

A KEY SUPPORTER OF THE REGION OF WATERLOO'S ECONOMIC DEVELOPMENT



THE FASHION HISTORY MUSEUM
CAN PLAY A KEY ROLE
IN SUPPORTING
A NUMBER OF
GOALS & OBJECTIVES
DEFINED BY THE
NEW REGIONAL ECONOMIC
DEVELOPMENT STRATEGY

**Strengthening the Arts
Culture & Tourism Sector of the
Region is a major theme
requiring support**

Lee Parsons
WREDS-MGP
Strategic Directions
Area Council Memo

Current initiatives that demonstrate alignment with WREDS include:

Goal 1: To be the premier location for innovation and entrepreneurship.

Objectives:

To continue to expand the role of the post-secondary institutions in innovation and entrepreneurship.

- the FHM in partnership with the Hespeler Village BIA has been instrumental in their support of the 2015 Construction Specifications Canada Student Design Competition which is inspiring hundreds of young designers to express their vision for a Museum at 74 Queen Street East based on a case study of the former post office and the Hespeler Village core area. The Design Competition, only in its second year, has already been incorporated into the curriculum at Ryerson University, Humber & George Brown Colleges, with other institutions actively participating and expected to come on board in the future. Winners will be announced at an industry event at the Pines in Cambridge on May 20 and the top five entries will be on display at the FHM in July 2015

Susan Cunha
CSC-Grand Valley Chapter Executive

To strengthen the culture of innovation within existing businesses and organizations.

- the FHM is in discussion with CEI, and American design firm called Nervous System, Christie Digital, and Communtech to “print” a 3-D kinematic dress for the museum

To attract new, high quality, promising, innovative organizations and businesses.

- the FHM has been approached by a local investor interested in establishing a vintage boutique stocking the highest quality wearable garments & accessories available, authenticated by the FHM

- Hespeler Village is an ideal film location and has attracted larger budget productions to “Hollywood Cambridge” including the filming of “Between” in 2014. The FHM is available to provide expert period wardrobe consultation to the film industry and maintains an extensive network of related consultants and resources

To promote international recognition as a world class community.

- the International Council of Museums (ICOM) will be in Toronto for a conference September 9-13 and have requested a tour of the Fashion History Museum the morning of September 13 for 50+delegates from leading costume and fashion museum collections around the world

Goal 2: To be the most competitive location for new and expanding companies and institutions.

Objectives:

To create the most efficient transportation system to meet the needs of a growing regional economy.

-the FHM is in full support of walkable neighbourhoods/districts and intends to provide visitors with options for public transportation to the Village for trip planning. Furthermore, accommodating bus tours and groups are a core part of our business!

- the FHM will provide on-site bike racks to encourage the use of the Region’s extensive network of recreational trails and bike lanes. Lockable bike storage facilities will also be considered.

Goal 3: To be a resilient, engaged, and dynamic economic ecosystem.

Objectives:

To support and stimulate new and existing high growth sectors.

- a large percentage of our visitors are over the age of 55, many retired from full time employment, and represent a rapidly growing segment of the population. Subsequently, the FHM is working closely with the City of Cambridge’s Accessibility Committee to ensure that our facility and future programming is designed to provide, to the best of our ability, a positive, barrier-free experience for everyone

To leverage the region's post-secondary institutions to the fullest extent.

- the FHM is offering internships and co-op placements for students in arts administration, museum studies, design, media arts, public relations and event planning. Volunteer opportunities in a variety of capacities will be available and interest from faculty at secondary and post-secondary institutions has been beyond expectations

Goal 4: To be a community of choice for talented people

Objectives:

To become recognized as a major location for art and culture.

With the opening of our galleries, the Fashion History Museum will become the only museum in Canada uniquely devoted to the collection, preservation, research, exhibition and documentation of fashion

“Culture Days” is a national 3-day event (September 25/26/27) to promote culture across Canada. The FHM will offer previews of the museum as the build-up to the grand opening in October. Requests for attendance to officiate at the opening ceremony will be extended to all government representatives of the city and region, as well as His Excellency the Right Honorable David Johnston, Governor General; the Honourable Elizabeth Dowdeswell, Lieutenant Governor of Ontario, the Honourable Kathleen Wynne, Premier of Ontario; and the Honourable Michael Coteau, Minister of Tourism, Culture and Sport

- the FHM is taking the lead in organizing a number of “multi-sectorial” cultural events including the Tweed Run which will provide a historical flavour to the promotion of the Region’s excellent recreational biking trails

To create a sustainable, efficient region that anticipates growth.

- strategic planning and public consultation undertaken in 2014 has played a major role in our designing a balance between an economically feasible physical space to meet our current demands fostering prudent growth plus provide a good base from which to collaborate with external partners in extended community outreach

To build on excellence in local education.

- our internship and coop students are given challenging and career relevant assignments. We provide guidance, supervision, coaching and constructive feedback to ensure that a students’ experience at the FHM will not only build on practical skills to enhance their portfolio but equally build the confidence necessary to distinguish themselves in a highly competitive employment environment

*The Region's reputation as a leader in cultivating a collaborative environment in the tech sector and educational institutions is one of the many reasons that the FHM chose to locate here. The operational management style of our business is distinct from a typical non-profit cultural institution such that **we thrive in a collaborative environment**. The FHM will have a positive impact on the attraction of investment to Waterloo region and we anticipate playing an active role in expanding tourism, promoting innovation in education and enabling the emergence of an internationally recognized and vibrant creative cluster, a passionate force for action in the execution of the Region's comprehensive economic strategy*