**TOWN OF HUDSON CULTURAL POLICY  
INTRODUCTION**

This policy was developed to respond to both the current needs of the Arts, Culture, and Heritage Community as well as to create the foundation of a long-term cultural vision for the Town of Hudson. By developing a cultural policy, the Town of Hudson has formalised its intention of contributing to the development of its cultural milieu.

The ultimate goal of this policy is the recognition of culture as a lever of social and economic development. This policy should contribute to strengthening the sense of belonging and pride by all residents. It should also highlight the importance of combining the strengths of our diverse cultural organizations with those of other sectors, and the importance of sharing a cohesive vision to ensure the economic success of the entire community. Lastly, this policy should enable the cultural community as a whole to assert its cultural identity within the town, as well as throughout the region and across the province, thereby creating more opportunities for the cultural community to prosper and to attract visitors to the town.

**AGENDA 21 FOR CULTURE**

Adopted in 2004 by the province of Québec, Agenda 21 for culture is based on the recognition of culture as a major and essential component of society, a fully integrated and essential component of social, economic and sustainable development. Agenda 21 for culture defines culture as a:

• Vehicle for meaning, identity, values, and community;

• Vector for democracy, intercultural dialogue, and social cohesion;

• Catalyst for creativity, economic development, and wealth creation;

• Compass for land-use planning and development.

**A HORIZONTAL VISION OF SUSTAINABLE CULTURAL DEVELOPMENT**

The vision behind Hudson’s Cultural Policy is based on a horizontal approach in which culture can contribute to the development of all sectors and especially social development (solidarity, sense of belonging and pride, population retention), within a perspective of sustainable development. This approach vs the traditional ‘horizontal’ approach is described in the publication entitled *"* *La valise culturelle de l’élu municipal",* published by the Arts and Culture organization, Les Arts et la ville:

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| **Traditional Cultural Policies** |
| Vertical approach :  Consolidates and supports the development of arts and culture in a municipality.  Rewards work done in "silos" |
| **Cultural Planning** |
| Horizontal approach :  Integrates cultural elements into all dimensions of a municipality (parks and recreation, infrastructure, economic and social development, etc.)  Rewards collaborative efforts |

The trend is for municipal **cultural planning**, which is the approach highlighted in the Agenda 21 for Culture adopted by the Québec government.

Municipal Cultural Planning is defined as being:

• **Horizontal**; eliminating silos between sectors of a municipality

• **Integrated**; encompasses all spheres of activities of a municipality;

• **Inclusive**; includes all cultural resources of the municipality; and,

• **Continuous**; focuses on the continuous development and capacity-building of all stakeholders.

**A PORTRAIT OF THE DISTINCTIVE CULTURAL ELEMENTS IN HUDSON**

In this Cultural Policy, the following areas are included under the term "culture": letters, communications, visual arts and crafts, performance arts, and heritage. A description of each follows.

**LETTERS**

This area includes the creators and translators of literary works such as novels, stories, short stories, dramas, poetry, essays and any other similar written work. It also includes the world of publishing, bookstores, libraries, writing workshops, as well as any event or activity within the literary field.

**COMMUNICATIONS**

This area includes individuals and institutions whose business is to create, produce, distribute or disseminate one or many messages to a specific audience or the general public through printed media such as magazines and newspapers, as well as through other media such as radio broadcasts and television, websites, advertising and multimedia products. Included in this area are individuals or institutions who specialize in training in the fields of communications, journalism and multimedia.

**VISUAL ARTS AND CRAFTS**

Visual arts consists of painting, sculpture, printmaking, drawing, photography, textile arts, installations, performance, video art or any other form of expression of a similar nature. It also includes media arts which include the creation of works of expression, experimental works, or research involving the use of film, video, audio or multimedia.

Crafts consists of the artisanal production of utilitarian, decorative or expressive works through the practice of a craft related to the transformation of wood, leather, textiles, metals or any other material.

These two areas include individuals, events and institutions whose key businesses include creation, production, dissemination, distribution or sale of original artworks or products resulting from the creation of visual arts, media arts and crafts. They also include individuals and institutions that provide training in these areas.

**PERFORMANCE ARTS**

This area includes individuals and establishments primarily engaged in organizing, producing, disseminating, distributing or promoting theater, music, dance or variety events and performances. Included are independent artists who create or perform performing arts, performing arts institutions, and individuals who provide the artistic, creative or technical skills required for performing arts or performing artists.

**HERITAGE**

This area comprises heritage establishments and workers whose main activity is the management, protection, conservation, distribution or promotion of heritage, museums and archives.

Heritage establishments includes those whose activity is to study, acquire, manage, preserve, restore, protect and maintain property and heritage sites, as well as preserve cultural traditions and promote and develop local, regional, provincial or national heritage.

