



# Cultural POLICY

Adopted 2 April 2007



## MAYOR'S LETTER

In February 2006, the town council delegated three counsellors, François Champagne, H  l  ne Hamel and Tim Griss, responsibility for drafting a cultural policy for Sutton. One year later, we can say "mission accomplished": the policy was tabled at the council's public meeting on March 5, 2007.

As mayor, I'd like to thank the members of the working group who agreed to take on this challenge and who played an active role in formulating the policy. Thanks to their efforts, the town council adopted our first Cultural Policy on April 2, 2007. The policy aims to respond to current issues as well as define a long-term vision for our municipality. By establishing a cultural policy, the town of Sutton has given itself the mandate to significantly promote the growth of its cultural milieu.

We'd like to particularly thank Genevi  ve H  bert, the project coordinator and editor, as well as members of the working group: Nicole Beaudry, Denis Boulanger, Olivier Burnham, Henri Lamoureux, Jean Marsolais, Roger Tousignant, Jean Gaudet and David James. Thanks also to everyone who contributed to the policy, whether by answering a questionnaire, taking part in workshops or attending a public consultation.

By adopting the Cultural Policy and its action plan, the town of Sutton is making culture a priority, for the benefit of all its citizens.

Kenneth Hill  
Mayor of Sutton

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*“Culture, long overlooked as tools for garnering quality of life, is now being recognized as a means to community building, encouraging outdoor activity, healthy lifestyles, life-long learning, increasing accessibility to programmes for all levels of society, and celebrating diversity and cultural differences.”*

*– Creative City Network of Canada*



## FOREWORD

Québec adopted its Cultural Policy in 1992 and since then a number of counties and municipalities have followed suit in an effort to develop strategies for cultural development and ensure a certain level of coordination among local, regional and provincial government bodies.

The county of Brome-Missisquoi joined the “cultural policy” ranks in 2001. This led to the investment of considerable time and money in regional culture: a culture fund was established and various culture-related projects were implemented, including the regional cultural directory, Scola Arte (a project to offer art courses in the countryside), Cultural Events Centers, heritage restoration assistance programs, etc.

In February 2006, the Town of Sutton announced that it also planned to adopt a cultural policy, in order to coordinate its efforts with those of Brome-Missisquoi and draw attention to its own local cultural assets. Since Sutton is a town that attracts tourists, culture is definitely one more way to promote social and economic development. The cultural policy will thus make it possible to establish guideposts for town initiatives so that culture can be developed in a manner that is aligned with community concerns and interests.

You will see, as you read through the portrait of Sutton’s distinctive cultural components, that it is a very active and diverse community. Indeed, the firm Hill Strategies, in its analysis of 2001 census data, said that Sutton was the most artistic municipality in Québec and the fifth most-artistic community in Canada, with artists accounting for 6% of its overall labor force, compared to a national average of 0.8%.

Although these data are no longer completely accurate given the 2002 merger of Sutton Township and the Town of Sutton, a survey of Sutton cultural stakeholders and citizens in the spring of 2006 confirmed that not only do many artists continue to live and work in the Sutton area, they also devote their time to ensuring that Sutton remains a dynamic cultural and artistic community.

## FORMULATING SUTTON'S CULTURAL POLICY

*“ Culture is, in short, our way of being, the way we as a community live. Culture is a way of speaking, a way of understanding and a way of judging. It has a certain influence on our most fundamental behaviours. That is why our cultural issues are so closely tied to our social issues.”*

*– Québec Union des artistes*

A Working Committee composed of eight representatives from different areas of culture, three town councillors and one coordinator was set up to draft this Cultural Policy.

Together, we compiled a directory of people and organizations active in the Sutton cultural community. In June 2006 the directory listed 260 individuals and 41 organizations active in the visual arts and crafts, writing and communication, performing arts, and heritage. To better delineate these areas, we borrowed and adapted the definitions used by the “Conseil des arts et des lettres du Québec” and Québec’s system for classifying cultural and communications activities (Système de classification des activités de la culture et des communications du Québec - SCACCQ).

With this directory, we were able to contact stakeholders in the cultural community and ask them to help us prepare a profile of culture in Sutton, one that would also allow us to identify its strengths and weaknesses. To do so, we designed questionnaires specifically for those actively engaged in promoting culture in Sutton, as well as for citizens, and organized meetings for each specific cultural area.

