



Town of
East Gwillimbury



AUTHENTICITY
A DIVISION OF MILLIER DICKINSON BLAIS INC.

Town of East Gwillimbury Cultural Mapping Project

Final Report





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1 Introduction

1.1 Project Purpose and Objectives

The Town of East Gwillimbury initiated this Cultural Mapping Project (CMP) to support the development of an Economic Development Strategy being prepared for the Town by Millier Dickinson Blais. Findings from the CMP will also serve as a foundation for the Town proceeding to develop a municipal cultural plan.

Cultural mapping is a systematic approach to identifying, documenting and analyzing a community's cultural resources. The CMP is intended to provide the Town, its partners and the broader community with an understanding of the rich diversity of cultural resources in the community, and serve as a tool to support economic and broader community development objectives.

Specific objectives of the project include:

- Compiling a cultural asset inventory in the Town that will inform the Town's Economic Development Strategy and enhance the role of culture in the Town's strategic initiatives;
- Engaging with community cultural representatives and stakeholders regarding strategic cultural development needs, and supporting information gathering for the cultural mapping project;
- Compile, code and present data for integration into the Town's GIS system, and work with the Town to develop a Maintenance Plan for the ongoing use and maintenance of this system over time;
- Production of a final report including:
 - An overview of the cultural mapping process;
 - A visual Cultural Map containing the collected cultural data;
 - An analysis of the collected data;
 - A preliminary set of actions to inform future municipal cultural planning efforts emerging from the findings of the cultural map.

A Cultural Mapping Steering Committee consisting of Town staff and community representatives was recruited to support and provide advice and guidance on the project. This group could continue to serve as a resource to the Town as it moves forward to develop a municipal cultural plan.



Town of East Gwillimbury

The Town consists of a number of growing urban areas and villages including Holland Landing, Queensville, Mount Albert, River Drive Park, and Sharon. These urban areas are separated from each other by farms, forests, countryside residences and recreational areas which all add to the overall character of the Town.



1.2 Culture-Led Economic Development

The undertaking of cultural mapping in East Gwillimbury comes at an opportune time. Many communities in Ontario – specifically in suburban and rural Ontario – are undergoing a profound shift in their economic base. It is a shift away from manufacturing, agriculture, and other ‘traditional’ industries as the foundation of many local economies, and toward a creative economy driven by ideas, innovation, knowledge, collaboration and creativity. Communities that can identify and support elements of their creative economies – starting with cultural resources – will be well-positioned to capitalize on the opportunities that this shift produces.

These opportunities relate to the growing number of small and medium-sized creative businesses responding to new consumer demands for original and local place-based products and services in the fields of information technology, graphic design, food, wine, and hospitality - to name a few. Scholars interested in the creative rural economy have also examined the role of artists in culture-led economic development. They have noted that smaller areas can be ‘havens’ for artists because of factors such as natural amenities, arts infrastructure and the cost of living, leading to the attraction of creative talent. Developing a comprehensive understanding of the unique local resources that can support a creative economy is a critical early step in this process.

Successful municipalities will be those that offer an appealing and attractive community, that are diverse and welcoming, that have interesting public spaces, that celebrate public art and urban design, and that understand linking these elements are the magnet to attract people and talent. Culture contributes to the overall attractiveness and vitality of a community, which in turn increases its competitiveness. This connection was confirmed by research completed by the Martin Prosperity Institute at the University of Toronto¹ which found that the overall attractiveness and aesthetic character of a community has a positive and significant effect on community satisfaction. It is one of the most significant factors alongside economic security, good schools, and the capacity for social interaction.

1.3 The East Gwillimbury Economic Development Strategy

The development of this CMP is being completed in conjunction with the Town’s Economic Development Strategy, also being prepared by Millier Dickinson Blais. The concurrent timing of these projects will ensure that the Town’s cultural resources are not only properly understood, but effectively integrated into the Economic Development Strategy so as to

1 Beautiful Places: The Role of Perceived Aesthetic Beauty in Community Satisfaction. Working Paper Series: Martin Prosperity Research. Prepared by: Richard Florida, University of Toronto, Charlotta Mellander, Jönköping International Business School, Kevin Stolarick, University of Toronto March 2009



inform the opportunities and directions that the Town will pursue in the coming years.

The Town is forecasted to grow from an estimated 23,000 people in 2011 to 88,000 people by 2031. Recognizing this, an Economic Development Strategy is seen as a way for East Gwillimbury to ensure that it can build an economy that will foster high-value, knowledge-based employment to service this growing population while also respecting its natural, cultural and rural heritage.

The Economic Development Strategy process began in March of 2011 and will be concluded and a draft submitted to Council before the end of 2011. The Strategy builds upon the recently completed Official Plan. It is being developed with an eye to a number of key factors, not the least of which is the availability of strategic highway-adjacent employment lands in the Town. The process began with a review of the Town's current economic base, including a demographic and socio-economic analysis, as well as an assessment of the existing policy framework. Extensive community consultation has been completed, which has included an online community survey, two key stakeholder focus groups and a visioning session with Town Council.

The process revealed a number of key themes critical to the development of the strategy. As identified in the Official Plan, the Central Growth Area of the Town – comprising about 30% of developable area – will be the destination for much of the Town's 'urban' growth, yet the remaining 70% will be preserved for rural and agricultural use. While many suburban and exurban communities in a similar situation to the Town have chosen to put the *urban* in suburban by developing in an uncoordinated fashion or according to a mixed-density 'new urbanism' model. East Gwillimbury has a unique opportunity to manage its growth in a distinct way that connects its rural character to emerging urban centres. In short, the Town has an opportunity to define a pattern of growth based on the principle of *quality of place*.

This approach suggests that the Town can be successful in attracting the high-value businesses and jobs that it desires by positioning itself not just as a relatively affordable and accessible destination for investment, but as a place that offers the natural and cultural amenities and lifestyle that talented, skilled, diverse and successful *people* want to live in. By focusing first on attracting *people*, the Town will be able to assert a greater degree of management and decision-making power over the type and character of its business growth and development.

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1.4 Current Planning Context

In developing this Cultural Mapping Project for the Town of East Gwillimbury, consideration must also be given to a range of other municipally and regionally-led initiatives, strategies and plans that have bearing on the development of the Town's resources in the coming years. In addition to the Economic Development Strategy that is currently underway, a preliminary review has been given to other documents, trends and projections, including:

- The Town of East Gwillimbury Official Plan (2010)
- Community Parks, Recreation and Cultural Services Master Plan (2009)
- The Town of East Gwillimbury Strategic Plan (2011)

While the Town has also undertaken a number of other studies and planning reports related to employment lands, business retention & expansion, energy & sustainability and workforce planning, most critical for this project are those efforts that present opportunities for the integration of culture and this Cultural Mapping Project into the Town's planning efforts.

Much of the Town's current planning context is shaped by the need to manage the significant forecasted growth for the Town assigned by the Region and established in the *Growth Plan for the Greater Golden Horseshoe*, given force of law by the 2005 *Places to Grow Act*. The Region forecasts the Town to grow to 88,000 people by 2031, from less than 23,000 in 2011, with an accompanying target of over 34,000 jobs.

Town of East Gwillimbury Official Plan

To properly manage this growth, the Town of East Gwillimbury *Official Plan*, adopted in 2010, established the following vision: *“to develop a complete, healthy and sustainable community that will provide opportunities for residents at all life stages to live, work, play and learn.”* This vision was based on four objectives that can be summarized as follows:

- Sustainable community development;
- Cohesive, vibrant and connected urban neighbourhoods sensitive to the Town's cultural heritage;
- To ensure a high quality of life for the present and future residents of the community with respect to security, health, safety, jobs, convenience and general economic welfare;
- A vibrant rural and agricultural countryside, including secondary uses associated with agriculture and tourism.

These objectives suggest both a specific and implicit role for culture in the Town's current planning efforts. While cultural heritage is given particular recognition, the focus on quality of life and sustainable, mixed-use community development also reflects the importance of culture to the Town's growth. The Official Plan requires that the Town of East Gwillimbury



“To develop a complete, healthy and sustainable community that will provide opportunities for residents at all life stages to live, work, play and learn.”

**Town of East Gwillimbury
Official Plan, 2010**



pursue efforts of creating and enhancing an environment that attracts talented people. The Official Plan includes policies that factor in considerations of attractive village core downtowns and gathering spaces, parks, cultural facilities and natural heritage, as well as the pedestrian experience. These policies enhance the quality of life by promoting a mix of uses and providing opportunities within the Town to live, work, play and learn.

In the Official Plan, which builds upon the Town's Strategic Plan of 2005, the “triple bottom line” approach to sustainability is focused equally on environmental, economic and social sustainability and vitality. While many leading planners and organizations² increasingly view culture as a stand-alone ‘fourth pillar’ of sustainability, the view of sustainability in the Official Plan nevertheless directly includes culture. The ‘social sustainability’ pillar has as its first objective to “Ensure the Town’s cultural features and rich heritage are preserved for future generations”. The Cultural Mapping Project is an important and significant step to achieving this objective.

Community Parks, Recreation and Culture Strategic Master Plan

The integration of culture with quality of life, sustainability and community vitality is also seen through the Town’s development of its *Community Parks, Recreation and Culture Strategic Master Plan*, completed in 2009. The Master Plan is designed to “assist...in determining needs and priorities related to services and facilities encompassing the parks, recreation and cultural demands of East Gwillimbury”. For purposes of the Master Plan culture is defined as “local arts, cultural and heritage resources including, but not limited to, music, theatre, dance, visual arts and literature.”³ Though the Plan is largely focused on the facilities needed to house sports, recreation and other community uses, it also recognizes the important and complementary role of culture in noting the following:

“To receive the benefits that a vibrant arts and cultural community brings, the Town should work with such groups wherever possible to maximize their internal capacity through a community development approach. Many needs of the arts and culture sector can be addressed by designing multi-purpose spaces within facilities that consider the needs of these groups⁴.”

From a facilities standpoint, the Master Plan notes:

“Many needs of the arts and culture sector can be addressed by designing multi-purpose spaces within facilities that consider the needs of these groups. Furthermore, the provision of outdoor civic space provides an opportunity to blend arts and culture with natural and urban surroundings for the enjoyment of all citizens¹.”

² These include the Creative City Network of Canada and Municipal Cultural Planning Ontario: see <http://www.ontariomcp.ca/library/reference-materials/culture%3A-fourth-pillar-sustainability>.

³ *Community Parks, Recreation and Culture Strategic Master Plan*, page 3

⁴ *Ibid.* page iii.



At present, greater attention is given to parks and recreation needs in terms of facilities and services. It is anticipated that the findings of the CMP and the Municipal Cultural Plan will both inform and influence future modifications to the Master Plan.

2 A Short History of East Gwillimbury

The following is a brief synopsis of some key themes in East Gwillimbury's early history. This is based on the account entitled *East Gwillimbury in the Nineteenth Century* written in 1967 by Gladys Rolling, a former mayor, Town and Regional records, as well as the wealth of information provided by Nancy Eves, the Town's Historical Archivist/Heritage Advisor.

Pre-European Settlement info

The first known inhabitants of York Region were members of the Mississauga, Huron, Iroquois and Algonquin First Nations. Their settlements, hunting grounds and long portage routes linking the lower (Ontario) and upper lakes (Simcoe), along the Schomberg, Black Rivers, Holland, Humber and Don Rivers provide the beginnings of the Region's rich cultural heritage.

The Archaeological Master Plan conducted in 1988 concluded that the first inhabitants would typically settle along rivers and streams, in East Gwillimbury's case there was evidence to suggest that communities were situated along the Simcoe Lowlands. These lands were ideal locations for hunting, moving and defending.

The Toronto Carrying-Place Trail, also known as the Humber Portage/Toronto Passage, was a significant Aboriginal route that passed through East Gwillimbury. The portage route linked Lake Ontario with Lake Simcoe, from Toronto the trail ran up the eastern bank of the Humber River before switching over to the Oak Ridges Moraine towards the western branch of the Holland River which was then followed to Lake Simcoe.

When the French and English settler arrived, the First Nations and settlers began using the trail as a trading route, which was later replaced by Yonge Street as settlers began to settle permanently, establishing Lake Simcoe as an important trading post and with it the beginning of a new history.

Early European Settlement

The Town of East Gwillimbury has attracted human habitation from the time of man's first entrance into Ontario. It is believed that aboriginal hunting bands first arrived in the area approximately 11,000 years ago. Originally a First Nations hunting, gathering and foraging society, the Town evolved into an agricultural based economy



The Town of East Gwillimbury, formerly a Township, was established in 1850. It was named by the first Lieutenant-Governor of Upper Canada, John Graves Simcoe, in honour of his wife, Elizabeth Gwillim and her family.

The community has a rich history. Yonge Street, which runs through the west portion of the Town, was constructed under the orders of John Graves Simcoe in 1796 as a means of communication and transportation. The original survey ran from Eglinton Avenue in Toronto to just north of Doane Road in Holland Landing. Shortly before being opened, one hundred and eleven lots were laid out on either side of the road. In 1800, both East Gwillimbury and North Gwillimbury, which is now part of Georgina, were surveyed. When the survey was completed, patentees soon applied for land grants which in many cases were given free of charge. It is evident that Simcoe's decision to build a road to Holland's Landing, now known as Holland Landing, was a decisive factor in the early development of East Gwillimbury. Many of the first settlers to the area were United Empire Loyalists, British subjects fleeing the eastern portion of the United States after the American Revolution. The next wave of immigrants were mainly Quakers who came from Connecticut, Vermont and New York states, crossing into Upper Canada at the Niagara River, Albany or Kingston.

A number of communities developed in East Gwillimbury over the years. As river transportation grew in importance, the village of Holland Landing grew from a saw mill and small store in the early 1800s to a community with numerous hotels, churches, schools, shops, tanneries, breweries, a foundry, various mills and a railway station. In the early 1900s construction also began on Holland's River Canal, now referred to as Mulock's Madness or the canal that never was.

The village of Hope, now known as Sharon, was established five kilometres east of Holland Landing. It started as a rural community with farms along the entire stretch of Leslie Street from Green Lane to Mt. Albert Road. Many of the early settlers were Quakers who worshipped in the Quaker Meeting House (1807). This meeting house later became a school house. A number of other religious buildings were also erected along Leslie Street, including the Children of Peace First Meeting House (1818), the Sharon Temple (1825-1832), the David Willson Study (1827), and the Second Meeting House. Today, all that remains of the era are the Temple, the Study, a few early frame and brick homes, the general store and the Temperance Hall.

The next village further north is Queensville. Local residents, mostly farmers, referred to this settlement as 'The Four Corners' as there was only a shop or two and a school at the crossroads. When the village began to develop in the late 1840s, the main street was laid out as a plan of subdivision, the first in East Gwillimbury. Over time there were a number of churches, hotels, blacksmiths, general stores, a wooden ware and pump factory, a shingle factory, grist mill, a carriage maker, tinsmith maker, undertaker and harness makers.

In the north is the village of Ravenshoe, first known as the English Settlement. It once contained an inn, general stores, a post office, a Methodist Church and numerous blacksmiths. It is believed that Ravenshoe is situated along a road that was a native trail leading from Sutton to the Upper Canoe Landing on the east branch of the Holland River.



The rural town of Holt, once called Eastville, once contained a Free Methodist Church, school, general store, post office, inn and gas pump. In the early days there was a road leading from Sharon to Holt, however it was only passable during the winter and dry days of summer due to extensive marsh.

The community of Franklin contained a number of mills, which were powered by the waters of the creek running west of the village. The river was also dammed to form a mill pond. Today, Franklin is a small hamlet with only a few of the original homes. However, since 1910, the Franklin Fishing Club has made good use of the old mill pond by stocking it with prize winning fish.

The community of Brownhill developed as a railway town along the Lake Simcoe Junction Railway. At one time, it contained several general stores, a post office, a brick clad hotel, a Free Methodist Church, a school, a saw mill and a railway station. All that remains now is the hotel, now a private residence, and the old school in the village park.

Mount Albert is a village with charm and character. In the early 1850s, the first stores were built along Centre Street. In the late 1850s, a number of mills were established along Mill Street and Water Street. As more financial stimulus was generated in the village, numerous fine brick homes were built along Main Street, Alice Street and Mount Albert Road. At one time, the village also contained two railway stations. Today Mount Albert retains its village atmosphere with small shops, restaurants, a village pub, community and neighbourhood parks, two community centres, a library, churches and the local Legion facility.

A number of specific stories from later periods in the Town's history form part of the mapping of community stories described later in this report. The Town, Town's Heritage Advisory Committee and the East Gwillimbury Historical Society have and continue to conduct research and compile information and artefacts to document the community's history. Unfortunately, the community currently lacks archives for the proper storage of these records.

Note: The Town of East Gwillimbury is rich in archaeologically significant sites. The Town completed an archaeological master plan in 1986 and is currently supporting the Region in the preparation of a Regional Archaeological Master Plan. This ongoing work will inform the Town's Cultural Plan.



3 Defining Cultural Mapping

3.1 Definitions

The past several years in Ontario have seen a move toward greater consistency in definitions and methodologies in cultural mapping⁵. The following definition for cultural mapping has been endorsed.

