to see offered in Yorkton that are currently not available?
We need a concert hall desperately
We need to publicize these activities more, perhaps adding to the music scene.
Dances
More events for beginner crafters, who may also be handicapped.
Art and cultural education for adults
Water polo, horse polo, horse lessons, motorbike racing, etc.
We have a lot currently. I recently attended the Ukrainian evening as part of the film festival. This was excellent, could have been even better if it turned into a dance.
Anything that would bring First Nations and non-First Nations people to the same events.
Adult hip hop classes, clothing and hair fashion shows, cultural arts and crafts exhibits, activities for kids and adults to make crafts
Maybe less cultural and more about the people themselves
More theatrical performances available for the public to both participate and view.
There are several but they need much better advertisement ahead of time, unless you seek them out or accidentally happen upon them you are unlikely to hear about them.
Perhaps more dinner theatre would be nice
Music performances
A culture of morality.
I would love to see a community run art space. Something where local artists work can be put in the spotlight and like-minded individuals could meet to spearhead art and cultural movements in the city that so desperately needs them.
Can't really think of any right now
Do not know, not really interested in it
A smaller version of Mosaic
Better coffee house for people to listen to bands play and relax on couches.
Art shows that encourage teens to get creative.
Galleries, things for young artists to expand from
Presentations of plays, musicals, and other theatre based activities that are based on popular plays and musicals already known internationally, not just Saskatchewan based playwrights and ideas.
I feel that our city offers a full line of activities in this area
More emphasis on local history; Terri Prince's history column in the paper is fascinating-- why couldn't that be expanded into something like sessions about local history, or even a history club?
More music and dance activities, especially aimed towards teens
For a community our size it would seem that there are already ample activities of this nature
Bringing in more artists would expose our children to diverse ideas.
Winter carnival or sculptural event. We have such a long winter in Yorkton it would be nice to have outdoor activities that would take advantage of that.
It would be great to see house concerts to promote folk type performers, a jazz or blues music series, maybe a symphony event or two per year in cooperation with Regina. Shakespeare in park is a huge step that will hopefully be an annual event. A way to save the annual musical production.
We travel to Regina or Saskatoon for children's festivals. Also it would be wonderful to have some jazz or blues events here.
More in the music veins of things
More focus on programming for youth 15+
More senior participation events
Community contest to coax undiscovered artists in all media out of the closet
Art sales featuring local artists
We need to have more activities where we can learn about other people, multicultural in scope.
Children's music/art festival
Local artists, paintings, sculpture show and sale, original work - no crafts
Outdoor art displays, murals, etc.
Ballroom dancing, latino dancing

What kind of art and cultural activities would you like to see offered in Yorkton that are currently not available?... cont'd

It is helpful, I believe, to look at other cities for ideas and to inquire as to what the mandate for the event has been and how it plays out, especially in similar sized communities to ours.
More popular music, public presentations.
Mosaic, Folk Festival type of activities. Provincial Gymnastics/Dance competitions
Ballroom dancing lessons
Multicultural
Christian
More programs related to digital photography at all levels. Godfrey Dean has begun to do this but it needs expansion
Public education workshops (i.e. art appreciation, simple photography, authors reading sessions, etc.)
Summer (July, August) events
Smaller music events, jazz in the summer, perhaps in partnership with the provincial jazz festivals that have expressed interest, literary readings that don't take place during the daytime when no one can attend
Jazz and blues. The casino used to bring in blues night which was awesome
Outdoor music events
Definitely need to keep up with current technology and innovations
This would take research
Maybe comedy clubs, dinner/mystery theaters
More art lessons and a book club organized by the library
More sports minded so not sure what would be attractive to me.
Mosaic!
A "graffiti art" fair for the youth; 'Remember September'; a fall concert of locally generated jazz and classical music at York Lake; 'Embracing Martha' - an annual celebration of the fine art of homemaking.
Dance instruction and continued availability of a place to dance in the evenings
A few more theatrical performances involving live theatre
More art instruction classes at varied times
More symphony concerts
Children's festival (or family festival), Celebrate the greenhouses, nurseries and gardens of Yorkton - combine with outdoor sculptures and art work
Pottery making, glass blowing
More art classes and crafting classes
Music lessons for strings
Fine arts auctions, workshops (writing, dancing, painting, etc)
Photography, painting, sculpting, winter festival

