



## Living in Niagara – 2020 Report Arts, Culture and Heritage

### Introduction

The presence and creative expression of a diverse range of arts, culture and heritage opportunities gives our community vitality and helps to bring people together.

### Happening Now

- The annual Celebration of Nations Indigenous arts, culture and tradition gathering is held in September at the FirstOntario Performing Arts Centre in St. Catharines. The three-day event caps off year-long programming that celebrates creativity, diversity and resilience. In 2019, the Celebration's third year, more than 40 events welcomed over 3,500 community members and visitors. The event was held virtually in 2020. It included an annual awards ceremony honoring outstanding achievement in Performing Arts; Visual Arts; Intellectual Advancement; Language and Culture; Empathic Traditions; and Two Row Alliance.
- A 2019 policy brief examining the economic impact of the culture sector in Niagara calls for identifying new ways for the sector to advance as a cornerstone of the region's tourism industry and creative economy. The brief cites the sector's role in strengthening community resilience, through broad impact on building openness, diversity and adaptability. The culture sector is defined as including occupations in the performing arts; spectator sports; heritage amenities; amusement and recreation activities.
- The Canada Summer Games will be held in Niagara in August, 2022. Planning is underway to ensure that cultural events and celebrations affiliated with the Games will help to shine a light on our region's wealth of arts, culture and heritage amenities.
- During the COVID-19 pandemic, museums and other organizations in this sector in Niagara are finding new audiences through virtual programming.

### What's Emerging

- Building up the inventory of Niagara's cultural assets, and identifying the depth of the informal dimension of the cultural sector are identified as important steps in helping our community to establish upstream support systems to position workers in the sector to scale up activities, and participate more fully in the economy.
- 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. (This statement is also included in the Community Belonging Sector of the Living in Niagara-2020 report.)



- The COVID-19 pandemic is having a devastating effect on the numbers of people who are able to experience, and who are able to express themselves through in-person arts, culture and heritage events and amenities. It is having a similar effect on revenue levels for non-profit arts organizations. An informal preliminary review of the pandemic's impact estimates that collectively, local non-profit arts organizations in Niagara lost millions of dollars in revenue generation in 2020.
- Interest in finding the optimal balance between virtual and in-person programming is building. This may make arts, culture and heritage events more accessible for people who are not able to access programming in-person. A hybridized model could also help to offset any pandemic effects that last longer than anticipated.

### Suggested Community Action Steps

- Engage Arts, Culture and Heritage sector players in developing a common agenda and measures of success regarding the role this sector plays in the health and well-being of Niagara. Describe the sector's direct and indirect impact on Niagara's growth.
- Establish a baseline description of cultural knowledge in the Niagara-wide community.
- Describe and measure the breadth and depth of the digital divide in Niagara, and work collaboratively across sectors to address the gap.
- Identify and address barriers to participation in Arts, Culture and Heritage activities in Niagara.
- Describe the role of, and opportunities for volunteers 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 26 branch locations across the 12 public library systems in Niagara, residents can access a wide variety of information services, reading material, technology, and programming.

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 total number of active library cardholders in all local areas of Niagara, in 2018 and 2019.

Public Library System in Niagara	Resident Population Served	Active Library Cardholders		Active Library Cardholders as per cent of Population	
		2018	2019	2018	2019
Fort Erie	30,710	6,035	8,991	20%	29%
Grimsby	27,314	7,010	7,011	26%	26%
Lincoln	23,787	5,640	6,537	24%	28%
Niagara Falls	88,071	34,487	40,192	39%	46%
Niagara-on-the-Lake	17,511	4,956	5,214	28%	30%
Pelham	17,110	4,077	7,699	24%	45%
Port Colborne	18,306	7,766	6,248	42%	34%
St. Catharines	133,113	62,903	59,499	47%	45%
Thorold	18,801	8,557	10,464	46%	56%
Wainfleet	6,372	2,835	2,219	44%	35%
Welland	52,293	12,456	11,550	24%	22%
West Lincoln	14,500	1,974	2,203	14%	15%
<b>Niagara-wide Total</b>	<b>447,888</b>	<b>158,696</b>	<b>167,827</b>	<b>35%</b>	<b>37%</b>

Source: Ontario Ministry of Heritage, Sport, Tourism and Culture Industries. Ontario Public Library Statistics

Retrieved from: [http://www.mtc.gov.on.ca/en/libraries/statistics\\_2018.shtml](http://www.mtc.gov.on.ca/en/libraries/statistics_2018.shtml) and [http://www.mtc.gov.on.ca/en/libraries/statistics\\_2019.shtml](http://www.mtc.gov.on.ca/en/libraries/statistics_2019.shtml)



► This table presents selected use statistics for the 12 local Public Library systems in Niagara for 2019. Annual library statistics for all public libraries in Ontario are available in both open data and summary format, at the links provided below this table.

Selected 2019 Use Statistics, Public Libraries in Niagara					
Local Public Library System in Niagara	Total Annual Circulation	Annual Program Attendance	Total Circulation of all Library Materials	No. of Visits to Library made in person	No. of Electronic Visits to the Library Website
<b>Fort Erie</b>	175,276	7,366	3,051	2,465	968
<b>Grimsby</b>	218,422	14,202	3,790	2,832	798
<b>Lincoln</b>	193,259	13,762	4,889	3,557	405
<b>Niagara Falls</b>	559,484	42,550	12,775	8,591	9,176
<b>Niagara-on-the-Lake</b>	96,754	5,778	2,199	2,167	1,559
<b>Pelham</b>	177,419	9,819	3,368	1,974	736
<b>Port Colborne</b>	151,897	4,421	1,777	1,195	1,336
<b>St. Catharines</b>	950,359	19,857	18,725	11,863	37,223
<b>Thorold</b>	70,455	8,620	2,256	1,132	1,296
<b>Wainfleet</b>	38,122	4,858	703	468	330
<b>Welland</b>	218,796	15,281	5,977	5,507	851
<b>West Lincoln</b>	58,588	6,539	1,173	1,117	342
<b>Niagara-wide Total</b>	<b>2,908,831</b>	<b>153,053</b>	<b>60,683</b>	<b>42,868</b>	<b>55,020</b>

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>



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Public Libraries across the region welcome residents who do not have internet access in their own home, to access internet connectivity and technology at their local library branch. In this way, libraries across the region are helping to address the digital divide that exists. The COVID-19 pandemic has highlighted that having digital skills and access to technology are essential for individuals to participate and belong.

Early findings from the 2020 Internet Use Survey, released by Statistics Canada, show that while the majority of Canadians have adequate internet access, approximately 6% did not have access to the Internet at home. When asked why they did not have access, 63% reported that they had no need or interest in a home internet connection, while 26% reported the cost of internet service as the reason and 13% cited the cost of equipment.

In 2020, over 90% of Canadians in every province had internet access at home. However, internet access and download speed depends on where you live. Only 88% of Canadians living in a rural area have internet access from home. The majority (80%) of Canadians have a mobile data plan, and yet 1.5% of those respondents do not also have internet access at home. While 81% of Canadians living in Census Metropolitan Areas (CMAs)\* had mobile data plans, this compares to 73% of those living in more rural areas. \*CMAs are municipalities with a total population of at least 100,000 and with at least 50,000 people living in the core.

