



PLAN CULTUREL
DES COMTÉS UNIS DE PRESCOTT ET RUSSELL
UNITED COUNTIES OF PRESCOTT AND RUSSELL
CULTURAL PLAN

ANNEXE / APPENDIX 2: VISION

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INTRODUCTION

Le Plan de développement économique de Prescott et Russell a identifié la planification culturelle comme étant une priorité très élevée. Le présent document est le deuxième de trois rapports qui orienteront l'élaboration d'un Plan culturel pour les Comtés unis de Prescott et Russell.

Les buts principaux pour cette partie du travail ont consisté à s'entretenir avec les conseils municipaux, le personnel, les intervenants, les partenaires et le public afin de susciter une discussion au sujet de leur vision et de leurs priorités pour le développement culturel dans les Comtés unis de Prescott et Russell, et à produire l'ébauche d'un énoncé d'une vision.

En relevant les perceptions des membres de la communauté, ce document fait aussi référence au premier rapport afin de comparer l'analyse plus factuelle aux perceptions des membres de la communauté.

INTRODUCTION

Cultural planning was identified in the Economic Plan for Prescott and Russell as a high priority. This document is the second of three background reports which will inform the Cultural Plan for the United Counties of Prescott and Russell.

The main goals for this part of the work were to engage municipal councils, staff, stakeholders, partners and the public in a discussion about their vision and priorities for cultural development in the United Counties of Prescott and Russell and to produce a draft Vision Statement.

In capturing the perceptions of the community, this document also makes reference back to the first background report in order to compare the more factual analysis to the community's perceptions.

RÉSUMÉ

APERÇU DES CONSULTATIONS PUBLIQUES

Six consultations publiques d'une demi-journée ont été tenues avec des représentants des huit municipalités.

Plusieurs idées, commentaires et suggestions ont été donnés. Voici les thèmes principaux :

- Il y a une identité forte et distincte dans Prescott et Russell.
- Cette identité peut être renforcée et entretenue par la culture en tous formes.
- Le bilinguisme et la culture francophone sont au cœur de l'identité de la communauté.
- L'accueil des nouveaux arrivants et des visiteurs fait partie de notre culture.
- Le patrimoine naturel unique de Prescott et Russell s'inscrit dans l'histoire et la culture de la région.
- Notre patrimoine bâti nous relie à notre histoire culturelle.
- L'agriculture est associée de façon importante à l'identité culturelle de Prescott et Russell.
- Dans Prescott et Russell, on célèbre aussi notre culture par les mets culinaires.
- La planification faite en collaboration est la prochaine étape pour développer la culture dans Prescott et Russell.
- L'échange d'information et le marketing sont essentiels.

EXECUTIVE SUMMARY

COMMUNITY CONSULTATION OVERVIEW

Six half-day community consultation sessions were held with representatives of all eight municipalities.

Many ideas, comments and suggestions were put forward. The main themes which emerged were:

- Prescott and Russell has a strong and distinct identity.
- This identity can be further strengthened and maintained through culture in all its forms.
- Bilingualism and francophone culture are central to community identity.
- Welcoming newcomers and visitors is part of our culture.
- Prescott and Russell's unique natural heritage is part of the history and culture of the area.
- Our built heritage connects us to our cultural past.
- Agriculture is an important part of the cultural identity of Prescott and Russell.
- Prescott and Russell also celebrates its culture through culinary arts.
- Collaborative planning is the next step in developing culture in Prescott and Russell.
- Collective information sharing and marketing is essential.
- Cultivation and maintenance of a corps of volunteers is critical to cultural development.

- La mise sur pied et le maintien d'un groupe de bénévoles sont cruciaux pour le développement culturel.
- La coordination entre les municipalités renforcera la culture.
- Des espaces culturels identifiables dans chaque communauté renforceront la culture en général.
- La coordination de l'utilisation des espaces culturels et de l'équipement sera profitable aux fournisseurs des programmes et au public.
- L'accès au financement en vue du développement entraînera un renforcement de la culture.
- Il y a un potentiel inexploité pour le tourisme culturel.

- Identifiable cultural places in every community will strengthen culture overall.
- Coordination among the municipalities will strengthen culture overall.
- Coordination of the use of cultural spaces and equipment will help both program providers and the public.
- Access to development funding will help culture grow.
- There is untapped potential for cultural tourism.

APERÇU DES ENTREVUES TÉLÉPHONIQUES

Un certain nombre de répondants représentant une variété de parties prenantes de la communauté ont été choisis pour des entrevues afin de connaître leurs perceptions par rapport à celles de l'ensemble de la communauté. Voici les thèmes majeurs de ces entrevues :

- La culture francophone est centrale, mais elle doit tenir compte des anglophones et des nouveaux arrivants.
- La qualité de la programmation culturelle dans Prescott et Russell n'est pas assez élevée.
- Les adolescents et les jeunes adultes ne sont pas bien servis par les programmes culturels.
- Les programmes qui font participer les familles donnent les meilleurs résultats.
- La collaboration des organisations au niveau municipal est essentielle au développement culturel.
- Il est nécessaire d'avoir une seule source exhaustive d'information au sujet de la culture.
- Le développement et le maintien d'un groupe important de bénévoles sont essentiels pour assurer la stabilité à long terme.
- Les communautés locales ont besoin d'un espace culturel identifiable.
- Au niveau régional, il faut des lieux pour les arts de la scène et pour les expositions d'art visuel.
- Les Comtés unis ont un rôle important à jouer et devraient commencer à prendre l'initiative.

TELEPHONE INTERVIEWS OVERVIEW

A number of respondents representing a diversity of the community leadership were selected for interviews in order to test their perceptions against those of the community at large. The main themes from these interviews were:

- Francophone culture is central but must be balanced with anglophones and newcomers.
- The quality of cultural programming in Prescott and Russell is not high enough.
- Teens and young adults are poorly served by cultural programs.
- Programs which involve families bring the highest return.
- Organizational collaboration at the municipal level is essential to cultural development.
- A single comprehensive source of information about culture is also essential.
- Developing and keeping a large base of volunteers is essential to long term stability.
- Local communities need an identifiable cultural place.
- Spaces at the regional level are required for performing arts and visual arts exhibitions.
- The United Counties or other regional entity has a leadership role to play and should begin to take the initiative.

RÉSULTATS DU SONDAGE EN LIGNE

Distribution des résultats du sondage

Le sondage a été mis en ligne pendant environ six semaines. Au cours de cette période, 144 réponses ont été reçues, distribuées comme suit :

	Français	Anglais	Total
Alfred-Plantagenet	13	4	17
Casselman	5	0	5
Champlain	12	12	24
Clarence Rockland	13	2	15
East Hawkesbury	2	4	6
Hawkesbury	13	5	18
La Nation	6	6	12
Russell	5	32	37
	79	65	134

Aperçu des résultats du sondage

Le nombre et la teneur des réponses au sondage en ligne confirment que les résidents de Prescott et Russell comprennent l'importance de la culture ainsi que son rôle sur les plans social et économique. Ils croient aussi aux nombreux atouts et talents culturels de Prescott et Russell.

Par ailleurs, les répondants croient tous qu'il y a du chemin à faire pour permettre à Prescott et Russell d'atteindre son potentiel culturel. À cette fin, le Plan culturel est considéré comme un excellent premier pas.