Yorkton Cultural Plan: Appendix D: Survey Results

When you think about Yorkton, what is the first symbol or image that comes to mind?
Broadway, peoply sitting at Pizza Hut. There are no activities for the kids: they are sitting, loitering in parking lots.
Pioneer spirit
Sunflower
Boredom and unenthusiastic teenagers.
Unsafe
Non-progressive
Thresherman's show
Western Development Museum
Ukrainian dancing
Perogy, sunflower
Yorkton Film Festival
Ying yang symbol
Where good things happen
The place where good things happen
Dancing Ukrainian doll
Growing, healthy community
Agriculture
Ukrainian sunflower craft show
Nice people
Aboriginal people
Growing community
A strong family community, with great community members and supporters.
Canada's Florida (pertaining to the amount of seniors)
I cant really think of an image or symbol, Yorkton doesn't really have a defining building or landmark.
A dirty place with no sidewalks to the mall and there's nothing to do at night.
Seniors who can't drive
Painted hand casino, the slums, the gangs, Tim Hortons.
A city not ready to accept change, even if it is for the best.
Livin' the dream!
Ukrainian heritage, St. Mary's Church
Gallagher Center
Boring and dangerous
Gangs
Ukrainian easter egg
Aboriginal people
Wheat
The tee-pee on top of the Painted Hand Casino
The new park on broadway
Ukrainian baba, Native powwow.
Seniors everywere!
Safe, close community
Boring/grungy
Where good things happen!
Broadway downtown district
Thumbs down, because there is not a whole lot to do for fun here.
For me, it would be the rather large Yorkton signs that are rooted at most entrances into the city.
Great place to live
Terrier
Since we moved here approx. 30 years ago I feel that the Ukrainian culture has a large pull on our city, even though I am not Ukrainian

When you think about Yorkton, what is the first symbol or image that comes to mind?... cont'd

Grain
Old people
No landscaping
St. Mary's church
Elevators, friendly people, a beautiful city with many trees and green spaces
A plant with roots firmly intact.
Progressive... although that wasn't the case a decade earlier. A swapout of aged council members who didn't want to spend any money on this community made it difficult to move forward. We now seem to be moving forward and although there is a cost to taxpayers it is needed to remain viable.
Gallagher Centre is a staple of Yorkton visually and through community involvement. The Yorkton Terriers are a large part of Yorkton.
Easy living, nice size community, great place to live.
Sharing of ethnic culture.
Diversity
A vibrant active community
Short Film Festival
Wheat and the Galagher Center.
Sadly no one thing stands out. We are a city without image, a fact supported by changing theme catch phrases over the years which has now settled on the generic 'where good things happen'
The Golden Sheaf Award
Seniors, and a dislike of anything new, but I think this is changing.
Water tower, grain elevator
Grain elevator
Wheat sheaf
Shopping
Grain elevator, wheat fields
The water tower
Community
Community
The slogan 'where good things happen' and the logo that goes with it!
Farming community
The Painted Hand Casino
Film festival
Ukraniu dancing, hockey
Gallagher Centre
Casino
Sunflower
Anne Portnuff theatre
Personally, where dreams can come true
Gallagher Center
Farm
Casino
Smile
I think of multicultural children playing together (doesn't always happen but it would be nice to achieve that). I also think about sunflowers, summer scenes, the Terriers
Family
A city with a very rural presence
Leaving, highways, trains, bus depot
Farming
Ukrainian

When you think about Yorkton, what is the first symbol or image that comes to mind?... cont'd

Ukranian heritage
Sunflower
Friendly
Agriplex
Senior citizens
Sunflower Film Festival, Godfrey Dean
The Ann Portnuff Theatre and the Godfrey Dean Centre
Service center
Perogies
Where good things happen, it is all about the people!
Yorkton: Where good things happen
Superstore, Walmart
Gallagher Centre, Godfrey Dean Cultural Centre, symbol and slogan: Yorkton, where good things happen
Bad food. There are so many things about Yorkton that I enjoy, but the current food options are beyond depressing. It bothers me so much, that this is always the first thing that pops into my head when somebody asks me about life in Yorkton. This is not a symbol or an image, but lack of good cuisine definitely dominates my other thoughts.
Diversity of cultural activities, First Nations, dance and music recitals, arts events, gallery, park events, ethnic groups, bands, music festivals
Farming
The water tower
Godfrey Dean Gallery
Happy, energetic volunteers.
Ukrainian Dance costumes
Senoir citizens
Home and family
Flowers growing in yards.
The friendly nature of the people and its volunteers
Parkland
Ukrainian and seniors
Where good things happen!
Ukrainian culture
Sports (Yorkton Cardinals, Yorkton Terriers)
Growing community
Bad drivers
The sunflower and our logo, Yorkton, Where good things happen
A sunflower
Marching bands of the school, Ukrainian church and cultural centre, Sunflower Show
Yorkton community theatre
Samll city serving a large area! A little bit of everything
Sunflowers :)
I think of a couple of images that include sports, culture, and farming/agriculture. I could not limit my thoughts of the community of Yorkton to just one image because to me Yorkton is such a diverse community
Multicultural and clean surroundings
Unknown, perhaps a sunflower
Painted Hand Casino
Opportunity to expand!
Wonderful community
Downtown
The water tower sounds foolish but that is the first think I think of
Friendly

