

Target Launch: Spring 2020

Background Information

Project Launch: 17 November 2017

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Canada 



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Background

The North Vancouver Community Arts Council (NVCAC) has taken the lead on a project to map the cultural assets of the North Shore of Vancouver including: the District of North Vancouver, the City of North Vancouver, the District of West Vancouver, and the lands of the Squamish and Tsleil-Waututh Nations. Having been a key cultural player on the North Shore for the past 48 years, the NVCAC is well aware we have a vibrant arts and culture scene, but many in the sector still feel invisible. So we formed an advisory committee made up of cultural players from government, non-profit, tourism, and the business sectors and together we decided to do something about it.

Information about the cultural assets within the three municipalities and two First Nations will be compiled into a free, online, GIS driven, interactive mapping tool that will become a hub for North Shore culture and available to everyone. This tool is intended for residents, tourists, planners, and the cultural sector, and will help build audiences, drive tourism, fill gaps, and encourage partnerships to better highlight our rich cultural diversity.

Why Cultural Mapping?

"A creative economy extends beyond the culture sector to harness creativity in order to bring about positive social and economic changes across a broad spectrum of industries, sectors and social organizations."

The Conference Board of Canada, 2008

- Provide a cultural information hub that is used widely across sectors
- Economic development: build audiences, drive tourism, extend stays
- Identify cultural 'gaps'
- Promote diversity and inclusiveness
- Support partnerships and collaboration across the cultural sector and with other sectors

What will be the outcome?

The cultural map will be a free, dynamic, online map for residents, tourists, local organizations, urban planners, and developers to highlight the cultural opportunities in the region.

The cultural mapping project will use leading edge geographic information systems (GIS) technology to highlight the creativity and culture of the North Shore on an interactive, web-based map. The map will be created from GIS data, using a story map format embedded in a stand-alone website. The website will be designed and developed to feature the North Shore Cultural Map with a responsive design to allow users to use the resource on any device (computer, laptop, tablet, phone) that will not require downloading or accessing a separate app. The story map format accommodates images, video, audio, and brief text descriptions. For more information and to see examples of Story Maps by Esri, visit <https://storymaps.arcgis.com/en/> .

Who will benefit?

Residents
Tourists
Cultural organizations
First Nations
Municipal Planners
Developers
Businesses

Scope

The project area covers the geographic area of the District of North Vancouver, the City of North Vancouver, and the District of West Vancouver and the territories of the Squamish and Tsleil-Waututh Nations within those boundaries. Future projects may link the North Shore Cultural Map with similar resources in the Sea to Sky Corridor and the Sunshine Coast.

Project Team

NVCAC Staff

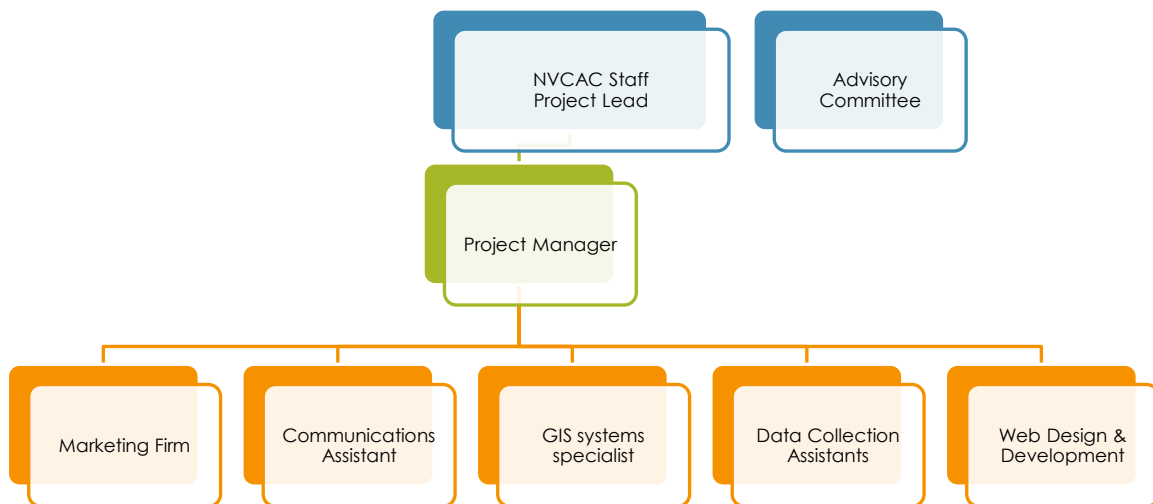
Taking the lead in the project, NVCAC staff will oversee project development, fundraising, budget, and reporting; chair and liaise with the Advisory Committee; hire project contractors; oversee branding and marketing, community engagement, launch; and maintain the final product for continued relevancy.