Cultural mapping is a systematic approach to identifying, recording and classifying a community's cultural resources. It involves a process of collecting, analyzing and synthesizing information in order to describe and visualize the cultural resources in terms of issues such as links to other civic resources (e.g. transportation, green infrastructure, public gathering spaces), patterns of usage, and unique character and identity of a given community.

There are two kinds of cultural resources that are the focus of cultural mapping.

- **Tangible Cultural Assets** – Identifying and recording tangible cultural resources such as cultural organizations, spaces and facilities, festivals and events, among others;
- **Intangible Cultural Assets** – Exploring and recording intangible cultural assets - the unique stories and traditions of a community.

Together tangible and intangible cultural assets fuel cultural vitality and contribute to defining the unique cultural identity and sense of place of a community. Mapping local cultural assets and stories are tools to help recognize aspects of local culture and identity that often go unnoticed. One of Marshall McLuhan's lesser-known quotes is, "I don't know who invented water but it wasn't a fish." When we live and breathe in an environment, it's difficult to stand back and describe its special character. Mapping both tangible and intangible cultural assets are important tools for helping us identify and articulate these unique characteristics.

*"I don't know who
invented water but it
wasn't a fish"*

Marshall McLuhan

3.2 Uses of Cultural Mapping

The current CMP in East Gwillimbury must be seen as the beginning not the end of cultural mapping efforts in the Town. The project will establish a solid baseline of cultural resource data that will provide a benchmark against which to assess

⁵ Municipal Cultural Planning Inc. (2010), Cultural Resource Mapping: A Guide for Municipalities. <http://www.ontariomcp.ca/library>



future growth and change. The goal is also to build a solid foundation, based on a consistent set of categories and cultural mapping methodology (described below) upon which to broaden and deepen information on cultural assets in East Gwillimbury. In considering further development and uses of mapping, the following three broad categories of mapping uses or applications can be identified.

i. Cultural Mapping as Planning Tool

Identifying and mapping cultural assets strengthens the base of information with which to inform future planning and decision-making by the Town across a wide range of issues. For example:

- **Land use planning** – Mapping can inform zoning decisions; planning for natural and cultural heritage conservation (including Heritage Conservation Districts, cultural landscapes, etc.); downtown redevelopment; and planning for public art and public realm improvements, among others.
- **Economic planning** – Mapping can help identify strengths in creative cultural industries and occupations and help track change (i.e., growth or decline) of these industries or occupations over time to inform economic development strategies.
- **Social service planning** – Mapping can identify gaps in cultural programs and facilities in different parts of the municipality helping to inform future facility and program planning.

ii. Raising Awareness and Increasing Access to Cultural Assets

Cultural mapping helps build consolidated databases of assets that in turn can be used to support marketing and promotion to increase awareness of local cultural resources. Some municipalities have developed vehicles such as cultural website portals and interactive maps to promote local awareness and participation as well as supporting local cultural tourism and marketing efforts.

iii. Connecting the Cultural Sector

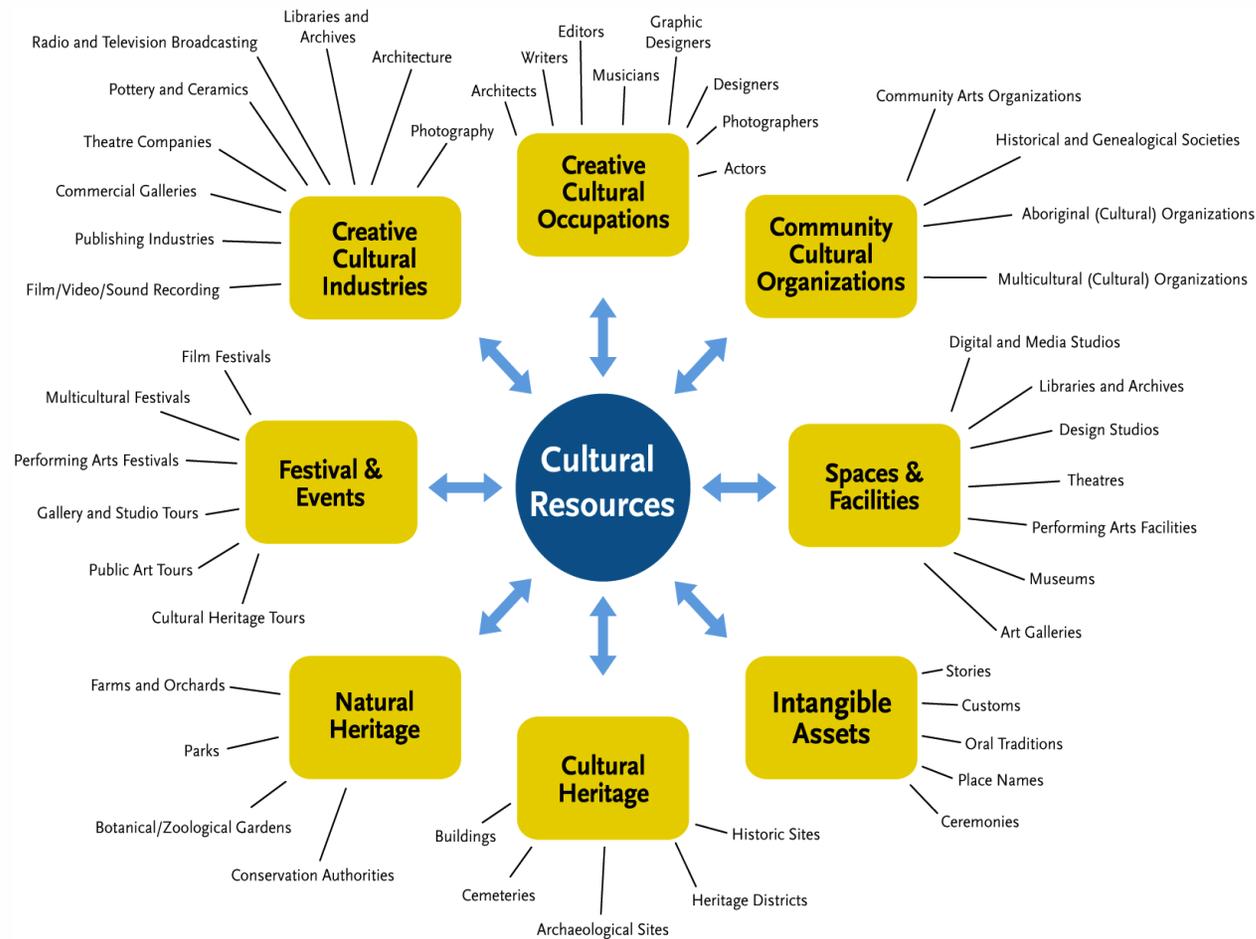
The cultural sector in most communities including East Gwillimbury tends to be fragmented with insufficient communication and collaboration occurring across different types of local cultural group and activities (e.g., arts groups, heritage groups, libraries, commercial cultural businesses or enterprises). Building a base of information on cultural resources helps these groups better connect with one another and support stronger networking and collaboration.



3.3 Cultural Resource Framework

Cultural Resource Mapping: A Guide for Municipalities sets out the following categories of cultural assets called the Cultural Resource Framework (CRF) illustrated in Figure 1.

FIGURE 1: CULTURAL RESOURCE FRAMEWORK





A major source of the definition of cultural resources in the CRF is Statistics Canada's *Canadian Framework for Cultural Statistics*⁶. Other assets are determined by categories of natural and cultural heritage resources defined by the Ontario Heritage Act and Ontario Planning Act.

While the CRF is intended to provide a consistent foundation for municipalities in undertaking cultural mapping, it is not meant to be definitive or restrictive. Each community must interpret the CRF in its own particular context. As explained in greater detail below, the East Gwillimbury CMP early on decided to include a certain range of leisure and recreational resources or assets which it was felt were important to acknowledge in terms of community perceptions and understanding of culture in the community.

⁶ <http://www.statcan.gc.ca/pub/81-595-m/81-595-m2004021-eng.pdf>



4 Cultural Mapping Methodology

4.1 Sources of Data

The initial source of cultural mapping data in East Gwillimbury was drawn from *infoCanada* that consolidates information from Statistics Canada and local Yellow Pages. In larger communities, *infoCanada* can provide upwards of 75-80% of cultural resource inventories/databases. However, in smaller communities such as East Gwillimbury it produces less data and the process must rely to a much greater degree of local data sources and community input.

In the East Gwillimbury CMP, additional data was gratefully received from a range of staff across several departments.

- **IT/GIS Services** – Databases of churches, historical plaques, parks and trails.
- **Development Services Department** – Provided *A Comprehensive List of Heritage and Historically Significant Properties* prepared by Heritage East Gwillimbury in October 2006 (currently being updated) and a list of cemeteries, memorial plaques and heritage trees in the town.
- **Economic Development** – Listings of community events, in addition to a range of sports and leisure resources and activities,
- **CMP Steering** - Individual members of the Steering Committee helped identify a range of assets, in particular smaller community-based arts and heritage organizations.
- **Community Workshop** – The workshop identified more than 40 new cultural resources not captured to that point in the mapping process.
- **Google Searches** – Finally, the consultants identified additional cultural resources through Google searches.

4.2 Data Review and Geocoding

Data was reviewed by the consultants to identify duplicate records, ensure all assets were correctly classified by category, and to fill in any key missing information such as street addresses (necessary to geocoding data).

The consultants can complete an initial review of the data, but there is no substitute for 'local eyes' and community knowledge to complete a second round of data review. Data was then reviewed by Town staff to identify assets or organizations that might no longer exist, to reassign assets that had been identified incorrectly (due to lack of knowledge of the asset) and to add additional assets that had not been identified from previous sources.

Once the data had been reviewed, it was all geocoded (i.e., assigned latitude and longitude points) and a series of maps



were produced, one for each category of asset and one aggregate map for all categories. These maps inform the next section of this report on findings from the CMP. At the conclusion of the project, geocoding enables all data to be imported into the Town’s GIS system and become a permanent ‘layer’ of planning information. Recommendations related to maintaining and further developing the Town cultural mapping data over time is set out in Chapter 9.

The format of the final consolidated data is illustrated in Figure 2.

FIGURE 2: DATA FORMATTING

Community Cultural Organizations

Name	Phone	Website	Street	Town	Postal Code	Geo Lat	Geo Long
Arts Instruction							
East Gwillimbury Quilt Guild	n/a	www.gwillimburyquiltguild.com	20453 Leslie Street	Queensville	L0G 1R0	44.12	-79.43
Fuego Flamenco Spanish Dancers	(905) 478-8512	n/a	19 Jessie Cres	Sharon	L0G 1V0	44.09787	-79.435021
Queensville Music Studio	(905) 478-4725	n/a	20258 Leslie St	Queensville	L0G 1R0	44.13244	-79.448933
Arts Organizations							
East Gwillimbury Group of Artists	n/a	n/a	19513 Yonge Street	Holland Landing	L9N1H9	44.12	-79.43
Friends of the East Gwillimbury Library	(905) 473-1056	www.egpl.ca	19513 Yonge Street	Holland Landing	L9N1H9	44.11667	-79.505101
Society of York Region Artists	n/a	www.soyra.ca/	56 Victoria St	Aurora	L4G 6S9	44.00648	-79.450396
Heritage Organizations							
East Gwillimbury Historical Society	(905) 478-2149	www.eastgwillimbury.ca	20893 Woodbine ave	Queensville	L0G 1R0	44.1534	-79.42836
The Sharon Temple Museum Society	(905) 478-2389	www.sharontemple.ca	18974 Leslie St	Sharon	L0G 1V0	44.10192	-79.441147



5 East Gwillimbury's Cultural Resources

5.1 Overview of Findings

FIGURE 3: SUMMARY MAPPING FINDINGS

Category	
Cultural Heritage	320
Natural Heritage	31
Sports and Leisure	33
Festivals and Events	35
Creative Cultural Industries	23
Community Organizations	19
Spaces and Facilities	18
Total	479

As noted earlier, the CMP marks the beginning not the end of cultural mapping efforts and activity in East Gwillimbury. What the project has done is to establish a solid baseline of data captured in a consistent set of categories that can be broadened and deepened over time.

An important point must be made here about one category of cultural asset in the community that has not been addressed by this initial phase of baseline mapping – the individual artists and creators, cultural managers, technicians and others working in various facets of the cultural field in East Gwillimbury. It is the imagination and dedication of people working in the field – in full-time, part-time or volunteer capacities – that breathe life and vitality into the cultural life of East Gwillimbury. Identifying individuals in any mapping process must be approached with caution given privacy considerations. However, some municipalities, such as the City of Greater Sudbury, have extended tangible asset mapping to include individual artists and other professionals in a public mapping portal drawing on information already in

“The history of each community to me defines the Town.”

Community Survey Respondent



the public domain through agencies such as the Sudbury Arts Council.⁷

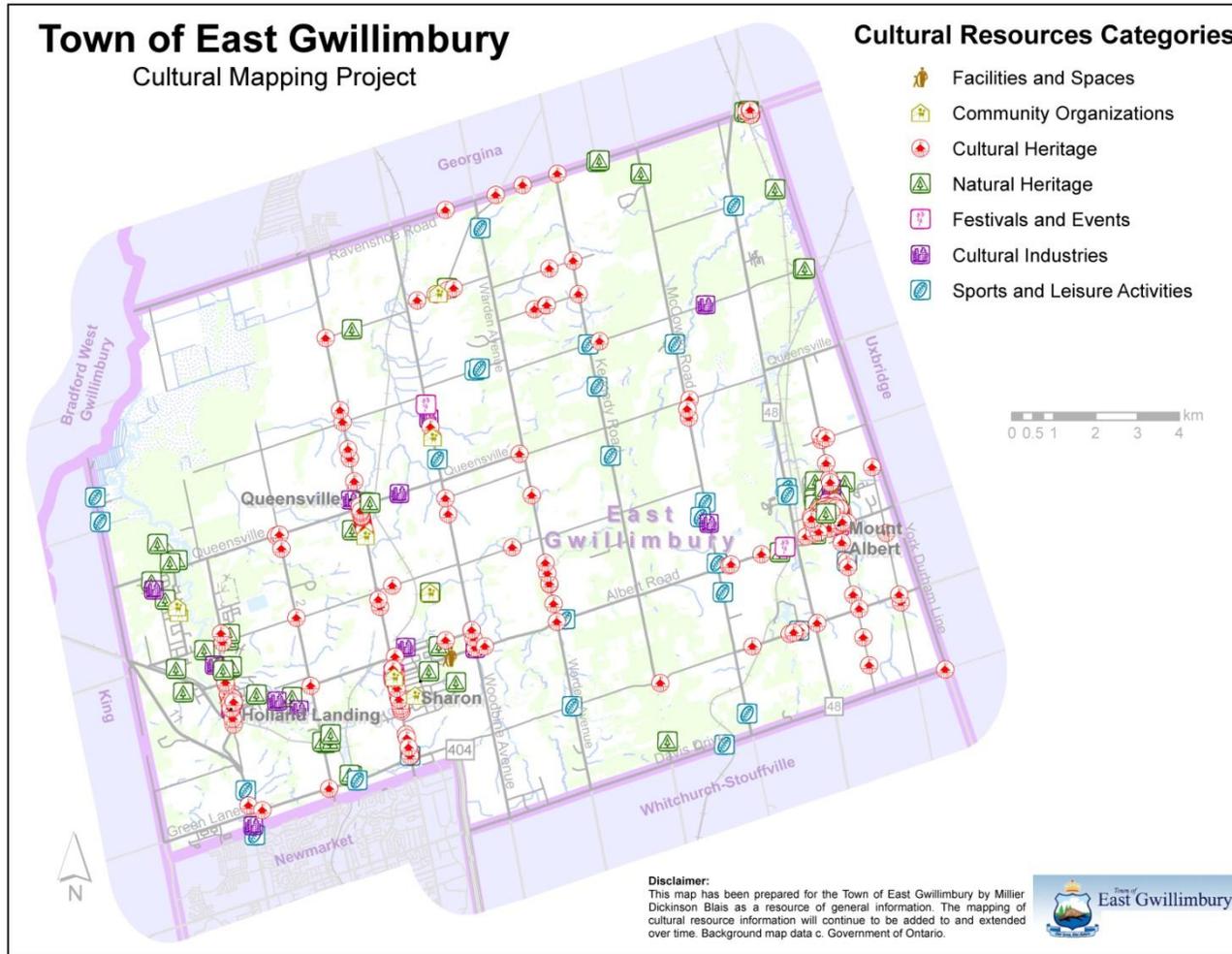
The chart on the previous page summarizes the total number of assets identified in each asset category. An aggregate map illustrating all assets is found on the following page. In the next section of the report, each category of cultural resources is assessed individually, with total numbers of assets and accompanying maps.

The next section of the report also provides an overview of findings and analysis for each of the major cultural resource categories. For each asset category, an initial series of potential actions are identified with two objectives in mind: to identify a preliminary set of actions to inform municipal cultural planning (in advance of the launch of a full municipal cultural plan) as identified in the project objectives; and to propose actions that can potentially inform the Economic Development Strategy.

