

STAFF REPORT: PLANNING & BUILDING COMMITTEE



REPORT TO: Planning & Building Committee
MEETING DATE: June 7, 2010
REPORT NO.: SPS.10.09
SUBJECT: Regional Cultural Mapping Project
PREPARED BY: Peter Tollefsen, Director of Special Projects (Sustainability)

A. Recommendations

THAT Council receive the Staff Report SPS.10.09 titled "Regional Cultural Mapping Project".

B. Background

The Town was approached in June, 2009, 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.

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.

In March 2010 Council endorsed participation in the project. Staff were able to update Council in April that the Steering Committee, made up of staff representatives of the four municipalities, selected Dr. Greg Baeker of AuthentiCity as the project lead.

The purpose of this report is to update Council on the regional Cultural Mapping project. Staff have been working with the consultant to populate the project web site with names and addresses of everything from Art/dealers, Art Studios, Museums, Musical groups and events.

A Media Release has been prepared and is attached as well as a Flyer advertising the upcoming Public Workshops.

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.

They/we were successful in the application and have got \$24,900.00 for the Regional Cultural Mapping Project.

F. Attached

Appendix A – Media Release dated May 17, 2010

Appendix B – Flyer for the upcoming Public Workshops.

Respectfully submitted,

Peter Tollefsen, Director of Special Projects (Sustainability)

For more information, please contact:

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South Georgian Bay, ON - The South Georgian Bay Cultural Mapping Project is an ambitious project being undertaken collaboratively by the Towns of Collingwood, The Blue Mountains, Wasaga Beach and Clearview Township. The project is a component of a Regional Economic Development Strategy and is funded by the Ontario Ministry of Economic Development and Trade through its Communities in Transition Initiative.

The South Georgian Bay Cultural Mapping Project joins leading communities across Canada in recognizing the role of cultural mapping in supporting local economic development through culture. In Ontario, municipalities that have launched cultural mapping projects include Hamilton, Vaughan, Windsor-Essex and the Region of Durham.

Cultural mapping is a process for systematically identifying and recording local cultural assets and making them better known to the community and to visitors. These assets come in two forms. The first is *tangible assets* of all kinds – non-profit cultural groups, for-profit cultural businesses or creative cultural industries, cultural heritage, natural heritage, festivals and events, spaces and facilities, and more. The second is *intangible assets* – important stories of people, places and events that have shaped the unique identity of the community.

Among the many benefits of mapping: it helps increase community awareness and promotion of local culture to residents and tourists; it strengthens networks and collaboration among cultural, community and business groups; and it supports municipalities in enhanced planning and decision-making.

All over the world, creativity and culture are more and more being seen as powerful tools to renew local economies. Leading cultural mapping and cultural planning practitioner and Project Consultant Dr. Greg Baeker says, “I had the pleasure of speaking at the Georgian Triangle Development Institute’s annual conference in 2008 to talk about the power of cultural mapping as a local economic development tool. To see this project realized and cultural mapping being undertaken as part of the larger economic development strategy is very exciting and puts the *South Georgian Bay Cultural Mapping Project* in the forefront of cultural mapping practices in Ontario.”

Public workshops will be held in each community to introduce the project and present preliminary maps and findings. All are welcome to attend. RSVPs are requested to Tanya Mazza (705) 445-7450 ext. 234, for any of following dates:

Wednesday, June 9	9: 00 a.m.-11:00 a.m.	Wasaga Beach, Wasaga Beach Town Hall, Classroom
Wednesday, June 9	6:30 p.m.-8:30 p.m.	The Blue Mountains, Beaver Valley Community Centre, Thornbury
Thursday, June 10	9:00 a.m.-11:00 a.m.	Collingwood, Collingwood Public Library
Thursday, June 10	6:30 p.m.-8:30 p.m.	Clearview Township, Clearview Township Council Chambers, Stayner

A website for this exciting project is underway, visit www.georgianbaymappingculture.com

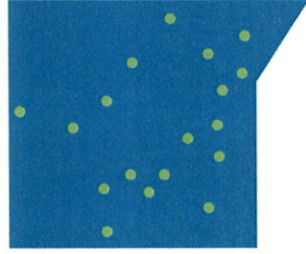
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Tanya Mazza, Arts and Culture Office
Town of Collingwood (705) 445-7450 ext. 234 or tmazza@collingwood.ca



Putting Culture on the Map

South Georgian Bay
Cultural Mapping Project



You're invited to help put culture on the map!

Community Workshops: June 9-10, 2010

This project is funded by the Ontario Ministry of Economic Development and Trade through its Communities in Transition Initiative.



The **South Georgian Bay Cultural Mapping Project** is a collaborative project of the Towns of Collingwood, The Blue Mountains, Wasaga Beach and Clearview Township, to identify and record local cultural assets. Cultural mapping is considered a foundation of municipal cultural planning and an important economic development tool. This project is part of a Regional Economic Development Strategy.

Join Project Consultant, **Dr. Greg Baeker** of AuthenticiCity, a nationally-recognized leader in cultural mapping and integrated cultural plans for communities. Come to any one of four community workshops to:

- ✓ Learn about cultural mapping
- ✓ See the maps in progress
- ✓ Here about the findings for each community and the region
- ✓ Discuss strengths and challenges
- ✓ Help identify additional sources of cultural data

Workshop Dates and locations:

Date	Time	Venue
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Anyone is welcome to attend the workshops. If you can't make it to the one closest to you, please feel free to attend any workshop that fits your schedule.

Please RSVP to:

Tanya Mazza,
Arts and Culture Office
Town of Collingwood
(705) 445-7450 ext. 234 or tmazza@collingwood.ca

A website for this exciting project will be underway soon, visit www.georgianbaymappingculture.com