

The Lakehead Orillia Centre for Arts, Culture and Community *

BACKGROUND

The City of Orillia has a vibrant arts community with a variety of long-standing community arts organizations: e.g. the Mariposa Folk Foundation, The Leacock Museum, The Orillia Museum of Art and Heritage, the Orillia District Arts Council, and the Orillia Horticultural Society. The City is home to two highly acclaimed and nationally recognized festivals -- the Mariposa Folk Festival and the Leacock Summer Festival. The community also actively supports many other festivals, such as the Scottish Festival, Jazz & Blues Festival, as well as a wide variety of smaller community arts groups and music ensembles. The area is also known for its high quality of artisans, who take part in the annual Images Studio Tour, one of the longest-running Studio Tours in the province.

There are few places that can boast such a wide range of cultural activities as Orillia. This makes the City unique, and presents exciting opportunities that, to date, have not been fully realized. Most of the arts and cultural organizations and activities in Orillia are led by community volunteers with limited resources. Community and civic leaders have recognized the need for support to ensure the success of these valuable community assets and also realize the benefits of a collective approach to supporting and marketing the community's arts and cultural activities.

Since opening in 2006, Lakehead University's Orillia campus has been working with a variety of these community-based organizations to expand the opportunities for individuals in the community to participate in the arts as students, spectators, patrons and creators. The University has been very involved in the Mariposa Folk Festival and during the past four years has hosted ArtsU—the community arts school that accompanies the Festival. The University has participated in the Leacock Literary Festival, the Leacock Award of Humour, and has supported a variety of activities at the Orillia Museum of Arts and History. In 2011, the University began working with the Couchiching Institute on Public Affairs on a variety of initiatives related to social and cultural development.

Lakehead University-Orillia has been offering summer programming since its inception in 2006, and is now planning to introduce English as a Second Language and transition programs for international students.

With the growth of Lakehead to two locations – Downtown Orillia and University Avenue – there are opportunities to introduce special interest programs for all age groups. With the completion of 271-bed residence and a cafeteria building, short stay residential programming (a weekend, or one or two weeks) is now possible. In the summer of 2012, Lakehead –Orillia will offer summer programming for children.

Through the Lakehead Orillia Centre, the university will expand its continuing education and distributed learning opportunities. The Lakehead Orillia Centre will be ideal for summer programming, especially for extended learning, intensive residencies and specialized training.

The University will further develop these partnerships in keeping with the strategic directions of the University, while supporting community objectives related to quality of life and economic development.

The Lakehead Orillia Centre at Lakehead University will support the City of Orillia’s objective to become known as a destination arts community that will attract visitors from the Greater Toronto Area (GTA) and throughout the province.

PURPOSE & GOALS

Vision:

To be a nationally-recognized centre of learning which, in close collaboration with the communities of Simcoe County, supports the development of the arts and the exploration of the role of arts and culture in supporting the social, cultural and economic development of smaller communities.

Mission:

The Lakehead Orillia Centre will initiate and deliver high quality credit and non-credit programming with a focus on arts, culture and community development.

Goal:

To establish in the Spring of 2013, a centre at Lakehead University-Orillia that will:

- extend programming and educational opportunities at the campus throughout the summer months;

- increase demand for residence accommodation;
- help position the City of Orillia as a destination for learning experiences with a focus on arts, culture and community development.

PROJECT DEVELOPMENT PLAN

| Activity | Timeline |
|---|-------------------|
| Conduct Feasibility Study Kathy Manners (contract) with Steering Committee (including members of the community) | May – August 2012 |
| Hire Program Coordinator | February 2013 |
| Launch Centre | June 2013 |

FOR FURTHER DETAILS, see the following:

- Feasibility Study Executive Summary
- Feasibility Study Recommendations and Conclusions

* Current working title (originally “The Leacock Centre for Arts, Culture and Community) until strategic marketing/branding is developed following first (2013) season.



2012

Executive Summary-Brief

Desired Outcomes

VISION:

To be a nationally recognized centre of lifelong learning for the arts that promotes social and community development.

MISSION:

The Leacock Centre will initiate and deliver high quality credit and non-credit programming with a focus on arts, culture and community.

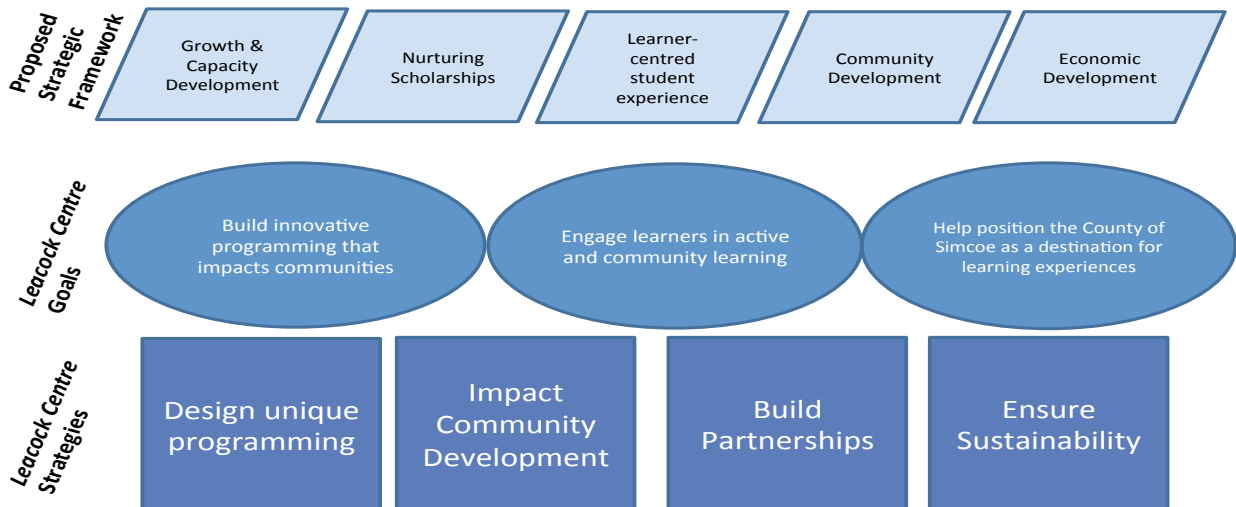
Leacock Centre for Arts, Culture and Community Strategic Alignment 2013-2018

