

**Culture
Montréal**

Municipal elections of November 5, 2017

**Twenty-six proposals
for the continuation of
Montreal's expansion as
an inclusive, creative,
and sustainable cultural
metropolis**



Introduction

In the context of the November 5, 2017 municipal elections, Culture Montréal is asking for a concrete and substantial commitment from mayoral candidates and their teams, with a view to continuing and accelerating efforts to build an inclusive, creative, influential, sustainable, and deep-rooted cultural metropolis.

Many stimulating projects for Montreal and its neighbourhoods have been launched in this 375th anniversary year. Montrealers have been instilled with a sense of pride and are mobilizing as never before to bring their neighbourhoods to life and celebrate their metropolis.

Given the challenges to be met, the next years promise to be just as stimulating. We believe that the cultural development of the metropolis cannot be achieved without including all residents, in all neighbourhoods of Montreal, where people actually live together as a community. We also believe that the power of arts and culture, as both a social connector and as an instrument for expressing collective identity, is a key component in the development of Montreal. The municipal government has said so itself: “(...) arts and culture have intrinsic value in terms of intercultural dialogue, social emancipation, and artistic research and innovation, in addition to their contribution to the economy.”

The next four years will provide an opportunity to continue, emphasize, and strengthen these advancements toward a cultural metropolis. In this regard, Montreal has already achieved a certain renown, and we must now ensure that these attributes of a cultural metropolis can continue to contribute to the overall development of our city.

In this spirit, Culture Montréal is presenting 26 proposals to make Montreal an even more inclusive, creative, and sustainable cultural metropolis. To provide additional momentum, we also identify a few conditions for success. We believe that these are concrete, feasible, and measurable ideas, which can make a difference for both residents and the cultural sector alike.



An inclusive cultural metropolis focused on cultural citizenship



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Montreal and First Nations Peoples

Unlike other major Canadian cities, Montreal does not have an emblematic space that showcases First Nations arts and culture. Over 10 years in the making, projet DestiNATIONS is now coming to fruition. Culture Montréal reiterates its support for this essential project because it will foster mutual understanding between Indigenous and non-Indigenous peoples and provide a significant boost to cultural tourism.

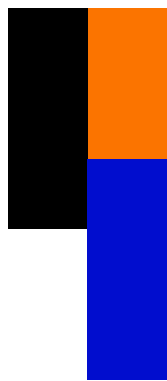
— Proposal 1

That the City support the realization of projet DestiNATIONS, designed to raise awareness of the history, traditions, and richness of contemporary creations of First Nations' artists, in a context that promotes their social and economic development.

Montreal and the role of its municipal cultural institutions

Municipal cultural institutions – libraries, recreation centres, and cultural venues, to name only a few– play a vital and irreplaceable role in terms of cultural citizenship, and the City invests tens of millions of dollars in these institutions each and every year.

Without neglecting the offer side of the ledger, Culture Montréal considers that we must increasingly focus on the issue of demand, as there is significant catching-up to be done in this regard. For example, barely 30% of Montrealers are library subscribers, half the number in other major Canadian cities. This work on demand, i.e. on expanding and diversifying public involvement, directly addresses issues of inclusion and diversity, whether cultural or socio-economic in nature.



— Proposal 2

That the City appoint a liaison officer – a person specializing in cultural mediation – for each library and distribution platform, with a mandate to help promote expansion and diversity with respect to users of municipal cultural institutions.

— Proposal 3

That the City assign a budget for the creation and support of a centre dedicated to amateur artistic endeavours and cultural recreation, given their importance for cultural citizenship and community life. This centre would offer amateur artists a range of innovative and high-quality creative experiences in each artistic discipline and serve as a resource and practical-exchange hub for associations and educators alike.

— Proposal 4

That the City urge the BANQ to ensure that the Saint-Sulpice Library revitalization project – designed to transform the library into an educational space for young people and a laboratory for innovation and creation – is progressively carried out in conjunction with the City of Montreal and the sectors concerned.

— Proposal 5

That the City take appropriate measures to rapidly re-open the outdoor Théâtre de Verdure to the public, because its closure, four long years ago, has prevented tens of thousands of Montrealers from experiencing high-quality artistic performances offered free of charge each and every summer.

