

CITY OF BRAMPTON CULTURE MASTER PLAN

PHASE 2: Public Consultation Report

April 2018

Lord Cultural Resources is a global professional practice dedicated to creating cultural capital worldwide.

We assist people, communities and organizations to realize and enhance cultural meaning and expression.

We distinguish ourselves through a comprehensive and integrated full-service offering built on a foundation of key competencies: visioning, planning and implementation.

We value and believe in cultural expression as essential for all people. We conduct ourselves with respect for collaboration, local adaptation and cultural diversity, embodying the highest standards of integrity, ethics and professional practice.

We help clients clarify their goals; we provide them with the tools to achieve those goals; and we leave a legacy as a result of training and collaboration

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1. INTRODUCTION

This Phase 2 report follows and builds on the Phase 1 - State of Culture Report which identified the current state of arts and culture in Brampton. The findings of the State of Culture Report were derived through a thorough review of existing plans and policies, research into trends and best practices, and a series of workshops and in-person interviews with key informants.

This planning study ran in parallel to the overarching *Vision 2040: Living the Mosaic* process for the City of Brampton. Arts and culture was one of the most prominent themes that emerged from the 15,000 Bramptonians engaged during *Vision 2040*, giving even more emphasis to the importance of strategically planning for culture in Brampton. The Culture Master Plan is one of the City's first responses to *Vision 2040*, engaging an additional 3,500 people in deeper discussions on arts and culture issues and topics.

This report represents the culmination of extensive stakeholder and community engagement conducted over a two-month period. Through stakeholder workshops, on site "pop-up" consultations, surveys and youth-specific outreach the Lord-Nordicity team with the support of the City of Brampton reached and engaged over 3,500 residents and visitors. This process is described in more detail in the following section.

The key findings and primary themes gleaned from the consultations are essential to understanding the needs and wants of Bramptonians and arts and culture leaders in the community. The findings from this report in conjunction with developed in Phase 1 will drive the development of the strategies in the Draft and Final Culture Master Plan for Brampton in the next and final phase.



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CONSULTATION PROCESS

2. CONSULTATION PROCESS

The Phase 2 public consultation process was designed as a comprehensive engagement strategy for Brampton residents and arts and cultural community stakeholders. The intent of this engagement was to ensure an inclusive process providing access and opportunity to a broad-based constituency to voice their thoughts and opinions.

It was therefore decided at the outset of this process to engage Bramptonians¹ where they live, work and play. By conducting consultations during events and at venues where Bramptonians were already gathering as part of their daily lives, it helped to mitigate common barriers to access and participation such as work and family obligations, location convenience and transportation.

This approach also helped to reduce some of the “self-selection bias” that is common in public consultation, where individuals who are already highly engaged are more likely to be aware of and attend scheduled consultation sessions such as open houses and the like.

Consultations were held at libraries and community centres, transit hubs and at events and activities taking place across the city. This in addition to reaching as many people possible digitally with an online survey. City Staff visited gurdwaras with the assistance of a translator to engage the South Asian community, in an effort to overcome barriers to participation.

The objective of these public consultations was to capture a wide range of perspectives on what culture means to Bramptonians, how they engage with culture in their community and in their city, and what they want the future of culture in the city to look like. More specifically, the sessions and surveys sought to gather feedback from the community regarding:

- Attitudes towards arts, culture and heritage activities;
- Perceptions about the role of culture in civic life;
- Access to cultural activities in Brampton; and expectations and satisfaction with current cultural offerings.

The consultation process also looked to test and confirm the findings of the Phase 1 State of Culture report. These critical issues were presented in a SWOT (strengths, weaknesses, opportunities and threats) analysis. The following is a summary of the Phase 1 findings:

STRENGTHS

- Culture in downtown Brampton
- Less visible and informal expressions of culture

WEAKNESSES

- Funding
- Space provision
- Siloization

OPPORTUNITIES

- Making existing space available to culture via tax incentives
- Developing new dedicated arts and cultural spaces
- Cross-collaboration between artists, entrepreneurs and creatives in all fields
- Public art
- University
- Proximity to Toronto

THREATS

- Leadership vacuum
- Relationship between City of Brampton and Established arts sector
- Communication
- Proximity to Toronto

The consultation process included the following information gathering and engagement vehicles:

1. Online Survey - available to Brampton residents through City of Brampton website and social media channels and promoted by the City of Brampton with 1,102 respondents.
2. High School Student Survey - a survey designed specifically for high school students distributed to secondary students in Brampton. 128 students responded to the survey.
3. In Person Mini Survey - a concise, three question survey completed in person with City staff at “pop up” events managed by the City of Brampton. 234 people responded and completed the Mini Survey at these various events.
4. Pop Up Consultations (City of Brampton)- The City of Brampton conducted 58 public consultations at events such as Hometown Hockey at Garden Square, Dance classes at Jade’s Hip Hop, Kit, Yoga, Tour, Folk Club at PAMA, Roseanne Cash at the Rose Theatre, and Newcomer Women’s Circle at Brampton Library Chinguacousy Branch. City staff engaged with 1,652 people to discuss the Culture Master Plan and encourage them to take the Mini Survey as described above.
5. Pop-Up Consultations (Lord-Nordicity Team) - Eight in-person, on-site pop-up consultation stations were erected at the Rose Theatre, public library branches, recreation centres, cultural centres, and outdoor public events, among others. These consultations presented the same questions as the Mini Survey, but instead of completing the question in survey format



participants were asked to place stickers on large poster boards in response to each of the three consultation questions.

This interactive format offered a simple, engaging and quick way for participants to provide their thoughts and perceptions in a momentary interaction as they were going about their business, without requiring too much time or effort. Some 339-people participated in these consultations.

6. Stakeholder Workshops - The Lord-Nordicity team facilitated three separate workshop engaging specific arts and culture groups in the city. A total of 87 different people participated in the stakeholder workshops, and some participants attended multiple sessions.

The opportunities for engagement and consultation were actively promoted by the City of Brampton through signage, website and social media. The specific means of communication, frequency and participation is summarized in Table 1.

Prior to the formal engagement phase the City of Brampton staff also engaged approximately 500 people at events such as the Annual Tree Lighting Ceremony, the Christmas Market, the Board of Trade and Creative Exchange Holiday Parties, and the City’s New Year’s Eve celebrations to create buzz about forthcoming opportunities for Bramptonians to have their say in the Culture Master Plan.

Figure 1 summarizes the consultation process.

TABLE 1: CONSULTATION PROCESS

Consultation Tool	Frequency or Duration	Total Participants
Online Survey	February-March (2 Months)	1,102
High School Student Survey	March (3 weeks)	128
In-person Mini Survey	February-March (2 Months)	234
Pop-Up Consultation (City of Brampton)	February-March (2 months, 58 pop-ups)	1652
Pop-Up Consultations (Lord-Nordicity team)	8	339
Stakeholder Workshops	3	87
TOTAL CONSULTATION PROCESS	2 MONTHS	3542

FIGURE 1: CONSULTATION PROCESS



PARTICIPANT PROFILES

Mini-surveys and pop-up consultations

The consultation process aimed to engage a range of respondents that would reflect the demographic profile of Brampton to the greatest extent possible.

The tables below illustrate the alignment between respondents at the pop-up events and the general population of Brampton. Note that the online survey was not as closely representative as the pop-ups and those results have been analyzed separately.

FIGURE 2: POP-UP CONSULTATIONS GENDER DISTRIBUTION

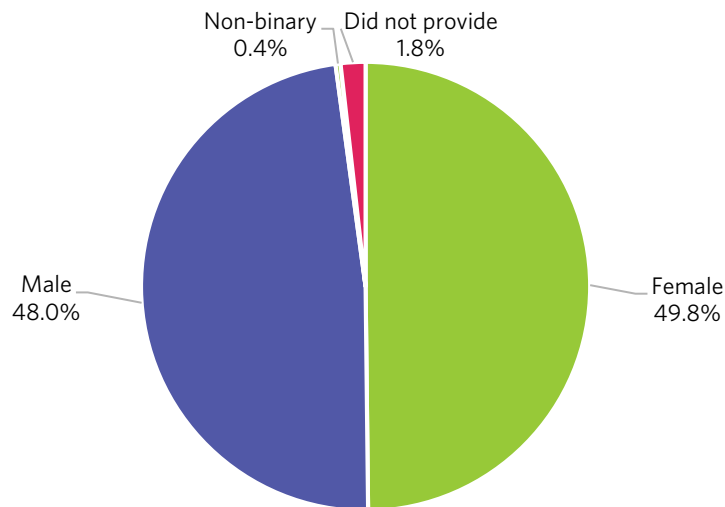


TABLE 2: ETHNIC ORIGIN DISTRIBUTION

Category	Pop-up Consultations	Mini Survey	Total (Pop-up Consultations and Mini-Survey)	Brampton Census Profile
African origins	6%	5%	6%	5%
Caribbean origins	11%	15%	13%	12%
Asian origins	56%	35%	48%	56%
European origins	14%	28%	20%	27%
Latin, Central and South American origins	3%	3%	3%	4%
North American Aboriginal origins	6%	4%	5%	1%
Other North American origins	6%	8%	7%	11%
Did not provide	2%	0.42%	0.2%	

Online Survey

The demographic distribution for the general online survey aligned less closely with the target demographics of the city. We will analyze these findings separately.

TABLE 3: ONLINE SURVEY GENDER DISTRIBUTION

Category	Target	Main Survey
Female	50%	67%
Male	49.4%	31%
Non-binary		0%
Prefer not to say		2%
Prefer to self describe		0%
TOTAL (without non- answers)		100%
Did not provide		35%

TABLE 4: ETHNIC ORIGIN DISTRIBUTION

Category	Target	Main Survey
African origins	5%	4%
Caribbean origins	12%	10%
East and Southeast Asian origins	8%	8%
European origins	27%	47%
Latin, Central and South American origins	4%	3%
North American Aboriginal origins	1%	3%
Other North American origins	11%	11%
South Asian origins	45%	11%
West Central Asian and Middle Eastern origins	3%	2%
Did not provide		26%
Combined Asian Categories	56%	21%



3

CONSULTATION ANALYSIS

3. CONSULTATION ANALYSIS

ONLINE SURVEY ANALYSIS

The following analysis is based on an online survey developed by the Lord-Nordicity that sought feedback from Brampton residents with reference to arts and culture in the city. The online survey was promoted and made available to Brampton residents over a two-month period by the City of Brampton. Some 1,102 participants responded to this survey. See Appendix A for the complete survey questions.

Online Survey Respondent Profile

The following summarizes the demographic profile of respondents to the survey.

- Origin: 84.39% of respondents to the survey live within Brampton; 15.61% of respondents live elsewhere. Respondents who do live in Brampton either live in nearby communities such as Georgetown, Orangeville, Toronto, Etobicoke, Millgrove, Erin, Hamilton and Oakville *or* are previous residents of Brampton and still feel invested in the city and its offerings. Respondent profile indicates that both residents and non-residents are interested in the future of culture in Brampton.
- A majority of respondents to the survey have lived in Brampton for 10 years or more (about 74.1%) with the second largest proportion of respondents having lived in Brampton for 5-10 years (about 12%). The respondent profile indicates that long term residents are invested in arts and culture of Brampton.

- Gender: The majority of respondents were female (67%), the remainder were male (31%) or preferred not to say (2%).
- Age: Respondents were dispersed in age between 15-80 years and older with the most respondents aged 15-29 (23%), 30-49 (45%), 50-64 (21%) 65 years and older (10%). This is not distinctly different than the 2016 census results for Brampton. The majority of respondents (55%) reported having no one under the age of 18 in their household, while the remainder (45%) reported having youth or children.
- Racial/Ethnic Background: As reported in consultation participant profiles above the below represents the ethnic diversity of the respondents in relation to the demographic profile of Brampton.



TABLE 5: ETHNIC ORIGIN DISTRIBUTION

Category	Target	Main Survey
African origins	5%	4%
Caribbean origins	12%	10%
East and Southeast Asian origins	8%	8%
European origins	27%	47%
Latin, Central and South American origins	4%	3%
North American Aboriginal origins	1%	3%
Other North American origins	11%	11%
South Asian origins	45%	11%
West Central Asian and Middle Eastern origins	3%	2%
Did not provide		26%
Combined Asian Categories	56%	21%

- **Educational Attainment:** The largest group of respondents were comprised of those with a graduate or professional degree (36%). This group was followed by those with a bachelor’s degree at 32%. Some 7% reported high school or less (some of these being those currently enrolled in high school in the 15-19-year-old group. The results indicate that the majority of respondents are a highly educated group and percentages are slightly higher than the Brampton average.
- **Annual Household Income:** The largest income group amongst the respondents were comprised of those who preferred not to share their annual household income (29%) followed by those who earn between \$75,000-99,999 (15%), \$50,000-74,999 (12%), and those earning over \$100,000-124,999 (11%).

Survey results reflect the opinions and ideas of a broad range of Brampton residents and visitors. This weighting is consistent with the age and financial make-up of Brampton but does not reflect the breadth of diversity in Brampton.

Educational attainment and household income are key indicators of cultural participation. However, educational attainment is the better predictor, meaning that those with higher educational attainment but lower income are more likely to participate in cultural activities than those with high income but lower educational attainment.

The lack of response from this lower educational attainment level perhaps indicates a lower interest or awareness of arts and culture. This presents and opportunity for more engagement for this segment of the community. Therefore, survey results reflect opinions of a more educated and affluent community within Brampton.

The following represents the findings from the online survey that reveal behaviour, aptitude and support amongst Brampton residents with respect to arts and culture. The results are organized by the questions posed to respondents below.

Attendance

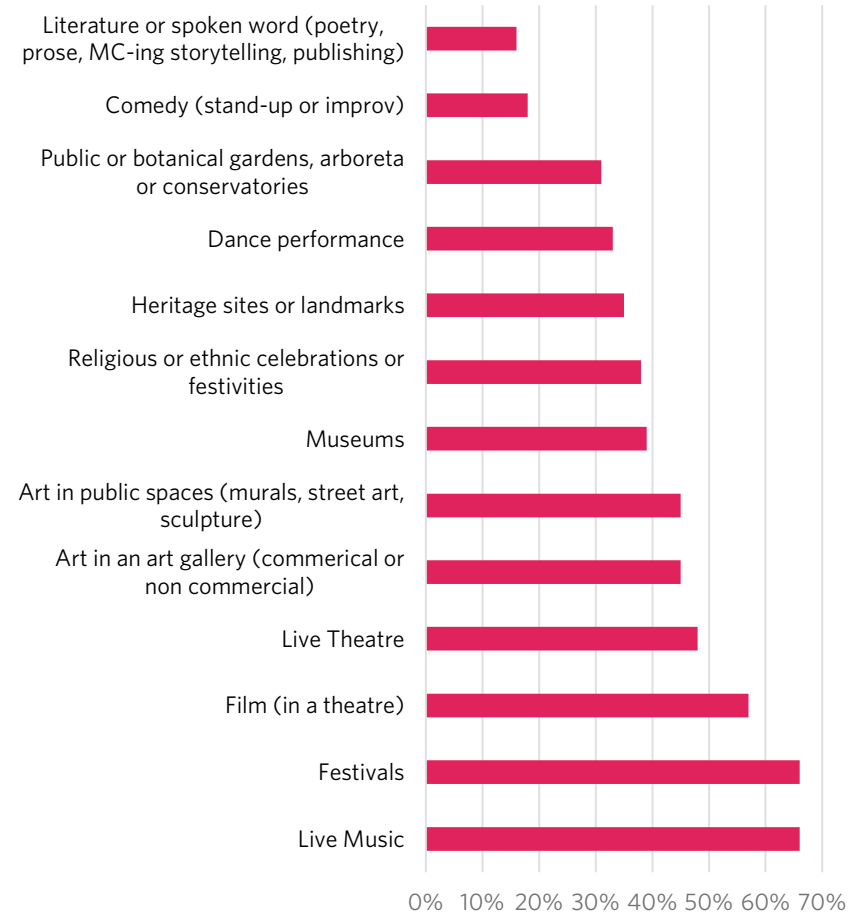
Arts and cultural events activities participated in, attended or enjoyed as a spectator

Results show that live music and festivals are the most popular arts and culture events that respondents participate in or attend as a spectator in Brampton (66% and 66% respectively), followed by film (in a theatre at 57%), live theatre (48%), art in an art gallery (45%), and art in public spaces (44%). Respondents who identified as having South Asian ethnic origins were significantly more likely to attend and participate in religious or ethnic celebrations or festivities (62% compared to 38% of respondents).



