

# Owen Sound Cultural Collective

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Presentation to Owen Sound  
Community Development, Tourism & Cultural Advisory Committee  
June 11, 2021



# Toward a local cultural collective

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- Owen Sound & District Chamber of Commerce (OSDCC) had the intent to connect cultural organizations to co-market and promote each other
- Opportunity to potentially share resources, move visitors between downtown businesses, museums, galleries, cultural & historic sites
- First meeting between OSDCC and Community Waterfront Heritage Centre (CWHC) to discuss opportunities held April 1, 2021 – CWHC cultural consultant requested to attend and assist in facilitating collaboration
- Subsequent meetings held with addition of Billy Bishop Museum (April 15) and Tom Thomson Art Gallery (April 22)
- Ideas for collaborative **CULTURAL TOUR** project explored at brainstorming meeting held on April 28; top 3 analysis May 13 and validation May 27



# Toward a local cultural collective

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- CWHC Cultural Consultant confirmed to facilitate the Collective
- Opportunity to collaborate on grant funding explored with group
  - Various options to work together toward grant-funded projects
- Opportunity to co-promote and develop creative activities
  - Brainstormed as a group to determine best practices for next steps
- Opportunity to develop a collaborative **CULTURAL TOUR**
  - Ideas for a tour to connect museums together with downtown experiences
- Opportunity to partner and collaborate widely across community
  - Identified multiple key partner potentials and organizations to invite



# Cultural Collective collaborators so far

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- **Owen Sound & District Chamber of Commerce**
  - Diane Austin, CEO - [diane@oschamber.com](mailto:diane@oschamber.com)
  - Tiffany James, Social Media & Events Coordinator - [tiffany@oschamber.com](mailto:tiffany@oschamber.com)
- **Community Waterfront Heritage Centre (Marine & Rail Waterfront Museum)**
  - Jan Chamberlain, Vice Chair - [janc47@gmail.com](mailto:janc47@gmail.com)
  - Ashlie Taylor, Heritage Centre Coordinator – [Ashlie@waterfrontheritage.ca](mailto:Ashlie@waterfrontheritage.ca)
- **Billy Bishop Museum**
  - Emily Jolliffe, Director & Chief Curator - [ejolliffe@billybishop.org](mailto:ejolliffe@billybishop.org)
  - Gloria Habart, Board Chair - [gloria.habart@sympatico.ca](mailto:gloria.habart@sympatico.ca)
- **Tom Thomson Art Gallery**
  - Aidan Ware, Director & Chief Curator - [aware@tomthomson.org](mailto:aware@tomthomson.org)



# Why we are here today

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- Update city through appropriate committee prior to 2021 summer season
- Museums & gallery are not currently allowed to open
  - However, we are working on a NEW outdoor tour to be available this season
- Explore opportunities to collaborate with the City of Owen Sound
  - Leverage previous QR code model (100<sup>th</sup> Anniversary) for tours & storytelling
  - State our intent to seek inclusion in ongoing River District development & offer ideas
  - Seek a voting membership on this city committee to represent community culture
- Present our Collective in advocacy for local creative sector leadership
  - Potential to be closely involved in any cultural plan renewal or asset mapping etc.
- Obtain city support “in principle” and inclusion in future initiatives
  - Seek official representation of appropriate city representative on Cultural Collective





# Owen Sound Community Activators

While we are still working on a final concept, we know a few things...

# Owen Sound is RICH in downtown culture

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## We've got storytelling ICONS

- Billy Bishop
- Tom Thomson
- Captain Owen
- Tommy Holmes
- Daddy Hall

## We've got story sharing PLAYERS

- Owen Sound Little Theatre
- Owen Sound Artists Co-op
- Ginger Press & Poet Laureate
- DIA Businesses
- Community Volunteers



# Downtown is a CANVAS for fun experiences

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## We've got ideas for LAYERS

- Headset guided tours
- Videos for virtual tours
- Heritage bricks & mortar
- Mobile app – then & now
- Pick your own adventure