Montreal and cultural mediation

The positive impacts of cultural mediation benefit community development and reinforcement. The last years have shown that many community organizations have collaborated with professional artists so as to handle certain complex issues and have looked at cultural mediation as a tool to address excluded or marginalized groups.

— Proposal 6

That the City and the Ministère de la Culture et des Communications du Québec (Quebec ministry of culture and communications, or MCCQ) jointly increase the sums dedicated to cultural mediation programs.

Montreal and its patrons

For Culture Montréal, cultural citizenship must also be understood as the commitment of individuals or groups, commensurate with their means, to the cultural development of the city and its neighbourhoods.

— Proposal 7

That the City build on the momentum stemming from the 375th anniversary to further encourage and strengthen philanthropic and patronage initiatives – whether on the part of individual residents or the private sector – in the areas of artistic and cultural development, including those at the local level.



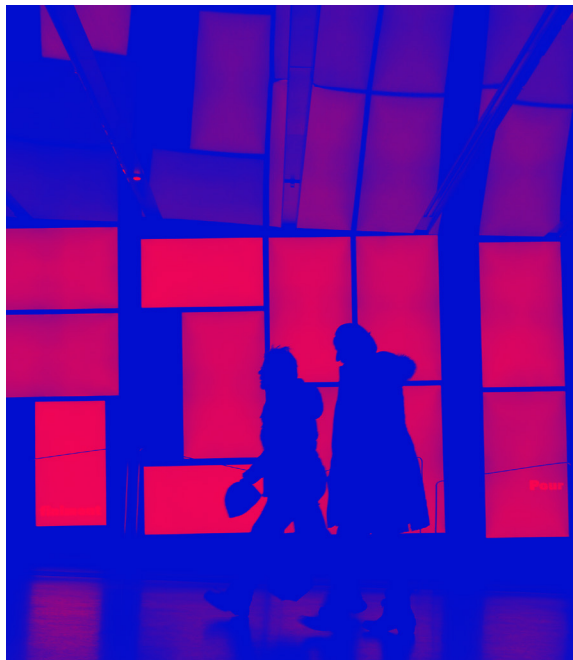


A creative and influential cultural metropolis

A creative and influential cultural metropolis

Montreal and its artists: the city's creative heart

The rich, complex, and fragile ecosystem of cultural creation depends first and foremost on artists and creators. Without the creative heart of Montreal, this international reputation as a creative metropolis would simply not exist. It is therefore crucial to continue and even expand our efforts to support our artists and creators and the City must work to eliminate obstacles to the development of Montreal's creativity which fall within its purview.



© « Stéphane Querrec, La Complainte, 2016 », photo par Retis (CC BY 2.0)

— Proposal 8

That the City continue to increase the budget of the Conseil des arts de Montréal (Montreal arts council) annually, enabling the agency to further scout new talent while continuing to support established companies.

— Proposal 9

That the City continue to support the development of artists' workshops and that it work to solve tax-related issues that may otherwise undermine efforts already underway, in particular by enabling organizations that manage artists' workshops to share with their tenants the benefits of a municipal taxation regime aligned with the overall objective of equity.

— Proposal 10

That the City work in conjunction with the sectors concerned and mobilize governments to achieve the objectives set in its Politique de développement culturel en matière de créativité numérique (digital creativity cultural development policy).

Montréal, the most important French-speaking city of the Americas

Montreal's trajectory, as the most important French-speaking metropolis of the Americas, is that of a multilingual, cosmopolitan, diverse, and open city, whose distinctive character is inherently linked to its status as a French-speaking city. Montreal opens the continent to the international French-speaking world while showcasing its cultural plurality, which is a source of pride for its residents and, more specifically, for its artists and creators present in all of its neighbourhoods.

— Proposal 11

That the City make public and implement an action plan to strengthen the use of French as the shared language in the public sphere and Montreal's personality as the most important French-speaking city in the Americas.