Tree Lighting Ceremony

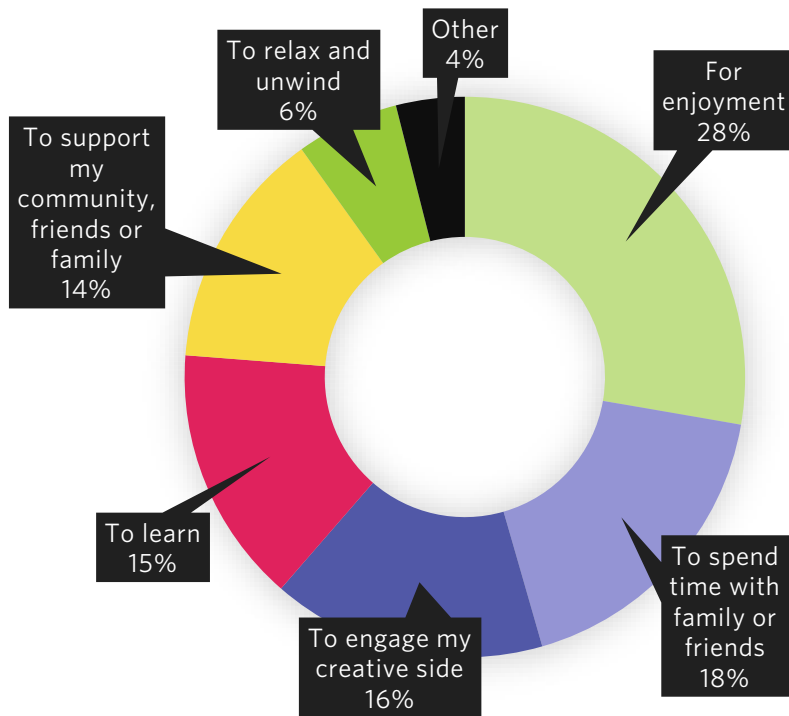
FIGURE 3: ARTS AND CULTURE EVENTS AND ACTIVITIES PARTICIPATED IN



Reasons for attending arts or cultural events

Respondents indicated that the primary reason for attending arts and cultural events was for enjoyment (28%). Secondary reasons included spending time with family or friends (17%), and to engage their creative side (16%).

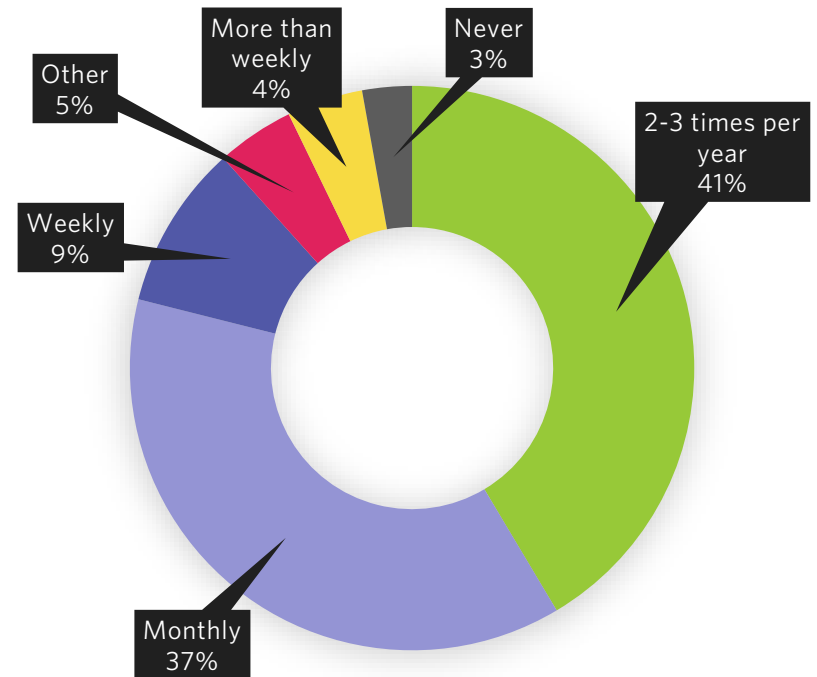
FIGURE 4: PRIMARY REASON FOR ATTENDING



AVERAGE FREQUENCY OF ATTENDANCE

The largest proportion of respondents attend on average 2-3 arts and culture events per year (41%). Many respondents attend arts and culture activities monthly (37%).

FIGURE 5: FREQUENCY OF ATTENDANCE



Locations for arts and culture consumption

Respondents were asked where they were most likely to attend free arts and culture events in comparison to where they were most likely to attend paid arts and culture events. *Respondents are more likely to attend free events over paid events within Brampton (57% compared to 28%) and more likely to attend paid events in Toronto and/or other GTA (59% compared to 34%).* This indicates there are more cultural offerings that appeal to more respondents outside of the city or there is a perceived lack of events worth paying for in the city.

Popular places for attending arts and cultural events

If respondents identified Brampton as the location that they were most likely to attend free arts and culture events (as opposed to outside of the city), the majority of respondents cited downtown Brampton (63%) as the preferred location. For those respondents who chose Brampton to attend paid events, downtown was again the preferred location.



CeleBrampton Festival

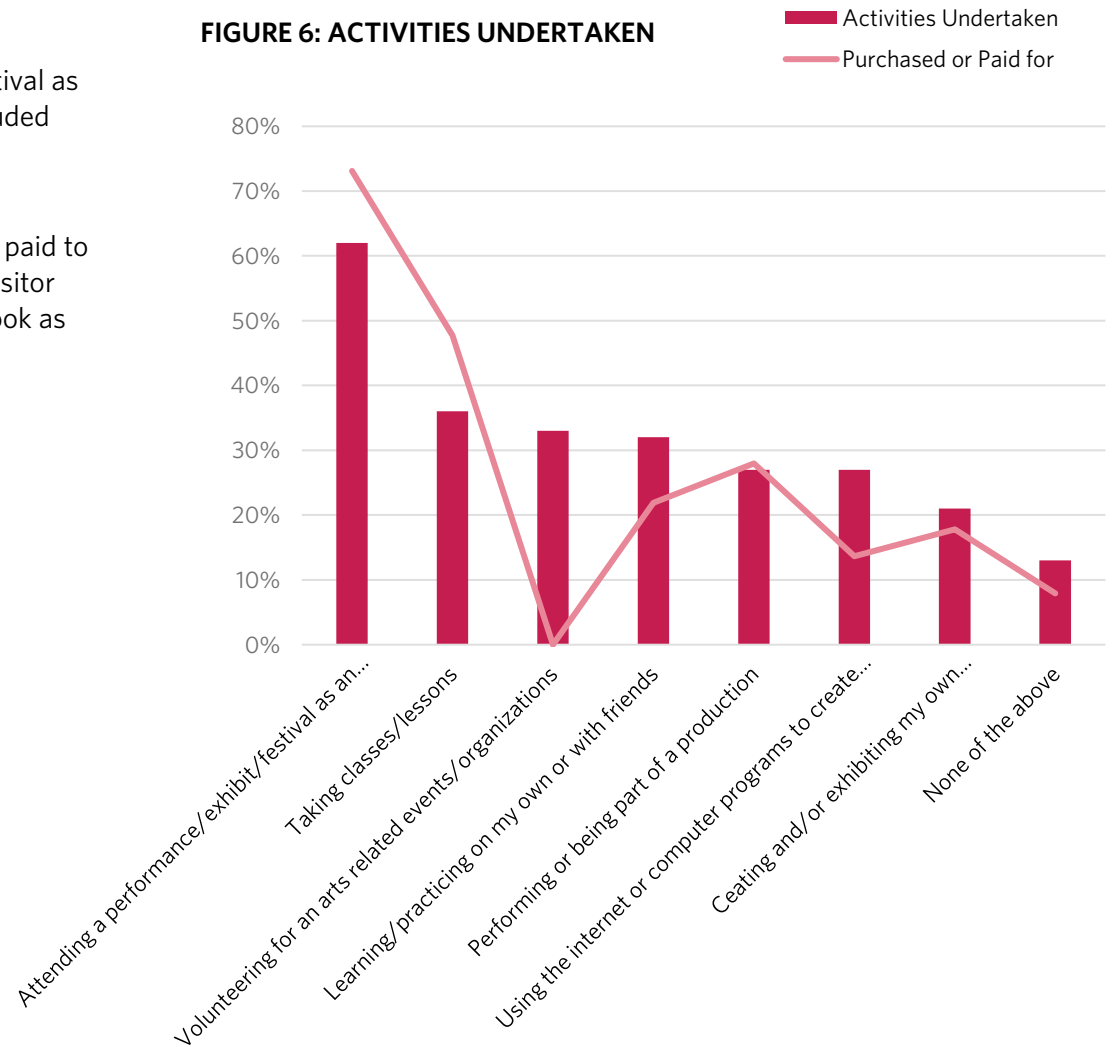
Participation

Activities undertaken

The majority of respondents attended a performance/exhibit/festival as an audience-member/visitor (62%). Other popular activities included taking classes/lessons (37%), volunteering (33%), and learning/practicing on their own with friends (32%).

The majority of respondents indicated that they had purchased or paid to attend a performance, exhibit/ festival as an audience member/visitor (73%). Figure 6 outlines those activities that respondents undertook as well as those that they purchased or paid for.¹

FIGURE 6: ACTIVITIES UNDERTAKEN



¹ In both cases respondents were able to select more than one response as a result these add up to more than 100% and it appears that more indicated that they had paid for some activities than had undertaken them, the reality is that a higher percentage of respondents paid for that type of activity.



Volunteering

Some 27% of respondents reported volunteering with an arts or culture organization in Brampton. On average, respondents indicated that they volunteer either 1-3 hours (38%), or more than 10 hours per month (30%). A total of 24 different organizations or areas of voluntarism were identified by respondents, with many respondents indicating multiple sites.

Financial Support for Arts and Culture

A total of 45% of respondents indicated that they donate money to arts and culture on an annual basis. This encouraging statistic suggests residents see a value in arts and culture in their community and that a culture of giving already exists in Brampton.

Of those respondents who did report donating money to arts and culture, 36% donated less than \$50, 28% preferred not to say, 15% donated \$100 to \$499, 14% donated \$50 to \$99, 5% donated \$500 to \$999, 2% donated \$1000 to \$5000 and 0.4% donated more than \$5000.



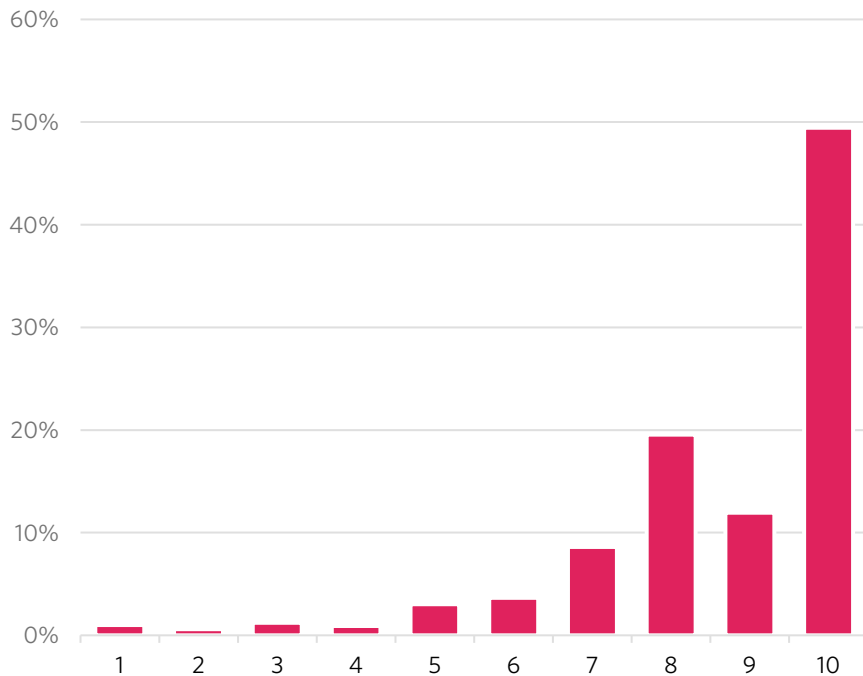
Above: The Festival of Literary Diversity

Below: CeleBrampton

Satisfaction with Quality of Offering

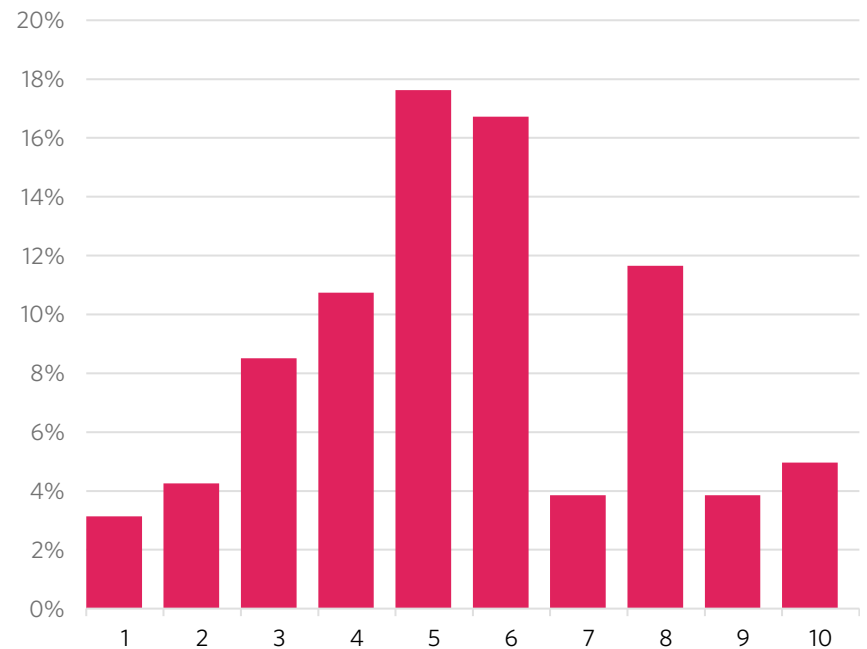
About 81% of respondents value arts and culture as important in their lives and community. However, these same respondents indicated a dissatisfaction with the quality of arts and cultural offerings in the city. These data are consistent with the findings that most respondents prefer to attend paid arts and cultural events outside of Brampton.

FIGURE 7: IMPORTANCE OF ARTS AND CULTURE ON A SCALE OF 1-10



Respondents rated the quality of arts and culture offerings in Brampton on a scale of 1-10. The largest proportion of respondents rated Brampton’s performance as a “5” or “6”. These results indicate an overall level of dissatisfaction with the quality of arts and culture offerings in Brampton, with significant room for improvement.

