



Living in Niagara – 2023 Report Arts, Culture and Heritage

Introduction

Arts, Culture and Heritage assets serve and uphold basic human needs across all areas of civilization and the economy.

Culture is integrated across all of the SDGs. There is particular alignment with SDGs #3 – Good Health and Well-Being; #4 – Quality Education; #8 – Decent Work and Economic Growth; #11 – Sustainable Cities and Communities; #16 – Peace, Justice, and Strong Institutions

Happening Now

- The Lincoln and Pelham Public Libraries merged in 2022, as [Lincoln Pelham Public Library](#), to share services, resources, programs and staff. A focus on technology, Makerspaces, and decreasing the digital divide is supported by a new Digital Strategies Librarian.
- The [Living Library collection](#) at the Niagara Falls Public Library brings voices of lived experience to inform the design and delivery of housing services in Niagara.
- The Fort Erie Native Friendship Centre produced a 3-part [Indigenous Perspectives docuseries highlighting Indigenous history in Niagara](#). The series is included in a new mandatory Indigenous Engagement course for all Niagara Region staff. The Region's [health equity strategy includes a priority for meaningful, authentic engagement with First Nations, Métis and Inuit communities](#). This includes ensuring promotion and celebration of Indigenous cultural identities and heritage.
- In 2022, the [Shaw Festival Theatre](#) in Niagara-on-the-Lake marked its 60th anniversary, presenting performances, productions, concerts and shows in the community to an audience of 170,803. Add-on experiences, including 3,943 events, classes, workshops, and activities, engaged an additional 60,903 participants. The theatre has grown to be Niagara's largest cultural charity, and one of the 20 largest employers in the region. Every dollar spent with The Shaw leverages an average of \$7+ in local and regional spend (\$238,000,000). Hundreds of members of [The Shaw Guild](#) contribute thousands of volunteer hours toward Shaw Festival activities, and donate proceeds of fundraising efforts to The Shaw.
- In 2023, the annual [Celebration of Nations](#) gathering of Indigenous arts, culture and tradition received a national Cultural Event Award from the Creative City Network of Canada. The September event, held at the FirstOntario Performing Arts Centre in St. Catharines, celebrates creativity, diversity and resilience.
- A 2021 Brock University [policy brief](#) emphasizes the importance of supporting arts organizations to rebound from the pandemic, citing their \$2 billion+ contribution in direct



and associated spending to Niagara's economic and social well being. The arts community is cited as "resilient and creative" in responding to pandemic challenges.

- Juno award winners and nominees from across Canada performed at [13 for 13 Culture Festival](#) events held during the Niagara 2022 Canada Summer Games. Each of Niagara's 13 municipalities were paired with one of Canada's 13 provinces and territories, to showcase unique entertainment and culinary experiences.

What's Emerging

- Performing arts organizations are taking longer to build back after the COVID-19 pandemic than anticipated. Operating costs, sponsorships, private sector fundraising, earned revenues and grants have all been affected. [The Professional Association of Canadian Theatres](#) notes that, while the [overall culture sector accounts for 2.3% of Canada's GDP](#), the performing arts industry was among the hardest hit sectors nationally, and experienced the most stringent and longest-duration of restrictions globally.
- There is a focus on engaging people to return to attending live performances and in-person events. While the pandemic gave arts organizations the ability to present events virtually, engaging audiences in-person is a priority.
- Increased attention is being paid to the socio-economic benefits that Niagara would derive from having an Arts Council organization: that the role of Arts/Culture/Heritage organizations in civic engagement and community building is not well-understood; and that the region lags behind comparator municipalities when it comes to investment in this sector.
- Volunteering patterns are changing. [Volunteer Canada](#) notes that Arts and Culture organizations have one of the highest rates of volunteer hours in the country (104 hours/year). Overall, 25% of volunteers see contributing to community well-being as a leading motivation for volunteering.
- The Rodman Art Institute of Niagara (RAIN) is engaging the community in examining options for a new public art gallery in the region. This builds upon Rodman Hall Art Centre's 60 years of work to steward a 1,000+ piece collection. Twenty per cent of the works in the collection are certified as Canadian Cultural Property, because they have been determined to be of significance to the nation.

Suggested Community Action Steps

- Build upon evidence already gathered, to advance the culture sector in Niagara as a key element in the region's tourism industry and creative economy. A 2019 Niagara Community Observatory policy brief [defines the culture sector](#) as including occupations in the performing arts, spectator sports, heritage amenities, amusement and recreation activities.



- Encourage all municipalities in Niagara to invest in supporting local assets in the Arts, Culture and Heritage sector. Take a partnership approach to creating models that market beyond Niagara's signature events and sites, Market-ready product exists that requires support to stabilize, and to generate easily-secured 'additive tourism' among travelers already visiting the area.
- Gather organizations working in this sector, to identify opportunities to take collective action to demonstrate the role the sector plays in the socio-economic well-being and growth of the Niagara community.
- Examine and describe the current state of volunteering in the Arts, Culture and Heritage sector in Niagara.

Indicators

- **Involvement in and Time Spent on Arts, Culture and Heritage Activities in Niagara**
- **Arts, Culture and Heritage Assets in Niagara**
- **Contribution of the Cultural Sector to the Socio-Economic Wellbeing of Niagara**



Indicator: Involvement in and Time Spent on Arts, Culture and Heritage Activities in Niagara

Library Use

Through 24 branch locations across the 11 public library systems in Niagara, residents can access a wide variety of information services, reading material, technology, and programming.

Public Libraries in Niagara are increasingly recognized for being welcoming community hubs that offer comprehensive access to information and digital resources. They help citizens to bridge the technology divide; provide reliable access to the internet, computers, and technology; and they partner with human service agencies to offer opportunities for satellite outreach.

The Lincoln and Pelham Public Libraries merged in 2022, as [Lincoln Pelham Public Library](#), to share services, resources, programs and staff. A focus on technology, Makerspaces, and decreasing the digital divide is supported by a new Digital Strategies Librarian.

The [Living Library collection](#) at the Niagara Falls Public Library brings voices of lived experience to inform the design and delivery of housing services in Niagara.

The Ontario Ministry of Heritage, Sport, Tourism and Culture Industries releases annual statistics from every public library system in the province. The following table illustrates the number of active library cardholders in all local areas of Niagara, in 2022.

Public Library System in Niagara	Resident Population Served	Active Library Cardholders	Active Library Cardholders as per cent of Population
	2022	2022	2022
Fort Erie	30,710	6,326	20.60%
Grimsby	27,314	6,278	22.98%
Lincoln Pelham	41,979	9,610	22.89%
Niagara Falls	88,071	45,086	51.10%
Niagara on-the- Lake	17,511	8,394	47.90%
Port Colborne	18,306	5,201	28.41%
St. Catharines	133,113	52,416	39.37%
Thorold	18,801	10,971	58.35%
Wainfleet	6,372	2,818	44.22%
Welland	52,293	15,070	28.81%
West Lincoln	14,500	1,843	12.71%
Niagara-wide Total	297,551	164,013	55.12%

Source: Ontario Ministry of Tourism, Culture and Sport

Retrieved from: <https://www.ontario.ca/page/ontario-public-library-statistics>





Selected use statistics for Public Library Systems in Niagara, 2022				
Local Public Library System in Niagara	Total Annual Circulation	Annual Program Attendance	No. of in-person Visits to Library	No. of Electronic Visits to Library Website
Fort Erie	211,462	5,875	41,800	61,620
Grimsby	232,607	6,797	97,700	114,504
Lincoln/Pelham	442,167	26,878	75,950	145,184
Niagara Falls	468,331	24,565	217,750	295,100
Niagara on-the-Lake	81,539	4,390	30,000	65,468
Port Colborne	90,166	5,052	36,750	20,904
St. Catharines	1,062,252	17,454	217,000	1,898,364
Thorold	79,056	28,718	45,200	90,792
Wainfleet	55,361	3,166	19,650	35,984
Welland	1,169,642	25,743	144,350	174,356
West Lincoln	88,633	5,250	32,750	19,396
Niagara-wide Total	3,891,306	153,888	741,900	2,921,672

Source: Ontario Ministry of Heritage, Sport, Tourism and Culture Industries, Ontario Public Library Statistics; and Government of Ontario, Ontario Data Catalogue

Retrieved from: <https://data.ontario.ca/en/dataset/ontario-public-library-statistics> and <http://www.mtc.gov.on.ca/en/libraries/statistics.shtml>

The [Fort Erie Native Friendship Centre](#) produced a 3-part [Indigenous Perspectives docuseries highlighting Indigenous history in Niagara](#). The series is included in a new mandatory Indigenous Engagement course for all Niagara Region staff. The Region's [health equity strategy includes a priority for meaningful, authentic engagement with First Nations, Métis and Inuit communities](#). This includes ensuring promotion and celebration of Indigenous cultural identities and heritage.

