



## Cultural Planning Workshop

City of Victoria

Presented by Greg Baeker, *Director of Cultural Development*

December 18, 2015



Cultural Planning Workshop

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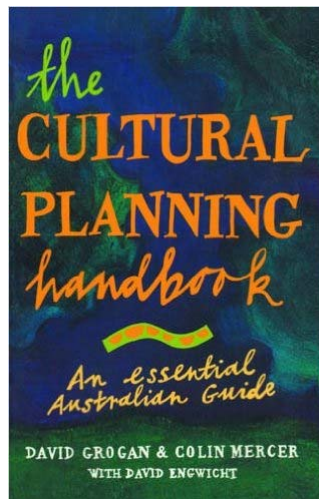
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# Elements of Cultural Planning

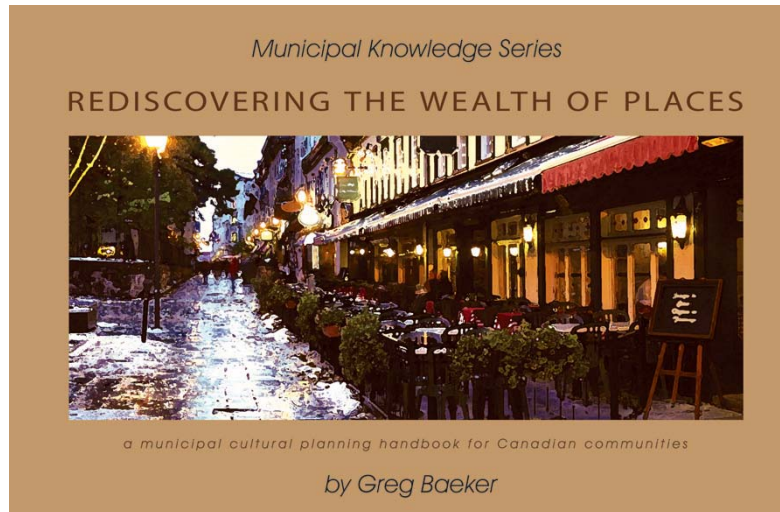
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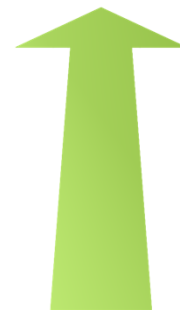


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## Cultural Planning

- Developing a shared vision and framework for action
- Integrating culture into municipal planning and decision-making
- Anchoring a new mindset on culture
- Building networks and capacity to realize opportunities
- Establishing strategies to sustain community engagement