FIGURE 8: QUALITY OF BRAMPTON’S ARTS AND CULTURE OFFERINGS ON A SCALE OF 1-10



Communication

Ways of learning about arts and culture offerings

Most respondents (63%) indicated that the web was the most effective way of communicating and promoting arts and cultural offerings. Social media also proved effective, reaching 55% of respondents. Although digital communications seem to be the preferred means of receiving information, newspaper advertising still ranks highly at 43%.

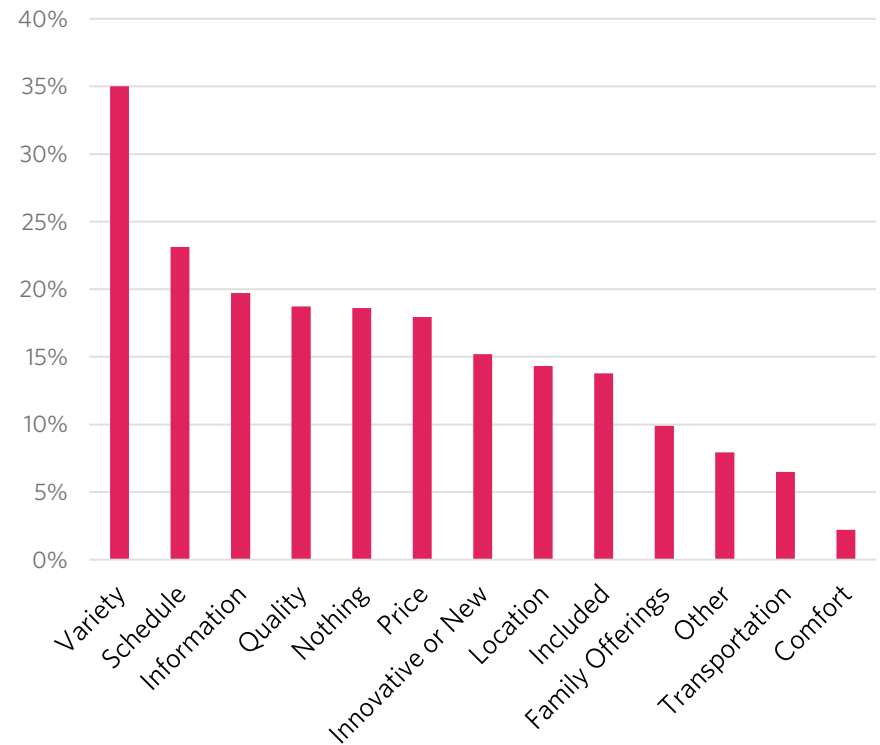
Preferred language of communication

An overwhelming majority of respondents preferred to receive news and information about arts and culture in English (93%). Punjabi accounted for 4% and French for 1%, other languages received interest below the 1% threshold. These results indicate a preference for English, but when compared with the ethnic origin of residents to that of respondents this may account for the lack of diversity in language answers. These results mask the diversity of the population in Brampton (some 46.6% report a mother tongue other than English) and consideration should be given to how the City engages other communities who do not speak English as a first language with effective bilingual or multilingual communications skills.

Barriers to Participation

Some 82% of respondents indicated some form of barrier to participating in arts and cultural activities in Brampton. The reasons cited were largely due to lack of variety (35%), scheduling of events (23%), difficulty of finding information about what is going on (19%), and quality of events (19%) and affordability at 18%.

FIGURE 9: WHAT MAKES IT DIFFICULT FOR YOU TO PARTICIPATE IN ARTS AND CULTURE IN BRAMPTON?



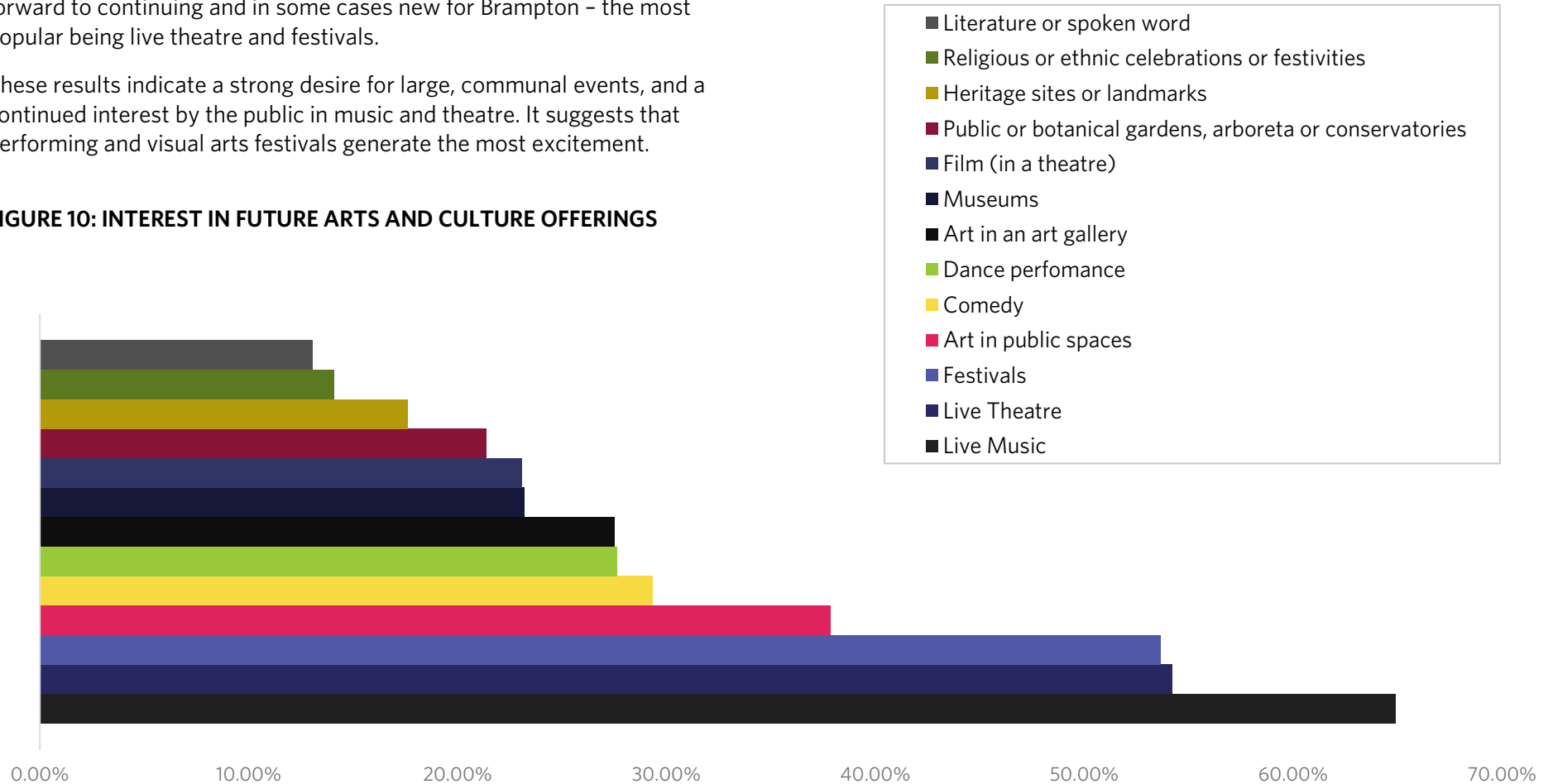
Future Development

Interest in arts and culture offerings for the Future

There were various cultural activities that respondents reported looking forward to continuing and in some cases new for Brampton – the most popular being live theatre and festivals.

These results indicate a strong desire for large, communal events, and a continued interest by the public in music and theatre. It suggests that performing and visual arts festivals generate the most excitement.

FIGURE 10: INTEREST IN FUTURE ARTS AND CULTURE OFFERINGS



Suggestions for making Brampton more vibrant

What one thing must happen to make Brampton a better place for arts and culture?

The following summarizes results from a keyword analysis of suggestions from respondents to make Brampton more vibrant.

FINANCIAL AND POLITICAL SUPPORT

Many respondents emphasized a need for more support (both financially and politically) from the City of Brampton, the Province and other sources. For example:

- “Financial support from the City for the arts and culture. Provide a place for these groups to create and grow, for the vibrancy of a city is influenced by the arts.”
- “More funding and equal treatment for arts organizations in the city.”
- “More financial funding needed in city of Brampton to thrive in arts and culture.”

SUPPORT FOR LOCAL ARTISTS

Respondents called for support for local artists and art groups in particular.

- “Brampton helping its own citizens and assisting in making the arts visible to all.”

- “Brampton must support its community arts and culture groups. A space like the soccer centre should be built for community arts groups that they can rent for rehearsal, storage, set building, art gallery and performance space.”
- “We need to invest in supporting our arts communities. My reasons: the artists and ideas lie within the people of Brampton but they need a forum and support from the City to be visible and available to our residents in Brampton. And to let the GTA know that art thrives in Brampton so we draw others in to share and enjoy the City.”
- “Support local artists and promote local artists. Get high school and children more involved”

COMMUNICATION

Many respondents emphasized the need for improved communication and advertising, both within the community about arts and culture- locally, nationally and globally.

- “Advertise about the city's vibrancy in other parts of Canada - - bringing light to Brampton's art and culture which is already quite rich - for example the Jazz Fest last year - hoping we have one in 2018.”
- “Better communication and advertising to a larger audience.”
- “Better communication of the wide variety of arts and culture on one website that is constantly updated and that includes all cultures including Indigenous people.”
- “Inform people in the area somehow that these events are going on. If I actively search I wouldn't know of the wonderful things Brampton has to offer. I'd appreciate something in the mail maybe letting me know of upcoming events.”

OPPORTUNITIES

Respondents expressed a need for more and great variety of cultural offerings and activities for more opportunities “Provide opportunities for artists and high-quality programs for residents and visitors to the area in order to create Brampton as an arts destination hub.”

- “More offerings and a variety of offerings.”
- “More family friendly events, especially smaller events. Although the festivals are great, it is sometimes nice for a low-key activity for the family.”
- “More locations offering arts and cultural activities.”

FESTIVALS

Festivals and events were seen by respondents as important to making Brampton a vibrant place for arts and culture.

- “Create festivals etc. ... such as a tulip festival or theatre in the park. Have them more often during the year too. We’re seriously lacking these events.
- “More community festivals for kids and adults bring the community together. About Brampton culture and life.”
- “More family friendly events, especially smaller events. Although the festivals are great, it is sometimes nice for a low-key activity for the family.”
- “More focus on downtown festivals. Let’s get food trucks and have picnics in Gage Park once per week similar to San Francisco.”
- “More multi- cultural festivals!”

INCLUSIVITY, DIVERSITY AND ACCESSIBILITY

Inclusivity, diversity and accessibility were recurrent themes in respondent’s answers, with regard to both the types of events held, locations and cost.

- “Inclusivity. Currently niche and if in certain circles. Not broad reaching.”
- “Providing an environment where resources are accessible through a transparent and equitable process based on merit.”
- “The arts scene needs to reflect the cultural diversity of its citizens... It would be beneficial to curate things targeted at those populations, especially Black and Chinese that don't have a lot of venues to showcase their cultural practices.”
- “Inclusive and free.”
- “The one thing that must happen is that Brampton not just acknowledge but take immediate action to provide easily accessible places and venue opportunities for the arts and culture community to practice, produce, develop and exchange information. It would be awesome for all of the cultural community to come together and manage a real estate property that houses spaces for workshops, practice, development and production.”
- “Continue to utilize the Rose Theatre as much as possible with as varied and inclusive a program as possible.”
- “Be culturally inclusive as it relates to new and traditional cultures especially that of First Nations. There is an excellent opportunity to make Brampton the cultural hub of the GTA if not Ontario but ways must be found to support, encourage and celebrate existing cultural organizations.”
- “More accessible financially and to families with children/teens.”

CENTRALIZED FACILITY OR “HUB”

Some respondents reflected specifically on the need for improved infrastructure offerings, for arts and culture, and in particular the need for a centralized facility or “Hub.”

- “To have a dedicated space comparable to something like the Soccer Centre!”
- “Dedicated hub for artists and tech innovators to create new opportunities and fresh experiences.”
- “They need to have reasonably priced public facilities for arts and culture groups to meet.”
- “An arts hub - a shared space that can be used by many community programs, music, art groups where they can support each other and spread the awareness better to the public, to their target audience.”

HIGH SCHOOL STUDENT SURVEY ANALYSIS

The following analysis is based on the survey developed by the Lord-Nordicity team specifically targeted to secondary students in Brampton. The survey was distributed to Brampton high schools. A total 128 students completed the survey. The survey is included in this report Appendix B.

Respondent Profile

The following summarizes the demographic profile of respondents.

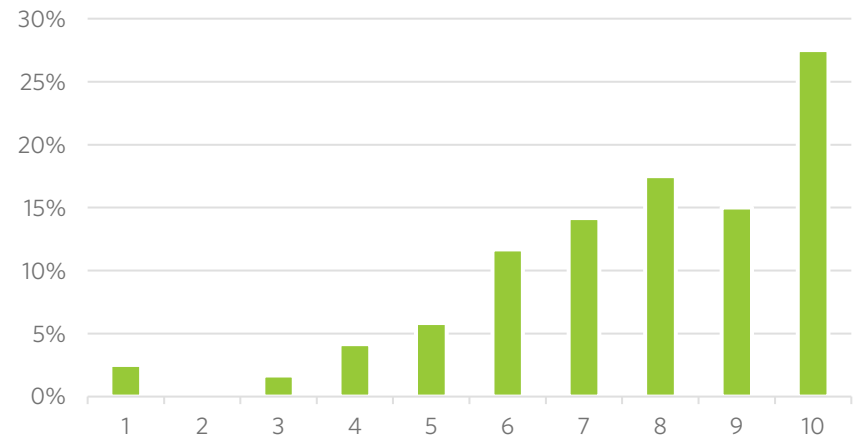
- About 38% of respondents to the survey were in grade 11, 26% were in grade 10, 18% were in grade 12, 18% were in grade 9 and 2% are in fifth year/other.
- Some 34% of respondents to the survey were age 16, 27% were 17, 23% were 15, 12% were 14 and, 4% were 18. Results indicated balanced participation across ages and grades of high school students with slight over-representation of Grade 11 students.
- Gender: The majority of respondents were female (63%), the remainder were male (34%) or preferred not to say or preferred to self describe (4%).
- School: Respondents were represented from the following secondary schools in Brampton:
 - Heart Lake Secondary School (45%)
 - Castlebrooke Secondary School (23%)
 - North Park Secondary School (16%)
 - Turner Fenton Secondary School (11%)
 - Mayfield Secondary School (1%)
 - Judith Nyman Secondary School (1%)
 - Brampton High School (1%)
 - Chinguacousy (1%)
 - Fletcher's Meadow Secondary School (1%)

- Arts and Culture Participation: the majority of respondents to the high school student survey participated in arts and culture activities within school, either in class or through extracurriculars (89%).

Importance of arts and creative expression

Survey respondents indicated that arts and creative expression is very important to them with the majority of respondents (60%) rating arts and culture's importance to them as an 8 or higher on a scale of 1-10.

FIGURE 11: HOW IMPORTANT ARE ARTS AND CREATIVE EXPRESSION TO YOU ON A SCALE OF 1-10?

