

Purpose of the plan is to build awareness, knowledge and support of Pickering's Heritage Assets and organizations. Staff will draft plans with input from relevant advisory committees, and host discussion sessions with stakeholders for public input. Following public consultation the plan will be presented for advisory committee endorsement, and potentially with the budget for council endorsement

Target Areas

- heritage promotion initiatives
- heritage events at the Museum and Doors Open
- public awareness of local stories, sites, and architecture
- ongoing development of Pickering's Heritage Advisory Committee

Action Items

Review existing programs and services, and municipal best practice (ongoing)

- Pickering Museum Village
- PADA Services
- Heritage Pickering/Planning Programs
- Cultural Database

Align Strategies and Resources to build capacity in target areas through development and integration of corporate plans and strategies.

- Pickering Ajax Document Archives Strategic Plan - complete
- Museum Strategic Plan – complete – CAC to be included in invitations to stakeholder interviews, and presentation of document when complete
- Heritage Pickering policy - practice and priorities presentation to the CAC
- Public Art Program to incorporate heritage as a project priority for details in the project description
- Planning documents & master plans

Build Capacity and recognition for City Heritage Assets through Corporate and Marketing Initiatives

- invest in documenting heritage assets, sites, and programs: South Pickering, South of Taunton, Dunbarton, Newman House, Cherrywood Blacksmith Shop, Liverpool House, Post Manor, Dr. Salmon's Office, and Stroud House to be used for ongoing press series, on website, to develop a series of proclamations, and in creation of public art project outlines

- include relevant Heritage factoids and information in existing publications, eNewsletters, events, and social media posts
- work with media to include releases regarding heritage districts and the hamlets
- commission continued work on walking tours and the Bicentennial releases regarding the hamlets
- integrate heritage recognition in development of events, programs, promotions, neighborhoods, parks, public art, and facilities
- promote and refine cultural directory to maximize user interaction
- expand web content and the cultural directory to expand heritage assets, public art works, walking tours and local stories
- develop platforms to engage the public in telling their stories about Pickering Mapping Program / Google Technology / Virtual / buildingstories.ca

Form and Renew Partnerships with local heritage organizations to document and promote their work, and initiatives.

- Ratepayers
- District organizations
- Pickering Township Historical Society
- Volunteer Groups at Museum
- Community & Cultural Organizations

Develop Recognition Program for Heritage Assets:

- inclusive of commemorations, Heritage Districts, heritage buildings, sites, and natural heritage
- collection of resource documents and feedback on best practice from municipal counterparts
- identify best practice of heritage district recognition standards both rural and urban
- develop built heritage physical promotion program inclusive of existing heritage
- designation policy (Heritage Pickering), heritage district guidelines (Heritage Pickering), City heritage plaque and signage program (Corporate Communications | Heritage Pickering)
- program to integrate with online resources, collecting goals, and archive initiatives