Over a period of a year, the Working Committee met about once a month to compile the data from the questionnaires and meetings and to identify and determine the fundamentals, major orientations, objectives and next steps for the draft Cultural Policy.

A first draft of the Cultural Policy was then presented at a public consultation in November 2006. In response to the feedback received, the Working Committee modified the draft and prepared this version.

## PORTRAIT OF THE DISTINCTIVE COMPONENTS OF CULTURE IN SUTTON

In preparing this Cultural Policy, we included under the term “culture” everything related to the following fields: writing, communication, visual arts and crafts, performing arts, and heritage. Each of these categories is described below.

### WRITING

This category covers writers and translators who produce imaginative work or writing that has a literary aim, such as novels, tales, short stories, plays, poetry, essays or other similar efforts. It also includes publishers, bookstores, libraries, writing workshops, and any course, event or activity related to literary concerns.

### CREATION

We identified about 15 authors writing in English or French who have published or translated essays, short stories, novels, poetry, children’s books or plays, as well as pedagogical or historical works. Some of these authors also wrote articles in the bilingual History Sketchbooks published by Heritage Sutton between 2002 and 2005.

### DISSEMINATION

Sutton has two libraries. Both are in the village proper and both have a loyal clientele. The “upper” library, adjoining the elementary school on Highland Street, is a school and municipal library that was founded in 1996 and is managed by the Town. It is computerized and is part of the inter-library loan network. It has reference books, periodicals and CDs in French and English, as well as photocopying and Internet services. It employs one person and receives assistance from a number of volunteers.

The “lower” library, which has a space in the John Sleeth Centre owned by the Town, is run entirely by volunteers. Founded in 1949, it specializes in buying new fiction, in both French and English, and is not computerized.

Sutton also has Le Livre d’Or bookstore, which sells a varied selection of new and used books and magazines in both languages. The owners have a special section for local and regional authors. They also carry the History Sketchbooks published by Heritage Sutton.

Literary activities are occasionally organized by the libraries and Au Cœur du Village, particularly in relation to events like the Tour des Arts.

**EDUCATION/TRAINING**

Sutton has one of the 24 satellite university programs for people aged 50+ (Université du troisième âge – UTA) offered by the Education Faculty of Sherbrooke University. The program, coordinated by volunteers from the organization Temps Libre, has offered university courses and lectures in a variety of subjects, including languages, history, philosophy and literature, since 1999. The courses are announced at the beginning of each quarter on the UTA website, as well as in the municipal bulletin and some of the regional newspapers.

## COMMUNICATION

This category covers individuals and organizations whose activities involve creating, producing, distributing or disseminating one or more messages to one or more constituencies by means of publications such as magazines and newspapers, media such as radio and TV shows, as well as websites, advertising and multimedia products. It includes courses offered in communications, journalism and multimedia.

## CREATION

We identified about 30 freelancers who work in the communications sector. These journalists, editors, translators, advertising people, radio hosts and others mainly live in Sutton while working for companies that are not in Sutton. On the other hand, many of them do paid or volunteer work for local or regional publications. Most of these professionals participate actively in local cultural activities.

## DISSEMINATION

Sutton publishes 2,300 copies of Info-Sutton, the monthly bilingual municipal bulletin, which is also available on the Town's website ([www.sutton.ca](http://www.sutton.ca)). The bulletin publishes free community ads, announcements and information about upcoming events. It is distributed to local mailboxes and is available at some stores, the Tourist Bureau and Town Hall.

The quarterly bilingual publication Le Tour is also based in Sutton. It has a few employees and receives assistance from a number of volunteers. The aim of Le Tour is to be a bridge for communication between residents and visitors, so that both can better understand their responsibilities and the impact they have on the community. Le Tour, which was founded in 1983, devotes several pages to the arts and heritage and publishes a calendar of cultural activities in Sutton and neighbouring towns. The 7,000 to 8,000 copies are distributed free, mainly to mailboxes in Sutton, Abercorn, Dunham, Frelighsburg and West Brome. It is also available at the tourist bureaus in Sutton, Bromont, Cowansville, Dunham, Frelighsburg, at the Tourist Information Centre at Exit 68 on Highway 10 and at the one in Knowlton. Copies are also available at local stores.