The [2022 Internet Use Survey](#) conducted by Statistics Canada shows that, year over year, various trends in technology reflect a more connected lifestyle, benefiting both younger and older generations. In 2022, Internet use among Canadians aged 15 years and older reached 95%, up from 92% in 2020. The largest increase was seen among Canadians aged 75 years and older, up from 62% in 2020 to 72% in 2022.

The proportion of individuals who had access to the Internet at home remained stable in 2022 compared with 2020, at 94%. The proportion of Canadians who reported having a download speed of 50 megabits per second (Mbps) or more increased. In 2022, 84% of Canadians had access to the Internet through a mobile data plan for personal use. About 600,000 people (2%) reported having a mobile data plan but no home Internet connection.

Source: The Daily Statistics Canada: Canadian Internet Use Survey, 2022

Retrieved from: <https://www150.statcan.gc.ca/n1/daily-quotidien/230720/dq230720b-eng.htm>



Arts, Culture and Heritage Activities and Groups in Niagara

In 2022, Juno award winners and nominees from across Canada performed at [13 for 13 Culture Festival](#) events held during the Niagara 2022 Canada Summer Games. Each of Niagara’s 13 municipalities were paired with one of Canada’s 13 provinces and territories, to showcase unique entertainment and culinary experiences.

In 2023, Niagara-on-the-Lake, Niagara Parks (Niagara Falls) and St. Catharines participated in the Doors Open Ontario program. This annual program attracts large crowds across Ontario. From April to October, residents and visitors are invited to discover first-hand Ontario’s hidden heritage treasures, some of which have never been open to the public. Since the program launched in 2002, nearly seven million visits have been made to participating heritage sites.

2023 Doors Open Sites in NOTL	Description (in-person/digital)
Butler’s Barracks National Historic Site	The Men’s Barracks is one of the few surviving structures at Butler’s Barracks National Historic Site, a historical military complex in operation from 1812 to 1871 and again as a training ground from 1914 until the 1960s. On completion of repairs and refurbishment in 2018, the barracks now operate as the Parks Canada Field Unit office for Southwestern Ontario. <i>(Available in-person only)</i>
Clare’s Harley Davidson of Niagara	Throughout this store are architectural touches with reclaimed and re-purposed materials – including reclaimed brick, doors and woodwork, as well as a vintage window in the sales office and a countertop in the ladies’ washroom. Also, the art deco interior and fittings from Diana Sweets — a restaurant that operated for 75 years in St. Catharines — has now been fully restored inside! <i>(Available in-person & digital)</i>
The Exchange Brewery	Constructed in 1880, this building was Niagara's first telephone exchange. In 2015, it was transformed into a brewery, but retains some of its original features. Original hemlock floor joists became the second-floor bar and tabletops. Some nods to the building's use as a telephone exchange include brewing numbers (instead of names) and a tasting board shaped like a rotary dial. <i>(Available in-person & digital)</i>
Grace United Church	Come and explore Grace United as it celebrates its 200th anniversary this year! This building was designed by William Thomas — the same architect who designed Toronto’s St. Michael’s Cathedral, Hamilton’s St. Paul’s Presbyterian and Brock’s Monument in Queenston. The magnificent stained-glass windows memorialize early church members and wartime casualties, and the interior reflects the classic Methodist form of practical design. <i>(Available in-person and digital)</i>
Niagara Apothecary	Step through these doors and see how pharmacists practised their profession over 100 years ago. The apothecary opened in the late 1860s at this location and closed in 1964. The Ontario Heritage Trust acquired the property, led its restoration and opened it as a museum in 1971. Operated by volunteers from the Ontario College of Pharmacists. <i>(Available in-person and digital)</i>



2023 Doors Open Sites in NOTL	Description (in-person/digital)
Niagara District Courthouse	Constructed c. 1847, this courthouse served as the official county seat of Niagara District until the judicial courts were moved to St. Catharines in 1862. Its large courtroom interior was home to the Shaw Festival's Court House Theatre until 1973. Today, Parks Canada and the Chamber of Commerce have offices here. It was designated a National Historic Site in 1981. <i>(Available in-person and digital)</i>
Niagara Lodge No. 2	The Niagara Lodge No. 2 is the oldest Masonic lodge in Ontario. It is also the site of the first legislature of Upper Canada and the site of the first hospital in Newark, founded by Col. John Butler. During Doors Open, come and explore the museum of Masonic artifacts not regularly available to the general public. <i>(Available in-person)</i>
Niagara Pumphouse Arts Centre	Located on the banks of the Niagara River in a heritage building that formerly supplied water to Niagara-on-the-Lake, the Niagara Pumphouse Arts Centre connects the community through visual arts programs, exhibitions and events. The Niagara Pumphouse Art Centre Association was formed in 1990, and the building was restored and converted to this visual arts centre in 1994. <i>(Available in-person and digital)</i>
Niagara-on-the-Lake Museum	The Niagara Historical Society, founded in 1895, opened the Niagara-on-the-Lake Museum in 1907. The museum collects, preserves, researches, educates and promotes the history of Niagara-on-the-Lake and its communities — inspiring an appreciation of local history through engaging programs and exhibitions. In October, the exhibition will be "Bound and Determined." During Doors Open, they'll be offering special tours throughout the day. <i>(Available in-person and digital)</i>
Ravine Vineyard Estate Winery	The Ravine Vineyard Estate Winery is a timeless Niagara destination for award-winning wines and world-class farm-to-table cuisine. It is steeped in history, family legacy and agricultural heritage. Situated in the heart of St. David's, this charming and historical property offers a unique escape from the everyday hustle and bustle while being conveniently located only minutes from the Queen Elizabeth Way. <i>(Available in-person)</i>
RiverBrink Art Museum	The RiverBrink Art Museum is a fine-art museum featuring changing exhibitions from the renowned art collection of Samuel E. Weir, as well as outstanding works on loan from contemporary artists and Canadian and international collections. Current exhibitions will feature oil portraits by Mark Crofton Bell. There is also a library and gift shop onsite. <i>(Available in-person and digital)</i>
St. Andrew's Presbyterian Church	The original 1794 church was burned by the American army during the War of 1812. A new church was later erected, but was also destroyed by a cyclone. In 1855, the current building was constructed. While major restorations have occurred over the years, the interior and exterior of this architectural gem appear much the same as the 1831 building. <i>(Available in-person and digital)</i>



2023 Doors Open Sites in Niagara Falls	Description (in-person/digital)
Niagara Falls	Niagara Falls is one of the most spectacular waterfalls in the world, known both for its scenic beauty and its immense force (which generates an enormous amount of hydro-electric power). While you can now visit Niagara Falls again in person, there are still many digital experiences that are available and worth experiencing from your backyard. Take a virtual helicopter ride over the falls, experience a zipline ride to the falls, enjoy the much-loved Journey Behind the Falls, or even look ahead to the annual Winter Festival of Lights. Don't forget your VR glasses to make these experiences pop! But if an in-person experience is what you're looking for, check out the Niagara Parks COVID-19 Information Centre . <i>(Available in digital)</i>
Niagara Parks Power Station	The Niagara Parks Power Station – the first major power plant on the Canadian side of Niagara Falls – was completed in 1905 to produce hydroelectricity by leveraging the power of the Niagara River. A marvel of engineering and architecture, the station's generators were the largest of their kind. Power generated from CNP was used to service Fort Erie, Ontario and Buffalo, New York; the plant remained in operation until 2006 when it was decommissioned. The Niagara Parks Commission acquired ownership in 2009. The station was built with a rusticated stone exterior from Queenston limestone, with stunning, rounded window arches depicting restrained Romanesque design. The water-filled forecourt is the most prominent feature of the building setting, acting as a reflecting pool that enhances the pattern of the arches. The interior also features significant detail, from the massive bronze doors on the north side to the marble and bronze detailing of the office area. Renovations for adaptive reuse are underway – the first phase will open to the public in 2021 – will transform the facility into an extraordinary new multi-faceted visitor experience, which will preserve and showcase this culturally significant landmark while creating an iconic new attraction for Niagara Falls. <i>(Available digital)</i>