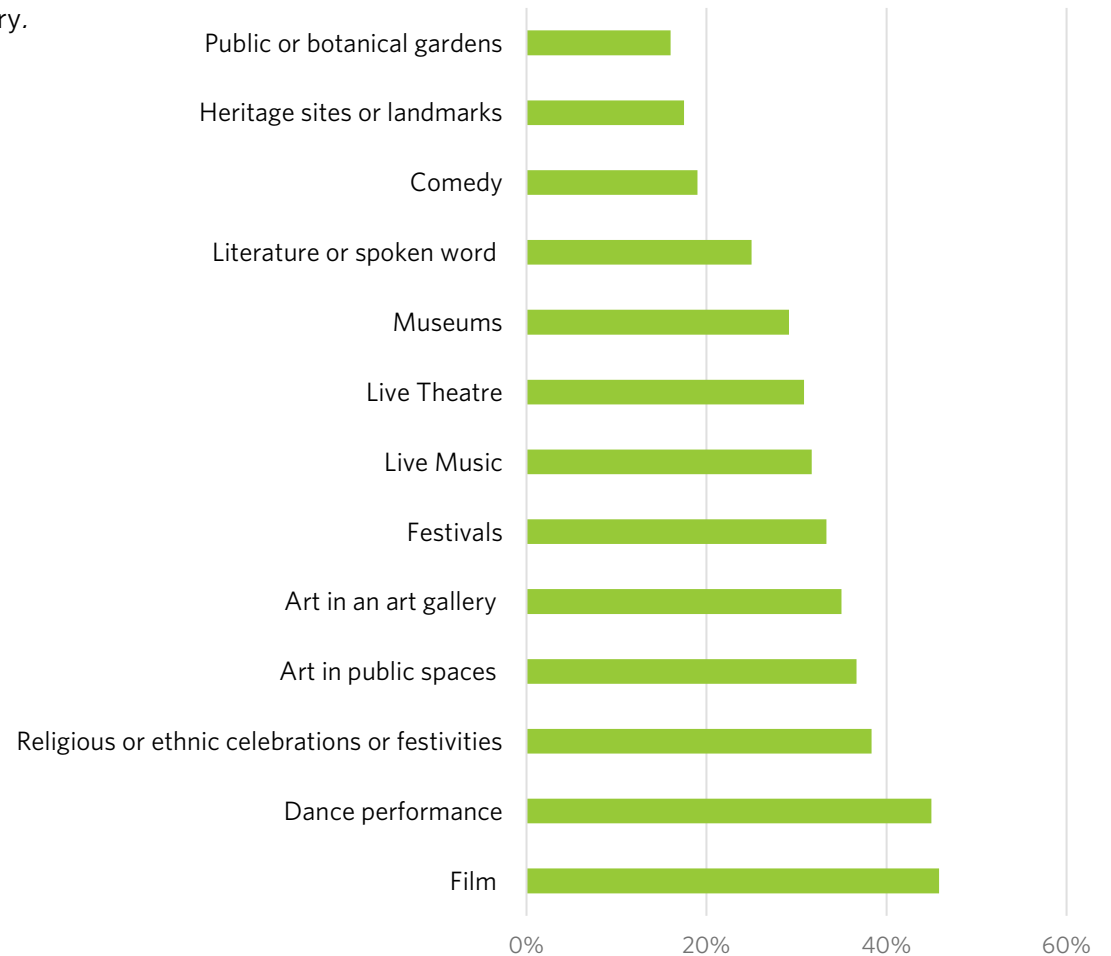


Arts and cultural events activities participated in, attended or enjoyed as a spectator

Results show that film (in a theatre) is the most popular arts and culture activity for high school students to participate in or attend as a spectator in Brampton, followed by dance performance, religious or ethnic celebrations or festivities, art in public spaces and art in an art gallery.



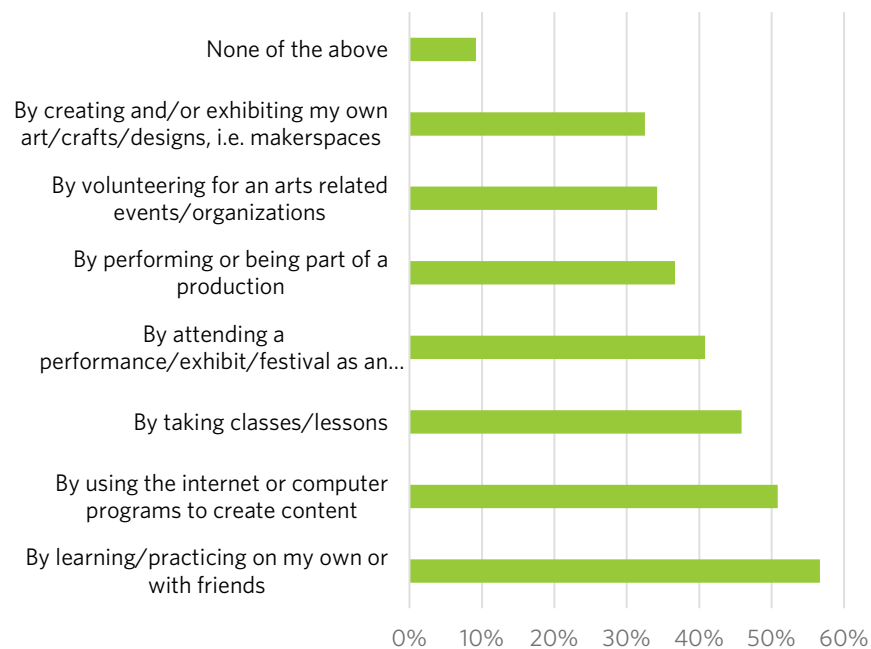
FIGURE 12: ARTS AND CULTURE ACTIVITIES PARTICIPATED IN ATTENDED OR ENJOYED AS A SPECTATOR



Activities Undertaken

In addition to being a spectator, the majority of respondents also preferred to participate in arts and culture activities by learning/practicing on their own or with friends (57%). Other popular activities for respondents including internet or computer programs to create content (50%), taking classes/lessons (46%), and attending a performance/exhibit/festival as an audience-member/visitor (41%). This shows a good mix of arts and culture consumption, production, participation, and learning including through digital means. There is a stronger emphasis on production, both physical and digital with the high school student sample than with the general online survey, a possible indication of generational trends toward co-creation and digital cultural offerings.

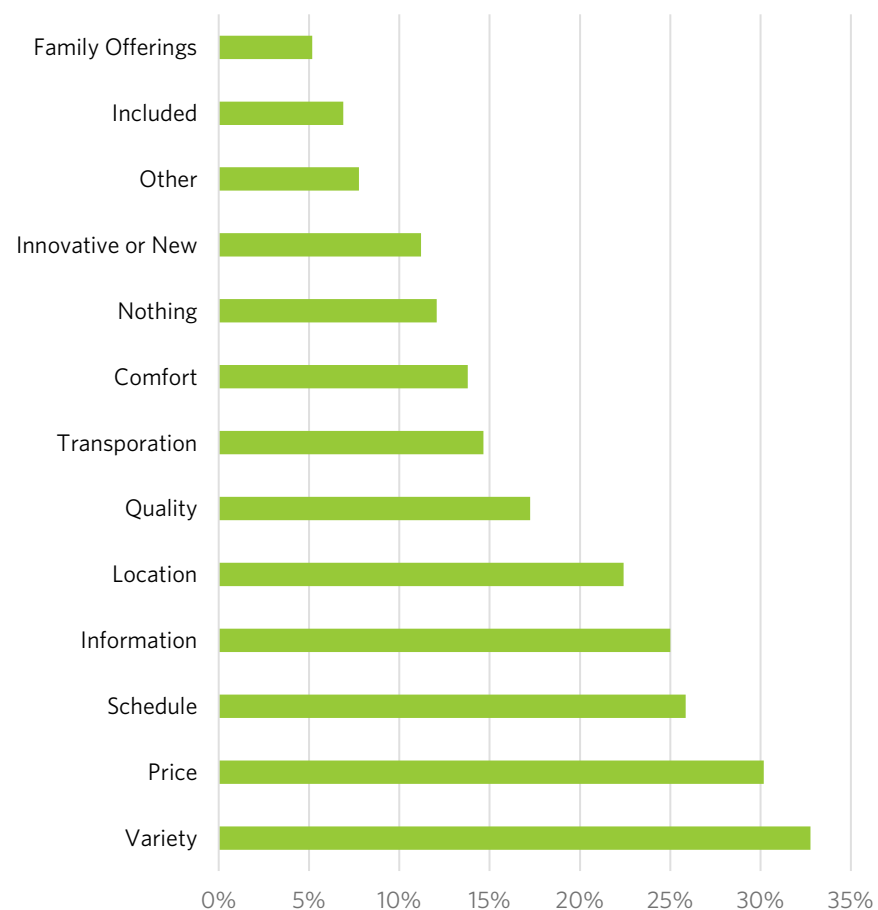
FIGURE 13: ACTIVITIES UNDERTAKEN



Barriers to Participation

Barriers to participation for students in Brampton were identified as follows: lack of variety (33%), price (30%), scheduling issues (26%), and lack of information (25%).

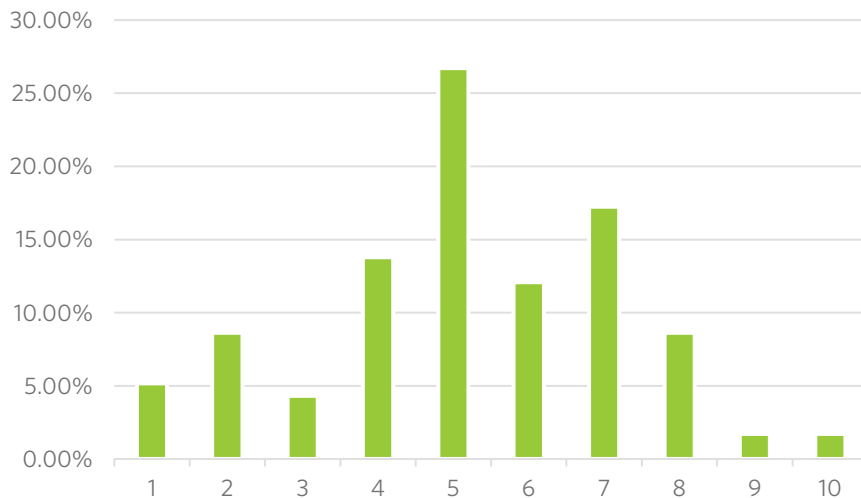
FIGURE 14: WHAT MAKES IT DIFFICULT FOR YOU TO PARTICIPATE IN ARTS AND CULTURE IN BRAMPTON?



Satisfaction with Quality of Offering

Respondents rated Brampton as a creative, vibrant and exciting place to live on a scale of 1-10. The largest proportion of respondents rated Brampton between 5-7 (56.03%)

FIGURE 15: HOW WOULD YOU RANK BRAMPTON AS A CREATIVE, VIBRANT AND EXCITING PLACE TO LIVE ON A SCALE OF 1-10?



Future Development

When asked whether they were interested in pursuing a career in arts/culture or in the creative industries in the future, 34% of respondents answered in the affirmative, 39% said no and 27% were unsure. *While the respondents in this sample are already highly engaged in culture, it nevertheless suggests opportunities for a sustained creative work force for the future.*

FIGURE 16: INTEREST IN PURSUING A FUTURE CAREER IN ARTS/CULTURE OR CREATIVE INDUSTRIES

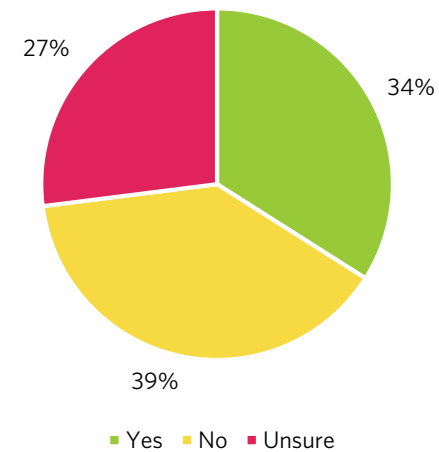
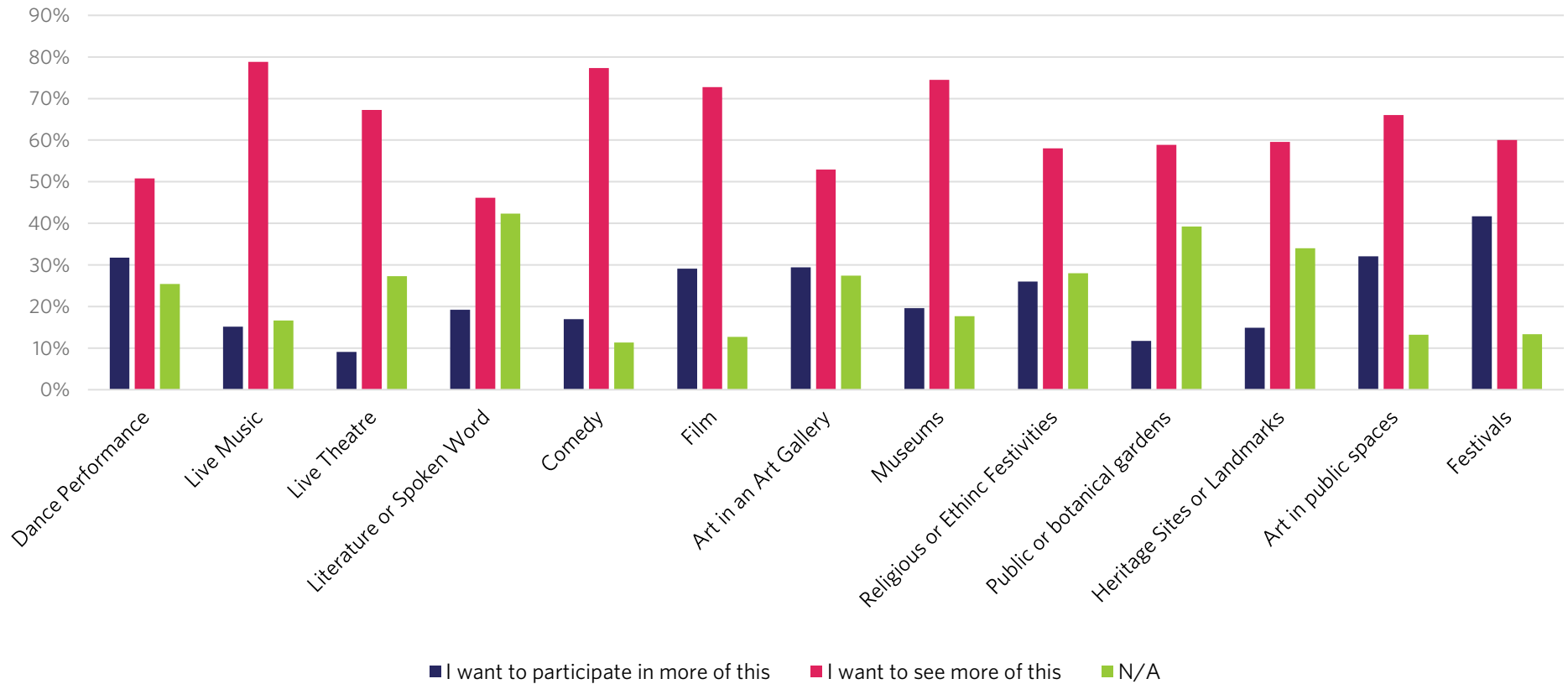


Figure 16 represents respondents' answers when asked what they would like to see more of and do more in Brampton in the future. Respondents were most interested in seeing more live music in the city (79%) and participate more in festivals (41.67%), participants were least interested in literature and spoken word with (42%) responding N/A in this field.

Across all areas, the appetite for seeing or consuming arts and culture activities is higher than that for participation.

FIGURE 17: FUTURE INTEREST IN ARTS AND CULTURE, TO SEE, AND TO PARTICIPATE IN



Suggestions for making Brampton a better place for arts and culture

The following summarizes results from a keyword analysis of suggestions from respondents to make Brampton more vibrant.