Our citizens read other regional newspapers, including Granby's La Voix de l'Est, the Sherbrooke Record and the weekly papers Le Guide of Cowansville, the Brome County News (excerpted from the Sherbrooke Record), and the Stanstead Journal. These papers regularly promote and review cultural activities.

At the time this portrait was prepared, high speed Internet was only available in the village proper, but considerable efforts were being made to set up a Wi-fi connection in the mountain and rural areas.

**EDUCATION/TRAINING**

No communications courses are currently being offered in Sutton.

## **VISUAL ARTS AND CRAFTS**

The visual arts category includes painting, sculpture, printmaking, drawing, photography, textile art, installation art, performance art, art video, or any other form of expression of the same nature. It also covers new media, which includes expressive experimental or exploratory works involving the use of film, video, sound or multimedia.

Crafts means the artisanal production of functional, decorative or expressive items through the practice of a discipline that involves the transformation of wood, leather, textiles, metals or any other material.

These two categories comprise the individuals, events and organizations whose main activities relate to the creation, production, dissemination, distribution or sale of original art or products arising from work in the fine arts, new media or crafts. Individuals and organizations that offer training in these areas are also included in this category.

### **CREATION**

Sutton seems to attract, and this has been true for a number of years, many amateur and professional artists. The 118 artists and craftspeople we identified include painters, sculptors, engravers, photographers, cabinetmakers, illustrators and ceramicists, as well as a blacksmith, a glass artist, a bookbinder, a weaver and a calligrapher. These artists are usually quite versatile and sometimes engage in more than one art practice.

### **DISSEMINATION**

The presence of six art galleries within Sutton's boundaries illustrates, once again, the strength of the fine arts and crafts community. These include three private galleries: Les Imagiers (2001), L'art d'aimer (2006) and La galerie Charmante (2003) and three non-profit organizations: Farfelu (1991), Art Jonction (2004) and Arts Sutton (1980). Arts Sutton promotes the visual arts by exhibiting artists from inside and outside the region. It also offers the occasional workshop for children or adults. Arts Sutton is housed in the John Sleeth Centre, which belongs to the Town of Sutton. Arts Sutton ([www.artssutton.com](http://www.artssutton.com)) and Art Jonction ([www.art-jonction.org](http://www.art-jonction.org)) both have websites where they announce their shows.

They both use email to inform their members about upcoming shows and print announcements that are distributed throughout the region.

The gallery and boutique Farfelu moved to Sutton in 1991, after having been located in Knowlton, then in West Brome. The mission of the gallery's founding artists and craftspeople was to set up a gallery that would promote the arts in the Brome-Missisquoi region.

The three non-profit galleries are mainly run by volunteer members. Arts Sutton is the only one that has a full-time coordinator who is at the gallery during business hours from Thursday to Sunday. Arts Sutton is also the only gallery that issues income tax receipts to its members for donations.

Among our local artists and craftspeople, rare are those who have never exhibited their works in Sutton or the region. More than half of those who completed the questionnaires are members of Arts Sutton and are therefore entitled to submit works to two member shows that are held every year: one at Christmas and one during the regular season. The other galleries, as well as several stores in Sutton and the surrounding area, also make display space available for local artists and craftspeople. A number of Sutton artists also participate or have participated in the annual Tour des Arts.

The Tour des Arts has been held every summer since 1988. It is an event where local citizens and visitors are invited to visit artists and craftspeople in their studios in the Sutton area and neighbouring towns.

#### **EDUCATION/TRAINING**

Some artists offer courses in the visual arts or crafts on their own, handling the promotion and organization of the courses themselves. Some also offer "art courses in the countryside" through the regional Scola Arte program.



## PERFORMING ARTS

The performing arts category includes individuals and organizations whose main activity is the organization, production, dissemination, distribution or promotion of theatre, music, dance or variety shows. It includes independent artists who create or interpret the works presented, the organizations that put on the shows, as well as the people who provide the artistic, creative or technical expertise required to mount a show or train people in the performing arts.

### CREATION

Sutton has a very active performing arts community. We identified about 60 people who work in this area, as well as several groups of artists such as the amateur theatre troupe Au jour le jour, the Ligue d'improvisation du village (LIV), and several music groups such as Cordes à vent and Les Échos Sans Gain.