When you think about Yorkton, what is the first symbol or image that comes to mind?... cont'd

Golden sheaf
Main street with the lighting, building community
Hard question. Right now its the beautiful lights that line both sides of the highway as you drive into Yorkton at night.
A neat, clean city
Friendly city that is not too big. People like to come here for recreation
A not very pretty collage, but pretty because of that.
Sunflower
Where good things happen

What is it about the quality of life in Yorkton that must be preserved (or created) for the future?
An atmosphere where kids can go out, hang out together and have "fun" things to do where they are staying out of trouble.
Main street appeal
Expansion excitement
I like the smaller city atmosphere, but we need to somehow get people more involved in the city events.
More activities
Less crime, more centralized events
Sense of community
Retain the small town atmosphere. Try to avoid the big city mistakes common in Alberta
There is a solid core of people in leadership positions that ensure a strong sense of community by making community-oriented events happen on a regular basis, as well as on specific celebratory occasions.
Bicycle paths
More parks and green areas. Leave Kinsmen Arena area as is. It's a marvelous area for nature walks as is the area between Gallagher Centre and Crescent Road.
Need more outdoor casual events and gathering spaces
Happiness
Friendly people, strong volunteer base, family values/focus
Its oneness, acceptance of all
The pace, the quality, the work ethic, traditions, gardening, construction, sports
Working together to make it better
Peaceful, safe place to bring up a family
Open, sharing
Friendliness
Small town feel with the convenience of a city.
The act towards people and buildings etc., The innocence of youth needs to be preserved so more younger people move back
Safe, clean, appealing
Silver Heights is a beautiful neighbourhood with wonderful people living in it but Allan Bay is very close and the look of the homes/apartments makes the area of the city look horrible and degraded. I also strongly believe that the law enforcement needs to be strengthened and somewhat redirected throughout the community.
The amounts of culture and arts taking place and low rates of crime (lower would be better)
How Yorkton is a city but it still seems to have that small town way of life feeling. It's not so hurried like centers like Regina or Saskatoon.
The history
Small city feel
Definitely need a bike club (pedal bike... road race team)
It is a wonderful city, but it could be even better with more culture, more art and more opportunity to stray a bit from the norm.
Keep our culture alive (ethnic), don't lose the small town atmosphere.
Low crime rates
Created: Safe environment, I can't take a walk past 8pm since I am going to get killed - -
More buildings to hang out in
The opportunity to take part in all forms of activities, not to have to go outside the area
Having fun
We need to create more positive and engaging things for people to do, especially for young people. A lot of young people view the choices of things to do as drink or drink, and that's not acceptable.
The small city atmosphere, and the heritage.
More needs to be done to keep Yorkton a safe place to live. This way, the city will be able to grow.
Quiet neighborhood, bigger downtown
The crime rate is unimaginably high for such a small community. It must be cut down.

What is it about the quality of life in Yorkton that must be preserved (or created) for the future?... cont'd
It has that small town feel and i think yorkton should stop living in a shell and break out, just expand and get up to speed with the rest of the world with technology and living conditions in general. Bigger and better
We need to preserve the cleanliness as well as the low crime rate for the area.
More appreciation for art. Well kept streets and parks
I think that we have a bunch of talented musicians that do not get the chance to perform because there is no place, and thats a shame.
Quietness
We need to spend a little more money on fixing roads and bringing more fun to the community.
The quality of life is below par at the moment; more stores must be encouraged to come to the Parkland Mall, not just fashions stores; but stores that sell high quality electronics, DVD/Movie selections, and other products that people usually drive to Regina or Saskatoon for. Also, something must be done about the increased lack of activity that happens at night. With the main restaurant closed in Tim Hortons after dark; there are few places outside of bars for people to go to. This simply must be changed
History for all people
Family, family, family and the introduction of the casino and gambling and gangs has not been a very good influence on our city
Affordabilty
Good
Landscaping, parks, more friendly look
Friendly atmosphere. We must maintain the 'safe' atmosphere of the City. We should continue efforts to "go green" where possible (more publicity about the community compost effort; more publicity about green spaces, perhaps by having small events at various parks to increase awareness and us; how about a community water barrel program to encourage smart water usage, plus awareness about saving water safely so that we don't encourage mosquitos) encourage the image of a beautiful city (we have so many gardeners here we are well on the way to achieve that end)
I think it's important to have activities that strengthen and inspire our youth.
Creating a "clean" image. A clean up of some of the older areas. The current beautification project is a great addition and the YBID's efforts are really standing out.
Yorkton has always been my home no matter where I lived. I found it to be somewhere I felt safe and settled. I want to continue feeling safe in my community and find there are more crimes being committed and vandalism to our buildings and streets (most of which have yet to be cleaned up). I couldn't imagine how I would feel if one day, my newly purchased home was vandalized or broken into. I want to rest easy knowing my city is safe and know that my family in the future will have the same comfort
I think our size has alot to do with it. When we get bigger - that's great, but we will lose a quality as we grow. People will lose trust in others.
We must continue to improve the availability of resources for young people. If we want a young community, we have to give them a reason to stay. More walking trails are appreciated by active individuals. Moose Jaw has a wonderful park with a man-made water area and walking trails. This becomes the center of the city with families enjoying time together at the park or just walking around the water.
A friendly atmosphere where all are welcome
Continue to provide cultural and sporting events
There are many youth, sport and cultural activities in Yorkton and these need preserving. An effort needs to be made (and is already begun in the downtown area) to repopulate the streets, to encourage foot traffic and bicycle traffic in our city. This could be encouraged through outdoor cultural activities in central locations accessible by trails and sidewalks.
Quality of life revolves around a good place to raise a family, and to maintain that in the future is more about policing and active children.
A place for families of all generation. Events and programs that reflect that diversity of generations.
More opportunities for youth, programs and performances.
Safty, clean streets.
Small town atmosphere