Source: Statistics Canada, Access to the Internet in Canada, 2020. The Daily, May 31, 2021  
Retrieved from: <https://www150.statcan.gc.ca/n1/daily-quotidien/210531/dq210531d-eng.htm?CMP=mstatcan>

### Arts, Culture and Heritage Activities and Groups in Niagara

► A November, 2020 survey informed design of an early 2021 summit that engaged the Niagara arts community in exploring the needs of a digital future. A total of 22 organizations and 58 individual artists from Niagara responded to the survey, providing insights into demographics, needs, skill levels and priorities as the sector responds to the digital landscape.

The virtual summit, “Exploring the Digital Needs of Niagara’s Arts Community: Reflections and a Look to the Future” was held January 26 - February 6, 2021, and was hosted by the First Ontario Performing Arts Centre (PAC) in St. Catharines. The summit included a series of 15 sessions, including case studies, workshops and sharing opportunities. Participants included arts organizations, local artists and changemakers in the Niagara region and beyond. Over 250 people from across the Niagara region and Canada registered for one or several sessions.





Summit participants' feedback showed a strong appetite for ongoing dialogue with local artists and arts organizations about continued opportunities to collaborate; share in learning; and have access to technical/digital resources, a focus on access and equity in the digital space, and continued exploration of new forms of digital technologies.

Areas of focus for follow up include:

- Ongoing professional and networking activities
- Strategic planning that incorporates digital realities
- Exploration of:
  - funding opportunities to support digital and technical residencies and hands-on learning about new technologies
  - XR (augmented, virtual, and mixed reality technologies)
  - effective marketing, data analysis and metrics through existing technologies
  - how audiences can remain integral throughout digital creation, adaptation and presentation processes.

This work was supported by the Canada Council for the Arts Digital Strategies Fund, to convene the local arts community in a shared exploration around a changing digital landscape.

Source: First Ontario Performing Arts Centre, St. Catharines, Ontario, March, 2021

Retrieved from: <https://niagaraknowledgeexchange.com/resources-publications/exploring-the-digital-needs-of-niagaras-arts-community-reflections-and-a-look-to-the-future/>

► Grimsby, Lincoln, and Niagara Parks participated in the [Doors Open Ontario](#) program in 2019. This annual program attracts large crowds across the province. 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.

On October 26-27, 2019, the Ontario Heritage Trust partnered with Niagara Parks to open the historical Canadian Niagara Power Generating Station in Niagara Falls. Built in 1905, Canadian Niagara Power was the first major power plant on the Canadian side of Niagara Falls. The building stands as an important example of architectural, engineering and landscape design, all working in harmony to create a unified visual landmark that is compatible with its remarkable natural park setting.

On October 5, 2019 the Town of Lincoln and Downtown Bench Beamsville hosted Doors Open Lincoln, as part of Lincoln Rerooted, an opportunity for the community to come together to celebrate culture, heritage, growth and rebirth through a line-up of activities throughout the day and night.

Sites in the Town of Lincoln that opened their doors included the following:



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Doors Open Ontario 2019 Site in Town of Lincoln	Description
Beamsville Fire Station (Lincoln Fire Rescue and Emergency Services Station No. 1)	Situated in Beamsville, this fire station was built to serve the western parts of Lincoln; it replaced Bennett Hall (also a Doors Open location). For Doors Open, the station will welcome visitors. Come and chat with the firefighters, and see their firefighting equipment – including the 1960 pumper!
Bench Brewing (formerly Maple Grove School)	This former school was the longest-running active school in Ontario (for 182 years). The original building, destroyed by fire, was replaced with a red brick structure in 1864. This school eventually became too small for the community’s needs and was replaced by the current building – which operated as a school until 2014 when it was repurposed as Bench Brewing
Bennett Hall	Bennett Hall was built as a fire hall in the old village of Beamsville. James D. Bennett, a carriage and sleigh manufacturer, donated the property where it was built. The popular meeting space above the station is now home to the Beamsville Lions Club. The main level is also home to Spark Lincoln, a high-tech incubator hub servicing the community.
CosMic Plants	CosMic Plants is a wholesale grower, owning and operating two greenhouse locations in Beamsville. It specializes in quality potted orchids for the sophisticated floral retail industry. Their customers – mainly floral wholesalers and distributors – supply florists, garden centres and higher-end chain stores. Floral designers, event planners and interior-scapers are also among their clientele. During Doors Open, come and tour this facility.
Ivy Masonic Lodge No. 115	In 1865, local businessman John B. Osborne signed a “forever” lease agreement with the Township of Clinton to use the second floor of the town hall. In 1871, the lease agreement was transferred to the Ivy Lodge, which to this day occupies the space. During Doors Open Lincoln, come and enjoy a unique opportunity to see inside a masonic lodge.





Doors Open Ontario 2019 Site in Town of Lincoln	Description
Lincoln Museum and Cultural Centre (Old Clinton Town Hall)	The Old Clinton Town Hall has enjoyed many uses over the years. Initially a town hall and community centre, it has also housed the Sons of Temperance Movement and the Freemasons. The main level, still run by the municipality, houses the Lincoln Museum & Cultural Centre. For Doors Open, the museum and Freemasons' lodge will be open to the public
St. John's Anglican Church	Built of local stone, this church held its first service in 1842. The theme of the magnificent window above the altar – "the sower went forth to sow" – is fitting for a farming community. Over the years, the property has been extended. The adjoining cemetery holds the remains of notable early settlers, including members of Butler's Rangers.
Vineland Cemetery	Established in the 1790s, Vineland Mennonite Cemetery is the resting place for Lincoln's early settlers, containing many interesting stories of life – and death – in early Upper Canada. Numerous gravestones date back to the early to mid-1800s, many of which tell a story through the symbols and epitaphs carved on them. Take a trip back in time by touring this cemetery.

Twelve sites were on display during Doors Open Grimsby in 2019:

Doors Open Ontario 2019 Site in Town of Grimsby	Description
Biggar Lagoons	From 1950-2000, the Biggar Lagoons were sewage treatment lagoons for neighbourhoods in Grimsby's west end. After decommissioning the lagoons in 2001, the Town of Grimsby and the Hamilton Naturalists' Club worked to lobby against intentions of draining and levelling the land. Today, each of the six bodies of water provides different habitats for the breeding and migrating of rare shorebirds.
Carnegie Building (Grimsby Historical Society Archives)	An outstanding example of a Carnegie library influenced by the beaux arts style, this building was constructed in 1911 with a grant from the Carnegie Corporation. The building is named for the late 19th-century Scottish-American