RESULTS OF ON LINE SURVEY

Distribution of Survey Results

The survey was on-line for approximately six weeks. In that period a total of 144 responses were recorded and distributed as follows:

	French	English	Total
Alfred-Plantagenet	13	4	17
Casselman	5	0	5
Champlain	12	12	24
Clarence Rockland	13	2	15
East Hawkesbury	2	4	6
Hawkesbury	13	5	18
The Nation	6	6	12
Russell	5	32	37
	79	65	134

Overview of Survey Results

Both the number and the content of the responses to the online survey confirmed that the residents of Prescott and Russell understand the value of culture and the role it plays in social and economic wellbeing. They also believe that Prescott and Russell has many cultural strengths and much cultural talent.

On the other hand, respondents universally believe that Prescott and Russell has a long way to go before it reaches its cultural potential. In this regard, the Cultural Plan is seen as an excellent first step.

Pour le développement culturel, on estime qu'il faut d'abord bâtir la capacité organisationnelle au niveau régional. Il faudra du personnel chargé de mobiliser et de coordonner le développement culturel dans les Comtés unis.

Les répondants ont cerné des tâches organisationnelles majeures :

- Établissement de réseaux d'information pour toutes les parties intéressées à la culture, afin que le développement culturel puisse être coordonné au sein du secteur culturel.
- Le développement d'une plateforme de communication où les consommateurs culturels et le grand public peuvent avoir accès à l'information à jour au sujet des activités culturelles de Prescott et Russell.
- La création de partenariats dans le secteur culturel, et entre ce secteur et les secteurs des affaires, du tourisme et de l'éducation.
- L'élaboration d'un plan pour les installations culturelles.
- La préparation d'un plan pour l'instauration et l'entretien de bénévoles.
- Le développement de formes d'art et de culture sous-représentées dans la région.

The basic need for cultural development is seen as building organizational capacity at the regional level. This requires dedicated staff with a mandate to mobilize and coordinate cultural development across the United Counties.

The main organizational tasks which respondents identify are:

- Establishment of information networks among all cultural interests in order that cultural development can be coordinated within the cultural sector.
- Development of a communications platform where cultural consumers and the general public can access up-to-date information about cultural activities and events across Prescott and Russell.
- Creation of partnerships between and among the cultural sector, business, tourism and education.
- Development of a plan for facilities.
- Providing a plan to foster the cultivation and maintenance of volunteers.
- Facilitating development of under-represented forms of art and culture.

ÉBAUCHE DE L'ÉNONCÉ DE VISION

Les consultations communautaires suggèrent que les principes suivants soient inclus dans l'énoncé de vision pour la culture dans Prescott et Russell :

- Dans Prescott et Russell, la culture est dérivée de la terre, de ses caractéristiques uniques et de sa vitalité agricole.
- Dans Prescott et Russell, la culture est enracinée dans un environnement bilingue, un patrimoine francophone et un respect pour tous.
- Dans Prescott et Russell, la culture s'appuie sur le passé : patrimoine naturel, histoire autochtone, patrimoine bâti, patrimoine agricole, riche histoire sociale et son emplacement entre deux centres urbaines.
- Dans Prescott et Russell, la culture est tournée vers l'avenir; on reconnaît le rôle de la culture dans la réalisation personnelle, le bien-être de la communauté et le développement économique.
- Sous la direction des Comtés unis, le développement de la culture dans Prescott et Russell est une responsabilité qui incombe aux administrations régionale et locale.
- Dans Prescott et Russell, la promotion et le marketing de la culture sont le fruit d'un effort concerté entre tous les intervenants.
- Dans Prescott et Russell, la culture reconnaît le rôle des communautés individuelles dans l'ensemble du paysage culturel.

DRAFT VISION STATEMENT

Consultation with the community suggests that the following principles be included in the Vision Statement for Culture in Prescott and Russell:

- Culture in Prescott and Russell arises from the land, its unique features and its agricultural bounty.
- Culture in Prescott and Russell is rooted in its bilingual environment, its francophone heritage and its respect for all peoples.
- Culture in Prescott and Russell is informed by the past – its natural heritage, its aboriginal history, its built heritage, its agricultural heritage, its rich social history and its location between two major urban centres.
- Culture in Prescott and Russell is forward looking – it recognizes the role of cultural in personal fulfillment, community wellbeing and in economic development.
- Under the leadership of the United Counties, or a regional entity, the development of culture in Prescott and Russell is a shared responsibility, cooperatively managed by the regional and local governments.
- The promotion and marketing of culture in Prescott and Russell is a collaborative effort with all stakeholders participating.
- Culture in Prescott and Russell recognizes the role which individual communities play in the larger cultural landscape.
- Culture in Prescott and Russell recognizes the central role which individuals and local organizations play in the creation, delivery and support of cultural programs.

- Dans Prescott et Russell, la culture reconnaît le rôle central des individus et des organismes locaux pour la création, la prestation et le soutien des programmes culturels.
- Dans Prescott et Russell, on reconnaît que beaucoup de personnes contribuent à la culture : les artistes créateurs, les organisateurs, les administrateurs, les bénévoles, ceux qui apportent leur soutien, et le public qui en bénéficie.
- Dans Prescott et Russell, la culture permet la découverte personnelle et s'efforce d'atteindre l'excellence.
- Par le biais de notre culture, nous partageons l'histoire de Prescott et Russell avec nos amis, nos voisins et ceux que nous accueillons comme visiteurs.

- Prescott and Russell recognizes that culture is created by many hands – the artists who create, those who organize and administer, those who volunteer and support as well as those who attend and enjoy.
- Culture in Prescott and Russell allows for personal discovery and it also strives for excellence.
- Through our culture, we share the story of Prescott and Russell with friends, neighbors and those whom we welcome as visitors.

PUBLIC CONSULTATION RESULTS

COMMUNITY CONSULTATION SESSIONS

Participants

Representatives from each of the eight local municipalities were invited to attend facilitated meetings. Each meeting began with a presentation by the Consultants of a framework for the discussion. Breakout groups were then formed to address a number of key questions. Each breakout group shared its findings with the others.

Representatives included elected officials, municipal staff, community and cultural organizations and individuals. For a list of attendees, please see Appendix A.

Locations

Community consultations session were held in six locations covering eight in municipalities:

- In Rockland for municipality of Clarence-Rockland
- In Russell for municipality of Russell
- In Champlain for municipalities of Champlain and East Hawkesbury
- In Alfred Plantagenet for municipality of Alfred Plantagenet
- In Hawkesbury for Town of Hawkesbury
- In The/La Nation for The/La Nation Municipality and the village of Casselman

Overview of Community Comments

The following notes represent a general summary of the perceptions of the community representatives in attendance at the six sessions:

Regional Identity

The sense of belonging to a strong and distinct community is highly valued by residents of Prescott and Russell and there is a desire to share this sense of community with newcomers.

Consisting of 8 municipalities and 42 villages, Prescott and Russell is many things to its residents. One of its identities is as a bedroom community to Ottawa, specifically Russel and Clarence-Rockland. Participants felt that there is a need to encourage those who work outside Prescott and Russell to be more actively engaged in the community.

