

CORPORATE POLICY

POLICY TITLE: CULTURAL AND ECONOMIC PARTNERSHIPS

POLICY NO.: 02.C.01

Section:	Accountability & Transparency		
Effective Date:	May 14, 2019	Date of Last Review:	January 31, 2024
Approval Authority: Council	Policy Owner: City Manager		

POLICY STATEMENT

A Policy guiding the City’s Cultural and Economic Partnership agreements with external Organizations supports a results-driven approach to relationship-building; city-building; and economic, tourism, arts and cultural development.

PURPOSE

This Policy establishes a framework for the City’s participation in formal and informal economic and/or cultural exchanges with external Organizations.

The City will use this Policy to guide its response to solicitations by Organizations, and its proactive outreach for Cultural and Economic Partnerships.

SCOPE

This Policy applies to the Mayor, Members of Council, and City employees involved in the approval and management of existing and future Cultural and Economic Partnerships.

LEGISLATIVE REQUIREMENTS

None.

DEFINITIONS

- 1. City:** Refers to The Corporation of the City of Vaughan.
- 2. Cultural Partnership:** A formal long-term agreement between the City and Organizations based on non-religious arts, heritage and cultural goals and

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outcomes. Cultural Partnerships are community-supported and managed, with the assistance of the City.

3. **Council:** The Mayor and Members of Council of the City.
4. **Economic Partnership:** A formal long-term agreement between the City and Organizations based on economic development goals and outcomes. Economic Partnerships may involve community, industry or business associations, and are managed by the City. Economic Partnerships have a clear mandate to capitalize on the economic development potential of joint initiatives and programming.
5. **Letters of Agreement/ Memorandums of Understanding:** A ceremonial, symbolic, non-binding understanding between the City and an Organization related to common economic and/or cultural vision and goals. Such agreements can be in the form of a Memorandum of Understanding (MOU), Letter of Understanding (LOU), and/or proclamation. Council approval is not required.
6. **Mayor:** The head of Council of the City.
7. **Organization:** Entities external to the City with an identified common economic and/or cultural interest with the City and may include municipal and senior government (including their domestic and foreign agencies), non-government organizations (NGO), industry associations, business associations, boards of trade, chambers of commerce, not-for-profit agencies, boards and commissions, or other community and industry based not for profit entities.
8. **Region:** Province, territory, or state, as applicable, in Canada or abroad.

POLICY

A formal Policy to govern future solicitations invites transparency and efficiency in the process of considering these requests, with a renewed emphasis on relationships with a clear mandate to promote economic and/or cultural opportunities in the City.

1. Guiding Principles for New Cultural and Economic Partnerships

- 1.1. There can be no more than one (1) relationship per Region.
- 1.2. The Organization must be in a country in which the Government of Canada has an Embassy or Consular Service.
- 1.3. Council approves new Cultural or Economic Partnerships.
- 1.4. Economic and Cultural Partnerships shall be formalized by an agreement. An agreement may combine both economic and cultural goals and activities.

- 1.5. New and amended Cultural and Economic Partnership agreements are executed by the Mayor and City Clerk.
- 1.6. Agreements shall be on a one-year trial basis.
- 1.7. Agreements indicate an end date and include cancellation provisions (or sunset clause).
- 1.8. Agreements shall be in a form satisfactory to the Office of the City Solicitor (or designate), and content satisfactory to the Office of the Chief Corporate Initiatives and Intergovernmental Relations (or designate).
- 1.9. Agreements shall be structured to include the name of the Organization, recitals, purpose, objectives, role of the City, role of the Organization, a work-plan (activities, measures, responsibilities), budget and designated contacts from the City and Organization. And, other matters deemed appropriate by the City and the Organization.
- 1.10. Staff shall prepare a yearly report to Council with recommendations for all new Economic and Cultural Partnership requests.

2. Types of Partnership Agreements

2.1. Cultural Partnership Agreements

Cultural Partnerships shall promote the ethnic, linguistic, and cultural diversity of the City; engage the local diaspora; build and strengthen bridges of mutual understanding and respect; foster appreciation of unique social and cultural heritages; facilitate interaction and collaboration; generate tourism; create the potential for local cultural organizations to act as cultural ambassadors; and increase the City's profile nationally, and on the world stage.

- 2.1.1. Activities may include official letters of greeting, flag-raising ceremonies, official visits, and other activities of mutual interest.

