Laval's Cultural Policy

*Laval, City of Culture*

A culture that's alive and forward-looking
Comme un vaisseau ancré sur le fleuve tranquille, 
tu te mires, Laval, dans l’onde transparente, 
etalant tes atours, les dorant au soleil 
dont les rayons complices t’habillent de quiétude.  
Et moi je rêve.  
Et moi je rêve que, rompant les amarres,  
tu brises tous les ponts qui, aux villes voisines, 
t’accrochent, prisonnière.  
Et tu pars...  
Et tu pars, naviguant sur les ailes du temps, 
m’emportant tout là-bas vers les lieux d’autrefois  
 où courut mon enfance, où je vécus heureux, 
 reliant d’un seul coup, tout au fond de mon cœur,  
la douceur du passé au calme du présent.

— Évasion, Michel Cailloux
Table of Contents

The Mayor's message

Message from the Chair of the Conseil de la culture

Cultural development in Laval

The expression of Laval's cultural vitality
  - Our mission and our values

The guiding principles
  - Laval, master of its own cultural development
  - Laval, partner in cultural development
  - A structured, integrated approach

The main orientations
  - Dissemination of the arts and culture
  - Recognition and support for local vitality
  - Promotion of cultural life in Laval
  - Facilitation and increasing awareness of culture
  - Research, creation and preservation
  - Partnership and joint action

Conclusion
Message from the Chair of the Conseil de la culture

In 1992, Laval surprised the municipal and cultural world by adopting a cultural policy. Today, backed by dynamics acquired through reflection, collaborative efforts and actions in this area of activity, Laval was obliged to re-initiate its self-analysis and once again question its cultural future.

Ville de Laval’s Service de la vie communautaire, de la culture et des communications, guided by the Conseil de la culture et les commissions consultatives des arts, du patrimoine et de la bibliothèque, reviewed the City’s commitments. In light of the new issues on the horizon, it has laid the groundwork for municipal involvement in the coming years. In the process, representatives of some 80 organizations and hundreds of artists on Laval’s scene were consulted to contribute their food for thought and make sure that all these reflections were in keeping with their needs and expectations.

What emerged from all these collaborative efforts is a major commitment in which the City is taking a stand on the very foundations of its cultural action. Within this commitment, Laval acknowledges the need to maintain its leading role in cultural development, in a spirit of partnership with the artistic world, the Laval community and the other bodies that are active both in Laval and outside the City. Laval is reappointing the Conseil de la culture to look after the same responsibilities as before and is reviewing the composition of the advisory committees which—better adapted to our city’s present reality—will assist the Conseil in attaining the objectives of this policy.

I encourage you to discover the mission, values and major orientations of this new cultural policy. I am convinced that on the following pages, Laval stakeholders will find a vision of Laval that they know well, and that they will adhere to the commitments that have been stated herein. As for myself, I am committed to defending cultural matters, in keeping with these commitments. And I would like to extend my heartfelt thanks to the various parties who took part in the process of reviewing this policy. They have achieved considerable accomplishments whose results will not fail to inspire and guide both the Conseil de la culture and Ville de Laval in the coming years.

Jocelyne Guertin
Chair of the Conseil de la culture
Cultural development in Laval

The history of Île Jésus began in 1636, when the territory gradually developed and when, along the roads, the first buildings were constructed, bearing witness to the agricultural orientation of the island. Hamlets and villages then emerged, representing as many footholds in community and economic life. A number of artists left their mark on this land abounding in creative opportunities. With the deployment of the parishes, it was through religious art that renowned artisans would leave traces of their passage. Among them was Louis Quévillon, master sculptor at the Atelier des Écoles de Saint-Vincent-de-Paul, who formed a generation of artisans who devoted their efforts to producing sets of ornaments and furniture that later graced many churches in Québec.

At the turn of the 20th century, improvements to means of transportation, the establishment of religious institutions, the country house trend and the beauty of the island's waterfronst contributed toward the emergence of a number of small municipalities. With the passing years, these country charms that Laval preserved, in certain respects, have been immortalized in the works of such painters as Marc-Aurèle Fortin and Clarence Gagnon, and more recently, by Louis-Paul Perron, André L'Archevêque, Arthur Côté, Umberto Bruni and many more.