2023 Doors Open Sites in St. Catharines	Description (in-person/digital)
The Brown Homestead	The Brown Homestead is the site of the oldest house in St. Catharines. They are currently undergoing restoration work and are on their way to becoming an important cultural centre, a site for innovation, education, community connection and heritage advocacy. While that work is happening, however, feel free to explore the site through some excellent videos, including one about The Norton Cabin, The Ballroom, The Victory Garden, The Dining Room and The Summer



2023 Doors Open Sites in St. Catharines	Description (in-person/digital)
	Kitchen, as well as an informative series on heritage masonry, heritage carpentry, historical mapping and some oral history. <i>(Available digital)</i>
Decew Generating Station 1 (Ontario Power Generation)	In 1898, the Cataract Power Company (now Ontario Power Generation) began generating and transmitting electricity from St. Catharines to Hamilton. The entrepreneurial project resulted in the transmission of electricity a staggering 56 kilometers (35 miles) – the longest distance that electricity had been transmitted in Canada at that time, and the second-longest distance in the world! The station remains a working piece of Canada’s hydroelectric heritage. <i>(Available digital)</i>
Inner Range Lighthouse (Port Dalhousie)	Construction of the inner range lighthouse began in 1898. It is 16 metres (52.5 feet) high and has a tapered eight-sided frame that supports a 12-sided lantern and beaver-shaped weathervane. Access to the lantern is provided by four very steep and narrow wooden staircases. Today, the lighthouses in Port Dalhousie serve as a symbol of St. Catharines and its maritime history. <i>(Available digital)</i>
St. Catharines Courthouse	The old county courthouse was built at the corner of James and King streets in 1849. Three years later, town council approved putting a clock into the tower. The clock remains a working engineering marvel and is one of the many landmarks from St. Catharines’ past. As part of Digital Doors Open, watch the video below to learn more about the history of the clock. Today, the courthouse is used by the City of St. Catharines as municipal offices. <i>(Available digital)</i>

Source: Doors Open Ontario

Retrieved from: <https://www.doorsopenontario.on.ca/en//events>

During the 2022 pan-Canadian Culture Days event, a total of 77 activities were offered both in-person and digital across Niagara, from September 22nd to October 15th 2023. Culture Days is a national celebration of arts and culture. At the end of each September, millions of people attend thousands of participatory arts and culture events across the country. Culture Days programs invite the public to get hands-on and behind-the-scenes to highlight the importance of arts and culture in our communities.

The Culture Days organization supports a Canada-wide network of arts, culture, and heritage organizers to facilitate free public events in their communities every year during the Culture Days weekend. In 2022, Culture Days supported over 3,000 registered events across Ontario. Some participants were returning to offering in-person performances and events, while also providing virtual and online events. Events were inter-disciplinary and were offered in 31 languages.

Source: Culture Days 2022 Highlights.

Retrieved from: <https://culturedays.ca/en/2022-highlights>





In 2023, the annual [Celebration of Nations](#) gathering of Indigenous arts, culture and tradition received a national Cultural Event Award from the Creative City Network of Canada. The September event, held at the FirstOntario Performing Arts Centre in St. Catharines, celebrates creativity, diversity and resilience.

The following activities and groups highlight a sampling of initiatives in this Sector.

► South Niagara Artists is a network of professional artists and artisans living along the South Coast of the Niagara Region from the Township of Wainfleet through the City of Port Colborne to the Town of Fort Erie.

Source: South Niagara Artists

Retrieved from: <https://www.southniagaraartists.ca/about-us.html>

► The Arts and Culture Alliance of Fort Erie (ACAFE) is a communication network for arts and cultural groups in Fort Erie. ACAFE's mission is: To promote, connect, and support all of the arts and cultural groups, organizations, and associated businesses of Fort Erie; and to facilitate cooperation and collaboration within the partners with a shared event calendar, grants and special funding, cross-promotion, strengthened network of supporters and patrons, and as "one voice" represented at the Town of Fort Erie.

Source: Arts and Culture Alliance of Fort Erie

Retrieved from: <https://acafen Niagara.wixsite.com/acafe/about>

► The Fort Erie Arts Council (FEAC) was formed in 2005 by a small group of local artists and community members as a not for profit charitable organization. The Council's vision is to encourage diverse artistic endeavors in the Fort Erie community to enrich the lives of its residents. We are committed to the development of a rich and sustainable environment for the arts and culture in the Municipality of Greater Fort Erie and to further develop a strong and thriving creative spirit through the arts as the heart of the community life.

Source: Fort Erie Arts Council

Retrieved from: <https://forterieartscouncil.com/about-us>

► The Fort Erie Historical Museum is located in the is in the 1874 Bertie Township Hall. The Museum features permanent and changing exhibitions and public archives with genealogy and local history information. On permanent display is the gallery "A Community of Communities," which tells the stories of the towns and villages that make up Greater Fort Erie.

Source: Town of Fort Erie

Retrieved from: <https://www.forterie.ca/en/recreation-and-culture/historical-museum.aspx>

► The Grimsby Historical Society, formed in 1949, collects archival material relating to the history and people of Grimsby. It organizes and preserves the material, makes it accessible to the public, and advocates for preserving history and supporting educational programs. Some services include: Collecting, preserving and maintaining photographs and local documents,



publishing and circulating pamphlets and books of historical interest, helping the community with genealogical documents, and collaborating with other cultural institutions.

Source: Grimsby Historical Society

Retrieved from: <https://www.grimsbyhistoricalsociety.com/>

► Nelles Manor Museum in Grimsby is a 1798 Heritage House and War of 1812 Battlefield Site. The Nelles Manor Heritage House foundation was created in 2015.

Source: Nelles Manor Museum

Retrieved from: <https://nellesmanor.ca/>

► The Lincoln Museum and Cultural Centre: Home of The Jordan Historical Museum of the Twenty is dedicated to the interpretation, exhibition, research, collection, and preservation of past, present, and future narratives relevant to the Town of Lincoln and the Niagara Region. The vision is to be a vibrant gathering place that shapes the community by engaging and inspiring residents and visitors in the celebration of heritage and culture.

Source: Town of Lincoln

Retrieved from: <https://lincolnmuseum.ca/>

► The Friends of Lincoln's History are dedicated to preserving local history of The Town of Lincoln, for present and future generations. An integral part of this group's work is the Lincoln Archives, housed on the grounds of the Vineland Research & Innovation Centre.

Source: Friends of Lincoln's History

Retrieved from: <http://www.lincolnarchives.ca/index.htm>

► The Niagara Falls Exchange is a market and cultural hub and event space in the Main and Ferry Street area, located adjacent to the Niagara Falls History Museum. The 930-square metre facility features an art gallery, studios, a woodworking studio, a café and a market hall for a year-round farmers market. It is also the permanent home for the Niagara Falls Arts and Culture Wall of Fame.

Source: Niagara Falls Exchange

Retrieved from: <https://nfexchange.ca/>

► Niagara Falls Museums tell the unique history of the City of Niagara Falls. Visitors to one of the city's three museums will find out about the formation of the famous falls, the Indigenous history and the ongoing stories of the Niagara Falls community.

Source: Niagara Falls Exchange

Retrieved from: <https://nfexchange.ca/museum>

► The Lundy's Lane Historical Society, organized in 1887, encourages interest in and promotes historical knowledge of the area through presentations, field trips, and occasionally publications and plaques. For many years, the Society has observed the anniversary of The Battle of Lundy's Lane in the War of 1812.

Source: Lundy's Lane Historical Society

Retrieved from: <https://www.facebook.com/LundysLaneHistoricalSociety/>



► Niagara Parks maintains several heritage sites across Niagara, including sites related to Indigenous history, the War of 1812, and the Underground Railroad.