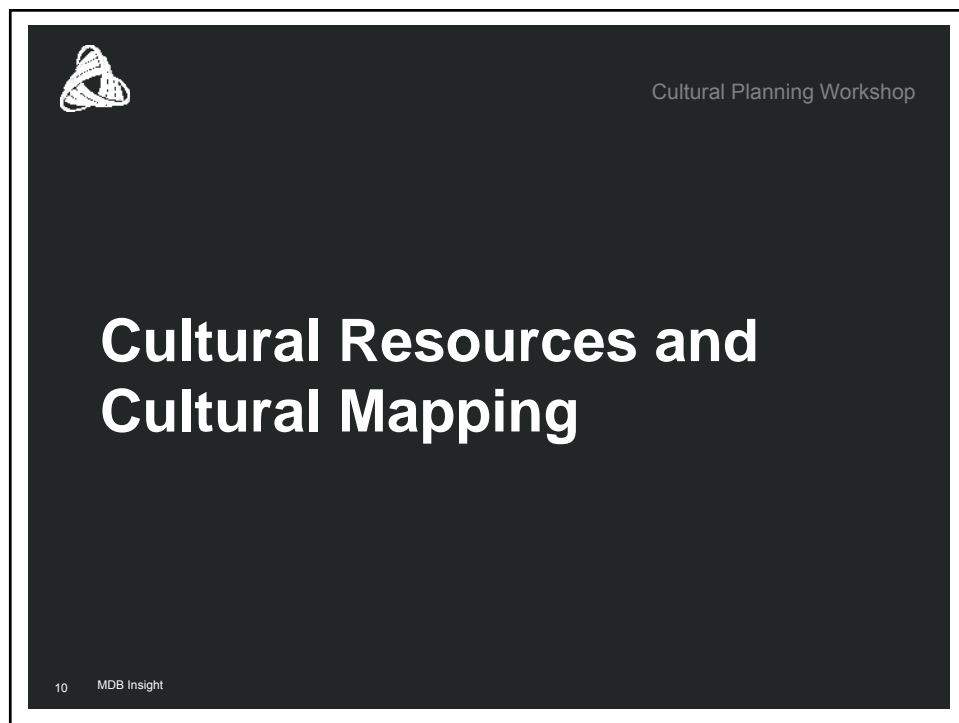
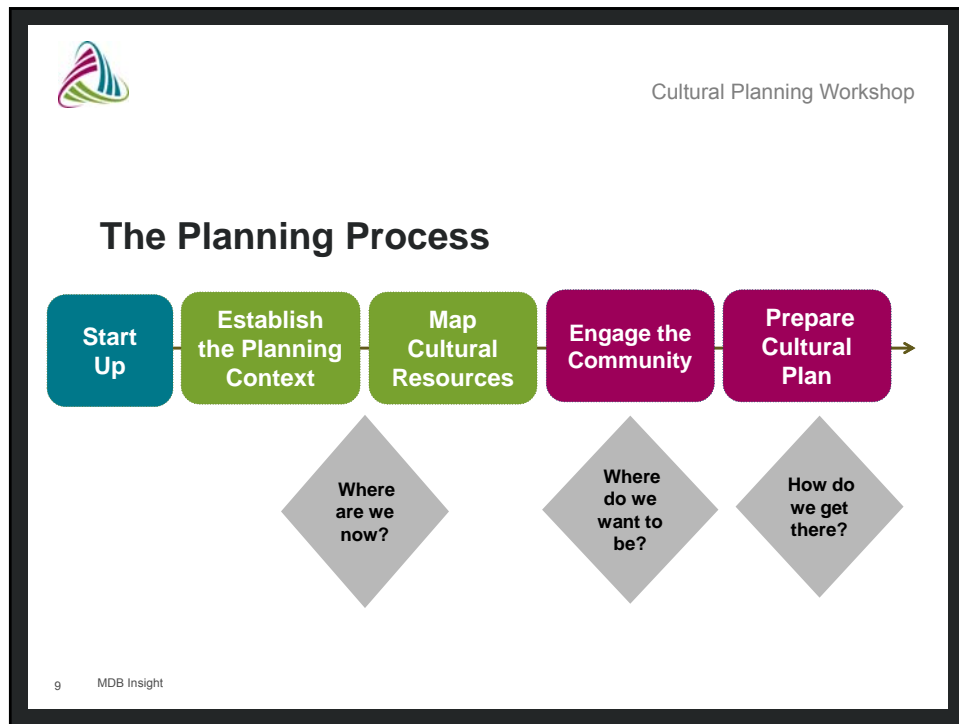
## Cultural Planning Definition

- Cultural planning is a government-led process for
  - Identifying and leveraging a community's cultural resources
  - Strengthening the management of those resources,
  - Integrating cultural resources across all facets of local government planning and decision making.
- Cultural planning is part of an integrated, place-based approach to development that takes into account four pillars of sustainability: *economic prosperity, social equity, environmental responsibility and cultural vitality.*



## Sample Cultural Plans

- **Small Rural:** Prince Edward County, Minto, Springwater; East Gwillimbury, Dysart/Haliburton, Midland, Gravenhurst, Stony Plain (Alberta), Kawartha Lakes, Mississippi Mills, Minto, Mississippi Mills ....
- **Mixed Rural/Urban:** Oxford County, Orillia, Region of Niagara, Chatham-Kent, Hastings County and Quinte Region, Aurora, West Kelowna (BC), Coquitlam (BC), Wood Buffalo (AB) ....
- **Larger Urban:** Toronto, Hamilton, Oshawa, Oakville, Richmond Hill, Vaughan, Mississauga, Saskatoon, Regina, Calgary





