



City of Thunder Bay Heritage Advisory Committee (HAC)

2021 Strategic Plan Development

Priority Areas to Consider

1. Internal Resource and Capacity Building

- Municipal Integration
- Partnerships and Professional Development

2. Municipal Heritage Register

- Heritage Property Incentives
- Identification and Protection of Heritage Resources

3. Community Education and Communication

- Education and Awareness
- Heritage Promotion

Priority Area 1

Internal Resource and Capacity Building

Municipal Integration

- Regular presentations to Council, either annually or biannually
- Municipal integration with City Administration, such as:
 - Provide information/presentations regarding the Municipal Heritage Register to City of Thunder Bay Departments and/or Divisions
 - Receive Legal Services and Office of the City Clerk support for revised designation By-laws when presented to Council for approval, as well as the subsequent registration on title
 - Assist with promotion of Heritage Tourism, including input toward Thunder Bay Tourism's tourism planning and development
 - Input into the City's [Inspire Thunder Bay Culture Plan](#) when revisited by City Administration
- Continued Heritage Advisory Committee (HAC) support for the Heritage Researcher position (and its funding), as well as HAC support for additional heritage resources, e.g. summer hire/student placement

Partnerships and Professional Development

- Strengthen existing and develop new partnerships with other organizations/groups that have an interest in heritage preservation, such as:
 - Thunder Bay Community Economic Development Commission (CEDC)
 - Thunder Bay Historical Museum
 - Thunder Bay Public Library (TBPL)

- Identify and implement committee training and knowledge development opportunities, such as:
 - Attend heritage conferences
 - Host virtual training sessions for the region (and beyond)
 - Conduct property visits with local architects, historians, et cetera to enhance knowledge and confidence among Committee Members for the purpose of completing future evaluations, i.e. identifying and assessing heritage elements/properties

Priority Area 2

Municipal Heritage Register

Heritage Property Incentives

- Consideration for a financial incentive (tax relief) program for properties that appear on the [Municipal Heritage Register](#)

Identification and Protection of Heritage Resources

- List a minimum of one (1) property per month on the Municipal Heritage Register, i.e. 12 per year
 - Identify and record data in *Properties of Interest* database:
 - Prioritize properties of interest that have been selected by HAC for potential 'listing' on the Municipal Heritage Register
 - Research properties of interest that have been selected by HAC for further consideration regarding potential 'listing' on the Municipal Heritage Register
 - Present recommendations to City Council, via Corporate Reports, for additional properties to be included in the Municipal Heritage Register
 - Prepare and present designation By-law revisions/updates for selected properties

- Identify and designate a minimum of one (1) Heritage or Heritage Conservation District (HCD) property per year:
 - Complete a Cultural Heritage Evaluation and corresponding report for properties that HAC would like to submit for designation by Council (i.e. for properties currently 'listed' on the Municipal Heritage Register but not designated or properties that do not yet appear on the Municipal Heritage Register)
 - Determine goals and develop action plan for additional conservation district(s) and individual designation within the district

Priority Area 3

Community Education and Communication

Education and Awareness

- Support school boards and education providers on local history content in collaboration with other community organizations when applicable
- Build community awareness of heritage resources and their value, e.g. recognition of significant Heritage Buildings' Anniversaries (75th, 100th, 125th), new additions to the Municipal Heritage Register, et cetera
- Continue to maintain, develop, and share new and/or updated heritage properties and heritage resource content via the Thunder Bay Heritage Advisory Committee's social media pages, e.g. [Facebook](#)

Heritage Promotion

- Produce biennial [Doors Open Thunder Bay](#) events as part of Doors Open Ontario
- Maintain and develop further [Heritage Walking Tours](#), both in print and via the new app, and provide guided heritage tours to support local events, such as Jane's Walk and Culture Days
- Continued support for the heritage property awards within the [Thunder Bay Arts & Heritage Awards](#)