The population growth and the boom that marked the following decades paved the way for a new urbanity. In merging its 14 municipalities in 1965, Île Jésus' status was transformed from a village to that of a city, which was named "Laval". Backed by such heritage, this third largest city in Québec has promoted the development and harmonization of arts and culture all over its territory ever since.
The expression of Laval's cultural vitality

Culture, in all its forms, has played a leading role in Laval's efforts to express its vitality as a modern city. In 1992, the municipality was regarded as a pioneer, by adopting its own cultural policy. In making this strategic move, Laval gave itself a mission to mobilize the City's Administration in this field of activity. Like the Québec government, with its cultural policy, the City then recognized that culture, along with the economy and the social environment, forms part of the three basic elements of a society.

The first edition of Laval's cultural policy defined the major issues that would make it possible for residents to recognize themselves within a living environment whose orientations would meet their needs and aspirations in the arts, the library and heritage. Laval provided itself with the means of attaining its cultural maturity, by:

- promoting culture that appeals to the community as a whole
- implementing and consolidating many initiatives stemming from the local milieu
- developing an increasingly diversified range of programs
- enhancing the value of sustained and beneficial partnerships with the various bodies.

Since then, Laval's cultural scene has enjoyed considerable growth. Guided by the cultural council (*Conseil de la culture*) and advisory committees on the arts, the library and heritage, the City has consolidated its library network and its network of presentation spaces and venues for the arts all over its territory. With the support of various entities, the City has promoted accessibility and more cultural practices that cover innovative spheres of activity, and particularly, the development of media arts, animation and enhancement of natural environments, research into tangible aspects of yesteryear, the preservation of testimonies from the past and scientific interpretation.
Our mission and our values

"To develop and affirm Laval's distinctiveness on the arts and culture scene and to recognize each person's contribution in this regard"

That is the mission statement of this policy, which recognizes that Laval's cultural vitality is based on the efforts of its leaders—creators, artisans, professionals and residents—who work in this field and serve as genuine ambassadors of Laval's identity.

Certain major values guide the municipality in its efforts:

- **An affirmation of pride in being a Laval resident**, which is expressed through a strong feeling of belonging to one's neighbourhood, one's city and its history. Laval believes that this collective pride on the part of its residents contributes toward the development of the community.

- **A quality of life** that depends on improving the cultural environment. Laval believes that a rich cultural environment filled with variety promotes the development of all family members in Laval.

- **Ville de Laval's concern for appropriately serving residents and their families**, whether they are artists, stakeholders or participants. Laval believes it is responding to their needs by broadening its scope to embrace new artistic trends, giving Laval residents access to specialized venues and promoting a cultural life within the local community.

- **An opportunity for all residents to have access to culture**, in all its forms. Laval believes in principles of cultural inclusion, which requires an overall, multi-sector approach encouraging the participation of all groups of residents in Laval's cultural life. This approach is in keeping with the municipal principles illustrated by the *Ensemble à Laval* ("Together in Laval") concept.

- **Sustainable development** that takes into account the importance of culture. Laval believes that the recognition and viability of its own culture represent essential factors in developing the municipality from a human, economic, political and social standpoint.

Joint action is the **driving force** behind this new policy. While promoting the emergence of local dynamics, it ensures pooling of thoughts and the definition of collective cultural issues.

To achieve this objective and ensure the development of all cultural fields, Laval is committed to maintaining the allocation of human and financial resources both in quantity and quality.

In order to optimize its growth from a cultural standpoint, Laval is also promoting partnership, not only by creating ties between public and private institutions, but also by actively taking part in developing projects aimed at the harmonious development of culture.

**Guiding principles**

In keeping with the cultural policy proclaimed in 1992, Laval is reaffirming the guiding principles that it adopted at that time. Full of promise, they succeeded in guiding the City's actions and bringing it further along the road to cultural development.
Laval, master of its own cultural development

Laval is confirming its will to remain the master of its own cultural development on its territory. By adhering to this guiding principle, the City is reiterating its commitment to pursue its efforts to act as a catalyst of Laval's dynamics in the fields of the arts and literature, the library and heritage.