Source: Niagara Parks. Heritage

Retrieved from: <https://www.niagaraparks.com/visit-niagara-parks/heritage/>

► The Shaw Festival in Niagara-on-the-Lake is a theatre company inspired by the work of George Bernard Shaw. In 2022, the Shaw marked its 60th anniversary, presenting performances, productions, concerts and shows in the community to an audience of 170,803. Add-on experiences, including 3,943 events, classes, workshops, and activities, engaged an additional 60,903 participants. The theatre has grown to be Niagara's largest cultural charity, and one of the 20 largest employers in the region. Every dollar spent with The Shaw leverages an average of \$7+ in local and regional spend (\$238,000,000). Hundreds of members of The Shaw Guild contribute thousands of volunteer hours toward Shaw Festival activities, and donate proceeds of fundraising efforts to The Shaw.

Source: The Shaw Festival and The Shaw Guild

Retrieved from: <https://www.shawfest.com/> and <https://shawguild.ca/60-years-of-volunteering/>

► The Niagara Historical Society, established in 1895, promotes and preserves local heritage by owning and operating the Niagara-on-the-Lake Museum. The Museum site consists of three independent buildings that are merged together: The High School building (1875), Memorial Hall (1907) and the Link Building (1971).

Source: Niagara on the Lake Museum

Retrieved from: <https://www.notlmuseum.ca/about>

► The Pelham Historical Society encourages interest in and knowledge of the historical heritage of the Town of Pelham. The Society maintains an archive at the Maple Acre Branch of the Lincoln Pelham Public Library in Fenwick; and a display case for exhibiting photographs, documents and artifacts from the Society's collection in the foyer of the Fonthill Branch.

Source: Pelham Historical Society

Retrieved from: <https://www.pelhamhistoricalsociety.ca/our-history/>

► Lighthouse Festival—Port Colborne presents year-round live theatre and other entertainment offerings in the Roselawn Theatre, Roselawn Centre for the Arts. The theatre creates an affordable, welcoming, entertaining environment for all who enjoy live professional theatre.

Source: Lighthouse Festival

Retrieved from: <https://lighthousetheatre.com/port-colborne/>

► The Port Colborne Historical Society is a social group hosting monthly guest speakers on local and Canadian history.

Source: Port Colborne Historical Society

Retrieved from: <https://niagara.211centralsouth.ca/detail/65802397/>



► The Port Colborne Historical and Marine Museum collects and shares the history of Port Colborne, with more than 18,000 donated artifacts. The Museum is a department of the City of Port Colborne, and museum volunteers assist in nearly every area of operations.

Source: Port Colborne Historical and Marine Museum

Retrieved from: <https://www.portcolborne.ca/en/recreation-and-leisure/museum-history.aspx>

► The FirstOntario Performing Arts Centre (PAC), located in downtown St. Catharines, aims to engage people in exceptional live arts experiences, and to enrich the lives of citizens of St. Catharines and the Niagara region, while providing a world class venue for local, national and international artists and community arts organizations to flourish. Each September, the PAC hosts the Celebration of Nations gathering of Indigenous arts, culture and tradition. In 2023, this event received a national Cultural Event Award from the Creative City Network of Canada.

Source: FirstOntario Performing Arts Centre

Retrieved from: <https://firstontariopac.ca/Online/default.asp> and

https://issuu.com/firstontpac/docs/cofn-program-2023?fr=xKAE9_zU1NQ

► The Norm Foster Theatre Festival is a professional theatre company located in St. Catharines, and is inspired by the work of internationally renowned Canadian playwright Norm Foster. Each year, the Foster Festival celebrates Norm Foster's works, including workshopping and producing his world premieres. Focusing on a mandate of producing uplifting, heartfelt comedies written by Canadians, The Foster Festival has launched its Play Development Program and will host the first annual Fostered Playwrights Festival in April 2024.

Source: The Foster Festival

Retrieved from: <https://fosterfestival.com/about-us/>

► The Marilyn I. Walker School of Fine and Performing Arts (MIWSFPA) was formed in 2002 as an interdisciplinary centre for creative and scholarly activities. Through a collaboration between Brock University and the City of St. Catharines, the purpose-built facility houses full-time faculty, part-time instructors, staff and almost 2000 students majoring or conducting concurrent programs each year. The School enriches the lives of those pursuing careers as artists, theatre directors, production assistants, actors, musicians, cultural theorists, curators, and skilled teachers. In 2008, a \$15-million gift from Marilyn I. Walker was key to securing the historic Canada Hair Cloth Building in downtown St. Catharines for adaptation as a state-of-the-art learning facility, which opened in 2015.

Source: Brock University. Marilyn I. Walker School of Fine and Performing Arts

Retrieved from: <https://brocku.ca/miwsfpa/>

► Suitcase in Point is a multi-arts organization producing original satire & innovative events in St. Catharines, Ontario. Founded in 2001, Suitcase in Point is a courageous ensemble of artists and producers who engage and excite the Niagara community with original multi-arts performances and events, including In the Soil Arts Festival and Suitcase in Point's comedy cabarets.

Source: Suitcase in Point

Retrieved from: <https://suitcaseinpoint.com/>



► Niagara Artists Centre (NAC) – Located in downtown St. Catharines, NAC is a not-for-profit, charitably registered, member-driven collective formed by and dedicated to the working artists and community of Niagara.

Source: Niagara Artists Centre
Retrieved from: <https://nac.org/>

► The Willow provides low-barrier peer-to-peer arts education, and fosters safe spaces for creative exploration and connections for people with living experience of mental illness or substance use in Niagara. The vision is: a society free of stigma, void of shame, where artistic expression is supported and knows no bounds.

Source: Willow Arts Community
Retrieved from: <https://thewillowcommunity.com/>

► The Rodman Art Institute of Niagara (RAIN) is engaging the community in examining options for a new public art gallery in the region. This builds upon Rodman Hall Art Centre's 60 years of work to steward a 1,000+ piece collection. Twenty per cent of the works in the collection are certified as Canadian Cultural Property, because they have been determined to be of significance to the nation.

Rodman Art Institute of Niagara
Retrieved from: <https://rodmanart.ca/>

► The Canadian Railroad Historical Association – Niagara Division (CHRA Niagara) is one of 11 Divisions of the CHRA. The organization was founded to promote an understanding about railroads and railroad history. A collection of railway records, photographs, and memorabilia are maintained. Much of this material is donated to the Lock 3 Museum in St. Catharines. Monthly meetings are hosted with guest speakers and trips to railway facilities or museums.

Source: Canadian Railroad Historical Association – Niagara Division
Retrieved from: <https://www.crhaniagara.com/>

► The St. Catharines Museum & Welland Canal Centre offers a wide variety of diverse in-person and virtual guided programs, tours, and group experiences. Permanent exhibits feature stories of the Welland Canals and the Underground Railroad, with special attention to stories of the immigrant labour and Freedom Seeker refugees arriving to St. Catharines in the 1850s.

Source: City of St. Catharines
Retrieved from: <https://www.stcatharines.ca/en/arts-culture-and-events/st-catharines-museum-and-welland-canals-centre.aspx>

► The Historical Society of St. Catharines, founded in 1927, maintains its mission to increase the knowledge and appreciation of the history of St. Catharines and its vicinity. The Society meets formally nine times a year, plus gathers together for special events and excursions.

Source: Historical Society of St. Catharines
Retrieved from: <https://stcatharineshistory.ca/>



► The Mayholme Foundation is a non-profit charitable organization dedicated to the study, collection and preservation of family history and local history in the areas of the old Lincoln and Welland Counties. It is a repository of local family histories, books, family files, microfilm film and offers small seminars for genealogists.

Source: Mayholme Foundation

Retrieved from: <http://mayholme.ca/>

► The Brown Homestead, settled around 1785 by Loyalist John Brown and his family, is a historic site that features the John Brown House, the oldest home in St. Catharines. It is a two-storey stone house built in 1802 and incorporating an earlier 1-1/2 storey house (ca. 1796). It is also the home of the Norton Cabin (ca. 1817), built by Mohawk chief Teyoninhokarawen (John Norton), which was moved to the homestead in 1997 to save it from demolition.

Source: The Brown Homestead

Retrieved from: <https://thebrownhomestead.ca/>

► The Thorold Museum has a mandate to preserve and promote the history of Thorold and its former Township. The aim is to function as a steward of the heritage of Thorold; and to communicate the unique stories of the area in an inclusive, engaging way.