Similarly, the community has many professional musicians who play during evening jazz events, Son & Brioches brunches and musical evenings. Amateur musicians also perform at the Pub Chez Norm.

There are also a number of dance professionals in the region. Many of them team up with musicians to do shows.

### DISSEMINATION

A number of organizations promote the performing arts in Sutton. These include the community service enterprise Au Cœur du Village ([www.salleagpelletier.com](http://www.salleagpelletier.com)), which has made a striking contribution to local culture since it opened in 2003. It has two full-time employees who manage the Alec & Gérard Pelletier hall, where a variety of artistic and cultural activities are held throughout the year with the help of volunteers: performances, concerts, improvisation competitions, meetings, workshops, exchanges, etc. Au Cœur du Village does its own promotion, issuing a locally distributed monthly program schedule. They also announce their events in the municipal bulletin, regional newspapers, on their website and on the Town of Sutton's website.

Au Cœur du Village was recently designated Sutton's Cultural Events Center by the Brome-Missisquoi county. This is part of a project that involves publishing a regional calendar of activities and promoting

communication between the various cultural organizations of neighbouring communities.

Au Cœur du Village was found in 2003 and currently receives both public and private funding, for which it issues income tax receipts. The vast majority of people who filled out the questionnaires mentioned the excellent work done by the directors of Au Cœur du Village and their volunteers.

Espace Sutton is another non-profit volunteer organization, founded in 2001. For the past several year its volunteers have organized, among other things, the Tableaux Vivants. This event involves presenting reproductions of paintings by great masters, prepared by people from Sutton, which feature live stand-ins, also from the Sutton community. Espace Sutton announces its events on its website ([www.espacesutton.com](http://www.espacesutton.com)) and distributes posters and publicity throughout the region.

There is also Productions Kazou, which organizes the Sutton en Blues Festival, among other things. The Sutton Jazz Festival is organized by a professional musician from the area and has showcased Quebec and international musicians since 2001. In addition, a production company, Showtime, recently began operating in Sutton, offering cabaret-style shows for all types of events, with dancers, circus performers, musicians and others.

A number of businesses, such as the Café l'International, Pub Chez Norm, the inn and restaurant Les Appalaches and the Auberge Agnès Horth Inn have musicians to perform in the evenings or during festivals. Other locations are available for practicing and showing performing arts productions, such as the Grace Anglican Church, which is regularly used for dance classes. Art Jonction is also available for cultural evenings.

**EDUCATION/TRAINING**

For over 20 years, Ballet Sutton has offered dance classes on the second floor of the Sutton Town Hall. Other performing arts classes, particularly in dance and music, are offered independently by professionals, who organize and promote the courses themselves.

Performing arts workshops have recently been offered through Au Cœur du Village as part of the Scola Arte project organized by the Brome-Missisquoi Local Development Centre. Au Cœur du Village also organizes improvisation workshops.

**HERITAGE**

This category includes the organizations and workers primarily engaged in the management, protection, conservation, dissemination or promotion of heritage, museum institutions and archives.

Heritage organizations are those involved in studying, acquiring, managing, conserving, restoring, protecting and maintaining heritage property and sites, and transmitting culture and traditions. They also promote our local, regional, provincial or national heritage through awareness-building activities, publications and organized events.

Heritage consists of the tangible and intangible aspects of culture imbued with multiple meanings as well as a collective dimension that are transmitted from generation to generation and encompass our heritage buildings, archeology, oral history, landscape heritage, museum institutions and archives.

**CREATION/CONSERVATION**

Two organizations are involved in heritage activities in Sutton. There is Heritage Sutton, which published the History Sketchbooks and which used to manage the Communications and History Museum. There is also the Groupe de réflexion et d'action sur le paysage et le patrimoine (GRAPP), which seeks to preserve and protect the land and its heritage.

Other organizations with a recreational, tourist or environmental mission, such as the Appalachian Corridor Appalachien (ACA) and the Parc d'environnement naturel de Sutton (PENS), are also committed to preserving nature and the land.

We have identified over 40 people who have participated in projects aimed at preserving or enhancing Sutton's heritage.