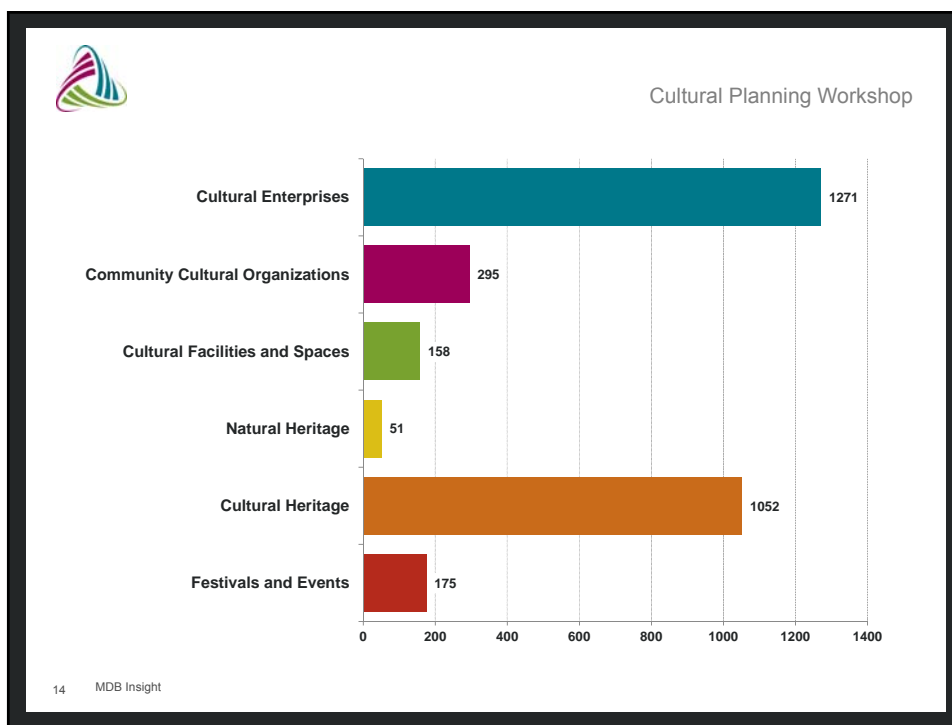
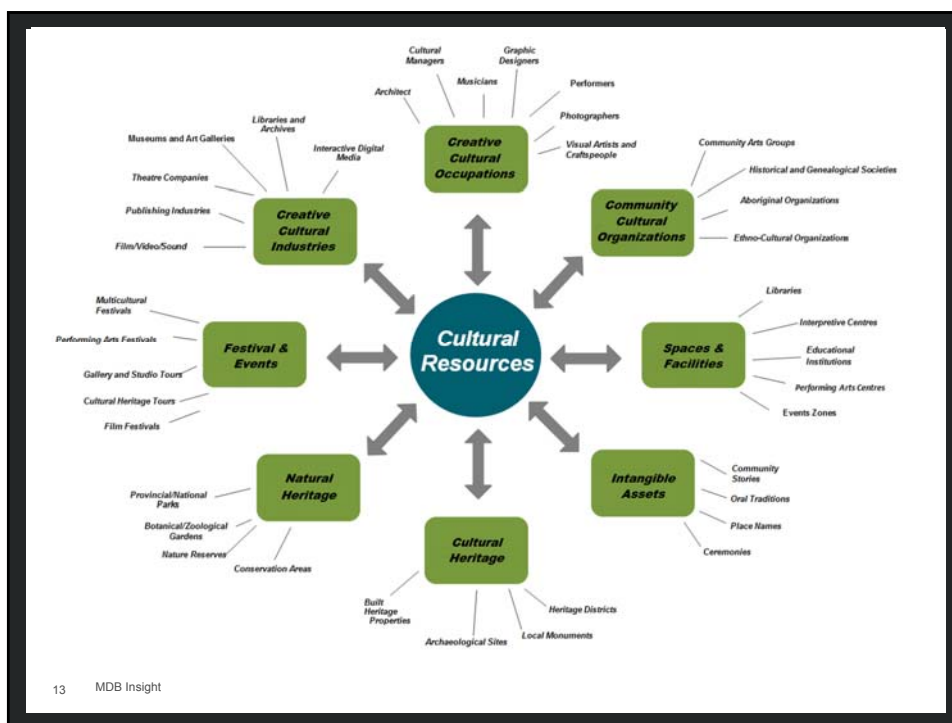
## What is Cultural Mapping