⁷ http://www.ylm.ca/ylm/ylm_home.aspx?f=sudburycultural&l=1



FIGURE 4: AGGREGATE MAP OF CULTURAL RESOURCES



Category	Amount
Advertising	4
Antique Stores	2
Archives	1
Artist Studios	1
Artists or Artisan Tours and Events	3
Arts Instruction	3
Arts Organizations	4
Author Festivals	2
Book Fairs	1
Built Heritage Properties	251
Campground/Cottage/RV Park	3
Cemeteries	1
Churches	11
Cinemas	2
Community Centres	8
Conservation Areas	1
County Fairs	1
Craft Shows & Festivals	1
Design Services	5
Equestrian Centre or Horse Riding	22
Farmers Market	8
Film & Video Production	1
Film Festivals	1
Food & Wine Tours	1
Golf Course or Club	5
Heritage Organizations	3
Historic & Heritage Sites	1
Historical Plaques	56
Libraries	2
Local Parks	17
Marine Activity	3
Museums	1
Music Festivals	4
Natural and Cultural Heritage Tours a	1
Newspaper & Periodical Publishers	2
Other Community Organizations	6
Other Festivals & Events	7
Other Natural Heritage	1
Photography	1
Printing	1
Restaurants with Live Music	5
Seasonal Celebrations	4
Sound Recording	1
Sporting Event	1
Theatre Companies	1
Trails	11



5.2 Cultural Resources by Categories

5.2.1 Cultural Heritage

Findings:

Heritage Properties – East Gwillimbury has a long and rich history that is reflected in a significant stock of cultural heritage properties. A primary source of information was a report completed by the Heritage East Gwillimbury Committee in 2006 entitled *The Comprehensive Listing of Heritage and Historically Significant Properties*. A new heritage listing is being brought forward to council for approval shortly that will be incorporated into the mapping database that will increase the number of cultural assets cited in the current report. Additional data will be added on an ongoing basis in future.

Drawing on the 2006 document, a total of 251 properties are listed categorized by location as follows.

- Rural properties – 68
- Holland Landing – 19
- Mount Albert – 95
- Queensville – 29
- Sharon – 40

The significant number of cultural heritage properties have been identified in rural parts of the town reflects the agricultural heritage of the community. However, these rural heritage properties also greatly enhance the visual appeal of rural landscapes. Among the villages, the highest concentration of heritage properties is found in Mount Albert. The substantial numbers of heritage properties in communities across the town are a major asset contributing to the character, identity and quality of place of these communities.

To date, eight properties have been designated under the Ontario Heritage Act⁸ and two have been provincially designated.

- Sharon Burying Ground, Leslie Street
- West/Ellis House and Barn, 20372 2nd Concession
- C. Waddell House, 21145 Leslie Street
- Queensville Radial Line Station, 1701 Queensville Sideroad

“Heritage buildings contribute to the quality of life and prosperity in East Gwillimbury.”

**Community Survey
Respondent**

⁸ A draft revised list of significant heritage properties has been prepared and is scheduled for community consultation in 2012. The revised list will be integrated into the cultural mapping data set once endorsed by Town Council.



- Cule House, 5716 Mount Albert Road
- Wesleyan Methodist Pioneer Cemetery, 19015 Centre Street
- Joe Kelley Swing Bridge, Green Lane
- Eden Mills Estates Inc., 18474 Yonge Street/18401 Bathurst Street
- Sharon Temple, Sharon (provincially designated)
- Temperance Hall, Sharon (provincially designated)

The Town's Archaeological Master Plan illustrates the archaeological evidence that has been found in East Gwillimbury. The Simcoe lowlands and the interior uplands of East Gwillimbury were noted to be the location of prehistoric hunters and later aboriginal tribes. As the first settlers of East Gwillimbury they are an important asset that contributes to the historical significance of the community. The Archaeological Plan has set out for the protection of two sites; site BaGu1 and BaGu5 both of which are located in the lowlands.

Other Cultural Heritage Resources – Other resources included in this category include *cemeteries (14)*, *heritage churches (12)*, *historical sites* (the Sharon Temple National Historic Site and Museum), and *historical plaques (56)*.

Initial Actions:

The Town has retained a Historical Archivist/ Heritage Advisor to support its work in advancing a cultural heritage agenda. The East Gwillimbury Heritage Committee has not been active for several years and an immediate priority of the Town is the re-establishment of this committee (see below).

Section 6: Protecting Our Heritage in the *East Gwillimbury Official Plan* establishes a strong series of policies to support the preservation of the Town's cultural heritage resources – individual properties, heritage conservation districts, cultural landscapes, archaeological resources, among others. These policies will be critically important to ensure that resources are not sacrificed or lost as the town grows and the population expands significantly over the next several decades. However, the existence of policies will not be effective in achieving the Town's goals in heritage conservation without adequate staff support to implement them.

Three actions already being discussed by the Town include the following.

- **Updating the Heritage List** – The Town is already in the process of updating the list prepared in 2006 and will continue to update this list on an ongoing basis.
- **Heritage Conservation Districts** – Given the significant stock of heritage properties across the community, the Town will be undertaking one or more Heritage Conservation District studies. The first study is likely to focus on Sharon with additional studies in other communities to be considered in the years ahead. The designation of Heritage

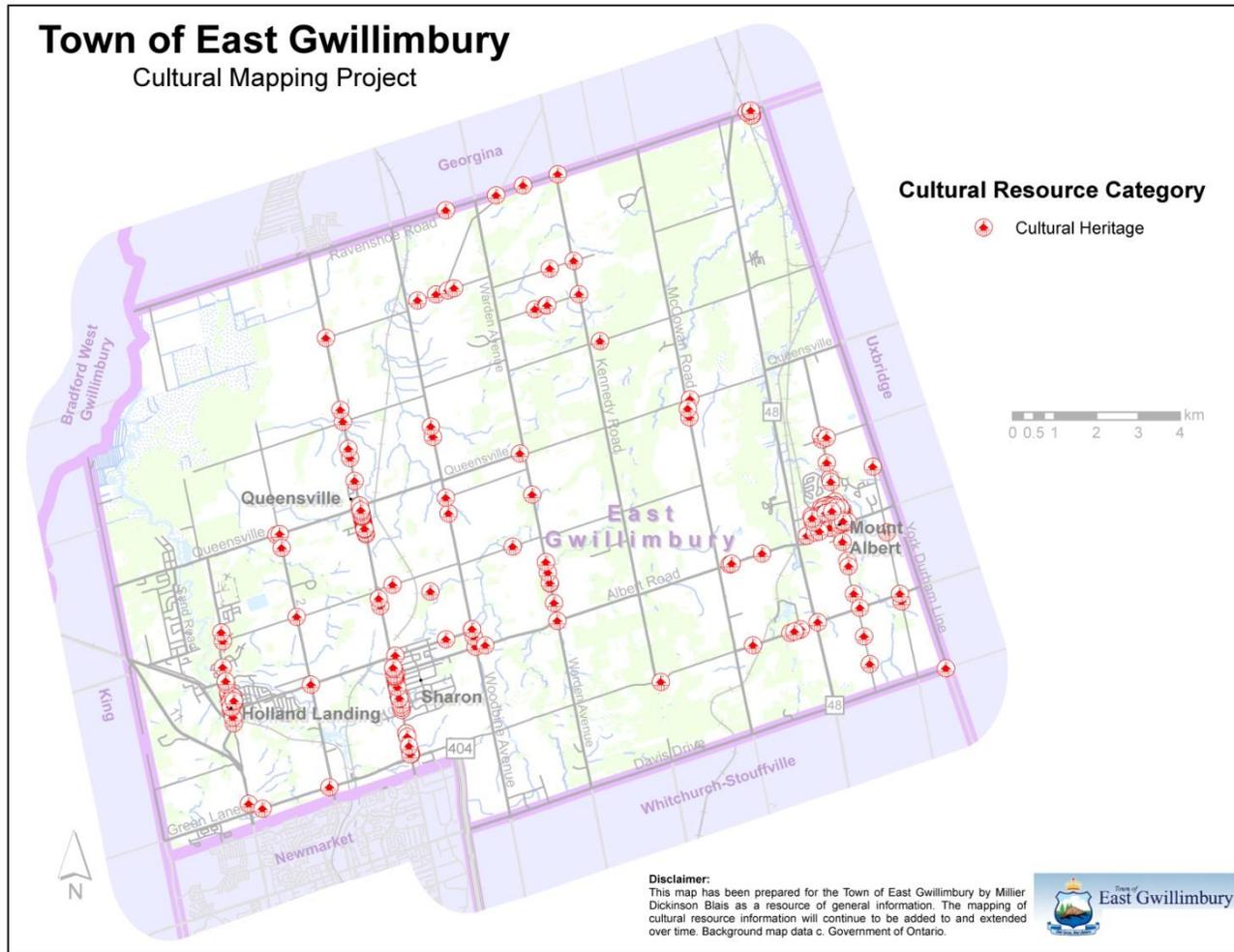


Conservation Districts can be a powerful means of protecting and enhancing the small village character and quality of place that was identified as a priority throughout the community engagement process. This same quality of place will be a major asset in attracting people and investment as the community grows.

- ***Heritage East Gwillimbury Committee*** - In moving to reinstate the Committee, a priority must be to recruit committee members with solid professional expertise in heritage conservation. While the primary focus of municipal heritage advisory committees in many municipalities remains preservation of built heritage, the current Ontario Heritage Act does define a broader potential committee mandate. This can include a larger and more integrated vision of cultural heritage resources (including collections, intangible heritage resources and community stories). Some committees have taken on broader roles in heritage promotion and public programming (such as heritage walking tours) that could be of particular interest to new residents.



FIGURE 5: CULTURAL HERITAGE RESOURCES



Sharon Temple



Kelley Swing Bridge



5.2.2 Natural Heritage

Findings:

One of the strongest messages to emerge from the community consultation process was the importance of the preservation and careful stewardship of the Town's natural heritage and rural areas. In both the Community Survey and Community Workshop, people spoke of the importance of the natural environment and rural landscapes distinguishing East Gwillimbury from surrounding municipalities where development has encroached on or affected these natural assets.

It is important to note that the Cultural Resource Framework does not pretend to include an exhaustive list of natural heritage resources. The primary focus is on those natural heritage assets that offer opportunities for community access and cultural or recreational use. In this context, a total of 35 natural heritage resources were identified under the following categories *conservation areas (1)*, *local parks (17)*, *trails (11)* and other unique natural heritage assets falling outside the aforementioned categories.

One of the Town's greatest assets is its community park network. With over 174 hectares (430 acres) of parks in locations across the town, these assets create an opportunity to connect these greenspaces by way of trails and pathways. The trails network represents a strong natural, cultural and recreational asset and has the potential to link East Gwillimbury's communities creating a unique natural experience for residents and visitors. Indeed, these natural assets and recreational opportunities have significant potential for East Gwillimbury to drive an increase in eco-tourism.

Initial Actions:

- **Expansion of parks and trails network** – The new development plan set out in the *East Gwillimbury Official Plan* makes provision for the expansion of parks and trails. A draft *Trails Master Plan*⁹ has been prepared further signalling the Town's commitment to expanding these valuable and distinguishing assets.
- **Addition of public art to parks** – Both the *Community Parks, Recreation and Cultural Strategic Master Plan* and the *Official Plan* call for the development of a public art policy and program. The inclusion of public art to add a *cultural* dimension to Town parks (as well as other public spaces) could enrich the appearance and appeal of these spaces and signal an integrated vision of quality of place connecting nature and culture of one of the defining characteristics of 'a new kind of rural.'



Anchor Park provides a balance of recreational activity and historical pieces among the natural heritage of the park.

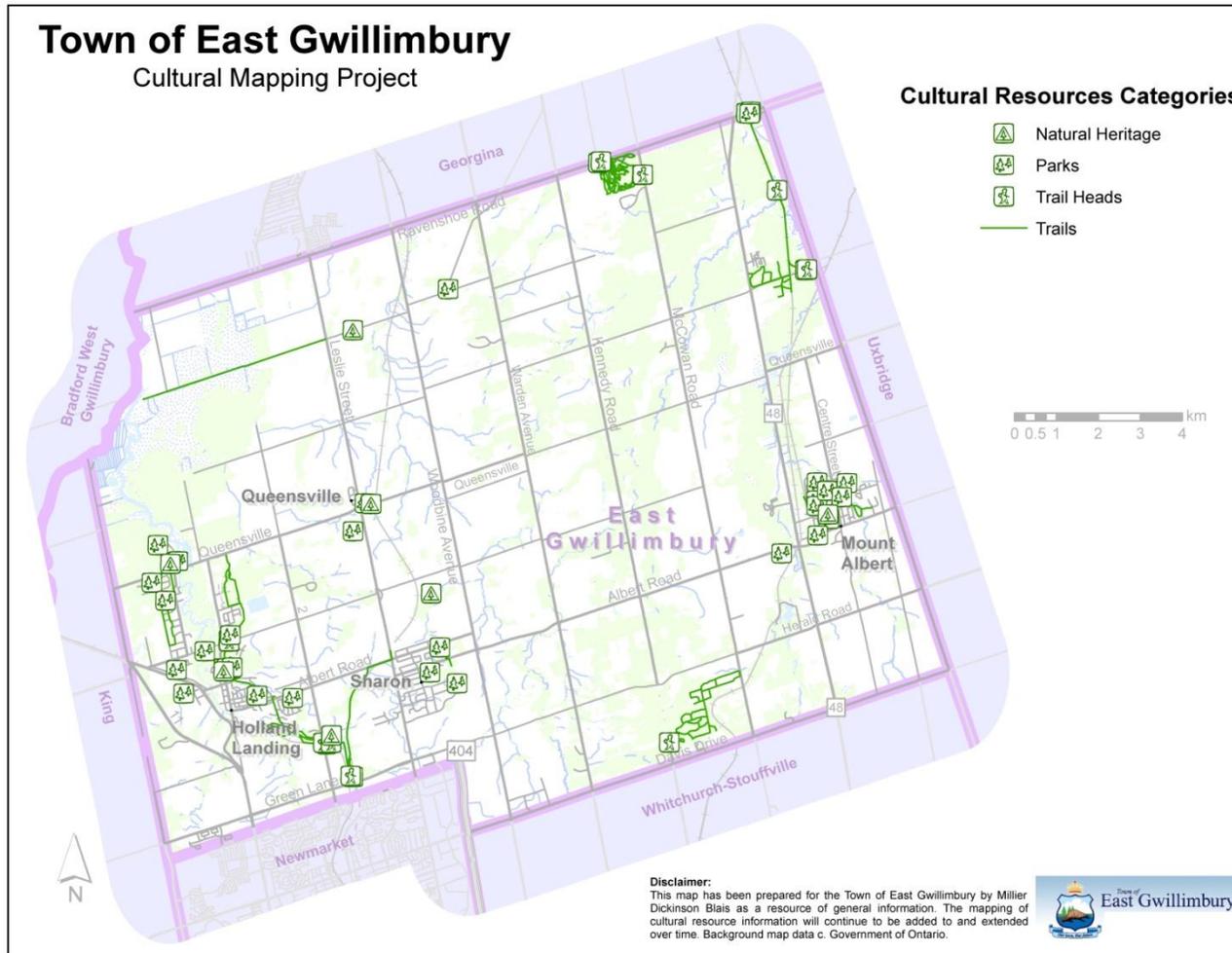
“The ability to walk around nature “naturally” is not found in every town, but to have that ability in here is what makes us different from others.”

Community Survey Respondent

⁹ http://www.eastgwillimbury.ca/Parks___Leisure/Active_Transportation___Trails_Master_Plan.htm



FIGURE 6: NATURAL HERITAGE RESOURCES



Category	Location
Conservation Areas	
Rogers Reservoir Conservation Area	Holland Landing
Local Parks	
Anchor Park	Holland Landing
Brenner Park	Sharon
Brownhill Park	East Gwillimbury
Emily Park	East Gwillimbury
French Park	River Drive
Gristmill Park	Holland Landing
Harvest Hills Park	Holland Landing
King Street Park	Mount Albert
Lions Park	Mount Albert
Mainprize Park	Mount Albert
Milne Park	Queensville
Mount Albert Community Park	Mount Albert
Parkway Park	River Drive
Samuel Lount Park	Holland Landing
Shannon Park	Mount Albert
Sharon Hills Park	Sharon
Stonehill Park	Holland Landing
Vivian Creek Park	Mount Albert
Other Natural Heritage	
Millennium Garden	Mount Albert
Trails	
Bendor-Graves	East Gwillimbury
Boag Road Trail	East Gwillimbury
Brown Hill Regional Tract	East Gwillimbury
Haunted Halloween Walk	East Gwillimbury
Holland River Trail	Holland Landing
Metropolitan Radial Line	East Gwillimbury
Nokiidaa Trail	East Gwillimbury
Simcoe Trail North	Holland Landing
Simcoe Trail South	Holland Landing
Sutton-Zephyr Rail Trail	East Gwillimbury
Vivan Creek Trail	Mount Albert



5.2.3 Sports and Leisure

Findings:

At the outset of the CMP, it was decided that a limited number of sports and leisure assets be included in the project despite falling outside the formal CRF. In part this decision was a reflection of input from both municipal staff and the CMP Steering Committee. It was also influenced by themes emerging in the Economic Development Strategy including a vision of a unique quality of place that included *strong outdoor recreational and leisure activities*. The result was the inclusion of four categories of sports and leisure assets: *campgrounds (3), equestrian facilities or activities (22), golf courses or clubs (5) and marine activities (3)*.