The municipality is the authority that is closest to the community, through its local services. For Laval, it is a priority to fully take part in developing specific orientations, in order to support culture and ensure its residents a quality cultural life. This role must also come within the scope of the concerns of all municipal services. Culture will therefore truly contribute toward developing Laval's modern face as well as its economy and the quality of life offered in its neighbourhoods.

Laval, partner in cultural development

The cultural stakeholders recognize the leadership assumed by the City in this area of activity and are being invited to get involved as partners. Joint action with cultural leaders is proving essential, and mechanisms will be put in place to encourage encounters by interest groups on issues of concern to these stakeholders.

In keeping with its role of master of its own cultural development, Laval must be the catalyst of this movement. For example, by signing joint agreements with the Federal and provincial governments as well as with the school community, Laval is harmonizing the development of culture on its territory. The City is already engaging in a number of cultural exchanges with the school community and it is committed to pursuing these and increasing them in the future. It also intends to work together with professional artistic associations and with those that are dedicated to defending heritage and museology, in order to help them obtain the recognition and financial support of national organizations.

From one municipality to the other, distinctiveness and concerns differ, but some issues favour collaborative efforts in dealing with common problems. Ville de Laval plans on developing interaction with other municipalities that share the same cultural aspirations as its own.

As a major stakeholder in the community, the economic environment must be able to contribute toward developing a culture in which it is a stakeholder. With the private sector, Ville de Laval shares the same desire to improve the cultural environment while helping ensure a better quality of life for Laval residents.

A structured, integrated approach

In its will to encourage partnership and collaborative efforts, Ville de Laval is maintaining its structured, integrated approach, by promoting its interaction with advisory bodies. From a strategic standpoint, it is the cultural council (Conseil de la culture), presided over by a member of the City's Executive Committee, that acts as City Council representative in dealings with the artistic and cultural communities. It is the Conseil de la culture's responsibility to recommend the main cultural orientations to City Council, to ensure compliance with the cultural policy and to make sure that culture remains a part of the City's overall plans. Culture must therefore occupy an important place for all municipal services and departments.
It is through the contributions of its advisory committees—the *Commission consultative des arts et de la littérature* and the *Commission consultative du patrimoine et de la culture*—that Laval intends to maintain its collaborative efforts with the main stakeholders in the various disciplines. The basic role of these two committees is to submit recommendations to the *Conseil de la culture* on all the areas of activity placed under their responsibility, and in particular:

- For the *Commission consultative des arts et de la littérature*:
  - visual arts
  - music
  - dance
  - theatre
  - creative writing
  - media arts
  - cinema
  - circus arts

- For the *Commission consultative du patrimoine et de la culture*:
  - history
  - built heritage
  - natural heritage
  - library
  - archives
  - museology
  - science-oriented culture

From an operational standpoint, the responsibility of recommending, to the Executive Committee, municipal actions and programs to support the arts and culture lies in the hands of the municipal services and departments in charge of cultural development. It is the *Service de la vie communautaire, de la culture et des communications* that has the mandate of maintaining open, permanent dialogue with all cultural stakeholders and acting as a respondent in dealing with them.

In order to promote joint action between the public, educational, tourist and socio-economic sectors, this policy must ensure that the various actions are consistent. This will make it possible to put Laval’s priorities in perspective, in terms of sustainable development—a social concept to which the City adheres. In this regard, the City wants to ensure, among other concerns, the sustainability of Laval’s cultural heritage, which is a representative witness to what has shaped Laval’s environment and which is distinguished by both its urban and rural nature.

Laval intends to increase its actions with the BMLs (*bureaux municipaux de loisir*)—municipal recreational bureaus set up in the various neighbourhoods, to offer and support complementary, harmonious programs throughout its territory.

And lastly, to develop innovative projects in keeping with the orientations of this policy and to have them follow current trends—a plan will be designed for each focus area: the arts and literature, heritage and culture.
The main orientations

The first cultural policy had been developed according to focus areas—the arts, the library and heritage—which made it possible for the City to set up the necessary actions and disciplinary programs for promoting its cultural vitality in each of these fields.

This cultural policy in Laval is coming at a time of integration and interaction between the various focus areas. The common denominator of this approach is the main cultural functions, such as promotion and dissemination, in order to contribute to the main orientations, within which each discipline will find its own particular character.