OPPORTUNITIES

Respondents were interested in seeing more opportunities, for participation, for employment, for youth in particular.

- “It needs to become more accepting of art from those just entering the art of making art. This would encourage them to continue making it and to hone their skills, boosting their confidence.”
- “It should provide more opportunities for future arts students to feel like they have a place to shine.”
- “Create a way for people to feel as though they are not wasting their time in the arts, people are discouraged too often because of difficulty of access only to find that the arts scene around them are not what they hoped for.”
- “Just more art galleries and more art opportunities. I only know of one art gallery and when I looked it up online, it showed that there were no galleries showing anytime soon.”

COMMUNICATION

Respondents felt that there is a need for better communication and advertising regarding the arts and culture offerings within Brampton.

- “I think more art programs should be offered in schools and recreation centres. Schools should invest more in the arts. Any events outside of school happening in the community should be promoted through different media so people know what's going on.”
- “Better spreading of information about cultural/ arts events.”
- “We should all be more informed of the events that happen so that people can attend.”

PUBLIC ART

Some respondents reflected on an interest to see more art in public spaces.

- “Add more street art such as statues or sculptures, it will make Brampton more appealing -lower prices of tickets for theatre performances”
- “Colourful and creative art in public places.”

DIVERSITY

Some respondents asked for emphasis to be put on diverse cultures and cultural offerings.

- “We need to be more creative and take advantage of the diversity in our population by appreciating the different cultures of our people and incorporating it in to the events we hold.”
- “Bring performers from different parts of the world to perform (ex. K-pop idols).”
- “Bring people from different parts of the world to entertain and show off the cultures.”

VARIETY

Some respondents cited a need for more variety in the programs and events offered in Brampton, both to attend and participate in.

FESTIVALS

Some respondents thought more festivals or large events must happen to make Brampton a better place for arts and culture.

INVESTMENT

Some respondents cited a need for more investment and funding opportunities for arts and culture.

Other themes mentioned by students included violence reduction, creation of facilities, and a convening group for arts and culture.



MINI SURVEY AND POP-UP CONSULTATIONS ANALYSIS

The following is an analysis of the results of the in person Mini Survey conducted at the various City of Brampton Pop-up Consultation events and the interactive pop-up consultations led by the Lord-Nordicity team.

Given that the questions in the mini survey and in the interactive activity were the same and both activities were conducted in-person using the pop-up approach, the results from both these consultation activities have been analyzed together. See Appendix C for complete questions as asked within mini survey and pop-up consultations.

In total 234 people responded to the in person mini survey and 339 people participated in the Lord-Nordicity led pop up consultations.

Pop-up Consultation and Mini-Survey Respondent Profile

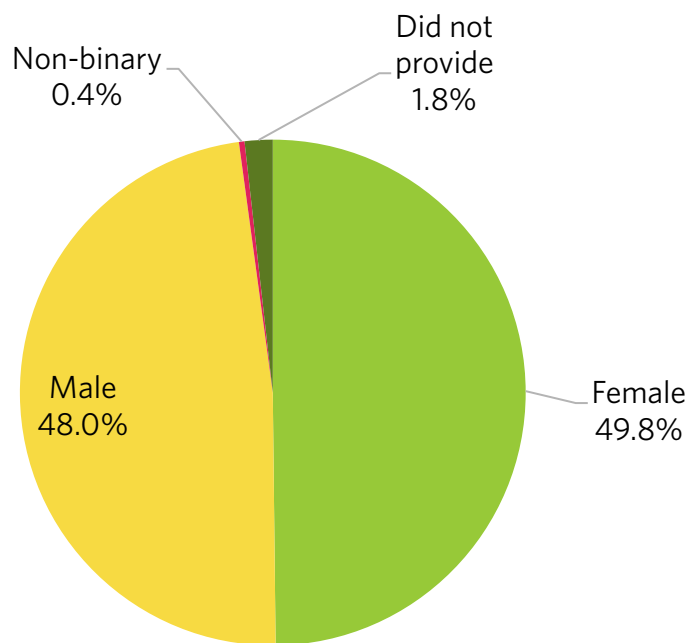
In total, City staff and the consulting team engaged 661 individuals through the pop-up consultation process and mini-survey. Table 6 shows the number of participants engaged at each interactive pop-up session and through the mini-survey conducted in-person at 58 locations throughout Brampton. See Appendix D for complete list of pop-up locations by both City staff and Consultant team.

TABLE 6: PARTICIPATION AT THE POP-UPS, AND IN THE SURVEY

Consultation Tool	Total Participants
Pop-up 1	39
Pop-up 2	38
Pop-up 3	35
Pop-up 4	61
Pop-up 5	68
Pop-up 6	13
Pop-up 7	52
Pop-up 8	121
Mini-Survey	234
Pop-up total	
TOTAL CONSULTATION PROCESS	3542

In order to ensure that the sample of individuals consulted during the pop-up public consultations was as representative as possible of the demographic distribution of the general population in Brampton, participants were asked to provide some key demographic information about themselves, including their age, gender and ethnic origin.² Overall, the sample of individuals consulted during the pop-up sessions shows a similar distribution along gender and ethnic origins to the general population in Brampton, as shown in Figure 18 and Table 7 below.

FIGURE 18: GENDER DISTRIBUTION



² Note: As providing demographic information was voluntary, not all participants responding to the consultation questions provided demographic information.

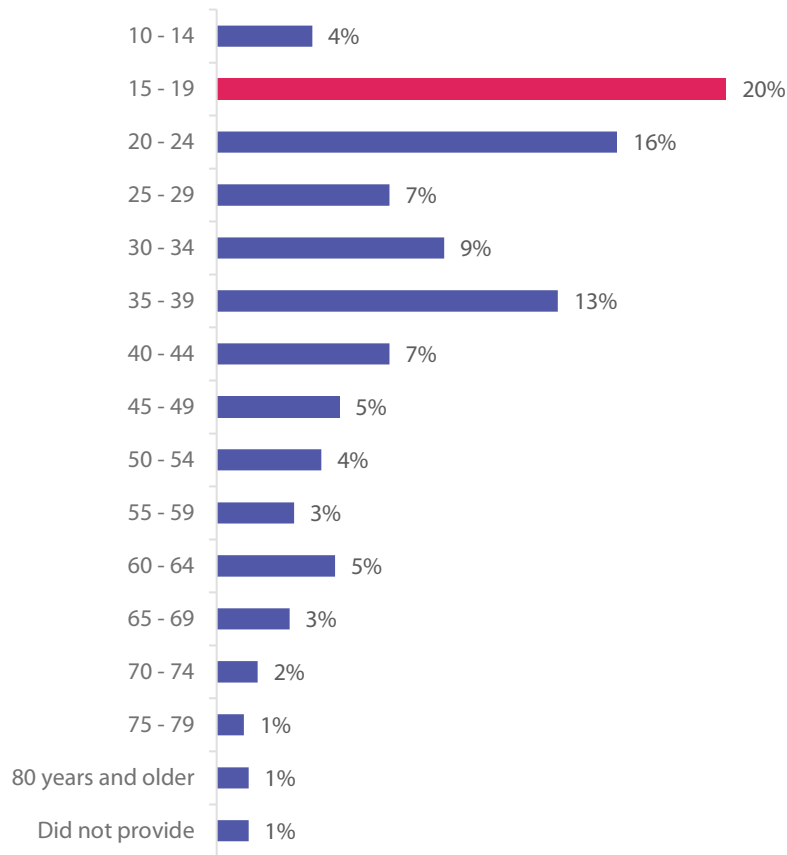
TABLE 7: ETHNIC ORIGIN DISTRIBUTION³

Category	Pop-up Consultations	Mini Survey	Total (Pop-up Consultations and Mini-Survey)	Brampton Census Profile
African origins	6%	5%	6%	5%
Caribbean origins	11%	15%	13%	12%
Asian origins	56%	35%	48%	56%
European origins	14%	28%	20%	27%
Latin, Central and South American origins	3%	3%	3%	4%
North American Aboriginal origins	6%	4%	5%	1%
Other North American origins	6%	8%	7%	11%
Did not provide	2%	0.42%	0.2%	

³ Note: The totals in each column may add to more than 100% due to some individuals identifying with more than one ethnic origin.

As shown in Figure 19, the pop-up consultation process captured mostly youth and younger adults. Adults under the age of 65 had the highest representation, accounting for close to half (46%) of all individuals consulted in the pop-up consultations. Youth (ages 15-29) were the second largest group represented in the sample, accounting for 43% of the entire participant base, a significant achievement as they are typically a challenging group to engage in these types of public consultations.

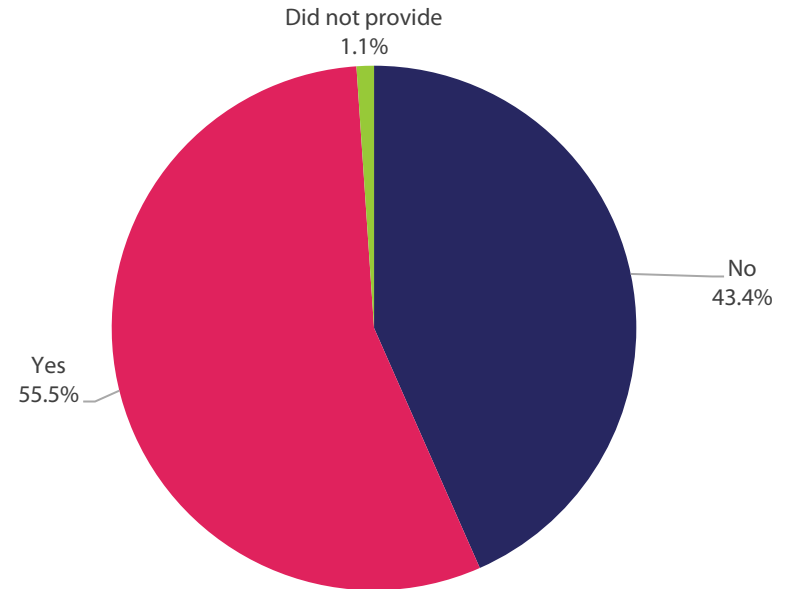
FIGURE 19: AGE DISTRIBUTION



In addition, more than half (55.5%) of respondents reported having children living in the same household, ensuring that the consultation process represented the needs and perceptions of families in Brampton as well as adults and youth.

FIGURE 20: HOUSEHOLDS WITH MEMBERS UNDER 18

n = 609

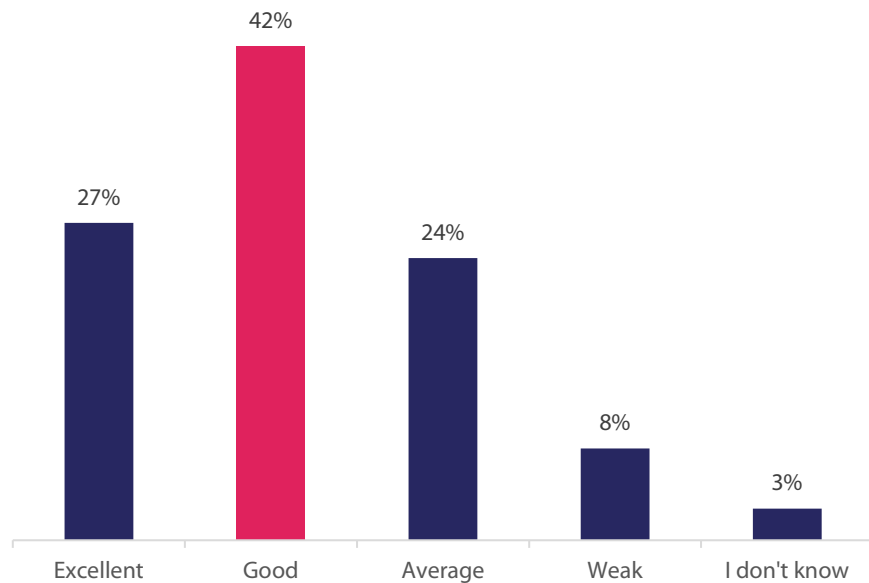


The following section provides a summary of the results from the three consultation questions posed during the interactive pop-ups and in the mini survey.

Quality of Arts and Culture in Brampton

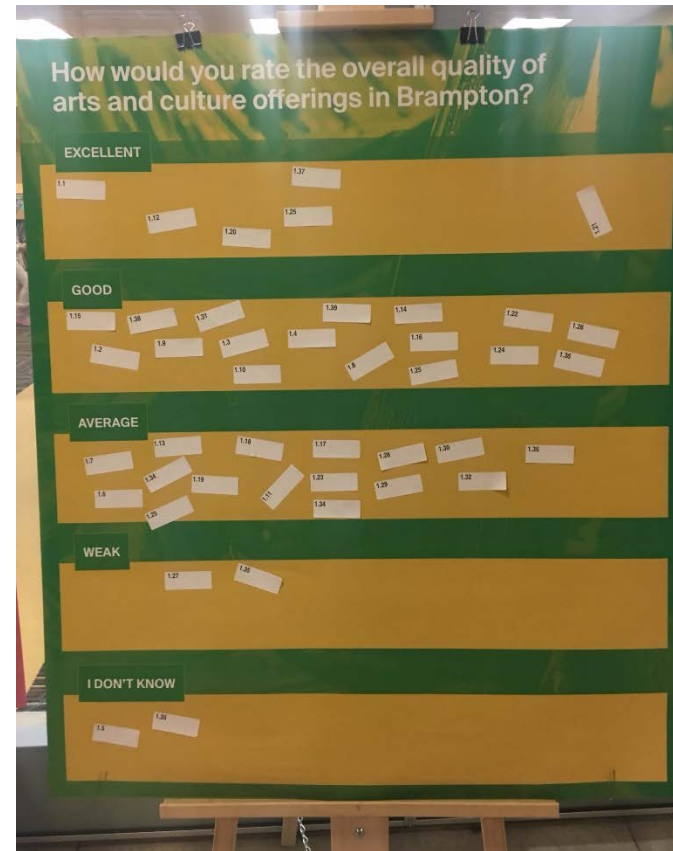
The results from the pop-up consultations indicated that participants have a largely favourable view of the arts and culture offerings in Brampton. As Figure 21 indicates, almost 70% of those consulted rated the overall quality of arts and culture offerings in Brampton as either “Good” or “Excellent” and very few (8%) indicated that they thought the quality of the existing offerings is “weak”. There was no significant variation in the results when analyzed by age, ethnic origin or gender.

FIGURE 21: QUALITY OF ARTS AND CULTURE OFFERINGS IN BRAMPTON⁴



⁴ Note: The totals sum to more than 100% because some participants at the interactive pop-up sessions selected more than one answer.

Similarly, when asked what made it difficult for them to participate in arts and culture in Brampton participants infrequently indicated that the offerings themselves were the issue. As Figure 22 indicates, very few respondents indicated that quality (10%), comfort (feeling unsafe or unwelcome), feeling included, or lack of new or innovative arts and culture offerings were an issue.