Montreal at night

The adoption of Bill 121 on metropolis status will enable the City to regulate the closing time of bars. Culture Montréal favours the idea of pushing back closing time to 6 a.m. (i.e. until after the re-opening of the metro), for reasons of nocturnal cultural vitality, public safety, and good neighborliness. However, it would be preferable that this measure be integrated into a more structured vision of Montreal nightlife.

— Proposal 12

That the City seize the opportunity provided by Bill 121 on metropolis status to carry out, with stakeholders, a broader reflection on Montreal nightlife.

Montreal, an international city

Montreal could highlight its status as a cultural metropolis of international calibre by inviting other major cultural cities from the world over to hold their annual summits in Montreal.

— Proposal 13

That the City present Montreal's candidacy to host an annual summit of the World Culture Cities Forum, of which the City has been a member since 2013.



C A cultural metropolis that
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rooted in its home territory



A cultural metropolis that is sustainable and deeply-rooted in its home territory

Montreal – a mosaic of cultural neighbourhoods

More than ever, Montrealers are as interested in their neighbourhoods and in ways to improve them, as they are in their city (including its history and heritage). In the neighbourhoods, there are many examples of civic engagement, ranging from the greening and beautification of tree squares to activities in alleys, from farmer's markets to finding uses for vacant spaces or buildings.

The boroughs are taking up the challenge by, amongst other things, developing public spaces in neighbourhoods and parklets, installing public pianos, and improving increasingly popular neighbourhood parks. The lasting legacy of the 375th anniversary, at the local level, includes a significant development of public spaces, parks, and river banks.

— Proposal 14

That the City – the downtown core and boroughs combined – accelerate the development of cultural neighbourhoods, in particular by being attentive to resident initiatives and by intensifying collaborations with cultural, socio-community, and economic sectors.

— Proposal 15

That the City provide a budget to boroughs which have drafted an action plan on culture to support a cultural consortium or a local coordinating committee, with a view to facilitating cultural development and the implementation of the borough's action plan.

A number of commercial development corporations have become significant cultural promoters. Furthermore, a focus on better nutrition strengthens an interest in public markets, urban agriculture, and the establishment of neighbourhood coffee shops and bistros. The alliance of culture, commerce, and gastronomy is plain to see.

The neighbourhood cultural vitality concerns both local cultural organizations and community organizations. It is by taking into account all contributors to cultural vitality that we can best support the emergence of innovative projects and organic phenomena in the neighbourhoods of the metropolis. At the same time, we must ensure that cultural groups and local coordinating committees have the means to contribute to the cultural development of their respective neighbourhoods.

— Proposal 16

That the City take appropriate measures to help small private cultural venues – cultural bars, cinemas, etc. – given their importance for the cultural, social, and economic vitality of neighbourhoods.

— Proposal 17

That the City create a position of Ephemeral Arts Commissioner tasked, in particular, with providing technical support to the growing number of boroughs that wish to promote temporary public art installations



© « Dominique Pétrin, Habiter sa couleur, 2013 », photo de Retis (CC BY 2.0)

Montreal on foot

Interest in neighbourhood “walkability” is clearly on the rise. The alliance between cultural appreciation of one’s home ground, heritage, and active transportation appears to be the way of the future.

Montreal, a leader in the protection and promotion of its heritage

City dwellers are increasingly concerned about history and heritage, and these issues serve as a strong foundation for cultural neighbourhoods. Historical societies and active localized heritage groups deserve greater support from the City, as a supplement to the mission entrusted to the Centre d’histoire de Montréal (Montreal history centre).

One of the major challenges facing Montreal, and all of Quebec, in the years ahead, concerns the future of institutional and religious heritage. Culture Montréal considers that it is time to adopt a comprehensive vision and ensure that the population is on board. The same applies for the development of an intervention framework in matters of commemoration, as proposed by the projet de Plan d’action en patrimoine (draft heritage action plan).

— Proposal 18

That the City, now that Promenade Fleuve-Montagne has been completed, make public the preliminary plan of the urban promenades project in order to increase awareness of this project with its remarkable potential to forge links between residents and between neighbourhoods.

— Proposal 19

That the City provide more constant and more consistent support for established and active historical societies and heritage organizations, which highlight the history and heritage of Montreal’s neighbourhoods.