What is it about the quality of life in Yorkton that must be preserved (or created) for the future?... cont'd
Try to keep our "small town" atmosphere and image
A sense of community, groups coming together to support each other. even though you prefer sports you should support arts and culture and vice versa for the benefit of the community
The slower pace; quiet, welcoming, rural nature of the community.
Safe place to live
The community feeling of a small town
I like that Yorkton has a small town feel to it, however new development, and businesses will keep our public from driving to Regina, Brandon, Saskatoon etc. for good shopping and entertainment!
We need to ensure that Yorkton continues to be a place people want to raise their children in.
It is the small town atmosphere with many of the amenities of the big city.
The downtown core with it's charm of small shops and history
That the safety is kept up so people can walk without fear
The vision the founders of the area had
More opportunities, more choices, more things to do for all ages
The pace of life here
Easy to get around
Friendly to visitors, open to citizens
Continue to offer more music and art events to involve youth as well as adults
I feel that quality of life is personal...everyone feels differently about what to preserve. I personally like the arts community and I hope it will grow and I have been blessed by the support of Yorkton families.
Small town feel. Safety
Kids
Small town attitude with much more to offer, everyone knows everyone, the friendly vibe
Yorkton needs to be able to embrace change, welcome new people, etc. That being said, the small town feel with city amenities is a nice balance. I also like the values of hard work, supporting your community and being good neighbours.
Small town feel
Everyone knows everyone in town
The cultures, the people's stories who build the human part of the community - not just the money.
Friendliness, small town atmosphere
That fact that people have time for each other. I think Saskatchewan's motto should be "We have time for you ".
Community focused and community minded people.
Small town atmosphere with Big city amenities & flare
We need to have a safer place to live. There are far too many gangs, too much violence and too much vandalism.
Love your neighbor
Friendly, caring, good schools, health care, facilities
We need an environment that would encourage our young people to stay here or even move back here to settle with their families
We need to create more of the city-type events, and festivals and do them on a bigger scale than we have been (i.e. The whole city should be involved and decorated with street flags for the Film Festival etc.
The strong music program in our schools.
Flexibility in order to allow that which is here to mature, but also to encourage new cultural activities to flourish
Easy access to venues, volunteer participation
Small, personable, and easy to get around
Multicultural base, sense of community
Quiet city that feels like a small town
Strong sense of community
Public awareness of our rich culture and all the events taking place throughout the year.
Safety and preservation and upkeep of all property.
Green space and more pedestrian friendly and bicycle friendly routes
Recognition of local people as well as bringing in outside specialists

What is it about the quality of life in Yorkton that must be preserved (or created) for the future?... cont'd

