



## Culture Grows Here Conference Agenda

Thursday, May 25, 2017

Midland Cultural Centre 8:30 am to 4:00 pm

**8:30 am – 9:00 am Registration**

**9:00 am – 9:15 am**

**Welcome Remarks from M.C. Kevin Forget**

**Greetings from County Warden Gerry Marshall, Mayor Gord McKay, and Mayor Jeff Lehman**

**9:15 am – 10:15 am**

**Keynote - Museum Hack**

**MUSEUM HACK**

All the way from New York City, New York, our VIP guide will discuss how Museum Hack approaches the challenges of engaging a millennial audience in a shifting cultural climate, and will describe and model examples of tools and methods used during their unconventional tours, events and programming in the city that never sleeps.

**10:15 am – 10:35 am Break**

**10:35 am – 11:20 pm**

**Julie Fossit, Marketing Manager, City of Kingston Cultural Services**

**“Fresh made daily: Culture as the driver for leisure tourism”**

Coming out of a recommendation in the Kingston Culture Plan approved in 2010, the Cultural Services department within the City of Kingston began work on a pilot project for an integrated cultural heritage and cultural tourism strategy. What started as a plan to encourage cultural heritage product development and targeted marketing to appeal to cultural tourists has turned into culture being positioned as the unique selling point for tourism in the city of Kingston.

Based on a significant amount of quantitative and qualitative data, the destination marketing organization and the destination marketing fund are using Kingston's vast array of cultural experiences to re-position how people see Kingston by targeting millennials along with boomers who are "millennially-minded". Using data from the first year of this initiative – 2016 – Julie Fossitt will take you through the research, the partnership process, the initial results and demonstrate why using culture as Kingston's unique selling point is good for both the cultural sector and business in general.

### **11:20 am – 12:00 pm**

**Experiential Tourism panel** – Kim Clarke, Experience Development Coordinator, RTO7, Donna Goodwin, Experience Development Coordinator, Tourism Simcoe County, Nonie Thompson, Musician & Storyteller

Is your community ready to make the shift to developing experience? Panel discussion on taking the visitor experience to the next level. Hands on learning and experiential tourism is essential for today's market.

### **12:00 pm – 1:00 pm Lunch**

### **12:45 pm – 1:00 pm Updates**

While enjoying lunch, hear representatives from the County of Simcoe and City of Barrie speak about exciting programs and initiatives they are presenting in 2017 and beyond.

### **1:00 pm – 2:15 pm Study Tours**

#### **Option A – Rotary Hall, Midland Cultural Centre**



The KAIROS Blanket Exercise: A Workshop in Reconciliation

This exercise uses blankets to represent the lands of what is now called Canada, and the distinct cultures and nations which live on those lands to this day. Participants represent the First Peoples; when they move onto the blankets, they are taken back in time to the arrival of the Europeans. The Narrator and facilitators will work with the participants to read a script while the exercise goes through the history of treaty-making, colonization and resistance that resulted in the nation we now call Canada.

#### **Option B – Huronia Players, Midland Cultural Centre**



Everyone has a Role to Play

Learn some of the tricks and techniques of live theatre from Death by Design Director and Huronia Players member Christine Killing. She will pick from a menu of acting, lighting, sound, and construction to let you know how it all works. Not only can you learn about theatre, but you can try your hand at part of the process.

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Huronian Players is a not-for-profit charitable all-volunteer community theatre that presents three major productions each year. They are in their 55th consecutive season of live theatre. This conference follows the conclusion of the comedy *Death by Design*.

**Option C – Huronia Museum, 549 Little Lake Park, Midland (A short walk or car ride from MCC)**

### Storytelling through Song

Deeply rooted in the local communities of Midland and Penetanguishene Nonie Thompson and John French, bring the sights and sounds of Georgian Bay to life through expert technical instruction and emotive choice of lyrics. Through this workshop you will learn how to reframe the stories of an area into a new artistic medium that may reach new audiences and give context to a visitor's experience in a region.

**2:15 pm – 2:35 pm Break**

**2:35 pm – 3:35 pm**

### **Sans façon Sans façon**

Sans façon is an art practice that responds to the relationship between people and place. Working internationally, their approach renews awareness and tempts interaction with the surroundings, and is realized through networks of communities, organizations and individuals. This engaging presentation will have you thinking out of the box.

**3:35 pm – 4:00 pm Closing Remarks**