Doors Open Ontario 2019 Site in Town of Grimsby	Description
	philanthropist Andrew Carnegie. Stop by to view a display on the history of Main Street plus some historical maps.
Casablanca Waterfront Trail	Discover the Casablanca Waterfront Trail – Grimsby's newest walking trail along the water! This west-end trail begins at Casablanca Beach Park and stretches to Hunter Road, featuring beach access and bridge access over Forty Mile Creek. During Doors Open, the Active Grimsby Advisory Committee will be leading walking tours and encouraging an active lifestyle.
Elizabeth Street Pumphouse	This waterworks facility was in continuous use until the early 1990s. It sits on the location of the Engagement of the Forty, a battle that took place in 1813. It is now home to the International Peace Garden.
Fire Station 2	Grimsby's newest fire station will be hosting its open house to coincide with Doors Open. In addition to fire safety public education, the open house will feature a live burn demonstration, a free barbecue, jumpy castle and more.
Grimsby Museum	The regency-style entrance of the Grimsby Museum is the original doorway from the Marlatt Inn that once stood on Main Street. During Doors Open, the museum will open its storage rooms for visitors to explore some of Grimsby's hidden secrets.
Hagar Public School (Bible League of Canada)	This former school, built in 1913, is an excellent example of a two-storey school structure from the early 20th century. Constructed of red brick, the building features substantial stonework and brick quoins. This site is now home to the Bible League of Canada, who restored the building in 2013.
Harmony Jewellers	Built in 1927, Harmony Jewellers purchased this former Canadian Bank of Commerce building in 2009. Following an extensive six-month renovation, the building has been restored to its former glory. The renovations included original historical features of the building – the cornice, the





Doors Open Ontario 2019 Site in Town of Grimsby	Description
	Bank of Commerce crest, original brickwork, stone window sills and the original limestone entrance.
Nelles Manor Museum	Built by United Empire Loyalist Colonel Robert Nelles, this stone mansion is the oldest continuously inhabited house between Niagara-on-the-Lake and Kingston. The house has passed through four successive generations. In 2016, owners Barry and Linda Coutts generously donated it to a charitable, non-profit corporation. Now run by volunteers, the manor has been converted into a museum and heritage house.
Sentimental Farm	Sentimental Farm is an example of a modern urban homestead. Producing 60 to 70 per cent of the food needed for your household, this farm has become a teaching centre for those wishing to lead a more independent lifestyle. During Doors Open, explore the backyard chickens, intensive gardening, bee hives, homesteading skills demonstrations and the Nigerian dwarf dairy goats.
Simply Moto	The Old Bank of Hamilton – Grimsby’s first bank – is representative of early-20th-century downtown commercial buildings. Ownership has changed over the years. It is currently occupied by Simply Moto – a motorcycle gear, parts and apparel shop. The original bank vault remains in use as the changeroom for shoppers.
St. Andrew’s Grimsby	The oldest church in the Niagara Peninsula, St. Andrew’s has welcomed people for 225 years – from the original 1794 log church to the current 1825 stone building, replete with stained-glass windows. Today, a small community regularly attends Sunday services. During Doors Open, the site’s history will be featured, along with the graves of United Empire Loyalists and Grimsby’s founding families.

Source: Doors Open Ontario

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



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► During the 2019 pan-Canadian [Culture Days](#) event, a total of 62 activities were offered across Niagara, from September 27 to 29, 2019.

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 2018, Ontario Culture Days supported over 1,700 registered events in 160+ communities across Ontario, with nearly one million Ontarians taking part in activities over the weekend.

Source: Culture Days

Retrieved from: <https://culturedays.ca/events/map>

► The Niagara Region Culture Plan (developed 2005-2006) includes a [cultural assets map](#) which identified, across Niagara, a total of: 950 Creative Cultural Industries; 75 Community Cultural Organizations; 162 Festivals and Events; 166 Spaces and Facilities; 484 Cultural Heritage assets; and 10 Natural Heritage assets. Summary documents are available at: <https://www.niagararegion.ca/culture-and-environment/culture-plan/default.aspx> .

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

► Niagara Artists Centre (NAC) is a not-for-profit, charitably registered, member-driven collective formed by and dedicated to serving the working artists and community of Niagara. Founded in 1969 as a collective of working artists, NAC is one of the oldest artist-run organizations in Canada.

Source: Niagara Artists Centre

Retrieved from: <https://nac.org/about/>

► South Niagara Artists is an independent group of artists promoting art and culture in the South Niagara area (Port Colborne, Wainfleet, and Fort Erie). They offer information about local artists and offer studio tours.

Source: South Niagara Artists

Retrieved from: <http://www.southniagaraartists.ca/>

► The Arts and Culture Alliance of Fort Erie (ACAFE) is a communication network for arts and cultural groups in Fort Erie. ACALE aims to open up paths of communication to help the arts and cultural community realize its potential and positively impact the community's social fabric and economy; and to facilitate cooperation and collaboration among arts and cultural groups.

Source: Arts and Culture Alliance of Fort Erie

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





► The Fort Erie Arts Council (FEAC) encourages diverse artistic endeavors in the Fort Erie community to enrich the lives of its residents. The FEAC is committed to the development of a rich and sustainable environment for the arts in Fort Erie, and to further develop a strong and thriving creative spirit through the arts as the heart of community life.

Source: Fort Erie Arts Council

Retrieved from: <http://forterieartscouncil.com/about-our-history.php>

► cNiagara is an online event listing and information site for arts, heritage and festivals in Niagara. Launched in 2012, cNiagara.ca was developed by a partnership of: Carousel Players; Brock University Centre for the Arts; and the City of St. Catharines, with funding from the Dept. of Canadian Heritage, Cultural Capitals of Canada program, Province of Ontario's Cultural Strategic Investment Fund, Region of Niagara and City of St. Catharines.

Source: cNiagara. About cNiagara

Retrieved from: <http://cniagara.ca/about>

► The FirstOntario Performing Arts Centre (PAC) is a cultural complex located in downtown St. Catharines, with 4 performance venues, hosting 600 events and 125,000 visitors annually.

Source: FirstOntario Performing Arts Centre

Retrieved from: <https://firstontariopac.ca/Online/> and [https://firstontariopac.ca/Online/default.asp?BOparam::WScontent::loadArticle::permalink=rentt hepac&BOparam::WScontent::loadArticle::context\\_id=](https://firstontariopac.ca/Online/default.asp?BOparam::WScontent::loadArticle::permalink=rentt hepac&BOparam::WScontent::loadArticle::context_id=)

► The Foster Festival, which launched in 2016, is the resident summer theatre festival at the new Performing Arts Centre (PAC) in St. Catharines. The festival showcases the work of internationally renowned Canadian playwright Norm Foster. The Foster Festival has partnered with the Kristen French Child Advocacy Centre, Niagara Children's Centre, and Niagara Chapter Native Women's Centre to provide arts enrichment programming. The Foster Festival Drama Club now provides almost 100 hours of free arts enrichment throughout the year to Niagara's most vulnerable children and youth and contracts more than 20 regional artists in the delivery of top-notch drama enrichment programming.

Source: The Foster Festival

Retrieved from: <https://www.fosterfestival.com/site/home>

► The Marilyn I. Walker School of Fine and Performing Arts, formed in 2002, is the home of Brock University's Department of Dramatic Arts, Department of Music, Department of Visual Arts, and Studies in Arts and Culture. The school is an interdisciplinary centre for creative and scholarly activities. 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/>





► The Shaw Festival in Niagara-on-the-Lake is a theatre company inspired by the work of George Bernard Shaw. The Festival produces plays from and about Shaw's era and contemporary plays that share Shaw's provocative exploration of society and celebration of humanity. Local audience members are joined each season by patrons from every state in the United States and every Canadian province. Patrons enjoy world-class live theatre on 4 stages in the historic setting of NOTL. The estimated economic impact of the Festival is \$74.5 million.

