



**Cultural
Policy**

 *Kirkland*

2023-2033

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MESSAGE FROM THE MAYOR

Dear fellow citizens,

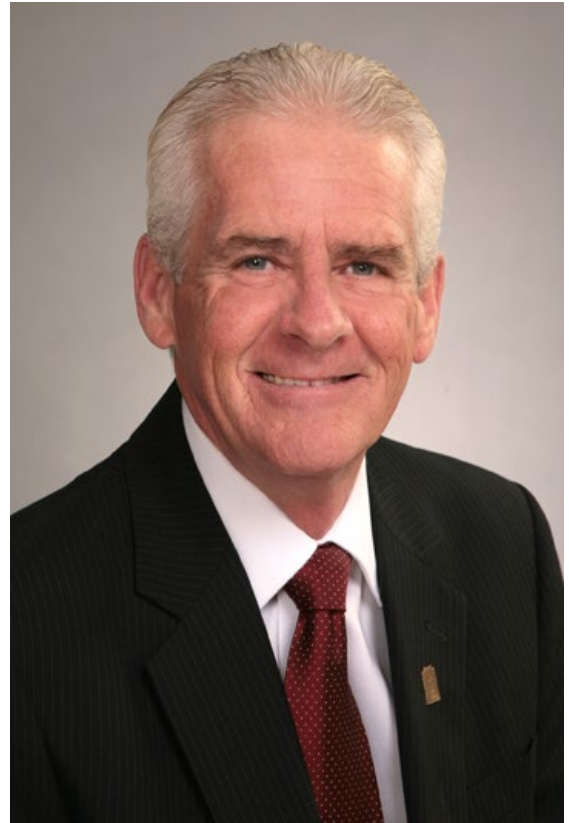
In a world increasingly driven by knowledge and communications, culture plays a major role in the development of communities. It fosters social development, animates the community and provides a sense of belonging, identity and continuity to the city.

It is said that a community is only as strong as its people - and in this regard, Kirkland certainly ranks among the strongest. It is from this concept that came the idea to provide the municipality with a cultural policy designed by its community.

In May 2022, all Kirklanders were invited to participate in "Let's Talk CULTURE!" - an event that brought together various groups of engaged citizens to help define the place that culture should be taking in the development of the municipality.

The outcome of their discussions led to the development of the first cultural policy of the Kirkland community that we are presenting to you today, and of its accompanying action plan.

On behalf of the Kirkland Town Council, I wish to sincerely thank all those who contributed to this exercise. It is now up to each and every one of us to give life to this policy so that our fair city may continue to flourish to the beat of its cultural diversity.




Michel Gibson
Mayor



KIRKLAND AND CULTURE

With its thirty or so parks and green spaces, its well-stocked Library and ever popular Sports Complex, its Lantier House – a unique heritage building that also serves as a cultural centre, Kirkland boasts several assets to provide a welcoming and stimulating living environment to its more than 20,000 citizens. As they have for the longest time, these facilities also serve as gathering points for Kirkland’s larger events such as the very fun Kirkland Day, the famous Shakespeare-in-the-Park and the ever-entertaining Lollipop Theatre. Kirkland citizens also have access to amateur and professional concerts, as well as to artists’ and artisans’ exhibits presented in various public settings.



A dozen of active cultural organizations along with a well-diversified offer of cultural leisure activities allow citizens of all ages to keep busy all year long. The Town of Kirkland and its partners provide citizens with countless opportunities to discover, learn or practice a variety of different forms of the arts, including multimedia, dance, singing, languages, painting or drawing; to attend quality conferences and to take part in various book clubs.

Building on this worth, Kirkland wants to do even better and rethink the place that culture holds within the community, in particular by considering that ease of access to activities, equipment and facilities is not the same for everyone and that its projected population growth provides a unique opportunity to revisit the cultural offering to further diversify and enrich it to benefit the population.

Let’s be creative !



THE APPROACH

Why adopt a Cultural Policy ?