Strengthening Regional Identity through Culture

Because much of Prescott and Russell is located close to the large urban centres of Ottawa and Montreal, many cultural needs of residents can be met in these larger centres.

However, it is clear that the region has a lot to offer in terms of the arts and other cultural programming opportunities. Participants felt strongly about the need to foster greater cultural programming within the region.

Language and Cultural Heritage in Prescott and Russell

Heritage and history are important features of the cultural landscape of Prescott and Russell. Key historical and heritage issues revolve

around linguistic heritages (Francophone mostly in the eastern part, Anglophone mostly in the western part) and other language groups and cultures. Religious heritage and culture is highly valued.

The Franco-Ontarian identity is the keystone of culture in Prescott and Russell. The strong sense of pride in Franco-Ontarian culture also exists in a bilingual context where the French language is highly valued.

Participants believe that the quality of the French language in Prescott and Russell must be protected through continued support in the education system, recognizing that it is challenging to maintain a high quality of expression and communication in both languages in the area.

The need to continue to pass on the linguistic heritage to future generations was also recognized by participants. Prescott and Russell should be a place where immigrants are able to maintain ties to their own language and cultures while integrating into the largely Francophone context of every day life in the area.

Newcomer Integration

Participants repeatedly said that a “Welcome Wagon” service should be available to newcomers in Prescott and Russell. This service should include information about services, cultural assets, events and volunteer opportunities so newcomers can be aware of what is happening in the region and become involved as early as possible in the life of the region.

Built Heritage in Prescott and Russell

There is a strong sense of the importance of built heritage in the

area. Architecturally, Prescott and Russell features many interesting buildings of which people are very proud.

But there is currently no mechanism (website, map, etc) to enable residents and tourists to explore and enjoy this heritage more easily.

Natural Heritage in Prescott and Russell

Preservation of the area’s built heritage assets goes hand in hand with the important issue of environmental stewardship. Participants said repeatedly that there is a great sense of pride in the area’s natural landscape and environmental heritage that informs the history and culture of the area.

The Ottawa River, the Alfred Bog and the Larose Forest are obvious rallying points for the environment. The desire for better signage and more multi-use trails were identified during the public meetings. More outdoor arts and culture programming is also wanted.

Agricultural Heritage

Participants repeatedly said that agriculture is a very important part of Prescott and Russell’s distinct cultural identity. Agriculture is part the region’s heritage but is also understood as an important part of its contemporary culture. Moreover, agriculture is key to the region’s economic development.

Local Food and Culture

Due to the agricultural wealth of the region, local food products are considered cultural commodities and are important both for residents of the area and to visitors looking for something special and particular to the region. Farmers’ Markets are invaluable community

gathering points and cultural assets across the region.

Local food and agriculture provides focal points on which different organizations in the region will willingly work together. Participants reported that the region's most successful and enjoyable events, such as the Foire Gourmande interrives, Vankleek Hill's Oktoberfest or Saint-Albert's Curd Festival, are centered on food and local agriculture. These events have little difficulty recruiting volunteers and willing participants.

Participants felt these events could be integrated with the arts and other cultural assets to provide even more enjoyable programming.

The Alfred Campus of the University of Guelph could be better integrated into the cultural fabric of the region. We heard little about this institution in our public meetings. However, there is real interest in finding ways of working with the college to provide programming around agriculture and the area's heritage and contemporary agricultural context.

Cooperative Planning – Local / Regional

Participants spoke about how people want to find ways to connect with the region's artists. Across all eight municipalities, people want to know about local art and culture and find ways to connect with and foster the region's creative economy.

There is a strong desire to have policies and procedures that support both networking and marketing in the cultural sector across Prescott and Russell.

Participants felt that some sort of communications platform is required so local communities can plan in a collaborative and cooperative way.

This would mitigate the issue of conflicting dates for events and would raise awareness of what is taking place in each individual community in the region. Participants believed that regional events calendar for cultural events is badly needed.

Time and again, participants said that if such a calendar were to be useful it would need to be updated daily and disseminated in a variety of ways. This would require a dedicated staff person to look after this on a regional level with support from municipalities for networking and events coordination.

Communities in the United Counties also feel the need to have stronger online presence that is connected to the region's online presence. A network of small calendars that connects to a regional events calendar was often suggested.

Supporting and Developing Artists

Although Prescott and Russell has many cultural strengths and much cultural talent, there is a lack of administrative tools and resources for artists and event planners in the region. Several times, participants expressed that they needed courses on such topics as marketing, social networking and event planning and suggested that these could be provided through collaboration between the United Counties and municipalities.

There is a desire to see the region's arts community collaborate with schools to offer workshops and mentoring for students and teachers.

Participants also identified that there is an issue with retaining the region's artists, who grow their practice in Prescott and Russell and move on to more urban centres to continue their work.

Having exhibits and shows of artists from the region now living elsewhere should be explored.

Communicating with the Public about Culture

Related to the desire for better networking and connecting on cultural programming is the expressed need for more and better ways to disseminate information across the United Counties.

Participants expressed the desire for a regional newspaper, or even better collaboration between local papers on arts and culture issues and events.

Volunteer Resources

A new generation of volunteers is needed as the current pool of volunteer workers represents a rapidly aging population.

Volunteers are reporting that they are overloaded with work and organizations report that they need more willing people.

A database to link organizations and volunteers, which could be regularly updated, would be an asset to communities all across the United Counties.

Cultural Space and Equipment

There is a sense that infrastructure in the region is adequate to the needs of the people but spaces and assets are not necessarily being used to their full advantage.

Participants expressed a desire to see more dedicated arts and cultural spaces. They expressed concern over the fact that halls and other

community spaces were not equipped in the best ways to make the most of cultural activities happening within their walls.

Participants felt that identifying spaces that are best used for certain kinds of activities would go a long way toward creating an environment that fosters the arts and culture.

Participants felt that a database of available spaces and how to secure permission to use the spaces for cultural activities is required.

There is also an interest in sharing equipment, expertise and space across sectors and communities for the common goal of excellent cultural programming.

Several participants expressed that they would like to see a database of equipment available for rent or lending as well as spaces and land that might be available for use.

Strengthening Culture in Local Communities

Participants expressed the feeling that travelling to cultural events in the region can sometimes be difficult and that they would like to see programming come to them in their own communities.

There is also an interest in having art shows that tour from community to community in the United Counties as well as programming that happens in one place only.

Another idea that found strong support was the concept of communities supporting artist residency programs that could integrate resident artists with community groups and schools.

The contributions of small museums are important to local

communities and to visitors of the area's distinct heritage. More collaboration between museums was a common suggestion in almost all public meetings.

Intergenerational interactions are highly valued. Museums were identified as possible avenues for exploring means of intergenerational teaching and learning.

Grants for Cultural Stimulus

Grants can be an important catalyst for artists and communities. Several times, participants expressed a desire for support from the United Counties and the municipalities through grants for cultural activities. It was felt that strengthening grassroots programming in culture will strengthen the pool of cultural assets of the region and grow the creative economy.

Culture and Tourism

The fact that the region is located between Ottawa and Montreal poses challenges at the same time as it provides opportunities. From an economic standpoint, it may be possible to attract industry, tourism and other businesses to the area.

