Cultural Policy of Mount Royal

2017
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Message from the Mayor

In presenting this new version—the second—of the Town of Mount Royal Cultural Policy to you today, I envision a colourful, lively community with a rich and diverse artistic life and an ever-stronger concern for its heritage.

The Town has made progress since its first cultural policy was published in 2008. We wanted to better promote our shows and other cultural activities, and social media have been a valuable tool for doing so. We cherished the idea of having outdoor artworks and sculptures, and they can now be found across the Town, while a mural has appeared in Town centre. Called on to continue evolving, our Site Planning and Architectural Integration Program has done just that. As for the younger Townies we hoped to reach more effectively, I must applaud the efforts of the Reginald J. P. Dawson Library, which has never stopped renewing the activities it offers. In a little less than a decade, real progress has been made.

It is with such achievements in mind that the Town recently re-examined its cultural policy. Once again, it was the same enthusiasts in the community, in particular the members of ArtMontRoyal (TRAM) and the thinkers at Arsenal à musique, who gave us food for thought and helped us shape our ambitions. But above all, it was you, the residents of Mount Royal, who inspired us. To all who took time to share their ideas as this cultural policy was being prepared, I join the Town councillors in offering our warmest thanks.

Town of Mount Royal is a veritable jewel in the centre of the Island of Montreal. Let us give it the delight of flying its colours ever more proudly and of making its harmonies heard. Beyond our architecture and urban forest, not to mention our reputation as the best kid on the block, culture has long been a key part of our community.

Philippe Roy
Mayor
Historical Background

Built on vast expanses of farmland that, at the time, were dedicated to growing the celebrated Montreal melon, Town of Mount Royal was born of an ambitious railway initiative. The digging of a tunnel under Mount Royal, to link the Canadian Northern Railway to downtown Montreal, led a handful of visionaries to imagine a model city built at the tunnel’s north end. When he drew up the development plan for the new town, landscape architect Frederick Gage Todd gave shape to their dream, drawing inspiration from the garden city and City Beautiful movements as well as the city of Washington, D.C. Incorporated in 1912 and never straying far from Todd’s original plan, Town of Mount Royal was designated a National Historic Site of Canada in 2008, precisely for the exemplary adherence to its urban plan by successive administrations.

Today, as its founders imagined it would be, the Town is an oasis of greenery in the centre of the Island of Montreal. In the decades since its founding, the Town has never stopped celebrating the richness of its green spaces, urban forest and architecture. A bilingual community, it is home to more than 21,000 inhabitants, most of them highly educated, and it attracts many families who find it provides an ideal living environment.
Cultural History

Though solidly set on its garden-city foundation, Town of Mount Royal has never been cut off from the currents of modern history. Throughout its century-plus existence, the Town has seen many cultural movements grow and evolve within its borders. The Women’s Community Club and the Drama Club, for example, were founded in the Town’s first decades and were later joined by dance clubs, a ballet club, a philharmonic choir, the current Horticultural Society and the Concert Society, among others. Founded in the late 1980s, the Mount Royal Symphony Orchestra was based in the Town for 12 years, until it moved to Saint-Jérôme and adopted its current name, the Société philharmonique du Nouveau Monde.

Alongside these citizen efforts, the Town came to play a more active role in planning the cultural activities available on its territory. These days the Recreation, Culture and Community Activities Department organizes several dozen courses of an artistic or cultural nature, plans indoor and outdoor shows and organizes festivals that bring the community together each season. For its part, the Reginald J. P. Dawson Library, a division of the department, is a hub for literature and the visual arts in the Town.

Mount Royal is also home to independent cultural organizations including ArtMontRoyal (TRAM), the Arsenal à musique, the Horticultural Society and the New Horizons Workshop for recreational woodworking. In addition, Pierre Laporte High School stands out for its specialized music program while Mount Royal High School recently created a senior band, the Philharmonie Mont-Royal.
Town of Mount Royal’s
20 Cultural Treasures

The Journées de la culture, an event aimed at increasing access to the arts and culture through free activities open to all, celebrated its 20th anniversary in 2016. To mark the occasion, the Culture pour tous organization encouraged towns and cities to identify 20 of their cultural treasures, be they a tradition, a slice of local history, a heritage building or a work of art.

Town of Mount Royal joined the movement and presented 20 of its cultural treasures during a guided walking tour in the fall of 2016. You can still seek out any and all of these cultural gems.
1 THE TOWN’S COLLECTION OF ARTWORKS
Town of Mount Royal owns several dozen works of art, including sculptures, tapestries and paintings. The most significant pieces in the collection are featured in a catalogue published in the spring of 2017.