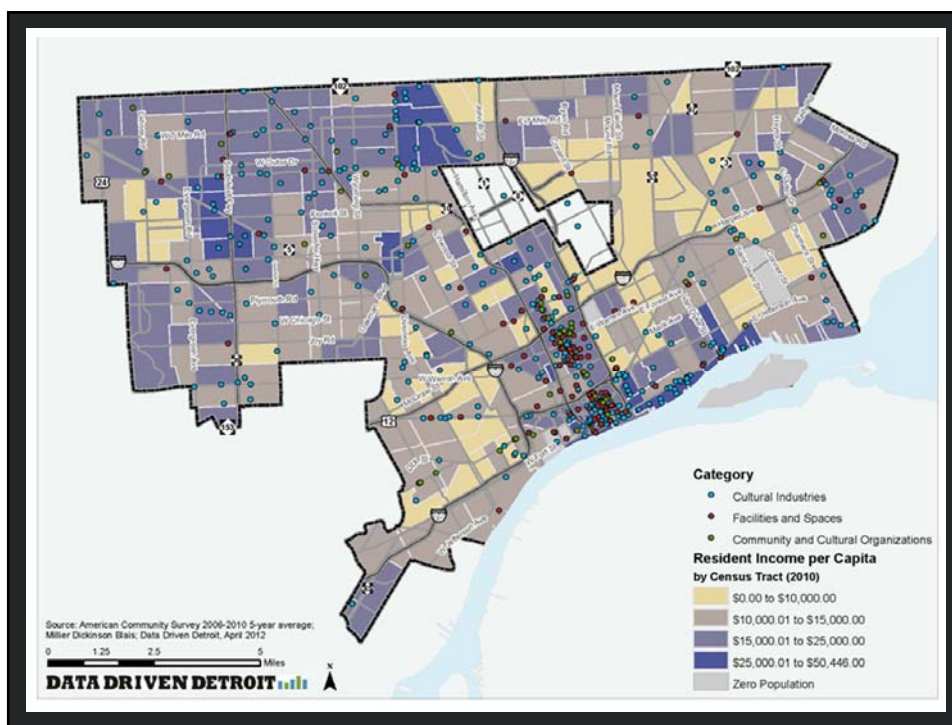
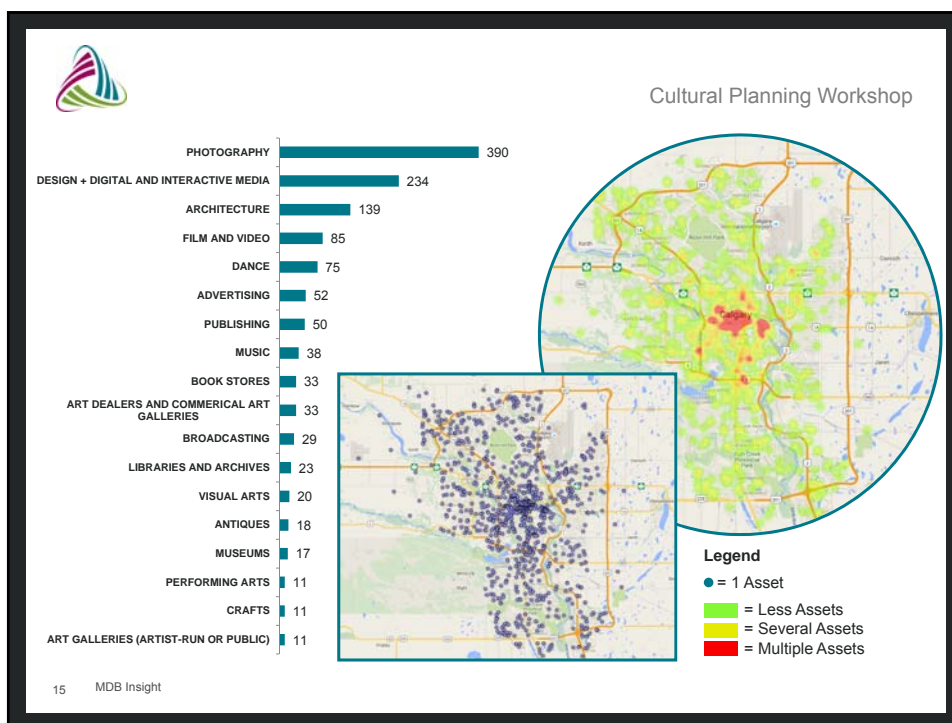
- A systematic approach to identifying, recording, classifying and analyzing a community's cultural assets