I've always told my friends who live in other parts of the country that the great thing about Yorkton is that we really do have a great quality of life for a low cost of living. We have a fabulous golf course with a more than reasonable membership fee, all shopping and businesses are located within minimal driving distance - even walking distance, and the beautification of the city is making it much more inviting. Preserving accessibility and continuing the beautification of the city are things that we must definitely keep up with
The open acceptance of all citizens to enjoy any and all aspects of our community.
Our diversity and our peaceful community
Yorkton needs to cater more to families and youth
A good sense of community
The "small town" friendliness that exists, even though it is a larger center.
Good family values must be preserved
The small, safe community
Small city atmosphere with all the amenities
Neighbourhoods coming together
More active culture as part of our every day life. Where are the bike paths? Where are the bike racks downtown that would enable us to ride to work and run errands? Need sidewalks that make the east part of town (where we are growing) more accessible to downtown. Let's create a "green" culture!
Small town friendly atmosphere with some of the amenities of bigger cities.
The many ethnic groups
The small town feel of it
I think the people of Yorkton all work together to make this a good community. We have a great volunteer base to draw from.
Wholesomeness and safety for our children; affirmation and validation of our marginalized sectors: disabled, challenged, the poor, youth; acceptance and a way to provide meaningful existence for our Aboriginal people, etc.
Godfrey Dean Centre, Yorkton Short Film Festival
Music and theatre
Quiet, peaceful, cultural and sport minded...Quiet and peaceful we no longer have. Get tougher on crime and youth vandalism etc.
The theatre groups and musical theatre need to be promoted and supported.
I strongly feel that we need more activities and places for our youth to be involved in. Yorkton also would greatly benefit from another indoor skating rink and an outdoor swimming pool for the summers.
Continue to maintain a multicultural core
The small town feel and pace, but still a city with options
The size, but still it has a "small town" feeling. I like it.
Safe, secure place. Great musical heritage. Create a more diverse place rather than just Minor sports news!
I think to make it a safer place to live, not being scared to walk down the streets
Small town atmosphere
The clean, trouble free, stable lifestyle of Yorkton. No "bad areas"
Link to the past and historical buildings
Community
Small town friendly atmosphere
The small town sense of community but with all of the amenities of a larger center.
Friendly, small town feeling, yet having as much to offer as a larger center
I don't feel that Yorkton is a town that I would walk through, buildings and streets are in need of repair and maintenance.
Big city services, small town atmosphere
Preserve the unique centre as a hub however we need to create a more cultural base profile to encourage other people to live here and work in culture.

Yorkton Cultural Plan: Appendix D: Survey Results

Stories are sometimes described as the "DNA" of culture. Every community has a few key stories, about people, places, events or achievements, that express the collective memory of the place. What stories best express Yorkton's identity?

Tim Horton's
Museum
The development and growth of Morris Industries. Ukrainian history and heritage - dancing, foods, etc. Home of the first TV station to serve South Eastern Saskatchewan.
Ukrainian doll, Hungarian perogies
Immigrant history, small city with a big heart
Everyone in this city, including newcomers, knows what a cabbage roll and a perogi is. The Ukrainian heritage in Yorkton is important.
Individual, everyday, ordinary people's stories say it the best.
The old time attitude
History of Yorkton
Learning about old families that have lived here since the beginning, stories about old buildings and the names of places, where those names came from.
After living in Yorkton for over a decade, I don't really know any stories about Yorkton. I find there is no attempt to get the word out about Yorkton's founders or its history.
Big town small city, a good place to grow up.
The "Welcome to Yorkton" videos appear to very accurately represent the disdain most young people have for Yorkton.
The story of Al-Capone, since we are all afraid of walking at night - -
Yorkton Community Theatre Musicals
It's old and needs an upgrade
Sunflower
The pioneers who worked hard at building a strong, stable farming community
Agriculture in the Parkland
Our local history, which shows such a wonderful blend of cultures and determination.
Stories of pioneers and sports. Not really supportive of the arts, but that is what Yorkton is made up of.
Yorkton Chamber of Commerce being recognized nationally, City Council 'rustling some feathers' by introducing spending to improve the city's infrastructure
Yorkton CTV has just celebrated its 50 year anniversary. That was a great story and an amazing event!
I liked the Haunts, and I think it's cool we still have things like the TV station here and the Hurts building. I hope things like this can stay in Yorkton.
The stories of the First Nations people of our area, the settlers from the Ukraine, China, Scotland and others. Also the history of famous people from our city like Brian Marion.
I suppose the dome at St. Mary's although few would know 'the story' of it. Our history is often lost (no local museum to preserve it). Haunts of Yorkton is a step in the right direction.
Early Scots, English and Irish settlement stories, as well as the Dhokabor stories, in fact, we should make every effort to preserve and maintain any and all of the stories about the first 10-15 years of Yorkton's history
The stories of pioneer spirit, the hardships that honed the growth and prosperity of the area
Friendly people
Heritage walk or haunts of Yorkton
Stories (past and present) told to us by our older residents. They express best the formation of this community
History
Municipal Heritage Ghost of Yorkton tours
I feel that I am not aware of the many Yorkton's history stories as I am still quite new to the city. That said, if I don't know of them they must not be in extensive public view.
Few people know about the dealings of Capone, and the old Balmoral hotel. Snow show was also good
Stories of the development of the city, the groups that worked to better the city etc
History surrounding hockey; classical music concerts; Ukranian culture (cabbage rolls and progies); church(s)
Hidden stories
The Ukrainian culture.