Source: Shaw Festival. The Shaw Festival Story  
Retrieved from: <https://www.shawfest.com/about/>

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

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

► Willow Arts Community is an arts and mental health organization dedicated to removing barriers for artists living with mental illness/substance use to access creative spaces to make and exhibit work, exchange and advance skills, and expand professional networks. Willow Arts Community uses the arts as an agent of social change by connecting and engaging the public with exhibitions, publications and performances to lessen the effects of stigma and social isolation.

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

► Niagara Falls Museums tell the unique history of the City of Niagara Falls. From May 2019 to January, 2020, the Museum hosted *Opening the Doors to Dialogue*, an exhibit that sheds light on what happened behind the doors of Canadian Indian residential schools. The exhibit uses doors from closed down residential schools, which were elaborately decorated with beads by both residential school survivors and representatives of groups, such as churches, which carried out Canada's assimilation program.

This exhibit is the result of 42 sessions held across Canada by Cayuga artist Sam Thomas, which brought survivors and inter-generational survivors together with representatives of Anglican, Presbyterian and United churches to work on the beaded panels. This process opened a space for dialogue to fill, during which survivors told stories of their experience and members of the church responded to what they heard.

In 2020, the focus shifted to providing services online and to telling the more diverse stories of the Niagara Falls community.

Source: Niagara Falls Museums  
Retrieved from: <https://niagarafallsmuseums.ca/exhibitions/current/opening-the-doors-to-dialogue> and <https://niagarafallsmuseums.ca/pdf/2020-culture-division-annual-report-final-for-web-final.pdf>





► The Canadian Railroad Historical Association – Niagara Division was founded to promote an understanding about railroads and railroad history. This organization maintains a collection of railway records, photographs, and memorabilia, and donates much of this material 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://niagara.cioc.ca/record/NIA3240?Number=1>

► The Grimsby Historical Society was formed in 1949 and has since been collecting archival material relating to the history and people of Grimsby. It was established to organize and preserve the material, and make it accessible to the public. The collection includes diaries, directories, publications, scrapbooks and family history documents. Genealogy Specialists are available to assist in discovering family history. Information is also available relative to Grimsby streets and homes.

Source: Grimsby Historical Society

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

► The Historical Society of St. Catharines promotes awareness of the history of St. Catharines area through monthly meetings with guest speakers and a quarterly newsletter.

Source: Historical Society of St. Catharines

Retrieved from: <https://stcatharineshistory.wordpress.com/>

► The Lundy's Lane Historical Society, organized in 1887, aims to encourage interest in and promote historical knowledge of the area through presentations, field trips, and occasionally publications and plaques.

Source: Lundy's Lane Historical Society

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

► 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 Pelham Historical Society encourages interest in and promotes knowledge of the Pelham area. Monthly presentations share local history and significant events.

Source: Pelham Historical Society

Retrieved from: <https://niagara.cioc.ca/record/NIA2312?Number=7>



► The Town of Lincoln's Museum & Cultural Centre: Home of the Jordan Historical Museum of the Twenty is located in the village of Jordan. The site includes two historic buildings (1859 School House and 1815 Fry House) and the main administrative/exhibit building, all in a park-like setting bordered by the Niagara Escarpment and connected to the Twenty Valley Trail.

Source: Town of Lincoln

Retrieved from: <https://lincoln.ca/heritage-culture/lincoln-museum-cultural-centre>

► 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 Innovation & Research Centre.

Source: Friends of Lincoln's History

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

► One of Ontario's oldest history museums, the Niagara Historical Society and Museum in Niagara-on-the-Lake, maintains a collection of over 40,000 artifacts, archives, books and photographs and is housed in Ontario's first purpose-build museum in NOTL.

Source: Niagara Historical Society and Museum

Retrieved from: <http://www.nhsm.ca/>

► The Welland Historical Society is a non-profit organization that actively supports local history by joining together people interested in discussing and supporting the history of the City of Welland. Guest speakers, movies, and other events are hosted regularly.

Source: Welland Historical Society

Retrieved from: <https://wellandhistoricalsociety.wordpress.com/>

► The West Lincoln Historical Society Archives holds regular meetings to discuss historical topics. This group has published two books on local historical topics, the proceeds from which have supported the restoration of the Smithville Train Station.

Source: West Lincoln Historical Society

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

► The Port Colborne Historical Society is a group that encourages interest in and promotes historical knowledge of the Port Colborne area.

Source: Port Colborne Historical Society

Retrieved from: <https://niagara.cioc.ca/record/NIA0337?Number=8>

► 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/historical-and-marine-museum.aspx>



► The Bertie Historical Society in Fort Erie can be traced back to 1898, securing the Bertie Township Hall (later the Fort Erie Historical Museum) in 1971. It runs a speakers' program with topics and outings of historical and environmental interest.

Source: Bertie Historical Society

Retrieved from: <https://www.forterrie.ca/pages/TheBertieHistoricalSociety>

► The Ontario Museum Association (OMA) supports the development of Regional Museum Networks, including the Museums of Niagara Association, 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>

► Suitcase in Point is a core ensemble of like-minded artists who desire to engage and excite Niagara and the broader community with original theatre and performance. The artists create together through a playful process of exploration, collaboration and humour to produce original work that is for and about our community. Looking for the extraordinary in the everyday, the ensemble aspires to provide audiences with unique perspectives on local life through satire, presentations in non-traditional venues and inspired integration of artforms.

Source: Suitcase in Point

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

► Showboat Festival Theatre in Port Colborne is a non-profit Canadian theatre company that creates shared experiences of joy, connection and uproarious fun. Community support allows Showboat to commission, develop and produce theatre of the highest calibre. The theatre is committed to presenting live professional theatre in Port Colborne every summer.

Source: Showboat Festival Theatre

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





## 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 Sites
- Libraries
- Museums
- Native Centres
- Outdoor Art

Source: Niagara Region. Niagara Navigator

Retrieved from: <https://www.niagararegion.ca/exploring/navigator.aspx>

The datasets that inform the Niagara Navigator tool can be found on the Niagara Open Data Portal, in the Arts & Culture group: <https://niagaraopendata.ca/dataset?groups=arts-and-culture>.

[Art in the Open](#) is a map of Niagara's outdoor art. The map aims to add significance to civic spaces, as well as engage with audiences to promote an appreciation for the artworks themselves, but also the public spaces they inhabit. These artworks all tell stories that have helped shape not just local communities, but also how we understand and appreciate Niagara and its history.

Art in the Open 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:

- Architecture
- Military
- Nature
- Sports
- Commemorative
- Black History
- Indigenous
- Multicultural
- Religion
- Street Art
- Industry

Source: Art in the Open

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





The Tourism Partnership of Niagara maintains [www.visitniagaracanada.com](http://www.visitniagaracanada.com), a website dedicated to tourism experiences in Niagara. The Arts and Entertainment section lists 13 activities and locations across Niagara, and the History and Heritage section lists 53 activities and locations.

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.

Source: City of Port Colborne

Retrieved from: <https://www.visitniagaracanada.com/do/niagaras-south-coast-arts-culture-route-map/>

The Summer Fun Guide website, which lists sites by region in Ontario, includes an Arts and Culture category of listings. Within that category, there is a directory of 25 Museums, Galleries and Historical Sites in Niagara Region: <https://www.summerfunguide.ca/niagara-region/museums-galleries-historical-sites.html>; and a directory of 6 Theatre and Performing Arts sites: <https://www.summerfunguide.ca/niagara-region/theatre-performing-arts.html>



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

#### 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](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. This table shows the culture GDP and number of culture jobs in Ontario between 2012 and 2017.

