

STAFF

REPORT:



REPORT TO: Council
MEETING DATE: April 12, 2010
REPORT NO.: SPS.10.05
SUBJECT: Regional Cultural Mapping Project
PREPARED BY: Peter Tollefsen, Director of Special Projects (Sustainability)

A. Recommendations

THAT Council receive the Staff Report SPS.10.05 titled "Regional Cultural Mapping Project" for information purposes.

B. Background

The Town was approached last June by the Coordinator of Arts & Culture Collingwood to participate in a Regional cultural mapping project. The Town of Collingwood had submitted an application for funding from the Communities In Transition program with the Ministry of Economic Development, as part of the Regional Economic Development Strategy. The Province had indicated that their chances of success would be increased if they took a joint regional effort, so we were approached as well as Wasaga Beach and Clearview. It's 100% dollars. They/we were successful in the application and have got \$24,900.00 for the Regional Cultural Mapping Project.

Staff reported to the Planning & Building Committee on March 1, 2010 that cultural mapping builds a GIS base of information and knowledge about local cultural resources, see attached staff report in Appendix A. Council received the report and endorsed participation in the project.

The purpose of this report is to update Council:

A Request for Proposals (RFP) was circulated and 6 firms made submissions. Two companies were interviewed by the Steering Committee and the firm of AuthentiCity chosen. Dr. Greg Baeker of AuthentiCity is the project lead and is a senior consultant, recognized as an expert in integrated cultural planning approaches to city building, with experience doing cultural mapping. Greg Baeker's team includes The Breken group/YLM for data collection, Millier Blais Dickinson for the economic analysis portion and the Applied Geomatics

Research Group (AGRG) for GIS consultation. You can see Greg's company information here <http://mappingauthenticity.com/> .

Attached is a discussion by the consultant on The Regional Economic Context, with the purpose and Objectives of the Project, in Appendix B. Also attached is the Process and schedule chart in Appendix C. We will be having community meetings in June. The Steering Committee is putting together a Communications Plan and will be reporting back to Council on that.

C. The Blue Mountains' Strategic Plan

The Regional Cultural Mapping Project meets Goal 3 *"Preserving and enhancing natural and environmental features, and cultural heritage of the community"* and Goal 4 *"Supporting the development of social and recreational programs to meet the broad range of needs in the community."*

D. Environmental Impacts

Enhancing and promoting the Town's cultural assets is good for the social environment of the community.

E. Budget Impact

Not significant. Staff time overseeing the project and gathering information for the cultural map.

F. Attached

Appendix A – Staff report No.SPS.10.02 "Regional Cultural Mapping Project" dated March 1, 2010.

Appendix B – The Regional Economic Context.

Appendix C- Process and Milestones.

Respectfully submitted,

Peter Tollefsen, Director of Special Projects (Sustainability)

For more information, please contact:

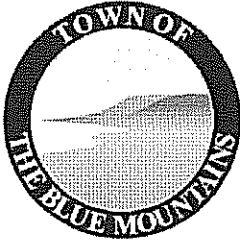
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Appendix A

STAFF REPORT: PLANNING & BUILDING COMMITTEE



REPORT TO: Planning & Building Committee
MEETING DATE: March 1, 2010
REPORT NO.: SPS.10.02
SUBJECT: Regional Cultural Mapping Project
PREPARED BY: Peter Tollefsen, Director of Special Projects (Sustainability)

A. Recommendations

THAT Council receive the Staff Report SPS.10.02 titled "Regional Cultural Mapping Project"; and,

THAT Council endorse participation in the Regional Cultural Mapping Project.

B. Background

The Town was approached last June by the Coordinator of Arts & Culture Collingwood to participate in a Regional cultural mapping project. The Town of Collingwood had submitted an application for funding from the Communities In Transition program with the Ministry of Economic Development, as part of the Regional Economic Development Strategy. The Province had indicated that their chances of success would be increased if they took a regional approach, so we were approached as well as Wasaga Beach and Clearview. It's 100% dollars. They/we were successful in the application and have got \$24,900.00 for the Regional Cultural Mapping Project.

Cultural mapping is a feature of municipal cultural planning. It helps build a base of information and knowledge about local cultural resources. It is a systematic approach to identifying and classifying a community's cultural resources. This is not a report or study it is the development of interactive GIS based software that can be on the Town's web site for everyone's use. It can be loaded with many kinds of data that can then be unpacked, isolated and reconfigured. The choice ranges from an artist's hand-crafted rendering to a sophisticated, hyper-linked, web-ready, multi-media compendium. A map has greater potential than an inventory. A graphic map communicates rapidly and in a holistic fashion. You may wish to visit the web page for the City of Winnipeg's cultural map: <http://www.winnipegculturalmap.ca/map> . Also see attached Appendix A - A Potential Cultural Mapping System For Ontario, page 5. Also see attached Appendix B – Some Uses of Cultural Mapping as well as Appendix C – an article from Municipal World.