2.2. Economic Partnership Agreements

Economic Partnerships promote collaboration and the exchange of economic development best practices; facilitate economic links and business contact through relationships and joint programming; attract investment and promote export development; and increase the City and its local business' profile on the national and world stage.

2.3. General Letter of Agreement/ Memorandum of Understanding

These agreements are symbolic and ceremonial expressions of general interest and cooperation between the City and an Organization. They may be escalated to a more detailed Economic and Cultural Partnership agreement.

2.3.1. Letters of Agreement/ Memorandums of Understanding can be executed by the Mayor (or a designated member of Council by the Mayor), the City Manager, or Chief Corporate Communications and Economic Development (or Director-level designate) without Council approval during an Outbound Mission.

3. Requirements for Cultural Partnerships

To be considered, each Cultural Partnership request must meet the following requirements:

- 3.1. The Organization shall submit a Cultural Partnership proposal to the Office of the City Clerk, and the Economic and Development Department.
- 3.2. The proposal shall be sponsored by a community association/group or an individual member or representative of both the Organization and City.
- 3.3. Submit a list of individuals and/or community groups both in the City and in the Organization's community who have a desire to actively support a long-term commitment as evidence for a strong relationship that would endure changes in elected government officials.
- 3.4. Demonstrate support and commitment from the Organization in terms of community interest and active participation.
- 3.5. Submit a community profile and indicate areas of compatibility with the City.
- 3.6. Present a 4-year plan of action with clear goals and performance measures that demonstrates a commitment to support visits, receptions, delegations and other similar functions with minimal financial contribution from the City.

4. Requirements for Economic Partnerships

To be considered, each Economic Partnership request must meet the following requirements:

- 4.1. The Organization shall submit an Economic Partnership proposal to the Economic Development Department.
- 4.2. The Organization shall include in the proposal a community profile that demonstrates similarities with the City, including: demographics, economic

growth, key sectors and industries, GDP, and the potential for export and direct investment.

4.3. Submit a business case demonstrating how the economic opportunities that exist between the City and Organization would be enhanced by a formal partnership, including: alignment with the City's Economic Development Strategy and Business Plan, target market alignment, enhanced existing trade relationships, job creation, export development, direct investment, access to a greater economic region, and knowledge exchange.

4.4. Present a 4-year plan of action with clear goals and performance measures that demonstrates a commitment to support business visits, receptions, delegations and other similar functions.

5. Requirements for Letter of Agreement/ Memorandum of Understanding

To be considered, each Letter of Agreement/Memorandum of Understanding must include:

5.1. A list of preliminary objectives and areas of cooperation.

5.2. A start date and end date.

5.3. A cancellation provision (sunset clause).

6. Accountability

The Economic Development Department is responsible for:

6.1. Managing all partnership requests and agreements including reviewing, evaluating and reporting.

6.2. Consulting with staff and the community about a request, as appropriate.

6.3. Preparing recommendation reports for Cultural and Economic Partnerships to Council for consideration.

6.4. Acting as a liaison with the Organization on behalf of the Mayor and Members of Council and City staff.

6.5. Tracking the progress of all partnerships.

6.6. Reporting to Council on the status of active partnerships.

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6.7. Program administration, including financial, staffing, programming and policy matters.

7. Budget

7.1. Cultural and Economic Partnerships are funded by a dedicated budget of the Economic Development Department approved during the annual budget cycle. Cultural and Economic Partnerships may also be funded by external grants awarded to the City.

8. Previous Agreements

The City has several existing relationships with Organizations in the international community. The following is intended to guide the City on supporting its previous agreements

8.1. Active agreements, where contact has been made within the previous two (2) calendar years, shall be supported by City staff. Partners will be notified of the new Cultural and Economic Partnerships Policy and subject to it.

8.2. Dormant agreements, where there has been no contact with the City in the previous Term of Council, or (4) calendar years, shall be concluded by Council Resolution or Bylaw, and the relationship shall be recorded and referenced for historic and archival purposes.

ADMINISTRATION

Administered by the Office of the City Clerk.

Review Schedule:	3 Years If other, specify here	Next Review Date:	January 31, 2027
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Related Policy(ies):	02.C.02 – Inbound and Outbound Delegations
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Related By-Law(s):	
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Procedural Document:	
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Revision History

Date:	Description:
31-Jan-24	Administrative update approved by Policy Committee: Position and department title updates.