The significant number of equestrian centres in East Gwillimbury represent a strong and distinguishing asset that contribute to the vision of ‘a new kind of rural’ carrying with them certain ‘cache’ for potential new residents. Combined with the assets identified cross other categories of sports and leisure activity, East Gwillimbury offers a solid range of outdoor recreational offerings. While captured under Natural Heritage Resources, East Gwillimbury’s strong (and expanding) network of trails constitute another important dimension of the town’s sports and leisure activities.

Initial Actions:

A wide range of recommendations and actions related to the further development of sports and leisure activities and opportunities in the town are set out in the *Community Parks, Recreation and Cultural Strategic Master Plan* and *Trails Master Plan*.



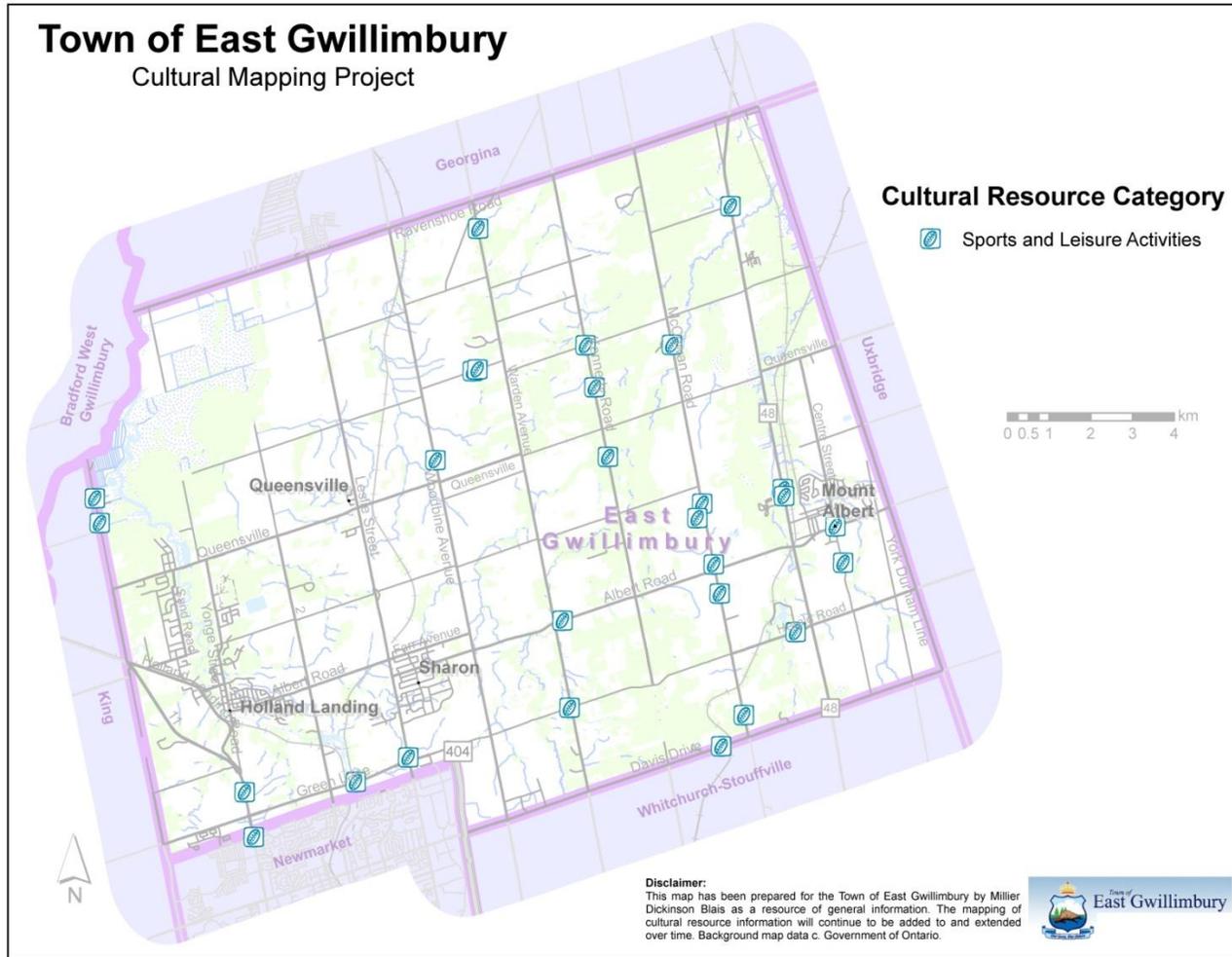
Equestrian facilities have been prominent in the life of East Gwillimbury, together they and their horses have been providing recreational and leisure activities to anyone that visits.

“One of the most important tangible cultural resources to me would have to be the recreational opportunities that exist in our trails, facilities and open spaces.”

Community Survey
Respondent



FIGURE 7: SPORTS AND LEISURE ACTIVITIES



Category	Location
Campground/Cottage/RV Park	
Bare Oaks Family Naturist Park	Sharon
Ponderosa Campground	Mount Albert
Valhos Trailer Park	Mount Albert
Equestrian Centre or Horse Riding	
Blue Star Farm	Mount Albert
Cedar Springs Equestrian Centre	Queensville
Deer Leap Farm Inc.	East Gwillimbury
Dunbordin Farm	Queensville
Elite Equine Canada	Queensville
Foggy River Farm	Mount Albert
Foxhall Farm	Mount Albert
Glendon Stable	Queensville
Goldmil Farms Limited	Sharon
Governor General's Horse Guards Riding Club	Queensville
Harrogate Hills	East Gwillimbury
JustUs Farm	Mount Albert
Mayday Farm	Mount Albert
Morton's Welsh Show Stables	Sharon
Premiere Racing and Breeding Equine	Mount Albert
Rainbow's End Farm	Queensville
Redoak Training Centre	Mount Albert
Royal Canadian Riding Academy	East Gwillimbury
Spotacular Farm	Mount Albert
Upper Holt Equine Clinic	Mount Albert
Velvet Lane Training Centre	Mount Albert
Whitchurch Riding Academy Inc	Mount Albert
Golf Course or Club	
Green Lane Golf Centre	East Gwillimbury
Northern Greens Golf And Family Fun Centre	East Gwillimbury
Pheasant Run Golf Club	Sharon
Shawneeki Golf Club	Sharon
Silver Lakes Golf & Country Club	East Gwillimbury
Marine Activity	
Albert's Marina	East Gwillimbury
Holland River Marina	East Gwillimbury
Southbay Harbour Marina	East Gwillimbury



5.2.4 Creative Cultural Industries

Findings:

A surprising finding of the CMP was the relatively small number of creative cultural industries - a total of only 23. Particularly notable was the absence of book stores or commercial art galleries, two cultural businesses expected to be found in a community of the size of East Gwillimbury. The largest numbers of commercial creative cultural industries were found in advertising (5) and design services (5).

These findings do stand at odds to some degree with findings emerging from the creative cultural occupations analysis set out in Appendix B which did identify a larger (and expanding) number of local cultural jobs than is suggested by the number of creative cultural industries identified through the CMP. Further investigation of this discrepancy will be undertaken through a municipal cultural plan.

Most creative cultural industries fall into the category of small and medium size enterprises (SME's) that constitute the fastest growing segment of the economy and a priority for the new Economic Development Strategy. A deliberate strategy to grow this component of the local cultural economy should be a priority of the future municipal cultural plan.

A clear factor driving many facets of culture and cultural development in East Gwillimbury is the proximity of the town to larger urban centres such as Newmarket, and the relative proximity of communities such as Markham and Richmond Hill. These communities, with larger population bases, offer larger markets for a range of cultural businesses and enterprises. These same municipalities have made significant investments in cultural facilities and amenities (such as theatres, performing arts centres, museums and galleries). The result of the proximity of these communities may mean that residents of East Gwillimbury have tended to commute outside the community to access cultural products and services. This too is an issue deserving of more detailed examination through the municipal cultural plan.

Initial Actions:

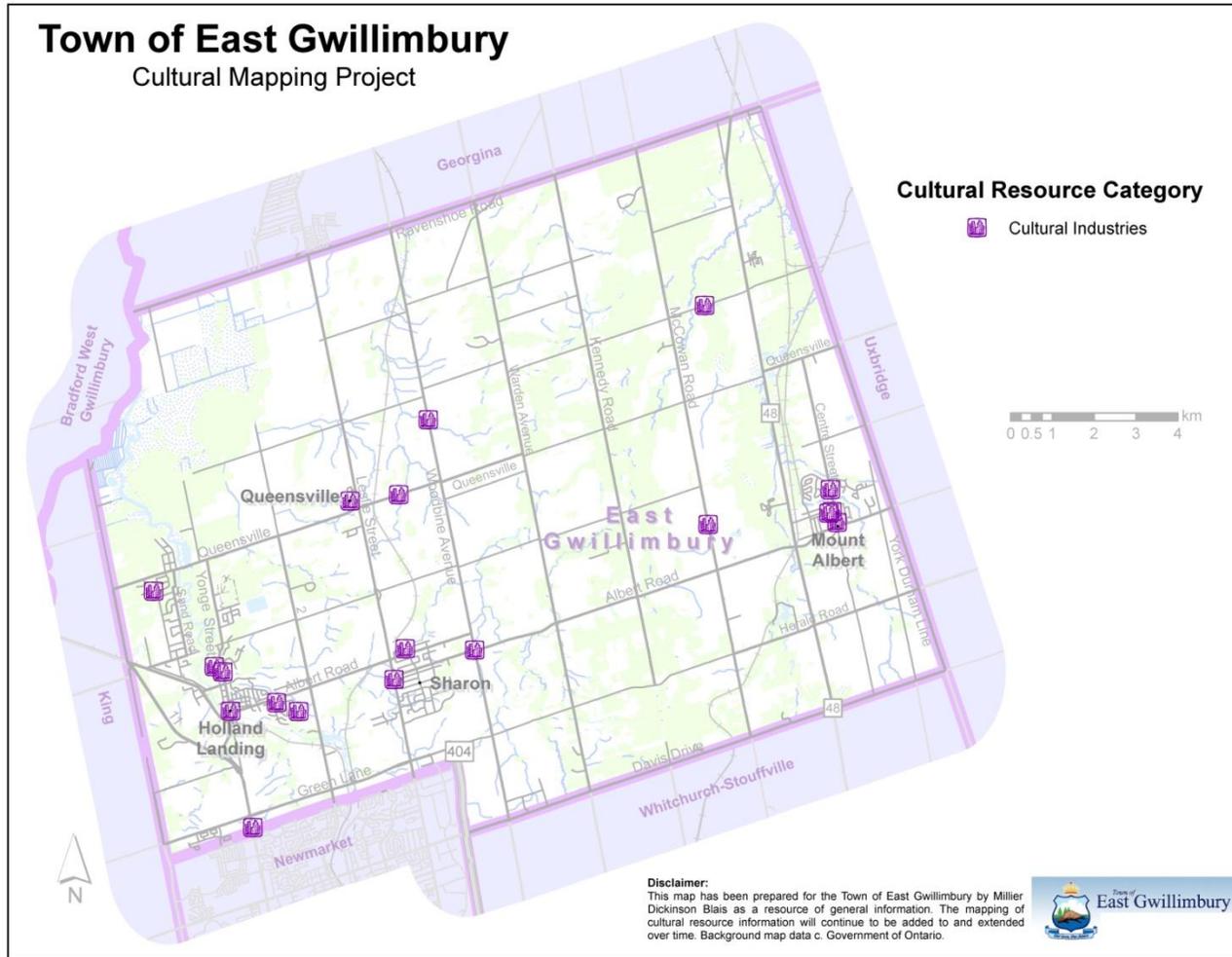
- **Consider the provision of low cost studio space or live-work opportunities** – Many small creative enterprises seek locations that can offer both a lower cost of living and lower overhead costs for office space or studios. Some municipalities in an effort to attract creative cultural industries have developed programs to make available low cost office or studio space (sometimes in underutilized buildings in downtown areas) or zoning to enable live-work arrangements for artists and entrepreneurs.
- **Ensure strong digital connectivity across the town** – Many creative cultural enterprises and creative cultural occupations can work 'at a distance' from customers and supplier given adequate internet connectivity. In many smaller communities and rural areas, internet connectivity has become a primary factor in place competitiveness in attracting creative talent and investment.



Queensville Players perform the Copacabana. Queensville players have been providing entertainment since their first performance in the basement of Queensville United Church in 1981.



FIGURE 8: CREATIVE CULTURAL INDUSTRIES



Category	Location
Advertising	
Ihp Centre Marketing	Queensville
Bri-Don Enterprises Inc.	Holland Landing
Performance Signs	East Gwillimbury
Mac Tavish Advertising	Sharon
Antique Stores	
Queensville Antique Mall	Queensville
Past + Present	Queensville
Cinemas	
Famous Players Silver City	Sharon
North York Drive-in Ltd.	Sharon
Design Services	
Exile Graphics	Holland Landing
First Image	Holland Landing
Studio S	Mount Albert
Hampton House Design	Queensville
Perpetual Design	Mount Albert
Film & Video Production	
Famous Odysseys Ince	Mount Albert
Libraries	
East Gwillimbury Public Library	Holland Landing
East Gwillimbury Public Library	Mount Albert
Museums	
Sharont Temple Historic Site and Museum	Sharon
Newspaper & Periodical Publishers	
East Gwillimbury's Bulletin Magazine	Mount Albert
Graphic Arts Magazine	Mount Albert
Photography	
A.M. Photography	Mount Albert
Printing	
Perfect Plastic Cards	Sharon
Sound Recording	
Moh Media Supplies & Services Ltd	Sharon
Theatre Companies	
Queensville Players	Queensville



5.2.5 Cultural Spaces and Facilities

Findings:

While the Town of East Gwillimbury does have a wide range of community facilities (e.g., community centres and churches) in which cultural activities do take place, the community has relatively few dedicated cultural spaces and facilities. The Town's two public libraries and the Sharon Temple National Historic Site and Museum (including the Temperance Hall) are the only formal cultural facilities in the town.

The Sharon Temple National Historic Site and Museum clearly represents the Town's most significant cultural facility and organization. This remarkable piece of architecture is also an important venue for many cultural activities and events. The Temple also carries with it some of the defining stories of the community that will be taken up in Chapter 8. However, the Temple is not without its challenges. Despite more aggressive marketing over the past several years (including a new website and promotional materials), annual attendance is approximately 6000 people (down from 10,000 in the 1970s). A stronger focus on special events over several years has helped bolster attendance but these events are labour intensive and difficult to sustain with limited staff resources. Attendance at the Music at Sharon Series actually declined this year from previous years and a range of strategies (including different scheduling) are being considered to increase attendance.

A temporary pavilion is currently under construction in the parking lot of the Sharon Temple Historic Site and Museum that is a joint project of The Sharon Temple Museum Society and the Institute Without Boundaries, George Brown College. Once it is completed and access ramps have been installed, the facility will provide a small space for temporary exhibits as well as a new entrance to the Sharon Temple site. Three years ago a feasibility study was prepared related to the creation of a new interpretive centre for the Temple to provide larger space for exhibits as well as addressing pressing needs for proper collection storage and work areas. No steps were taken following the completion of the feasibility study.

While the Civic Centre has works of art from the Society of York Region Artists on display, there is currently no dedicated exhibition space in the community to exhibit the visual arts (or extend interpretive space for the Temple), and no dedicated indoor performance venue. The *Community Parks, Recreation and Cultural Strategic Master Plan* did examine the need for cultural facilities in the Town. The final report notes: "Although respondents to the (community) survey visited a number of arts and cultural facilities, they did not place considerable importance on them, nor did they request additional municipal investment in such facilities"¹⁰ The conclusion of the Master Plan was "At this time, demand for major arts and cultural facilities such as performing arts centre, museum or art gallery is neither apparent nor justified by the



The town has two public libraries currently operating in Holland Landing and Mount Albert

¹⁰ *Community Parks, Recreation and Cultural Strategic Master Plan*. Page 32



current population base.”¹¹

In lieu of new dedicated facilities, the Master Plan recommended that community demands be met through the provision of flexible, multi-use spaces and that the Town evaluate its existing meeting/gathering spaces for their ability to accommodate arts and cultural needs. For example, it was suggested that gallery spaces could ideally complement appropriate public facilities such as the East Gwillimbury Civic Centre, community centres or Public Library branches. Additionally, the Master Plan proposed that the design of new meeting/gathering spaces be flexible enough to allow certain arts and cultural activities to take place and noted this applied particularly to the new multi-use community centre proposed in the Master Plan. The consultations did identify the community of Sharon as a potential hub for arts and cultural activity in East Gwillimbury building on the presence of the Temple and a potentially expanded Civic Centre.

While respecting the recommendations put forward in the Master Plan, the conclusions of the CMP (including both the asset mapping and community engagement process) suggest that these recommendations should be re-examined in the context of the anticipated municipal cultural plan. While the current population base may not justify the construction of new dedicated cultural facilities, the issue deserves consideration in the context of the major increase in population anticipated in the years ahead. If East Gwillimbury wishes to position itself as a community capable of attracting new knowledge-based jobs and talent in the creative economy, some increased investment in cultural infrastructure may be needed.

Initial Actions:

- **Create a comprehensive inventory of community spaces** – many spaces suitable for cultural activity exist in community and recreation centres, in the Civic Centre, in churches, schools, etc. Developing a more comprehensive inventory of these spaces would broaden awareness among community groups of potential venues for their activities.