Ontario	2012	2013	2014	2016	2017
Culture GDP (millions of dollars)	23,355	24,545	25,298	25,710	24,977
Culture Jobs	270,957	277,772	276,083	269,082	286,232

Source: Statistics Canada. Provincial and Territorial Cultural Indicators

2012-2014 figures retrieved from: <https://www150.statcan.gc.ca/n1/pub/13-604-m/13-604-m2016081-eng.htm>

2016 figures retrieved from: <https://www150.statcan.gc.ca/n1/daily-quotidien/180227/dq180227a-eng.htm>

2017 figures retrieved from: <https://www150.statcan.gc.ca/n1/daily-quotidien/190425/dq190425b-eng.htm>

In 2019, the Niagara Tourism Profile identifies:

- 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						
Industry (NAICS*) *North American Industry Classification System	Business Counts			Employment Range		
	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*

Retrieved from: [https://niagaracanada.com/wp-content/uploads/sites/2/2019/03/Niagara-Tourism-Profile\\_FINAL.pdf](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 Niagara Tourism Profile, highlighting the number of visits by primary visitor activity, relevant to the Arts, Culture and Heritage Sector:

<b>Number of Visits by Primary Visitor Activity (excerpt) Value in Thousands (x 1,000) from Ontario and Canada</b>			
	<b>Ontario</b>	<b>Canada</b>	<b>% of Total Visits</b>
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](https://niagaracanada.com/wp-content/uploads/sites/2/2019/03/Niagara-Tourism-Profile_FINAL.pdf)

[The Shaw Festival Theatre](#) in Niagara-on-the-Lake provides Economic Impact information: The Shaw Festival is Niagara’s largest cultural charity and one Niagara’s 20 largest employers. The Shaw normally contributes \$220+ million per annum to Ontario’s cultural and tourism economy, leveraging \$7+ in local and regional spend for every dollar spent at the theatre. Shaw Festival patrons visit the area for several days (on average), spending significantly on local accommodations, dining, winery visits, retail and other tourism-related experiences.

Source: The Shaw Festival Theatre. Economic Impact

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



[livinginniagarareport.com](http://livinginniagarareport.com)



A 2019 fact sheet published by the Ontario Arts Council highlights the impact of the arts in Ontario, in the form of return on investment. Arts and culture in Ontario directly contribute \$25.0 billion annually to the provincial economy, representing 3.3% of Ontario's GDP. A 2010 survey of 18 mid-sized Ontario cities found that all municipalities report using cultural and recreational amenities as a tool for downtown revitalization. Arts, Culture and Heritage have been identified by the Federation of Canadian Municipalities as effective in influencing local economic development by attracting and retaining a skilled and talented workforce. It is also a driver of tourism, with 9.5 million overnight tourists participating in arts and culture activities while visiting Ontario, generating \$3.7 billion in GDP province-wide.

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>

### 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 Niagara Culture Plan (2010) was developed by Niagara Region. This plan lays out four strategic directions:

1. **Creative Economy:** Build a diverse economy by strengthening cultural resources and the creative cultural sector to maximize their contribution to economic development.
2. **Creative Places:** Encourage analysis and inclusion of cultural places, spaces and activities in land-use planning, infrastructure development and programming to preserve and develop distinct and unique places in Niagara.
3. **Creative People:** Support professional development and information sharing for the creative cultural sector and encourage participation in culture across the Niagara community to stimulate innovation, creativity and community engagement.
4. **Creative Identity:** Promote awareness, understanding and appreciation of culture and its contribution to the ongoing development of vibrant, unique communities and a shared sense of identity as Niagara.

Source: Niagara Region. Niagara Culture Plan

Retrieved from: <https://www.niagararegion.ca/culture-and-environment/culture-plan/default.aspx>





The Town of Grimsby Parks, Recreation and Culture Master Plan was initiated in 2017, to guide the provision of these services from 2018-2028.

Some of the key outcomes of the plan are:

- Create a current context for the department and the Master Plan including industry trends, challenges, population and demographics, user expectations, community profile and Town spending on parks, recreation and culture.
- Define the Town of Grimsby's role in providing parks, recreation and culture services, and identify the department role specifically.
- Develop a vision for the department.
- Provide a baseline assessment (strengths and weaknesses) of the parks, recreation and culture service areas, including a review of departmental human resources, policies and infrastructure.
- Provide a framework of priorities for future decision-making that allows staff and Council to be responsive to changing needs, trends and emerging opportunities
- Create an implementation strategy for the 2028 vision that addresses each of the following areas including service level changes, capital investments and human resource needs to meet the objectives.
  - Parks services
  - Facility services
  - Recreation program services
  - Trails services
  - Cultural services
  - Community special events
  - Community development

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

Retrieved from: <https://www.grimsby.ca/en/town-hall/parks-recreation-and-culture-master-plan.aspx>

The 2019 Lincoln Parks, Recreation and Culture Master Plan will guide decisions within the Town of Lincoln over the following five to ten years. Primary objectives of the plan are:

- Establishing an overall vision for parks, recreation and culture within Lincoln
- Engaging the community in an inclusive and productive process that supports the Master Plan
- Identifying needs based on changing demographics and participation trends
- Developing strategies to meet identified needs and future directions
- Aligning municipal efforts, operations and budgets through priority-setting

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

Retrieved from: [https://lincoln.ca/sites/default/files/final\\_master\\_plan\\_-\\_body\\_final.pdf](https://lincoln.ca/sites/default/files/final_master_plan_-_body_final.pdf)







In 2015, the City of Niagara Falls adopted a Culture Plan that acts as a road map for the City to guide future investments in facilities, programs and activities in support of the arts, culture and heritage sector in the municipality. In total, there were 24 recommendations, including the following highlights:

- Undertake a feasibility study for a Culture Hub, a centralized facility for a range of arts and culture activities
- Revitalization of Queen Street
- Development of a database of arts organizations in Niagara Falls

Source: City of Niagara Falls. City of Niagara Falls Culture Plan, 2015

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

The Town of Pelham's Cultural 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

Retrieved from: <https://www.pelham.ca/en/town-hall/cultural-master-plan.aspx>

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. It is built on the basis of 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

Retrieved from: <http://portcolborne.ca/page/artsandculturemasterplan>





In 2015, the City of St. Catharines approved Inspire St. Catharines: Culture Plan 2020, which identifies cultural assets and recommends culture-specific priorities to strengthen the sector's future. It is designed to inform City decision-makers when considering investments, programming, facilities and policies that affect the creative sector, built heritage, and the urban fabric.

Priorities include:

1. Communicate the experiences and value of culture to all St. Catharines' residents.
2. Foster participation in arts, heritage and cultural experiences.
3. Cultivate the growth and development of the creative sector.
4. Further develop the planning, management and coordination of heritage assets and historical services.
5. Recognize and embrace the city's cultural diversity as a cornerstone for civic engagement.
6. Leverage culture to strengthen St. Catharines' distinct sense of place and community.
7. Foster the cross-departmental management and delivery of arts and heritage service delivery, planning and community development.

