

3.4 Arts, Culture & Heritage

How arts, culture and heritage will be supported, enhanced and delivered and how they will stimulate and support the transition to sustainability in our community.

Short Term (0-24 months) Preferred Future Initiative:

Sundre & Community encourages it's unique Arts, Culture & Heritage.

Priorities:

A) Promotion & Advertising of events, activities and programs.

Strategies:

1. Newsletters, flyers, websites, paper ads, TV channels, Olds radio stations, electronic board downtown, website links to Town website, school announcements, murals and emails.
2. An organized group of artisans in Sundre to assist with event planning and promotions of local artisans.

B) Support from Sundre Town Council and Community for “Sundre Days” (trade show of community groups) and “Music in the Park”.

Strategies:

1. Town Council has a vested interest as they belong to and support the community.

Medium Term (2-5 years) Preferred Future Initiative:

To make more funds available to promote the arts, culture & heritage in Sundre.

Priorities:

A) Funding of Sundre's Art, culture and heritage sponsorship.

Strategies:

1. Involve Community & Citizens (Volunteerism, building relationships, funding for building/revamping facilities such as parks, community gardens, trails, and recreation.)

Long Term (10+ years) Preferred Future Initiative:

To promote and encourage life long learning among the Sundre Community.

Priorities:

A) Education

1. Art Gallery, More Clubs (ex: Big Brothers and Sisters), walking tours, community gardens, education in schools (more about Sundre), Youth & Seniors working together.

PRIORITIZATION MATRIX

Strategy Area: Arts / Culture / Heritage

Preferred Future Initiative: Sundre & Community encouraging its unique Arts, Culture & Heritage

Short Term / Medium Term / Long Term (circle the appropriate term)

Does this initiative:

1. move us towards our community's preferred future initiative?
2. move us towards the sustainability principles?
3. provide flexibility for future community leaders to take action?
4. generate sufficient economic and potential return to seed future investments?

Idea	# 1	# 2	# 3	# 4
Promotion & Advertising	Yes / No	Yes / No	Yes / No	Yes / No
Support from the Community & Town Council	Yes / No	Yes / No	Yes / No	Yes / No

Reference Material:

The Natural Step Principles

1: We dig stuff up (like heavy metals and fossil fuels) out of the Earth's crust and allow it to build up faster than nature can cope with it.

2: We create man-made compounds and chemicals (like pesticides and plastics etc.) and allow them to build up faster than nature can cope with them.

3: We continuously damage natural systems and the free services they provide (including climate regulation and water filtration) by physical means (for example over harvesting and paving wetlands).
and..

4: We live in and create societies in which many people cannot meet their basic needs (for example, to find affordable housing).

5 Dimensions of a Sustainable Community

1: A Healthy Environment

2: A Strong Economy

3: A Vibrant Cultural Scene

4: Good Governance

5: A Strong Social Network

Town of Sundre MSP Process

Arts / Culture / Heritage	How arts, culture, and heritage will be supported, enhanced and delivered, and how they will stimulate and support the transition to sustainability in our community
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PREFERRED FUTURE INITIATIVE: Sundre & Community encourages its unique Arts, Culture & Heritage				
Issues and Obstacles (short term)	Assets and Opportunities	Measure of Success	Action Steps Within Next 0 – 24 months	Who is responsible for ensuring the action is carried out (see list at the end of document)
A) Promotion & Advertising of events, activities and programs.	<p>A1) Newsletters, flyers, websites, paper ads, TV Channels, Olds Radio Station, Electronic Board downtown, website links to town website, school announcements, murals and emails.</p> <p>A2) An organized group of artisans in Sundre to assist with event planning and promotions.</p>	<p>A1) Increase in number of participants in events, activities and programs.</p> <p>Increase in demand on newspaper, TV, internet etc.</p> <p>Increase in traffic volume in town.</p> <p>Increase in need for parking at venues.</p> <p>Increase in business success, (sales) advertising on a variety of media.</p> <p>A2) Local Artisans will have one umbrella group that can assist in organizing events & other related activities (promotions)</p>	<p>A1) Get information put on multi media sites.</p> <p>Talk to school to do announcements.</p> <p>Get permission to do murals where appropriate.</p> <p>A2) Organize an Arts Council/ Committee.</p>	<p>A1) Groups, clubs & members. Town of Sundre Schools GNP</p> <p>A2) Town of Sundre Community at Large</p>

