



City of  
**Peterborough**

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**To:** Members of the Arts, Culture & Heritage Advisory Committee

**From:** Becky Rogers, Manager, Arts, Culture and Heritage Division

**Meeting Date:** June 9, 2016

**Subject:** Report ACHAC16-032  
Cultural Mapping

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## **Purpose**

A report to introduce a cultural mapping presentation by the Division Manager.

## **Recommendation**

That the Arts, Culture and Heritage Advisory Committee (ACHAC) approve the recommendation outlined in Report ACHAC16-032, dated June 09, 2016 of the Manager, Arts, Culture and Heritage Division, as follows:

- a) That the presentation by the Division Manager on cultural mapping be received for information and discussion.
- b) That ACHAC endorse integrating Cultural Mapping data with the Community Services Map.

## **Budget and Financial Implications**

The 2016 Municipal Cultural Plan budget includes funds to continue to build the cultural assets layer on City's mapping system.

## Background

### Cultural Mapping

The Municipal Cultural Plan identifies cultural mapping as an essential component in the strategic planning of cultural resources for cultural and economic development.

*Cultural Mapping is “a systematic approach to identifying and recording a municipality’s cultural resources. Cultural mapping begins with an inventory of local cultural resources. It then seeks to demonstrate the relationship between those resources and various social, economic and environmental factors (such as rent, proximity to other resources, etc.), and then presents the information graphically in various ways.” City of Peterborough Municipal Cultural Plan*

In 2013, the Cultural Planner undertook the review, verification and updating of the City’s tangible cultural resource inventory, and the production of baseline cultural maps.

The Cultural Map series are accessible on the City’s website. The interactive map series includes the following maps:

- Public Art;
- Cultural Economy and Business.
- Cultural Facilities;
- Cultural Festivals and Events;
- Cultural Organizations; and,
- Heritage Resources;


Each map contains location-based icons that can be opened to obtain more detailed information about each entry. This includes its address and contact information, as well as URLs. The interactive capacity of the maps enables viewers to provide input, make corrections or provide new entries by clicking on “Your Input”. This opens a disclaimer and consent form that must be completed before their information can be entered. All information that is subsequently entered is connected to the name and contact information they provide and reviewed periodically by staff in the Arts, Culture and Heritage Division.

For example:

## Municipal Cultural Mapping







MCM Home	Public Art	Cultural Facilities and Spaces	<b>Cultural Organizations</b>	Heritage Resources	Cultural Economy and Businesses	Your Input
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**Cultural Organizations**



Use the map thumbnail above to access [Cultural Organizations Map data](#).

**Legend**

-  Aboriginal
-  Art School and Cultural Education
-  Craft
-  Heritage
-  Literary
-  Multicultural



Non-profit cultural organizations play a key role in enabling and supporting cultural activity in the City of Peterborough. These are the organizations that coordinate, assist and advance cultural sector development and activities in order to facilitate innovation, entrepreneurship and artistic excellence.

The categories of cultural organizations that have been identified in the City of Peterborough's Cultural Maps include visual arts organizations, music organizations, performing arts organizations, literary organizations, multicultural organizations, heritage organizations, arts advocacy organizations and cultural education organizations.

