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The committee would also like to thank everyone who contributed to drawing up the first cultural policy of the MRC La Côte-de-Gaspé.

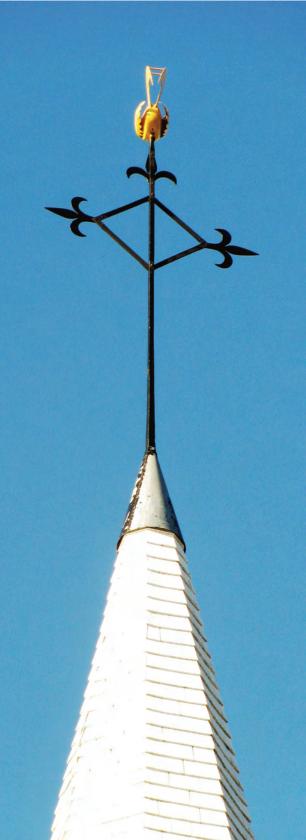
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# MRC La Côte-de-Gaspé CULTURAL POLICY



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# A WORD FROM THE MAYORS



FRANÇOIS ROUSSY Mayor of Gaspé and MRC Prefect

I am very happy that the Town of Gaspé is part of this great undertaking, the MRC de la Côte-de-Gaspé's cultural policy. Since our region is brimming with culture, we needed this ramework document that will foster the recognition, management and planning of our cultural development. With this concrete action, our MRC is now in the vanguard concerning outreach and dissemination of the culture expressed by the people in its communities. Hats off to the ones who initiated this policy!



NATHALIE CÔTÉ Mayor of Grande-Vallée

We are proud to present to you the MRC La Côte-de-Vallée Gaspé's cultural policy. We are especially looking forward to its implementation. We must certainly support access to the arts and culture, but we must also explore and enhance our local identity. By working with our communities and by facilitating partnerships between the various cultural players, we are sure to contribute to the outreach of cultural and artistic activities in our MRC. Congratulations to the Drafting Committee, and may we all make use of his tool to bring about tangible results in each of our communities.



RODRIGUE BROUSSEAU
Mayor of Petite-Vallée

The cultural policy recognizes politically and publicly the importance of culture in community development. It is the reference for municipal action strategies. With this policy, the MRC recognizes that it must contribute in a meaningful way to the population's quality of life, to its social and cultural fulfillment, by creating conditions that foster artistic activity, and by facilitating access to cultural goods and services. Creating a cultural policy has been a wonderful project for the MRC, and it is now a wonderful reality. Congratulations and thanks to everyone.



JOCELYNE HUET
Mayor of Cloridorme

I am very happy to have participated in the cultural Cloridorme committee's drafting process with all the La Côte-de-Gaspé participants. Thanks to the Drafting Committee volunteer members, as well as the coordinator, for the energy and perspicacity with which they successfully completed the project. Thanks to all the MRC and CLD workers who have made this achievement possible, and which will be useful for everyone right from the time it is implemented. The cultural policy is a commitment that will bring about recognition for culture throughout the MRC La Côte-de-Gaspé. This policy is essential and fundamental to our community's development, and for all our citizens.



DÉLISCA RITCHIE-ROUSSY Mayor of Murdochville

The MRC La Côte-de-Gaspé has adopted a cultural Murdochville policy in order to guide cultural development on its territory, thus recognizing culture both publicly and politically in community development. Creating the policy mobilized many people motivated by the common goal of enhancing the cultural dynamism of each MRC community. On behalf of the town council and the community of Murdochville, I would particularly like to thank and congratulate those who shared their expertise in order to make this policy a reality.



## BRIEF PORTRAIT OF EACH MUNICIPALITY

#### GRANDE-VALLÉE

The municipality of Grande-Vallée has 1,285 inhabitants and over fifteen cultural and community organizations. Grande-Vallée is said to be the second most photographed place on the Gaspé Peninsula. There are many cultural infrastructures serving the population, and there is a very strong sense of pride and belonging that elicits the right kind of dynamics for developing its full potential.

#### PETITE-VALLÉE

Petite-Vallée is a municipality with 190 residents and a dozen cultural and community organizations, notably the Festival en chanson, which is widely known. The population of this community has access to rich, varied cultural activities. The warm welcome given by the population and its great responsiveness to culture make it a community full of effervescence.

#### CLORIDORME

This municipality has 764 inhabitants and a dozen mainly community organizations. Still today, Cloridorme remains a village based on fishing. The municipality nevertheless has a wealth of artists and craftspeople, and there is no lack of development projects.

#### MURDOCHVILLE

Murdochville has 829 residents, and about twenty mainly community and sport organizations. It is the only municipality located in the interior. Its way of community living, as well as the inhabitants' solidarity, greatly enrich daily life in the municipality.