A Steering Committee has been formed with representation from all four municipalities. The Committee has two co-chairs (Collingwood and The Blue Mountains). A Request For Proposals (RFP), containing the Terms of Reference, has been put together and is attached as Appendix D. It was issued February 5, 2010 and closes February 26.

This project would be a worthwhile endeavour as staff feel the Town should be doing a Municipal Cultural Plan in the future and the cultural mapping tool is an important component. Even if we do not do a Cultural Plan this type of mapping has a number of broad uses or applications in the community such as the development of planning and policy, leisure services planning, economic development + tourism and public access to cultural content. It has been brought up at the Integrated Community Sustainability Plan working group sessions as a good tool for the Municipality to develop.

C. The Blue Mountains' Strategic Plan

The Regional Cultural Mapping Project meets Goal 3 *"Preserving and enhancing natural and environmental features, and cultural heritage of the community"* and Goal 4 *"Supporting the development of social and recreational programs to meet the broad range of needs in the community."*

D. Environmental Impacts

Enhancing and promoting the Town's cultural assets is good for the social environment of the community.

E. Budget Impact

Not significant. Staff time overseeing the project and gathering information for the cultural map.

F. Attached

Appendix A – A Potential Cultural Mapping System for Ontario by Greg Baeker ,
May 2009.

Appendix B – Some Uses of Cultural Mapping taken from “Cultural Mapping
Toolkit” creativecommons.ca

Appendix C – Culture, Authenticity, Place by Greg Baeker and Jean Hanna,
Municipal World February 2009.

Appendix D – Request For Proposals For Regional Cultural Mapping Project

Respectfully submitted,

Peter Tollefsen, Director of Special Projects (Sustainability)

For more information, please contact:

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Appendix B

Regional Cultural Mapping Project

The Regional Economic Context

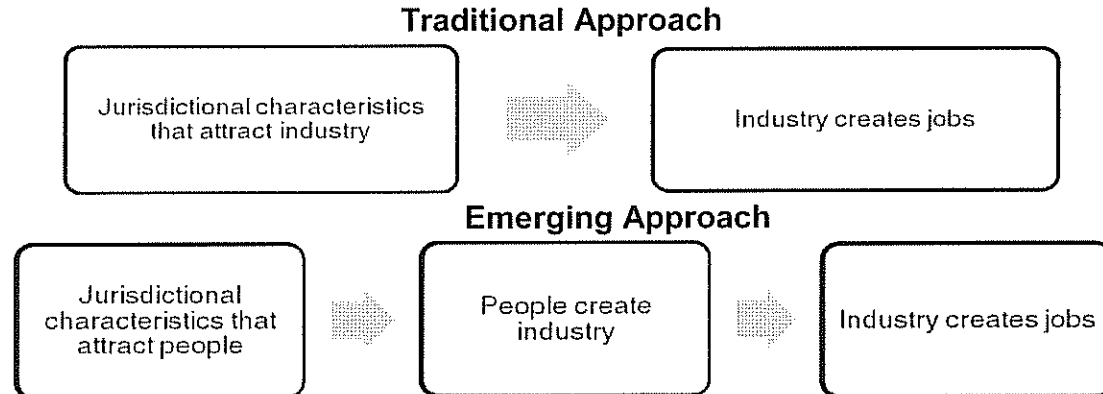
Like many parts of Ontario, the region encompasses the Towns of Collingwood and Blue Mountain, Clearview Township and Wasaga Beach is experiencing a major shift in its economic base and the need for new economic development assumptions and strategies to support this transition. The RFP notes that initial research suggests a shift towards small business, focused on tourism, health and professional services – in short some of the defining characteristics of a creative economy. The Regional Economic Development Strategy will be aimed at diversifying the economy and defining new opportunities for business growth and investment and to maintain and grow local employment opportunities.

Recent studies of the creative economy in Ontario have demonstrated the strong role played by culture in generating new sources of wealth creation and employment. Certainly the expanding creative cultural industries – one of the most rapidly expanding economic sectors in many jurisdictions – play an important role. So do opportunities stemming from cultural tourism, one of the fastest growing segments of the international tourism industry.

