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HACE program to promote arts and culture in the downtown

BRAMPTON, ON: The City of Brampton this week furthered its plan and commitment to the transformation of the downtown into a gathering place that attracts and promotes arts and culture.

At a Council Meeting on Monday, Council adopted a recommendation from its Downtown and Queen Street Advisory Committee, which directs staff to examine the creation of a new downtown planning and economic development program focused on the heritage, arts, culture and entertainment (HACE) sector. Known as HACE, this initiative builds on the ten-year program and relationship already established between the City and the Brampton Arts Council.

HACE-related activities that are already in place include:

- Art in the Open with the Brampton Farmers' Market
- Business of the Arts Workshops held in November of each year
- Arts Incubator at Beaux Arts Studio
- Events, festivals and performances
- Business of the Arts Directory

"The Brampton Arts Council should be congratulated for its work in bringing forward this initiative that enriches the City," says Mayor Susan Fennell.

"By working with partners like the Brampton Downtown Development Corporation and the Brampton Arts Council, our Committee looks forward to reviewing a new creative sector program designed to attract more people to our beautiful downtown," says Downtown and Queen Street Advisory Committee Chairman and Regional Councillor Grant Gibson.

This initiative is in line with other North American communities that offer outstanding downtown arts and cultural programs. These include: Providence, Rhode Island; Charleston, South Carolina; and Brampton's own sister city, Miami Beach, Florida. For more information on HACE, visit www.artsbrampton.ca/hace.asp

About Brampton: The 11th largest city in Canada, Brampton has a successful, well-diversified economy and is home to more than 8,000 businesses. The City continues to retain a Triple 'A' credit rating by Standard & Poor for the third consecutive year, reflecting its debt-free position, exceptional liquidity levels and excellent economy. The City's 2009 operating budget is \$400.8 million and approved funding for its overall capital program stands at \$700 million. Brampton celebrates its diverse population that represents people from more than 175 distinct ethnic backgrounds who speak over 70 different languages. Offering more than 6,000 acres of parkland, Brampton takes pride in being the Flower City of Canada and won the 2008 International Communities in Bloom competition. It is also the first city in the GTA and one of only 10 in North America to have been designated as an International Safe Community by the World Health Organization. For more information visit www.brampton.ca

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media release

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