2 PEACE PARK CENOTAPH
During the Second World War, 45 Townies lost their lives in combat or went missing in action. Inaugurated in 1948, the Peace Park cenotaph honours the memory of these brave souls who died on the battlefield.

PLACES OF WORSHIP
Town of Mount Royal has eight recognized places of worship maintained by various religious communities. Some of these sanctuaries have remarkable features representative of a range of architectural styles.

3 CENTENNIAL PLACE
Inaugurated in 2013 and highlighting aspects of the Town’s heritage, Centennial Place is a legacy to the community.

FREDERICK GAGE TODD’S GARDEN CITY PLAN
Studded with parks and green spaces, the plans for the model city of Mount Royal were drafted by landscape architect Frederick Gage Todd in 1911. The exceptional character of the garden city, the quality of its urban planning and the integrity of its initial design have led Town of Mount Royal to be designated a National Historic Site of Canada.

ARCHITECTURAL HERITAGE
Rich in architectural heritage, Town of Mount Royal was built in several phases, as has been outlined in the Site Planning and Architectural Program (PIIA) since 2003. To protect and enhance our heritage, eight distinct styles of houses, grouped into three historic development phases, have been identified.
**THE MONTREAL MELON**

The exquisite flavour of the Montreal melon earned it an enviable reputation in places as far-flung as Boston, Chicago and New York City. The land on which Town of Mount Royal stands today was renowned for growing this deeply flavoured, green-fleshed member of the gourd family.

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**4 LAWN BOWLING**

Although lawn bowling arrived in Canada in the late 1800s, it wasn't until 1929 that the game came to Town of Mount Royal. Lawn bowling greens tend to be found in areas with a strong anglophone community, as was the case in the Town.

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**MULTICULTURAL FAIR**

A community-building event that takes place each year in the early fall, the Multicultural Fair was launched in 2007 to honour cultures from various lands. Several countries have since been featured, including Italy, Greece, Senegal and Ghana.

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**5 PIERRE ELLIOTT TRUDEAU ROSE GARDEN**

The Pierre Elliott Trudeau Rose Garden is located in the centre of Connaught Park. It is named after the man who had been Prime Minister of Canada and MP for the riding of Mount Royal.

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**THE SCULPTURE MAN AND HIS COMMUNITY**

A bronze sculpture over two metres high, Man and His Community is the work of Lebanese artist Anachar Basbous. Donated to the Town in 2011 by the Rossy family, the statue was erected in Connaught Park in memory of former mayor Vera Danyluk.

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**6 FORMER TRAIN STATION (PIZZAIOLLE)**

Dating back to 1922, the building that was once the Town’s train station now welcomes patrons of the Pizzaiolle restaurant. On October 21, 1918, the first passenger train passed through the Mount Royal tunnel on its way to Town of Mount Royal. Soon after, commuter-train service was launched, connecting the Town’s main station and Montreal’s Central Station.

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**7 RED LONDON PHONE BOOTH**

Designed by architect Sir Giles Gilbert Scott in 1921, this iconic red phone booth was presented to Montreal during Expo 67 and relocated to Mount Royal’s town centre in 1971.
8 THE \AVA MURAL
The \AVA mural, by Ilana Pichon, was the project of the third Townschool Council. Created in collaboration with MU, this modern artwork is based on the Town’s urban development plan. The designs and colours reflect the history of Town of Mount Royal.

9 THE SCULPTURE MOTHER AND CHILD
The brass sculpture Mother and Child is the work of Austrian-born sculptor Anne Kahane. Created for the opening of the Rockland Centre in 1959, it stood there until 2008, when it was moved to its current location near the entrance of the Reginald J. P. Dawson Library.

THE SCULPTURE THE READER
Recently added to the Town’s public art collection, The Reader sits near the entrance to the Reginald J. P. Dawson Library. This bronze sculpture was created by artist Megerditch Tarakdjian, who explores the many facets of humanity through his art.

REGINALD J. P. DAWSON LIBRARY
Open since October 15, 1953, the library moved to its current location in 1967. Ten years later, it was renamed in honour of Reginald J. P. Dawson, then celebrating his 25th year as mayor. In 2012, several improvements were made to the building during a renovation and expansion project.

ART WALL AT THE REGINALD J. P. DAWSON LIBRARY
Located in the centre of the library, the Art Wall is aligned with the library’s cultural mission. It aims to provide an exhibition space for local artists to become better known by the community. An exhibition hall and a display case in the foyer provide additional venues for travelling and temporary shows.

