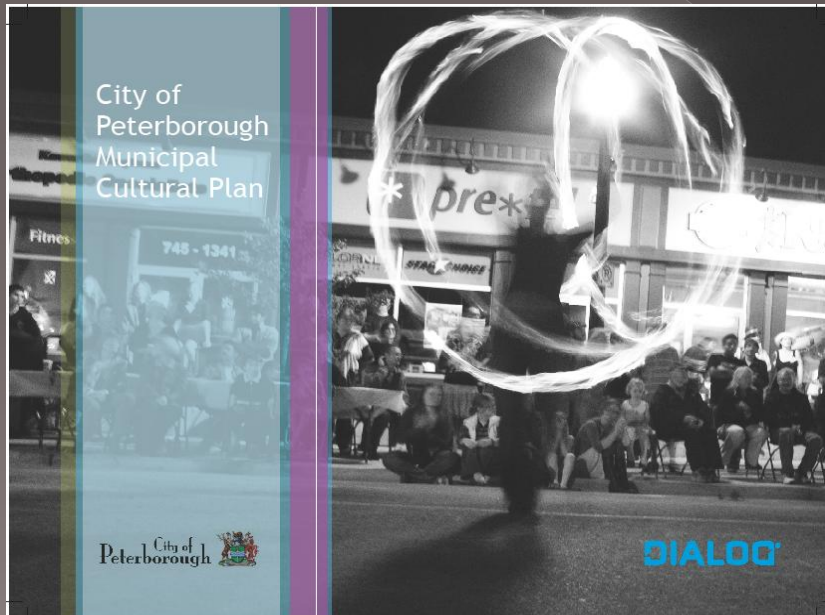# MUNICIPAL CULTURAL PLANNING AND CULTURAL MAPPING

A Municipal Cultural Plan

- A Strategic plan that identifies existing cultural strengths and resources

- A share strategic vision about how to harness and build upon and strategic directions to develop these

"Cultural Planning for Creative Communities" Definition

- *"shaping, developing and enhancing the economic future of your municipality. It is about place and place-making. It's about identifying and harnessing all of the cultural assets and resources in your community. It's about strengthening and developing the arts and artisans. It's about changing how communities do business and make decisions. It is about becoming a Creative Community".*

Addresses all four pillars of sustainability: cultural, social, environmental and economic

- Cultural distinctiveness, local identity and civic pride
- Social inclusion and safety
- Environmental awareness and stewardship of natural heritage and built heritage
- Strengthens local creative economy

PLACEMAKING and economic sustainability

- The new economy - investing in and developing the existing resources within our own communities and our region

Cultural Planning Steps?

1. **Cultural Mapping** – identifying cultural resources

2. **Creation of the Cultural Plan**

   Research, Community Input and Stakeholder Participation + Collaboration and Partnerships

3. **Implementation, Evaluation & Updating**

   Municipal Role – working to integrate culture in plans, policies and programs to help build local cultural capacity

CULTURAL MAPPING

Why Cultural Mapping?

- To identify and locate local cultural resources

- To analyze cultural resources and the impacts of cultural policies and programs

- To improve our understanding about local cultural capacity and future potentials

Cultural Resources

Creative Cultural Occupations
- Editors
- Graphic Designers
- Writers
- Musicians
- Architects
- Designers
- Photographers
- Actors

Creative Cultural Industries
- Libraries and Archives
- Radio and Television Broadcasting
- Architecture
- Pottery and Ceramics
- Photography
- Theatre Companies
- Commercial Galleries
- Publishing Industries
- Film/Video/Sound Recording

Community Cultural Organizations
- Community Arts Organizations
- Historical and Genealogical Societies
- Aboriginal (Cultural) Organizations
- Multicultural (Cultural) Organizations

Spaces & Facilities
- Digital and Media Studios
- Libraries and Archives
- Design Studios
- Theatres
- Performing Arts Facilities
- Museums
- Art Galleries

Festival & Events
- Film Festivals
- Multicultural Festivals
- Performing Arts Festivals
- Gallery and Studio Tours
- Public Art Tours
- Cultural Heritage Tours

Natural Heritage
- Farms and Orchards
- Parks
- Botanical/Zoological Gardens
- Conservation Authorities

Cultural Heritage
- Buildings
- Cemeteries
- Archaeological Sites
- Historic Sites
- Heritage Districts

Intangible Assets
- Stories
- Customs
- Oral Traditions
- Place Names
- Ceremonies

Two Types of Cultural Resources

- The tangible cultural resources such as art and cultural organizations, festivals, historical sites and museums

+

- The intangible aspects of culture – the unique stories and traditions that serve to define a community's sense of place and identity.

Mapping Tangible Cultural Resources

- The creation of an inventory of resources

- Gathering and verifying accurate coordinates or addresses for mapping

- Categorizing and coding to depict cultural resources in a meaningful way

- Using various graphical formats to portray related information
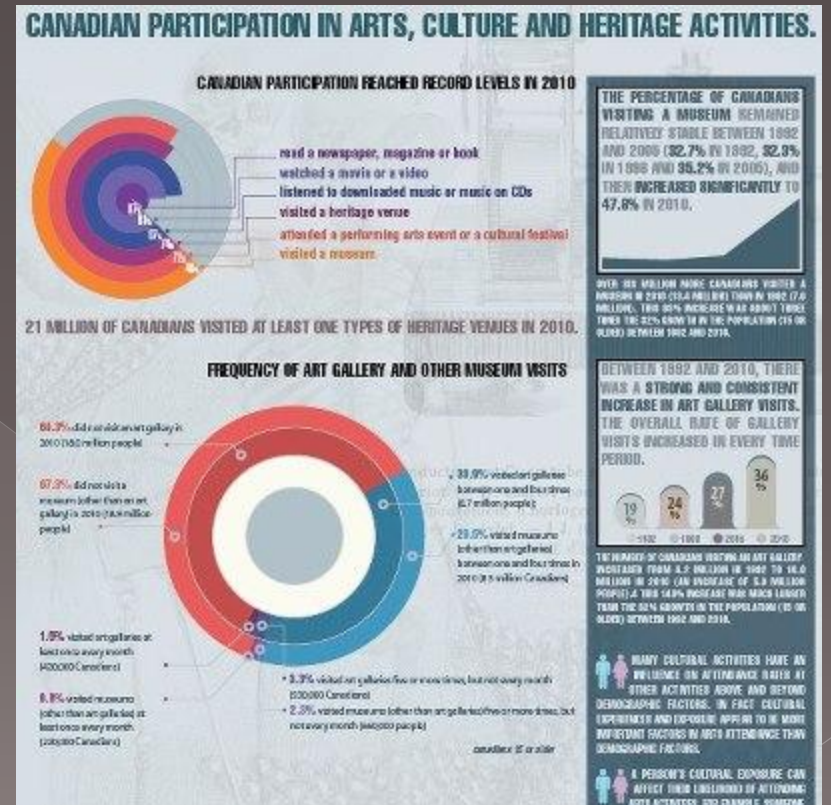
- Cultural mapping as a tool for analysis

North American Industry Classification System

•Arts, Entertainment and Recreation (NAICS 71)

•Information and Cultural Industries (NAICS 51)

- Local government can play an important role in maximizing future opportunities by helping to develop the collective creativity of the community

- Celebrating our unique local culture leads to in community improvement

… thank you