However, at AuthentiCity we believe that one of the most important long-term contributions of culture to local economies is the role it plays in enhancing quality of place. In a world of a highly mobile labour force, 'place matters.' Recent research by the Martin Prosperity Institute on quality of place as an economic driver has examined the importance of beauty and aesthetics as an attractor for creative talent.¹ Findings confirm that perceived beauty or aesthetic character of a location has a positive and significant effect on perceived community satisfaction. It is one of the most significant factors alongside economic security, good schools, and the perceived capacity for social interaction. The study also found that community-level factors were significantly more important than individual demographic characteristics in explaining community satisfaction.

The scenic beauty of the area, its unique natural and cultural heritage assets, strong recreational lifestyle together with the growth of cultural activities is proving an important magnet for talent and investment. Quality of place and affordability has attracted many artists from all disciplines. An abundance of galleries, numerous studio tours, arts organizations and cultural events enhance the area.

¹ *Beautiful Places: The Role of Perceived Aesthetic Beauty in Community Satisfaction*. Working Paper Series: Martin Prosperity Research. Prepared by: Richard Florida, University of Toronto, Charlotta Mellander, Jönköping International Business School, Kevin Stolarick, University of Toronto March 2009



Municipal Cultural Planning Opportunities

The RFP notes the strong policy and planning statements related to cultural development in all four municipalities:

- Town of Collingwood Strategic Plan-Goal: *Enhance our Art, Cultural, Heritage and Recreation Opportunities.*
- Town of Collingwood Arts and Culture Strategy-Leisure Services Master Plan: *Improve communication and coordination in the arts and culture sector; Identify facility requirements to support art and cultural development.*
- Town of Blue Mountain Strategic Plan-Goal: *Preserving and Enhancing environment and natural features and cultural heritage of the community; supporting the development of social and recreation programs to meet the broad range of needs in the community.*
- Clearview Township Strategic Plan-Goal: *Preserving and Sustaining Clearview Township's natural, cultural and built heritage.*

The cultural mapping project holds enormous potential to 'jump start' municipal cultural planning initiatives and opportunities in the region – both in individual municipalities and collaboratively as a region. The mapping project will certainly build a strong shared base of information on cultural assets as well as complete initial economic analysis to inform future municipal cultural planning efforts. However, even more important is the opportunity to build the shared vision and understanding across municipal departments and across government, business and community partnerships that is fundamental to success in municipal cultural planning.

Purpose and Objectives of the Project

The stated purpose of the regional cultural mapping project is to build upon the assets of the four communities, guide economic development decision-making, and facilitate investment attraction and economic growth in the region.

More specifically the objectives identified for the project are to:

1. Complete an inventory of the Region's cultural assets – here three specific and important outcomes have been identified:
 - Inform the Regional Economic Development Strategy
 - Increase awareness of the Region's cultural assets
 - Strengthen culture's links to economic development, tourism and land use planning.

To these outcomes we would add a fourth, which is to build a base of information to support stronger networks and collaboration among cultural groups of all kinds in the region.

2. Establish a cultural resource framework and protocols for the cultural data that allows it to be integrated into the municipal GIS (ESRI).
3. Identify the tools and systems necessary to update and sustain the mapping system over time
4. Develop actions for future municipal cultural planning and decision-making based on analysis and results of the cultural map.

The Request for Proposals places a strong emphasis on *community engagement* in undertaking the project. We see this engagement as critical not only to the successful completion of the cultural map and inventory, but to mobilizing the awareness and engagement that will be vital to sustaining and expanding the cultural mapping system over time.

Appendix C

Regional Cultural Mapping Project - Process and Milestones	
Process and Tasks	Dates
Start Up	Week of March 22
Conference Call and Start Up	26-Mar
Start Up Meeting with Steering Committee	Week of March 29
Consolidate Baseline Mapping Data	Week of April 5
Acquire and Code Info Canada Data	Week of April 12
Produce Data Summary Reports	Week of April 26
Review of Data by Sub-Group of Steering Committee	Week of April 26
Integrate Local Data Sources	
Geocode Data for Map Production and Importing to Municipal GIS	
Economic Analysis	Week of April 12
Acquire Data, Analyze and Produce Economic Analysis	
Generate Summary Reports and Maps	Week of April 26
Produce Summary Mapping and Economic Analysis Reports	Week of April 26
Consult on Format and Content for Map Production	Week of May 10
Produce 5 Summary Maps (1 per municipality + one regional map)	
Community Engagement	Week of March 29
Prepare communications materials	Week of April 5
Research and develop social media strategy	Week of April 12
Implement social media strategy	To Be Determined
Organize and Convene Four Community Meetings	
Produce Final Report and Presentation	Week of July 12
Produce final report	Week of July 26
Prepare and present final regional presentation	