10 BRISON HOUSE
The oldest dwelling in Town of Mount Royal sits at the corner of Graham Boulevard and Glengarry Avenue. The wording “N. Brison 1787” inscribed on a cornerstone identifies the year in which the house was built. The Town acquired the building in 1970 to preserve this heritage site.

11 GAIA PARK SCULPTURE
Created by artist Praxit Elis Tzanoulinos, the untitled sculpture in Gaia Park was inspired by the Olympic spirit. The choice of Gaia Park as its home was no accident, as the green space was named in honour of the Greek goddess of the Earth in 2009.
Definitions

In producing an accurate profile of cultural activity in Mount Royal, it is worthwhile to start with some shared definitions of the cultural sphere’s sectors and components.

Culture

According to UNESCO, “in its widest sense, culture may now be said to be the whole complex of distinctive spiritual, material, intellectual and emotional features that characterize a society or social group. It includes not only the arts and letters, but also modes of life, the fundamental rights of the human being, value systems, traditions and beliefs.” In other words, culture inspires emotion and shapes our identity through visual, musical, theatrical, heritage and other creative works.

Cultural sectors

Sectors are areas of cultural activity. In this cultural policy, the cultural sectors active in Mount Royal, grouped for practical purposes, are: cultural recreation activities, festivals and performing arts, library activities, the visual arts and crafts, cultural heritage and cultural communications.
### Cultural recreation
An activity in the form of practical training, courses or workshops, inviting the public to participate and be creative in the arts and culture.

### Cultural heritage
“Cultural heritage consists of deceased persons of historical importance, historic events and sites, heritage documents, immovables, objects and sites, heritage cultural landscapes, and intangible heritage” (Government of Quebec, Cultural Heritage Act, chapter P-9.002). In a sense, cultural heritage is our community’s heritage, built over the course of its many decades of history. In Mount Royal, this is often our architectural and environmental heritage.

### Living arts or performing arts
Performances of all kinds, be they music, theatre, dance or circus and including street art, whether in the form of animation or street theatre.

### Artist or professional organization
Any artist who makes a living or earns income from their art, signs their work officially and/or is recognized and legitimized by their peers who set the quality criteria in a given discipline. The same applies to the organizations to which artists belong. Artists and professional organizations are eligible for grants awarded by recognized organizations.

### Visual arts
“Beauty is in the eye of the beholder,” as the proverb says. The visual arts include drawing, painting, urban art (graffiti as art), sculpture and public art, illustration, the decorative arts, design, digital art and photography.

### Non-professional and/or amateur artist or organization
An artist or citizen who creates art as a hobby, without seeking to earn income from it. These artists may or may not have professional training and are not required to meet any criteria that may be established by the associations and organizations active in their discipline. The same applies to organizations of which these artists and citizens are members.
Residents

Residents are at the centre of this cultural policy because they play a crucial role in the cultural development of their Town. They are not merely spectators but active participants in cultural activities, which they enrich by their presence. The Town’s residents take an active role in Mount Royal’s cultural development.

Cultural organizations

With their leading-edge expertise in their respective areas of activity, cultural organizations play an important role as partners in Mount Royal’s cultural life. The Town recognizes these cultural organizations as stakeholders in this cultural policy. They participate in advisory activities and, through their own initiatives, help create shared and unifying projects for residents’ benefit.

ARTMONTROYAL (TRAM) is a non-profit organization founded by local artists. It is a local engine of cultural development and a regular recipient of municipal support. Its mission is to promote Mount Royal’s artists and assist in giving the Town a dynamic artistic life. Its initiatives include the Prix ArtTRAM, which recognizes the artistic and cultural contributions of private property owners and businesses in Mount Royal; the Art Show, an annual event where the public can admire—and acquire—works by more than 40 local artists; visual arts exhibitions at the library and in select local businesses; and the promotion of talented artists from Mount Royal in all cultural activities taking place within the Town. ArtMontRoyal (TRAM) builds on its success through creative, continuously renewed artistic activities, which are covered by local newspapers and Town media, sparking public interest and participation.