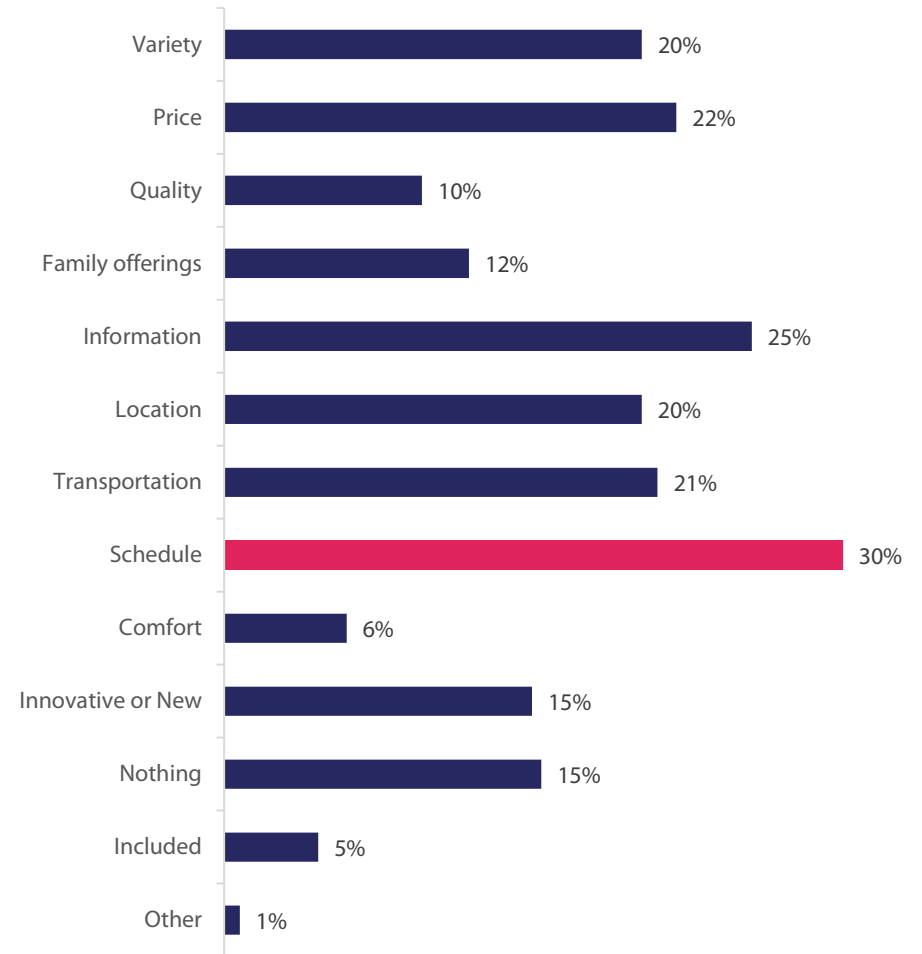


Barriers to Access

Participants tended to most frequently indicate that barriers related to access made it difficult to participate in arts and culture in Brampton, as shown in Figure 22. For example, schedule (30%), information (25%), price (22%), transportation (21%), and location (20%) were most frequently selected as barriers that made it difficult to participate. Variety (20%) was also selected fairly frequently. There was no significant variation in the results when analyzed by age, gender or ethnic origin. However, men were slightly more likely than women to indicate that location and variety were barriers, whereas women were slightly more likely than men to indicate that a lack of family offerings and location were barriers or challenges to participation.

With regards to transportation and location, many participants provided additional comments regarding transportation service and lack of convenient parking as barriers to access and participation in cultural activity.

FIGURE 22: BARRIERS TO PARTICIPATING IN ARTS AND CULTURE IN BRAMPTON⁵



⁵ Note: Totals sum to more than 100% because participants were able to select multiple responses.

Inclusion of the local Aboriginal and Indigenous community

In consultations with members of the Aboriginal and Indigenous community, a key concern raised was that based on past experiences the community feels that there are opportunities for the City to strengthen its relationship with the Aboriginal community. The community expressed that there are opportunities for the City to work more closely with the community toward better inclusion and access for the community in cultural activity, both in terms of reducing barriers to participation for the community and ensuring more proactive and meaningful collaboration with the community when planning events, celebrations, and other cultural initiatives. In particular, the community was frustrated by the change in location of the Pow Wow to the fairgrounds, which is not serviced by public transit. The change of location without additional provisions related to transportation have created a significant barrier to access for community members who do not have access to private transportation.

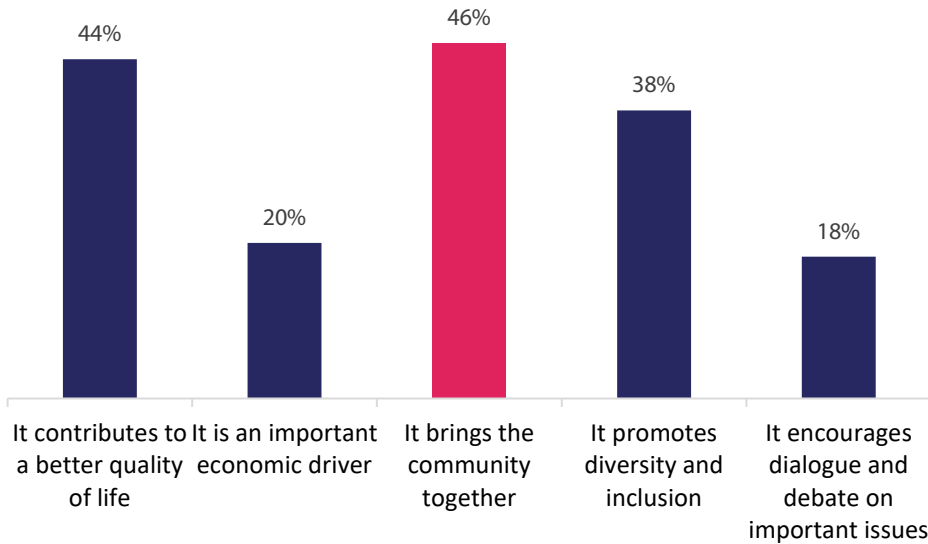
In addition, members of the community who participated in the consultation indicated that there are minimal efforts include the Aboriginal and Indigenous community in some of the multi-cultural events and public celebrations in Brampton. Several individuals from the Aboriginal community expressed a desire to be included in those events and activities in a more purposeful and meaningful way.



Workshop at the Peel Aboriginal Network

When participants were asked why they thought that supporting culture was important, culture’s role in community building was seen as the most important reason to support arts and culture in Brampton. For instance, as shown in Figure 23, the most frequently selected responses were that arts and culture brings the community together (46%), it contributes to a better quality of life (44%), and it promotes diversity and inclusion (38%). There was no significant variation in the results when analyzed by age, gender and ethnic origin. Although adults over the age of 65 were far less likely than other age groups to indicate that arts and culture are important because they encourage dialogue and debate.

FIGURE 23: WHY IT IS IMPORTANT TO SUPPORT ARTS AND CULTURE IN BRAMPTON⁶



⁶ Note: Totals sum to more than 100% because participants were able to select multiple responses.

STAKEHOLDER WORKSHOPS ANALYSIS

Key to the consultation process was the Lord-Nordicity team's engagement with the arts and cultural community. Three workshops were held and facilitated by the team. Each workshop targeted a specific arts and cultural group in Brampton as follows:

1. Artists and Cultural Entrepreneurs
2. Supporters, Volunteers and Donors
3. Arts and Culture Organizations

See Appendix D for complete schedule of Stakeholder Workshops, and Appendix E for list of all those attendees who provided their names, and where applicable affiliations. A total of 87 different attendees participated in the stakeholder workshops, with some participants attending more than one session. Each of the workshops focused on three key challenges with respect to the current state of arts and culture in Brampton as identified by the consultant team in the Phase 1 – State of Culture Report. The goal of each of the workshops was to address these challenges and offer possible solutions from their perspectives. The following is a summary and findings from these three workshops combined and organized under the three identified key challenges:

1. Funding
2. Access to Space
3. Partnerships and Siloization



Artist and Cultural Entrepreneurs Workshop Participants

Funding

Workshop participants discussed a variety of solutions to address funding concerns within the arts and culture community in Brampton.

- Administration of arts and culture funding to be separate from recreation- participants felt that the grouping of arts and culture was a significant hurdle to accessing available funding. The perception among participants was that they were competing with sports and recreation for funding resources.
- Funding streams- participants proposed three core funding streams
 1. Ongoing core funding for arts and culture groups- administered by arms-length organization to depoliticize funding decisions.
 2. Event/Grants for individual artists based on one-time projects.
 3. Grants for emerging artists one-time projects.

Additional funding areas requested include continued significant municipal support for festivals.

- Corporate Philanthropy- participants felt the City could do more to tap into corporate philanthropy for arts and culture groups through fundraising events such as a Mayor's Gala or Arts Endowment Fund. There is interest from participants to see the city solicit corporate contributions from big players. Participants proposed that the City could look towards successful sports funding initiatives such as "Own the Podium" as a template ("Own the Arts" for example).
- Mechanism for funding- many participants felt that a re-established advocacy and funding body should administer the available arts and culture funding for Brampton. Granting needs to be merit-based and higher value. Some participants felt that funding should be administered by arms-length organization to depoliticize funding decisions, others felt that it should be administered by the City.
- Encourage collaboration- The City should be encouraging collaboration between organizations in order to find financial efficiencies.

- Simplify granting process- participants felt that the granting process was cumbersome and needed to be simplified.
- Evaluate Bylaws- City should consider evaluating the bylaws which prohibit the charging of admission in order to generate earned income of some arts and culture groups.
- Marketing and visibility- there is a need for improved marketing and visibility as a tool to attract more participants and more funding.



Space

Workshop participants proposed a variety of solutions to address space concerns within the arts and culture community in Brampton.

- Incubator or hub space- participants cited a need for an incubator or hub space as a big picture solution for the communities' needs. The space has been notionally envisioned to include studio space, exhibit space, performance and rehearsal space. There was interest expressed by some for this to be a space that is adaptively reused. Central Public School was proposed as a location. This space needs to be accessible with available parking.
- Unlocking existing spaces- There needs to be a better and more efficient use of existing spaces within Brampton. Less bureaucratic red tape with respect to the use of City-owned spaces is one solution. Another is the implementation of tax or other incentives to encourage existing private land/building owners of empty spaces to open these up to the arts community.

The resources that exist within some of the area high schools are seen as those that could be best taken advantage of during after hours and summertime when not in use by students. Other strategies recommended include subsidized rent from the City, and better access and use of spaces within public libraries by the arts and culture community. Granting buskers easier access to perform on city streets and embracing "pop-up" initiatives for short term use of vacant spaces are other ideas raised by the participants

- Make road closure permits more affordable for events.
- Right sizing venues- There are no mid-sized performance venues in the city. Brampton would be well served with smaller venues.
- Align or reduce rental rates for venues and performance spaces in Brampton to be comparable or less than those in other areas within the GTA.



Stakeholder Workshop

- University Partnerships- the newly announced Ryerson University presence in Brampton could be leveraged for potential space for the arts and culture community. A municipal art gallery for example.
- City as connector/facilitator - City needs to act as a "connector" between and amongst arts groups and between arts groups and spaces throughout the city. As a connector the City would provide resources and opportunities that would assist in the fostering of relationships amongst and between artists, arts organizations and cultural entrepreneurs.

Partnerships and Siloization

Workshop participants proposed a variety of solutions for improving the challenge of siloization – arts and cultural groups working individually within their own disciplines.

- Need for contact opportunities- More contact opportunities are needed to create bridges between organizations and artists with Brampton’s culture sector. There is a need for more cultural mixing in order to take advantage of the diversity of the community. Participants suggested that the City should serve as a “connector” to ensure communication flow amongst arts and cultural groups and individuals and foster a stronger cultural ecosystem. As a connector the City would provide resources and opportunities that would assist in the fostering of relationships amongst and between artists, arts organizations and cultural entrepreneurs. Further the City should maintain an accessible database, in the form of a centralized digital repository for information needed by, and about, the arts and culture community. Workshop participants would like the City to nurture partnerships with private and non-municipal public funding.
- Funding model should reward collaboration- in order to encourage collaboration, granting applications should include partnerships as a key criterion. Current grant funding contributes to the siloization effect as arts organizations feel they must compete with one another for limited resources, rather than work in partnership to achieve funding.
- Advocacy and Funding Body- the need for an arts advocacy body, an arms-length agency was noted both from a funding perspective but also to serve as an advocate for artists and art organizations.
- Events as collaboration tool- participants cited models such as the Art Crawl in Hamilton, or a different major event or festival as a key way to increase sector collaboration.
- Partnerships beyond the cultural sector- important to look at potential partnerships beyond the cultural sector including health and wellness groups due to the important links between arts and healthcare.

- Importance of promoting youth involvement- participants felt that there is a need for more promotion of youth involvement and volunteering.



The background of the slide features a close-up photograph of several hands holding a traditional beaded necklace. The necklace is composed of numerous small, round beads in shades of blue, green, and white, interspersed with larger, smooth, light-colored stones. The hands are positioned to support the necklace from below, and the overall scene is set against a warm, golden-brown background. The image is overlaid with a semi-transparent blue and orange gradient that frames the text.

4

SUMMARY OF KEY FINDINGS

4. KEY FINDINGS

Community-based Key Findings

The following is a summary of the key findings based on the results and analysis of the online survey, mini survey, high school survey and pop-up consultations. These findings represent the feedback from the community as it relates to attitudes, perceptions, expectations and satisfaction related to arts and culture in Brampton. The findings are organized under three core themes:

1. Participation
2. Support
3. Satisfaction.

Participation

- Most respondents favoured live music and festivals (ethnic-based or otherwise) as the preferred arts and cultural activity in the city.
- Respondents were more apt to attend free events and cultural activities over those that require admission. Bramptonians are more likely to attend paid events outside of the city, Toronto in particular.
- Respondents mostly attend cultural events, free or otherwise, in the downtown core.
- Most respondents indicated some form of barrier to participate in arts and cultural activities. One of the biggest barriers cited was a lack of variety of arts and cultural offerings.

- Addressing key access issues related to the location of culture programs, events and activities as well as transportation (especially to special events), would increase participation in arts and culture in Brampton.
- Most respondents indicated that the web was the most effective way of communicating and promoting arts and culture in the community. However, improving access to information about existing arts and culture offerings would encourage greater participation.
- Some members of the Aboriginal and Indigenous community feel excluded from multi-cultural events and large public celebrations and would like to see more active outreach and engagement with the Aboriginal and Indigenous community.

Support

- Most respondents indicated that arts and culture in the community is critical to building a healthy and sustainable city. Further, Bramptonians support and contribute to arts and culture in the city. Just under half of the respondents indicated that they donate money to arts and culture on an annual basis.
- In addition to participating and attending cultural events and activities and donating to arts and culture in general, respondents also value volunteering as an important community activity. Just under 30% of respondents reported volunteering with an arts or culture organization in Brampton on average for 1-3 per month.

Satisfaction

While respondents think that culture is important in their community, the majority of these same respondents expressed an overall dissatisfaction with the quality and variety of arts and cultural offerings in the Brampton.

Of the high school students surveyed, most regarded Brampton somewhere in the middle as being creative, vibrant and exciting.

Stakeholder Key Findings

The following is a summary of the key findings based on the results of the stakeholder workshops. These findings represent the feedback from each of the three individual art and cultural stakeholder groups and organized under the following core challenges:

1. Funding
2. Space
3. Partnerships and Siloization

Funding

- Separate culture from recreation funding within Community Grant program.
- City of Brampton to engage more with the private sector to increase funding to the arts and cultural community.
- The City needs to simplify its granting process.
- City to help build capacity amongst arts and cultural groups helping the community to engage with the private sector, assist with the granting process for other levels of government funding and to enable organizations to become more sustainable.

Space

- Create an new arts hub space in the city – preferably reusing or readapting City-owned spaces that already exist.
- Incentivize property and landowners to “unlock” private spaces for cultural use.
- Reduce or eliminate the “red tape” with respect to the use of City-owned spaces.
- Reassess the rental costs of City-owned spaces -performance spaces in particular – to align with other GTA spaces.

Partnerships and Siloization

- City should serve as a “connector” to ensure communication flow amongst arts and cultural groups and individuals to foster a stronger cultural ecosystem.
- Re-establish an arms- length advocacy body to allocate funds, advocate for the arts and cultural community serve as and serve as an advocate for artists and arts organizations.
- Seek partnerships beyond the cultural sector including the business community and the health and wellness sector.

