

Date: 2020-08-19

Subject: **Brampton Arts Walk of Fame Program Recommendation Report**

Contact: **Jason Tamming, Director, Strategic Communications, Culture & Events**
Jason.Tamming@brampton.ca

Report Number: Corporate Support Services-2021-922

Recommendations:

1. That the report titled **Brampton Arts Walk of Fame Program Recommendation Report** to the Committee of Council meeting of September 8, 2021 be received; and
2. That the revised vision, mission and goals for the Brampton Arts Walk of Fame be approved;
3. That the Brampton Arts Walk of Fame Nomination Working Group Terms of Reference attached as Appendix A to this report be approved;
4. That staff be directed to undertake a call for expressions of interest for the Brampton Arts Walk of Fame Nomination Working Group and report to City Council for approval of the Working Group's composition;
5. That City Council identify a representative to sit on the Brampton Arts Walk of Fame Nomination Working Group;
6. That staff be directed to explore design options for the re-imagination of the Brampton Arts Walk of Fame legacy site, and report back to City Council with a recommended model; and
7. That staff be directed to present revised eligibility criteria for the Arts Acclaim award to the Citizen's Award Committee, to recognize achievements in the arts of provincial, regional and local significance; and
8. That the Director, Strategic Communications, Corporate Support Services, be delegated authority to approve and execute on behalf of the City of Brampton any required agreements and other documents deemed necessary for the

implementation of the Brampton Arts Walk of Fame program, including without limitation induction and all related agreements, on such terms and conditions as may be satisfactory to the Director, Strategic Communications, Corporate Support Services or designate, and in a form satisfactory to the City Solicitor or designate.

Overview:

- The Brampton Arts Walk of Fame is one of the City of Brampton's key recognition programs, celebrating and building connections with the extraordinary artistic and creative talent emerging from Brampton, while inspiring the next generation of artists and creators in Brampton to follow in their footsteps.
- As the Brampton Arts Walk of Fame has been in operation for more than five years, staff undertook a review of the program to evaluate its current status and to make recommendations to enhance its future direction in support of the City's strategic goals.
- As a result of the review, the following recommendations have been identified to clarify the purpose and value of the award within the industry landscape, enhance the meaning of such recognition with inductees, and strengthen the role of the program in building civic pride and Brampton's identity as a cultural hot spot and producer of creative talent:
 1. Re-Calibrate the Vision, Mission and Goals
 2. Update the Eligibility Criteria and Form a Nomination Working Group
 3. Set a Limit of One (1) Inductee Per Year
 4. Continue to Offer Personalized Induction Celebrations
 5. Reimagine the Legacy Site
 6. Refine the Arts Acclaim Citizens Award Eligibility Criteria
- Ian Williams and Denise Jones have been approved by City Council as the next inductees into the Brampton Arts Walk of Fame, and their inductions will take place in 2021 and 2022, respectively.
- It is anticipated that the Brampton Arts Walk of Fame Nomination Working Group may be established by early 2022, to support the process of identifying a Brampton Arts Walk of Fame nominee for 2023, using the new eligibility criteria.
- Pending City Council approval, staff will undertake the next steps in implementing the recommendations outlined in this report, for the advancement of the program.

Background:

Launched in 2014, the Brampton Arts Walk of Fame is one of the City of Brampton's key recognition programs, celebrating and building connections with the extraordinary artistic and creative talent emerging from Brampton, while inspiring the next generation of artists and creators in Brampton to follow in their footsteps. The Brampton Arts Walk of Fame currently features 21 inductees, including Russel Peters, Michael Cera, Rupi Kaur, Director X, Zarqa Nawaz, Othalie Graham, Trey Anthony, and more. The Brampton Arts Walk of Fame physical infrastructure, or "Legacy Site", is located in Garden Square in Downtown Brampton.

As the Brampton Arts Walk of Fame has been in operation for more than five years, staff undertook a review of the program to evaluate its current status and to make recommendations to enhance its future direction in support of the City's strategic goals. Bespoke Cultural Collective, a Toronto-based firm with extensive experience in arts and cultural award program development and public engagement both in Canada and internationally, provided consultative support for the review. The process included consultation with program staff and Members of City Council, industry stakeholders and collaborators, and Brampton Arts Walk of Fame inductees, as program perception within the creative sector is paramount to its value and success.