**DISSEMINATION**

From 2002 to 2005, Heritage Sutton, which was founded in 1983, published the History Sketchbooks, which contain articles on local history, genealogy and related topics, using archival material and oral histories of residents recorded on audio cassette tapes. The histories were recorded by volunteers and members of Heritage Sutton in an effort to

preserve our oral history. The History Sketchbooks are available at Le Livre d'Or bookstore.

Heritage Sutton also operated the Communications and History Museum until 2004. The museum building and everything it contained, including the archives and artefacts of Heritage Sutton, were bequeathed to the town of Sutton by Mr. Eberdt, who founded the museum. Under an agreement with the Town, members of Heritage Sutton are working on a project to build a small model of the Town of Sutton as it was before the great fire of 1898.

GRAPP is a non-profit organization founded in 2004 that works to preserve the Sutton landscape. Its members have written a "Land Charter / Charte des paysages".

The Tourist Bureau promotes two heritage circuits in Sutton. Signs placed in front of some heritage buildings describe their history and characteristics. The signs make it possible for citizens and visitors to learn about the history and features of these heritage buildings.

To protect its heritage, in 2004 the Town also developed a Site Planning and Architectural Integration Program (PIIA) to protect the town and the mountain.

#### **TRAINING/AWARENESS-BUILDING**

Brome-Missisquoi county recently set up a new program to provide property owners with free advice from an expert in architecture and heritage buildings.

The Corridor Appalachien (ACA) has also issued a brochure about protecting the land, in cooperation with Société du Temps Libre and the Parc d'environnement naturel de Sutton.

Local history courses have also been offered in Sutton by the Université du troisième âge.

## SUMMARY

The data compiled from the questionnaires completed by citizens, cultural organizations and stakeholders, along with the culture sector meetings, enabled us to identify the strengths and weaknesses in each category. Since the strengths and weaknesses were basically common to all areas, we decided to group them together to avoid redundancy.

### STRENGTHS OF THE CULTURAL COMMUNITY

- ◇ Culturally dynamic county and administrative region
- ◇ Local pride: “The most-artistic municipality in Québec,” ranked fifth in Canada
- ◇ Significant volunteer involvement
- ◇ Multi-disciplinary talented artists, stakeholders and volunteers
- ◇ Vitality of the local cultural milieu (cultural events offered all year round, culture promoters, groups, festivals, etc.)
- ◇ Entrepreneurial spirit and initiatives
- ◇ Efforts to enhance knowledge of our heritage (signs, History Sketchbooks)
- ◇ PIIA: protection for heritage buildings and landscape
- ◇ Bilingual community
- ◇ Free publicity for cultural activities in local papers and on the Town’s website

### WEAKNESSES OF CULTURAL COMMUNITY

- ◇ Lack of recognition of culture as a factor in quality of life and as a lever for overall development
- ◇ Lack of visibility (public art, space reserved for announcements about cultural activities, etc.)
- ◇ Precariousness of cultural organizations
- ◇ Burn out of volunteers and staff
- ◇ Lack of awareness of resources available at the local, regional and provincial levels

- ◇ No hall suitable for presenting different types of performances, with a stage, equipment, etc.
- ◇ Lack of infrastructure for offering training in arts and culture (space, logistics, promotion)
- ◇ Scattered cultural information (no common area, resource person, network)
- ◇ Lack of coordination between the cultural community and the Sutton Economic Development Corporation
- ◇ Lack of coordination with the community, school, etc.
- ◇ No events that brings all stakeholders together
- ◇ Lack of knowledge, recognition and protection of heritage assets
- ◇ Duplication of services, infighting
- ◇ Lack of new blood



*Cultural policy*



## CULTURAL POLICY

### Sutton's Commitment

*“ Scholars and social observers interested in civic engagement suggest a relationship between cultural participation and a sense of community. In this view, cultural participation helps people identify with their personal heritage and the larger community in which they live, thus encouraging attitudes, values, and social ties that underpin a well-functioning society.”*

– Walker, Scott-Melnyk, & Sherwood, 2002

This policy was formulated to respond to current issues within the context of a long-term vision. By adopting a Cultural Policy, the Town of Sutton is giving itself a mandate to make an appropriate contribution to the enhancement of its cultural community.