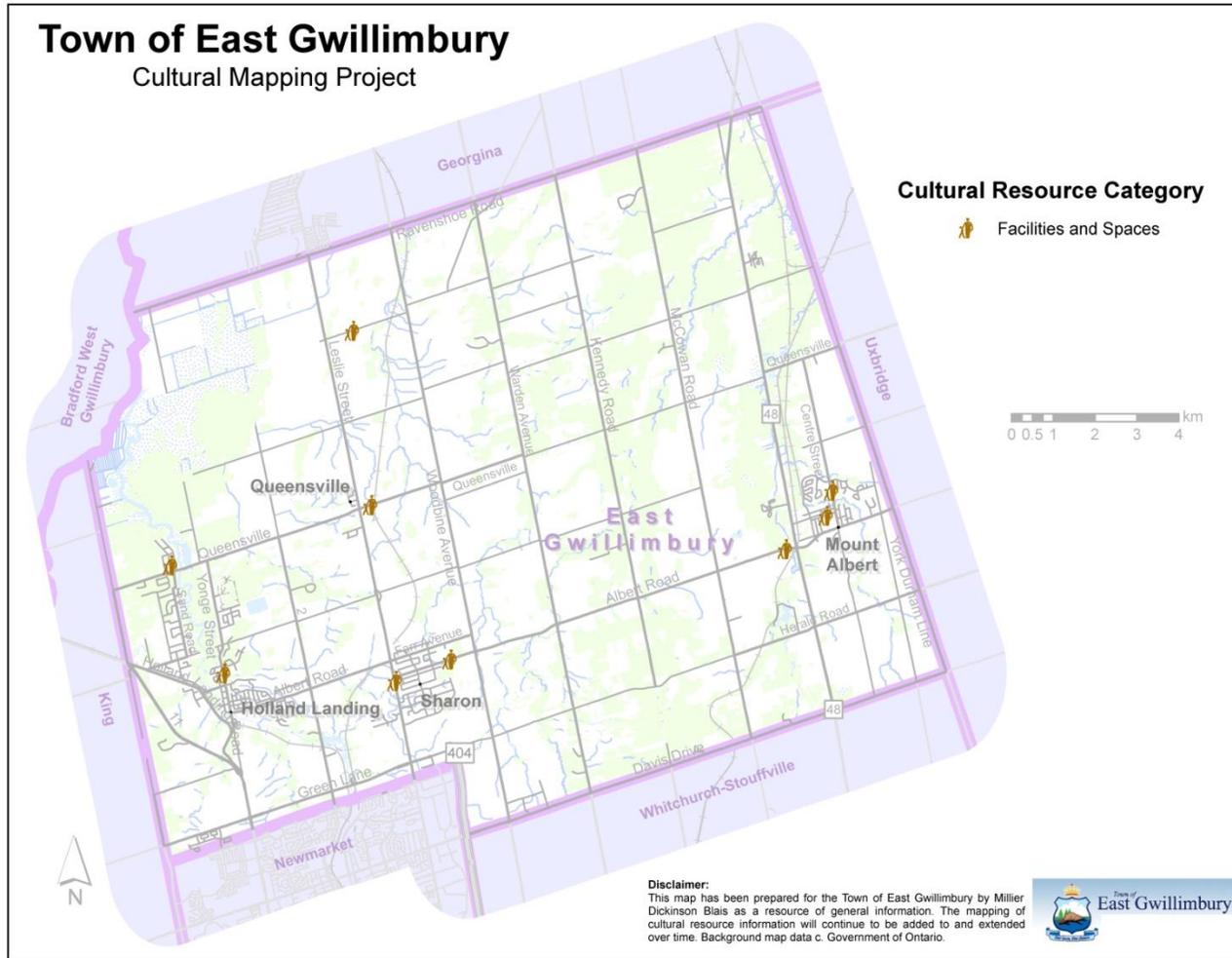


The Ross Family Sports Complex provides residents with a place to relax and learn as it functions as a recreational centre and public library.

¹¹ Ibid



FIGURE 9: CULTURAL SPACES AND FACILITIES



Category	Location
Archives	
Sharon Temple	Sharon
Artist Studios	
Lambert Music Studio	Queensville
Community Centres	
East Gwillimbury Ross Family Complex	Mount Albert
East Gwillimbury Sports Complex	Sharon
Holland Landing Community Centre	Holland Landing
Mount Albert Community Centre	Mount Albert
Mount Albert Lion's Community Centre	Mount Albert
North Union Community Centre	Queensville
Queensville Community Centre	Queensville
River Drive Park Community Centre	River Drive Park
Libraries	
East Gwillimbury Public Library	Holland Landing
East Gwillimbury Public Library	Mount Albert
Museums	
Sharon Temple Museum	Sharon
Restaurants with Live Music	
KristinA's	Mount Albert
Prince Albert Pub	Mount Albert
Roast of Sharon	Sharon
Tatlovs	Holland Landing
Wild Wings	Holland Landing



5.2.6 Festivals and Events

Findings:

East Gwillimbury enjoys a wide variety of festivals and events spanning a wide range of arts and cultural disciplines (e.g., artists' tours, authors' festivals, book fair, and film and music festivals) and more community-based events (e.g., farmers' markets, county fairs, food and wine tours and seasonal celebrations such as Canada Day, Victoria Day and Santa Claus parades). While events take place in locations across the community, the heaviest concentration occurs in Sharon tied to the location of the Sharon Temple and Civic Centre that serve as locations and venues for many events.

The Community Workshop was especially helpful in identifying a range of smaller events. A final total of 33 festivals and events were identified spanning all parts of the town and all seasons. According to one member of Council, the most important purpose served by all events was the 'neighbourly interaction' they fostered and promoted across the community. East Gwillimbury's festivals and events reflect the town's proud small town and rural culture and identity. They also reflect what has been to date the community's relatively homogeneous population. One of the challenges East Gwillimbury will face as the community grows and attracts a growing number of foreign-born immigrants is ensuring the range of festivals and events expands to reflect the tastes and interests of new residents.

Initial Actions:

- **Strengthen coordinated marketing and promotion of events** – a great many current events are organized on a volunteer basis with many challenges and constraints related to limited time and resources. A more coordinated approach to marketing and promotion could support the efforts of all those events potentially generating increased attendance.
- **Establish a comprehensive community calendar** – a number of municipalities in Ontario (including Peterborough and Oakville) have worked with local public libraries to establish comprehensive calendar of community events that can be continuously updated by community groups. These calendars have not only increased awareness and attendance but have had the added benefit of helping to avoid scheduling conflicts.
- **Consider establishing a new signature festival** – while the many smaller festivals and events are a rich and important community asset, consideration could be given to planning for the launch of a new, more ambitious event (potentially in collaboration with other cultural groups in York Region) that would attract people from outside the community. A theme for the festival that connected the town's strong rural and agricultural heritage and identity, with contemporary arts and culture assets, could be a strong addition to current offerings and send a signal about a vibrant cultural life in the town.



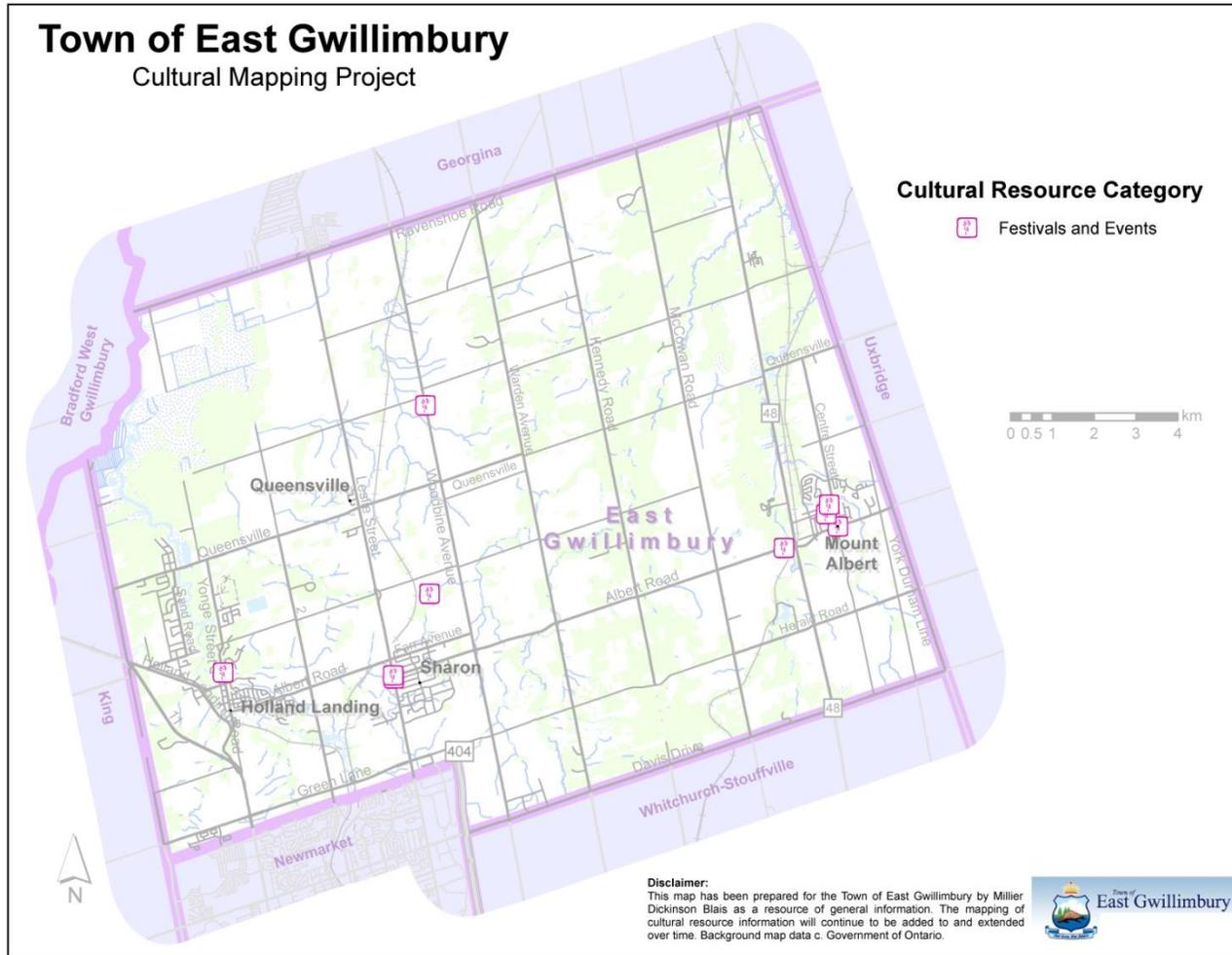
Sharon Temple (shown during Illumination) has been the harvester of several East Gwillimbury Cultural Events those of which include, the Words Alive Festival, Music at Sharon, Descendants Day, Jazz Concerts and many more.

“Reflecting on the successful summer concert series held at the Town offices, community organizers should be applauded for their great effort to promote local living culture.”

Community Survey Respondent



FIGURE 10: FESTIVALS AND EVENTS



Category	Location
Artists or Artisan Tours and Events	
East Gwillimbury Group of Artists Art in The Park	East Gwillimbury
Sharon Art Show	Sharon
Society of York Region Artists Show and Sale	East Gwillimbury
Author Festivals	
Author Reading Series - Friendship of EG Library	East Gwillimbury
Book Fairs	
Mount Albert + Holland Landing Book Sale	Mount Albert
Craft Shows & Festivals	
Gwillimbury Quilt Guild Show	Queensville
Holland Landing Christmas Craft & Gift Show	Holland Landing
Farmers Market	
Brooks Farm	East Gwillimbury
Coopers Farm	East Gwillimbury
Queensville Nursery + Garden Centre	Queensville
McWilliams	Queensville
Howard	Mount Albert
Van Babel	Mount Albert
East Gwillimbury Farmers Market	Sharon
Woodbine Farmers Market	Queensville
Film Festivals	
South Lake Cinemania	East Gwillimbury
Food & Wine Tours	
Flavours of Summer	East Gwillimbury
Music Festivals	
Jazz Concert at Sharon Temple	Sharon
Music at Sharon Temple	Sharon
Mount Albert Family Fun Fest and Music Mania	Mount Albert
Music at Civic Square	Sharon
Fiddle Club	East Gwillimbury
Natural and Cultural Heritage Tours and Events	
Illumination	Sharon
Other Festivals & Events	
Descendants Day	Sharon
Fall Lantern Tours	Sharon
Horticultural Garden Tour	Mount Albert
Cineplex Live Shows (MetOpera)	Sharon
Family Day	Sharon
Penny Carnival Day	Sharon
Sharon Car Show	Sharon
Mount Albert Sports Day and Spring Fair	Mount Albert
Seasonal Celebrations	
Canada Day Festival	Mount Albert
Canada Day Celebrations at Lion's Park	Mount Albert
Santa Claus Parade	Holland Landing
Santa Claus Parade	Mount Albert



5.2.7 Community Cultural Organizations

Findings:

Small community cultural organizations are essential to the cultural life of any community. These grassroots organizations often fall between the cracks in formal databases and input from the community is essential to their identification. A total of 15 organizations were identified that included groups dedicated to *arts instruction (3)*, *art organizations (4)*, *heritage organizations (3)*, a range of arts and heritage disciplines and interests, and groups associated with specific community events or other community interests.

Initial Actions:

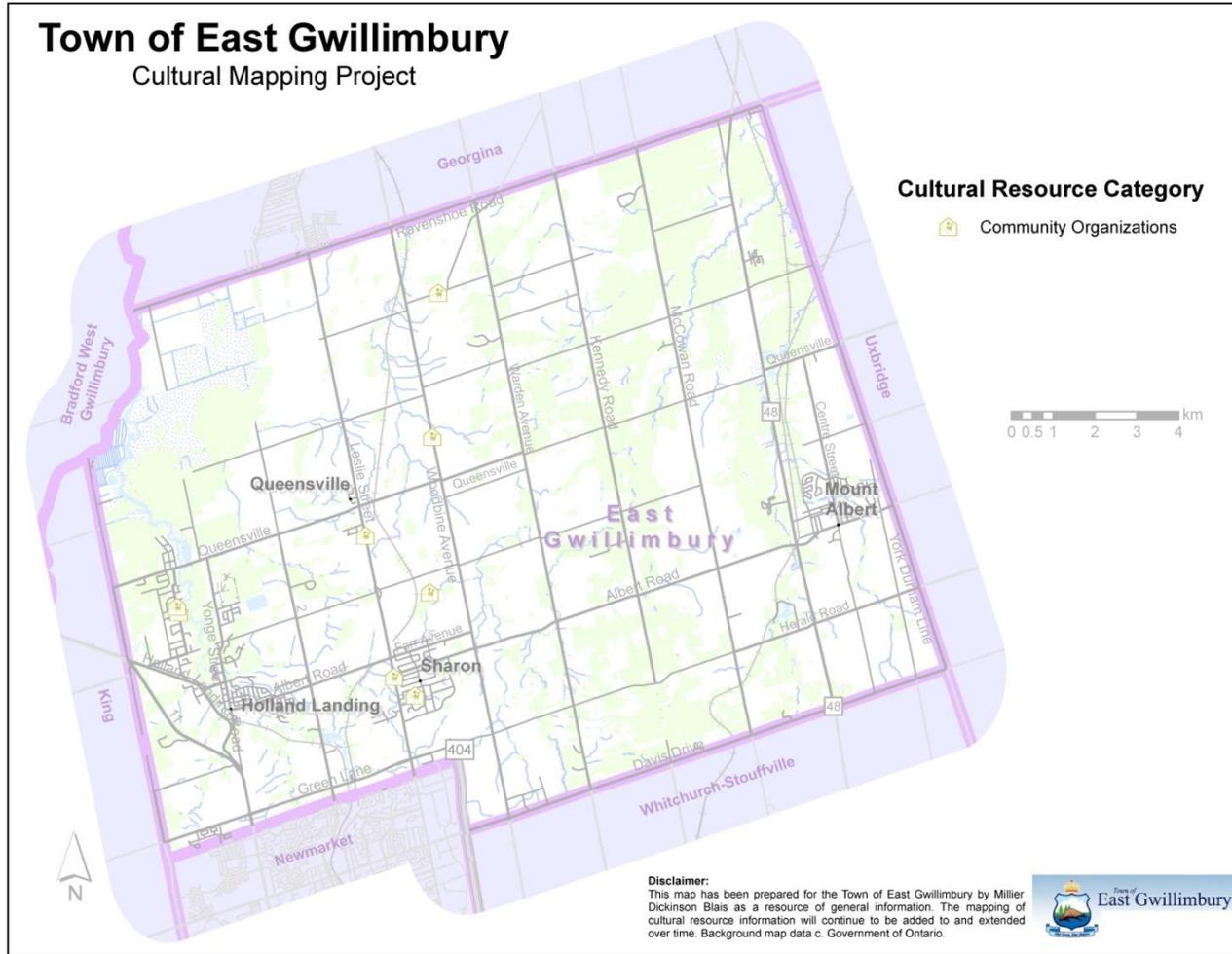
- **Continue to monitor the emergence of new groups** – In other cultural mapping projects community cultural organizations have included Aboriginal and/or Multicultural Organizations with arts, culture or heritage mandates or activities. As East Gwillimbury grows and its diversity expands it will be important to monitor the emergence of such groups.