This policy covers all disciplines: from visual and media arts to performing arts, without forgetting arts and crafts and literary arts. Laval is reaffirming its interest in history; in the preservation and enhancement of its built, natural, archeological and ethnological heritage as well as in movable property, collections and archives; moreover, it is pursuing its involvement in the fields of museology and science-related culture.

Six main orientations will determine Ville de Laval's involvement in the cultural field:

- **Dissemination of arts and culture**
- **Recognition and support for local vitality**
- **Promotion of cultural life in Laval**
- **Cultural facilitation and awareness**
- **Research and creation**
- **Partnership and joint action**

Dissemination of the arts and culture

The affirmation of Laval residents' cultural identity is gradually being redefined as Laval appropriates its history, prompts the discovery of the heritage that shaped the City and adds its new accomplishments to all this. In order to promote an understanding of what distinguishes Laval as a modern, active city, the dissemination of this identity remains its priority concern.

The City's involvement is intended to be flexible, as it must create a climate that is favourable to the development of the creators', artists' and authors' work as well as that of the bearers of tradition. The affirmation of this vitality lies in extending the reputation of Laval's cultural image and in its own dynamics. The City thereby wishes to prompt all residents to discover the wealth of their identity and inform others about it as well.

The libraries and other presentation venues or spaces serve the entire population, without distinction, thereby providing all residents with free access to culture, in all its forms. A number of Laval artists and authors make appearances outside the region and thereby act as the City's ambassadors. As for Laval, it welcomes artists from other cities and everyone thereby contributes toward extending Laval's reputation.
In order to support the dissemination of Laval culture here and elsewhere, in the arts and literature field, Ville de Laval is committed to:

- promoting the dissemination of Laval's artistic and literary productions throughout its territory
- developing cultural dissemination projects and exchanges with other municipalities
- providing support to extend the reputation of Laval's creators, performers and organizations, regionally, nationally and internationally
- promoting the creation of festivals and major events of a cultural nature on its territory
- assuming its role as producer in certain artistic and literary projects, by giving priority to Laval creators, performers and authors
- acquiring, developing and managing local presentation spaces and venues in partnership and in conjunction with organizations and creators
- providing recognized arts organizations with special rates for renting its presentation spaces and venues
- recognizing Alfred-Pellan exhibition hall as a major location for presenting visual arts
- offering each major artistic discipline an appropriate presentation space or venue
- promoting the emergence of joint action with the private sector, in order to develop purchase, sales and rental programs for the works of Laval artists.

In the heritage and culture field, Ville de Laval is committed to:

- developing projects and programs designed to increase knowledge and awareness of the various aspects of its heritage
- promote the complementarity of the presentation spaces and venues throughout the territory
- promote the use of heritage buildings and sites for holding cultural activities
- increasing the presentation of cultural creations at the libraries and in public places
- supporting the initiatives of museums and interpretation centres in all fields of the arts, culture and heritage
- working together with the major tourism operators in disseminating Laval's cultural products
- taking part in cultural exchanges with other municipalities, both nationally and internationally
- developing showcases making it possible to enhance Laval's wealth of resources—artwork collections, archives and artefacts—and ensuring their promotion among the general public.

Recognition and support for local vitality

Ville de Laval supports the various cultural stakeholders on its territory who are active in the fields of the arts and heritage. Its policy of assistance to organizations aims at recognizing their expertise and contribution to the community, so as to reach out to all Laval residents, without distinction. In this way, the City is keeping in step with cultural inclusion efforts.

In order to encourage the work of the various organizations, the City recognizes the importance of maintaining its grant program for arts, literary and cultural operations, production and dissemination. Laval sets the rules and regulations for its participation. The search for excellence is intended as the criteria that guides its support, from the initiation
phase to the improvement phase. The municipality’s assistance mainly focuses on professionalism and on stakeholders’ willingness to surpass expectations.

Laval respects the status of the artist as an individual as well as his contribution to the community. It will give preference to projects developed by Laval artists and will provide them with direct support in presenting activities at Maison des arts de Laval, Salle Alfred-Pellan and elsewhere on the territory. With regard to dissemination, professional organizations, creators and authors must be able to locate in places that are adapted to their specific needs. The municipality will also encourage local initiatives and will support professional organizations dedicated to heritage and museology.