## We've got time to add PHASES

- Volunteer guide training
- Business cultural ambassadors
- Foodie/townie/time machines
- Virtual tools and network links
- Sponsors and partners



# Multiple ideas considered for experiences

IDEA or CONCEPT	CONCEPT OF ORIGINAL	LAYER	PHASE	TOOL	CONTENT	THEME	EXISTING TOUR	OUTSIDE DNTWN	PARTNER & SPONSOR POTENTIAL
Downtown & Museums Walking Tour with map	STORY MAP								COLLABORATE AS A COLLECTIVE
Headsets for tours - a docent experience to accompany tours		ICONS	ICONS	Explore MORE					CREATIVES & PRODUCTION
Videos of tour experiences		PLAYERS	PLAYERS	Explore MORE					CREATIVES & PRODUCTION
Include downtown businesses	RECOVER			RACK CARDS POSTERS QRs	Then & Now	Shop & Talk			CONSUMER CONFIDENCE BOOST
Downtown Heritage Building Tour		BRICKS & MORTAR	ICONS & PLAYERS	VENUE FOR STORY					HERITAGE GROUPS & OPEN BUSINESS TOUR GUIDES
QR code tour - expand city one			MAYBE CITY?	PENDING CITY PROJECT?					CITY OF OWEN SOUND
BITS & BITES									MARKET & RESTAURANTS
TOWNIE TOUR									RESIDENT STORIES & GUIDES



# Multiple ideas considered for experiences

TIME MACHINE TOUR									YOUTH & HISTORICAL SOCIETY
RECONCILIATION TOUR									INDIGENOUS COMMUNITY
NEW - BLACK HISTORY TOUR									GREY ROOTS & EMANCIPATION FESTIVAL
RIVER DISTRICT TOUR				PENDING CITY PROJECT?					CITY, DIA, CONTRACTED CONSULTANT RIVERSIDE MERCHANTS MARKET
MILITARY HERITAGE TRAIL							PENDING		BILLY BISHOP, LEGION & CDN FORCES
THE ARTISTS TRAIL	CULTURE								TOM, ARTISTS, GALLERIES, THE CO-OP, WORKSHOP, SCHOOLS
HARBOUR INDUSTRIAL TRAIL									CWHC, INDUSTRY, MARINE & RAIL







# A public private artistic partnership

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The Collective is new, we are still building our capacity so are seeking:

- Additional collaborators and connections such as:
  - local creatives to enliven and activate the project
  - arts groups to collaborate on experience development
  - heritage organizations to inform content creation
  - cultural businesses to become involved in the project
  - commercial experiences to feature on tours
  - community people to work with us to recover together
- Grant opportunities, sponsors and funding partners
- Connections with regional tourism & cultural organizations
- Inclusion in City of Owen Sound & DIA River District development



# Upcoming grant opportunity

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**The Collective is investigating the federal Canada Healthy Communities Initiative for development of the collaborative experience idea as a COVID recovery strategy utilizing public space. The fund supports:**

- Safe and vibrant public spaces for community projects that create and adapt public spaces, or programming and services for public spaces including parks, commercial main streets and access to other amenities.
- Digital solutions for community projects that use data and technology in innovative ways to connect people and support healthy communities. Community projects that use digital technologies and solutions to encourage citizen engagement, use open data, online platforms or physical digital devices for public benefit.

**Deadline is June 25, 2021, at 5:00 PM PST.**



# How this city committee can help

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- Recommend City of Owen Sound provide a support letter for grants
- Provide clarification on outdoor programs/activities path to re-opening
- Investigate opportunity to renew QR code storytelling (100<sup>th</sup> Anniversary)
- Encourage City website opportunities to feature tours & asset mapping
- Include Cultural Collective members and projects in City co-promotions
- Invite the Collective to join this committee & appoint a City rep to collective
- Be involved as we strategize together toward a long-term vision
- Other opportunities as may be available or identified by committee
  - as for example – Collective could assist with Cultural Award coordination



Thank you for your attention

Questions  
or  
Comments?

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