“It is essential to continue maintaining festivals and other events which give reason to mingle and enjoy what their town has to offer.”

**Community Survey
Respondent**



FIGURE 11: COMMUNITY CULTURAL ORGANIZATIONS



Category	Location
Arts Instruction	
Gwillimbury Quilt Guild	Queensville
Fuego Flamenco Spanish Dancers	Sharon
Queensville Music Studio	Queensville
Arts Organizations	
East Gwillimbury Group of Artists	East Gwillimbury
Society of York Region Artists	Aurora
Friends of the East Gwillimbury Library	East Gwillimbury
The Queensville Players	Queensville
Heritage Organizations	
East Gwillimbury Historical Society	East Gwillimbury
The Sharon Temple Museum Society	Sharon
Other Community Organizations	
Canada Day Celebrations	East Gwillimbury
Santa Claus Parade Committee	East Gwillimbury
Happy Hoppers Square Dance Club	East Gwillimbury
Sharon Lions Club	Sharon
Holland Landing Lions Club	Holland Landing
Mount Albert Lions Club	Mount Albert
Mount Albert Legion	Mount Albert
Queensville Players	Queensville
Horticultural Society	Mount Albert
Union Street Women's Institute	Queensville



6 Analysis of Creative Cultural Occupations

Cultural resources in the Town of East Gwillimbury take many physical forms as outlined in the Cultural Resources Framework. However, a critical element of the Town's cultural landscape is the *people* who work in and contribute to culture in East Gwillimbury. While the CMP is not identifying specific individuals working in the cultural sector at this stage, it is possible to establish a deeper statistical understanding of people working in the cultural sector. Appendix B sets out a fuller analysis of creative cultural occupations in East Gwillimbury set in the larger context of trends in the overall creative economy. This chapter summarizes a number of key findings from this larger body of analysis.

Overall the creative cultural sector in East Gwillimbury measured in terms of creative cultural occupations and industries has not yet reached a critical mass to have a significant immediate impact on the local economy. However, the CMP has identified some promising trends.

The analysis of creative cultural occupations revealed growth in the Town's creative class as a share of its overall labour force, rising from 36.3% in 2001 to 36.8% in 2006¹². While a modest increase, this must be understood in the context of both York Region and the Province of Ontario seeing slight *declines* in the creative class share of occupations, mostly at the expense of the service class which grew at a faster rate. In the context of a future economy in which higher-paying, knowledge based jobs will drive wealth creation, it can be said that East Gwillimbury is 'holding its own.'

While the absolute numbers of creative cultural occupations in East Gwillimbury are still small, here too there are promising trends. The analysis distinguishes culture and culture support occupations. It also draws a distinction between a *resident cultural labour force* that lives in East Gwillimbury (but may work elsewhere) and the number of local jobs in culture. While both are significant, the latter is understood to be more important in that it reflects cultural output and economic activity taking place in the Town.

The data indicates an overall decline in the resident labour force in both culture and culture support occupations between 2001 and 2006. Notable resident job losses occurred in occupations such as interior and industrial design. The data also confirmed a decline in local *cultural support* jobs. However, local culture jobs actually *increased* by a significant margin, up from 50 to 95 jobs (a 90% increase) far outpacing provincial job growth in culture. This suggests that, while fewer cultural workers *live* in the town than in 2001, much more cultural *work* is occurring in the Town than in previous time periods.

The highest numbers of cultural jobs (50) were employed as graphic designers and illustrators. It is important to note that

¹² It will be important to revisit this analysis as soon as 2011 census data is available.



these individuals are employed in and produce work for many industries (i.e., not only in the cultural sector) and is also the highest-employing cultural occupation across the province. This is followed by musicians and singers, which account for 35 cultural workers that live in East Gwillimbury. Other culture occupations included artisans, painters and visual artists, and authors that accounted for a small number of occupations among the resident labour force. As noted earlier in the report, formal statistics capture only a small percentage of the many individuals working in various contexts and capacities in the cultural sector in East Gwillimbury.

In sum, while there are a small and decreasing *absolute* number of Town residents working in cultural occupations, there is significant evidence that local cultural *jobs* – and therefore cultural products and services – comprise an emerging growth sector in the Town of East Gwillimbury.



7 Community Engagement

7.1 Communications

Communications initiatives for the CMP were aimed at raising awareness about the project and inviting participation in the project through the community survey and community workshop. The primary communications vehicle was a simple project website. The consultants provided content and Town staff were responsible for the creation of the site. The website provided information on the project – its purpose and objectives, definitions of cultural mapping, and links to the community survey.

The link can be accessed through the Town's Website.

7.2 Cultural Mapping Steering Committee

A start-up meeting of the CMP Steering Committee took place August 8, 2011 at the Civic Centre. The purpose of the meeting was to provide an introduction and overview of the CMP to the Steering Committee, and to seek input on opportunities and outcomes presented by the CMA for East Gwillimbury. Two questions guided discussion.

i. **What is your 'one hope' for the CMP?**

- That the importance of libraries to literacy, education and culture be recognized; it is usually hard to quantify and 'sell' but has important long-term payoffs and intangibles
- That an institution/facility in the Town is created and dedicated to centralizing culture and events
- To bring a stronger business perspective to cultural development
- To make Sharon Temple a bigger part of cultural life of the community – and that the community takes greater ownership of the facility
- There is a need to better define the community, address external perceptions around heritage – great potential for place-making



ii. What needs and opportunities in cultural development could be supported by the CMP in East Gwillimbury?

- East Gwillimbury needs to focus on: “who we are” and “how we do things”
- There is a strong committee memory and sense of heritage (seen through participation on committees); but limited involvement among newcomers – how will future growth incorporate this new perspective? The project will need to help in creating new stories, traditions and perspectives
- The Economic Development Strategy is pointing us towards being a knowledge-based community, focused on the retention of young people, and working on culture and quality of place to attract and retain ‘the right people’ – the project needs to solidify and extend the ‘cultural base’ of the Town
 - Need a more dynamic identity
 - Stronger ‘brand message’ and positioning, both for the community and for those outside – define what the goals are for this, and then reinforce one consistent message
- A *challenge* will be that the separate communities in East Gwillimbury will not think of a central Town vision – it will be difficult to get a unified centre or image for the Town, or focus on a central hub
 - This gets back to branding – need to educate people and businesses that they are coming to *East Gwillimbury*, not Sharon/Mt. Albert/etc.
 - As a result, the image or brand might not be a place, but focus on sense of ‘pride of place’

7.3 Community Survey

7.3.1 Questions

As part of the community engagement processes, a web-based community survey was distributed broadly in the community using a variety of email distribution lists provided by the Town and groups such as the Chamber of Commerce. The response rate to the survey was not as strong as had been hoped, yielding more than 30 responses. While it is not possible to present these survey findings as definitive or statistically valid, they do provide some valuable insights into the community’s views on culture and cultural resources in East Gwillimbury.

The survey asked 8 questions.

1. When you think of East Gwillimbury, what is the first image that comes to mind? What other places come to mind?



2. Is there something about the quality of life in East Gwillimbury today, which for you, makes it different from surrounding communities?
3. What aspects of the quality of life do you think are essential to carry forward as East Gwillimbury grows and evolves?
4. What are the most important tangibles cultural resources you think contribute to the quality of life and prosperity in East Gwillimbury?
5. What are the most intangible cultural resources that say something important about East Gwillimbury's unique identity or sense of place?
6. When you are hosting a guest who has never visited the area, what aspects of East Gwillimbury's culture do you most want them to see?
7. What places or cultural assets do you go back to use, visit, or attend?
8. What do you see as the greatest opportunity to further develop the cultural resources of East Gwillimbury?

7.3.2 Responses

The following were the most frequently cited responses to each question (in order of frequency). Some responses have been clustered when they were addressing similar or related issues. A full survey report citing all responses is found in Appendix C.

Q1. What is the first image that comes to mind when you think of East Gwillimbury?

- Rural Land and Atmosphere
- Rural Villages With Small Town Feel
- Sharon Temple
- Farming and Farm Lands
- Green Space
- Civic Centre (Town Hall)

Q2. What three places come to mind first?

- Sharon Temple
- Civic Centre (Town Hall)
- Small Communities
- Green Spaces



- Sharon, Holland Landing and Mount Albert (most cited communities)
- Roads – Old Yonge Street, Main Street of Sharon, Queensville Sideroad

Q3. Is there something about the quality of life in East Gwillimbury today, which for you, makes it different from surrounding communities?

- Rural Feel (peaceful, friendly and clean)
- Small Village Feel (slower pace of life)
- Strong Ratio of Rural to Urban Land
- Lots of Green Space – Wealth of Natural Heritage
- Recreation
- Cost of Living

Q4. What aspects of that quality of life do you think are essential to carry forward as East Gwillimbury grows and evolves?

- Protecting Green Space
- Maintaining Our Identity and Sense of Community
- Controlled Growth and Expansion
- Maintain Small Town Feeling (especially in village cores)
- Retain Distinct Identity of Different Villages
- Increasing Community Resources

Q5. What are the three most important tangible cultural resources you think contribute to the quality of life and prosperity in East Gwillimbury?

- Sharon Temple
- Parks and Trails
- Recreation Programs and Facilities
- Agriculture/Farm Lands
- Community and Cultural Events (that bring people together)
- Libraries and Community Centres
- Landmarks/Historic Buildings



Q6. What are the most important intangible cultural resources that say something important about East Gwillimbury's unique identity or sense of place?

- The Story of the Sharon Temple and Children of Peace (promotion of social democracy, sense of inclusive and cooperative community,)
- Achievements of Early Settlers
- Significance of Holland Landing in Early History (history of trade, War of 1812, radial line link to Sutton and Toronto)
- History of the Canal Project
- Early Farming Families

Q7. When you are hosting a guest who has never visited the area, what aspects of East Gwillimbury's culture do you most want them to see?

- Sharon Temple
- Trail System and Places to Walk/Hike
- Farms and Equestrian Properties
- Open Spaces - Rural Areas and Lush Forests
- Our Farms
- The Drive-In

Q8. What places or cultural assets do you go back to use, visit or attend as a resident of East Gwillimbury?

- Sharon Temple
- Trails
- Recreational Activities/Events
- Civic Centre
- Community Centres
- Parks

Q9. What do you see as the greatest opportunities to further develop the cultural resources of East Gwillimbury to enhance cultural life contribution to broader economic and community development objectives?

- Extend Use of the Sharon Temple (as venue for cultural activity)
- Use of Community Centres and Other Public Facilities for More Community Events
- Protect Historic Buildings, 'Main Streets', Landscapes



- Create Village Hubs with Lively Public Spaces, People and Activities
- Create Museum or Gallery to Showcase History Plus Local Talent (potentially in area of Sharon Temple and Civic Centre)
- Market Our Existing Cultural Resources
- Support the Arts as Well as Sports
- More Community Gathering Places
- Controlling Development
- Post-Secondary Facility (and the culture it will bring)

7.3.3 Survey Themes

Taken together, a series of themes can be synthesized from survey responses.

Green Spaces and Rural Stewardship

- Respondents believe the rural feel of the community is one of its most valued characteristics and one that distinguishes it from surrounding municipalities.
- The enhancement and protection of green spaces were cited repeatedly as an essential strategy for maintaining East Gwillimbury's quality of life and quality of place. Managing growth and development in a way that does not threaten this defining asset was repeatedly identified as a priority.
- Natural heritage assets including parks and trails were seen as among the community's most important assets – closely linked to outdoor recreation and activity.

Sharon Temple as a Cultural Anchor

- The Sharon Temple National Historic Site and Museum was cited repeatedly as the community's most recognizable and important specific cultural facility and asset.
- There was a desire expressed to see more invested in the marketing and promotion of the Temple and potentially more activity and additional facilities build adjacent to the Temple

Preserving Natural and Cultural Heritage

- In the face of growth and development preservation of natural and cultural heritage is essential to maintaining the town's existing identity and quality of place
- Protecting and preserving cultural heritage is important to creating villages with individual appeal and identity (including vibrant 'downtown' places and spaces)



Retaining Small Town and Rural Identity

- In the face of growth and change, the fundamental small town and rural character and identity of the town cannot be lost
- The rich farming and agricultural heritage of the community must be valued and preserved
- The collection and communication of community stories can support retaining this heritage and identity

Developing and Enhancing Cultural Resources

- Existing and potential new community events must be valued and better promoted as a means of connecting residents (this was cited more often than tourism opportunities)
- Additional cultural facilities may be required in addition to support for promoting additional cultural activity in existing community facilities

7.4 Community Workshop

7.4.1 Objectives

The Community Workshop was held on Wednesday September 14, 2011, in the Council chambers at the Civic Centre attended by approximately 20 people. Following a presentation on the project, participants were divided into small working groups and asked for input on the following questions.

1. What cultural resources are we missing (workbooks were provided summarizing the findings from the cultural resource mapping to date)
2. What is unique about the quality of life in East Gwillimbury that makes it different than other communities?
3. What are the three most important intangible cultural resources or stories
4. What is the most important opportunity the Cultural Mapping Project presents for the community?

7.4.2 Findings

The most important outcome of the workshop was the assistance provided in identifying additional cultural resources. Almost 40 additional assets were identified across the various categories. Responses to the remaining questions mirrored to a strong degree answers and themes emerging from the community survey.



Question 2: What is unique about the quality of life in East Gwillimbury that makes it different than other communities?

- A strong sense of community
- Many opportunities for cultural events
- Fresh Air
- Lots of programming for families
- Friendly People – “Small Town Charm”
- Green Space
- Landscape - you can look out over rolling hills
- The proximity to agriculture and demonstration of where food comes from

Responses to this question paralleled many of the themes emerging from the Community Survey: the importance of the town’s rural and small town culture and identity; the valuing of the town’s rural areas and green space; and the availability of cultural programs and events, particularly those oriented toward families.

Questions 3: What are the 3 most important intangible cultural resources or stories?

- Prince Albert’s visit to Mount Albert
- The Rebellion of 1837
- The role of Holland Landing and the war of 1812
- Story of the anchor in Anchor Park
- The Radial Line Link
- 1930s and bootlegging
- Gladys Rollings Book, A History of East Gwillimbury (1967)
- Ghost Canal
- Founding of Mount Albert
- The Founding of Queensville – 4 corners including a school, store, and church
- Native Trail
- Arena completion
- Churches and one-room schools

The Community Survey yielded very few answers to this question so the identification of important community stories at the Workshop was extremely valuable. All stories but one (the Arena completion) focused on the community’s past, a normal occurrence in most communities. Experience with cultural mapping projects in other communities has



demonstrated that mapping a community's intangible cultural resources is richer and has more meaning if stories also address significant people or events or activities present in the community today. A mix of stories about the past and present has been identified and form the basis of Chapter 8.

Question 4: What is the most important opportunity the Cultural Mapping Project presents for the community?

- Economic development – it can provide jobs
- Attracting people and new jobs
- Creating a stronger sense of community
- Maintaining and enhancing quality of life
- Making people happy
- People will come and spend money with spin-off benefits to the economy
- The opportunity to preserve and to teach about history and “Outdoor Culture”
- Create a new cultural centre
- Outdoor festivals
- A new music venue to learn and teach
- An educational facility on a farm for children to visit – provides education, agriculture, animal/farm life.
- Protecting and enhancing green spaces, cultural industries, studio space, media space
- Creating policies where developers may be required to build/provide cultural spaces in relation to residential growth.
- Farm tours, cycling tours and agri-tourism
- Promotion of bed & breakfasts (get the true farm life experience, etc.)
- Culinary tours
- Church dinners
- The opportunity to develop a cultural centre
- The Town could create a culture day to celebrate East Gwillimbury's culture

Responses to this question yielded a wide range of answers not all of which related directly to the issue of culture's contribution to East Gwillimbury's future. Of those that did respond directly to this question, it is notable the number that spoke to economic opportunities and benefits of developing the town's cultural resources.



8 Mapping Intangible Cultural Resources

8.1 East Gwillimbury Stories

The major focus of the CMP has been on mapping tangible cultural resources in the Town of East Gwillimbury. However, cultural mapping is incomplete without also paying attention to the intangibles – the stories of the community that say something important about its unique identity and sense of place. The community was asked to identify important town stories through the Community Survey and Community Workshop. As noted earlier, the mapping of community stories is richer and more meaningful if they address a range of both past and present. In order to identify stories that ‘celebrate the present’ the consultants undertook research to identify stories connected to a number of important artists and cultural events that spoke to the vitality of contemporary culture in East Gwillimbury. The following stories reflect only a small number of the community’s intangible assets and are intended to serve merely as examples of the rich range of stories connected to the community.

Stories that honour the past

Emerging from the Community Survey and Community Workshop, the following stories were identified.

1. The Children of Peace
2. The Sharon Temple
3. Holland Landing in War of 1812
4. Samuel Lount and the Rebellion of 1837
5. The York-Toronto Radial Line
6. The “Ghost Canal”

Stories that celebrate the present

1. Barry Dempster
2. Glass Tiger Band and Sam Reid
3. The East Gwillimbury Film Festival (Cinemanía)



8.2 Sample Stories

8.2.1 Stories That Honour the Past

The Children of Peace

The Children of the Peace is the story of a remarkable community, unique to East Gwillimbury. It is a story of a community that was instrumental in the development of democracy in Canada, the modeling of a cooperative economy, the provision of social services and support for the homeless, among other actions. It is a story of a vision of community that represents some of the best aspects of Canadian society today.