Current Situation:

The review found that the Brampton Arts Walk of Fame has established a solid base as a cultural award and recognition program in Brampton, and in recent years, has exceeded the expectations of inductees with the shift in delivery to individual induction celebrations. There is, however, opportunity to clarify the purpose and value of the award within the industry landscape, enhance the meaning of such recognition with inductees, and strengthen the role of the program in building civic pride and Brampton's identity as a cultural hot spot and producer of creative talent.

The recommendations for augmenting the program are as follows:

1. Re-Calibrate the Vision, Mission and Goals

Transitioning the current program to a prize of significant industry value requires a re-calibration of the vision, mission and goals, articulating the scale of achievement to be recognized and the commitment to celebrating these accomplishments in a sustained and relevant way.

Vision

The Brampton Arts Walk of Fame is the highest honour that can be given to a creative individual with a strong connection to Brampton, for outstanding work that has influenced arts and culture on a national to international scale.

Mission

The mission of this program is to celebrate, honour and nurture the extraordinary creative talent that comes from and resides in Brampton.

Goals

- To put Brampton on the map through an ever-evolving legacy project that reflects Brampton's character and brings visibility to the city's outstanding creative talent.
- To find imaginative, inspiring and personalized ways of sharing the recipient's creative work with the public.
- To share deeply personal and unique stories about outstanding creative talent from Brampton at a scale that reaches national attention.
- To encourage the next generation of emerging artists and cultural producers and to instil pride amongst the wider local community.
- To develop a dynamic award program that responds to the changing ways audiences engage with arts and culture today.
- To celebrate the highest calibre of contributions to arts and culture that speak to an international scale of ambition and is relevant to our present-day context.

2. Update the Eligibility Criteria and Form a Nomination Working Group

To support the vision, mission and goals of the program, a revised set of eligibility criteria is proposed that focuses on local connection, level of recognition for outstanding creative contribution, and recent impactful work. In addition to this, a broad and evolving definition of contemporary culture has been proposed that resonates with modern audiences, spans art forms, and encompasses high and popular culture.

It is also recommended that a Nomination Working Group be formed to monitor the career trajectories and achievements of Bramptonians in the sector and prepare annual induction recommendations. The Nomination Working Group would report to the Cultural Services Unit of the Strategic Communications, Culture and Events Division. The Cultural Services Unit would review and vet the Working Group's recommendations, and put forward final induction recommendations to City Council for approval.

The proposed composition of the Nomination Working Group includes emerging and established Brampton creatives, representation from the Arts, Culture and Creative Industries Development Agency, local cultural institutions, City Council and City staff. This approach would replace the current process of an open call for nominations and intends to foster a more intentional approach to holistic program and recognition planning.

In addition to the efforts of the Nomination Working Group in monitoring and identifying potential Brampton Arts Walk of Fame candidates, the Brampton Arts Walk of Fame webpage will host a nomination suggestion form, whereby members of the public can submit nomination suggestions for consideration by the Nomination Working Group, on an open and ongoing basis.

*The proposed Brampton Arts Walk of Fame Nomination Working Group Terms of Reference (including updated eligibility criteria) is attached as **Appendix A** to this report.*

3. Set a Limit of One (1) Inductee Per Year

To enhance the perceived value and prestige of the award, and to maximize available funds to support the program, it is proposed that the program limit inductees to one (1) per year. If no candidate exists that meets the eligibility criteria, the Nomination Working Group reserves the right to not recommend a nominee for the Brampton Arts Walk of Fame in a given year.

4. Continue to Offer Personalized Celebrations and Programming

Building on the success of recent induction events, staff should continue to work closely with inductees to plan and deliver personalized inductions, campaigns and programs throughout the year that celebrate their local connections and the unique attributes of their creative practice and careers. This includes involving sector stakeholders in the development of ancillary programming with inductees (i.e. exhibitions, masterclasses, networking events) that engages Bramptonians and cultivates the local creative community of practice.

5. Reimagine the Legacy Site

Due to pending downtown infrastructure updates, the inlay of granite stones for inductees in the Brampton Arts Walk of Fame Legacy Site was put on hold in 2016. Since then, the temporary provision of vinyl decals has been used as an interim measure, until a more permanent marker could be installed.