L’ARSENAL À MUSIQUE is a youth music and theatre company with an international reach. It has been based in Mount Royal for nearly 40 years, contributing to the Town’s reputation. It regularly works abroad. Recently it earned local acclaim during Mount Royal’s centennial by using its performing arts expertise to make the Great Centennial Show a success.
Profile of cultural activities - PRESENT AND FUTURE

Throughout the year, Town of Mount Royal organizes numerous activities and special events with a cultural focus, the size and target audience varying from case to case. While special emphasis is put on family-friendly content, local cultural offerings are not limited to that audience. Several key activities on the Mount Royal calendar are the result of initiatives by and collaborations with independent organizations, such as ArtMontRoyal (TRAM) and the Horticultural Society, complementing the programming produced by the Town. Most activities and events on the following list already exist but a few are medium- to long-term development directions that emerged from the public consultations held in the spring of 2017.
Annual cultural events

- Public festivals
- Performing arts
- Miscellaneous activities
- Participation in activities or events presented by Mount Royal’s partners
- Collaboration with outside events (e.g.: Classica Festival)

Cultural events produced by the Town, by month

(Note: cultural events and other events with a cultural component)

FEBRUARY
- Winter Family Fun (activities and animation)

MARCH
- School break with youth show (for children registered for March break activities)
- St. Patrick’s Day Tea (activities and music for seniors)

APRIL
- Show – in schools, intergenerational activities with lunch and social interaction between seniors and primary school students.

JUNE
- Summerfest (late June – animation, activities, performances, fireworks)

JULY
- Mount Royal Celebrates (outdoor concerts every Thursday evening)
- Movies Under the Stars (in collaboration with Virgin Radio)

SEPTEMBER
- Multicultural Fair (international theme and related activities, including shows)

NOVEMBER
- Christmas concert – young audiences
- Show – in schools, intergenerational activities with lunch and social interaction between seniors and primary school students.
- Craft Fair (3 days)

DECEMBER
- Christmas Concert – general public

FORTHCOMING/TO BE DEVELOPED
- Additional shows for young people and families
Library activities

- Permanent collection of paintings and sculptures
- Monthly exhibitions of local artists’ work in the exhibition hall, on the art wall and in the display case in the foyer
- Exhibit openings are open to all residents
- Exhibition of works by students in the Recreation Centre art classes
- Regular collaborations with ArtMontRoyal (TRAM) on exhibitions and activities
- Live model at the library during the Journées de la culture, with artists from ArtMontRoyal (TRAM)
- Book clubs (English and French)
- Author visits, particularly local writers
- School outreach by the youth section
- Storytime for daycare centres
- Crafts in the youth section
- Plays and cultural activities for children as part of the TD Summer Reading Club, pedagogical days and other events
- Library booth at Summerfest and the Multicultural Fair
- Storytime in TMR parks (seasonal)

FORTHCOMING/TO BE DEVELOPED

- Lectures about art and artists in connection with major exhibitions at museums in Montreal, Quebec City and Ottawa
- Additional author visits, particularly during events such as Public Library Week and World Book Day
- Connections with cultural organizations
- The Dewey lectures: monthly gatherings in the adult section, in English and French, with authors or guest speakers discussing topics relevant to the library’s collection
- Bicycle-powered mobile library with youth librarian
- Installation of book boxes in different Town parks, to distribute books donated to the library
Crafts and visual arts

- Vernissage and exhibit by artMont-Royal (TRAM) in October
- Art courses, with resulting works exhibited in the library (paintings, drawings, watercolours, decorative art)
- Display cases with works and objects made in courses given by the Town
- Murals
- Promotion of local organizations
- Promotion of public art
- Promotion of crafts
- Outdoor exhibitions
- Outdoor painting

FORTHCOMING/TO BE DEVELOPED

- Continued acquisition of public art
- Temporary outdoor exhibitions
- Publications on visual art, public art and crafts

Cultural heritage

- Highlighting of cultural heritage
- Garden tours
- Annual Flower and Rose Show

FORTHCOMING/TO BE DEVELOPED

- Publication of a list of TMR heritage sites
- Thematic heritage tours/walks
- Development of circuits with the schools
- Digital activities, self-guided tours/podwalks
- Architecture lectures

Cultural recreation

YOUTH

- Appris-voix-sons (10 months to 5 years)
- Little artists (5 to 12 years)
- Preschool Artists “At the Museum” (3 to 5 years)
- Afterschool clay creations (8 to 12 years)
- Family adventures with clay (5 to 7 years)
- Ballet (3 to 17 years)
- 8-12 club
- Language courses (8 to 14 years) – English and Spanish
- From Caterpillar to a Butterfly (12 to 24 months)
- Improv and Theatre Games (6 to 17 years)
- Play and learn (2 to 5 years)
- Let’s Play Together (2 and 3 years)
- Mini Sculptors (3 to 5 years)
- Imagine This and That Through Music and Drama (3 to 5 years)
- Youth pottery (10 to 14 years)
- Theme day camps (4 to 11 years)
- Specialized camps:
  - Ballet (6 to 14 years)
  - Circus (6 to 12 years)
  - Hip hop (6 to 12 years)
  - Introduction to English (5 to 8 years)
  - Magic (6 to 12 years)
  - Hands on Media (8 to 12 years)