APPENDICES

APPENDIX A: ONLINE SURVEY



INvolved

Culture Master Plan

THE CITY OF BRAMPTON: INspiring • INTERested • INVolved • INVested • IN touch • INtrigued • INclusive • INdividual

Welcome!

We want to hear from you about how you participate in arts and cultural activities in Brampton. Please let us know through this survey. It will take no more than 5 minutes to complete. This information is so important to help us plan for arts and culture for the future as we develop our very first Culture Master Plan. The Culture Master Plan is the next step forward in the planning landscape in Brampton, we appreciate any feedback you may have already provided during the “FutureReady” process and want to know a little more with regards to Culture.

At the end of the survey you can optionally provide your name, email and phone number to be entered in a draw for Rose Theatre tickets.

To help you through this survey, we have defined culture as follows:

Culture in Brampton includes creative activities pursued both formally and informally, by non-profit organizations, for-profit businesses, or individuals. This includes “art for art’s sake”, all forms of artistic education, expressions of personal creativity, festivals and celebrations, reflections of Brampton’s heritage, and creative industries such as literature and publishing, music, film and others. Culture in Brampton inspires and supports, and is in turn supported by, innovation, entrepreneurship and economic development in the city.

**Your input is critical and will help to enhance arts and culture in our community.
Thanks in advance!**

1. Are you a resident of Brampton?

Yes

No, I live in.... _____

2. If yes, how long have you lived in Brampton?

Less than 1 year

1-3 years

3-5 years

5-10 years

10 years or more

Current Participation in Arts and Culture

3. How important is arts and culture to you on a scale of 1-10?

- 1 2 3 4 5 6 7 8 9 10

4. How does Brampton perform in terms of art and culture on a scale of 1-10?

- 1 2 3 4 5 6 7 8 9 10

5. Which of the following activities have you participated in, attended or enjoyed as a spectator within the last year, in a professional or amateur setting? (Select all that apply)

- | | |
|---|---|
| <input type="radio"/> Dance performance | <input type="radio"/> Art in an art gallery (commercial or non commercial) |
| <input type="radio"/> Live music | <input type="radio"/> Museums |
| <input type="radio"/> Live theatre | <input type="radio"/> Religious or ethnic celebrations or festivities |
| <input type="radio"/> Literature or spoken word (poetry, prose, MC-ing, storytelling, publishing) | <input type="radio"/> Public or botanical gardens, arboreta or conservatories |
| <input type="radio"/> Comedy (stand-up or improv) | <input type="radio"/> Heritage sites or landmarks |
| <input type="radio"/> Film (in a theatre) | <input type="radio"/> Art in public spaces (murals, street art, sculpture) |
| | <input type="radio"/> Festivals |

6. What is the primary reason you attend arts or cultural events?

- | | |
|--|---|
| <input type="radio"/> To learn | <input type="radio"/> To support my community, friends, or family |
| <input type="radio"/> To spend time with family or friends | <input type="radio"/> For enjoyment |
| <input type="radio"/> To relax or unwind | <input type="radio"/> Other (please specify) |
| <input type="radio"/> To engage my creative side | |

7. On average, how frequently do you attend arts or cultural activities or events in one year? (e.g. museums, theater, dance, festivals, art galleries, live music, films)

- | | |
|--|--|
| <input type="radio"/> Never | <input type="radio"/> Weekly |
| <input type="radio"/> 2-3 times per year | <input type="radio"/> More than weekly |
| <input type="radio"/> Monthly | <input type="radio"/> Other (please specify) |

8. In addition to being a spectator, how else do you like to participate? Select all that you've done **within the last year:**

- | | |
|--|---|
| <input type="radio"/> By performing or being part of a production | <input type="radio"/> By attending a performance/exhibit/festival as an audience-member/visitor |
| <input type="radio"/> By learning/practicing on my own or with friends | <input type="radio"/> By volunteering for an arts related events/ organizations |
| <input type="radio"/> By taking classes/lessons | <input type="radio"/> None of the above |
| <input type="radio"/> By using the internet or computer programs to create content | |
| <input type="radio"/> By creating and/or exhibiting my own art/crafts/ designs, i.e. makerspaces | |

Current Locations

9. Where are you most likely to attend FREE arts and culture events?

- Brampton
- Elsewhere in Ontario
- When visiting other parts of the world
- Toronto and/or other GTA
- Elsewhere in Canada
- I do not attend free arts and culture events

If in Brampton, in what part of the city do you most often attend arts and cultural events?

10. Where are you most likely to attend PAID arts and culture events?

- Brampton
- Elsewhere in Ontario
- When visiting other parts of the world
- Toronto and/or other GTA
- Elsewhere in Canada
- I do not attend paid arts and culture events

If in Brampton, in what part of the city do you most often attend arts and cultural events?

11. What type of arts and cultural activities are you likely to purchase or pay for? Select all that you've done within the last year:

- Performing or being part of a production
- Learning/practicing on my own or with friends
- Taking classes/lessons
- Using the internet or computer programs to create content
- Creating and/or exhibiting my own art/crafts/designs, i.e. makerspaces
- Attending a performance/exhibit/festival as an audience-member/visitor
- None of the above
- Other (please specify)

Current Arts and Culture in Brampton

12. How do you learn about arts and culture offerings in Brampton?

- Websites (venues, organizations, artists)
- Mailed invitation
- Emailed invitation
- Friend/Colleague
- Radio
- Television
- Internet banner ads
- Promotional Posters
- Newspaper advertisements
- Internet searches
- Word of mouth
- Social Media
- Magazines and other arts and culture publications
- Blogs
- Flyers
- I do not hear about arts and culture offering in Brampton
- Other (please specify)

13. What language(s) do you prefer to receive news and information about the arts and culture scene in the City of Brampton?

- English
- French
- Punjabi
- Gujarati
- Hindi
- Urdu
- Portuguese
- Spanish
- Tamil
- Tagalog
- Other (please specify)

14. What makes it difficult for you to participate in arts and culture in Brampton? (Please select up to three)

- Variety**- The range of offerings is too limited/does not match my interests.
- Included**- I do not feel like I am included, or the target audience, the offerings to not relate to me
- Price**- I cannot easily afford to go.
- Quality**- The offerings are not very good.
- Family offerings**- There are not many options for families with children or teens.
- Information**- I can never find out what is going on.
- Location**- There is nothing in my neighbourhood.
- Transportation**- Activities are hard to reach, there is no public transportation available, or it is too confusing, no parking available.
- Schedule**- Activities don't fit with my schedule or conflict with each other.
- Comfort**- I feel uncomfortable, unwelcome or unsafe there.
- Innovative or New**- There aren't enough opportunities to experience fresh or original work and experiences.
- Nothing**- It's not difficult for me to participate in the arts and culture scene.
- Other (please specify) _____

Future Arts and Culture in Brampton

15. Looking to the FUTURE, which of the following are you most interested in enjoying or want to see more of in Brampton? (Choose no more than five).

- Dance performance
- Live music
- Live Theatre
- Literature or spoken word (poetry, prose, MC-ing, storytelling, publishing)
- Comedy (stand-up or improv)
- Film (in a theatre)
- Art in an art gallery (commercial or non commercial)
- Museums
- Religious or ethnic celebrations or festivities
- Public or botanical gardens, arboreta or conservatories
- Heritage sites or landmarks
- Art in public spaces (murals, street art, public sculpture)
- Festivals

16. What one thing must happen to make Brampton a better place for arts and culture?

Supporting Arts and Culture Organizations by Volunteering

17. Do you currently volunteer with any arts or cultural organizations in Brampton?

- Yes
- No (go to question 18)

Supporting Arts and Culture Organizations by Volunteering

18. On average, how often do you volunteer with arts or cultural organizations in Brampton?

- 1 to 3 hours per month
- 4 to 6 hours per month
- 7 to 10 hours per month
- More than 10 hours per month

Where do you volunteer? _____

Supporting Arts and Culture Organizations through Donations

19. Do you donate money to arts and culture each year?

- Yes
- No (go to question 21)
- Other (please specify) _____

Supporting Arts and Culture Organizations through Donations

20. On average, how much money do you donate to arts and culture each year?

- Less than \$50
- \$50 to \$99
- \$100 to \$499
- \$500 to \$999
- \$1000 to \$5000
- More than \$5000
- I prefer not to say

Demographic Information

Some of the following questions are optional, but we would appreciate your help in understanding who is participating in arts and culture in Brampton. **We are not requesting personal identifying information, and this information will not be shared with outside parties.** Thank you!

21. What is your six-digit postal code?

22. Are you currently:

- A student
- Retired
- Working from home
- Working out of the home
- Other (please specify)

23. What is your age?

- 15 to 19
- 20 to 24
- 25 to 29
- 30 to 34
- 34 to 39
- 40 to 44
- 45 to 49
- 50 to 54
- 55 to 59
- 60 to 64
- 65 to 69
- 70 to 74
- 75 to 79
- 80 years and older

24. Is anyone in your household under the age of 18?

- Yes No

Demographic and Household Information

25. What is your ethnic origin? (Select all that apply)

- | | |
|---|---|
| <input type="radio"/> African origins | <input type="radio"/> East and Southeast Asian origins |
| <input type="radio"/> Caribbean origins | <input type="radio"/> North American Aboriginal/Indigenous origins |
| <input type="radio"/> European origins | <input type="radio"/> Other North American origins |
| <input type="radio"/> Latin, Central and South American origins | <input type="radio"/> South Asian origins |
| | <input type="radio"/> West Central Asian and Middle Eastern origins |

26. Are you:

- | | |
|----------------------------------|--|
| <input type="radio"/> Male | <input type="radio"/> Prefer not to say |
| <input type="radio"/> Female | <input type="radio"/> Prefer to self-describe (please specify) |
| <input type="radio"/> Non-binary | |

27. Please indicate the highest level of education you have completed:

- | | |
|---|--|
| <input type="radio"/> Less than high school | <input type="radio"/> Bachelor's Degree |
| <input type="radio"/> High school diploma or equivalent | <input type="radio"/> Graduate or professional degree. |
| <input type="radio"/> Some college, no degree | |

28. Please indicate the range of your annual household income:

- | | |
|--|---|
| <input type="radio"/> Less than \$25,000 | <input type="radio"/> \$100,000-124,999 |
| <input type="radio"/> \$25,000-34,999 | <input type="radio"/> \$135,000-149,999 |
| <input type="radio"/> \$35,000-49,999 | <input type="radio"/> Over \$150,000 |
| <input type="radio"/> \$50,000-74,999 | <input type="radio"/> I prefer not to say |
| <input type="radio"/> \$75,000-99,999 | |

Thank you for your time and participation with this survey. Your valuable input will guide the creation of Brampton's Culture Master Plan. If you would like to be entered for a chance to win Rose Theatre tickets please include your name, email, and phone number.

Name: _____

Email address: _____

Phone number: _____

APPENDIX B: HIGH SCHOOL STUDENT SURVEY

INvolved

Culture Master Plan



THE CITY OF BRAMPTON: INspiring · INTERested · INVolved · INVested · IN touch · INtrigued · INclusive · INdividual

We want to hear from you!

The City of Brampton is developing its very first plan to support arts and creative expression in Brampton. So what does that mean for you? Well, this plan will help shape policies, programs and actions that will make Brampton a more creative, vibrant and exciting place to live. We want to hear from everyone, and that includes you! Please take a few minutes to fill out this survey. Your feedback is critical to how we can make a better Brampton for all of us.

1. What grade are you in?

- Grade 9
- Grade 10
- Grade 11
- Grade 12
- Fifth year / Other

2. What is your age?

- 13
- 14
- 15
- 16
- 17
- 18

3. Are you:

- Female
- Male
- Non-binary
- Prefer not to say
- Prefer to self-describe (please specify): _____

4. What is your six-digit postal code? _____

5. What school do you go to?

- Louise Arbour Secondary School
- Bramalea Secondary School
- Brampton Centennial Secondary School
- Brampton High School
- Cardinal Ambrozic Catholic Secondary School
- Cardinal Leger Secondary School
- Central Peel Secondary School
- Chinguacousy Secondary School
- Fletcher's Meadow Secondary School
- Harold M. Brathwaite Secondary School
- Heart Lake Secondary School
- Judith Nyman Secondary School
- Holy Name of Mary Catholic Secondary School
- Mayfield Secondary School
- North Park Secondary School
- Notre Dame Catholic Secondary School
- Peel Alternative School North
- St. Edmund Campion Secondary School
- Sandalwood Heights Secondary School
- St. Augustine Catholic Secondary School
- St. Marguerite d'Youville Secondary School
- St. Roch Catholic Secondary School
- St. Thomas Aquinas Secondary School
- David Suzuki Secondary School
- Turner Fenton Secondary School
- Other (please specify): _____

6. How important are arts and creative expression to you on a scale of 1-10?

	1	2	3	4	5	6	7	8	9	10
Please select one:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Which of the following arts and culture activities have you participated in, as a spectator, within the last year? (Select all that apply)

- Dance performance
- Live music
- Live theatre
- Literature or spoken word (poetry, prose, MC-ing, storytelling, publishing)
- Comedy (stand-up or improv)
- Film (in a theatre)
- Art in an art gallery
- Museums
- Religious or ethnic celebrations or festivities
- Public or botanical gardens
- Heritage sites or landmarks
- Art in public spaces (murals, street art, sculpture)
- Festivals
- Other (please specify): _____

8. In addition to being a spectator, how else do you like to participate? (Select all that you've done within the last year)

- Performing or being part of a production
- Learning/practicing on my own or with friends
- Taking classes/lessons
- Using the internet or computer programs to create content
- Creating and/or exhibiting my own art/crafts/designs, i.e. makerspaces
- Attending a performance/exhibit/festival as an audience-member/visitor
- By volunteering for an arts related events/organizations
- None of the above
- Other (please specify): _____

9. Do you participate in any arts and culture activities within school?

- Yes, through extra-curricular activities (i.e. band, choir, plays, other)
- Yes, through classes
- No
- Other (please specify): _____

10. What makes it difficult for you to participate in arts and culture activities in Brampton?

(Please select up to three)

- Variety- The range of offerings is too limited/does not match my interests.
- Included- I do not feel like I am included, or the target audience, the offerings do not relate to me
- Price- I cannot easily afford to go.
- Quality- The offerings are not very good.
- Family offerings- There are not many options for families with children or teens
- Information- I can never find out what is going on.
- Location- There is nothing in my neighbourhood.
- Transportation- Activities are hard to reach, there is no public transportation available, or it is too confusing, no parking available.
- Schedule- Activities don't fit with my schedule or conflict with each other.
- Comfort- I feel uncomfortable, unwelcome or unsafe there.
- Innovative or New- There aren't enough opportunities to experience fresh or original work and experiences.
- Nothing- It's not difficult for me to participate in the arts and culture scene.
- Other (please specify): _____

11. How would you rank Brampton as a creative, vibrant, and exciting place to live on a scale of 1-10?

	1	2	3	4	5	6	7	8	9	10
Please select one:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. In the future do you want to pursue a career in arts/culture or in the creative industries

(e.g. film and television, music, video game development etc.)

- Yes
- No
- Unsure
- Other (please specify): _____

13. Looking to the future, which of the following are you most interested in enjoying or want to see more of in Brampton?

	I want to participate in more of this	I want to see more of this	N/A
Dance performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Live music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Live theatre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Literature or spoken word (poetry, prose, MC-ing, storytelling, publishing)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comedy (stand-up or improv)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Film (in a theatre)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Art in an art gallery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Museums	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Religious or ethnic celebrations or festivities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public or botanical gardens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heritage sites or landmarks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Art in public spaces (murals, street art, public sculpture)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Festivals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15. What one thing must happen to make Brampton a better place for arts and creativity?

