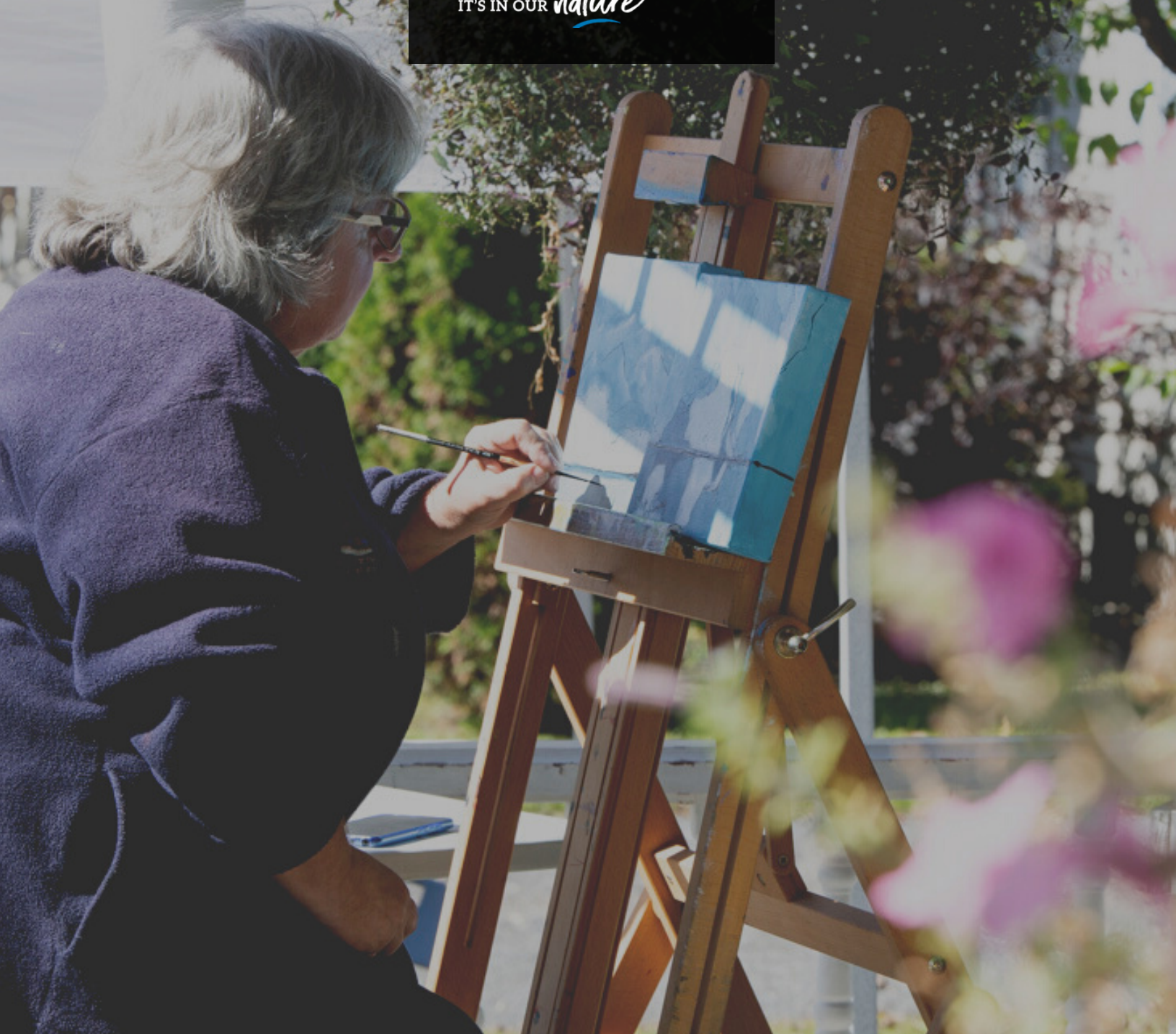


LAC-  
BROME

BEAUTY.  
IT'S IN OUR *nature*



**CULTURAL POLICY  
2021-2025**

Culture at heart

**Coordination**

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Town Councillor Responsible for Culture