ADULTS

- Art (watercolour, decorative art, drawing, painting, life-model drawing, stained glass, pastels)
- Language courses (Spanish, Italian, English)
- Needle craft
- Line dancing
- Social dancing
- Pottery

SENIORS (EXCURSIONS)

- Plays at the Centaur Theatre and Segal Centre
- Recitals, e.g. Arion Baroque Orchestra
Cultural communications

- Standardization of communication activities
- Dissemination of the cultural policy
- Maintain connections to local media
- Door-to-door distribution of brochures for recurring activities (e.g. listing of recreational activities)
- Promotion of partners
- Promotion of all exhibitions in the municipality

FORTHCOMING/TO BE DEVELOPED

- Profile of local artists
- Shared monthly calendar
- Email distribution lists (interest groups) at the library
- Branding development for the Town's events, including the major seasonal festivals
- Images and relevant information for each event, festival, activity, etc.
- Visual consistency among all publications and promotional tools
- Production of an improved brochure for the summer cultural program
Our schools

The school system has a crucial role in perpetuating culture, and our students are frontline participants in ensuring the sustainability of life in the Town. They are ambassadors and incubators for tomorrow’s culture. Their participation and their favourites, from cultural recreation to library activities, contribute significantly to Mount Royal’s cultural life. For example, in 2017 the Townschool Council—a prime example of an identity-defining project—helped 12 young people from three elementary schools in Mount Royal discover local public art and the Town’s collection of artworks, a topic the pupils embraced enthusiastically. This initiative led to the publication of the very first catalogue of the Town’s artworks. It goes without saying that schools are important partners in Mount Royal’s cultural development, introducing their students to the arts and culture and supporting the emergence of the next generation of Quebec artists. A case in point is the specialized music program at Pierre Laporte School.

The library

The Reginald J. P. Dawson Library, which turned 50 in 2017, is among Quebec’s busiest. It has more than 7,000 active registered users—33% of the Town’s population—as compared with the Quebec-wide average of 29%.

Year round, the library hosts a wide range of cultural activities. The visual arts are a key focus of these activities and the library is home to permanent displays of a significant portion of the Town’s art collection. On a monthly basis the library rotates the works shown in the exhibition room, on its art wall and in the display case in the foyer. Because the library is so busy, it has become a favoured exhibition space for local artists, who are eager to show and explain their work to the public, both regularly and during special activities such as Les Journées de la culture.

As an important repository of knowledge and a key piece of cultural infrastructure for several generations, the library still embodies the philosophy behind its founding. The building’s basement was designed to host a wide variety of literary activities. In the 1980s the institution became one of the first municipal libraries to provide computers for patrons’ use. Since its renovation and expansion in 2013, the library has been, for a very diverse audience, an exceptional window on other areas of cultural activity in Mount Royal. World Book and Copyright Day and Public Library Week give families many opportunities to meet authors and to take part in other activities, on top of the library’s year-round program of lectures and special events. Among the library’s cultural and literary activities for children are Storytime, Baby Storytime and the Summer Reading Club. Lastly, we must acknowledge an exceptional collaboration with well-known illustrator Jacques Goldstyn, who works with the youth section, among others. Year after year, the Townie artist has been delighting young library patrons with his original drawings, whether inspired by the reading club’s current theme or created for special a project.
The artists
Mount Royal’s professional and amateur artists have a long history of maintaining close ties with the Town. This cultural policy will give them an excellent opportunity to build important synergies with other local stakeholders. One thing is certain: Town artists can always count on their municipal government, which views them as frontline partners.

The business community
In the future, the cultural sphere will have to acknowledge the essential role of the business community. At a time when everyone involved in culture is looking for ways to stand out from the crowd, it is essential and sensible that the art and business worlds should engage in cultural and commercial co-branding. Whenever possible, the two entities must work together to ensure complementarity and culture’s long-term viability. There is a divide between private funding (aka commercial funding) and cultural creation. And yet, private funding is often indispensable to the financial health of a cultural event. We must adapt to this fact.