Thanks to its new Tourism Prescott-Russell Tourism (TPRT) organization, Prescott and Russell could draw visitors from the large urban centres through an emphasis on the arts in the region and the region's own culture. The region is in a unique and exciting position to positively exploit French-speaking consumers of arts and culture.

Programming by TPRT could also be geared toward appealing to the wider audience of urbanites in both Ottawa and Montreal. Prescott and Russell could showcase its rich arts and culture scene not just to

its residents and neighbours but to a tourist market that includes the rest of Canada and the world.

However, insufficient accommodations for visitors to the area is a limiting factor for overnight stays.

STAKEHOLDER INTERVIEWS

Following the community consultation sessions, a series of personal interviews were conducted to gain the perspective of various community cultural leaders.

These interviews were structured around a number of general questions which were meant to allow respondents to speak to the issues which they felt were most important.

Overview of Stakeholder Comments

Language and Culture

Respondents affirmed the opinion of the community that francophone culture was central and that it needed to be protected from assimilation. Respondents also noted that it was important to maintain active collaboration between the anglophone and francophone cultures.

Cultural Programs

The greatest need related to cultural programming in Prescott and Russell is to improve the quality of products offered. Support by residents is low, in part, because the programs are deemed by respondents to be poor by comparison with cultural offerings elsewhere. Cultural offerings at this quality level will also not draw

visitors.

While there are pockets of cultural programming for young people in Prescott and Russell, respondents felt that there were too few opportunities. Libraries are good sources of cultural programming for children under 12 but the 12-to-17 age group is poorly served.

Respondents felt that programming that is geared to families will provide the best value for cultural development as they encourage intergenerational participation.

Coordination of Activities and Events

Respondents agreed that the lack of coordination and collaboration across Prescott and Russell is the most significant barrier to cultural development and the effective use of existing cultural assets.

There needs to be a place for “one-stop-shopping” when it comes to information about culture in Prescott and Russell.

In addition, respondents felt that there needs to be a way not just for collective planning but also for evaluation of the performance of cultural programs and events.

The agricultural fairs were seen as good festival models to follow.

Volunteers

Volunteerism all across Prescott and Russell is under pressure due to demographic change. Culture is one of several areas where the cultivation and maintenance of a volunteer base is crucial in ensuring long term stability.

Facilities

The lack of purpose-built facilities in Prescott and Russell was seen by respondents as a barrier to artistic development and to the development of audiences and supporters.

Having one identifiable location for culture in each community would help make culture more visible and accessible.

Prescott and Russell also needs two flagship facilities:

- A performing arts theatre
- A public exhibition space

Respondents noted the continued support of libraries as cultural agencies was very important even though the role of libraries is changing in the digital age. The lack of an archive and museum for the United Counties was also noted as a significant cultural deficiency.

Role of United Counties

There was overwhelming agreement that leadership for cultural development should come from the United Counties or a regional entity.

It was also agreed that this regional platform leadership could take the following actions in order to get things started:

- Convene a meeting which brings together cultural representatives from each community
- Determine how the cultural representatives might continue to work together for cultural development

(working group, committee of council, etc)

- Take the initiative in launching the development of a single platform for cultural information in Prescott and Russell
- Discuss what means could be employed to to raise awareness and promote culture in Prescott and Russell both to residents and visitors
- Discuss how to cultivate and maintain a strong volunteer base across Prescott and Russell
- Discuss ways for all communities to support artistic development and professional development

SURVEY RESULTS

DISTRIBUTION OF SURVEY RESULTS

The survey was on-line for approximately six weeks. In that period a total of 134 responses were recorded distributed as follows:

	French	English	Total
Alfred-Plantagenet	13	4	17
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The/La Nation	6	6	12
Russell	5	32	37
	79	65	144

OVERVIEW OF SURVEY RESULTS

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On the other hand, respondents universally believe that Prescott and Russell has a long way to go before it reaches its cultural potential. In this regard, the Cultural Plan is seen as an excellent first step.

The basic need for cultural development is seen as building organizational capacity at the regional level. This requires dedicated staff with a mandate to mobilize and coordinate cultural development across the United Counties.

The main organizational tasks which respondents identify are:

- Establishment of information networks among all cultural interests so cultural development can be coordinated within the cultural sector
- Development of a communications platform where cultural consumers and the general public can access up-to-date information about cultural activities and events across Prescott and Russell
- Creation of partnerships between and among the cultural sector, business, tourism and education
- Development of a plan for facilities
- Providing a plan for the cultivation and maintenance of volunteers
- Facilitating development of under-represented forms of art and culture

COMMUNITY BY COMMUNITY RESPONSE

Alfred-Plantagenet

Respondent Profile

Thirteen residents of the Alfred-Plantagenet area responded to the online survey in French. Nine work in A-P; two are retired; and two work in Champlain and Hawkesbury, respectively. Seven are between 40 and 64 and two are under 19, none between 20 and 39, and 4 between 65 and 79 respectively.

Eight of the thirteen respondents are involved in cultural activities; the Ligue de balle féminine d'Alfred et Plantagenet, Le Festival du

livre de l'Est ontarien, Le Cercle des conteurs de l'Est de l'Ontario, ARTour Prescott-Russell, Chorale de l'Amitié, ACFO, Boisés Est enr., Corporation du sentier récréatif Prescott-Russell.

Four residents of the Alfred-Plantagenet area responded to the online survey in English. Two are working in Alfred-Plantagenet, one is working in Ottawa and one is retired. Two are between the ages of 40 and 64, and two are between the ages of 65 and 79.

One is involved with the Plantagenet Lions Club, as Vice President, contact info for Lions in Plantagenet is: Ray Lebeau, Tel: 613 673-2125, E-mail: raylebeau@sympatico.ca.

One is involved as an organizer with the Music in the Pines Festival, which takes place at the Whispering Pines Camp Ground. They described the aim of the festival thusly: "To promote all the Arts and to encourage children to participate in all. The festival is also a charitable on with the proceeds going to the Children's Wish Foundation Ottawa. This will be our 4th year and it's held on the weekend of Canada Day. This year being Thursday June 28th until July 2nd." Contact info for the festival is: Eileen Garde (613) 673 4916 musicinthepines@gmail.com website: musicinthepines.ca

Summary of Comments

For Prescott and Russell, and for the municipality of Alfred and Plantagenet, the majority of respondents somewhat disagree with the statement that "Une bonne sélection d'évènements et d'activités en art et culture est disponible dans notre communauté." The majority of respondents strongly agree with the statement that "Un répertoire attrayant d'art et de culture peut contribuer de façon significative à l'économie de notre communauté." The majority of respondents somewhat disagree with the statement that "Notre communauté

détient un répertoire remarquable en art et en culture qui attire de nombreux touristes et visiteurs."

For Prescott and Russell, the majority of respondents are neutral on these issues: "Des disponibilités et de la qualité des locaux culturels (ex. bibliothèques, musées)"; "De la préservation des bâtiments historiques et du Patrimoine."; and unsatisfied on these issues: "De la disponibilité de l'information et de la promotion concernant: les activités, les évènements et les festivals à venir."; "Du niveau de soutien pour les arts locaux et les nouvelles initiatives culturelles (financier et autre)"; "Des espaces publics améliorés par des matières artistiques." For the municipality of Alfred and Plantagenet, the majority of respondents are unsatisfied on all of the above issues.