In order to recognize and support the work of cultural stakeholders in the field of the arts and literature, Ville de Laval is committed to:

- recognizing the contribution of builders, creators, artists, authors and artisans as ambassadors of Laval culture
- providing creators, artists, authors and artisans with financial assistance and support in such fields as communications, marketing and management
- supporting efforts related to creation and enhancement of professional artists’ excellence by setting up residency programs
- improving the financial support obtained by artists from national institutions, such as the Conseil des arts et des lettres du Québec, Canada Council for the Arts and others
- recognizing the importance of artists of tomorrow and developing programs to support them in their growth
- maintaining a scholarship and development program for the artists of tomorrow
- maintaining an artwork acquisition program that gives priority to Laval’s creators
- providing organizations, artists and authors with facilities and specialized equipment that meet their needs.

And in the field of heritage and culture, Ville de Laval is committed to:

- recognizing the contribution of builders and defenders of Laval culture
- consolidating and improving cultural infrastructures and facilities
- offering recognized organizations advisory services and relevant expertise
- allocating financial assistance to organizations according to set standards
- offering residents technical assistance in heritage preservation and enhancement
- recognizing the library as a neighbourhood environment that promotes providing information to residents and encourages their participation
- encouraging and improving the presentation of artistic and cultural activities in the library network
- maintaining its policy of allotting space and searching for appropriate locations for housing recognized cultural organizations.

Promotion of cultural life in Laval

Promotion is a big challenge for organizations and creators, who must constantly search for efficient, effective methods of communication in order for them to quickly reach their publics, their clientele and the Laval population as well as those in other regions.

While reaffirming that the organization, the artist or the cultural contractor is mainly responsible for its (or his) own promotion, Laval has professional back-up resources that can provide it with support in this area of activity. The City intends to serve as a liaison between
the stakeholder, its (or his) cultural product and its (or his) public, so that the positive impacts enrich and enhance Laval's culture.

Over the years, Laval has set up a collection of artwork that is exhibited in municipal buildings and in various public places. This collection evidences the talent of Laval creators, and also that of authors and artists from other regions who, through their presence, have contributed toward holding various events in the community. Enhancement of this artistic and literary heritage is of the utmost importance, and measures will have to be taken to make these works even more accessible.

Similarly, Laval has natural areas, heritage sites and buildings whose rich history well deserves to be known. The City and its heritage partners also have artefacts and collections of records of great value. All efforts will be made to promote these assets, which bear witness to Laval's identity.

Beyond their main mission of informing and educating as well as providing culture and relaxation, the libraries offer proximity services and are considered to be a public service. They are truly residents' gateway to their municipality. In this regard, they meet everyone's needs for documented civic and community information and are becoming a place for welcoming and integrating newcomers.

**In the field of the arts and literature, Ville de Laval is committed to:**

- making the necessary efforts to inform residents well about artistic and literary activities in Laval
- developing a program for circulating artistic and literary productions in Laval and elsewhere
- promoting the work of artists and authors and presenting their events
- maintaining and consolidating the procedures for promoting the talent of up-and-coming artists.

**In the field of heritage and culture, Ville de Laval is committed to:**

- enhancing the distinctiveness of the urban and rural setting of the territory, through activities of a cultural nature
- developing and supporting a program to enhance historical and heritage sites as well as ethnological elements
- promoting the history of Laval through geographic place names
- promoting the library as the main source of information and support for documentation
- integrating the library in Laval's promotional strategy as an important component of the quality of life that the City offers its residents
- supporting the library in its role of promoter of present and emerging information technologies and supplier of electronic information
- making the library a place of welcome and integration for newcomers
- developing programs for promoting reading and culture
- promoting the creation of tools to ensure the development and enhancement of sciences and technologies
- integrating Laval's cultural wealth into the City's tourism promotion strategy.
**Facilitation and increasing awareness of culture**

Frequently visiting an exhibition hall, a theatre or a library, stopping to admire a work of art, strolling in the heart of a historical district or along the riverbanks surrounding Île Jésus—all this contributes toward improving residents' quality of life. This culture must form part of their day-to-day life.