Yorkton Cultural Plan: Appendix D: Survey Results

Stories are sometimes described as the "DNA" of culture. Every community has a few key stories, about people, places, events or achievements, that express the collective memory of the place. What stories best express Yorkton's identity?...
cont'd

History and culture
Ukrainian dance festival
Stories from our past
Perogies and cabage rolls
Hard to answer this question in a little box on the computer.
Recently celebrating 125th year of settlement, many stories and events have been highlighted.
Recently moved to the city so don't know too much history, but I liked hearing stories about the film festival event in earlier years wtih stuntmen and things
I haven't lived here long enough to know, but I did appreciate hearing out the old hotels and "haunts" during the Centennial year.
Haunts of Yorkton did a great job with this...
The formation of Yorkton Community Theatre, and it's ending. The community's support of Rick Gibson when he was infected with West Nile
Religious and cultural events from the many churches, the (historical events, centennial, etc.), long running events that have provincial and national acclaim (Short Film Festival, Sunflower) projects
A community where people came to, worked hard, felt safe, raised thir families, played, and prayed here, and called it home.
Settlers - hard work, adapting
Early developments (i.e. Bronfman family)
Stories of the peioneers and thier settlement
Ukrainian settlers, and now the melting pot of people that have moved here from outlying areas, such as Saltcoats, Calder, etc.
The immigrant's stories and the Native people's stories tell a lot about Yorkton. Yorkton's strength is it's multiculturalism.
The Girls High School that Catholic nuns started and the Boys St. Joseph's College
Yorkton - not a one-culture place! Gather stories like the Whiskey Man and promote a list of famous people from Yorkton. These could be found from the cultural community, the business community, the Yorkton Sports Hall of Fame. Promote those who served Yorkton well or have represented Yorkton on a National or International level in culture, sport, and business. We should not just give them credit once and then forget about them! An on-going database of these people and their stories and contributions would be great!!
Gloria and Les Herauf for creating the Yorkton Community Theatre, and maintaining a professional level of musical theatre entertainment for over 8 years with 8 performances. Yorkton has been put on the map culturally thanks to these amazing musical theater productions.
I feel that Yorkton is a community that values art and culture. Events like the Short Film and Video Festival and groups like the Yorkton Community Theatre, the Yorkton Arts Council, and Paper Bag Players are a few examples that show how much the community appreciates and supports the arts.
Events connected to the annual fair and the friendly competitions between Melville and Yorkton
Balmoral Hotel story
Parents working together for the good of their children (l.e. band trips)
Ruth Shaw is such an inspiration
How friendly people are here in Yorkton
The theatrical profiles that were presented by local people about the faces from the past - scripts written by Kathy Morrell
I don't know any stories about Yorkton. I know there have to be, I've seen plaques around... but nothing comes to mind at all. "Rodney Ridge", but that's because I just read it two days ago.
Ruth Shaw began the Yorkton Short Film and Video Festival 61 years ago

If you could identify one action to preserve and enhance Yorkton's identity, what would that be?

Advertise the history of Yorkton. Have the history presented to the younger generations so they know about the place where they are living.
The railway immigration
I think we should have better murals. They're quite terrible. Can we have something other than children playing and people standing there? Something unique that actually looks good.
Heritage buidings
Emphasize the artistic aspects of Yorkton - publicizing it as much as possible (a lot more than we do now). Maybe then people will start attending them.
History
Encourage economic growth, allow for new blood to enter the city
Add to the museum
Zoning restrictions on multi-story complexes
A large sign at entrances to the city that incorporates the logo "Where Good Things Happen" along with all the attractions and events that are currently listed on the smaller signs along the highway. This could also be central in tourism advertising as a focal point
Small city - active but easy to get from place to place and enjoy. Keep working on the parks, how about the King Street Green? Return to horseshoes, lawn bowling. Theatre in the park! Lots of room for treasure hunts, etc. Schools could be made aware of this area. Walking...
Community support, encouragement and celebration of eachother's success. We need to focus on the good in eachother and it will flourish
Keep our streets neat and clean
To preserve drug, crime and trouble-free parks. Peaceful gardens
More focus on the family
We are the centre of the Parkland!
Active communication between organizations and citizens
To preserve the history of our city - don't tear down old buildings
I think rather than one large action, multiple smaller actions could be taken to improve the city's identity. The youth of the city needs to be addressed with somewhere safe and comfortable to go that is open late. The fair is a huge spectacle for the year in Yorkton and it needs to be updated and improved. Also, a later showing at the cinema in Yorkton or another cinema would be an excellent addition/improvement to the city. Yorkton is an awesome place if you are raising a family or a senior citizen or a child, it is the younger members of the community that don't fit in one of the above three catagories that need to be better addressed
Making it fun for children and teenagers, rather than pertaining to the seniors of Yorkton.
Don't let it get engulfed by the fast paced hi-tech world that everywhere else is like.
More murals and art-like sculptures and fountains around the city. Sidewalks that are walkable
Keep big chains like Wal-mart out so that the small buisness owners can survive
More culture, less corporation.
Livin' the dream!
Leave the heritage buildings - I.e.The old Woolworth bldg (Hurst's furniture?). Do something with it that preserves the culture. Museum, perhaps?
Stickier law system and more policing
More dances
Getting fun things to do
Keep the old buildings down Broadway, never knock those down :D
I don't understand what your are asking me.
I dont know...sports, drama and art?
Yorkton doesn't really have much of an identity as it is. It's not a culturally diverse place at all, so there isn't a colorful identity to enjoy.
Bigger shopping centers
More of an emphasis on recycling and "going green" programs.