Source: The Thorold Museum

Retrieved from: <https://thoroldmuseum.ca/>

► Wainfleet Historical Society members meet regularly, to hear educational speakers on historic topics. Society volunteers support the annual Marshville Heritage Festival, which attracts thousands of visitors per year to Wainfleet, on Labour Day weekend. The book, "[Chronicles of Wainfleet Township: 200 years of history](#)" was published in 1992.

Source: Wainfleet Historical Society

Retrieved from: <https://www.facebook.com/WainfleetHistoricalSociety>

► The Marshville Heritage Society was founded by a local group of four who had the vision to preserve the lifestyle of yesterday. This vision is brought to life through a group of dedicated community citizens who created the Festival, which takes place every Labour Day long weekend at the Marshville Heritage Village in Wainfleet. The Heritage Village offers visitors the opportunity to experience a day in the life of Marshville/Wainfleet during the 1800's.

Source: Marshville Heritage Society

Retrieved from: <https://marshvilleheritagesociety.org/>

► The Welland Museum engages and inspires people of all ages regarding the unique stories of Welland and the Niagara Region. Through collections, exhibitions, and programming the Museum provides a source of knowledge and innovation for present and future generations.

Welland Museum

Retrieved from: <https://www.wellandmuseum.ca/about/>



► The West Lincoln Historical Society owns and operates the Smithville Train Station, which is used as a research center, known as the West Lincoln Archives. This group has published two books on local historical topics, the proceeds from which have supported the restoration of the train station, which has been designated as a historical building.

Source: West Lincoln Historical Society

Retrieved from: <http://wlhs.info/>

► The Ontario Museum Association (OMA) supports the development of Regional Museum Networks, including the Museums of Niagara Association (MONA), which aims to:

- Facilitate communication, consultation and information exchange between regional museum network organizations
- Share leading (best) practices, tools and resources, and
- Work closely and collaboratively with the OMA on areas of common interest, such as advocacy and professional development.

Source: Ontario Museum Association

Retrieved from: <https://members.museumsontario.ca/programs-events/advocacy/regional-museum-networks>



Indicator: Arts, Culture and Heritage Assets in Niagara

The [Niagara Navigator](#) is an interactive mapping tool containing information about natural features, political boundaries, planning, and cultural and recreational features in Niagara. It can be used to help make more informed decisions and get answers to questions for a specific area or topic that involves a geographic dimension. Relevant to the Arts, Culture & Heritage Sector, the Niagara Navigator can be used to map: Designated Heritage Properties; Historic Sites; Historical Welland Canal Points of Interest; Libraries; Museums; Native Centres; and Cemeteries

Source: Niagara Region. Niagara Navigator

Retrieved from: <https://www.niagararegion.ca/exploring/navigator.aspx> and https://niagaraopendata.ca/dataset/?keywords_en=Culture+and+Recreation

[Art in the Open](#) is a map of Niagara's outdoor art. The map is focused on furthering community engagement with public art works across the region, promoting not just education and appreciation of the very diverse works and important artists in this area, but to illustrate how these works act as landmarks for the history of these 12 municipalities. The map can be filtered by theme, including: Monuments, Murals, Totems, Sculpture, Statues, and Installations.

Source: Art in the Open

Retrieved from: <https://www.artintheopen.ca/>

The Tourism Partnership of Niagara maintains www.visitniagaracanada.com, a website dedicated to tourism experiences in Niagara. The [Arts and Entertainment](#) section includes live theatres, movies, orchestras, visual arts. The [History and Heritage](#) section points to Monuments, Museums, Former Battlefields, Forts and Heritage Structures across the region.

Source: Tourism Partnership of Niagara

Retrieved from: <https://www.visitniagaracanada.com/>

The [Niagara South Coast Arts & Culture Route](#) is a self-guided, year-round guide to the studios and galleries across Wainfleet, Port Colborne, and Fort Erie. This scenic route on this map spans 50 kilometres of country roads, lush farms, rocky coastline, pristine beaches and quality shopping districts, along the north shore of Lake Erie.

Source: Tourism Partnership of Niagara

Retrieved from: <https://www.visitniagaracanada.com/region/south-coast/>

The Summer Fun Guide website lists sites by region in Ontario, including the Niagara region. Museums, Galleries & Historical Sites, as well as Festivals, Events & Shows are listed.

Source: Summer Fun Guide

Retrieved from: <https://www.summerfunguide.ca/niagara-region.html>



Indicator: Contribution of the Cultural Sector to the Socio-Economic Wellbeing of Niagara

'Historical Trends in Niagara's Tourism Sector, 2001 to 2022' is a Working Paper presented by the Niagara Community Observatory at Brock University (September, 2023). The paper is part of research funded by the Wilson Foundation, to map Niagara's economic history and deepen understanding of the region's economic and social development.

The tourism sector is defined as a composite of various industrial activities, among which are:

- Performing arts companies, spectator sports, promoters (presenters) of performing arts, sports and similar events
- Agents and managers for artists, athletes, entertainers and other public figures
- Independent artists, writers and performers
- Heritage institutions

Table 2 on page 3 of the Working Paper shows percentage changes between 2001 and 2022 in tourism jobs in the Niagara region. Industries with relatively high rates of change over those two decades are "Promoters (presenters) of performing arts, sports and similar events" (152 per cent), "Scenic and sightseeing transportation, water" (101 per cent), "Other amusement and recreation industries" (94 per cent), and "Heritage institutions" (94 per cent). The working paper notes that, in these industries, Niagara's growth rate outpaced the provincial and national rates of change.

Table 3 on page 4 of the Working Paper notes that, over the past two decades, Niagara has seen increased competencies in several industries, which include "Heritage institutions" and "Performing arts companies". Table 4 and figure 2, both on page 4 of the working paper, show that, relative to other regions in Canada (at a base of 1), Niagara has a strong showing in several industries, which include "Heritage institutions", and "Performing arts companies".

Source: Niagara Community Observatory, Brock University, Wilson Foundation Working Paper, 'Historical Trends in Niagara's Tourism Sector, 2001 to 2022', September, 2023 Retrieved from: <https://brocku.ca/niagara-community-observatory/wp-content/uploads/sites/117/NCO-TOURISM-NUMBERS%E2%80%9494Wilson-Foundation-Working-Paper-CONTEH-09.2023-FINAL.pdf>

Contribution of Cultural Tourism to the Economy

The Niagara Region Economic Development 2019 Niagara Tourism Profile examines Niagara tourism jobs, businesses, visitors and expenditures. The document notes a 7.7% increase in the number of arts, entertainment and recreation jobs in Niagara between 2011 and 2018, outlined in the following table. In 2018, the arts, entertainment, and recreation sector employed 8,974 people in Niagara with growth of 640 jobs (7.7%) over 2011. The sector also had a strong Location Quotient (LQ) of 1.76, which indicates a level of specialization in Niagara.

Source: Niagara Region Economic Development. *Niagara Tourism Profile*

Retrieved from: https://niagaracanada.com/wp-content/uploads/sites/2/2019/03/Niagara-Tourism-Profile_FINAL.pdf



Arts, Entertainment and Recreation Jobs in Niagara, 2011-2018					
Industry (NAICS*) *North American Industry Classification System	Number of jobs in 2011	Number of jobs in 2018	Change in Number of jobs	Percent Change in Number of jobs	LQ *
Total	8,335	8,974	639	7.7%	1.76
7139 Other amusement and recreation industries	1,878	2,651	773	41.2%	1.21
7132 Gambling industries	3,177	2,011	-1,166	-36.7%	5.71
7121 Heritage institutions	714	1,012	298	41.7%	4.04
7115 Independent artists, writers and performers	575	949	374	65.0%	1.12
7111 Performing arts companies	856	896	40	4.7%	2.45
7131 Amusement parks and arcades	331	605	274	82.8%	4.01
7112 Spectator sports	593	546	-47	-7.9%	2.5
7113 Promoters of performing arts, sports and similar events	209	305	96	45.9%	0.97

*Location Quotient (LQ) provides a measure of the intensity of employment in a given sector in a region, relative to the level of employment in that sector at the national level. The LQ is presented as the ratio of the percent of the total regional employment in a sector to the percent of the total employment in that sector at the national level.

The critical values of the LQ are as follows:

LQ >1 indicates that the region has a higher intensity of employment relative to the nation.

LQ = 1 indicates that the region has the same intensity of employment relative to the nation.