#### GASPÉ

Principal town of the MRC with its 15,028 inhabitants, this municipality is enriched by the specificity of each sector forming Greater Gaspé. There are over 200 cultural, community and sport organizations. Living in Gaspé, with its total area of 1,440 km and 130 km coastline, offers a great deal to the Francophone, Anglophone, and Micmac communities that live there side by side.





# SOCIOECONOMIC PROFILE OF THE POPULATION

According to the Institut de la statistique du Québec, the 2006-2031 demographic outlook for the MRC points to a decrease in the population due in part to the aging of the population and to youth leaving the area. The Anglophone part of the MRC, representing about 15% of the population, is included in that outlook. Fortunately, migration to the MRC La Côte-de-Gaspé has been improving over the past few years. Young families are settling in the area for many reasons: coming back to their home region, business opportunities, quality of life, etc. La Côte-de-Gaspé is a very active place, with numerous development opportunities. Young people coming to the area, along with the still active founding families, are all contributing to the economic and social development of the community.

La Côte-de-Gaspé's economy is based mainly on two sectors, i.e., natural resource exploitation and primary processing, and services. Among the activity sectors that are rapidly growing there are renewable energy sources, the tourist trade, marine biotechnologies, information and communications technologies, governmental and paragovernmental services, fishing, wind power, etc.

According to the Conseil de la culture de la Gaspésie, culture in the Gaspé Peninsula-Magdalen Islands region supports 1,642 jobs divided up among 295 businesses, and generates expenditures of about 30 million dollars, of which 16 million go to salaries. The contribution of volunteers in the cultural sector is essential, and is the basis of the cultural dynamics in La Côte-de-Gaspé. It is estimated that about 112,000 hours of volunteer work are carried out every year, which is the equivalent of 65 full-time jobs. Lastly, volunteering is an integral part of how 70% of cultural organizations are run, and is thus a cultural cornerstone. Citizen involvement is what makes the region alive and well.



### CULTURAL PROFILE OF THE MRC

Ever since it was created in 1982, the MRC La Côte-de-Gaspé has recognized culture as an important part of its development. In its development plan, it highlights much important cultural equipment and in particular, it integrates landscape protection into its actions. The MRC recognizes about sixty sites of interest having historical, cultural, esthetic or ecological value. The MRC thus favours actions that protect and enhance those sites. The MRC has nearly a hundred cultural organizations, plus community and sport organizations, as well as artists and craftspeople.

#### Among others there are:

- 12 municipal libraries, in addition to school libraries;
- 2 literacy organizations
- A dozen events (le Festival du Bout du Monde, la Grande Gigue Simple, la Semaine irlandaise de Douglastown, le Festival en chanson de Petite-Vallée, Livres en Fête!, la Fête de l'été de Murdochville, le Rendez-vous country de Cloridorme, etc.), offering cultural activities for the local population and tourists;
- 4 theatre companies;
- 1 improvisation league;
- 5 community media entities, including 2 TV channels, 2 newspapers and 1 radio station;
- 2 official distributors (CD Spectacles and Village en chanson), and over a dozen alternative distributors;
- 1 circus school;
- 3 music schools, in addition to the Camp chanson de Petite-Vallée:
- 20 churches belonging to various religious traditions;
- 263 indexed historic buildings, of which 63 have been studied;
- 10 museum-related entities (Musée de la Gaspésie, Forillon National Park of Canada, Site d'interprétation Micmac de Gespeg, Phare de Cap-des-Rosiers, Manoir Le Boutillier, Centre culturel Le Griffon, Moulin-des-Plourde, Pointe-à-la-Renommée, Espace Esdras-Minville, Centre d'interprétation du cuivre).

The size of the territory, the fact that it is sparsely populated, and the strong social fabric that has grown up around culture, are all special characteristics that influence regional development. The tourist trade, schools, the economy, community and even sport organizations, are all concerned in one way or another by the cultural development of La Côte-de-Gaspé.



### GUIDING PRINCIPLES

#### **CULTURE AS A VEHICLE FOR CULTURAL IDENTITY**

Culture is part of every aspect of collective life, and plays an essential role in the population's sense of belonging and pride. It is thanks to culture that communities and individuals define themselves, develop and assert themselves. The MRC is enriched by all the communities that make up its cultural mosaic, and that are still contributing today to the development of the whole.

### RECOGNITION OF CULTURE AS A FUNDAMENTAL COMMUNITY PRINCIPLE

Considering that culture is at the core of every individual's quality of life, it remains a fundamental principle to recognize the contribution, deemed essential, of artists, of cultural organizations and workers, as well as of anyone having anything to do with the cultural domain.