Each neighbourhood in the City is abounding with significant elements that bear witness to a history that well deserves to be known. To ensure that all residents appropriate the true meaning of this wealth that surrounds them, cultural inclusion forms an integral part of our orientation.

The first cultural reflex generally comes through the family and in the school environment. The municipality therefore wants to focus its efforts especially on children and adolescents, by increasing the awareness not only of the young public but also that of the members of each family.

Families also count on the library as a form of educational support. This service limits school dropouts while encouraging children to adopt reading habits at the earliest age, in addition to helping the municipality play its “city of learning” role.

**In order to fully carry out its role, and therefore make culture accessible to everyone, Ville de Laval is committed to doing the following, in the field of the arts and literature:**

- being attentive to residents and orienting them toward the product that corresponds to their interests
- supporting Laval organizations, by recognizing the importance of their role in initiation and awareness with regard to the arts and literature
- developing a policy to integrate art into Laval residents' living environment, and particularly in the facilities of public squares and public buildings
- promoting openness to new art trends, and particularly among adolescents
- setting up and managing venues for creation throughout the territory
- reaffirming the importance of developing youth-oriented programs to disseminate art.

**In the field of heritage and culture, Ville de Laval is committed to:**

- supporting organizations presenting cultural facilitation and awareness projects in public places and on heritage sites
- increasing residents' awareness of the history of their street, their neighbourhood and their living environment and creating projects relating thereto
- developing and supporting cultural dynamics in the various neighbourhoods and making sure that the libraries play a leading role
- setting up cultural activities, including some educational ones
- maintaining free basic services at the libraries: membership, library loans, on-site consultation and reference services as well as access to the Internet and multi-service workstations
- supporting the cultural development and education of each Laval family member
- pursuing the development and diversification of services offered at the libraries and promoting access to electronic resources through the virtual library
- taking part in various heritage and science popularization projects
o providing services at times in the day and week that meet residents' needs
o developing and disseminating heritage and science awareness and initiation programs (including some educational ones) for Laval residents, with the priority focus on youngsters, but also on other specific publics as well.

Research, creation and preservation

Artists and authors generate new ideas; the way they look at the world stimulates the development of our community. Cultural research and creation are synonymous with experimentation and innovation, and also with preservation. This expertise comes within Laval's efforts and, for a number of years now, characterizes all the City's involvement in this regard. Laval must step up ways and means of improving knowledge and experimenting with new techniques, and must integrate them within an orientation focusing on betterment. In all cultural fields, special attention must also be paid to our successors.

Laval intends to set up and maintain a system of cultural intelligence, in order to constantly be aware of new developments.

The City is growing, developing and producing a great many publications, shows, exhibitions and events that bear witness to their times. Preservation of this cultural heritage depends on the preservation of archival records, old books, artefacts and accounts of bearers of tradition, and also on the creation of artistic productions.

In order to encourage cultural research, creation and preservation, Ville de Laval is committed to the following, in the field of the arts and literature:

o contributing toward enriching knowledge and increasing awareness of contemporary trends in the field of the arts and literature
o allowing professional artists to develop and experiment with new techniques and new materials, on premises set up for this purpose
o supporting the training and development needs of the organizations, artists and authors who are striving for excellence
o taking part in the financing of group projects of Laval artists and authors in relation to research, creation and production
o developing exchanges with artists and authors from other municipalities and other provinces
o contributing toward preserving and enhancing past and future Laval productions, within a sustainable development approach
o setting up and maintaining a cultural intelligence system that embraces all trends
o consolidating the development of artists of tomorrow, through a mentorship approach.

In the field of heritage and culture, Ville de Laval is committed to:

o pursuing research and improving heritage knowledge
o supporting heritage preservation and enhancement initiatives in keeping with sustainable development principles
o promoting recognition, preservation, protection and enhancement of the invaluable historical, architectural, natural, archeological and ethnological heritage assets identified by the municipality
preserving specialized resource materials and related professional services in an accessible location
ensuring the preservation of private archives, taking into account the urgency of moving into action, historical interest and the possibility of acquiring such archives
pursuing the implementation of regulatory and incentive measures in "village cores", "designated rural complexes" and on specific assets of heritage interest
supporting museology studies and projects
preserving the value of natural landscapes within an environmental perspective
collaborating on projects involving specific studies, in partnership with organizations and stakeholders in the academic world
setting up and maintaining a cultural intelligence system in order to be constantly aware of new developments.

