

	<h1 style="color: red; margin: 0;">POLICY</h1>	<b>Department:</b> Recreation & Wellness
	<h2 style="margin: 0;">CULTURAL POLICY</h2>	
<b>Effective Date: December 9, 2025</b>		<b>Last Reviewed Date:</b>

## 1. PURPOSE STATEMENT

The purpose of this Cultural Policy is to commit the municipality to integrating arts and culture into the pillars of local governance as a source of sustainable development, strengthening the sense of belonging and community, and continuing to improve the quality of life of all Salisbury residents.

## 2. DEFINITIONS

- **“Town”** means the Town of Salisbury;
- **“Cultural Policy Development Committee”** means the committee responsible for providing recommendations and advice Council and staff on the development of a Cultural Policy in the Town of Salisbury. CPDC;
- **“Arts”** means forms of creative expression that reflect an artist's vision or perspective

## 3. OVERVIEW

The Town of Salisbury, in partnership with the Cultural Policy Development Committee (CPDC), is committed to enriching the lives of its residents by fostering a vibrant arts and cultural landscape. The CPDC consists of Town staff, members of Council, residents of Salisbury, and artists of various backgrounds.

Since 2024, the CPDC has worked closely with the Union of Municipalities of New Brunswick, the Association Acadienne des Artistes Professionnel.le.s du Nouveau-Brunswick (AAPNB), and ArtsLinkNB to develop a cultural policy that integrates arts and culture into the pillars of local governance.

The Town of Salisbury celebrates and nurtures its unique rural heritage, creative energy, and community spirit by fostering inclusive cultural expression, supporting lifelong learning, and strengthening connections among people, places, and traditions. Through this policy, Salisbury aspires to be a vibrant and welcoming community where

creativity thrives, heritage is cherished, collaborations are strengthened, and all residents feel a sense of belonging and pride.

This policy will guide the municipality to a strengthened arts and cultural landscape over the next decade.

## 4. GUIDING PRINCIPLES

### **Inclusion**

Welcoming and involving all residents and community organizations, and ensuring there is diverse representation in leadership, decision-making, programming, and storytelling to ensure cultural initiatives are inclusive, resilient, and impactful.

### **Identity**

Fostering a sense of pride in our community of who we are, where we come from, and where we are going

### **Accessibility**

Ensuring arts and cultural programming is easily accessible throughout the community, with as few barriers as possible, and encouraging community involvement to engage residents in arts and cultural programming in the Town.

### **Forward-focused**

Managing positive growth for the future of the community.

### **Integrity**

Leading by example in the delivery of services to residents and stakeholders that consider stewardship, transparency, accountability, and inclusivity.

## 5. KEY PILLARS

The Cultural Policy for the Town of Salisbury is based on the following pillars:

- *Community and Belonging*
- *Heritage*
- *Partnerships and Building an Ecosystem*
- *Visibility of the Arts*

### **Community and Belonging**

Our community is constantly evolving and has experienced significant growth as a result of population growth and the municipal reform in 2023. Having access to events and cultural programming in each neighbourhood creates a sense of pride and belonging in each specific area and the community as a whole.

Shared spaces and community networks encourage collaboration, visibility, and participation across all neighbourhoods. Inclusion, representation, and accessibility are key to ensuring that all residents feel engaged, celebrated, and part of Salisbury's cultural life.

### Strategies and Actions:

- Establish a process for the municipality to identify artists and cultural leaders within each neighbourhood and create a network to connect them.
- Ensure residents have access to cultural events that create a sense of belonging in their neighbourhood.
- Identify the culturally significant items within each neighbourhood and acknowledge the value they bring to the shared identity of the neighbourhood and the municipality.
- Support organizations involved in community and cultural programming that reflect the diverse needs of the community and its changing landscape.
- Ensure that no group is left out of cultural participation or decision-making.

### **Heritage**

Our heritage links us to the past, informs us of the present, and guides our future. The Town is committed to maintaining positive relationships with groups that have roots in the area and welcoming the residents and families who join our community today. Diversity is a part of what will become our heritage.

Salisbury is proud of its heritage and continues to foster a strong sense of identity through shared history. Enhancing accessibility to our history will allow for a deeper understanding of the region's cultural landscape and foster a strong sense of place.

### Strategies and Actions:

- Engage partners to develop a plan for the creation of a public archive related to the history of Salisbury.
- Explore opportunities to share, capture, and preserve local stories and artifacts.
- Educate residents on our diverse and unique history (i.e. Petitcodiac River, Acadian settlements, involvement in the fur trade, transportation, etc.).
- Identify concrete actions to honour Indigenous heritage as part of reconciliation efforts.
- Support existing local resources dedicated to history preservation

### **Partnerships and Building an Ecosystem**

Strong partnerships build a vibrant ecosystem. Salisbury is fortunate to have a developing range of local artists, and as the inaugural policy, the Town commits to fostering open communication, ongoing consultation, and acknowledgment of diverse voices to ensure that arts and culture are genuinely woven into community life.

Arts and culture flourish when responsibility is shared among the municipality, artists, businesses, volunteers, and residents. Collaboration ensures cultural initiatives are inclusive, resilient, and impactful. Municipal legitimacy and communication channels can amplify the reach of local arts and culture, as building networks and fostering connections strengthen community bonds and support sustainability.

### Strategies and Actions:

- Identify leaders in the community and engage in meaningful partnerships to support and deliver cultural programming.
- Celebrate and collaborate with the artists in the community.
- Examine public consultation processes and implement best practices when working with artists.
- Increase access to space for creative and cultural programming and networking.
- Establish formalized processes when collaborating with artists.
- Leverage the municipal platform to share relevant, timely, trustworthy information related to local arts and culture with the public.

### **Visibility of the Arts**

The policy affirms the value of the arts for all members of the community. Arts and culture foster pride, vibrancy, and inclusion in daily community life. The municipality will engage and partner with all sectors to integrate arts and culture by supporting clear communication, consistent messaging, and meaningful engagement. This will provide accessible processes, reduce barriers, and create professional standards that respect artists.

### Strategies and Actions:

- Ensure resource allocation and strategic planning include visibility in budgets, policies, and reporting, and develop clear standards for what success looks like.
- Engage in and sustain discussions between the municipality, artists, and community members about how to integrate arts and culture into municipal and community projects.
- Explore enhanced opportunities to display and support art and cultural programming in public and private spaces.
- Foster a culture of respect for all forms of art.

## **6. IMPLEMENTATION**

The development of an Arts, Culture, and Heritage Advisory Committee that aligns with policy goals and represents community diversity is vital to the success of this policy. The committee shall provide recommendations to the municipality regarding actions needed to achieve the vision outlined in this Cultural Policy.