The ultimate goal of this project is to place culture in the foreground as a lever for social and economic development. The policy should help strengthen citizens' sense of pride and belonging. It should also unite the strengths of its multiple cultural areas with those of other sectors to achieve better coordination and a better view of the whole, to ensure overall community development. The policy should also permit the community to affirm and extend its cultural identity throughout the region and the province of Québec, thereby enhancing its power of attraction.

The Town of Sutton is thus committed to adopting and implementing the fundamental statements, orientations and objectives of its policy. Naturally, it invites its citizens and cultural stakeholders to do the same. To fulfill its commitments, the Town will set up a standing Advisory Committee whose mandate will be to oversee implementation of the Cultural Policy. The committee will also be mandated to ensure that the Town's actions are aligned with the orientations of the Cultural Policy.

Note also that the policy is a flexible tool and the Town will reevaluate the policy in the next three to five years, or in accordance with community needs.

## **FUNDAMENTALS**

The Town of Sutton acknowledges the following:

- ◇ Sutton belongs to a culturally dynamic region.
- ◇ Sutton has a rich artistic and cultural community.
- ◇ Culture plays a role in quality of life.
- ◇ Culture is a major pole of economic and social development.
- ◇ Having access to arts and culture is important for the entire community.
- ◇ The Sutton community is bilingual and multicultural.
- ◇ The community's heritage is important.
- ◇ The nature of the cultural policy is to evolve over time.

## **CULTURAL POLICY**

### **Orientations**

*“New skills, confidence, a sense of belonging increases enthusiasm for local projects. Artworks are symbols of energy, commitment and achievement and this fosters pride in where people live.”*

– Voluntary Arts Network, 2005

The Town of Sutton plans

#### **1) TO PROMOTE CITIZEN ACCESS TO AND PARTICIPATION IN CULTURAL LIFE.**

Citizens cannot be separated from a culturally vital community: they are the ones who create it and the ones who benefit from it. The more people participate in the community’s cultural and artistic life, the more that life becomes rich and varied.

The Town is the level of government that is closest to the citizen. The Town is thus in the best position to ensure that all its citizens have access to culture and art, irrespective of age, origin or group.

The Town of Sutton shall thus acknowledge and encourage citizens’ contributions to creating a vital culture and it shall promote a greater integration of arts, culture and heritage within the daily lives of its citizens.

#### **OBJECTIVES**

- 1.1. To facilitate citizens’ access to cultural training, cultural activities and the cultural facilities of the municipality and partner organizations;
- 1.2. To promote activities to build awareness of culture, literature, arts and heritage, particularly in the education system and in community organizations (such as the Maison de jeunes for young people);
- 1.3. To integrate art and culture into public spaces;
- 1.4. To value the contribution volunteers make within the cultural community;
- 1.5. To promote intergenerational exchanges.

**ACTIONS**

- ◇ Set up a comprehensive directory of cultural services and facilities, along with a directory of artists and cultural stakeholders, and make it available at Town Hall and on Sutton's website.
- ◇ Encourage the use of the History Sketchbooks in elementary school classes.
- ◇ Encourage the formation of a youth cultural committee that would be a subcommittee of the Permanent Committee on Cultural Policy.
- ◇ Set up a program to acknowledge contributions by volunteers.
- ◇ Involve artists in every stage of projects to revitalize the town centre, when their contribution could be beneficial.

## **2) PROMOTE COOPERATION AND PARTNERSHIP AMONG STAKEHOLDERS.**

Bringing the components of culture together means establishing strong links between stakeholders at the municipal level, in businesses, in education, and in culture and tourism.

The Town thus plans to promote cooperation within the cultural community itself, then among the various areas of the community (tourism, urban development, community environment, business environment, education) in order to develop coherent and complementary services, while promoting greater openness to the world.

Promoting quality cultural information also means ensuring that cultural consumers receive information. The Town shall encourage the creation of effective communication tools and places for exchanges between partners, in order to create new areas of cooperation at the local and regional level.

### **OBJECTIVES**

- 2.1. Promote complementary cultural offerings;
- 2.2. Develop and implement effective communication strategies:
  - 2.2.1. within and between cultural areas;
  - 2.2.2. between the cultural community and the Sutton Economic Development Corporation;
  - 2.2.3. between the cultural community and educational institutions;
  - 2.2.4. between the cultural community and the Advisory Committee on Urban Planning;
  - 2.2.5. between the cultural community and community services (Maison des jeunes, etc.);
  - 2.2.6. with regional and supra-municipal bodies (local development centre, county, Montérégie Culture and Communications Council and any other organization that could contribute to our growth);
  - 2.2.7. with local, regional and provincial media, etc.