The state of culture and arts in Prescott and Russell is described as needing a lot of work.

The top three sectors of culture in Prescott and Russell are identified as crafts, festivals and events, and visual arts. Underrepresented: electronic arts, performance arts, and literature. The areas which respondents would most like to see further development in are performance arts, heritage, and literature.

Challenges to the development of arts and culture are: retaining young people, appealing to the whole community, co-coordinating advertising and networking across the sector and the region, the proximity of Ottawa and a lack of funding. Important opportunities are: talent across the region; great events that need more support and coordination; the opportunity to form a network and more cohesion across the sector. Priorities for the development of culture: dedicated staff on the regional level for event coordination and development of regional events calendars and network; supporting what works.

Priorities

Important things the region could do to support arts and culture are: promote events outside the region to benefit from the proximity of urban centres; dedicating regional staff to arts and culture; identifying permanent funding for events that are working well; most respondents mention the Cultural Plan as a good place to start.

Summary of Comments

All strongly agree that in Prescott and Russell, “A vibrant arts and cultural scene can significantly contribute to our community’s economy”. However, the group somewhat disagrees with the statement that, “A good selection of arts and cultural events and activities is available in our community” and is neutral on the question of whether the community’s art and culture scene draws visitors. With regards to these statements, the results are the same as with the municipality of Alfred and Plantagenet.

The group is dissatisfied with the current level of cultural services in Prescott and Russell as well as in their municipality.

“Although there may be a few cultural activities within Prescott-Russell, our local municipality (Plantagenet) does not do very much to draw tourists / new residents to this area. Last year, the Plantagenet Beanerie hosted a successful ‘Bean Fest.’ I see this as one small step to draw tourists. We need more community leaders who are willing to organize events!”

“There is so much talent and were they all promoted it would help not only the artists but the whole region. Many years ago I tried to establish an Arts community but the interest was pitiful so nothing was done. The

years since have become more aware but nothing to what it could be.”

“I would like to see a commuter link between the communities that could better serve the needs of the older and less fortunate”

The group identified crafts, design arts, festivals and events and visual arts as cultural strengths in the region of Prescott and Russell. Underrepresented areas are identified as civic arts, electronic arts, heritage, literary arts, visual arts and performing arts. Responders would like to see all sectors of culture developed further.

Challenges facing culture and the arts are public and private funding, lack of suitable, dedicated facilities, and lack of coordinated publicity in the region. Opportunities are the potential for growth and development, tourism, and more coordinated events across the region.

Priorities

Priorities for cultural development are focused on attracting tourism by building infrastructure and funding.

This group said that the most significant things municipal partners could do to support the development of arts and culture in Prescott and Russell were to provide resources for funding art events and projects, coordinate advertising of events and support a network of art and culture in the region.

Casselman

Respondent Profile

Five residents of Casselman responded to the survey in French, none in English. Two work in Casselman, one in Champlain, one in Clarence-Rockland and one in Maxville. Three respondents are aged between 20 and 39, one between 40 and 64 and one between 65 and 79. Three respondents are involved in sports, two in Hockey and one in figure skating.

Summary of Comments

They somewhat agree that there is a good selection of art and culture activities available in Prescott and Russell; they strongly agree that art and culture can significantly contribute to the economy of the community. They simply agree that art and culture attract tourists and visitors to the region.

They agree that there is a good selection of art and culture activities available in Casselman; they strongly agree that art and culture can significantly contribute to the economy of the community. They disagree that art and culture attract tourists and visitors to the region.

Two are satisfied, one is neutral and one is dissatisfied with cultural services in the region. All answered neutrally about their satisfaction with cultural services in Casselman.

When asked to describe the state of art and culture in their municipality, one person said they feel it is not a priority; one said that more work needs to be done to preserve and bolster francophone culture in Casselman; and one person pointed out that in spite of the small population base in Casselman, they have succeeded in creating

a very enjoyable winter festival that attracts tourists.

They identified festival and events, craft and performance arts as the best represented in Prescott and Russell; they identified electronic arts, civic arts and visual arts as underrepresented. They would like to see more development of electronic arts, communications and media, and visual art in Prescott and Russell.

They identified a lack of archives, coordination among organizations, languages, difficulty diffusing information in the region, lack of funding, lack of infrastructure as the greatest challenges to culture and the arts in the region. They identified great talents, *L'Écho d'un peuple*, the desire to produce a cultural plan, local music, proximity of Ottawa and Montreal, Calypso Waterpark and the natural beauty of the region as the greatest cultural strengths of the region.

Priorities

Priorities for cultural development in Prescott and Russell are: reinstating *L'Écho d'un peuple*, better coordination, the establishment of a regional heritage committee, cultural education, marketing local culture outside of the region, developing cultural events related to tourism, providing cultural experiences related to nature and agriculture, promoting arts and culture within the region.

The most important things Prescott and Russell can do for arts and culture are: supporting coordination, organizing archives, organizing a regional heritage committee, providing workshops on even coordination and marketing as well as on seeking funding.

Champlain

Respondent Profile

Twelve residents of Champlain responded to the survey in French and twelve in English. 11 work in Champlain, four are retired, four work in Hawkesbury, one works across Canada, one from home and one has a studio in Vankleek Hill. Two are between 20 and 39, sixteen are between 40 and 64, five are between 65 and 79 and one preferred not to say.

Half of respondents are involved in a cultural organization, group or event. Groups represented are the Vankleek Hill Historical Society, the Vankleek Hill Agricultural Society, Vankleek Hill Business and Merchants Association, L'Original-Longueuil Heritage, Le Cercle Gascon II, l'Ancienne prison de L'Original Old Jail and the Chorale de l'Amitié. Events represented are ARTour and the Annual May Art Exhibition.

Summary of Comments

The majority of respondents strongly agree that in Prescott and Russell, “A good selection of arts and cultural events and activities is available in our community” and that “A vibrant arts and cultural scene can significantly contribute to our community’s economy”. However, the majority of respondents are neutral when it comes to this statement: “Our community has a vibrant arts and cultural scene that draws tourists and other visitors”. For Champlain, the majority of respondents somewhat agree that “A good selection of arts and cultural events and activities is available in our community” and strongly agree that “A vibrant arts and cultural scene can significantly contribute to our community’s economy”. Interestingly, the majority of English respondents strongly agree that “Our community has a

vibrant arts and cultural scene that draws tourists and other visitors” whereas the majority of those who responded in French strongly disagree with the same statement.

The large majority of respondents, both English and French, are neutral or dissatisfied with all areas of the current level of cultural services in Prescott and Russell. The same majority is satisfied to neutral about cultural services in Champlain.

Some representative quotations from Champlain respondents on how they would describe the state of culture in their municipality:

“Il semble manquer de réseautage pour connaître et coordonner les événements à travers les comtés”

“Tant que les gens et décideurs ne verront pas l’apport important de la “culture” dans le quotidien, cette dite culture n’aura pas sa place.”

“Fragmented and disjointed and certainly not promoted as a regional attraction. The quality of the spaces is lacking and the friends of these groups are not attracting the more affluent business people who have or potentially have philanthropic capabilities.”

“I would say that Vankleek Hill is ahead of many in their organization and promotion of cultural events !!!”