The municipality
The municipality’s role is to be a unifying force for local cultural life. It must show leadership in the form of this cultural policy and must be proactive in nurturing cultural vitality. It must initiate activities focused on the dissemination and conservation of our heritage, acting as the catalyst. Above all, it is responsible for coordinating communications related to cultural activities in Mount Royal and for providing the resources needed to ensure that culture endures and thrives in the Town, thereby meeting residents’ needs.
The 8 Guiding Principles (mission-vision-values)

1. Mount Royal’s distinctive character

For more than a century, Town of Mount Royal has stayed true to its founding ideals and values, thanks largely to the vision and unwavering commitment of successive generations of leaders. Today, our Town boasts numerous assets that would make any community proud. Mount Royal can justly call itself a model community—diverse and cohesive, unique and universal, autonomous and open, and meaningful for each resident. “Mount Royal is a perfect example of a human-scaled city, a place where it’s great to live, a town that can boast not only of some of the region’s most beautiful surroundings but also of an admirable balance between active life and a peaceful environment where time seems nearly suspended…” (excerpted from the book *The Royal Gift, a History of Town of Mount Royal* by John Kalbfleisch).

The Town’s cultural life is as old as the Town itself, because it was a great artist—the landscape architect Frederick Gage Todd—who shaped the Town into an exceptional urban environment grounded in his vision of a garden city. Even today, Mount Royal’s unique cultural character has obvious roots in Todd’s original design. Many artists live in Mount Royal, which is also home to several educational institutions (five primary schools and two high schools) as well as cultural organizations with specialized expertise.

2. Contribution to the quality of life

Mount Royal is known for its exceptional quality of life, attracting people of all origins to settle in our garden city. The Town enjoys an excellent location in the centre of the Island of Montreal. Since its founding, the Town has been shaped by a variety of cultural movements, developing a distinctive character that needs not only to be preserved but continuously improved. Town of Mount Royal believes in the value of cultural initiatives as a means of fostering the personal and community progress that shape our lives. The Town wants everyone, young and old alike, to be exposed to culture and be able to participate fully. Understanding a musician's universe, exploring the world of a painting, being transported by an author’s words: culture is intimately linked to everything we do, from our most mundane actions to our deepest memories and emotions. In Mount Royal, culture is an integral part of our quality of life, the backdrop to our lives.
3 Building a sense of ownership through citizen participation

Townies have always stood out through their desire to be involved and excel. Here as elsewhere, culture is a tool of social inclusion, because it helps integrate people of every background into the community. Local artistic initiatives and community cultural events depend on time and energy donated by volunteers, irrespective of the size of their commitment. There is also clear value in the long-term commitment of our specialized organizations. As spectators, even the public does its part. The latest attendance figures for various activities organized with the municipality’s participation speak volumes: 7,200 people took part in the various library activities in 2016, while the library recorded a total of 154,300 visits, or 447 per day (based on 345 business days a year). As for other municipal cultural initiatives, in 2016 more than 21,000 residents and visitors attended public festivals and performances in the Town, while culture-oriented recreational activities had more than 10,000 registered participants.

4 Favourable conditions for access to culture

Making culture accessible to all residents remains a top priority for the municipality. The concept of accessibility refers to the ease with which Townies can participate in cultural events in optimal financial, physical and geographical conditions. The relative proximity of various venues within the garden city is one factor promoting healthy participation in local cultural life. And because the municipality has a good understanding of its audiences, it is able to show extra consideration for newcomers. Beyond general issues, Mount Royal is committed to effectively presenting the different cultural activities happening in the municipality. Timely digital communication related to all activities—whether in art, music or literature—tends to improve accessibility. Communications should guide residents on a consistent and daily basis; this is everyone’s responsibility, from municipal employees to the various organizations involved as well as other stakeholders in Townie culture.
Highlighting cultural heritage
In Mount Royal, any discussion of heritage begins with the creator of the garden city vision, Frederick Gage Todd (1876-1948). “Common to all three movements was a belief in natural beauty. Parks, gardens, even window boxes and sidewalk planters gave pleasure and would help establish civic pride. [...] In 2008, Todd’s vision and the stewardship of the Town’s residents in preserving it were recognized when the federal government designated Town of Mount Royal as a National Historic Site…” (excerpted from the book The Royal Gift, a History of Town of Mount Royal by John Kalbfleisch). This is a large-scale urban planning vision. Yet there are also many smaller local sites with clear heritage value, for example in the beauty of various denominations’ places of worship or the cenotaph in Peace Park. Mount Royal should take pride in its history. With the future being made at every moment, it is always worthwhile to remember where we came from and how our forebears lived. In the spring of 2017, starting from the idea of always honouring the past while also sustaining a vision for the present and future, Council put the finishing touches on an extensive review of its urban planning by-laws. Among other things, the review stemmed from concerns and preferences expressed by Townies during a major public consultation, held in 2014 and 2015, on residential planning and heritage preservation.