Source: City of St. Catharines. Inspire St. Catharines: Culture Plan 2020

Retrieved from: <https://www.stcatharines.ca/en/governin/CulturePlan.asp>

In July 2019, the City of Welland released their new Parks, Recreation and Culture Master Plan. This 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://yourchannel.welland.ca/prc-master-plan>

### Investment in Arts, Culture and Heritage

► Through the Niagara Investment in Culture program, Niagara Region funds interesting, innovative, high-quality cultural programming that is Niagara-based, inclusive, collaborative and accountable. The program is designed to:

- Build capacity in Niagara’s culture sector
- Increase access to culture for residents and visitors in all parts of Niagara
- Promote partnerships between public, private and governmental sectors
- Provide support to Niagara culture groups and participants
- Celebrate Niagara’s history, people and identity

Source: Niagara Region. Niagara Investment in Culture

Retrieved from: <https://www.niagararegion.ca/culture-and-environment/investment-in-culture/default.aspx>

<b>2017-2018 Niagara Investment in Culture Projects (Niagara Region)</b>			
<b>Applicant</b>	<b>Project</b>	<b>Description</b>	<b>Funding</b>
Bravo Niagara!	Inaugural Oscar Peterson International Jazz Festival	The inaugural Oscar Peterson International Jazz Festival brings leading Canadian and international jazz artists to Niagara, showcasing the rich history and future of jazz music.	\$20,000
Carousel Players	Community Tour of Peter Pan	Carousel Players will produce and tour the Dora-award-winning adaptation of Peter Pan to 23 community venues and high schools across Niagara in October 2018.	\$18,264
Central Station Education Initiative	Central Station Celebration	Central Station Education Initiative, through a community open house, will feature the heritage of the 1920 Central Fire Station in downtown Welland along with Welland's firefighting history.	\$5,000
City of Welland	Canoe Polo World Championships 2019	Opening Ceremonies for the 2018 International Canoe Federation Canoe Polo World Championships at Welland's Merritt Park Amphitheatre in conjunction with a free public concert.	\$5,000



<b>2017-2018 Niagara Investment in Culture Projects (Niagara Region)</b>			
<b>Applicant</b>	<b>Project</b>	<b>Description</b>	<b>Funding</b>
Township of West Lincoln	Movie in the Park	Movie in the Park is going to bring arts and culture to all demographics in the West Lincoln community with a cinematic experience under the stars with family and friends.	\$4,000
Niagara Folk Arts Multicultural Centre	Community Mural Project	The Community Mural Project is the creation of a tile mosaic mural, painted by the general public and artists, with a public mounting / display.	\$7,250
Fort Erie Festivals	Fort Erie Multicultural Day	Fort Erie Festivals is building on the success of last year's multicultural celebrations by adding a "Fort Erie Proud" showcase. In addition to our newcomers, we will be collaborating with the Italo Club, local artists, food vendors, musicians and historians to highlight the rich history and culture that our town has to offer.	\$5,500
Grimsby Public Art Gallery	The Ripple Effect: The First Circle	A project to increase awareness of and access to the Grimsby Public Art Gallery collection by using selected works of art as creative catalysts for community art making.	\$7,000
Heartland Forest Nature Experience	Intergenerational Puppetry	Heartland Forest's natural setting is a beautiful place to explore and embrace the visual arts. With our all ages - all abilities passion we will create puppets and perform shows.	\$4,000
Music Niagara	Inaugural Young Musicians of Niagara Competition	This classical music competition is open to 11 - 14 and 15 – 18-year-olds in Niagara with outstanding skills with strings, piano and voice.	\$9,000





2017-2018 Niagara Investment in Culture Projects (Niagara Region)			
Applicant	Project	Description	Funding
Nelles Manor Heritage House	Battle of the Forty Celebration	To provide a celebration of the Battle of the Forty in Grimsby and its strategic role in the outcome of the War of 1812.	\$1,647
Niagara Artists Centre	The Studio Steps Project	This project shares the skills of process-based art-making through workshops for marginalized Niagara citizens.	\$9,750
Niagara Arts Showcase	Carmel Fine Arts and Music Festival	Engaging residents in a 3-day indoor / outdoor festival including fine art, musicians, artisans, free interactive activities and educational workshops. Free admission for children and seniors.	\$19,000
Niagara Cricket Club Inc.	South Asian "QAWALI" Cultural Show	Niagara Cricket Club, a non-profit sports and cultural organization conducts its popular Niagara Cricket Festival at Niagara Cricket Centre located in Thorold. In 2018, club board is adding a new and innovative South Asian QAWALI Concert involving Qawals and Musicians.	\$5,000
Niagara Falls Museum	Niagara Falls Night of Art	Expand and improve on the existing Niagara Falls Night of Art. A night filled with art and hands on art experiences for all ages.	\$5,500
Niagara Historical Museum	NOTL Pop-Up Exhibits	A series of pop-up exhibits that take our collection and resources outside the Museum and into the community, highlighting the history of the community in which we "pop-up".	\$5,475
Niagara Regional Native Centre	Niagara Indigenous Festival	The Niagara Regional Native Centre will initiate a new relationship with Gathering of Nations creating a local Indigenous festival, connected to Celebration of Nations.	\$6,000





<b>2017-2018 Niagara Investment in Culture Projects (Niagara Region)</b>			
<b>Applicant</b>	<b>Project</b>	<b>Description</b>	<b>Funding</b>
Niagara Symphony Association	The Niagara Symphony Orchestra's Inaugural Composer-In-Residence Program with Kevin Lau	Composition Residency will augment the Niagara Symphony Association's in-school education programming, nurture a creative connection between community and players and result in a work specifically developed for a unique ensemble of the Orchestra.	\$10,000
Rodman Hall Centre/Brock University	Rodman Hall Community Arts Program	Through the Community Arts Program, Rodman Hall strives to engage Niagara residents in responsive and enriching art-making opportunities delivered outside of the gallery walls.	\$5,000
Suitcase in Point	In the Soil Arts Festival	In the Soil Arts Festival is an explosion of creativity in downtown St. Catharines. Celebrating 10 years, In the Soil Arts Festival is Niagara's premiere multi-arts festival.	\$26,439
TD Niagara Jazz Festival	World Music on the Beach	Presented by the TD Niagara Jazz Festival, World Music on the Beach is a celebration of music and culture in picturesque Port Dalhousie.	\$17,925
The Foster Festival	Enrichment and Education - Deepening the Foster Festival Experience	A rehearsal week to each of the two World Premieres and to create the Foster Festival Fore and Aft Lounge for audience education / enrichment events.	\$8,500
Town of Niagara-on-the-Lake	Voices of Freedom Park	The Town is requesting funding in order to host an unveiling ceremony for the Voices of Freedom Park. The park will honour local Black history.	\$6,000
Town of Pelham	Pelham Street Performer Program	The Town of Pelham Street Performers Program aims to create a more culturally diverse, dynamic and positive atmosphere in the downtowns for	\$3,750