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**Printing**

xxxx

**Published by the Town of Brome Lake, October 4, 2021.**

**ISBN xxxx**

Legal deposit – Bibliothèque et Archives nationales du Québec, 2021

Legal deposit – Library and Archives Canada, 2021

The electronic version of this Cultural Policy can be found on the Town's website, at [ville.lac-brome.qc.ca](http://ville.lac-brome.qc.ca) (in English and French).

# ACKNOWLEDGEMENTS

The Town of Brome Lake warmly thanks everyone who assisted in developing this cultural policy, particularly those citizens who answered the winter 2021 survey.

A big thank-you also goes out to everyone who took part in the focus groups, to the members of the working committee who helped develop the plan of action, and to Pascal Chandonnet and Marie-Claude Lacasse of Atelier-conseil BE. AT, who assisted the Town throughout the process.

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**MAYOR OF BROME LAKE**

Richard Burcombe



Dear citizens,

It is a great pleasure to present the Town of Brome Lake’s updated Cultural Policy—a policy that reflects our municipality and its culturally engaged, talented and community-minded citizens.

In fall 2020, work began to update the existing policy in order to foster a more diversified cultural life by encouraging the community’s active participation. A number of official meetings were held to develop the new cultural policy, which seeks to showcase our artists and the town’s cultural heritage.

The cornerstones of the new policy were laid in our most recent strategic plan, which defines a number of tangible objectives. The plan also stresses the importance of maintaining municipal support for culture and a number of specific events. Among other goals, it aims to provide more effective support for cultural events and institutions.

Culture and the arts are essential to the personal growth and development of our citizens. They also shape the identity of our town, a recognized cultural destination. In Brome Lake, culture is nothing less than the cement that binds the community together! By fostering cultural and linguistic synergies, we encourage the preservation of our social and historic heritage—a source of pride and unity for us all.

I wish to thank and congratulate everyone who has contributed to this undertaking in any way. We hope that the new cultural policy will help guide our way for years to come!

**TOWN COUNCILLOR RESPONSIBLE  
FOR CULTURE**

Louise Morin



Dear citizens,

The Town of Brome Lake’s new cultural policy is the culmination of many months of work and reflection. It is also the result of a remarkable level of citizen participation, a fact of which I am very proud.

Without the cooperation of several hundred citizens who took the time to answer our survey or take part in our consultations, we would have been left to navigate these uncharted waters on our own.

The comments and suggestions we received allowed us to take our bearings and chart our course with an ambitious goal in mind: to put our town on the map as a vibrant, diverse and high-profile centre of culture.

Brome Lake is a culturally engaged, talented, inquisitive and inclusive town. That is the picture that emerges from our survey. We wish to capitalize on these strengths by supporting our artists, artisans and cultural institutions, acknowledging the work of our volunteers and inviting you all, fellow citizens, to play an active role in the cultural life of our community.

With your help, we will be able to reach our goals and achieve our collective aspirations in regard to culture.

Let’s pay tribute to our history, our heritage and our artists. Using this new cultural policy as a starting point, let’s look to the future and, together, let’s keep our passion for culture burning!



Detail from "Take a Walk on the Wild SideTake a Walk on the Wild Side"  
by Susan Pepler

## FOREWORD

Culture is an essential source of growth and development, both personal and collective, that combines our know-how, history and identity in a wide range of artistic forms. Culture is expressed through literature, music, dance, performing arts, visual arts, digital arts, cinema, photography, architecture and arts and crafts. It draws on our knowledge, our values, our traditions and our heritage. It springs not only from original works by artists of every discipline, but also from the vital work of everyone who provides cultural goods and services.