“I think that more could be done and more groups included and a better dissemination of information and sharing between these groups”

“In Vankleek Hill our Business and Merchants Assoc. promotes art/cultural activities on a monthly basis with many events being organized. I believe the Counties

lag way behind in this aspect. Certainly more could be done.”

The cultural sectors best represented in Prescott Russell are festivals and events, heritage and visual art according to those who responded in French; and festivals and events, crafts and performing arts according to those who responded in English. Sectors that are under-represented are, according to English responses, heritage, performing arts and visual arts; French responses indicate that performing arts, electronic arts and heritage are under-represented. Each would like to see more development in these under-represented sectors.

Challenges for art and culture include lack of funding, lack of skilled organizers, getting people out to enjoy cultural assets, lack of cohesion across the region, finding qualified volunteers. Opportunities for arts and culture include: this Cultural Plan, high caliber of artists in the region, richness of heritage in the region, the opportunity to create a strong network of cultural organizations and activities, the opportunity to improve marketing, position of the region between two major urban centres, agritourism.

Priorities

Priorities for further development were: recruiting professionals as regional staff to oversee cultural programming, developing sustainable funds for culture, creating an online calendar of events across the region, using the Ottawa River as a gathering point, connecting agriculture with arts and culture.

The most significant actions Prescott and Russell could undertake to advance the development of culture are: earmarking funding for arts and culture separate from sports and recreation funding, creating a heritage committee, creating positions in regional government for

dedicated cultural sector staff, funding existing initiatives that are working well, providing networking and scheduling support across the region.

Clarence-Rockland

Respondent Profile

Two people from Clarence-Rockland responded to the survey in English and thirteen responded in French. Seven work in Clarence-Rockland, four are retired, two work in Ottawa, one in Cornwall and one in Crysler. Two are aged between 20 and 39, twelve are between 40 and 64 and one is between 65 and 79.

Cultural organizations represented are the Chorale de L’Amitié de L’Original, Association francophone pour l’éducation artistique en Ontario, Maison Tucker House, ARTour, Festival de la riviere des Outaouais, Jojo et Les Productions Mylzami,,and Boisées Est.

Summary of Comments

For the Region as a whole, the majority of respondents agree that “A good selection of artistic and cultural events and activities is available in our community”; strongly agree that “A vibrant arts and cultural scene can significantly contribute to our community’s economy”; and somewhat disagree that “Our community has a vibrant arts and cultural scene that draws tourists and other visitors”. The feeling of respondents is the same when it comes to their municipality.

In terms of satisfaction with cultural services in the region, the majority of respondents are satisfied with the availability and quality of cultural facilities, neutral on the preservation of historic buildings, satisfied with the availability of information and promotion of

events and festivals, and unsatisfied with the degree of support for local artistic and cultural initiatives and the degree to which and the manner in which public spaces are enhanced with public art. The same goes for cultural services in their municipality.

Respondents from Clarence-Rockland describe the state of culture in the region as “invisible”, “homogenous” and “seemingly unimportant”.

Cultural sectors perceived to be best represented in Prescott and Russell are Festivals and Events, Heritage, and visual art. Underrepresented sectors are performing arts, literary arts, and visual art. Respondents would like to see further development in all sectors.

The most significant issues art and culture in the region face are: the proximity of large urban centres, lack of funding, lack of competent professionals in the cultural sector, getting and keeping the support of the community, and networking across the region. The most significant opportunities for the development of art and culture are: the opportunity to partner with schools to teach young people the value of art and culture, real estate boom and strong local talent.

Priorities

The priorities for further development according to this group are: finding ways to include and engage young people, investing in dedicated infrastructure and improving marketing potential across the cultural sector.

The most significant action that local government could undertake is: to initiate partnerships with schools, to create a budget for arts and culture, to create programming that responds to people’s needs, and to hire competent staff to develop the sector.

East Hawkesbury

Respondent Profile

Six people from East Hawkesbury responded to the survey in English and two in French. Three work in East Hawkesbury, two work in Hawkesbury and one works on the West Island of Montreal. Three are aged between 20 and 39, three are between 40 and 64.

None are involved in a cultural group or event.

Summary of Comments

The majority of respondents somewhat agree that in Prescott and Russell, “A good selection of artistic and cultural events and activities is available in our community”, that “A vibrant art and cultural scene can significantly contribute to our community’s economy”, and that “Our community has a vibrant artistic and cultural scene that draws tourists and other visitors”. Four of the six East Hawkesbury respondents feel the same way. Respondents are satisfied or neutral in their satisfaction with current levels of cultural services in Prescott and Russell and the same goes for their own municipality of East Hawkesbury.

One respondent described the state of art and culture thusly:

“The artists do the job on their own. We get very little support from gov. agencies, except, last year for the Plowing Match, which was excellent”

The cultural sectors best represented in Prescott Russell are festivals and events, heritage and visual art. Sectors that are underrepresented are design arts, literary arts and communications media. Respondents

would like to see further development in design arts, electronic arts, literary arts and visual arts.

Challenges for arts and culture include failure to prioritize culture and lack of collaboration between municipalities. Respondents did not list opportunities.

Priorities

Priorities for further development were providing financially accessible cultural programming, collaboration between municipalities and securing sustainable funding for cultural programming

The most significant actions Prescott and Russell could undertake to advance the development of culture are: advertising events and experience outside the region.

Hawkesbury

Respondent Profile

Thirteen residents of Hawkesbury responded to the survey in French and five in English. Eight work in Hawkesbury, one works in Alfred Plantagenet, one in East Hawkesbury, one in Grenville (Quebec) and seven are retired or not working. Seven are between 20 and 39, seven are between 40 and 64, three are between 65 and 79 and one is over 80.

Twelve respondents are involved in a cultural organization, group or event. Groups represented are: L'Écho de La Nation, ARTour, La Chorale de L'Amitié, Cercle Gascon II, Centre Culturel Le Chenail.

Summary of Comments

The majority of respondents somewhat disagree that in Prescott and Russell, “A good selection of artistic and cultural events and activities is available in our community” and strongly agree that “A vibrant artistic and cultural scene can significantly contribute to our community’s economy”. The majority of respondents somewhat disagree when it comes to this statement: “Our community has a vibrant artistic and cultural scene that draws tourists and other visitors”. For Hawkesbury, the majority of respondents somewhat disagree that “A good selection of arts and cultural events and activities is available in our community” and strongly agree that “A vibrant arts and cultural scene can significantly contribute to our community’s economy”. The majority agrees that the community’s culture and art attract tourists and visitors.

Respondents are dissatisfied with “Availability and quality of cultural facilities”; satisfied with “Preservation of historic and heritage buildings”; neutral on the Availability of information/promotion of upcoming cultural activities, events, and festivals; very dissatisfied with The degree of support for local arts and cultural initiatives (financial and other) and dissatisfied with The degree to which and manner in which public spaces are enhanced with public art. They feel the same about services in their municipality.