2017-2018 Niagara Investment in Culture Projects (Niagara Region)			
Applicant	Project	Description	Funding
		Fonthill, Ridgeville and Fenwick. With a partnership through the Pelham Business Association the Program will allow all different ranges of performances to animate the streets of Pelham.	
Twitches & Itches Theatre	September Songs	September Songs is an original devised piece of physical theatre, rooted in extensive collective research and exploring the meaning of education and maturity in the 21st century.	\$11,000
Welland Public Library	Shake the Shelves Tour: Battle of the Bands	The proposed project is a three-part Battle of the Bands competition showcasing the talent of Niagara youth aged 12-25 as well as performances by established local musicians.	\$5,000
Yellow Door Theatre Project	The Merry Adventures of Robin Hood	Yellow Door will commission an exciting musical adaptation of the classic adventure Robin Hood which will be written and performed by Niagara professionals and children from Niagara.	\$14,000

Source: Niagara Region. 2017-2018 Niagara Investment in Culture Projects  
 Retrieved from: <https://www.niagararegion.ca/culture-and-environment/investment-in-culture/2018-projects.aspx>

2018 – 2019 Niagara Investment in Culture Projects include:

2018-2019 Niagara Investment in Culture Projects (Niagara Region)			
Applicant	Project	Description	Funding
Carousel Players	CRANKED Youth Tour	A powerful touring theatre production using hip-hop and spoken word about addiction and the fentanyl and opioid crises, especially for Niagara area youth.	\$20,000





<b>2018-2019 Niagara Investment in Culture Projects (Niagara Region)</b>			
<b>Applicant</b>	<b>Project</b>	<b>Description</b>	<b>Funding</b>
Essential Collective Theatre	The Team	A new award-winning Ontario play written to be relevant and accessible for young adult audiences who are underserved and vital to Niagara's cultural future.	\$10,000
FirstOntario Performing Arts Centre	Celebration of Nations	Celebration of Nations is an annual gathering of Indigenous arts, culture and tradition in downtown St. Catharines from September 6-8, 2019 featuring a new Empathetic Traditions Teaching Series, expanded backyard programming and additional interactive workshop offerings.	\$15,000
Fort Erie Festivals	Fort Erie Festival Music Component	Fort Erie Festivals plans to add a new component consisting of a full day of music highlighting local, regional and musical and cultural performers.	\$8,275
Gallery Players of Niagara	The Borodin Reaction: The Chemistry of Music	An animated concert scripted by Anthony Magro, featuring the music of Alexander Borodin and his friends. Includes three actors, a pianist and string quartet.	\$11,000
Music Niagara	Biennial Choral Festival	Two new consecutive weekends of different high-quality professional choirs for audiences in the Niagara region.	\$27,000
Nelles Manor Heritage House	Battle of the Forty Re-enactment	Re-enactment of June 8, 1813 when a battle took place that could have changed the War of 1812 in Niagara.	\$5,000
Niagara Falls Art Gallery	Kids Art Day	An outdoor celebration day providing family activities including children's performers, music performances, hands on art activities for children and vendors at the Niagara Falls Art Gallery.	\$5,000







<b>2018-2019 Niagara Investment in Culture Projects (Niagara Region)</b>			
<b>Applicant</b>	<b>Project</b>	<b>Description</b>	<b>Funding</b>
Niagara Folk Arts Festival	Youth Arts Presentation Project	Creation of diverse venues for youth or emerging artists to present various forms of art, with some mentoring support, within the annual Niagara Folk Arts Festival.	\$11,000
Niagara Historical Society	St. Andrew's: 225 Years of Community History	Theatrical presentations centred on the secular role played in early settler history by St. Andrews Presbyterian Church on its 225th anniversary, with stories of Scottish settlers, the first Black community school, the role of historical women and more.	\$7,875
Niagara Pumphouse Arts Centre	Looking Back – Forging Forward	A series of educational pop-up art-making opportunities and engaging cultural experiences for all ages in a variety of historical locations. Inspired by Niagara's history and delivered through contemporary perspectives by local artists.	\$8,500
Norm Foster Theatre Festival	Aunt Agnes for Christmas – A Foster Festival Holiday Show	To develop and produce a family-oriented holiday show entitled Aunt Agnes for Christmas by Norm Foster in December 2019 at the FirstOntario Performing Arts Centre in St. Catharines.	\$25,000
Shaw Festival Theatre	Holiday Inn	The Shaw's first ever holiday production in its largest venue, the Festival Theatre, will build on the attraction of Niagara-on-the-Lake as a destination for the holidays.	\$20,000
Suitcase in Point	In the Soil Arts Festival 2019 - Four New Projects	Four new projects added to the Festival's site-specific outdoor performances and installations: SOUNDchitecture, Video Installation	\$26,500





2018-2019 Niagara Investment in Culture Projects (Niagara Region)			
Applicant	Project	Description	Funding
		Series, Diverse Program Series and Niagara-Themed Main-stage Design	
TD Niagara Jazz Festival	Niagara's Summer Mardi Gras	Niagara's Summer Mardi Gras is a celebration of music, art and culture for all ages in beautiful Niagara: 'New Orleans of the North'.	\$25,000
Town of Lincoln	A Tale of a Town: Lincoln	A Tale of a Town gathers stories in small towns and big cities alike through scheduled and impromptu interviews with independent business owners, local heroes, community stakeholders and neighbourhood residents inspiring performance installations that take place in site-specific downtown locations created in collaboration with local artists.	\$15,000
Town of Pelham	Niagara Improv Festival	The "Niagara IMPROV Festival" will be hosted on November 16, 2019, welcoming groups from across the Niagara region and local schools to participate in a fun morning of improv.	\$3,500
Welland Heritage Council and Multicultural Centre	Welland Multicultural Festival	An event that brings our community together at Welland Market Square and gives the opportunity to all to celebrate and experience local cultural entertainment and food with no entry fee.	\$1,350

Source: Niagara Region. 2018-2019 Niagara Investment in Culture Projects  
 Retrieved from: <https://www.niagararegion.ca/culture-and-environment/investment-in-culture/2019-projects.aspx>





► 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.

Source: City of Niagara Falls. Niagara Falls Cultural Development Fund

Retrieved from: <https://niagarafalls.ca/city-hall/committees/arts-and-culture/cultural-development-grant.aspx>

2019 Niagara Falls Cultural Development Fund Recipients			
Applicant	Project	Description	Funding
Celebrate Out Downtown	Alley and Laneway Project	This pilot would be designed to engage Niagara artists to design alley and laneway spaces in Downtown as entertainment hubs, photo experiences, downtown beautification, legacy pieces and assist in bring our community to life.	\$5,000
Day of 1000 Musicians	Day of 1000 Musicians	A unique music event bringing a diverse group of 1,000 amateur and professional musicians to perform music together ... a positive, organic experience!	\$6,000
Manuel Trujillo	Feed Me	This project is a creative, playful and interactive exhibit depicting the complexity of our inter-dependent external and internal ecosystem in an easy to digest way. By using simple concepts like the food chain, recycling and the water cycle, people can participate in altering and nourishing the environments.	\$8,520
Third Space Café	Funk-tional Art Installation	“Funk-tional Art” features local artists May, June, July and August in a unique gallery in the Third Space Café, and encourages community engagement through workshops and an Open House showing the completed art pieces.	\$2,500
Niagara Falls Art Gallery and Children's Museum	Mock Archeological Dig	To create a mock Archeological Dig program to provide opportunities for students grade 3 – 8 to participate in learning experiences related to math, science, history, archeology and visual arts.	\$7,000