A cultural policy is the articulation of the place we wish to give to culture in the development of the community. It reflects the common vision to which aspires the community and serves as a reference document for the municipal administration in developing municipal strategies and actions, in collaboration with the citizens and the private sector. It should also serve as a guide for cultural development to foster better integration and more coherent planning of activities, with a view to continuous improvement of the quality of life and due respect for local ecosystems.

Key elements of the approach

Developing the cultural policy of the Town of Kirkland is the result of a methodical approach that firstly allowed to identify the characteristics specific to the Kirkland community, namely:

- ✿ Population profile
- ✿ Characteristics of the territory
- ✿ Current cultural dynamic
- ✿ Development opportunities

It is also the result of converging reflections by the citizens and the municipal actors who participated in various discussions as part of:

- ✿ One-on-one sessions
- ✿ Working committees
- ✿ Focus Groups

Which results in this 1st cultural policy...



THE VISION

"The Town of Kirkland provides its citizens with multiple local opportunities of cultural and artistic participation to develop, grow and flourish within a vibrant community where people like to meet and where it feels good to live, to grow and to prosper"



CREATIVITY AND PHYSICAL ACTIVITY GO TOGETHER

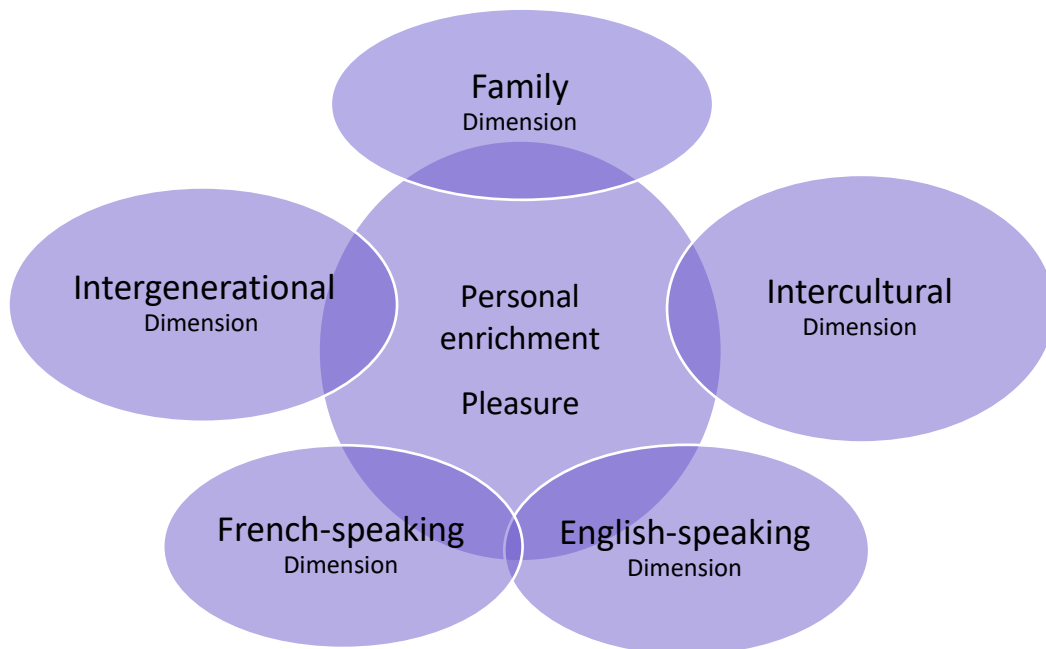
With physical activity playing a leading role in the daily life of the Kirkland citizen, culture now positions itself as a perfect complement to help achieve that much sought-after balance in his or her quality of life.

A **HEALTHY MIND** - certainly **CREATIVE** - in a **HEALTHY BODY** - certainly **ACTIVE!**



CREATING LINKS AND A SENSE OF BELONGING

Culture serves as a common thread to create links between the many dimensions that shape a community. It reaches out to all citizens and brings them together in all their diversity.