LQ < 1 indicates the region has a lower intensity of employment relative to the national level.

Statistics Canada Definition retrieved from: <https://www150.statcan.gc.ca/n1/pub/21-006-x/2008007/def-eng.htm>



Statistics Canada reports the GDP of each province and industry. GDP (gross domestic product) is the standard measure of the value added created through the production of goods and services in a country during a certain period. This table shows the Information and Cultural Industries GDP and number of culture jobs in Ontario between 2018 and 2022.

Ontario	2018	2019	2020	2021	2022
Information & Cultural Industries in Ontario in GDP (millions of dollars)	30,650.9	33,311.3	32,882.2	34,671.0	36,279.1
Culture Jobs in Ontario	153,340	155,069	144,935	154,653	165,007

Information & Cultural Industries in GDP in Ontario (top row)

Source: Gross domestic product (GDP) at basic prices, by industry, provinces and territories, growth rates (x 1,000,000).

Retrieved from:

<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=3610040202&pickMembers%5B0%5D=3.202&pickMembers%5B1%5D=2.2&cubeTimeFrame.startYear=2022&referencePeriods=2020101%2C20220101>

Culture Jobs in Ontario (bottom row)

Source: Employment by Industry, annual.

Retrieved from:

<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=1410020201&pickMembers%5B0%5D=1.7&pickMembers%5B1%5D=2.1&cubeTimeFrame.startYear=2018&cubeTimeFrame.endYear=2022&referencePeriods=20180101%2C20220101>

The Niagara Region Economic Development Tourism Profile shows that in 2019, there were:

- 588 arts, entertainment and recreation businesses in Niagara
- Of those 588 businesses, 231 are employers
- Of those 231, a total of 178 have fewer than 20 employees.

Further details about arts, entertainment and recreation businesses can be found in the table on the next page.



Arts, Entertainment and Recreation Businesses in the Niagara region						
	Business Counts			Employment Range		
Industry (NAICS*) *North American Industry Classification System	Total	Non-Employers	Employers	1 to 19	20 to 99	100+
Total	588	357	231	178	45	8
7139 Other amusement and recreation industries	299	147	152	115	35	2
7111 Performing arts companies	109	94	15	12	2	1
7112 Spectator sports	54	43	11	8	2	1
7113 Promoters of performing arts, sports and similar events	49	38	11	11	0	0
7121 Heritage institutions	32	13	19	15	1	3
7131 Amusement parts and arcades	23	8	15	10	4	1
7132 Gambling industries	22	14	8	7	1	0

Source: Niagara Region Economic Development. *Niagara Tourism Profile (2019)*
 Retrieved from: https://niagaracanada.com/wp-content/uploads/sites/2/2019/03/Niagara-Tourism-Profile_FINAL.pdf



'Measuring Culture in Niagara: A Case for its Role in the Economy and Community' is a 2019 policy brief provided by the Niagara Community Observatory at Brock University.

The brief cites statistics from the 2019 Niagara Region Tourism Profile, "For example, we know that in 2017 there were 525,000 visits to our historic sites (heritage institutions) by Canadian tourists; that a total of 288,000 Canadian visitors came to Niagara to attend a performance of some kind; 170,000 came for sporting events; and 162,000 visited a museum or art gallery."

Source: Measuring Culture in Niagara: A Case for its Role in the Economy and Community, 2019 Policy Brief, Niagara Community Observatory, Brock University.

Retrieved from: <https://brocku.ca/niagara-community-observatory/wp-content/uploads/sites/117/NCO-Policy-Brief-41-CULTURE-Conteh-and-Phillips-July-2019.pdf>

The below table is an excerpt from the 2019 Niagara Tourism Profile, highlighting the number of visits by primary visitor activity, relevant to the Arts, Culture and Heritage Sector:

Number of Visits by Primary Visitor Activity (excerpt) Value in Thousands (x 1,000) from Ontario and Canada			
	Ontario	Canada	% of Total Visits
Total Visits	6,561	7,342	100.0
Visit a historic site	456	525	7.2
Attend a performance	276	288	3.9
Visit a museum or art gallery	121	162	2.2
Attend a festival or fair	69	83	1.1
Attend an aboriginal event	35	35	0.5

Source: Niagara Region Economic Development. Niagara Tourism Profile, 2019

Retrieved from: https://niagaracanada.com/wp-content/uploads/sites/2/2019/03/Niagara-Tourism-Profile_FINAL.pdf

The Ontario Arts Council (OAC) is an Ontario government agency which invests its grant program budget of \$53.6 million in 195 communities across Ontario through 1,828 grants to individual artists and 1,172 grants to organizations. In March, 2021, the Ontario Ministry of Heritage, Sport, Tourism and Culture Industries allocated an additional one-time \$25 million Arts Recovery Support Fund to eligible organizations.

The OAC 2022-23 Grants List (including grants awarded to individuals and groups in the Niagara region) can be accessed at: <https://www.arts.on.ca/research-impact/open-data>.

The OAC provides 'Impact of the Arts in Ontario', a two-page brochure outlining the Return on Investment (ROI) for Ontario's investment in the arts. Highlights include:





- The arts contribute to a strong economy: Arts and culture in Ontario directly contribute \$27.5 billion annually to the provincial economy, representing 3.3% of Ontario's GDP.
- There are more than 288,306 culture jobs in Ontario, or 4.1% of total Ontario employment.
- The arts revitalize Ontario communities and build local economic development
- The arts help communities attract and retain employees
- The arts help drive tourism across Ontario
- Ontarians support public funding of the arts
- Ontarians link the arts with improved quality of life
- 86% of Ontarians attend live arts events or performances at least once a year
- Over 280,000 Ontarians volunteer in arts and culture organizations
- Over 380,000 Ontarians donate money to arts and culture organizations annually.
- Canadians recognize how arts education can foster creativity and positive outcomes
- Ontarians believe that the arts enhance shared community identity and belonging

Source: Ontario Arts Council. Impact of the Arts in Ontario

Retrieved from: <https://www.arts.on.ca/research-impact/impact-of-the-arts-in-ontario> and https://www.arts.on.ca/oac/media/oac/Publications/Research%20Reports%20EN-FR/Pocket%20and%20Quick%20Stats/OAC_Arts_Brochure_Sep2022_EN.pdf

The Ontario Arts and Culture Tourism Profile (August, 2023) shows the size and value of arts and culture tourism in Ontario, including significant impacts. The profile uses Statistics Canada data to provide demographic information about arts and culture tourists who visit Ontario.

The average arts and culture trip has nearly triple the economic impact of not-arts and culture trips. Roughly \$11.4 billion is spent on arts and culture tourism in Ontario, resulting in \$5.7 billion in direct value-added to the province. Other highlights include:

- Arts and culture tourists spend more: While 13% of unique tourist trips included arts and culture activities, those trips accounted for 30% of tourist spending in the province.
- Arts and culture tourists stay longer: 40% of Canadian arts and culture visitors made trips of three days or more, while only 13% of non-arts and culture visitors did the same.
- Arts and culture tourists are more likely to be from overseas: Nearly 1 in 3 international visitors to Ontario participated in arts and culture tourism.
- Arts and culture activities featured in one eighth of all tourist trips to or within Ontario: Over 18.4 million unique tourist trips to Ontario included arts and culture activities.

Source: Ontario Arts Council

Retrieved from:

<https://www.arts.on.ca/oac/media/oac/Publications/Research%20Reports%20EN-FR/Arts%20Participationand%20Audiences/Ontario-Arts-and-Culture-Tourism-Profile-2023-Final-EN-DesignVer-FINAL-s.pdf>



The Shaw Festival Theatre in Niagara-on-the-Lake is Niagara's largest cultural charity and one of Niagara's 20 largest employers. Shaw Festival patrons visit the area for several days (on average), spending significantly on local accommodations, dining, winery visits, retail and many other tourism-related experiences. Highlights in The Shaw 2023 Annual Report include:

2023 Revenue Sources include:

- Earned revenue 53%
- Fundraising 42%
- Government Grants – Operating 5%

Annual Operating Budget: With a normative total operating budget of approximately \$35 million per year, and over 600 employees, the Shaw Festival is one of North America's largest charitable theatres and Canada's second largest theatre company. Operating revenues in 2023 were \$36.7 million.