Support for cultural stakeholders
In chapter 3 we provided an overview of the many players in the Town’s cultural scene. These stakeholders still need support because without them Mount Royal would not have the first-rate cultural sector that it does. Artists and other cultural workers, whether professional or amateur, make incalculable contributions to the daily lives of Townies; as such, they are agents of change. The vitality of local culture is a responsibility shared by artists, event organizers, employees of the Recreation Department and library, educators, business people and employees of every level of government. The diversity, richness and vitality of Mount Royal’s cultural life depend on their contributions and cooperation. To the greatest possible extent, the Town’s leaders are committed to promoting and supporting, through constantly refreshed communication channels, the initiatives developed by these cultural ambassadors.
Importance of culture for sustainability

Culture is an integral part of sustainable development. Because culture is a set of distinctive, identifying traits, it will distinguish us in the future and it will be our legacy to future generations. Sustainability, as it relates to the culture of a people, demands that the people reaffirm their identity every day and establish their brand, to ensure that this brand becomes “sustainable.” In 1934, Provincial Secretary Athanase David said, in reference to culture: “We are in the age when wings are spreading. One day we will be exhausted and forced to retire, but future generations will never allow those wings to close.” (Fernand Harvey, La vision culturelle d’Athanase David). What a fine illustration of the concept of sustainability! At the municipal level, culture must therefore be part of the development plans of the Town and its partners, with a view to its long-term viability. That is why before questioning the cost of a cultural action, it must be measured against our future vision. As we cannot choose everything and attempt everything, an ill-considered lack of cultural action today risks undermining our future vitality. Cultural development enriches the life of the community, just like environmental protection and the other areas of action within a municipality’s purview.

The role of the municipality

Council believes local culture grows richer through exchanges among various participants and in turn enriches various networks. The Town’s role is to provide strong leadership and adequately support the creators, artists and artisans who help make the Town the dynamic place it is. Mount Royal embraces its role as a facilitator in the advancement of arts and culture: each player’s initiatives must be supported and encouraged with appropriate resources. This kind of leadership will help enrich social and community life while building a legacy for future generations and giving the Town visibility far beyond its borders, all in a spirit of openness toward every culture. Moreover, culture remains an economic tool. In keeping with the spirit of sound management that it proudly and rightly evinces year after year, the Town undertakes to respect the important role that culture plays in our society and economy.
Main Directions

- Promote access to cultural recreation for all residents of Mount Royal by supporting courses and activities that meet the public's needs.

- Optimize synergies among public organizations in Mount Royal (places of worship, educational institutions, library, municipal departments) in organizing workshops for youth.

- Fine-tune innovative recreational programs in all areas of culture: visual arts, performing arts, literature, etc.

- Seek a strategic balance between amateur and professional performances and exhibitions, taking care to encourage amateur activity.
HIGHLIGHT THE TOWN’S RICH HISTORY, CULTURAL HERITAGE AND VISUAL ARTS

- Highlight the artistic side of the garden city’s urban design and local architecture.
- Identify the distinctive elements of the Town’s heritage.
- Encourage the transmission of cultural heritage as a legacy to the community.
- Promote and expand heritage walks, including visits to places of worship and parks.
- Refer to the Planning Program for residential areas and heritage preservation.
- Organize and promote access to the municipal archives.
- Ensure conservation of heritage sites in Mount Royal.
- Guide the acquisition and conservation of Mount Royal’s artworks.
- Increase the amount of art on public display, especially outdoors.
- Optimize the use of culture-focused buildings for hosting cultural events (places of worship, schools, etc.).