FORMS OF CULTURAL PARTICIPATION FOR ALL

To take advantage of what the arts and culture have to offer, to enrich one's quality of life, the spectrum of participation in cultural life is much more diverse than one might think. The more passive modes are just as valid as the more active ones. To each his own form of art, to each his own involvement!

Appreciating
ambient art

Appreciating artistic or architectural works of art encountered on our way (passing by a sculpture or a mural, hearing a concert in the distance)

Observing
Listening

Seeing or hearing artistic works of art created, interpreted or collected by others (attending a concert or a play, or visiting a museum)

Listing
Sharing

Listing, organizing or collecting artworks that reflect our own artistic tastes (sharing a playlist, participating in a book club, photographing artwork)

Interpreting

Expressing oneself by interpreting someone else's work and making it our own (singing, telling a story, dancing, playing a character, dressing up in costume)

Creating

Creating a unique and distinctive work of art, regardless of one's skill level in the matter (writing, drawing, painting, composing, choreographing, improvising)



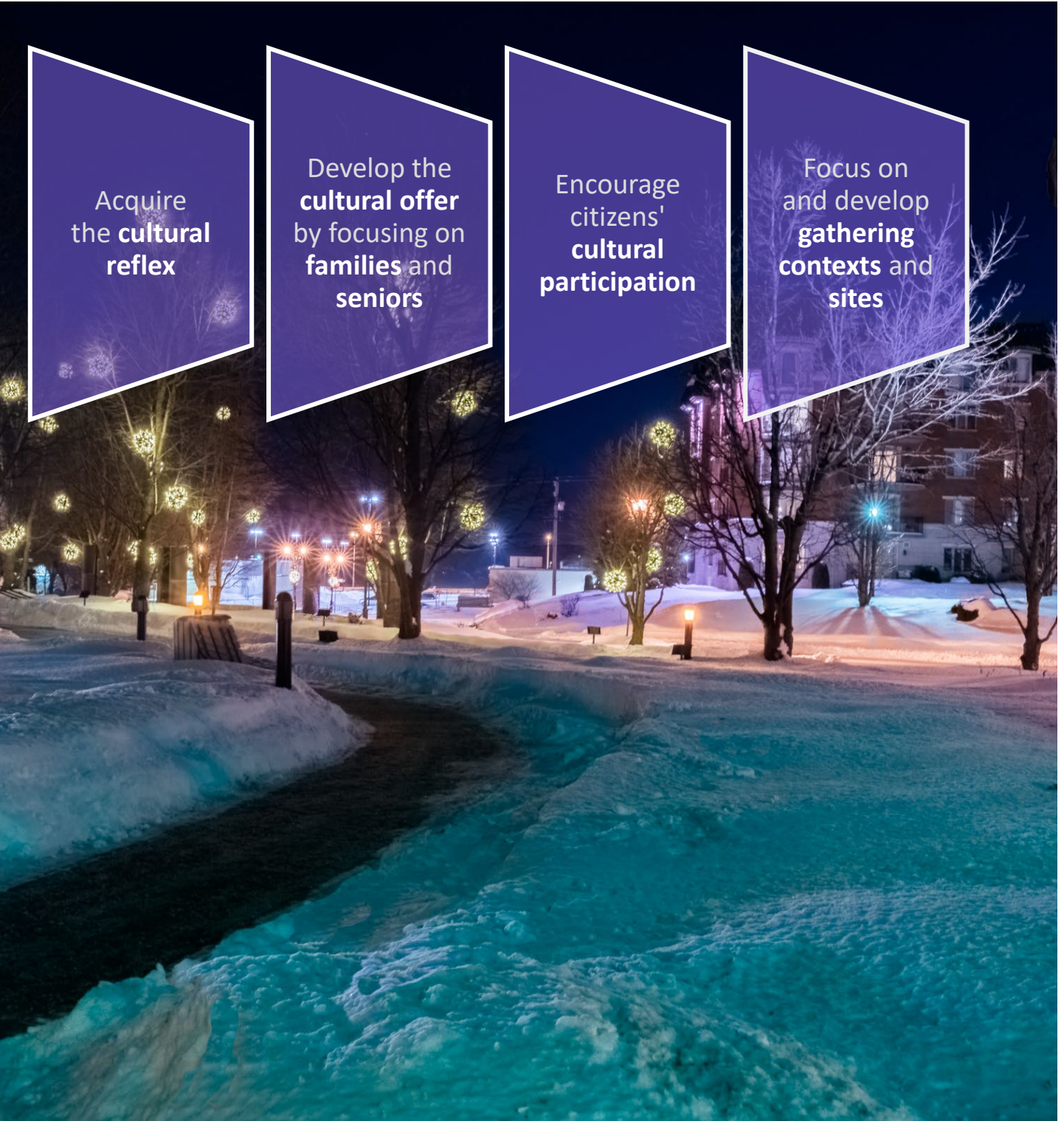
MAIN ORIENTATIONS

Acquire
the **cultural**
reflex

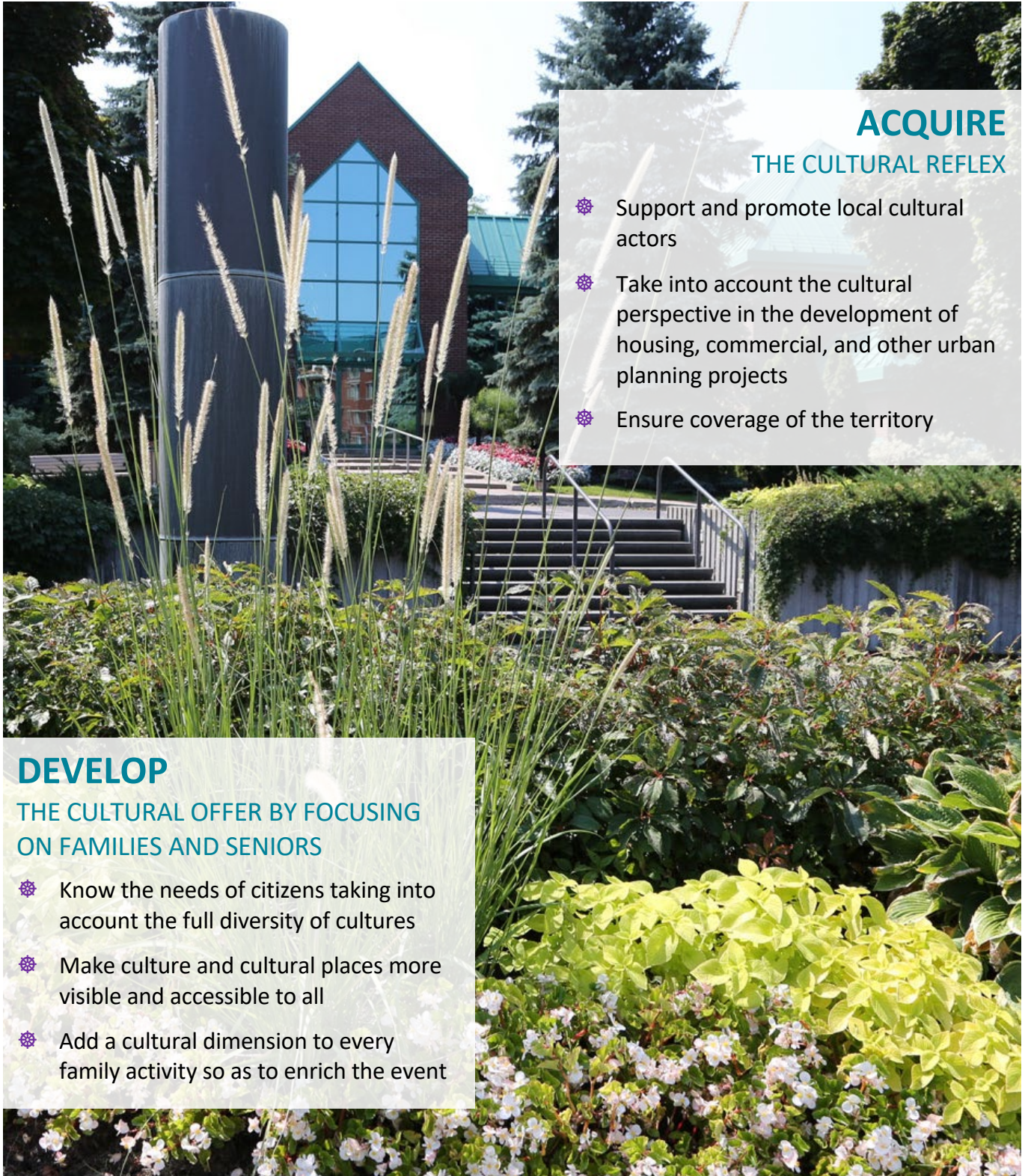
Develop the
cultural offer
by focusing on
families and
seniors