If you could identify one action to preserve and enhance Yorkton's identity, what would that be?... cont'd
Keeping it clean
Maybe a talent show, where its the best of everyone.. Children, teens, adults.. And you try out for it.
Create Yorkton's very own festival that the people can participate in, no matter their age.
Moving the city from a 'hub' between final destinations, to a destination within itself. Accomplished through attracting more businesses, better services, and other methods to bring people into the city.
Hospital
The strong Christian belief system that is still instilled in many of the residents of the city who pray for safety and for the citizens of this city to continue to trust in God
Encourage our citizens to become involved in events, etc.
Scoops
Upgrade the look of the city
I sure wish we could preserve the one elevator we have left, and improve that corner to make it almost like a little park. There is so much traffic in that area of the City now, that instead of making the corner an eye-sore full of weeds, it should be improved and preserved. Who doesn't think of elevators when they think of Saskatchewan? Instead of viewing these as outdated symbols, we should treasure them and try to keep at least one still standing.
The main action is in controlling crime and making Yorkton a safe place to live again. Especially with it's growth potential. The youth can't participate in arts and cultural activities or any other activities if they don't feel it's safe to leave their homes.
City Council to remain progressive and listen to the people. Most importantly to budget properly while spending to improve at the same time.
Greater influence of law inforcement to prevent crime and keep our streets safe.
Market it right! Advertise and brag! Yorkton...where good things happen!
Continued improvements in the downtown district. There have been many recent improvements and I would like to see the emphasis on a clean, attractive city centre continue. The additions of murals and other art enhance the appearance of the city.
Yorkton's history depicted through theatre
To develop a centralized office that community groups could go to for administation help, fundraising and other program assistance.
An arts policy at City Hall with an established annual budget to support arts and culture (at least half a million in new funding to start)
The little city that makes big things happen
Continue to grow, with positive attributes like the Gallagher Centre. Continue with progressive programs and facilities. The Godfrey Dean gallery has been focused on by CBC radio for it's innovative works, and we need more positive stories about the city like this, getting press coverage, not just locally, but provincially.
Downtown lighting, more culture downtown
Build a community theatre house
Togetherness
Create a monument to our pioneer past, perhaps preserve a grain elevator to that end.
Friendly people meeting eachother at different places
Clean up our Main street. Historical buildings should be impressive as visitors come into town - not garbage, run down shacks, dogs and barefoot children running around at will... that is not the kind of first impression I want people to see.
Preserving more old heritage buildings like the old Hudson's Bay building
The ease of getting around the city
Fine arts
A civic museum
More history
Get youth involved so crime and vandalism will go down
Continue to develop programs at the Godfrey Dean
The community allowing for practical, gentle change.
Clean up Jaycee beach