Culture is also an important factor in social cohesion, sparking our sense of being part of a community. Having strong roots in the community is essential, since a town's cultural vitality depends first and foremost on the engagement and mobilization of its citizens.

The Town of Brome Lake intends to do its part to enhance that vitality through its new cultural policy, which will inform its decisions and guide its actions over the next five years.

### **The 2021-2025 Cultural Policy will provide a framework for:**

- Making culture an integral part of all Town decision-making by incorporating cultural priorities into every area of activity
- Better defining Brome Lake's cultural identity
- Developing a long-term vision and planning services that the Town hopes to provide in order to promote culture and the arts

## BACKGROUND

The Town of Brome Lake adopted its first cultural policy in 2011 to encourage citizens to familiarize themselves with, contribute to and actively participate in the town's cultural life. In so doing, it sought to spark and facilitate cultural initiatives launched by Bromois and provide its technical and financial support.

While those aims and objectives remained the same in 2021, the municipal context has changed over the last 10 years. The new cultural policy set out in the following pages reflects that ongoing evolution.

### Three cultural institutions in transformation

Brome Lake has the extraordinary good fortune to be home to three remarkable cultural institutions, each of which has enormous development potential: **Theatre Lac-Brome**, **Pettes Memorial Library** and **Brome County Museum**. However, over the last decade, these pillars of local culture have experienced significant changes.

In 2017, Théâtre Lac-Brome carried out a major expansion and renovation project allowing it to go beyond its traditional vocation as a summer theatre and take its place, starting in 2019, as a year-round centre of artistic production and performance. Today, the theatre presents rich and varied programming in both languages for residents and visitors alike.

Officially opened in 1894 to house the Nathaniel Pettes collection, Pettes Memorial Library has also expanded its offerings in recent years—so much so that it now finds itself cramped for space.

In cooperation with a reputed architectural firm, it has drawn up a major renovation and expansion plan that includes the multifunctional cultural venue called for in the 2017 Cœur villageois plan of action. That work and the library's strategic location will ensure that it continues to play a key role in the years ahead, not just as a disseminator of knowledge but also as a central hub of culture for the Town.





Brome County Museum has also carried out substantial work in recent years, particularly to move and restore the Paul Holland Knowlton House with support from the Town. The Museum, which has invested considerable effort to showcase its collection of artefacts and digitize its archives, is currently assessing what its role will be and how best to leverage its collections.

### **A community with new aspirations**

In 2016, according to data from the latest Statistics Canada census, Brome Lake had a population of 5,495 people<sup>1</sup> within town limits, including 680 families with children. The average age was 55 (compared to 42.5 for Québec as a whole); 3,135 residents (57.1%) belonged to the 15-to-64 age group, while 1,175 (31.2%) belonged to the 65-and-over group. French was the mother tongue of 2,655 residents, while English was the mother tongue of 2,430. A total of 3,505 people spoke both French and English.

Since 2016, several young families have moved to Brome Lake—a result of the Town's efforts since 2015 to offer residents a wide range of effective services and an exceptional quality of life.

In addition, the community of local artists and artisans has grown. Their presence opens up numerous cultural enrichment possibilities for everyone, whether citizens, visitors or the creators themselves.

Finally, the pandemic that swept the world in 2020-2021 has encouraged many city dwellers to opt for a life in the country. That exodus has brought Brome Lake many new residents looking for a vibrant cultural life.

These changes, affecting creators, disseminators and consumers of culture alike, made it imperative to conduct an in-depth review of the Town's existing cultural policy and introduce a new, forward-looking policy that addresses the hopes and aspirations of Brome Lake residents.

---

[1] 5 595 residents, according to Brome Lake's 2020 financial profile.



## DEVELOPMENT PROCESS

This policy was developed in cooperation with Brome Lake's leading cultural figures and institutions and those citizens who agreed to provide their input. Kicked off by the Town Council in January 2021, policy development involved three main steps: data collection, analysis and finally the actual drafting of the policy and action plan.