**ACTIONS**

- ◇ Develop and implement a strategic alliance between the two libraries.
- ◇ Work with Brome-Missisquoi county on the Cultural Events Centers project.
- ◇ Set up an email distribution list to keep each constituency informed of current cultural events and establish rules that would allow the arts community to use the list through the Town.
- ◇ Provide information on current assistance programs.
- ◇ Make sure that a seat on the Permanent Committee on Cultural Policy is offered to the cultural representative of the Sutton Economic Development Corporation.
- ◇ Make sure that information about cultural events is available at the Tourist Bureau, on the Town's website, etc.
- ◇ Join appropriate organizations. (e.g.: Montérégie Culture and Communications councils, Brome-Missisquoi, the provincial organization "Les arts et la ville," etc.);
- ◇ Encourage cultural exchanges.

### **3) ENHANCE AND PROMOTE CULTURE AND HERITAGE.**

Sutton is a dynamic town that has a rich and varied culture, history and heritage. In this Cultural Policy we have identified the main cultural and heritage activities, but we must now acknowledge them and make them more visible to citizens, residents, tourists and the business community.

The Town therefore undertakes to make citizens aware of the importance of culture and heritage and to develop tools to highlight and promote them. It also invites potential partners to collaborate in the promotion of our artistic and cultural products and our heritage.

#### **OBJECTIVES**

- 3.1. Make citizens aware of the arts, culture and heritage;
- 3.2. Disseminate information about culture;
- 3.3. Develop and promote the Town of Sutton as an outstanding cultural destination;
- 3.4. Ensure the protection and enhancement of our heritage.

#### **ACTIONS**

- ◇ Set up public places where cultural and arts events can be posted.
- ◇ Suggest the installation of showcases for displaying local artists at the Tourist Bureau, in the mountain area and any other site deemed appropriate by the Permanent Committee on Cultural Policy .
- ◇ Design and implement a program to integrate works of art with the public buildings and encourage private companies to do the same with their buildings.
- ◇ Harmonize, develop and regularly update the cultural content on the Town's website.
- ◇ Include culture and arts activities in tourist guides.
- ◇ Allocate an annual budget for the acquisition or lease by the Town of artworks, favouring those by local artists.
- ◇ Prepare an inventory of heritage buildings to be protected and specify the characteristics that are to be preserved.

- ◇ Maintain and restore cultural buildings owned by the Town in accordance with their value as heritage assets.
- ◇ Encourage cultural organizations to promote the works of local artists working in their field of activity.
- ◇ Collaborate on the development of an action plan to reopen the Communications and History museum.
- ◇ Evaluate possible alternate uses for heritage buildings.



#### **4) SUPPORT THE ARTS, CULTURE AND HERITAGE.**

The Town of Sutton seeks to devote its energies and resources to the consolidation and development of infrastructures and services in order to create a strong and balanced cultural community. It shall therefore provide financial, technical and logistical support to efforts to promote citizen access to and participation in arts and culture; to enhance the value of culture, the arts and heritage; and to promote cooperation and partnership among the different areas.

##### **OBJECTIVES**

- 4.1. Create and maintain the cultural services and sites necessary for effective application of the Cultural Policy.
- 4.2. Strengthen the key drivers of cultural activity in the community.
- 4.3. Help reduce the cost of cultural services and activities.
- 4.4. Allocate a minimum of 3% of the Town operating budget to culture.
- 4.5. Encourage the emergence of creative and innovative projects that are in line with the Cultural Policy orientations and objectives.
- 4.6. Identify needs in relation to cultural facilities and support the establishment of such facilities.

##### **ACTIONS**

- ◇ Appoint a person to act as liaison and resource to the cultural community.
- ◇ Evaluate the needs of the community with respect to cultural infrastructures and facilities, so that the Town can establish the appropriate infrastructures and facilities.
- ◇ Set up criteria and an evaluation process for requests for technical and financial support.



