



HALTON HILLS CULTURAL SYMPOSIUM 2009 ONLINE BACKGROUND SURVEY SUMMARY



HHCS ONLINE BACKGROUND SURVEY RESULTS

Snapshot of Respondents

		Response Percent	Response Count
Arts business		16.7%	8
Cultural business		2.1%	1
Heritage business		0.0%	0
Arts non-profit group		18.8%	9
Cultural non-profit group		8.3%	4
Heritage non-profit group		6.3%	3
Individual arts participant		35.4%	17
Individual cultural participant		25.0%	12
Individual heritage participant		16.7%	8
Other (please specify)			35
		answered question	48
		skipped question	32



What top three arts, culture & heritage services and amenities do you think most contribute to the health and vitality of life in Halton Hills?

Frequent responses:

JET, Library, Farmers Market, range and depth of resources

Sample responses:

- "At present the Halton Hills Cultural Centre, and especially the John Elliott Theater with the several performing arts groups, provides the central focus to culture within the Town. The minor sports leagues (notably the hockey and baseball leagues) provide important stimulus to the health of the community. There are a wide range of niche activities and organizations that currently serve aspects of the Town's cultural mosaic that are vitally important but only understood by smaller groups within the community.
- "I think Halton Hills needs to focus more on our teenagers, so these would be the three top choices: fitness/ sports, music concerts, movie theatre"
- "Arts culture critical - keeps the community together - learning about each other - integrates people - need to promote diversity - gets kids involved and out of trouble - good for new people in the community - they will love living here - good for people visiting.- good for business"



How could or should these strengths be further developed?

Frequent responses:

More facilities, joint marketing and planning, target and integrate young people

Sample responses:

- "We need more places for teens to be involved in the community, places like the Roxy in Acton, where coffee houses and such are held. Also, our town (Georgetown) is lacking in entertainment centers. Finally, our historic buildings are slowly being neglected."
- "Creating a walking tour of some of the historical elements that contribute to this society. Also opening another, larger art gallery would expand the viewing audience."
- "More user-friendly bike and walking paths, more arenas, another indoor pool, better facility for larger music venues (suited more for teens), we need a new set of movie theatres in town".



What are the top three barriers that prevent arts, culture & heritage in Halton Hills from thriving?

Frequent responses:

Expensive, lack of appeal to teens and younger people, not enough spaces, lack of coordinated marketing effort, lack of coordinated marketing body for the arts

Sample responses:

- "There is no vehicle to get people to share information or do any joint planning. Isolationism."
- "No winter venue for "town square" gatherings. Money many of the people and groups that make life better here have strong bases in churches, or leadership from people who go to our churches, but many churches are threatened with closure in coming years."
- "Top barrier is insufficient resources. There is now intense competition from many groups to raise money in the community and the arts often get left behind. There is also a lack of vision. The arts need more champions and "drivers."
- "Gravel Trucks - huge sociological impact on local residents. We are not doing well on the path of sustainability. The social elements are a main theme of sustainability."



How could these barriers be best overcome?

Frequent responses:

More advertising, local Arts Council, centralized marketing efforts via website, etc., building/facility dedicated to needs of the arts

Sample responses:

- "I know some sports organizations (such as soccer) have raised funds to help build fields. For a music venue and movie theatres, perhaps tax or other monetary incentives for an entrepreneur to build and run these as an on-going profitable business."
- "Incorporate arts, culture and heritage into long term town planning. Incorporate a full-time Arts, Culture and Heritage Manager for the Town."
- "A larger community centre for meetings and rental of rooms at reasonable rates-Town needs to look at this, especially at the Gellert and rates for Rotary Board Room. Accessibility is an issue-access to meeting rooms, arenas, things for the Town."
- "Education in the schools - invite artists into the schools for a talk, demonstration or performance declaration by town council of "Celebrating the Arts in Halton Hills" to be held for 7 -10 days."
- "Perhaps there could be two or three kiosks or information areas located in key spots, like downtown Georgetown, the Guelph Street Mall and the large mall in Georgetown South or the Gellert Centre. These information centers could distribute brochures or feature slides or have exhibitions of the various clubs, facilities and amenities available here."



Are there partnerships not currently in place that should be developed to support the growth of arts, culture & heritage in Halton Hills?


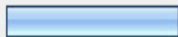
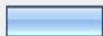

Frequent responses:

Education partnerships with schools, community groups, and central promotion spot/group

Sample responses:

- "A youth advocacy program in partnership between the two schools maybe. Many teens have strong opinions about our society and it would be a good way for them to voice those opinions."
- "Tourism District (model could be the Hills of Headwaters Tourism) or Arts Council"
- "Not sure where the "culture" part is actually visible in Halton Hills and not sure where the connectivity occurs amongst the three. Planning by our council needs to take place and funding. I don't think the council and the community at large "get" the relationship of having tourism as a draw for the unique area we live in. Most think of it as a bedroom community and are not a part of the cultural, historical or artistic history Halton Hills is. I don't see a vision behind town council in making this connection. Very old world view. Need to do research and promote communities that get it."

How important is it to you that Halton Hills' arts, culture & heritage services and amenities attract tourism to the area?

6. How important is it to you that Halton Hills' arts, culture & heritage services and amenities attract tourism to the area?			Response Percent	Response Count
Very Important			47.4%	37
Important			32.1%	25
Not Very Important			17.9%	14
Don't Want to Attract Tourists			2.6%	2
		<i>answered question</i>		78
		<i>skipped question</i>		2



If additional funds were available to strengthen arts, culture & heritage in Halton Hills, what would you consider to be the top three priorities?

Frequent responses:

Expanded arts and culture centre, teen and youth programs, shops, broaden number and types of festivals hosted, centralized organizing body or coordinator, larger expanded art gallery, preserve heritage/promote Halton Hills.

Sample responses:

- "Build more facilities (i.e. cinemas, theaters, teen centers etc) - Fund struggling programs, and support local centers (Georgetown High school, community programs) -Keep older buildings in top shape so that the programs and facilities within them can thrive."
- "A Local Arts Council to provide grants to budding local Artists and Art Groups"
- "Develop Main St. downtown to accommodate entertainment - develop the Barber Mill property similar to the developer proposal which would be a vibrant cultural destination with North American recognition - market the local trails and hidden heritage treasures".
- "More music; places for local bands to play and have performances."
- "Try to prevent HH becoming another boring annex to TO - encourage unique arts, that make HH a special place -promote public art, festivals, art for architecture, street theatre"
- "A theatre in Acton, movie theatre, more opportunities for art shows, coffee houses, and one act plays etc."



Do you have any additional general comments you would like to make on the subject of arts, culture & heritage in Halton Hills?

Sample responses:

- "The town should resist big box stores and promote walk-able communities with an emphasis on creating both indoor and outdoor spaces where people can socialize, have fun and communicate with each other. There should be places to sit and relax and places with public art. Stories of our past should be more readily available."
- "Our town is less than Teen friendly. A look or step in that direction would be fantastic."
- "There are many choirs in Halton Hills, and there is no facility that can accommodate them. These choirs put in many hours of practice and sell out many concerts which the community enjoys, but to find a place to perform is very difficult and expensive - that would be my #1 priority."
- "An outdoor skating rink would be nice :) "