### Data collection

The Town of Brome Lake hired the strategic marketing consulting firm BE. AT to collect large quantities of quantitative and qualitative data and prepare an accurate snapshot of the situation.

First, the Town's citizens were invited to complete an online survey, in which 377 people took part. The survey looked into their habits and expectations in regard to culture and the arts. Representatives of the Town and Town Council also met with spokespersons of Brome County Museum, Pettes Memorial Library and Théâtre Lac-Brome. Then came meetings with an English-speaking citizens' group, a French-speaking citizens' group and a group of artists and cultural workers. That complementary qualitative data further informed our research and shed additional light on the survey findings.

### Analysis

The next step was for our BE. AT consultants to analyze the data collected, identify their main findings and map Brome Lake's cultural personality. Their report was then presented to the Town, laying the groundwork for determining the vision and content of the new cultural policy and identifying seven major strategic objectives. Their analysis laid the foundation for the measures to be implemented.

### Development of the plan of action

Finally, the Town developed a five-year plan of action, assisted by a working committee made up of citizens and representatives of the Town's three cultural institutions. The plan identifies the measures to be implemented to achieve the Town's cultural development objectives.

The entire process culminated in the drafting of *the Town of Brome Lake's 2021-2025 Cultural Policy*, which was adopted by the Town Council on October 4, 2021.



Detail from "Le Récif"  
By Michel Gamache



## FINDINGS

The data collected in winter 2021 provided a clearer understanding of residents' interests and expectations in regard to culture and the arts. The data collected at that time led to the following 14 findings, which underpin the Town of Brome Lake's vision, cultural objectives and plan of action for the next five years.

- 01 Brome Lake is an ideal locale for culture and creativity.**  
Already known for its natural attractions, the Town also boasts substantial cultural assets—a resource that must be developed.
- 02 Brome Lake's citizens recognize their town's potential as a cultural destination.**  
Aware of their town's potential, many citizens want Brome Lake to become a high-quality cultural destination and a magnet for visitors.
- 03 Brome Lake is in search of a clear cultural identity.**  
Brome Lake's citizens, and particularly its artists and artisans, would like their town to define and affirm its cultural identity.
- 04 Cultural services must be preserved and expanded for Brome Lake's two linguistic communities.**  
Brome Lake's citizens wish to preserve their town's linguistic duality but want a better balance between French and English cultural services.
- 05 Brome Lake's citizens want to know more about and raise awareness of their town's history.**  
The Town's culture and built heritage are not sufficiently showcased in the cultural activities available to residents and visitors.
- 06 Brome Lake's cultural services must be more diverse and geared to a range of age groups.**  
The Town's cultural activities are high quality but seem to be geared to individuals 55 and over, a perception that has only been strengthened with the recent arrival of young families. Its cultural offerings should be diversified to include all age groups.

- 07 Artistic and cultural activities must be more participatory in nature.**  
Brome Lake's citizens wish to take part in artistic and cultural activities that encourage creativity, learning and the sharing of knowledge.
- 08 There should be more encounters between artists and citizens.**  
Brome Lake has the advantage of being home to numerous artists and artisans. The Town should capitalize on their presence to spark encounters and dialogue between citizens and members of the arts community.
- 09 Brome Lake's citizens show a remarkable level of culturally engagement.**  
Brome Lake's citizens support culture and the arts in various ways and take part in their town's cultural activities. Some residents even see this as a civic duty.
- 10 The cultural policy must focus on something other than recreational activities.**  
Brome Lake's citizens want the Town to make a greater distinction between cultural recreation and culture per se, which is more than mere entertainment or tourism offerings.
- 11 Citizens and visitors do not have enough information on cultural activities.**  
The lack of information on cultural activities and the lack of consistency in communications with citizens are felt keenly.
- 12 The Town needs a central, inclusive hub for culture and the arts.**  
Citizens want a centrally located cultural facility in Brome Lake to serve as a multifunctional gathering place accessible to all.
- 13 The Town should hire a cultural development officer.**  
The cultural development officer would serve as an intermediary between the Town, citizens and cultural actors and would oversee implementation of the cultural policy.
- 14 The Town should act as a facilitator and as a partner.**  
The Town should be a facilitator rather than a promoter or organizer of cultural activities.