David Willson settled in Sharon, originally known as Hope, in 1801. Willson joined the Quakers but his unorthodox speeches were not taken akin to the Quakers and he was asked to leave the ministry. David went on to establish his own religious sect during the war of 1812, and the Davidites or better known as the Children of the Peace came to be.

While the group had no musical tradition, they built the first organ in Ontario and created the first civilian band in Canada. By leading the organization of the province's first cooperative, the Farmer's Storehouse, and establishing the province's first credit union, they were also able to adopt a cooperative economy which enabled the Children of the Peace to become prosperous farmers. In addition, they engaged in commercial exchange on moral principles rather than economic ones, by selling their wheat for a fixed price representing their own needs, not the highest market price.

The Children of the Peace played a critical role in the development of democracy in Canada by ensuring the election of William Lyon MacKenzie and participating in the struggle for responsible government in the Rebellion of 1837. They also supported Robert Baldwin and Louis LaFontaine, the "Fathers of Responsible Government" and first elected premiers of the province. Through their "reform movement" the Children of the Peace inspired other settlers to fight for democracy.

The Children of the Peace built the province's first shelter for the homeless, as well the ornate Sharon Temple to raise money for the poor. The Temple, which was constructed between 1825 and 1831, is a striking architectural testament to their vision of a society based on the values of peace, equality and social justice. After Willson's death in 1866 the sect slowly diminished.

For more information on the Children of Peace visit www.sharontemple.ca



Sharon Temple Circa 1900s

File photo from the Toronto Archives shows the Temple holding one of its early masses.



Sharon Temple

In the Upper Canada of the 1820s, with simple tools but consummate skill and artistry, a small community known as the Children of Peace crafted a dramatic architectural testament to its vision of a society founded on the values of peace, equality and social justice.

This plain folk of former Quakers led the country's first farmers' co-operative, built its first shelter for the homeless, and played a key role in the development of democracy by ensuring the elections of William Lyon Mackenzie, and both fathers of responsible government – Robert Baldwin and Louis-Hippolyte LaFontaine – in the formative years before Canadian confederation.

The Temple of the Children of Peace in the village of Sharon – with its Ark of the Covenant, inspirational Banners, Pipe and Barrel Organs and Jacob's ladder – was completed in 1832. It lives on as the centerpiece of the Sharon Temple National Historic Site, which encompasses nine historic buildings in a park setting.

The architectural elements of the Temple combine to express a singular religious vision of the most striking beauty. Its three tiers, four-fold symmetry, lanterns and pinnacles all take their inspiration from the Bible. Jacob's ladder, a gently curved staircase, leads to the musicians' gallery above. Its three stories represent the Trinity. The four central pillars even bear names: Faith, Hope, Love and Charity.

Known for their pageantry, the Children of Peace integrated a unique social vision with distinctive artistic and architectural works and an unparalleled musical tradition: they formed the first civilian band in Canada and commissioned the first organ built in Ontario.

Leader David Willson's Study of 1829, a smaller architectural gem, echoes the form of a vanished meetinghouse. The Ebenezer Doan house of 1819, constructed by the Temple's master-builder and relocated from the former Doan family farm nearby, has been restored in an early garden setting. And do not miss another of David Willson's architectural curiosities – the round outhouse.

For more on Sharon Temple visit www.sharontemple.ca

Holland Landing and the War of 1812

Situated halfway between Newmarket and Bradford, the community of Holland Landing was for centuries a canoe launching place for Aboriginal peoples, and a post for traders of the Northwest Fur Company. In 1793, Governor John Graves Simcoe discovered what would be the future site of Holland Landing, originally known as St. Albans, and believed this area would make an ideal shipping and defence point between York (now Toronto) and Georgian Bay. In 1797,



Yonge Street was completed to Holland Landing, providing an overland route from York.

During the war of 1812, a Royal Navy depot was constructed by Simcoe near Soldier's Bay to protect against a possible American attack from the north. Its buildings and other facilities served as an administrative and transshipment centre within a network of roads, waterways, portages and posts that connected Lake Ontario to the upper Great Lakes. To avoid American forces in the Niagara-Lake Erie-Detroit River corridor, British authorities moved vital supplies from York (Toronto) through this depot to Georgian Bay to support the successful war effort on the upper lakes. In addition, they distributed gifts to Aboriginal allies in the region from this site. After the return of peace in 1815, officials gradually concentrated most local military operations at Penetanguishene, which led to the decline and abandonment of the depot in the 1830's. Afterwards, travellers occasionally used it for shelter until it was transferred to private ownership in the 1860's.

During the war, a significant historical artifact was left behind in Holland Landing. The anchor at Anchor Park was intended to travel through Yonge Street to Holland Landing then through Lake Simcoe to Penetanguishene Road to the naval dockyards in Penetanguishene. The anchor, which is over 4.5 metres (15 feet) weighing approx 1800 kg (4000 lbs) was forged in England for the frigate under construction at Penetanguishene. It was dragged overland by sleigh and oxen arriving at Soldier's Bay in 1815 when the men, contracted to move it were made aware that the war had ended who then promptly abandoned it. In 1870 it was moved to its current resting spot, Anchor Park.

Samuel Lount and the Rebellion of 1837

Samuel Lount, who lived on the hill overlooking Holland Landing, had long-standing ties with the Children of Peace in Hope (Sharon) across the Holland River valley. He was closely related to many, such as Samuel Hughes, and had immigrated with them from "Hughesville" (Catawissa), Pennsylvania. Lount also shared many of the values of the Children of Peace. He was a reform leader and was widely known for his charity work. And as an elected member of the provincial assembly, he had sought to incorporate the Farmers' Storehouse, the farmers co-operative for York County led by Samuel Hughes.

Most schoolbook histories refer to Lount as a simple blacksmith, although this was only one of his many occupations. He was, for example, a surveyor, helping his brother survey many of the new townships in Simcoe County. He was in partnership with his brother George, a merchant. He was a shareholder and manager for the first steamboat on Lake Simcoe, the Colborne, in 1832, which he also helped build. More importantly he was a politician who sought to reform the abuses of the "Family Compact," the pseudo-aristocrats who monopolized government office in the province.



Samuel Lount 1791-1838

Tribute to Samuel Lount in Holland Landing. Lount an active member in the rebellion of 1837 was a proud member of the East Gwillimbury community.



Lount, a former Quaker, turned to rebellion only after years of political fraud and electoral violence. He was first elected for the riding of Simcoe (of which Holland Landing was a part) in 1834. He lost this seat in 1836 to William B. Robinson, a Family Compact member who owned the “Red Mills” in Holland Landing. Lount complained that the Tories stacked the vote by distributing land deeds to former soldiers (which allowed them the vote) on the day of the election. Voting was open, with no secret ballot, which resulted in many riots, and assault on reform supporters.

Robinson boasted in Newmarket after the election that he had “whipped the bully of David Town [Hope]”. In 1837, the defiant Tories passed a law which allowed the House of Assembly to continue to sit despite the death of King William IV; by British law, a new election had to be called within 6 months. He defeated reformers then began to organize a “constitutional convention” under William L. Mackenzie’s leadership to demand democratic reforms. Delegates to the convention, including Samuel Hughes and Samuel Lount were elected. Lount sowed the seeds for the rebellion when he suggested at a “grand demonstration” at the House of Assembly to put pressure on the government to call an election.

Mackenzie called a meeting of reform leaders at the home of Silas Fletcher in Queensville, East Gwillimbury, in early November 1837 at which the plan for the rebellion was set. The next week, Mackenzie published a draft constitution and set the date for the convention to adopt it as 21 December - exactly 6 months after the death of the king, when the Assembly would no longer be legitimate. Had Mackenzie’s rebellion succeeded, Lount would unquestionably have figured more prominently in the province’s history than has unfortunately been the case for this remarkable man and resident of East Gwillimbury.

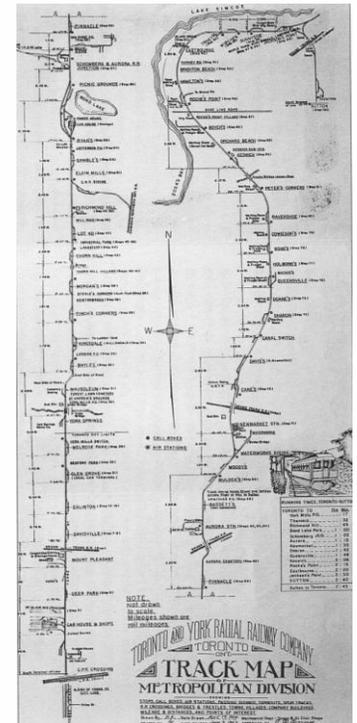
For more information on Samuel Lount visit www.sharontemple.ca

The York-Toronto Radial Line

Debuting at the turn of the century, the Toronto and York Radial Railway was providing radial transit services outside of Toronto to as far as Sutton. Service began in 1904 and ran until 1927 when the introduction of inter-urban buses and new highways allowed for better access to many areas served by rail service. Rail service resumed later on in 1970’s when the current regional rail service provider GO Transit reopened the route.

This direct route provided many towns outside Toronto to access the largest market in Ontario at the time. The line served the communities of Sharon, Queensville and Ravenshoe of East Gwillimbury and effectively helped solidify the area’s agricultural economic base. Currently one of two surviving stations from the Toronto and York Radial Railway remains in tact and has been effectively saved as an important artifact and symbol of early 20th century East Gwillimbury. Presently the railway route remains active in the community apart of East Gwillimbury’s extensive trails network.

For more information on the radial line trail visit www.eastgwillimbury.ca for trail information.



York-Toronto Radial Railway route map, 1914

The railway of the early 90s, served three East Gwillimbury communities (Sharon, Ravenshoe, Queensville).



The “Ghost Canal”

Scattered along the Holland River, concrete structures stand as deteriorating monuments to the canal era of the early 19th century.

The success of the Erie Canal in New York State prompted a rash of canal-building in Ontario. Some of Canada's best-known canals, including the Rideau and the Welland, were built in Ontario during this time. In East Gwillimbury, farmers and businessmen were growing frustrated with freight trains and roadways, then both inefficient and expensive methods of shipping products to market.

The idea of a canal linking Lake Ontario to Lake Simcoe along the Rouge and Holland river systems existed on paper as early as 1800, but by 1850, the canal yet remained no more than an idea. After the Trent canal was completed in 1904, Sir William Mulock (then Newmarket's Member of Parliament) and many of the town's civic leaders went to Ottawa to lobby the government for a canal of their own.

The project was approved and construction began in 1906, despite the warnings of engineers that the watershed might not be able to provide enough water flow to operate the canal. The canal was to be built in three sections. By the summer of 1912, the first two sections of the canal were complete, a structure including three lift locks, three swing bridges, and a turning basin. Unfortunately for the project, World War One and the new government of Robert Borden intervened and cancelled the construction of the canal. Apparently, the warnings of the engineers had come to fruition: there was insufficient water.

Today, the turning basin has been filled in to become a parking lot, and most of the locks and bridges are deteriorating and disappearing. However, several of the structures are still intact. A visit to the ghost canal makes an interesting and relaxing activity for those interested in local history and those who enjoy the outdoors. One lock structure may be seen in Holland Landing, where old Yonge Street enters the village. Another, possibly the best to visit, lies in the conservation area east of Holland Landing.

The conservation area is an excellent location for hiking, and visitors can see the ghost canal and the old lock. One trail parallels the canal, following it to Green Lane, where stand the remains of a swing bridge. The third surviving lock can be found in the north end of Newmarket.

For more information on the Ghost Canal visit <http://www.yorkregion.com>.



Lock #2

Located along the East Holland River in East Gwillimbury, the canal was built a century ago as an alternative to railroads.

Before the canal was completed, the federal government changed, and the canal project was abruptly ended.



8.2.2 Stories That Celebrate the Present

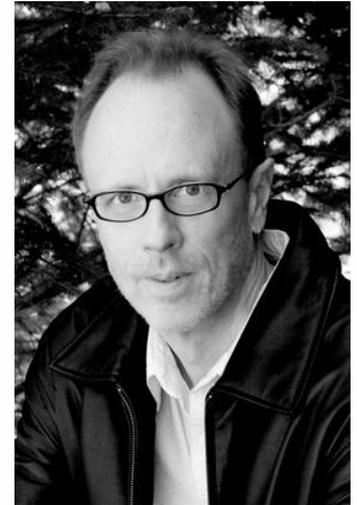
Barry and Karen Dempster and Southlake Cinemania

Barry and Karen moved up to East Gwillimbury from Toronto twenty years ago mainly to find affordable housing. When they moved up to East Gwillimbury, they loved the proximity to nature, the friendliness of the people and the visible stars in the sky at night, but found that there was very little arts and culture (no bookstores, no good films and very few visible minorities) and ended up driving down to Toronto for their cultural needs. This lasted for about 9 years. It changed in 2001 when Karen quit working at her job in business in the city and decided to move to the arts not for profit sector. It was during this year that Barry was in his second year on the East Gwillimbury Library Board and started a film series to raise money for literacy in the community. Karen started the Friends of the East Gwillimbury Library which received money from the film series for the library and began an author reading series in the town council chambers.

Southlake Cinemania (the film series) was a hit right from the start. Southlake Cinemania decided to show films that would normally require travel to a big city to see, in other words, films that would normally never make it north of Highway 7. Charging a low fee of \$10, Southlake Cinemania screenings took place on Monday nights, at the rented Silvercity Theatre. Tickets were sold at the two libraries in East Gwillimbury (Holland Landing and Mount Albert) and at an arts and crafts shop on the main street of Newmarket. The reason for selling tickets at these venues was to encourage people to discover their local library and to encourage them to visit this independent store owner's lovely shop that sold artisan's work. Local arts events and store owners contributed door prizes and a table would be set outside the two theatres for news about arts or literacy events in the community. Barry acted as the programmer, which involved introducing the films and giving out the door-prizes while Karen handled the marketing and promotion efforts. Volunteers created and distributed tickets and distributed programs that covered the films being shown.

Coming to Southlake Cinemania is more than just going to a movie. It is a night out for adults to see a film that usually has won an award and that is made by directors and writers who consider film an art form. Southlake Cinemania usually sells out and always welcomes a lively discussion in the halls after the screening. Southlake Cinemania has shown films from Spain, Italy, India, Denmark, Palestine, Australia, Africa, Germany, France and other places in the world featuring their cultures through film. Now in its 11th year and raising over \$100,000 for literacy in the community, Southlake Cinemania has become a prominent cultural feature in East Gwillimbury.

Karen and Barry have also turned their Friends of the East Gwillimbury Library (also in its 11th year) into a board-ran organization that aims to bring 4 award-winning authors to East Gwillimbury every year. The readings are a real community event. There is a lively question and answer period after the reading, a book table to purchase the books, an author signing and tables of home-baked goods that can washed down with coffee and tea. Over the years that Friends have brought such authors such as Helen Humphreys, M.J. Vassanji, Anne Michaels, Wayson Choy, Joseph Boyden,



Barry Dempster

has been nominated for the Governor General's Award for literature twice, for his first book, *Fables for Isolated Men* (*Guernica*) most recently for *The Burning Alphabet* (*Brick Books*) which won the Canadian Authors Association Chalmers Award for poetry. In 2010 he was a finalist for the Ontario Premier's Award of Excellence in the Arts.



Paul Quarrington, Terry Fallis, Nino Ricci, George Elliot Clarke and even Barry Dempster when he was a finalist for the Governor-General's award for Poetry in 2005.

Barry's presence as a writer in the community has been felt through his work on the Library Board for 10 years, his work as the facilitator of the Library Book club, his support for the Words Alive festival, his annual judging of the "Write On!" Anthology of young writers and his series of writers' workshop held at the Library in poetry and fiction. When Barry retired from the Library Board, the town created a "Barry Dempster Award for Young Writers" which is given once a year to the most promising youth to be published in the annual anthology mentioned above. In 2010, Barry was a finalist for the Ontario "Premiere's Award for Excellence in the Arts" for his contribution to the arts in our community, which was a nomination submitted by one of our community whose life had been touched by knowing him. Karen has now retired from the board of Friends of the East Gwillimbury Library and continues to support the East Gwillimbury cultural scene.

More information on Southlake Cinemania can be found online at <http://www.southlakecinemania.com/>. For more information on the Friends of the East Gwillimbury Library visit your local library branch or online at <http://www.egpl.ca/community/51-support-your-library/58-friends-of-the-east-gwillimbury-library>.

The Glass Tiger Band

Discovered in the summer of 1984 when a band made up of both East Gwillimbury and Newmarket residents, called Tokyo spent two evenings performing before capacity crowds at Toronto's Maple Leaf Gardens opening for Boy George and Culture Club. Their dynamic original sound captured the moment, and the race to sign them was on. Tokyo, which had become a major force in suburban high schools and the Ontario club circuit, officially became Glass Tiger the following year when a record deal was finally signed with Capitol Records.