Thank you for your time and participation with this survey. Your valuable input will guide the creation of Brampton's first Culture Master Plan.

APPENDIX C: MINI SURVEY AND POP-UP CONSULTATION RESPONSE FORM

Brampton Culture Master Plan

Pop-up Public Consultation Response Form

1. Respondent Identifier

The respondent identifier should match the one on the sticker package handed to the participant. It should be structured with the following format: session#.respondent# (e.g. For the 10th respondent at the 1st session the identifier number should be 1.10)

Identifier: _____

2. Demographic Questions

What is your age?

- | | |
|-------------------------------|--|
| <input type="radio"/> 15 - 19 | <input type="radio"/> 50 - 54 |
| <input type="radio"/> 20 - 24 | <input type="radio"/> 55 - 59 |
| <input type="radio"/> 25 - 29 | <input type="radio"/> 60 - 64 |
| <input type="radio"/> 30 - 34 | <input type="radio"/> 65 - 69 |
| <input type="radio"/> 35 - 39 | <input type="radio"/> 70 - 74 |
| <input type="radio"/> 40 - 44 | <input type="radio"/> 75 - 79 |
| <input type="radio"/> 45 - 49 | <input type="radio"/> 80 years and older |

Is there anyone in your household under the age of 18?

- | | |
|---------------------------|--------------------------|
| <input type="radio"/> Yes | <input type="radio"/> No |
|---------------------------|--------------------------|

Are you:

- | | |
|----------------------------------|--|
| <input type="radio"/> Male | <input type="radio"/> Prefer not to answer |
| <input type="radio"/> Female | <input type="radio"/> Prefer to self-describe: _____ |
| <input type="radio"/> Non-binary | |

What is your six-digit postal code? (A1A 1A1): _____

What is your ethnic origin? (Select all that apply)

- | | |
|--|---|
| <input type="radio"/> African | <input type="radio"/> North American Aboriginal/Indigenous |
| <input type="radio"/> Caribbean | <input type="radio"/> Other North American |
| <input type="radio"/> East and Southeast Asian | <input type="radio"/> South Asian |
| <input type="radio"/> European | <input type="radio"/> West Central Asian and Middle Eastern |
| | <input type="radio"/> Latin, Central and South American |

3. Consultation Questions

How would you rate the overall quality of arts and culture offerings in Brampton?

- Excellent
- Good
- Average
- Weak
- I don't know

What makes it difficult for you to participate in arts and culture in Brampton?

- Price-I cannot easily afford to go
- Quality-The offerings are not very good
- Family offerings-There are not many options for families with children or teens
- Information-I can never find out what is going on
- Location-There is nothing in my neighbourhood
- Transportation-Activities are hard to reach, there is no public transportation available, or it is too confusing, no parking available
- Schedule-Activities don't fit with my schedule or conflict with each other
- Comfort-I feel uncomfortable, unwelcome or unsafe there

Supporting Culture in Brampton is important because...

- It contributes to a better quality of life
- It is an important economic driver
- It brings the community together
- It promotes diversity and inclusion
- It encourages dialogue and debate on important issues
- Other (please specify)

APPENDIX D: POP-UPS AND STAKEHOLDER WORKSHOP LISTS

Consultant Pop-Ups

DATE	LOCATION	TIME
Feb. 8	Rose Theatre, 1 Theatre Lane	7pm
Feb. 3	Mount Pleasant Community Centre & Outdoor Skating Rink	1pm-3pm
Feb. 12	Flower City Seniors Centre	9am-11am
Feb. 21	Brampton Go Station/Downtown Brampton Terminal/Main St. Zum Station	4:30pm-6pm
Feb. 22	Bramalea City Centre/Civic Centre/BPL-Ching Branch	3pm-5pm
Feb. 22	Cassie Campbell Community Centre	6:30pm-8:30pm
Feb. 24	Peel Aboriginal Network	5:30pm-7:30pm
Feb. 26	Gore Meadows Community Centre	5pm-7pm
Mar. 13	Sheridan College	1pm-3pm

City Staff Pop-Ups

DATE	EVENT	LOCATION	TIME
Feb. 8	Writers at the Rose	Rose Theatre, 1 Theatre Lane	7pm
Feb. 8	Knit, Yoga, Tour, Folk Club	PAMA, 9 Wellington Street West	7pm-9pm
Feb. 9		City Hall, 2 Wellington Street West	1-3pm
Feb. 9	Lighthouse	Rose Theatre, 1 Theatre Lane	8pm
Feb. 10	Hindi Writer's Guild	Brampton Library Chinguacousy Branch, 150 Central Park Drive	2pm
Feb. 10		South Fletchers Recreation Centre, 500 Ray Lawson Boulevard	4pm-6pm
Feb. 10	Rose Orchestra	Rose Theatre, 1 Theatre Lane	7:30pm
Feb. 11	Opening Reception: Inuit Dolls	PAMA, 9 Wellington Street West	2pm
Feb. 12	Local Author Talk	Brampton Library Cyril Clark Branch, 20 Loafer's Lake Lane	7pm
Feb. 13	Accessibility Advisory Committee	City Hall, 2 Wellington Street West	7pm-9pm
Feb. 13	Arts Adventures - Gruffalo	Rose Theatre, 1 Theatre Lane	
Feb. 14	Louie Anderson	Rose Theatre, 1 Theatre Lane	8pm
Feb. 14	Sharron Matthews	Rose Theatre, 1 Theatre Lane	8pm
Feb. 17		Brampton Civic Centre, 150 Central Park Drive	4:30pm-6:30pm
Feb. 18	Black Art as Affirming to Black Bodies	Brampton Library Chinguacousy Branch, 150 Central Park Drive	1pm
Feb. 19	Beast Game	Powerade Centre, 7575 Kennedy Road	2pm

DATE	EVENT	LOCATION	TIME
Feb. 19	Family Day Activities	PAMA, 9 Wellington Street West	10am
Feb 20	Heritage Board	City Hall, 2 Wellington Street West	7pm-9pm
Feb. 21		Visual Arts Brampton, 10 -1 Bartley Bull Parkway	11am-1pm
Feb 22	Inclusion and Equity Committee	City Hall, 2 Wellington Street West	7pm-9pm
Feb. 22	Queer Exposure, Open Studio, Yoga, etc	PAMA, 9 Wellington Street West	6pm-9pm
Feb. 23	Early Years Program	Rose Theatre, 1 Theatre Lane	9:30am-11am
Feb. 24	3D Printing, Makerspace Orientation, Punjabi Writers Club	Brampton Library Chinguacousy Branch, 150 Central Park Drive	12:30-4:30pm
Feb 24		Nanaksar Thath Isher Darbar, 9954 The Gore Rd, Brampton	10am-1pm
Feb 24		Gurdwara Dashmash Darbar 4555 Ebenezer Rd, Brampton, ON L6P 2K8	2:30-4pm
Feb. 25	Rosanne Cash	Rose Theatre, 1 Theatre Lane	8pm
Feb. 27	Age Friendly Committee	City Hall, 2 Wellington Street West	7pm-9pm
Feb. 28	Members Meeting	Beaux Arts Brampton, 74 Main Street North	7pm
Mar. 2	Crack Me Up Comedy	Rose Theatre, 1 Theatre Lane	8pm
Mar. 3		Brampton Civic Centre, 150 Central Park Drive	12:30pm-4:00pm
Mar. 7		Brampton Civic Centre, 150 Central Park Drive	3pm-5pm
Mar. 7	International Women's Day	Rose Theatre, 1 Theatre Lane	7pm
Mar. 8	Newcomer Women's Circle	Brampton Library Chinguacousy Branch, 150 Central Park Drive	3:30pm-5:30pm

DATE	EVENT	LOCATION	TIME
Mar. 10	Hometown Hockey	Garden Square (corner of Main and Queen Streets)	12pm-2pm
Mar. 11	Hometown Hockey	Garden Square (corner of Main and Queen Streets)	12pm-8pm
Mar. 13		Hindu Sabha Temple, 9225 The Gore Road	6:00pm-9:00pm
Mar. 14		Rose Theatre, 1 Theatre Lane	12:00pm-1:00pm
Mar. 14		Brampton Historical Society, Heart Lake Community Presbyterian Church, 25 Ruth Avenue	7:15pm-8:30pm
Mar. 15		Brampton Quilter's Guild (met with them at City Hall)	
Mar. 17		Visual Arts Brampton, 10 -1 Bartley Bull Parkway	9am-12pm
Mar. 17	Charlotte's Web	Brampton Civic Centre, 150 Central Park Drive	1pm&4:30pm
Mar. 17	Cultural Play	Rose Theatre, 1 Theatre Lane	5pm
Mar. 18	Brampton Beast	Powerade Centre, 7575 Kennedy Road	2pm
Mar. 20	Senior Library Council	Brampton Library Chinguacousy Branch, 150 Central Park Drive	1pm
Mar. 21		Reckless Arts Collective	
Mar. 21	Dance classes	Jade's Hip Hop, 12 Bramcourt, Unit 2	7:30-8:30pm
Mar. 22	Dance classes	Jade's Hip Hop, 12 Bramcourt, Unit 2	8-9pm
Mar. 22	ConnectWork - Brampton Board of Trade Women's Networking Event	Fanzorelli's, 50 Queen Street West	9am-11am
Mar. 24	Dance classes	Central Public School, 24 Alexander Street	10am-12pm
Mar. 25		Brampton Civic Centre, 150 Central Park Drive	12:30pm-2:30pm

DATE	EVENT	LOCATION	TIME
Mar. 26		City Hall, 2 Wellington Street West	11:30am-1:30pm
Mar. 27		City Hall, 2 Wellington Street West	11:30am-1:30pm
Mar. 27	Mastermind	Rose Theatre, 1 Theatre Lane	6pm
Mar. 28		City Hall, 2 Wellington Street West	11:30am-1:30pm
Mar. 28	Dance classes	Central Public School, 24 Alexander Street	5:30pm-8:30pm
Mar. 29		City Hall, 2 Wellington Street West	11:30am-1:30pm
Mar. 29		Brampton Civic Centre, 150 Central Park Drive	3pm-5pm
Mar. 31	BMT Beauty and the Beast	Rose Theatre, 1 Theatre Lane	1pm

Stakeholder Workshops

DATE	EVENT	LOCATION	TIME
Feb. 15	Artists and Cultural Entrepreneurs	City Hall	7pm-9pm
Feb. 28	Supporters, Volunteers and Donors	Rose Studio	7pm-9pm
Mar. 26	Arts and Culture Organizations	City Hall	7pm-9pm

APPENDIX E: STAKEHOLDER WORKSHOP PARTICIPANTS

Al Bourke	<i>Chinguacousy Concert Band</i>	Edqide (Edie) Petruzelka	<i>Brampton Quilting Guild Inc</i>
Alex Das	<i>HDS Media Productions</i>	Erica Phillips	<i>BAB, FifthiPark</i>
Andrew DeGroot	<i>BAB, BIFFCO</i>	Erica Taka Yoba	<i>Solar Case</i>
Angela Priede		Evelyn Nojd	<i>Private Piano Music for Young Children Teacher, Ontario Registered Music Teachers Association</i>
Angela Tohuson	<i>Carabram</i>	Francesco Fiuliano	<i>SounDrive Records</i>
Arpan Banerjee	<i>Arts and Culture Initiative of South Asia</i>	Gabrielle Fischer	<i>Visual Arts Brampton</i>
Bipin Kumar	<i>Appolo Architect, Make it Mindful</i>	Garry Glowacki	
Candy Weekes		Gavin Kistner	<i>Music, Teacher (Peel High School)</i>
Carmen Spada	<i>Artistic Director, B-Jazzed</i>	Gettel Comas	<i>Baci Gifts</i>
Chantelle Selkridge	<i>Akoma Afro Dance</i>	Glen McFarlane	
Charles Scott	<i>Freelance Filmmaker</i>	Herman Custodio	<i>Photographer</i>
Cheyenne Gold	<i>Brownton Girls (BTG)</i>	Inder Chopra	<i>IFFSA Toronto</i>
Christal Gordon		James Caswoll	<i>Freelance Cartoonist</i>
Christine Abankwa		Jasmine Rock	<i>Beaux Arts Brampton</i>
Christine McGlynn	<i>Visual Arts Brampton</i>	Jean A. Baicourt	<i>Artist, Visual Arts</i>
Chuck Scott	<i>PAMA, BIFFCO</i>	Jean-Francois St. Arnault	<i>JFSArnault.com</i>
Cynthia Rochefort	<i>Rote Orchestra</i>	Jesse Flynn	<i>Brampton Says</i>
Daniela Easler	<i>Progressive Art for Progressive kids</i>	Joe Asensio	<i>B-Jazzed-JN Realty</i>
Dev Ramsumair	<i>CEO Omni-Media</i>	John MacNeil	<i>Unpeeled Inc.</i>
Diana Abel	<i>Community Liaison Perpetual Bazaar</i>	Julie McPhee	
Dominic Giuliano	<i>SounDrive Records</i>		
Dorothy Fetterly	<i>Peel Choral Society PCS Singers</i>		

Kexia Abankwa		Rupen Bhardway	<i>Brampton Says</i>
Koichi Insuc	<i>Brampton Chamber Music Concert Series, Ontario Registered Music Teachers Association Private Piano Tutor</i>	Sachil Matharu	<i>Brampton Says</i>
Lea Nacua	<i>Peel Panto Players</i>	Sandee Prashkar	<i>Arts and Culture Initiative of South Asia</i>
Madeline Smith	<i>Brampton Festival Singers</i>	Sandy Sinclair	
Manny Martins	<i>Custom Canvas Printing, Fine Art Photography</i>	Sara Healthfield	
Manvir Singh		Sara Singh	<i>Broadening Horizons</i>
Mary Sue Abela		Semone Rajkumar	<i>Brownton Girls (BTG)</i>
Marysa Maharani	<i>Sheridan College</i>	Snilda Teague	
Matt Czolij	<i>Visual Arts Brampton</i>	Summer Saiegh	<i>Sparkle Performing Arts Studio</i>
McPhee Julie		Sunny Gill	<i>IFFSA Toronto.com</i>
Michaela Cigliutti	<i>Brampton Quilting Guild Inc</i>	Sunny Knowles	<i>Brampton Quilting Guild Inc</i>
Michele Aiken-Reeves		Suzy Godefroy	<i>Downtown Brampton BIA</i>
Monomita	<i>Arts and Culture Initiative of South Asia</i>	Tam Duong	<i>Musician</i>
Nav Nanwa	<i>Myself</i>	Tina Edan	
Navprit Singh	<i>Broadening Horizons</i>	Vicki Gilligan	
Olivia Wallace	<i>Artist/Art Instructor/@livartviews</i>	Vijai Singh	<i>Brampton Says</i>
Pat Henderson		Yarlene Fizani	<i>COB</i>
Paul Paradiso	<i>Visual Arts Brampton</i>		
Poosa	<i>Brownton Girls (BTG)</i>		
Raghunandan			
Pukhrat Bassan	<i>Brampton Says</i>		
Radha Tailor	<i>Bramptonist</i>		
Raesan Plson	<i>Brampton Says</i>		
Rakhee	<i>Arts and Culture Initiative of South Asia</i>		
Rebecca Phillips	<i>Musician, Teacher, Brampton Fol Club</i>		
Regan Hayward	<i>Beaux Arts Brampton</i>		
Richard Caumartin	<i>Centre Communautaire Le Cicle de L'amitie</i>		
Roberto Carreiro			
Rosemary Chiowski	<i>Brampton Festival Singers</i>		