## VISION

- Culture and the arts spark the enthusiasm of many citizens and are an essential component of our town's identity.
- We cherish our bilingualism, our cultural institutions, our artists and our heritage; they are a source of pride and unity.
- Our citizens participate actively in a diverse and dynamic cultural life, and a wide array of cultural experiences encourage sharing and dialogue.
- Culture and the arts foster the personal and collective growth and development of our citizens and the economic development of the Town, which has earned a reputation as a leading cultural destination.

**Brome Lake's cultural offerings provide opportunities to:**

**COME TOGETHER  
SHARE  
SHOWCASE OUR TALENT**

## THEME AND CULTURAL PERSONALITY

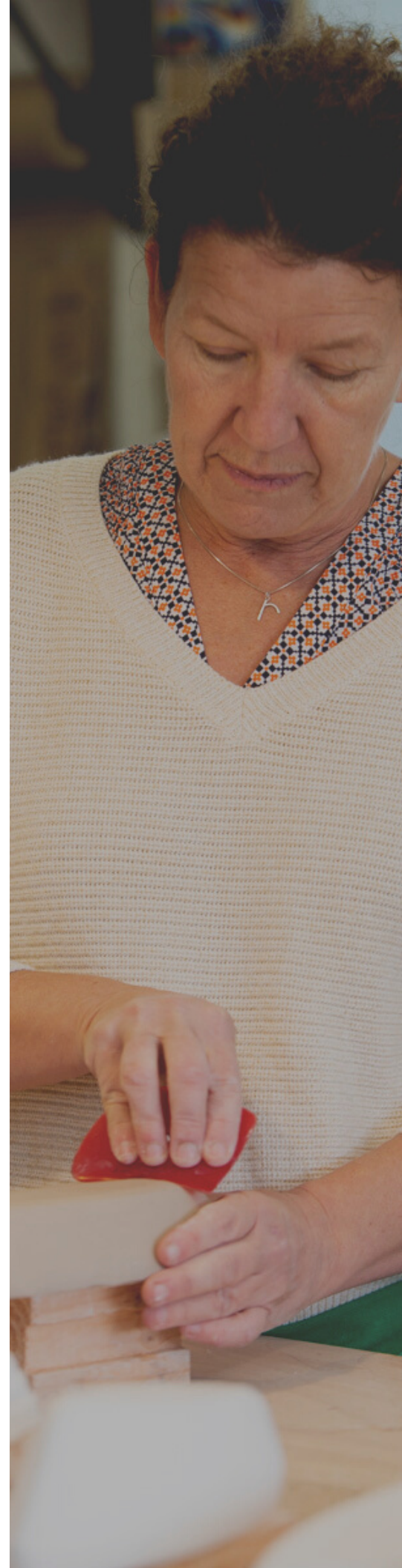
The Town of Brome Lake has chosen to give its cultural policy a theme that pays tribute to the talent of its artists and artisans and to residents' passion for their culture and history.

### Culture at heart

Working together for a rich and thriving cultural life

This theme captures the cultural personality of  
Brome Lake, a town that is:

**CULTURALLY ENGAGED**  
**TALENTED**  
**INCLUSIVE**  
**INQUISITIVE**





## STRATEGIC OBJECTIVES AND PLAN OF ACTION

The Town of Brome Lake will take concrete action in the years ahead to support culture and the arts within its borders. Those efforts will be guided by seven strategic objectives that focus on the Town’s cultural personality and are translated into a series of short-, medium- and long-term measures.