2019 Niagara Falls Cultural Development Fund Recipients			
Applicant	Project	Description	Funding
Niagara Falls Writer's Festival	NF Writers Festival	A series of literary workshops, readings and lectures spanning across Niagara Falls featuring local and national authors.	\$2,500
Permanent Vacation (Art Collective)	Niagara's Gift Shop	Permanent Vacation is partnering with NFHM, NFAG, NAC to create a series of innovative souvenir themed art-objects to be exhibited at various Niagara Falls venues.	\$4,950
Opera Niagara	Opera Niagara	Producing two full operatic productions for the Niagara region. Now in our 3rd season, Opera Niagara is Niagara's only operatic company.	\$7,000
Heartland Forest Nature Experience	Pollinator Trail Native Species Sculpture Installation	With this grant we will host an artist competition to create a sculpture for our new pollinator trail. The outdoor sculpture will have both visual and tactile components and be environmentally and kid friendly.	\$3,150
Andrea Letourneau	Shift	An exhibition combining Photography, See Through Canvas and Dance! This show will be a zoom-in lens on how Letourneau Art appropriates the movements of dance she captures on the camera to the see through canvas.	\$1,380
Ayo Adewumi	The Boy from Niagara	A documentary film about an international artiste, Big John 'T-Bone' Little, and his city, Niagara Falls. Niagara screenings in November and December at the Seneca Theatre, NF Museums, City Library and the BME Church.	\$7,000
David Green	The Harder They Fall	A 4-part episodic comedy series centered around the trials and tribulations of a comic trying to make it big while living in Niagara Falls. In collaboration with numerous local comics, actors, musicians and dancers with support of local business and organizations.	\$4,000



<b>2019 Niagara Falls Cultural Development Fund Recipients</b>			
<b>Applicant</b>	<b>Project</b>	<b>Description</b>	<b>Funding</b>
Antoine Gaber	Water for Life Children and Adolescent Art Workshops	Art Workshops engaging 120-240 kids/adolescents through art sensitize the importance of clean drinking water in our lives today and to protect it in the future. Artworks will be displayed to the public at the Niagara Falls Art Gallery and NF Library. Selected Artworks from 10 - 12 participants approved by an Art Committee will represent NF in itinerant art exhibitions in prestigious spaces in Florence, Italy in November 2019 as part of the United Nations' III edition of the World Day for the Rights of Children.	\$6,000

Source: City of Niagara Falls. Niagara Falls Cultural Development Fund  
 Retrieved from: <https://niagarafalls.ca/city-hall/committees/arts-and-culture/cultural-development-grant.aspx>

► The St. Catharines Cultural Investment Program (SCCIP) is designed to serve distinct segments of the creative sector and strengthen the overall cultural ecosystem in St. Catharines. It is based on the principle that a vibrant arts and culture scene is important to a livable city. City Council approved a budget of \$339,587 for SCCIP in 2019. There are six grant programs, through two streams:

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

Source: City of St. Catharines. St. Catharines Cultural Investment Program  
 Retrieved from: <https://www.stcatharines.ca/en/investin/StCatharinesCulturalInvestmentProgramSCCIP.asp>



► The Ontario Trillium Foundation (OTF) invests in six Action Areas, one of which is ‘Inspired People’, focusing on enriching people’s lives through arts, culture and heritage. In the 2018-2019 fiscal year, five projects under this Action Area were funded in Niagara.

<b>2018-2019 Ontario Trillium Foundation-Funded Projects in Niagara: Inspired People</b>	
<b>Applicant</b>	<b>Project Description</b>
Carousel Players	Delivering a project at the idea or conceptual stage with a \$50,000 grant over 10 months to develop a new model for after-school drama education for primary school children in Niagara. Enriching people's lives through arts, culture and heritage, this initiative is helping access to arts-based learning opportunities and compelling artistic, cultural and heritage experiences, and has an impact on the lives of 160 people in the community.
Town of Niagara-on-the-Lake	Delivering a project at the idea or conceptual stage with a \$51,200 grant over 12 months to provide self-guided tours and school museum visits, creating more awareness of Black history in Niagara-on-the-Lake. Enriching people's lives through arts, culture and heritage, this initiative is helping the preservation and animation of cultural heritage, and has an impact on the lives of 10,000 people in the community.
Niagara Historical Society	Delivering improved infrastructure with a \$124,900 grant over 12 months to purchase a vehicle and the materials needed to build a mobile museum. Enriching people’s lives through arts, culture and heritage, this initiative is helping arts, culture and heritage have appropriate spaces, and has an impact on the lives of 20,000 people in the community.
Niagara Regional Native Centre	Delivering improved infrastructure with a \$150,000 grant over 12 months to renovate and make additions to a community cultural program space in Niagara-on-the-Lake. Enriching people’s lives through arts, culture and heritage, this initiative is helping arts, culture and heritage have appropriate spaces, and has an impact on the lives of 2,200 people in the community.
Suitcase in Point Theatre Company	Delivering a project that builds on the success of a proven model or program with a \$337,900 grant over 36 months to expand arts-based program to engage more youths and readying them to be Niagara's next generation of cultural leaders. Enriching people’s lives through arts, culture and heritage, this initiative is helping the transfer of skills and knowledge to the next generation of artistic leaders, and has an impact on the lives of 1,200 people in the community.

Source: Ontario Trillium Foundation

Retrieved from: <https://otf.ca/grants-awards-geographic-location/niagara>



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## Niagara Regional Council Strategic Priorities, 2019 - 2022

In 2018, Niagara Region engaged the community to gather feedback on what Niagara Regional Council should focus on in the development of their 2019-2022 strategic plan. Input was collected through in-person engagement events and an online survey. The resulting strategic plan was released in 2019.

Of the five priorities identified, one is directly relevant to the Arts, Culture and Heritage Sector:

### Priority 1: Supporting Businesses and Economic Growth – A Coordinated Approach to Fostering Economic Growth in Niagara

#### Objective 1.4: Strategically Target Industry Sectors

- Define Niagara's role in tourism including areas such as sport, eco, agricultural and culture tourism
- Through advocacy and collaboration with Tourism Partnership of Niagara, encourage visitors to spend more and stay longer, using an inclusive approach across all areas of the region
- Foster opportunities to drive economic diversity through value-add sectors such as agri-business

Source: Niagara Region

Retrieved from: <http://www.niagaraknowledgeexchange.com/resources-publications/niagara-region-strategic-plan-2019-2022/>

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

A 2017 study by Nanos on behalf of the Ontario Arts Council examines impressions of the impact of the arts on quality of life and well-being in Ontario. This study finds that the large majority of Ontarians say that the arts are very important or somewhat important for:

- Improving the quality of their life and that of their community
- Children's overall development
- Attracting businesses to their community
- Making their community a better place to live
- Bringing people from diverse backgrounds together as a community
- Building a shared sense of community identity
- Helping us to understand other cultures better
- Helping us to express and define what it means to be Canadian

Source: Ontario Arts Council. Impressions of the Impact of the Arts on Quality of Life and Well-Being in Ontario

Retrieved from: <https://www.arts.on.ca/research-impact/research-publications/impressions-of-the-impact-of-the-arts-on-quality-o>





[‘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 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/>