Some representative quotations from Hawkesbury respondents on how they would describe the state of culture in their municipality:

“Plusieurs communautés se sont déjà identifiées une signature propre à la culture de leur localité. À Hawkesbury, ceci est manquant depuis presque toujours. On peut enfin apprécier l'effort de quelques-uns, en cette matière, mais malheureusement, combien de temps cela sera-t-il encouragé et supporté? Ils nous

faut davantage puiser dans les ressources présentes, et favoriser/valoriser les artistes et artisans de la place. Ce n'est pas pour rien que l'on choisit une communauté où vivre; nous voulons s'y impliquer. Mais lorsqu'on voit les instances élues et administratives embaucher des gens de l'extérieur pour produire ce que les gens de la place demandent de participer à créer, c'est dommage!"

"Assez pauvre en collaboration"

"Contente de voir ce sondage. Bravo pour ce projet!"

"Prescott Russell does a much better job than Hawkesbury. I often travel to Vankleek Hill or further to find cultural and art activities."

The cultural sectors best represented in Prescott Russell are festivals and events, crafts and visual art. Sectors that are underrepresented are performing arts, civic arts and visual arts; they would like to see more development in performing arts, festivals and events and visual art.

Challenges for art and culture include lack of funding, lack of skilled organizers, the challenge to find committed volunteers, marketing and cohesion in the community and across the region events and projects are run by the same people over and over. Opportunities are the huge amount of talent in the region, an engaged population, and the natural environment.

Priorities

Priorities for further development are: civic art such as outdoor sculpture and murals, developing and fostering better art and culture events, earmarking funding for art and culture in the region,

maximizing available resources, recruiting professionals as regional staff to oversee cultural programming, The most significant actions Prescott and Russell could undertake to advance the development of culture are: hiring dedicated staff in the sector, creating an archive, supporting marketing for small businesses.

The/La Nation

Respondent Profile

Six people from The/La Nation responded to the survey in French and six in English. Seven work in The/La Nation, one works in Alfred Plantagenet, two are retired or not working, and two work in Ottawa. Three are between 20 and 39, six are between 40 and 64, one is between 65 and 80, one is over 80 and one preferred not to say.

Organizations, groups and events represented by respondents are: Théâtre communautaire L'envol, Fondation du Collège d'Alfred, The Rebel Crafters, Cercle des conteurs de l'Est de l'Ontario (CCEO), Centre Agrotouristique La Vieille Ferme Agritourism Centre.

Summary of Comments

At the regional level, the majority of respondents somewhat disagree with the statement that "A good selection of arts and cultural events and activities is available in our community". They strongly agree that "A vibrant artistic and cultural scene can significantly contribute to our community's economy". They are neutral on the statement that "Our community has a vibrant artistic and cultural scene that draws tourists and other visitors". In their own municipality of The/La Nation, the majority are neutral on the first statement, strongly agree with the second and somewhat disagree with the last.

In regards to current cultural services in Prescott and Russell, the majority is somewhat dissatisfied in all areas. The same goes for their own municipality of The/La Nation, with the majority of English respondents being very dissatisfied.

In response to the question of how they would describe the state of culture in Prescott and Russell as a whole as compared to their local municipality, respondents said:

“Cultural events organized on a local as opposed to a regional scale. Municipalities don’t look beyond their own back yard and fail to see the advantages of pooling their resources and working together. Dual linguistic nature of population makes working together even more difficult.”

“I don’t think there is much emphasis on culture within Prescott Russell or my local municipality.”

“Il y a plus de disponibilité pour la culture dans Prescott-Russell, même s’il n’y a pas beaucoup.”

“Les activités culturelles semblent s’accroître autant dans les comtés de P-R que dans la municipalité de la Nation ou du moins, sont mieux connues. Dans La Nation, l’arrivée de Calypso a précipité la création d’activités culturelles complémentaires qui permettraient de garder les touristes dans la municipalité ou dans la région pour plus d’un jour. Toutefois, la municipalité devra se doter d’un plan, à l’intérieur d’un plan régional qui puisse répondre à cet objectif.”

“L’état de la culture dans notre région est très pauvre. Je suis une artiste professionnelle et je ne trouve pas de soutien pour ma pratique dans la forme de galeries

et même l’intérêt général des gens à venir voir des expositions. Il y un gros manque quand ça vient à l’éducation de l’art. C’est un domaine qui a fortement besoin de renouvellement. Comme citoyenne de la municipalité de La Nation, je serais prête à travailler pour que l’art et la culture soient plus présentes dans Prescott Russell.”

The three cultural sectors which are best represented in Prescott and Russell are festivals and events, heritage, and craft. Under-represented sectors are civic arts, literary arts and performing arts. Respondents said that they would like to see more development in all sectors, particularly in performance art.

Challenges to art and culture in Prescott and Russell were identified: cultural duality, failure of municipalities to work together, lack of centralized location to access information on artistic and cultural activities, proximity to cultural offerings in big cities, lack of archives and lack of funding. Opportunities or strengths are Franco-Ontarian pride, the artists in the region who are strong and great festivals that can be greater.

Priorities

Top priorities for development are: the return of L’Écho d’un peuple, better promotion of artistic and cultural events, providing dedicated spaces for art and culture, and providing sustainable funding for the sector. The most important things Prescott and Russell can do for culture are to foster better networking across the region, find more funding for culture, support and promote local artists, create partnerships for tourism across the region.

Russell

Respondent Profile

32 people from Russell responded to the survey in English and 5 responded in French. Nine work in Russell, seventeen are retired or not working, nine work in Ottawa, and one works in Embrun. Three are between 20 and 39, 25 are between 40 and 64, eight are between 65 and 79 and one preferred not to say.

Organizations, groups and events represented by respondents are Russell & District Horticultural Society, Russell Agricultural Society, Russell Community Sport Club, Russell Association for the Performing Arts, Russell Village Woman's Institute, Russell Community Concert Band, Cancer Society, Citizens' Environmental Stewardship Association - East of Ottawa, Russell Historical Society, Russell Museum, Maison des Arts de Russell inc, Les ami(e)s de la bibliothèque publique succursale d'Embrun and la troupe de théâtre L'envol d'Embrun, and Chambre de Commerce.

Summary of Comments

For the region of Prescott and Russell, the majority of respondents somewhat agree that "A good selection of arts and cultural events and activities is available in our community" and strongly agree that "A vibrant artistic and cultural scene can significantly contribute to our community's economy". Respondents are neutral about the idea that the arts and culture scene in Prescott and Russell attracts tourists and other visitors. The same figures represent how they feel about the municipality of Russell.

Respondents feel neutrally about most cultural services in Prescott and Russell. They are dissatisfied with the availability of information

and promotion of upcoming cultural activities events and festivals. They are dissatisfied across the board with cultural services in their municipality, except for the availability and quality of cultural facilities, with which they are satisfied.

Respondents described the state of culture in their municipality in the following ways:

"Neglected and should be emphasized more so that people living here and visiting are made more aware."

"There is much more financial support for the Francophone cultural activities in our counties. There is little (if any) advertisement to organizations of how to apply for financial aid for specific projects"

"There isn't enough publicity about cultural events in the area. Also it would be beneficial if some events could be promoted and presented as bilingual so that the two linguistic groups could interact and get to know and understand each other better."

"Nous manquons d'activités à Embrun. La maison des arts offre des spectacles, mais souvent ils sont annulés faute de participation. Peut-être qu'il manque de publicité? Ou, tout simplement, le choix des spectacles ou la grandeur de la salle ne convient pas pour un spectacle de plus grande envergure. Nous manquons de festivals ou bien nous sommes mal informés de tout ce qu'il y a autour de nous."