### Brome Lake: A Culturally Engaged Town

#### Strategic objective 1: Mobilization

Encourage citizen mobilization and engagement in the development of culture and the arts, whether by contributing their talent, time or financial support

Measure	Short term	Medium term	Long term
Open and fill a cultural officer position	X		
Create a specific fund to finance local initiatives supporting cultural policy objectives and provide financial and material backing for innovative projects	X	X	X
Provide financial support for Pettes Memorial Library, Theatre Lac-Brome and Brome County Museum	X	X	X
Establish a recognition program for cultural sector volunteers		X	





## Strategic objective 2: Cooperation

Support transformative long-term initiatives fostering synergies between citizens, cultural institutions, artists and artisans in every discipline

Measure	Short term	Medium term	Long term
Establish a standing culture committee with members representing the Brome Lake population (young people, seniors, English-speaking, French-speaking, etc.)	X		
Organize an annual networking event for local artists and citizens		X	
Invite Brome Lake's three cultural institutions to work together and with local artists to carry out two joint projects a year, one of which would be geared to the local school population	X		



### Strategic objective 3: Communication

Expand promotion and communication efforts regarding artistic and cultural events and activities

Measure	Short term	Medium term	Long term
Compile a complete directory of Brome Lake cultural stakeholders: artists and artisans, cultural enterprises, cultural workers, cultural institutions, etc.		X	
Produce and disseminate a cultural newsletter linked to the Town's and Tourism Lac-Brome's websites		X	
Add a section on culture to the Town's website		X	
Develop the "Culture at heart" brand and publicize it widely (for signage and other platforms) to instil a sense of belonging to the community		X	
Publish an annual cultural calendar announcing upcoming events	X		



## Brome Lake: A Talented Town

### Strategic objective 4: Creativity

Make the downtown area (cœur villageois) a space for encounters and dialogue between citizens and members of the arts community

Measure	Short term	Medium term	Long term
Redevelop Coldbrook Park and support the library expansion project in order to make the downtown core an inclusive cultural destination and facilitate the staging of cultural events		X	
Develop an annual program of cultural events for the downtown area		X	
Provide premises where citizens can organize cultural projects		X	
Support cultural projects and initiatives taking place in the downtown area, such as the Fairy Trail	X	X	X



## Brome Lake: An Inclusive Town

### Strategic objective 5: Cohesion

Encourage the promotion and preservation of the Town's social and historic heritage while fostering cultural and linguistic synergies

Measure	Short term	Medium term	Long term
Develop a lively podcast-guided historic tour			X
Hold culture- and heritage-related activities as part of day camps organized by the Town	X		
Update and maintain the heritage tour (signage)	X		
Manage and oversee renovation and construction work in keeping with the site planning and architectural integration plan (SPAIP)	X	X	X
Publish a monthly segment on history in both languages (in the Tempo newspaper, in a podcast, etc.) to raise awareness of Brome Lake's history			X



### Strategic objective 6: Access

Expand access to culture and the arts by increasing their visibility in the Town's public spaces, with the aim of reaching reach wider audiences from different generations

Measure	Short term	Medium term	Long term
Develop a program on acquiring works of art and exhibit works in the Town's public buildings and along the future sculpture trail	X		
Invite local artists to put on temporary exhibitions at the Brome Lake community centre according to an established program of events		X	
Encourage town businesses to display artistic projects in their windows			X
Create a public art program		X	