Heritage is defined as a set of tangible and intangible elements, containing cultural worth, having multiple meanings and a collective dimension, passed from generation to generation and includes, among others, built heritage, archaeological, oral accounts, landscapes, museums and archives.

**INFLUENCES ON THE CULTURAL LANDSCAPE**

• A culturally dynamic region (MRC);

• Local pride;

• Major involvement of volunteers;

• Versatility of artists, stakeholders and volunteers;

• Vitality of the local cultural environment (cultural offerings throughout the year, groups, festivals, etc.);

• Entrepreneurial spirit and initiative;

• An acknowledgement of the importance of heritage;

• TPAC: some protection of the heritage buildings and landscape;

• Bilingual community;

• Free promotional space for cultural activities in the Town's website.

**CHALLENGES FACED BY THE CULTURAL COMMUNITY**

• Lack of recognition of culture as an important contributor to quality of life, and as a tool for economic development;

• Lack of visibility (public art, space for the display of cultural activities, etc.);

• Fragility of cultural organizations;

• Volunteer fatigue;

• Lack of awareness of available resources at local, regional, and provincial levels;

• No space suitable for cultural activities.

• Lack of infrastructure for the supply of artistic and cultural training (venue, logistics, promotion);

• Fragmentation of cultural information (no centralized place, resource);

• Little communication between the cultural community and the SDC;

• No unifying event;

• Lack of succession.

The Town of Hudson is committed to implementing the following fundamental principles, objectives and action items of this policy, and invites all residents and cultural stakeholders to do the same.

To meet its commitments, the Town will create a standing advisory committee whose mandate will be to ensure the implementation of this cultural policy. This committee also has the mandate to ensure that actions taken by the Town are in accordance with the guidelines of the cultural policy.

The Town also wishes to state its view that this policy is meant as a tool, with the understanding that circumstances change and evolve and in this respect, is committed to re-evaluate this first iteration after the second year, and thereafter based on the needs of the population and the cultural community.

**FOUNDAMENTAL PRINCIPLES**

The Town of Hudson acknowledges:

• The culturally vibrant aspect of the region in which it is located;

• The richness of its arts, cultural, and heritage community;

• Culture as an important factor in improving the quality of life;

• Culture as a major driver of economic and social development;

• The importance of access to arts and culture for the whole community;

• The bilingual character of the Hudson community;

• The importance of heritage in the community;

• The changing nature of its cultural policy.

**CULTURAL POLICY**

**I SUPPORT TO ARTS, CULTURE AND HERITAGE**

The Town of Hudson wishes to devote its energies and resources to the consolidation and development of infrastructure and services in order to create a strong and balanced cultural environment. It is committed to providing financial support as well as technical and logistical resources that will: promote the access and participation of citizens in cultural life, showcase culture, arts and heritage, and promote consultation and partnership between the various sectors.

**OBJECTIVES:**

1. Create and maintain services and cultural venues necessary for the successful implementation of a Cultural Policy;

2. Allocate 2% of the municipal operating budget to culture;

3. Encourage the emergence of creative and innovative projects within the guidelines and objectives of this policy;

5. Identify the material needs of cultural groups and support the acquisition of such equipment;

6. Respect the copyright of all original literary, dramatic, musical and artistic works.

**ACTION ITEMS**:

• Provide the Arts, Culture, and Heritage community with a resource person;

• Work with representatives from the Arts, Culture, and Heritage community to determine infrastructure needs;

• In concert with representatives from the Arts, Culture, and Heritage community, develop and implement a strategy to put in place the necessary infrastructure.

• Create a tool to better manage requests for technical and financial support.

**II PROMOTING DIALOGUE AND PARTNERSHIP BETWEEN STAKEHOLDERS**.

Promoting cooperation and partnership between stakeholders is the foundation of all the cultural development efforts envisioned in this culture policy.

The Town therefore intends to promote dialogue within the Arts, Culture, and Heritage community, and between the various sectors of the town (tourism, urban planning, community organizations, business community, schools) to develop a common vision and opportunities to identify complementary products and service offerings.

High quality cultural information also ensures that consumers of culture are well-informed. The Town will encourage the creation of an effective means of communication as well as places of exchange between the various partners involved in order to create new agreements, partnerships, at local and regional levels.

**OBJECTIVES:**

1. Meet with the members of the cultural community quarterly in order to:

• Strengthen existing relationships by facilitating the sharing of information between groups on topics such as events, activities, current and future projects and partnerships;

• Provide all participants with a global view of the challenges, strengths and opportunities of each group;

• Pool resources;

• Create opportunities to initiate partnerships on similar or complimentary projects;

• Coordinate the planning of cultural activities to reduce the potential of overlap of major events

This last point also involves creating regional ties in order to avoid competition with other municipalities when holding major events.

2. Encourage the development of complementary cultural offerings;

3. Develop and implement effective communication strategies:

• To connect with organizations that can contribute to the growth and development of the growth and development of our cultural community;

• To connect with local, regional, provincial media, etc.