Attendance for the 2023 Season: 849 live performances of 22 productions were delivered to 210,310 attendees; 8 other performances had to be cancelled or altered; 4,592 Education and Outreach activities, classes and events were given to approximately 74,384 attendees.

The Shaw provides additional Economic and Community Impact information at:

<https://www.shawfest.com/about/annual-report/#economic-and-community-impacts>

Source: The Shaw Festival Theatre.

Retrieved from: <https://www.shawfest.com/about/annual-report/#2023>

The Town of Niagara-on-the-Lake (NOTL) is designated as a National Historic Site of Canada. NOTL is designated because:

- it possesses the best collection of buildings in Canada from the period following the War of 1812, that is from 1815 to 1859, especially houses, designed in the British Classical tradition as well as vernacular buildings with features derived from this tradition;
- as a whole, the buildings and landscape components, including the placement of houses close to the streets that define the four-acre-block grid, speak to the era when Niagara-on-the-Lake was a prominent and prosperous Loyalist colonial town; and,
- the buildings within the historic district speak to the conservation movement in Canada, as many citizens have taken the initiative to have these buildings rehabilitated, renovated and/or restored to highlight their heritage character, expressing an exceptional commitment to the preservation of their town's heritage.

Source: Canada's Historic Places (a Federal, Provincial and Territorial Collaboration, administered by Parks Canada)

Retrieved from: <https://www.historicplaces.ca/en/rep-reg/place-lieu.aspx?id=14623&pid=0>



Consideration of Arts, Culture and Heritage in Economic Strategies and Local Development Plans

Several municipalities in Niagara have developed Culture Plans to more systematically identify and leverage their cultural resources and integrate their development into local planning and decision-making.

The 2019 Town of Grimsby Parks, Recreation and Culture Master Plan (PRCMP) identifies needs and priorities for the Town to the year 2029. The purpose of the plan is to provide the Town of Grimsby with long term direction with regards to the provision of parks, recreation and culture services to Town residents and visitors.

The Arts & Culture component of the plan (section 11, pages 118 to 133) includes 'arts, culture and heritage'. It covers:

- The importance of arts and culture
- Key terminology
- Inventory of arts and culture facilities/events
- Key issues that emerged from the consultation process for building the plan, and related review of arts and culture activities
- Best practices in other communities
- A total of 24 recommendations relating to the provision of arts and culture in Grimsby

Source: Town of Grimsby. Parks, Recreation and Culture Master Plan, March, 2019

Retrieved from: <https://www.grimsby.ca/en/parks-recreation-culture/resources/Documents/Parks-Recreation-and-Culture-Master-Plan.pdf>

The 2019 Town of Lincoln Parks, Recreation and Culture Master Plan guides decisions over the following ten years within the Town of Lincoln. It includes: parks, open spaces and trails; recreation, sport and cultural facilities; programs, events and activities (including those delivered by the community and Town); operations (such as policy development, staffing, communication, maintenance standards, etc.); financial and implementation strategies.

The 6 key goals of the Master Plan focus on:

- Active Living
- Arts & Culture
- Inclusion & Access
- Connecting People & Nature
- Supportive Environments
- Recreation Capacity

Source: Town of Lincoln. Parks, Recreation and Culture Master Plan

Retrieved from: <https://www.lincoln.ca/council-administration/community-plans/parks-recreation-culture-master-plan> and https://lincoln.ca/sites/default/files/final_master_plan_body_final.pdf



The City of Niagara Falls Council approved a Culture Plan in 2015, to identify, leverage and strengthen the community's cultural resources. The intent of the plan is to result in a better awareness of the City's cultural resources, an improved quality of life for residents, opportunities to recognize and develop the cultural sector as both a cultural asset and an economic engine; and as well as to create improved opportunities for artists and cultural organizations to network, and to showcase or exhibit their artistic talent.

Source: City of Niagara Falls

Retrieved from: <https://niagarafalls.ca/living/arts-and-culture/default.aspx> and <https://niagarafalls.ca/pdf/recreation/niagara-falls-culture-plan-report-final.pdf>

The Town of Pelham's Cultural Master Plan (2013) is a strategic planning document that provides a framework of action to direct, sustain and leverage cultural investment in Pelham. In the process of developing the Cultural Plan, 164 cultural resources were identified.

It lays out the following strategic directions to enhance and develop culture in Pelham:

- Cultivate community cultural awareness, knowledge-sharing and participation in culture.
- Foster creative industry development, growth and attraction.
- Develop and enhance cultural spaces and places.
- Expand and enhance cultural products and experiences.
- Investment and development of culture through town planning.

Source: Town of Pelham. Cultural Master Plan (2013)

Retrieved from: <https://www.pelham.ca/en/recreation-and-leisure/resources/Documents/Pelham-Cultural-Master-Plan.pdf>

The City of Port Colborne's Arts and Culture Master Plan (2016) provides the City with a strategy and action plan to leverage its cultural resources. These resources will support a prosperous and sustainable economy, improved quality of life, increased community cohesion and civic pride. The Plan is built on four strategic directions:

1. Demonstrate leadership in the community by connecting individuals and organizations working towards shared cultural goals.
2. Celebrate and enact policy to support community vitality by enhancing the city's unique cultural spaces and activities.
3. Increase local and regional awareness of Port Colborne's depth and range of cultural resources.
4. Build a strong and collaborative cultural sector to create opportunities and experiences for cultural development that are inclusive and accessible to residents and visitors of all ages.

Source: City of Port Colborne. Arts & Culture Master Plan (2016)

Retrieved from: <https://www.portcolborne.ca/en/living-here/arts-culture-master-plan.aspx>



In 2023, the City of St. Catharines is updating its Culture Plan, to be released early in 2024. The Plan is designed to leverage the city's cultural assets, recommend specific ways arts and culture can be deployed to improve livability and prosperity in St Catharines, and outline tangible steps to maintain and open up new cultural spaces and places.

The draft Plan is organized around three strategic goals, 10 objectives, and 34 actions designed to help the City achieve this vision for the future:

St. Catharines is recognized as a cultural hotspot within the region and beyond, known for its rich cultural history and community creativity. Culture animates the downtown and neighbourhoods city-wide, enriching residents' lives and fostering local pride. The local arts and culture sector is vibrant, visible, inclusive, and sustainable.

Goal 1: Recognize and Revitalize

This goal is all about celebrating the history and longevity of arts and culture in the City of St. Catharines. It emphasizes that arts and culture are integral to life in the city and identifies opportunities to harness their benefits to revitalize, reposition, and uplift St. Catharines communities.

Goal 2: Connect and Cultivate

This goal is all about strengthening St. Catharines' arts and culture sector. It reflects the need to expand support for professional development and encourage collaborative sector networks and governance models to improve capacity.

Goal 3: Make Space

This goal is all about creating space for arts and culture in St. Catharines in multi-faceted ways. It reflects the need to bring arts and culture into the public realm, find creative space solutions, create safe and welcoming spaces for arts participation, and increase venues for live performances and exhibition.

Source: City of St. Catharines, Culture Plan

Retrieved from: <https://www.stcatharines.ca/en/council-and-administration/culture-plan.aspx>

The City of Welland Parks, Recreation and Culture Master Plan was released in July, 2019. The plan includes 47 recommendations to guide the City of Welland for the next 10 years. The following were identified as the highest priorities:

- Coordinating planning and service delivery within the Welland Recreational Corridor
- Creating an Arts & Cultural Resource Centre in the Downtown
- Strengthening departmental promotion and marketing efforts
- Positioning parks and trails for the future
- Preparing a comprehensive festivals and events strategy

Source: City of Welland. Parks, Recreation and Culture Master Plan

Retrieved from: <https://www.welland.ca/RecCulture/pdf/WellandPRCMasterPlan.pdf>



Investment in Arts, Culture and Heritage

In Oct 2021, the Niagara Region Investment in Culture Program was cancelled. The program will be reconsidered in the Regional incentives report that is due in October 2024.