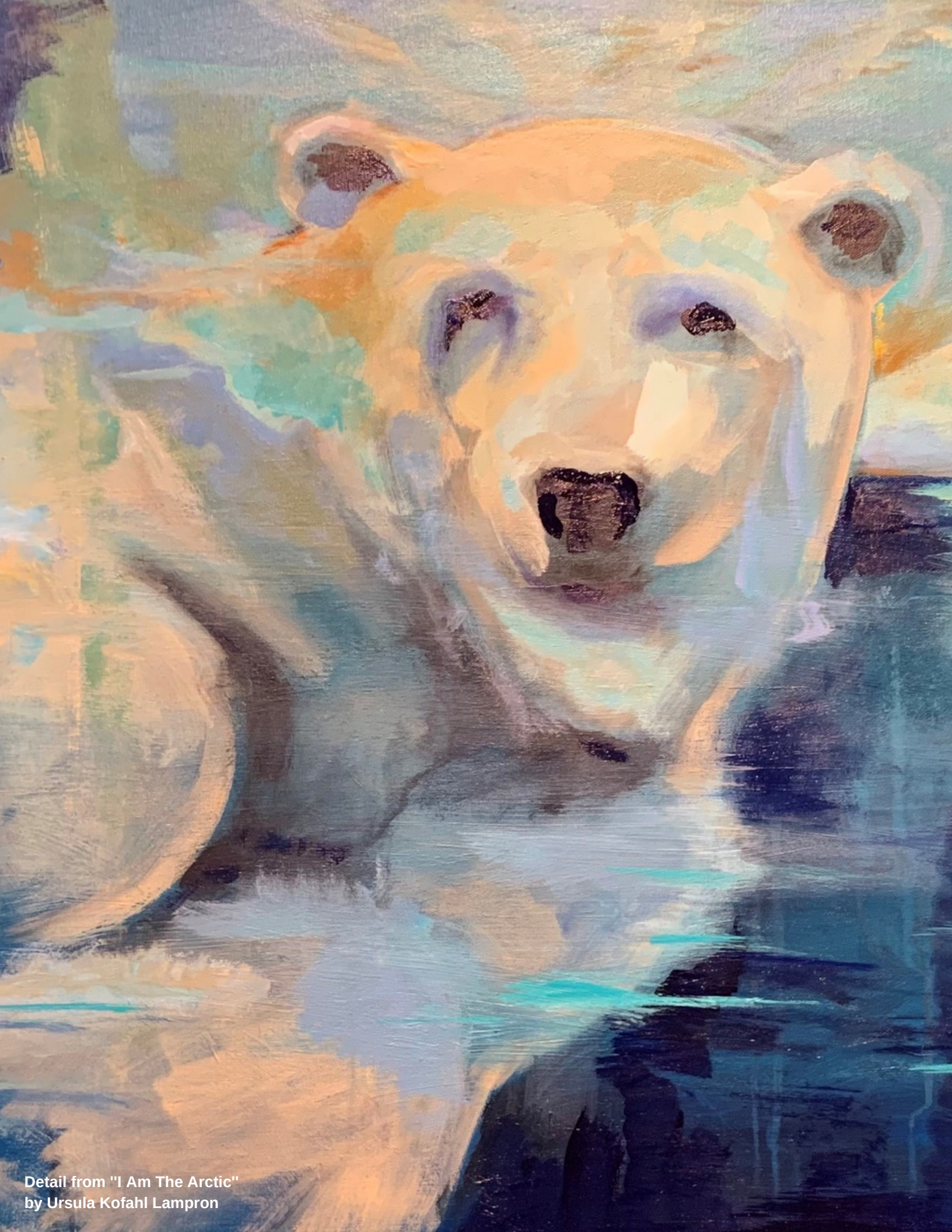


## Brome Lake: An Inquisitive Town

### Strategic objective 7: Dialogue

Support activities that raise the profile of Brome Lake artists and create opportunities for dialogue with citizens and visitors so that they can learn more about art and enrich their culture

Moyens d'action	Short term	Medium term	Long term
Organize workshops led by local artists (selected through a call for proposals) for citizens			<b>X</b>
Hold a series of lectures (at the theatre, museum, community centre and other venues) on a wide variety of subjects, including history, art, science, music, cinema and photography, and invite local speakers wherever possible		<b>X</b>	
Organize events in Brome Lake as part of the Journées de la culture		<b>X</b>	
Create a Brome Lake artist tour	<b>X</b>		



Detail from "I Am The Arctic"  
by Ursula Kofahl Lampron



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