## The Cultural Resource Framework

- The Cultural Resource Framework identifies a broad set of assets in the public, private and not-for-profit sectors that are understood as being cultural resources.
- Adopted from Statistics Canada's Framework for Cultural Statistics









## Mapping Intangible Cultural Resources

- Widest definition includes community stories, oral traditions, customs, traditions, social practices, rituals, songs, music, celebrations, skills and crafts, among others
- Community stories represent authentic intangible cultural resources while stimulating community engagement
- Stories can honour the past, celebrate the present or envision the future





## Establish the Planning Context

- Part of cultural planning is developing a clear picture of the wider planning and policy context within which the Cultural Plan is being developed.
- The Municipal Framework Review identifies opportunities where cultural resources can contribute to advancing a planning goal in another area of municipal governance.



## Municipal Framework Review - Example

There is strong support for the principles of cultural development in the current policy framework, however the treatment of culture is fractured, and tends to be vague. Examples include:

- The uses of the term culture varies among the documents. Culture is often associated with sports, and the arts, but sometimes, as in the Municipal Development Plan, with places of worship
- Heritage, public art, and community spaces are all treated separately, in silos.
- The potential role of culture in supporting immigrants to Calgary, or in ensuring the city is reaching its commitment to the social bottom line, as defined in the Fair Calgary Policy, is limited.



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## Why Bother ?

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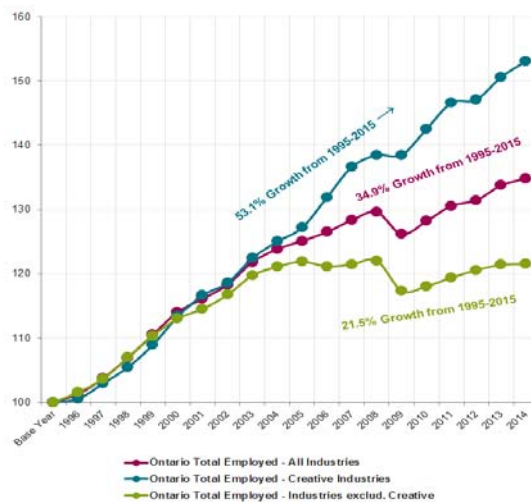
## Culture-Led Economic Development

- **Quality of place**
  - Cultural assets and amenities attract people and talent
  - Culture and heritage help define a community's unique identity
- **Expanding Creative Cultural Industries**
  - One of the fastest growing economic sectors → growing 2.5 times faster than the general economy globally
  - In Canada rapid growth in cultural occupations and industries/enterprises → low barriers to entry
- **Cultural tourism**
  - \$ 8 billion Canadian industry
  - Place-based not attractions based

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## Creative Economies On The Rise