If you could identify one action to preserve and enhance Yorkton's identity, what would that be?... cont'd
Preserve the founders of the city - the Yorkton Exhibition Assoc, the Chamber of Commerce etc...these are the founders of this City
I can't think of anything profound at this time. Maybe something that would have people outside - walking trails with historical pictures or information. I think the walking tours they did over the summer were great.
Encourage the schools to have a unit theme: Our city of Yorkton. Communication that is in the face of residents everywhere.
Recognizing, accepting, and celebrating the time line from aboriginals, to settlers, to crops, to historic buildings, to future generations being able to make the most of their heritage here
Create more outdoor meeting spaces - parks, playgrounds, pools
Western Development Museum
More marketing should be done to promote Yorkton as a key community in the province.
Provide land or a multi-use facility that is specific to provide support for women's activities in the City...ie. dance, gymnastics, aerobics, fitness, art & culture displays...etc.
Promote the arts.
Sharing
Performing Arts Centre
We have a huge population of talented artists in all areas - music, art, drama and dance. This should be brought out and displayed in the city - it should be a focus with banners, flags, statues, paintings around the community and in buildings and businesses, dance events, etc. Make this our prominent identity rather
Support (financial and promotional) for events such as the historical walking tours held here for several years
Key players involved in facilitating future cultural development must be visionaries (pardon the overworked word), not planners who follow the safest way to a predetermined goal
Remove railway tracks from city center
More recognition for artists
Have a perogie festival - everyone always jokes about Yorkton and perogies, but it is not something that Yorkton has capitalized on
Simplistic question, perhaps very misleading to limit this to one. The answer is always: guarantee funding and support to the existing organizations, encourage the development of new ones
I don't know about "preserving" Yorkton's identity. I think we should probably focus on "enhancing" Yorkton's identity. Sadly, I have no suggestions. Great restaurants would really help. I know I'm beating a dead horse but I really want to get this across!
A cultural organization representing all activities and how each can support the other.
With the "improvement" to downtown Broadway Street, it would be a good idea to keep in mind that areas close to Broadway are in desperate need of cleaning up and tearing down. For example, the Penguin Refrigeration business is unsightly and the property south of it is now being dumped with old playground equipment. To the east of that, the unsightly old curling rink is a disgrace. So while, there has been some improvements on Broadway which I feel was not the right street to widen the curves and put planters on the city still needs to work on other properties
Preserve the film festival - it is a unique event, and therefore enhances Yorkton and increases its credibility as a city with a wide range of options and opportunities
Preserving old buildings. Sometimes, we take the easy way out and demolish buildings instead of restoring them. Our generation could "recycle" a bit more.
Continue with something like the Haunts of Yorkton
After school programs for kids to get them off the street and help them contribute to the community.
Continue with the cultural programming. Keep it in the forefront.
Friendly and caring nature of the people, their enthusiasm to work toward the good of the community, maintain the family values(I.e. To see many families at the pool is refreshing)
Just keep that nice vibrant community where good things happen.
Respect towards property and development while maintaining heritage.
Preserve the old buildings, stories from the pioneers and photos of the past
Play up the downtown improvements, and continue them. The new lighting makes a unique statement.

If you could identify one action to preserve and enhance Yorkton's identity, what would that be?... cont'd
No idea - right now, I don't think there really is one. I moved here a couple years ago and I think one thing missing is that "identity" or uniqueness that some communities have. This city tends to have people who have always lived here (which is a good sign) but there doesn't seem to have been the ability to communicate why it is such a good place to live.
A healthy community where adults and youth work together for a common goal
Create a cultural centre/tourist destination that builds on/enhances the WDM. Town experience similar to the one outside of Winnipeg - maybe several cultural experiences and settler experiences that is more hands on (e.g. week at camp where kids live as pioneers)
We need to preserve some of our heritage spots (i.e. the Hudson's Bay store, the mill, and elevator). We should build on the historical base that is still around.
An understanding of the importance of nurturing our community's spiritual roots in creating stability; As someone put it: Turning our face 'toward the Son', will always result in sunshine.
The Ukrainian heritage
Keep the Yorkton community theatre going
Not a good thing to identify with "one" action . Example: The Ukrainian culture and St. Mary's Church are often shown as a sample of what Yorkto is about, but they are not what Yorkton is presently about. Get rid of this type of stereotyping and on with a "new look and new identity - whatever that might be!!
More signage that identifies and promotes our cultural highlights. This keeps the arts in people's minds when they see the signs.
Continued funding and support for all of the cultural and sporting events that take place in the community. I feel that the many events that take place throughout the year draw people from many communities including some from Manitoba. To continue hosting events such as the Short Film and Video Festival, Sunflower, Spring Expo, Farm Progress Show, etc... all these events show the diversity of Yorkton' s people and require continued funding and publicity.
Keep moving forward in promoting Yorkton as the best place to live in North America
More 'Welcome to Yorkton' videos
Give the city a unique personality! Some historical facts to base it on
Just that it is a wonderful place to live and raise a family
Revitalize older, run-down neighborhoods and buildings
I like the logo "Where good things happen"
Create some historical postcards
Safe city
An event recognizing and focusing on the frinedliness of the community - Larger scale park event like what is done in Silver Heights Park
To establish a 'cultural' core in the city's downtown area. With the establishment of the park and stage area, it would be great to do something with the heritage type buildings in the downtown core (i.e. the old Hudson's Bay building) that would attract people to the downtown area: Coffee shops, Boutiques, Artwork, Commercial art space, etc...
Keep it intimate and attractive to visitors
Build a bar with a restaurant attached to it. Make a show, something fun that will get the community involved. After the show, we all go out for drinks and talk. Repeat. Repeat.
Create a cultural identity along with the economic profile.