Encourage
citizens'
cultural
participation

Focus on
and develop
gathering
contexts and
sites



AREAS OF INTERVENTION



ACQUIRE THE CULTURAL REFLEX

- ❁ Support and promote local cultural actors
- ❁ Take into account the cultural perspective in the development of housing, commercial, and other urban planning projects
- ❁ Ensure coverage of the territory

DEVELOP

THE CULTURAL OFFER BY FOCUSING ON FAMILIES AND SENIORS

- ❁ Know the needs of citizens taking into account the full diversity of cultures
- ❁ Make culture and cultural places more visible and accessible to all
- ❁ Add a cultural dimension to every family activity so as to enrich the event

AREAS OF INTERVENTION

ENCOURAGE

CITIZENS' CULTURAL PARTICIPATION

- ✿ Focus on the discovery or rediscovery of Kirkland through its history, and the local artistic, architectural and urbanistic artwork found in its territory
- ✿ Develop cultural mediation to build bridges with citizens
- ✿ Develop unexpected links between sports and culture to spark the interest of citizens



FOCUS ON AND DEVELOP GATHERING CONTEXTS AND SITES

- ✿ Capitalize on the natural traffic at existing gathering sites
- ✿ Examine the feasibility of improving and expanding our cultural facilities
- ✿ Optimize the use of parks and chalets, and of the Library's facilities by offering classes and workshops

PRIORITIES FOR 2023-2033



- ✧ Encourage citizens' participation in culture
- ✧ Democratize and demystify the cultural perspective and ensure every citizen feels engaged
- ✧ Better take into account the role of culture in the well-being of citizens
- ✧ Build on the gathering spaces recognized by citizens and by the Town

GLOSSARY OF AREAS OF INTERVENTION IN CULTURE

As part of this policy, Kirkland will act within four main domains of intervention, namely the dissemination of performing arts and of visual arts, libraries, heritage, as well as cultural leisure and amateur artistic practice. Public spaces will also constitute a significant domain of intervention.

The **dissemination of performing arts and of visual arts** targets professional artistic practices that act as levers of emulation for citizens. These arts include all artistic disciplines practiced by professional artists and artisans.

Libraries are places of access to knowledge but also to culture in various forms. They are also increasingly seen as a social place – an additional 3rd location to the place of residence and the place of work (or of school) – where citizens can meet and discuss.

Cultural leisure and amateur artistic practices refer to all artistic disciplines practiced for leisure or to explore and express its creativity.

Heritage refers not only to the material dimension, but also to the intangible, namely practices, know-hows and traditions, that are just as worthy of preservation, upgrade and transfer by the city.

As for **public spaces**, culture is also seen in numerous indoor and outdoor spaces, accessible to most citizens: municipal parks, public places, plazas and halls of public buildings. Culture may also be present in the architecture of buildings, in urbanistic projects or in urban furniture.



ACKNOWLEDGEMENTS

The Town of Kirkland would like to thank all the people – citizens, staff members – who participated in any of the consultation or development stages of this cultural policy.

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The Town of Kirkland was assisted by the consulting firm of DAIGLE / SAIRE in the development and drafting of its cultural policy. Their expertise contributed to the success of the process.





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