## Cultural Economy - Industries

NAICS	Definition	NAICS	Definition
3152	THEATRICAL SUPPLIES AND COSTUMES	5191	LIBRARIES AND ARCHIVES
3231	PRINTING AND RELATED SUPPORT ACTIVITIES	5413	ARCHITECTURAL SERVICES
3271	CLAY PRODUCT AND REFRACTORY MANUFACTURING	5414	SPECIALIZED DESIGN SERVICES
3346	SOUND RECORDING, FILM & VIDEO SUPPORT (MANU.)	5415	COMPUTER SYSTEMS DESIGN AND RELATED SERVICES
4144	BOOK, PERIODICAL AND NEWSPAPER DISTRIBUTORS	5418	ADVERTISING AND RELATED SERVICES
4512	BOOK, PERIODICAL AND MUSIC STORES	5419	PHOTOGRAPHY
4533	ANTIQUES	6116	SCHOOLS AND INSTRUCTION (DANCE, MUSIC, VISUAL ARTS, THEATRE)
5111	PUBLISHING (EXCEPT OVER THE INTERNET)	7111	PERFORMING ARTS COMPANIES
5112	SOFTWARE PUBLISHERS	7113	PROMOTERS (DISTRIBUTORS) OF ARTS EVENTS OR SIMILAR EVENTS
5121	FILM AND VIDEO INDUSTRIES	7114	AGENTS AND REPRESENTATIVES OF ARTISTS
5122	SOUND RECORDING INDUSTRIES	7115	ARTISTS, AUTHORS AND INDEPENDENT PERFORMERS
5151	RADIO BROADCASTING AND TELEVISION BROADCASTING	7121	HERITAGE INSTITUTIONS AND SITES (& PUBLIC ART GALLERIES)
5161	INTERNET PUBLISHING AND BROADCASTING		



## Cultural Economy - Occupations

NOCS	Definition	NOCS	Definition
<b>Literary Arts</b>		<b>Technical and Operational Occupations</b>	
F021 5121	Authors and Writers	B551 1451	Library clerks
F022 5122	Editors	B552 1452	Correspondence, publication and related clerks
F022 5123	Journalists	C125 2225	Landscape and horticultural technicians and specialists
<b>Visual Arts and Design</b>		C151 2251	Architectural technologists and technicians
C051 2151	Architects	C153 2253	Drafting technologists and interpreters
C052 2152	Landscape architects	F024 5124	Professional occupations in public relations and communications
C152 2252	Industrial designers	F025 5125	Translators, terminologists and interpreters
F036 5136	Painters, sculptors, and other visual artists	F111 5211	Library and archive technicians and assistants
F121 5221	Photographers	F112 5212	Technical occupations related to museums and galleries
F141 5241	Graphic designers and illustrators	F122 5222	Film and video camera operators
F142 5242	Interior designers	F123 5223	Graphic arts technicians
F143 5243	Theatre, fashion, exhibit and other creative designers	F125 5225	Audio and video recording technicians
F144 5244	Artisans and craft persons	F124 5224	Broadcast technicians
<b>Performing Arts</b>		F126 5226	Other technical occupations in motion pictures, broadcasting, and the performing arts
F035 5135	Actors and comedians	F127 5227	Support and assisting occupations in motion pictures, broadcasting and the performing arts
F031 5131	Producers, directors and choreographers	F131 5231	Announcers and other broadcasters
F032 5132	Conductors, composers and arrangers	F145 5245	Patternmakers - textile, leather and fur products
F033 5133	Musicians and singers	<b>Manufacturing Occupations</b>	
F034 5134	Dancers	H018 7218	Supervisors, printing and related occupations
F132 5232	Other performers	H521 7381	Printing press operators
<b>Heritage Occupations</b>		J181 9471	Printing machine operators
F011 5111	Librarians	J182 9472	Camera, plate making and other pre-press occupations
F011 5111	Conservators and curators	J184 9474	Photographic and film processors
F011 5111	Archivists		
<b>Cultural Management</b>			
A341 0511	Library, archive, museum and art gallery managers		
A342 0512	Managers in publishing, motion pictures, broadcasting and performing arts		
B413 1213	Supervisors, library, correspondence and related information clerks		



## Culture as the 4<sup>th</sup> Pillar of Sustainability

- Brundtland Commission (1987) – 3 pillars of sustainability
  - Integrated planning taking into account social, economic and environmental impacts outcomes
  - Culture understood as part of social
- Culture as the Fourth Pillar of Sustainability – Jon Hawkes (2001)
  - Integrated Community Sustainability Plans
  - Quadruple bottom-line