Source: Niagara Region report PDS 37-2021 to Committee of the Whole, October 7, 2021

Retrieved from: [https://pub-](https://pub-niagararegion.escribemeetings.com/filestream.ashx?DocumentId=18932)

[niagararegion.escribemeetings.com/filestream.ashx?DocumentId=18932](https://pub-niagararegion.escribemeetings.com/filestream.ashx?DocumentId=18932)

A February 15, 2023 Niagara Region report to the Regional Council Corporate Services Committee recommended that several advisory committees/working groups be discontinued, effective immediately. This included the Niagara Region Culture Committee:

The Niagara Region Culture Committee has been a long standing advisory committee tasked with providing advice and recommendations through the Planning and Economic Development Committee, to help Council implement the Niagara Culture Plan. During its tenure, the Committee has successfully completed or provided direction to finalize implementation of the strategic directions and actions outlined in the plan, as directed by the mandate and mission contained in the Committee's Terms of Reference. When the Niagara Culture Plan was approved in March 2010, Niagara Region's planning service was not centralized and was delivering services beyond the scope of land use planning. Since the subsequent merger of the Region's planning services, accommodating the delivery of the items remaining in the Niagara Region Culture Committee mandate has been challenging as the Region no longer has a role in cultural policies or programs which is more a focus of the lower tier municipalities. Over the course of the last two terms of Council, this Committee was not called upon to provide recommendations to Council within the purview of its mandate. The Committee has only averaged approximately four meetings per year, had difficulties meeting quorum requirements and has not met since 2020. It is therefore recommended that this Committee be formally discontinued.

Source: Niagara Region report CLK 1-2023 to Corporate Services Committee, Feb. 14, 2023

Retrieved from: [https://pub-](https://pub-niagararegion.escribemeetings.com/filestream.ashx?DocumentId=30030)

[niagararegion.escribemeetings.com/filestream.ashx?DocumentId=30030](https://pub-niagararegion.escribemeetings.com/filestream.ashx?DocumentId=30030)

The Niagara Falls Cultural Development Fund supports new cultural initiatives and innovative programs and projects that engage the local community with cultural and heritage-related ideas and activities. Funded projects are Niagara-Falls based, inclusive, collaborative and accountable. In 2022, the Niagara Falls Cultural Committee selected twelve new recipients to each receive a portion of a total of \$70,000 in funding. In 2023, another twelve recipients were selected to each receive a portion of just over \$70,000 in funding.

Source: City of Niagara Falls Arts and Culture, Cultural Development Fund

Retrieved from: <https://niagarafalls.ca/living/arts-and-culture/2022-fund-recipients.aspx> and

<https://niagarafalls.ca/living/arts-and-culture/2023-fund-recipients.aspx>



The St. Catharines Cultural Investment Program (SCCIP) is designed to support the creative sector and strengthen the overall cultural ecosystem in the City of St. Catharines. The program invests in arts and cultural activities to enhance our public life in the community.

SCCIP for 2023 is funded through a diverse range of sources, which include the Tax Levy, Civic Project Fund, FirstOntario Performing Arts Centre Ticket Surcharge, Mayor's Fundraising, and Special Events Parking Fee Redirect. These contributions collectively form the program's budget of \$400,000. You can view a detailed breakdown of the funding at this link: <https://www.stcatharines.ca/en/arts-culture-and-events/resources/Images/SCCIP-Info-Graphic-Funding-2023-3.jpg>

Approved funding for 2023 included projects for six grant programs, through two streams:

- Sustainable funding
 - Sustaining Core Program
 - Sustaining Midsized Program
 - Sustaining Festival Program
- Development funding
 - Arts Development program
 - Culture Builds Community program
 - Culture Days Activity program

Source: City of St. Catharines. St. Catharines Cultural Investment Program

Retrieved from: <https://www.stcatharines.ca/en/arts-culture-and-events/cultural-investment-program.aspx>

The Ontario Trillium Foundation (OTF) funding priorities focus on six core areas, including 'Enrich lives through arts, culture and heritage'. The OTF vision is: 'Arts, culture, and heritage help define our communities and help us connect with people and places. When we have the means and opportunities to experience or express ourselves artistically and creatively, we can better understand each other, our history, and common hopes for the future. Grants will help people experience arts, culture and heritage.' On the OTF website, grants awarded can be searched for organizations in Niagara that have received funding in recent years.

Source: Ontario Trillium Foundation

Retrieved from: <https://otf.ca/our-grants>

Performing arts organizations are taking longer to build back after the COVID-19 pandemic than anticipated. Operating costs, sponsorships, private sector fundraising, earned revenues and grants have all been affected. [The Professional Association of Canadian Theatres](#) notes that, while the [overall culture sector accounts for 2.3% of Canada's GDP](#), the performing arts industry was among the hardest hit sectors nationally, and experienced the most stringent and longest-duration of restrictions globally.



Social Impact of the Arts, Culture and Heritage Sector in Niagara

In 2023, the Ontario Arts Council commissioned a study conducted by Nanos Research, to gauge the opinions of Ontarians on the importance of arts in improving quality of life, mental health, as well as opinions towards the arts as related to community, diversity, identity and government investment.

The Nanos research revealed four key findings:

- Ontarians believe arts are important for a high quality of life.
- Ontarians say that the arts have a significant impact on community well-being.
- Ontarians show strong support for government investing in the arts.
- A strong majority of Ontarians say that arts are important to community-building.

Data highlights include:

Quality of life and mental health

- 79% of Ontarians believe that the arts are important to their mental health.
- 80% believe the arts are important for their own quality of life, and 85% believe the same for their community's quality of life.

Community value

- 90% of Ontarians agree that an active local arts scene helps make a community a better place to live, and 82% agree it also helps communities attract businesses.
- 85% agree that if their community lost its arts activities, people living there would lose something of value.

Diversity, identity and belonging

- Close to 90% of Ontarians agree that participating in arts activities builds a shared sense of community identity, and that it helps bring people from diverse backgrounds together as a community.
- 89% agree that the arts help us understand other cultures better.

Education and development

- 96% of Ontarians believe that engaging children in the arts is important to their overall development.

Value of public funding

- 78% of Ontarians believe that helping make the arts available to people in Ontario is an important government investment.

Source: Ontario Arts Council

Retrieved from:

<https://www.arts.on.ca/oac/media/oac/Publications/Research%20Reports%20EN-FR/Social%20Impacts%20of%20the%20Arts/Nanos-The-Arts-and-the-Quality-of-Life-2023.pdf>



[‘What’s Art Got to Do With It? The Role of Arts and Culture in a Community’s Survival During a Global Pandemic’](#) is a 2021 policy brief by Dr. Kari-Lynn Winters, associate professor at Brock’s Faculty of Education. She writes about the importance of arts and arts education as we emerge from the pandemic.

The brief cites Statistics Canada numbers that show that the arts, entertainment, and recreation sector has been, by far, the hardest hit industry during the pandemic, with its real gross domestic product (the monetary value of the goods and services produced in the industry) cut in half over the course of the pandemic, from February 2020 to December 2020.

Dr. Winters writes: “The positive policy impacts of having a vibrant arts and culture community ticks many boxes. The arts and arts education promote innovation and are found to have a positive impact on an artist’s self-fulfillment and confidence, on the inclusion of diverse populations, and the acceptance of marginalized communities across Canada, including our Indigenous Peoples. A lively arts and culture scene is also known to increase the quality of life for all local residents, contribute to the economy, as well as attract and retain a younger demographic.”

Dr. Winters uses vignettes to highlight the role of the arts in empowering people and provides recommendations for policy-makers to support the sector as the economy opens up. The vignettes highlight:

- The Arts bolster self-confidence and mental wellness
- The Arts promote self-actualization, community-building, and reconciliation
- The Arts embrace diverse populations and leverage social awareness.

Ideas for policy and decision-makers to take stock of the region’s post-COVID assets in the arts sector include:

- Understand, appreciate and promote the sector well beyond its direct economic benefits
- Facilitate artful presentations in public spaces
- Create educational programs that build relationships between mentor artists and community members
- Target grants for businesses to hire local artists

Source: “What’s Art Got to Do With It? The Role of Arts and Culture in a Community’s Survival During a Global Pandemic’, Policy Brief, Niagara Community Observatory at Brock University, May, 2021.

Retrieved from: <https://niagaraknowledgeexchange.com/resources-publications/whats-art-got-to-do-with-it-the-role-of-arts-and-culture-in-a-communitys-survival-during-a-global-pandemic/>

[Volunteer Canada](#) notes that Arts and Culture organizations have one of the highest rates of volunteer hours in the country (104 hours/year). Overall, 25% of volunteers see contributing to community well-being as a leading motivation for volunteering.