**Partnership and joint action**

Although Ville de Laval recognizes and assumes its role as master over its own cultural development, it must call upon partners in the environment. From now on, culture is part of its entirety, with an offer of services and varied activities that orient the City's actions. The entire environment is being called upon to join forces and take action in order to contribute toward the growth of all aspects of Laval culture. The City doesn't want to take the place of the other stakeholders; however, the complementarity of its actions must involve a spirit of mutual assistance and interaction.

Laval is maintaining its dialogue approach with its Conseil de la culture and its two advisory committees: the Commission consultative des arts et de la littérature and the Commission consultative du patrimoine et de la culture; moreover, it is stepping up this interaction by developing exchange and disciplinary–interdisciplinary poles, grouping together the creators, professional artists and the stakeholders in the heritage and museology fields.

Since cultural life is a basic component in developing the tourism of an entire region, Laval will undertake special efforts with its tourism partners. The municipality must also make it possible for the business community to become familiar with various cultural practices and promote all public-private partnerships. Similarly, Laval wants to explore new sources of funding for culture, together with public bodies, such as the Conférence régionale des élus de Laval, the Conseil des arts et des lettres du Québec, the Canada Council for the Arts, the Québec government's Ministère de la Culture et des Communications, the Canadian government's Department of Canadian Heritage and many other organizations.

Moreover, the City believes that the affirmation of its leadership depends on setting up a network that will enable it to exchange with other municipalities. This orientation is designed to establish a partnership and joint action between the various stakeholders, in keeping with national policies and programs.

**In order to promote this approach, Ville de Laval is committed to doing the following in the field of the arts and literature:**

- exploring new sources of financing for culture, together with various public bodies
- strengthening its collaborative efforts with the school community as a whole
- promoting a partnership between the artists, authors and the business world, and stimulating the private sector's commitment to cultural life
- generating joint action and supporting mentoring initiatives between the organizations and the artists
- consolidating its partnership with Laval's media
- affirming its leadership through networking, in order to step up exchanges with other cities
- pursuing and improving its public art integration program within its urban facilities and developing partnerships with the private sector for this purpose.

**And in the field of heritage and culture, Ville de Laval is committed to:**

- exploring new sources of funding for culture with public bodies
- ensuring the integration of cultural considerations into its urban development plan and all municipal policies
- giving preference to joint action with its major cultural partners in the areas of promotion, dissemination, production and research
- maintaining and developing agreements with public and private organizations for supporting Laval culture
- developing a partnership between municipal cultural bodies, on the one hand, and educational institutions at the college and university levels, on the other
- consolidating its partnership with Laval media
- developing a partnership with tourism stakeholders.

**Conclusion**

Cultural identity nourishes a municipality's soul. Much more than a passion that vitalizes artists and the public in general, culture is a foundation stone, part of the fabric of a society, a lever for the development of hard skills (expertise) and soft skills (people-oriented skills).

In producing this second edition of its cultural policy, Laval recognizes that its development is based on a strong culture that respects the values of residents in general and the artistic community, and that preserves the memory of traces of its past. This approach is definitely a way of guaranteeing cultural prosperity as well as social, economic, educational and tourism progress.

In the process of revising this policy, Ville de Laval was able to take note, once again—in listening to the various cultural stakeholders on its territory—of the scope of the accomplishments of the artists, creators, bearers of tradition, defenders of our heritage and standard-bearers of science, reading and information. The consultations and exchanges that took place around the major orientations of this policy made it possible to go beyond mere dialogue and arouse an awareness of the new needs of the members of the community, so that they and the City could come together and focus on common orientations.

In affirming, loud and strong, the values and pride that are its fellow residents' driving forces, Laval is aiming at ideals that strengthen residents' sense of belonging. It is offering the community a new social project, a frame of reference that will succeed in mapping out its involvement in the arts, literature, heritage and the library.

All Laval residents are invited to adhere to this vision of “Laval today” and the commitments that the City is making to promote its cultural development. This policy-based will to continue along this path and go even further is henceforth positioning Laval as a city of culture—a culture that is alive and forward-looking.