City of Peterborough

TO:	**Members of the Arts, Culture, and Heritage Advisory Committee**
FROM:	**Debra Soule, Cultural Planner**
MEETING DATE:	**November 14, 2013**
SUBJECT:	**Report ACHAC13-030** **Cultural Mapping Presentation**

PURPOSE

A report to introduce a presentation by the Cultural Planner on Cultural Mapping.

RECOMMENDATION

That the Arts, Culture and Heritage Advisory Committee approve the recommendation outlined in Report ACHAC13-030, dated November 14, 2013 of the Cultural Planner, as follows:

That the Cultural Planner's presentation on Cultural Mapping be received for information.

BUDGET AND FINANCIAL IMPLICATIONS

There are no budget or financial implications associated with the recommendation.

BACKGROUND

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

Working in conjunction with PTS and GIS staff, the Cultural Planner has developed a series of Cultural Maps that identify the City's tangible cultural resources. The maps have now been completed and are to be launched as a public portal through the City's web page. The Cultural Planner is presenting the final series of Cultural Maps to the Committee and is seeking the Committee's advice regarding launch strategies that will most effectively reach the broader community and convey the breadth of information provided within the cultural maps and its potential applications.

The Cultural Map series will be accessible on the City's website by navigating to the Arts, Culture and Heritage Division page and clicking on the Cultural Map icon. The interactive map series includes the following maps:

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

Each map contains location-based icons that can be opened to obtain more detailed information about each entry including its address, contact information, as well as URLs that will connect them to the websites of mapped organizations, festivals, facilities or business as well as any photos that have been provided. The maps will also enable viewers to input their own stories and perspectives about places or experiences associated with the resources on the map. The interactive capacity of the maps enables viewers to provide input, make corrections or provide new entries by clicking on "Your Input". This will open a disclaimer and consent form that must be completed before their information can be entered. All information that is subsequently entered will be connected to the name and contact information they provide and reviewed periodically by staff in the Arts, Culture and Heritage Division.

Cultural maps have been widely recognized as an effective tool for raising awareness of the spectrum of cultural resources that exist within a community and are an important tool in project and program development throughout the cultural sector. From a planning perspective, the maps enable the analysis of variables that can influence the accessibility and development of the cultural sector and the creative economy.

A successful launch strategy for the Cultural Maps should ensure that information about the Cultural Maps reaches key stakeholders, institutions and organizations throughout the community who would benefit from the information that is provided, presents the maps in both static and interactive displays, and could also potentially provide an opportunity to gather input from the community on both tangible and intangible culture.

Submitted by,

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