"Un grand choix est offert, mais il y a peu d'adeptes pour les spectacles culturels francophones — beaucoup de participants aux camps, cours et ateliers artistiques (danse, peinture, chant, musique, etc.)"

The cultural sectors best represented in Prescott and Russell are festivals and events, performing arts and visual arts. Respondents feel that all sectors are underrepresented. Respondents particularly identified festivals and events, heritage and performing arts as the sectors they would most like to see developed.

The most significant issues that art and culture face in Prescott and Russell are financial means, public interest, the fact that Russell is a bedroom community, lack of public funding for the arts, limits in volunteer availability, promotion and the difficulties with raising awareness in the region. Opportunities that are most significant are the quality of volunteers, and the number of community groups, the cultural plan, and digital media in terms of networking and marketing.

Priorities

The priorities going forward should be to assist with organization and development. Nearly all respondents indicated that the highest priority is to promote better networking, marketing and communication. The most significant actions Prescott and Russell could take would be to assist in the development of local groups to promote various forms of cultural activity, provide permanent space for those activities in each community scaled to the numbers of participants and the scope of activities, design and implement a web-based system to foster communications within the cultural community and with the public, assess what is available, but not being utilized, make rent of current facilities more reasonable for exhibitions etc., and create a municipal heritage committee.

LIST OF CONTACTS AND PARTICIPANTS

Alfred-Plantagenet

Nicole Charbonneau - L'Écho de La Nation
Nathalie Ladouceur - ACFO de Prescott & Russell
Carole Larocque - Horticulture Alfred
Michael Aubrey
Valérie Quévillon
Monique Bastien - coordinatrice des loisirs
Keith Forgie - Papanack Park Zoo
Diane Forgie - Papanack Park Zoo
Gérald Sequin - M.D.
Jean-Claude Delorm - Conseiller
Laurent Glaude - Cercle de Conteurs de L'Est de L'Ontario
Jean-Yves Lalonde
Jean-Claude Havard - Boisés Est
Leila S. Havard - Boisés Est

Champlain & East Hawkesbury

Micheline MacRae - Prescott District Women's Institute; Tweedmuir Curator
Susan Jephcott - Artist, Three Owls Studio
Robert Kirby - East Hawkesbury
Helen MacLerce - Prism, PLLH
Kimberly Fetter - Vankleek Hill Farmers' Market

Phil Arber
Gilles Bélanger - Representative, East Hawkesbury
Yves Saint-Denis - Representative, Chute-à-Blondeau
Louise Bédard - Patrimoine L'Original-Longueuil Heritage (PLLH)
Claudette Landriault - PLLH
Jordan Bamforth - Creative Director, Beau's Brewery
Réginald Lévesque - Actor
Jacques Des Besquets - Representative, Champlain
Violaine Séguin-Brunet - ARTour
Monique Miller - ARTour
Jacques Lacelle - Chevalier de Colomb
Paula Assaly - Centre Culturel Le Chenail
Paule Doucet - consultante
Jacques Riopel - entrepreneur, tourisme
Louise Sproule - Owner, The Review
Martin Kraal - Vankleek Hill Vinyard
Rose-Anne Couperus - Women's Institute Board Member
Madeleine Rathwell - ARTour
Jessica Sarrazin - Curator Arbor Gallery
Linda Rozon - Representative, East Hawkesbury
Harvey LeRoy - Vankleek Hill Fiddle and Dance Association
Mark Greenwald - Vankleek Hill Farmers' Market, Arbor Gallery

Russell

Greg Rokosh - Community & Support Centre

Mireille Patenaude - Théâtre L'envol

Marry Baker - Russell Historical Society

Walter Cholowski - CESA-EA

Lindley McPhail - Russell Historical Society

Glen Junning - Potter

Roger Pharand - CESA-EA

Daniel P Bourdeau - Agent de liaison (est) Élargir l'espace francophone

Jean Paul St-Pierre - Mayor

Laurie McConnell

Melany Chrétien - Representative, Russell

Hawkesbury

Liette Valade - Service Loisirs et de la culture de Hawkesbury

Paula Assaly - Centre Culturel Le Chenail

Richard Mahoney - Le Carillon

Shirley Gray Clermist - Membre Centre Culturel

Nancy Lachaine - Member Centre Culturel

Éric Charlebois - écrivain

Jacques Des Becquets - Coordinateur Économique; Secrétaire auprès du Conseil Canton de Champlain

Phil Arber

Lawrence Bogue

René Berthiaume, Mayor

Gabrielle Cadieux

Grace Batiste

Clarence-Rockland

Chantale Nadeau - Tourisme, Prescott-Russell Tourism

Jaques Des Becquets - Coordinateur économique; Secrétaire auprès du Conseil Canton de Champlain

Jean Luc - Jubinville; Service des loisirs, Ville de Clarence-Rockland

Jocelyne Leroux

Michel Jubinville - comité consultatif du patrimoine de Clarence-Rockland

Michel Prévost - comité de l'Ancienne prison de L'Original Old Jail

Raymond Serrurier, conseiller, Ville de Clarence-Rockland

Thérèse Lefavre - Directrice Services communautaires, Clarence-Rockland

Hélène Chrétien - Environnement – Recyclage

Johanne Lefabre - Ferme Jojo

Mario Perrier - Ferme Jojo

Georges Guibord - Fanfare de Rockland

Paula Assaly - Centre Culturel Le Chenail

Gilles Chartrand - Musée Clarence-Rockland

Monique B. LeVert - Domaine Chez Philiat

Lynne S Rollin - Barnyard Studio, ARTour

Myriam Roy-Lévesque - Comité consultatif Culturel Clarence-Rockland

Julie Chartrand - Municipal Representative, Clarence-Rockland

Bernard Lévesque - Artiste

Francie Séquin - ARTour

The Nation and Casselman

Rachel Sigouin

François St. Amour - Mayor

Marie-Noëlle Lanthier - La Vieille Ferme

Marcel Legault

Shanna Steals - Maison des Arts

Claude Levac - Mayor

Lucie Roy St-Pierre - Membre du CA de L'Écho de la Nation

François Sigouin

Lisa Godard - Directrice générale, Maison des Arts

Richard Legault - Municipal Councillor, La Nation

Francyn LeBlanc - Municipal Councillor, Casselman

Dimitrei Kapouris - Foundation du Collège D'Alfred

Marielle Dupuis - Greffière adjointe, The/La Nation

Interviews

Jessica Sarrazin - Arbor Gallery - Centre for Contemporary Art

Kim Fetter - VKH Farmers' Market

Michel Côté - ARTour

Yves Saint-Denis

Ed Lindermann- Abadin B&B

Shirley Lindermann - Abadin B&B

Anne Laflamme - Directrice École Secondaire Le Sommet, Hawkesbury

Jeanne Leroux - Executive Director of three local libraries in St. Isidore, St. Albert and Limoges (part of The/La Nation)

Maurice Godard - Maison des Arts, Russell

Carole Godard - Maison des Arts, Russell

Nancy Lachaine - Historian, Hawkesbury

Theresa Weaver - Focus on Agriculture

Lindley McPhail - Russell Horticultural Society

Greg Rokosh - Russell visual artist