*Cultural policy*



**CULTURAL POLICY  
Actions**

**TABLES**

**Orientation #1: Access**

**Orientation #2: Cooperation**

**Orientation #3: Promotion**

**Orientation #4: Support**

**ORIENTATION #1 : ACCESS**

<b>ACTIONS</b>	<b>STAKEHOLDERS</b>	<b>SCHEDULE</b>
Set up a comprehensive directory of cultural services and facilities, along with a directory of artists and cultural stakeholders, and make it available at Town Hall and on Sutton’s website.	Town	Short term
Encourage the use of the History Sketchbooks in elementary school classes.	Schools	Short term
Encourage the formation of a youth cultural committee that would be a subcommittee of the Permanent Committee on Cultural Policy.	PCCP Maison des Jeunes	Mid term
Set up a program to acknowledge contributions by volunteers.	Town Cultural Groups	Short & Mid term
Involve artists in every stage of projects to revitalize the town centre, when their contribution could be beneficial.	Town CCU Corpo	On-going

## ORIENTATION #2 : COOPERATION

ACTIONS	STAKEHOLDERS	SCHEDULE
Develop and implement a strategic alliance between the two libraries.	Town Libraries	Mid term
Work with Brome-Missisquoi county on the Cultural Events Centers project.	Town MRC Cœur du Village	Short term
Set up an email distribution list to keep each constituency informed of current cultural events and establish rules that would allow the arts community to use the list through the Town.	Town	On-going
Provide information on current assistance programs.	Town MRC CMCC	On-going
Make sure that a seat on the Permanent Committee on Cultural Policy is offered to the cultural representative of the Sutton Economic Development Corporation.	Corpo PCCP	Short term
Make sure that information about cultural events is available at the Tourist Bureau, on the Town's website, etc.	Town Corpo Tourist Bureau	On-going
Join appropriate organizations. (e.g.: Montérégie Culture and Communications councils, Brome-Missisquoi, the provincial organization "Les arts et la ville," etc.);	Town	Short term
Encourage cultural exchanges.	Town Cultural Groups	On-going

**ORIENTATION #3 : PROMOTION**

<b>ACTIONS</b>	<b>STAKEHOLDERS</b>	<b>SCHEDULE</b>
Set up public places where cultural and arts events can be posted.	Town CCU Corpo	Mid term
Suggest the installation of showcases for displaying local artists at the Tourist Bureau, in the mountain area and any other site deemed appropriate by the Permanent Committee on Cultural Policy.	PCCP Corpo Tourist Bureau Mont Sutton	Long term
Design and implement a program to integrate works of art with the public buildings and encourage private companies to do the same with their buildings.	Town Corpo	Long term
Harmonize, develop and regularly update the cultural content on the Town's website.	Town	On-going
Include culture and arts activities in tourist guides.	Town Corpo Cultural groups	On-going
Allocate an annual budget for the acquisition or lease of artworks by the Town, specifically for local artists.	Town	Long term
Prepare an inventory of heritage buildings to be protected and specify the characteristics that are to be preserved.	Town CCU Heritage Sutton	Mid term
Maintain and restore cultural buildings owned by the Town in accordance with their value as heritage assets.	Town MRC	On-going

### ORIENTATION #3 : PROMOTION

ACTIONS	STAKEHOLDERS	SCHEDULE
Encourage cultural organizations to promote the works of local artists working in their field of activity.	Corpo Cultural groups	Short term
Collaborate on the development of an action plan to reopen the Communications and History museum.	Town Heritage Sutton	Short term
Evaluate possible alternate uses for heritage buildings.	Town CCU Heritage Sutton	Mid term

**ORIENTATION #4 : SUPPORT**

<b>ACTIONS</b>	<b>STAKEHOLDERS</b>	<b>SCHEDULE</b>
Appoint a person to act as liaison and resource to the cultural community.	Town	Short term
Evaluate the needs of the community with respect to cultural infrastructures and facilities, so that the Town can establish the appropriate infrastructures and facilities.	Town Community	Mid & Long term
Set up an evaluation process (checklist) for requests for technical and financial support.	PCCP	Short & Mid term

*Legend :**CCU : Comité Consultatif sur l'Urbanisme**Corpo : Sutton Economic Development Corporation**CMCC: Conseil Montérégien de la Culture et des Communications**MRC : Municipalité Régionale de Comté Brome-Missisquoi**PCCP: Permanent Committee on Cultural Policy*



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