In alignment with the Integrated Downtown Plan, there is an opportunity to transform the Brampton Arts Walk of Fame Legacy Site, visibly advancing the programs recalibrated vision, mission and goals. It is recommended that staff be directed to explore and report back to City Council on design options for re-imagination of the Legacy Site in downtown Brampton, elevating the City's image, creative identity, and contributing to the City Council-approved Tourism Strategy.

6. Refine the Arts Acclaim Citizens Award Eligibility Criteria

As part of defining the Brampton Arts Walk of Fame as an award recognizing national or international achievements, it is recommended that staff present revised eligibility criteria for the Arts Acclaim award to the Citizen's Award Committee, to recognize achievements in the arts of provincial, regional and local significance. This approach positions the Arts Acclaim award as a valuable prize in its own right and a potential stepping stone to future Brampton Arts Walk of Fame recognition.

Upcoming Inductions and Implementation of New Eligibility Criteria and Nomination Working Group

The following individuals have been approved by City Council for induction into the Brampton Arts Walk of Fame, and have accepted their offers of induction:

Inductee	City Council Approval Date	Year of Induction Celebrations
Ian Williams	June 24, 2020	2021
Denise Jones	March 3, 2021	2022

Ian Williams will be inducted into the Brampton Arts Walk of Fame in Q4 2021 in an event at The Rose Theatre, currently planned to include in-person and virtual attendance options in alignment with COVID-19 protocols.

Staff is working with the Jones family to plan celebrations for the posthumous induction of Denise Jones into the Brampton Arts Walk of Fame in 2022; including the renaming of Daily Times Square and ancillary programming.

It is anticipated that the Brampton Arts Walk of Fame Nomination Working Group may be established by early 2022, to support the process of identifying a Brampton Arts Walk of Fame nominee for 2023, using the new eligibility criteria. As per the Terms of Reference for the Working Group, members will also:

- play an advisory role in the planning of Brampton Arts Walk of Fame induction events and ancillary programming; and
- attending Brampton Arts Walk of Fame events and acting as a positive ambassador for the program.

Next Steps

Pending City Council approval of the recommendations in this report, staff will:

- Deliver Ian Williams' 2021 Brampton Arts Walk of Fame Induction Event.
- Update the City's Brampton Arts Walk of Fame webpage to reflect the program's recalibrated vision, mission and goals.

- Undertake a call for applications for the Brampton Arts Walk of Fame Nomination Working Group and report back to City Council for approval of a recommended Nomination Working Group composition.
- Undertake exploration of design options for the re-imagination of the Brampton Arts Walk of Fame legacy site, and report back to City Council with a recommended model.
- Present revised eligibility criteria for the Arts Acclaim award to the Citizen's Award Committee, to recognize achievements in the arts of provincial, regional and local significance.
- Continue to work with the Jones family to plan celebrations for the posthumous induction of Denise Jones into the Brampton Arts Walk of Fame in 2022, including the renaming of Daily Times Square and ancillary programming

Corporate Implications:

Financial Implications:

There are sufficient funds in the 2021 Cultural Services operating and capital budgets to enact the recommendations in this report.

Legal Implications:

Legal Services will review and approve as to form any agreements executed pursuant to the delegation of authority recommended by this report.

Term of Council Priorities:

- Term of Council Priorities
 - This report supports the Term of Council Priorities of *Brampton is a Mosaic*, *Brampton is a City of Opportunities*, and *Brampton is a Well-Run City*, by effectively managing municipal assets, leveraging partnerships for collaboration, and celebrating Brampton's diversity and cultural heritage.
- Culture Master Plan
 - This report aligns with the vision and definition of culture in Brampton and the strategic themes of *Supporting Success*, *Developing a Creative Community of Practice*, and *Building Brampton's Identity*.

Conclusion:

This report provides a series of recommendations to enhance the industry value and public perception of the Brampton Arts Walk of Fame program, and in turn, support the City's image as a diverse and culturally vibrant city, producing some of the nation's best creative talent.

Pending City Council approval, staff will undertake the next steps in implementing these recommendations for the advancement of the program.

Authored by:

Reviewed by:

Victoria Mountain, Manager, Culture

Kelly Stahl, Senior Manager, Cultural Services
Jason Tamming, Director, Strategic Communications, Culture & Events

Approved by:

Submitted by:

Michael Davidson, Commissioner,
Corporate Support Services

David Barrick, Chief Administrative Officer

Attachments:

Appendix A - Brampton Arts Walk of Fame Nomination Working Group Terms of Reference