With Jim Vallance (*Bryan Adams; Aerosmith; Ozzy Osbourne*) behind the boards Glass Tiger was immediately introduced to the recording studio to work on their first album. The Thin Red Line set a record for being the fastest selling debut recording in Canadian history, going gold within weeks of its release. To date, this album has received four *Platinum* records in Canada and went Gold in the United States. One of Glass Tiger's many hit singles "Don't Forget Me (When I'm Gone)" yielded a #2 spot on Billboard that was followed by "Someday" which reached #5. Both songs also made Canadian history when Glass Tiger won successive Juno's a year apart for *Single of the Year* from the *same* album. With five Juno awards and a Grammy nomination under their belt, Glass Tiger was invited as the "Special Guests" for Tina Turner's 1987 European tour. Glass Tiger's second release Diamond Sun, and third album, Simple Mission, solidified their reputation as being one of Canada's best song crafters. Diamond Sun sported four charting singles: "Diamond Sun," "I'm Still Searching," "My Song," and "(Watching) Worlds Crumble," achieving *Double Platinum* status; while Simple Mission went *Platinum*, with "Animal Heart", and the notable Celtic duet classic, "My Town", which features the legendary

GLASS TIGER



SIMPLE MISSION

Glass Tiger

Glass Tiger continues to play select dates, only when all members of the band are available to perform. This makes every performance a special one. Alan's vocals are stronger than ever, and the band is tight and rockin'.

After 25 years together Glass Tiger has no plans to stop touring anytime soon. There's no doubt the upcoming gigs will be something special.



Rod Stewart.

With such a colourful past - world tours, hit singles, millions sold, top producers, and sharing stages with some of the biggest acts of all time, Glass Tiger's history would seem complete. However outside of a short hiatus during the mid 90's Glass Tiger continues to play to enthusiastic crowds throughout North America. "Our performances have never been tighter, and we are playing at our highest level ever, we are re-ignited, recharged and looking forward to every show." says lead singer Alan Frew. In March 2009, the band travelled to Kandahar, Afghanistan to perform live for the Canadian Forces stationed in Kandahar. The performance was filmed and shown on national television.

To this day Glass Tiger still contributes to their origins of East Gwillimbury and Newmarket with Sam Reid (Keyboards) leading the charge with his recording studio SlipOne Digital serving the Youth of both Newmarket and East Gwillimbury.

Sam Reid a local resident launched a world class recording studio in Newmarket in order to provide a complete suite of multi-media services such as audio recording, video production, podcasting, webinars plus educational workshops to the residents of East Gwillimbury and Newmarket. Starting in January 2010, Reid and his star studded cast of industry professionals begin the first round in a series of monthly workshops designed to bring aspiring musicians a rare opportunity for a "up close and personal" take on the music industry, covering such topics as songwriting, recording, and the music business. Joining Reid on various workshops throughout the new year will be a hand picked "who's who" of the Canadian and International music scene including virtuoso guitarist Rik Emmett (Triumph), Alan Frew (Glass Tiger), John Jones (Duran Duran, Celine Dion) to name a few.

When asked about what contributing back to the community felt for Sam he had this to say *"I feel very fortunate to have made my living as a music creator in Canada and I've been blessed with the opportunity to have worked with some of the best in the business. It's a wonderful time in my life now that I have time to focus on the new recording studio and these workshops - it's a great time for me to give back to this community in this way - this region has always had a lot of amazing talent and I look forward to playing a key role in developing some of tomorrow's rising stars."*

For more information on the Glass Tiger visit their website at <http://www.glasstiger.ca/>. Information on Sam Reid and SlipOne Digital can be found on <http://www.slipone.com/>.



Sam Reid

I feel very fortunate to have made my living as a music creator in Canada and I've been blessed with the opportunity to have worked with some of the best in the business.

It's a wonderful time in my life now that I have time to focus on the new recording studio and these workshops - it's a great time for me to give back to this community in this way - this region has always had a lot of amazing talent and I look forward to playing a key role in developing some of tomorrow's rising stars



9 Sustaining Cultural Mapping in East Gwillimbury

The cliché is that it is relatively easy to develop databases; much harder is maintaining and updating them. This section addresses a series of steps that can be taken in the short-term to maintain and expand data, as well as a series of future (and more ambitious) ways in which cultural mapping systems and capacities could be strengthened in East Gwillimbury. The first section addresses actions relevant to tangible cultural resources. The second addresses continuing the mapping of intangible resources and community stories.

9.1 Tangible Cultural Resources

9.1.1 Immediate Steps in Maintaining and Expanding Data

Interdepartmental Team

A number of East Gwillimbury staff, spanning several departments, has contributed data and support to the CMP. To continue cultural mapping efforts in East Gwillimbury an Interdepartmental Cultural Mapping Team should be struck to oversee immediate as well as longer-term mapping initiatives at the Town.

Uploading of Data to York Region GIS

The Region of York has in place a sophisticated GIS system and staff resources that has been working to support greater use of GIS systems and tools for local municipalities. Staff at the Region has offered support in using its ESRI ArcGIS Geocoder to convert Google-based geocodes (the format of the data delivered by the consultants) to more precise GIS codes. Once the data has been geocoded it will be uploaded into the Region of York GIS system and made available to the Town. The regionalization of cultural mapping is a trend that is gaining momentum across the province and it is hoped the Town can continue to work collaboratively with the Region in moving forward with a cultural mapping agenda.

Adding New Data

For the immediate future, the Town will control additions to the cultural mapping database. This will be done in two ways. First, additional data can be added to the Excel formatted data internally by staff. Second, a simple template can be built for the community to fill-in to add new data. This template can be linked to the current cultural mapping website. Staff will review and vet the data before it is formally integrated with existing data. This new data can then be updated on a pre-



determined schedule to the Region of York's GIS. Additional community data can be submitted by individuals or potentially by groups such as the East Gwillimbury Historical Society.

9.1.2 Additional Mapping Data

As cultural mapping evolves as a planning and economic development tool for municipalities there is a demand to develop more sophisticated database structures and data management tools and capabilities. In thinking about database structure and management, it is useful to distinguish between standard or core (or 'tombstone') data on individual cultural assets, and data related to specific planning and policy issues in that community.

I. Core Data

Core data in the current data includes the following categories.

- Name (of organization or asset)
- Street Address
- Phone Number
- Cultural Resource Category
- Geo Lat/Long Coordinates
- Website Address (for some)
- General Email address (for some)

ii. Planning and Policy-Driven Data

Beyond this core data, the collection of additional data should be driven by specific planning or policy issues and priorities. This might include one or more of the following categories of issues.

Ownership/Governance

- Is the resource owned by the municipality, another order of government, private group, non-profit group

People

- Number of employees
- Volunteers (and volunteer hours)
- Members (where appropriate)



Space

- Dimensions: total square footage; size of different usable areas
- Related assets / equipment: (e.g. professional sound and light system).

Budget and Resources

- Budgets – operating, capital, project
- Sources of revenue – grants, donations, earned revenue

The launch of a municipal cultural plan for East Gwillimbury will assist in identifying priority information needs and mapping priorities.

9.2 Mapping Intangible Cultural Resources

9.2.1 Immediate Steps

The CMP has only skimmed the surface of the rich array of stories that speak to the unique identity and sense of place of East Gwillimbury. There are a number of ways in which (should the Town decide) the mapping of intangible resources and community stories could be continued.

- Establish a Survey Monkey-based template for the community to continue to contribute stories with the completed stories periodically consolidated into PDF reports (this can be done as a standard feature of Survey Monkey)
- Convene additional community works to gather additional stories.

9.2.2 Potential Future Steps

Google-Based Tools

There are an ever-evolving set of web-based tools to support community storytelling. Many of these operate in a Google environment. One of the most powerful recent tools to emerge is Historypin (<http://www.historypin.com>). Historypin has been developed by the not-for-profit company [We Are What We Do](#), in partnership with Google. It provides a tool for people across the world to contribute histories and images of their community.



ESRI-Based Tools

A growing number of new tools and applications operating in an ESRI-ArcGIS environment that are making it possible for municipalities using these powerful software tools to create dynamic public interfaces that hold with them the potential for adding stories in a variety of different formats (e.g., print, sound, video). One of the leading agencies working to develop cultural and broader community mapping tools built on an ESRI platform that enable communities to add stories is being undertaken by the Applied Geomatics Research Group (AGRG), part of the Nova Scotia Community College. These tools are still in a beta testing phase of development but they should be monitored for possible application in East Gwillimbury potentially working with the Region of York GIS Services.

New Town Website

The East Gwillimbury Economic Development Strategy is recommending the creation of a powerful, bold and sophisticated new website that could be easily updated and that could, among other uses, be developed to support the continued solicitation of community stories as one means of supporting and enhancing pride of place.



10 Conclusions: Culture and Quality of Place

The CMP has identified a baseline line of information on cultural resources of all kinds that the Town can use as a benchmark against which to assess future growth and development. It has consolidated information on the range of assets that can be better communicated both to residents and to visitors to better profile the range of organizations and activities across the town which will support the development of diverse, vibrant and active communities and neighbourhoods.

By far the most important overarching conclusions from the CMP is the role it plays in enhancing quality of place that will be the magnet to attracting people, talent and investment in the years ahead. Moreover, these resources make a critical contribution to creating the kind of places where people will want to *both live and work*.

Emerging from this central conclusion are a number of themes and opportunities.

10.1.1 Stewardship of Natural and Cultural Resources

A strong theme emerging from the CMP was the call for stewardship of the Town's natural and cultural heritage assets together with a regard for the overall heritage and identity of small towns and rural areas. The *Community Parks, Recreation and Cultural Strategic Master Plan* acknowledge the important contribution made by heritage in the quality of place of individual villages and communities.

Where possible, the Master Plan proposed that appropriate heritage elements be incorporated into the design of indoor and outdoor public spaces in order help define a sense of history and place. Incorporation of heritage assets through municipal spaces also fosters a greater appreciation through understanding among residents, particularly those who are new to East Gwillimbury. The Town would benefit from working with local heritage conservation organizations in this regard.

While the protection of cultural heritage was felt to be critically important, perhaps the most prominent theme emerging from all community engagement was the defining importance of protecting rural areas and natural heritage. Rural areas and natural heritage was recognized as one of the defining characteristics that distinguished East Gwillimbury from surrounding municipalities.

10.1.2 Culture and Vibrant Communities

In addition to the strong focus on the protection of green space and rural areas, the 2010 East Gwillimbury Official Plan has established policies to support the development of vibrant community and neighbourhood centres and dedicated policies committed to enhancing the public realm. The public realm refers to spaces in a community that are primarily in



public ownership and generally used in everyday life. This includes urban parks, open spaces, downtown public spaces, streetscapes and pedestrian or transit corridors. In the public realm, culture is expressed through the design of place and the enabling of social interactions and exchange.

The Official Plan addresses a wide range of policies related to Urban and Public Realm Design (Section 3.3) that support the Town's capacity to achieve goals of vibrant communities and neighbourhoods. The Official Plan has also established policies addressing public art (in Sections 3.3.2.6 and Section 4.8.5) that will further leverage culture to contribute to enhancing quality of place as a magnet for new residents.

The *Community Parks, Recreation and Cultural Strategic Master Plan* also calls for the Town, wherever appropriate, to incorporate public art within the urban realm, largely through the land development process. This would ideally involve the drafting of a Public Art Policy which would contain provisions for public art and mandate contributions for applications falling under the Planning Act or corporate actions (e.g. devoting 1% of the cost for proposed major development towards public art).¹³

10.1.3 The Creative Rural Economy

The rural history and nature of the town, while not typically associated with cultural activity, can be a catalyst for the development and attraction of new forms of culture and creativity, especially considered in light of the influx of new people and ideas that will accompany the inevitable 'urbanization' of some areas of the Town.

As has been seen in other locations in Ontario, rural economies that can promote their accessibility to major markets, their relative affordability, and their unique *local cultural assets* – whether based on agricultural heritage, a growing creative food economy, or a unique tourism offering – have been able to prosper. The Town has an opportunity to continue to leverage important existing assets – including the Sharon Temple, its festivals and events, its rich natural and cultural heritage – to develop and enhance the quality of place that attracts the knowledge-based jobs and businesses essential to the local economy as the population grows in the decades ahead..

Indeed, the ability of Prince Edward County to translate a small number of canners, jam producers, and hobby wineries into a thriving creative food economy was the result a committed and strategic process of recognizing the talent and quality of the artisans and networks that existed, and finding ways to expand their markets (and marketability) on a broader scale. As East Gwillimbury continues to grow, so too will the number of those artisans, artists, businesses and hobbyists that form the foundation of a cultural economy.

¹³ *Community Parks, Recreation and Cultural Strategic Master Plan* page 34



Prince Edward County also stands as an example of a rural community that has connected its cultural resources to a wider experience of place that forms the basis of a thriving tourism industry. The County has demonstrated the strong connections and natural affinities between cultural, culinary and eco-tourism.

10.2 Toward a Municipal Cultural Plan

10.2.1 Defining Municipal Cultural Planning

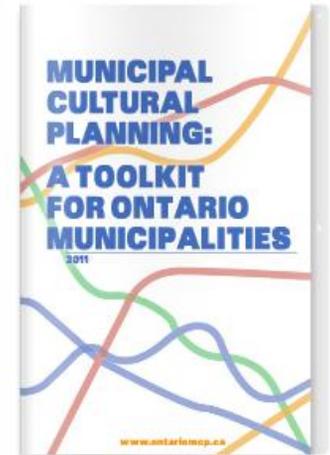
Over several years, a priority for the Province of Ontario has been to work toward a set of common definitions and shared assumptions about municipal cultural planning. As part of these efforts, in 2001, Municipal Cultural Planning Inc. and the Ontario Ministry of Tourism and Culture commissioned AuthentiCity, a Division of Millier Dickinson Blais to produce *Municipal Cultural Planning: A Toolkit for Ontario Municipalities*¹⁴. In this document municipal cultural planning is defined as:

A municipal government-led process approved by Council for identifying and leveraging a community's cultural resources, strengthening the management of those cultural resources, and integrating those cultural resources across all facets of municipal government planning and decision making.

Municipal cultural planning is part of an integrated, place-based approach to planning and development that takes into account four pillars of sustainability: economic prosperity, social equity, environmental responsibility and cultural vitality.

Municipal cultural planning (MCP) is guided by five assumptions:

1. **Cultural resources** – MCP embraces a broad definition of cultural resources that includes creative cultural industries, cultural spaces and facilities, natural and cultural heritage, festivals and events, and community cultural organizations.
2. **Cultural mapping** – MCP begins with cultural mapping, a systematic approach to identifying and recording a community's tangible and intangible cultural resources.
3. **Adopting a 'cultural lens'** – MCP involves establishing processes to integrate culture as a consideration across all facets of municipal planning and decision-making.



¹⁴ <http://www.ontariomcp.ca/library>



4. **Cross-sector strategies** – MCP requires new partnerships or shared governance mechanisms (such as Cultural Roundtables) to support ongoing collaboration between the municipality and its community and business partners.
5. **Networks and engagement** – MCP involves strengthening networks across the cultural sector and comprehensive and ongoing strategies to support community engagement.

As the Town of East Gwillimbury moves to undertake a municipal cultural plan, these definitions and assumptions can help to establish a shared understanding across the range of municipal, business, community and cultural stakeholders that must be involved in moving the process forward.

10.2.2 Initial Steps

Among the objectives identified for the CMP was to identify a preliminary set of actions to inform future municipal cultural planning. This report has identified an initial set of potential actions that can be considered in advance of the Town launching a formal municipal cultural planning process.

With the completion of cultural mapping, the Town of East Gwillimbury will have a considerable advantage over many municipalities undertaking cultural plans where cultural mapping constitutes the first step in the planning process.

Preparing to Launch a Municipal Cultural Plan

Critically important to beginning a municipal cultural plan for the Town is establishing a strong Steering Committee with broad representation from both the municipality and the community. The Steering Committee for the CMP can serve as the nucleus for this new committee. It is important that representation from the following groups be involved:

- **Council** – One or more members of council (ideally including the mayor)
- **Municipal staff** – From across all relevant departments
- **Cultural sector** – With broad representation from the arts, heritage, libraries and creative cultural industries
- **Businesses** – Representation from business groups and interests, such as the Chamber of Commerce
- **Other community interests** – These range from community to community but could include service clubs, representatives from school boards or church groups with active interests in cultural issues and activities.

It is also critical that sufficient municipal staff support be available to support the process. An internal staff project team with representation from across several departments is often a valuable means of both supporting the process and building shared vision and understanding across the municipality.

In some communities, Steering Committees for municipal cultural plans have evolved into cross-sectoral leadership



groups (sometimes called Cultural Roundtables) that take on a leadership role working with the municipality to implement the cultural plan and support ongoing cultural development in the community. While bodies such as local arts councils may continue to be useful mechanisms in some communities, many municipalities are moving to this larger idea of Roundtables to help coordinate a wider range of cultural activities and to build the municipal-business-community partnerships needed to advance cultural agendas.

Ensure Strong Regional Connections

In addition to the growing trend toward regional approaches to cultural mapping is an emerging appreciation of the need, particularly in smaller communities, to approach municipal cultural planning with a strong regional perspective. While the cultural plan developed will be specific to East Gwillimbury, it must be approached in a way that recognizes the essential regional synergies and means of building cross-municipal capacities and opportunities. In this regard, the close involvement of the York Region Arts Council (that was represented on the Steering Committee for the CMP) will be essential.



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