#### ACCESS TO CULTURE AS A UNIVERSAL RIGHT

Culture is an intrinsic value where every individual, regardless of age, gender, language, origin, economic or social circumstances, personal characteristics or anything else, is entitled to varied, quality cultural activities that meet his or her needs and aspirations. And as a community, it is esssential to do everything possible in order eliminate barriers that could contribute to any form of cultural exclusion.

#### INNOVATION AND AUDACITY

La Côte-de-Gaspé is a place where many talents and numerous initiatives emerge. It is a welcoming place for the driving forces of a dynamic, creative community. Innovation and audacity are characteristics that influence both action focal points and the goals pursued, as well as the means used. By manifesting creativity in drawing up and implementing the cultural policy, it will be possible to set up conditions facilitating culture..

#### MARRYING OPENNESS TO THE WORLD AND LOCAL CONCERNS

Balancing new trends and local realities is a stimulating, significant challenge. It is important to recognize the specificity of each community forming the MRC La Côte-de-Gaspé, the unique, distinctive character of the region, while taking into account responsiveness to new trends, new ways of doing things, new ideologies and new technologies. This is all about how to successfully marry openness to the world and local concerns.



# ACTION FOCAL POINTS, ORIENTATIONS AND GOALS

## FOCAL POINT 1: DECOMPARTMENTALIZE ART AND ARTISTS

Goal:

Orientation 1.1: Facilitate dialogue between the players, artists, craftspeople and the population.

Goals: : • Foster access to information and communications technologies;

• Facilitate collaboration with the local media;

• Create opportunities for meetings between creators and the public.

Orientation 1.2: Foster connections between players in the various cultural and artistic domains.

Goal: • Hold regular collaboration and networking activities throughout the territory.

Orientation 1.3: Foster partnership, collaboration and collective mobilization activities.

• Encourage projects in common, collaboration and mobilization in the various cultural domains as well as in the numerous community sectors (economic, school, cultural, community, social, political, etc.).



# FOCAL POINT 2: ACCESS TO ARTS AND CULTURE AND CITIZEN PARTICIPATION

Orientation 2.1: Ensure that the population has access to broad-based, diversified cultural activities.

Goals: • Support activities targeting experiments and popular participation;

• Support cultural mediation activities.

Orientation 2.2: Offer local artists a showcase.

Goals: • Valorize local purchasing;

• Make school, economic and social players and decision makers

aware of cultural activities;

Orientation 2.3: Foster artistic and cultural initiation and discovery activities.

Goals: • Recognize, valorize and stimulate school initiatives;

· Increase literary organized activities.

# FOCAL POINT 3: RECOGNITION AND ENHANCEMENT OF LOCAL CULTURAL IDENTITY

Orientation 3.1: Foster transmission of living heritage and contribute to enhancing and protecting

all other forms of heritage.

Goals: • Recognize the unique, fundamental character of local heritage and foster

its enhancement;

• Facilitate networking between cultural resources.

Orientation 3.2: Acquire the knowledge and tools needed for preserving and enhancing every

component of our heritage, in all its forms.

Goal: • Carry out an exhaustive survey of cultural resources and infrastructures,

and ensure its dissemination.



# FOCAL POINT 4: STRUCTURAL IMPROVEMENT AND SUPPORT FOR COMMUNITIES

 $Orientation \ 4.1: \quad Contribute \ to \ improving \ artists' \ working \ conditions \ regarding \ achievement \ and$ 

dissemination of their creation projects.

Goals: • Foster continuing training for workers, artists and craftspeople;

Support the dissemination of local artistic creations;

• Support cultural initiatives technically and financially.

Orientation 4.2: Consolidate existing organizations.

Goals: • Demand more funding from government agencies on all levels;

 Facilitate partnerships and collaboration between the players in the cultural, community, school, economic and social sectors in the MRC.

# FOCAL POINT 5: DEVELOPMENT OF A CULTURE WATCH NETWORK

Orientation 5.1: Foster research and development activities having to do with new trends in culture.

Goal: • Support organizations and activities targeting the development of audiences.

Orientation 5.2: Contribute to the outreach of cultural and artistic endeavour in La Côte-de-Gaspé.

Goal: • Ensure that cultural information is disseminated throughout the territory.

### CONCLUSION

La Cote-de-Gaspé is a community where art and culture play an essential role.

In adopting this first cultural policy, the MRC La Côte-de-Gaspé recognizes the importance of all cultural domains in the development of its territory. It will act as a mobilizing force, and will oversee cultural development. Leadership targeting sustainable, harmonious cultural development must therefore be taken on locally, in the very heart of those communities.

To inspire people to enjoy art and culture, we must have the means to achieve our ambitions. The MRC's aim is that this cultural policy should be a tool allowing every individual in La Cote-de-Gaspé to make his or her hopes and dreams come true.