**ACTION ITEMS:**

• Create a communication tool to facilitate the communication of information impacting the cultural community

• Provide information on funding and other available programs to the cultural community;

• Ensure that cultural information is available at the tourist information office and on the Town’s website;

• Encourage cultural encounters.

**III SOCIAL AND COMMUNITY DEVELOPMENT THROUGH CULTURE:**

Our residents are inseparable from the cultural vitality of their community: they both create and benefit from culture. The more people involved in cultural and artistic life, the richer and more diverse it becomes.

The municipality is well placed to ensure that all its residents have access to a cultural and artistic life, regardless of age, language or country of origin.

The Town of Hudson is committed to recognize and encourage the contribution of citizens to the cultural vitality of the town and to further integrate the arts, culture and heritage into the lives of its citizens.

**OBJECTIVES:**

1. Promote access and participation of citizens in cultural life:

* Implement programs that promote a wide range of quality cultural services;
* Support the involvement of artists within the community.

2. Facilitate residents' access to training, activities and cultural materials;

3. Promote outreach activities in culture, literature, arts and heritage in community settings

4. Recognize the involvement of volunteers in the cultural community;

5. Foster intergenerational exchanges

**ACTION ITEMS:**

• Create a comprehensive directory of services and cultural facilities, as well as a directory of artists and cultural groups, which would be available at Town Hall and on the Town's website;

• Encourage the creation of a cultural youth committee with the goal of integrating a representative on the Standing Advisory Committee;

• Establish a volunteer recognition program;

• Involve artists in all stages of revitalization projects in the village core, where their contribution can be beneficial.

**IV CULTURE, ECONOMIC DEVELOPMENT AND TOURISM:**

The arts, culture, and heritage community contributes to the quality of life that is enjoyed in Hudson as well as to the Hudson brand; new residents are attracted not only to the town’s natural setting but also by a range of services and activities that allow them to enjoy a cultural offering similar to that enjoyed in Montreal, without leaving Hudson. Culture is therefore a powerful tool to attract new residents, and can also be an important motivation for current residents to stay. It is important therefore to promote our Cultural Value Proposition; as mentioned in ‘*Les arts et la ville’,* it is essential to "recognize that culture and artistic creativity contribute to the reputation and prestige of a municipality and allow their community to remain dynamic, creative and innovative"

**OBJECTIVE:**

Develop and promote the Town of Hudson as a cultural destination; as a town "***Where*** ***the*** ***Arts meet Nature***"

**ACTION ITEMS:**

• Promote Hudson as a nature – culture destination;

• Determine the profile of the ‘Cultural Tourist’ in Hudson

• Create a promotional campaign in partnership with cultural organizations;

• Develop closer links with Tourism Vaudreuil-Soulanges (explorevs.com) and Tourisme Montérégie to facilitate the exchange of information and promotion efforts

**V CULTURE AND URBAN DEVELOPMENT:**

Culture and land use are closely linked: culture takes root in a territory and, conversely, the territory is itself a human and cultural construction. "The development of an area reflects the evolution of the lifestyle and values ​​of a community by the importance given to the preservation of natural and cultural heritage and expression of creativity" of its population. The quality of life of a population is due, in large part, to the cultural development of its surroundings; by judicious development of its assets, a significant presence of public art, architecture, design and distinctive landscapes. All these elements, when properly developed, combine to develop a sense of belonging and promote the attractiveness of the municipality.

Hudson is a dynamic town that has a culture, a history and a rich and diverse heritage. It is now time to identify these elements, recognize and promote them.

**OBJECTIVES:**

1. Ensure the protection and promotion of our heritage buildings;

2. Ensure the visibility of cultural venues and cultural events;

3. Create a public art collection;

4. Educate citizens in the arts, culture and heritage;

5. Ensure compliance with the ‘*Politique d'intégration des arts à l'architecture et à l'environnement des bâtiments et des sites gouvernementaux et publics’*  for all proposed buildings or public site, of which the cost of construction or development is of $ 150,000 or more.

6. For any project of building or public site, where the cost of construction or development is less than $ 150,000, the Town of Hudson will reserve 1% of the budget for the inclusion or integration of a work of art.

**ACTION ITEMS:**

• Provide public places for displaying information regarding events and cultural and artistic activities;

• Propose the installation of display cases that can accommodate works of local artists at the Tourist Office, and at any other location deemed appropriate by the Standing Committee;

• Develop and implement a program of integration of art and architecture from public institutions and encourage private businesses to do the same;

• Regularly update the cultural content on the Town's website;

• Advertise arts and culture activities in tourist guides and websites;

• Allocate a budget for the purchase or rental of works by artists from the town, focusing on local artists;

• Create an inventory of heritage buildings to be protected;

• Maintain and restore heritage buildings belonging to the Town according to their heritage value.