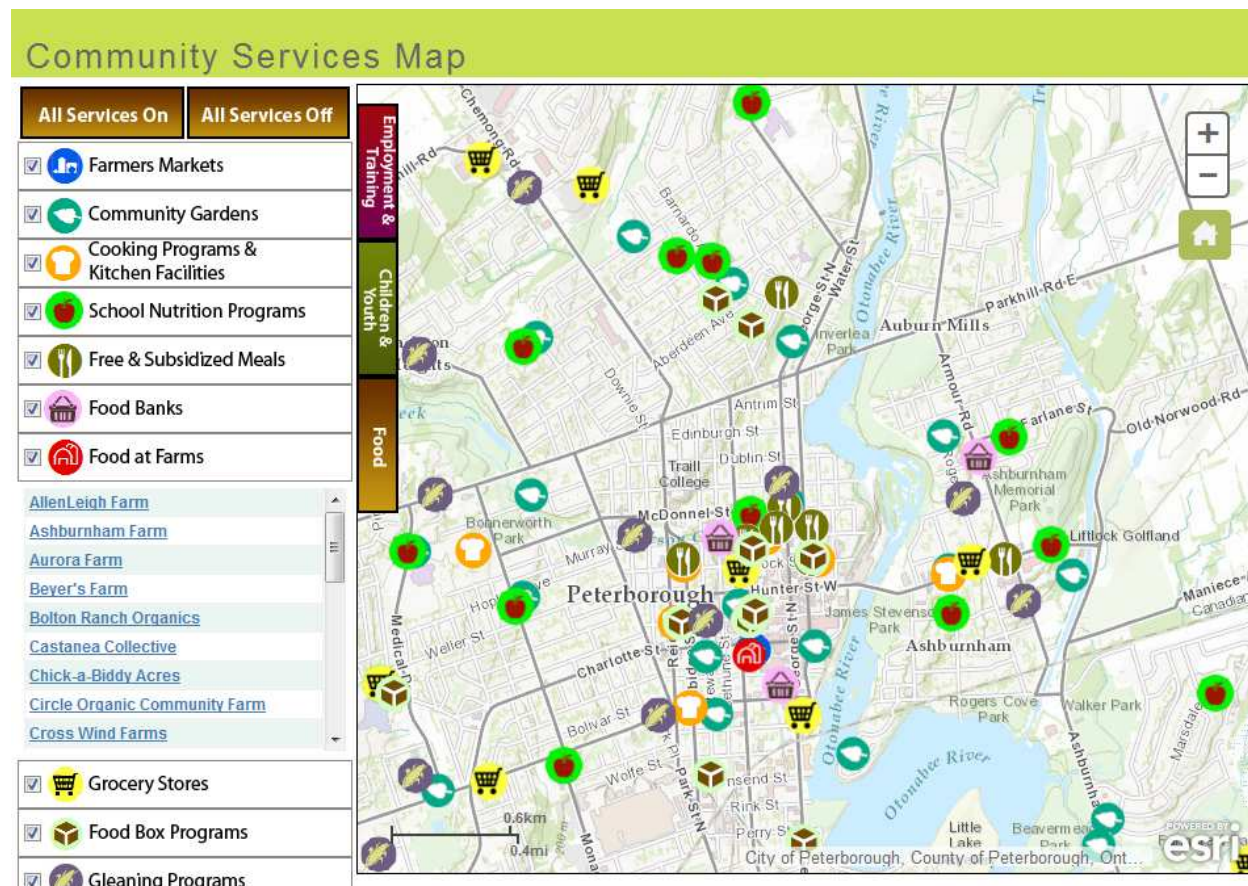
**Municipal Cultural Planning**

The strategic and integrated planning and use of cultural resources for economic and community development.”  
*(Municipal Cultural Planning Incorporated)*

## Community Service Map

The Community Service map (CSM) is an online digital map that displays the geographic location and pertinent details about programs, services and facilities in the City and County of Peterborough. Similar to the Cultural maps, the CSM is divided into sectors and categories to help focus and pin-point the type and location of programs being searched. The maps provide basic information, including links that allow the user to find more detailed information online about the programs, service and facilities they are searching for. One or more categories can be selected.

Many organizations deliver multiple service and programs. The CSM captures this information by displaying an organization in multiple categories. For example, Peterborough Public Health delivers many programs that benefit children and youth so they are found in multiple categories in the Children & Youth sector. They are also found in the Food sector since they also deliver nutrition programs.



Leveraging all of a municipality's assets is key to remaining a vibrant and viable community. Culture maps can be used to engage residents but, by themselves, culture maps don't provide the complete picture of the community. For example, culture driven planning has a vital role to play in all facets of community well-being such as: poverty reduction, crime reduction, unemployment reduction, environmental sustainability, and increasing individual well-being. By integrating culture with planning and measures of quality of life, sustainability and community vitality, the community can see the bigger picture and will be able to assess the impact of municipal decisions.

Submitted by,

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