Town of Sundre MSP Process

<p>B) Support from Town Council and Community for Sundre Days(trade show of community groups) & Music in the Park</p>	<p>B1) Town Council has a vested interest as they belong & support the community.</p> <p>Sundre Days (possible community tradeshow) Music in the Park with Band Students from the high school.</p>	<p>B1) Increase popular opinion of town by young people / respect.</p> <p>Increase new building ideas (halls, university, parks, if necessary need to renovate existing buildings.)</p> <p>People using parks for many different reasons (Music in the Park).</p> <p>One designated weekend a year called Sundre Days.</p> <p>All promoting Sundre's arts, culture & heritage & community groups</p> <p>Higher membership levels in the community groups</p> <p>Increased volunteership</p> <p>Increased community pride.</p>	<p>B1) To get Council to pass the idea of Sundre Days.</p> <p>Create a steering committee to plan Sundre Days (set date, plan event, work with community to determine what events to hold and work with many groups to create Sundre Days).</p> <p>Talk to Council, re: idea of Music in the Park (work with development, obtain permits if required contact groups to see who wants to involved and set dates and acts, etc.)</p>	<p>B1) Town of Sundre and Community Groups. Steering Committee for Sundre Days.</p>
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PRIORITIZATION MATRIX

Strategy Area: Arts / Culture / Heritage
Preferred Future Initiative: To make more funds available to promote arts, culture & heritage
Short Term / Medium Term / Long Term (circle the appropriate term)

Does this initiative:

1. move us towards our community's preferred future initiative?
2. move us towards the sustainability principles?
3. provide flexibility for future community leaders to take action?
4. generate sufficient economic and potential return to seed future investments?

Idea	# 1	# 2	# 3	# 4
Funding & Sponsorship	Yes / No	Yes / No	Yes / No	Yes / No

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and..
- 4:** We live in and create societies in which many people cannot meet their basic needs (for example, to find affordable housing).

5 Dimensions of a Sustainable Community

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- 2:** A Strong Economy
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Town of Sundre MSP Process

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PREFERRED FUTURE INITIATIVE: To make more funds available to promote the arts, culture and heritage in Sundre.

Issues and Obstacles (medium term)	Assets and Opportunities	Measure of Success	Action Steps Within Next 2-5 years	Who is responsible for ensuring the action is carried out (see list at the end of document)
A) Funding of Sundre's art, culture and heritage sponsorship.	<p>A1) Involve Community & Citizens.</p> <p>Volunteerism</p> <p>Building relationships between business leaders and citizens.</p> <p>Funding for building and revamping parks, community gardens, trails, multi-use facility for sports adding to new arena. (children's area in a recreation complex that is free for use)</p> <p>A safer environment is created as there would be a variety of age groups (including seniors, adults & youth) using the different venues.</p>	<p>A1) Increase of education & Awareness.</p> <p>Increase number of clubs.</p> <p>Increase government funding (provincial and federal)</p> <p>Increase in tourism</p> <p>More sporting events held in Sundre due to bigger facility.</p> <p>Trails to historical museum, community gardens in Town by using interpretative pathways.</p> <p>Parks outfitted for a variety of uses.</p>	<p>A1) Council to prioritize a couple of projects at a time.</p> <p>Apply for funding.</p> <p>Get groups together for input, example trails, gardens and parks.</p>	<p>A1) Town of Sundre Allied Arts Society Library Historical Society Art Club Greenwood Neighbourhood Place Schools Sundre Dance and etc.</p>

PRIORITIZATION MATRIX

Strategy Area: Arts, Culture & Heritage
Preferred Future Initiative: To promote life long learning among the Sundre Community.
Short Term / Medium Term / Long Term (circle the appropriate term)

Does this initiative:

1. move us towards our community's preferred future initiative?
2. move us towards the sustainability principles?
3. provide flexibility for future community leaders to take action?
4. generate sufficient economic and potential return to seed future investments?

Idea	# 1	# 2	# 3	# 4
Education	Yes / No	Yes / No	Yes / No	Yes / No

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PREFERRED FUTURE INITIATIVE: To promote and encourage life long learning among the Sundre community.

Issues and Obstacles (Long Term)	Assets and Opportunities	Measure of Success	Action Steps Within Next 10 + years	Who is responsible for ensuring the action is carried out (see list at the end of document)
A) Education	A1) Art Gallery More clubs (brothers and sisters) Museum: walking tours Community Gardens Education in schools (more about Sundre) Youth and seniors working together to teach and learn about our heritage, culture and arts in the Sundre area. Easier accessibility for all pedestrian users	A1) Increase in mentor-ship (young and old.) Increase in green spaces. Decrease in crime. Increase in community pride, more facilities to house art galleries, more museums to promote Sundre heritage Brothers and Sister clubs for kids. Community Gardens, and greenhouses which community takes involvement in and pride in. All parks, gardens, greenhouses, and facilities are used by all demographics and are	A1) Get Council to approve art gallery, facility – create a committee to make a plan for the facility. Look at corporate sponsorship for building and running there of. (Get local artists involved in the process). Get Council to designate a small parcel of land or get developer to set aside a piece of land in every subdivision for a community garden, greenhouse & park. Get community volunteers to help with its creation and implementing the work involved. Talk to schools to get more promoting of Sundre's vast history and culture.	A1) Town and Community groups.

Town of Sundre MSP Process

		readily accessible.	Build on or expand the museum as necessary. Create or revamp areas as to make accessibility for all users.	
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