Proposed University Vision: Building and embracing collaborative learning communities.

Proposed University Mission: Lakehead University, as a diverse, comprehensive multi-campus university, nurtures scholarships and fosters inquiry. Lakehead University is dedicated to increasing populations in educational student experience and providing society with independent-thinking graduates who are socially and environmentally aware.

Leacock Center Vision: To be a nationally recognized centre of lifelong learning for the arts that promotes social and community development

Leacock Center Mission: The Leacock Centre will initiate and deliver high quality credit and non-credit programming with a focus on arts, culture and community



Implementation Strategies

Key Strategies:

- ◆ Develop a unique offering.
- ◆ Create community impact approaches.
- ◆ Build partnerships.
- ◆ Secure sustainable resources.

Benefits

For the University

- Increased ancillary and academic revenue streams
- Increased enrollment in programs at Lakehead University Orillia
- New markets for credit and non-credit programming
- Increased employee engagement by offering more teaching opportunities
- Establishment of Lakehead Orillia as a year-round learning centre and community resource
- Utilizes University assets such as the residence in summer
- Unique branding and strategic alignment opportunities around community development and social innovation

For the Communities of Simcoe County

- *Increased arts, culture and community development opportunities in Simcoe County*
- *Establishment of an integrated forum for the development of arts/culture initiatives in Simcoe County*
- *Increased community development capacity*
- *Support for Orillia's vision of a vibrant downtown and nationally-recognized arts and culture destination*
- *Development of both creative economies and educational tourism*

For the Learners

- *Access to innovative lifelong learning opportunities in Simcoe County*
- *Educational tourism opportunities*
- *Alignment of arts, culture and community under one program*
- *Opportunity for place-based conversation and solutions*

Proposed Budget

| ITEM | AMOUNT |
|----------------------------|--|
| Program Coordinator | \$90,000 Full time \$60,000 Part Time |
| Creative Director | \$0 - \$40,000 per season |
| Marketing | \$0- \$50,000 |
| Facility Costs | \$30-\$40/ hour <i>Included in fee for service</i> |
| Faculty Costs | \$0-\$500 <i>Included in fee for service</i> |



Feasibility Study Recommendations

- ◆ Lakehead University Orillia should take a leadership role in proceeding with the Leacock Centre. There is community momentum that should be continued.
- ◆ Lakehead University needs to support the Leacock Centre through its initial development stage (up to 18 months).
- ◆ Lakehead University should immediately develop a board of directors with strong representation from key partners.
- ◆ Investigate social enterprise as a viable funding model that could offer re-investment back into the local community.
- ◆ Build strategic partnerships and alliances, starting with Georgian College.
- ◆ Investigate education tourism as a programming approach.
- ◆ Investigate the concept of having a seasonal creative director who could generate media “buzz.”
- ◆ Set design criteria that capitalizes on the intersection of arts, culture and community.
- ◆ Bundle other offerings within the University under the Leacock Centre (e.g. Humanities 101, summer courses for international students).
- ◆ Create a strong presence for the Leacock Centre in the downtowns of our region, including Barrie.

Strategic Direction

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VISION:

To be a nationally recognized centre of lifelong learning for the arts that promotes social and community development.

MISSION:

The Leacock Centre will initiate and deliver high quality credit and non-credit programming with a focus on arts, culture and community.

GOALS:

1. Help position Simcoe County as a destination for learning experiences.
2. Build programming that impacts communities.
3. Engage learners in active participation.

KEY STRATEGIES:

- Develop a unique offering.
- Create community impact approaches.
- Build partnerships.
- Secure sustainable resources.

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Conclusions:

- ◆ The Leacock Centre for Arts, Culture and Community is welcomed and supported by the community.
- ◆ The Leacock Centre is one of the key recommendations of “Urban Strategies,” the urban planning group hired to develop a downtown revitalization plan for Orillia’s downtown. <http://www.orillia.ca/en/doingbusinessinorillia/dtownwfront.asp>
- The Province of Ontario, through Minister Murray, supports creative economy activities and educational opportunities in downtown locations. The Leacock Centre would need to have a strong urban community classroom component.
- ◆ Customers of the arts do not see municipal boundaries and will go anywhere in the region for interesting offerings.

Conclusions:

- ◆ The arts community is in need of leadership and cooperation.
- ◆ Developing a strong education tourism economy in the County of Simcoe could be a key growth strategy for the region.
- ◆ The present offering of arts learning is crowded and ripe for an innovative approach.
- ◆ Place-based solutions to social concerns is a growing trend. The Leacock Centre could offer progressive conversations and solutions to interested communities.