SUPPORT CULTURAL VITALITY WITH HUMAN AND PHYSICAL RESOURCES

- Keep an up-to-date inventory of programs and infrastructure to ensure the development of the Town’s culture.
- Support and promote the initiatives of organizations such as clubs and volunteer associations to create cultural activities.
- Coordinate municipal and school initiatives for activities and for infrastructure use.
- Facilitate contact and coordination among the municipal and school sectors and Mount Royal’s organizations and artists.
- By investing the resources needed to ensure the long-term viability of its leadership in cultural development, continue to highlight the library’s role as a stakeholder and a disseminator of knowledge.
- Help make the environment even more conducive to productivity for Mount Royal’s organizations and artists.
**STRENGTHEN COORDINATION WITH CULTURAL STAKEHOLDERS**

- Create Town-led discussion groups with stakeholders and possibly form a cultural committee.
- Develop and contribute to collaborations among schools, artists, organizations and community stakeholders.
- Promote discussion and coordination with neighbouring municipalities and with organizations that are a good fit for Mount Royal’s brand image.
- Facilitate the integration of new residents by including them in Mount Royal’s cultural organizations.
- Through increased coordination with community organizations, encourage members of minority communities to take part in local cultural activities.
- Support partnership initiatives with all cultural stakeholders.

**REFOCUS AND PROMOTE PRODUCTIONS IN THE LIVING ARTS**

- Seek a strategic balance between amateur and professional productions.
- Redirect Mount Royal’s development with the aim of making the town a local hub for the production and presentation of cultural events.
- Increase the availability of theatre in Mount Royal, in particular productions for adult audiences.
- Promote participation in community fests and events.
- Foster the emergence of additional events along the lines of current outdoor events (Summerfest, Multicultural Fair, Winter Family Fun) to encourage this type of gathering year round.
- Make better use of artistic productions as social support activities.
- Make the most of Mount Royal’s municipal infrastructure.
- Lay the groundwork for a development agreement with the Ministère de la Culture et des Communications for carefully targeted projects, especially heritage projects.

- Through this agreement, direct development in Mount Royal to make it a local hub for the production and presentation of cultural events.

- Maximize the presentation of artistic and cultural productions funded in part by the Conseil des arts de Montréal and similar bodies.

- Working with Culture pour tous, particularly for the Journées de la culture, develop a commitment to participate.

- Equip the municipality with more efficient programs for promoting artistic events.

- Continue adapting to current trends and intensify the promotion of cultural activities through traditional and digital communications.

- Promote Mount Royal’s activities using networks such as Les Arts et la Ville.

- Collaborate and discuss, using official channels, with cultural networks in neighbouring communities, the rest of the province and across Canada.

- Encourage the public to support and participate in pro-culture networks and movements.

- Smooth the integration of newcomers through communication initiatives.
Sectors and Goals

**Cultural recreation**
- Improve access
- Diversify activities

**Festivals and performing arts**
- Regular participation in the Journées de la culture
- Coordination with organizations and schools
- Sustained, modern approach to production
- Links with national events (e.g. Festival Classica)
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<tr>
<th><strong>Library</strong></th>
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<tr>
<td>“Third place” concept</td>
<td>Publication on heritage sites</td>
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<td>Increase activities and interaction among different groups of residents</td>
<td>Heritage walks</td>
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<td>Strengthen the digital element</td>
<td>Digital activities</td>
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<td>Activities with cultural organizations</td>
<td>Development activities with the MCC</td>
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<td>Development activities through the MCC agreement</td>
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<td>Highlight local organizations</td>
<td>Optimize communication processes (internal/external) and increase communications activity</td>
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<tr>
<td>Keep enhancing the roster of activities</td>
<td>Highlight cultural assets (public art, art collection, heritage buildings)</td>
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<td>Promote public art</td>
<td>Open an online dialogue</td>
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<td>Publication on visual arts</td>
<td>Promote cultural partners</td>
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<td>Promote crafts</td>
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The members of the Mount Royal’s Town Council offer their sincere thanks to residents and community organizations for their commitment and for their participation in the public consultations that led to the development of this policy.

ArtMontRoyal (TRAM)
L’Arsenal à musique
Pierre Laporte high school
Author and illustrator Jacques Goldstyn
The Nouveaux Horizons studio
The Mount Royal pottery studio and art studio
The many residents who participated in consultations on the policy, including online surveys. The high quality of their contributions will lead to relevant, sustainable arts and culture initiatives in Mount Royal

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Artists:
Valérie et Jean-Philippe Caron (Arte 5), Les Melons de Montréal, p. 5
Léon Bellefleur, Fontaines, p. 7
Anne Kahane, Mother and Child, p. 8
Anachar Basbous, Man and His Community, p. 8-9
Peter Monk, Harmony, p. 9
Ilana Pichon, //\//\, p. 9 and insert p. 5
Marie-Denise Douyon, Fin de mois, p. 15
Valérie Gruia, L’âme de Mont-Royal, insert p. 1
Véronique Besançon, Les cigales et les fourmis, insert p. 3
Jacques Goldstyn, Untitled, insert p. 6