— Proposal 20

That the City, in conjunction with the authorities concerned, prepare an exhaustive evaluation and propose future orientations in matters of religious and institutional heritage.

— Proposal 21

That the City adopt an intervention framework in matters of commemoration so as to showcase various facets of Montreal’s identity by developing a shared vision and original narratives while respecting the priorities of local communities.



E Montreal, cultural metropolis: conditions for success

Montreal, cultural metropolis: conditions for success

Steering Committee of Montréal, Cultural Metropolis.

Following the adoption of the first 2005-2015 Cultural Development Policy of the City of Montreal, Culture Montréal proposed that the City make a concerted effort to provide this policy with an integrated action plan. The result was the striking of a committee officially known in English as Steering Committee of Montréal, Cultural Metropolis. This committee is composed of elected representatives of the City of Montreal, the cultural sector (Culture Montréal), the business community (the Chamber of Commerce of Metropolitan Montreal), as well as the governments of Quebec and Canada.

In 2007, *the Rendez-vous novembre 2007 - Montréal, métropole culturelle* (the November 2007 gathering-Montréal, Cultural Metropolis) brought together more than 1,300 participants. From this gathering emerged the 2007-2017 Action Plan – Montréal, Cultural Metropolis.

— Proposal 22

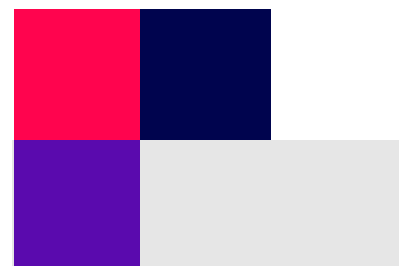
That the City continue to play a strategic role in the Steering Committee of Montréal, Cultural Metropolis and confirm the holding, in 2018, of a new Rendez-vous, whose objective will be the development of an integrated action plan following adoption of the *Politique de développement culturel 2017-2022* (2017-2022 cultural development policy).

Agreement on the cultural development of Montreal

Since 2008, with the *Entente sur le développement culturel de Montréal* (agreement on the cultural development of Montreal), the MCCQ and the City have devoted nearly \$468M to preserving and promoting heritage, increasing Montrealers' access to culture, and consolidating the Montreal library network, as well as a network of high-quality cultural infrastructure.

— Proposal 23

That the City enhance the content of the *Entente sur le développement culturel de Montréal* (agreement on the cultural development of Montreal) through additional funding to be matched by the government of Quebec, and that priority be given to access and to the cultural participation of residents of all origins and from all walks of life.



2017-2022 cultural development policy

In fall 2015, the City launched a renewal of its cultural development policy. This process concluded on June 13 with the adoption by City Council of the new 2017-2022 cultural development policy of the City of Montreal, called *Conjuguer la créativité et l'expérience culturelle citoyenne à l'ère du numérique et de la diversité*.

The Policy will result in a five-year municipal action plan to be updated on an annual basis.

— Proposal 24

That the City include in its 2018 budget sums to be allocated for the implementation of its new cultural development policy, as well as the content of the five-year action plan stemming from it.

— Proposal 25

That the City undertake that the “five-year municipal action plan to be updated on an annual basis,” as outlined in the policy, be publicly held to account every year as part of the work of the municipal council’s Commission de la culture, du patrimoine et des sports (committee on culture, heritage, and sports).

New sources of sustainable funding for arts and culture

The levying of a dedicated tax on billboards is a measure that has already proved its worth in Toronto and Vancouver. The objective has been to transform an urban nuisance – large advertisement billboards – into a source of funding for the creation of urban beauty.

Such a “tax” would not negatively impact taxpayers, and by collecting it, the City would provide itself with additional means to maintain its leadership as a cultural metropolis.

— Proposal 26

That the City explore new sources of sustainable funding for arts and culture, in particular the levying of a dedicated tax on billboards.



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About Culture Montréal

Culture Montréal is an independent and non-partisan organization that brings together all residents who recognize the fundamental role of culture in the development of the metropolis.

Building on this collective intelligence also confers Culture Montréal with the responsibility of fostering and promoting a common vision of the cultural development of the metropolis, by linking all stakeholders who wish to reflect on the future of Montreal.