Advisory Committee

Since January 2016, the NVCAC has been working with an Advisory Committee to develop the project scope and categories. The role of the Advisory Committee is to suggest cultural assets to be included, establish criteria for inclusion, provide guidance in marketing, assist in development of project management, assist in determining project budget and funding sources, establish connections to the project through their networks, assist in naming the final product, share GIS data where applicable, and assist in maintaining project focus. The full list of Advisory Committee members follows on the next page.

Project Contractors

To see the project to fruition, contractors will be hired for project management, marketing, promotions, communications, GIS Expertise, data collection, and website design & development. GIS specialists with Esri will assist in developing a product that best suits data collected and showcases the North Shore cultural story. A new website will be designed and developed as the framework for the Story Map GIS application, with the url (name TBD) shared and promoted widely across sectors.



Advisory Committee

ARTS ORGANIZATIONS	CONTACT	ROLE/TITLE
North Vancouver Community Arts Council - PROJECT LEAD	Nancy Cottingham Powell	Executive Director
Presentation House Theatre	Kim Selody	Executive Director
Polygon Gallery	Reid Shier	Director & Curator
Seymour Art Gallery	Sarah Cavanaugh	Curator / Director
West Vancouver Community Arts Council	Jennifer Lord	Executive Director
West Vancouver Museum	Darrin Morrison	Director / Curator
COMMUNITY DEVELOPMENT (YOUTH AND FAMILIES) / MULTICULTURAL		
City of North Vancouver	Juliana Buitenhuis	Community Development Worker
District of North Vancouver	Annie Mauboules	Social Planner Sustainable Community Development
North Shore Multicultural Society	Chitha Manoranjan	NS Immigrant Inclusion Partnership
CULTURAL SERVICES		
District of West Vancouver	Doti Niedermeyer Glen Madsen	Senior Manager, Cultural Development Cultural Services Supervisor
North Vancouver Recreation & Culture Commission	John Rice	Cultural Services Officer
EDUCATION		
School District #44	Yolande Martinello	Artists for Kids Trust
School District #45	Lynne Tomlinson	Director of Instruction
FIRST NATIONS		
Squamish Nation	Rebecca Duncan	Cultural Consultant
Tsleil-Waututh Nation	Michelle George	Referrals Analyst, Treaty, Lands and Resources
HERITAGE		
North Vancouver Museum & Archives	Shirley Sutherland	Assistant Director
LIBRARIES		
City of North Vancouver	Deb Hutchison Koep	Chief Librarian
DNV Library Services	David Milner	Librarian
West Vancouver Memorial Library	Pat Cumming	Information Services Department Head
TOURISM / ECONOMIC DEVELOPMENT		
NV Chamber of Commerce	Patrick Stafford-Smith	CEO & CDO
WV Chamber of Commerce	Debbie Janson	Interim Manager
Vancouver's North Shore Tourism	Jennifer Belak	Marketing Director

Financials

Total Project Budget = \$777,000 (over 3 years, including cash and in-kind);

Confirmed cash contributions = total \$446,000;

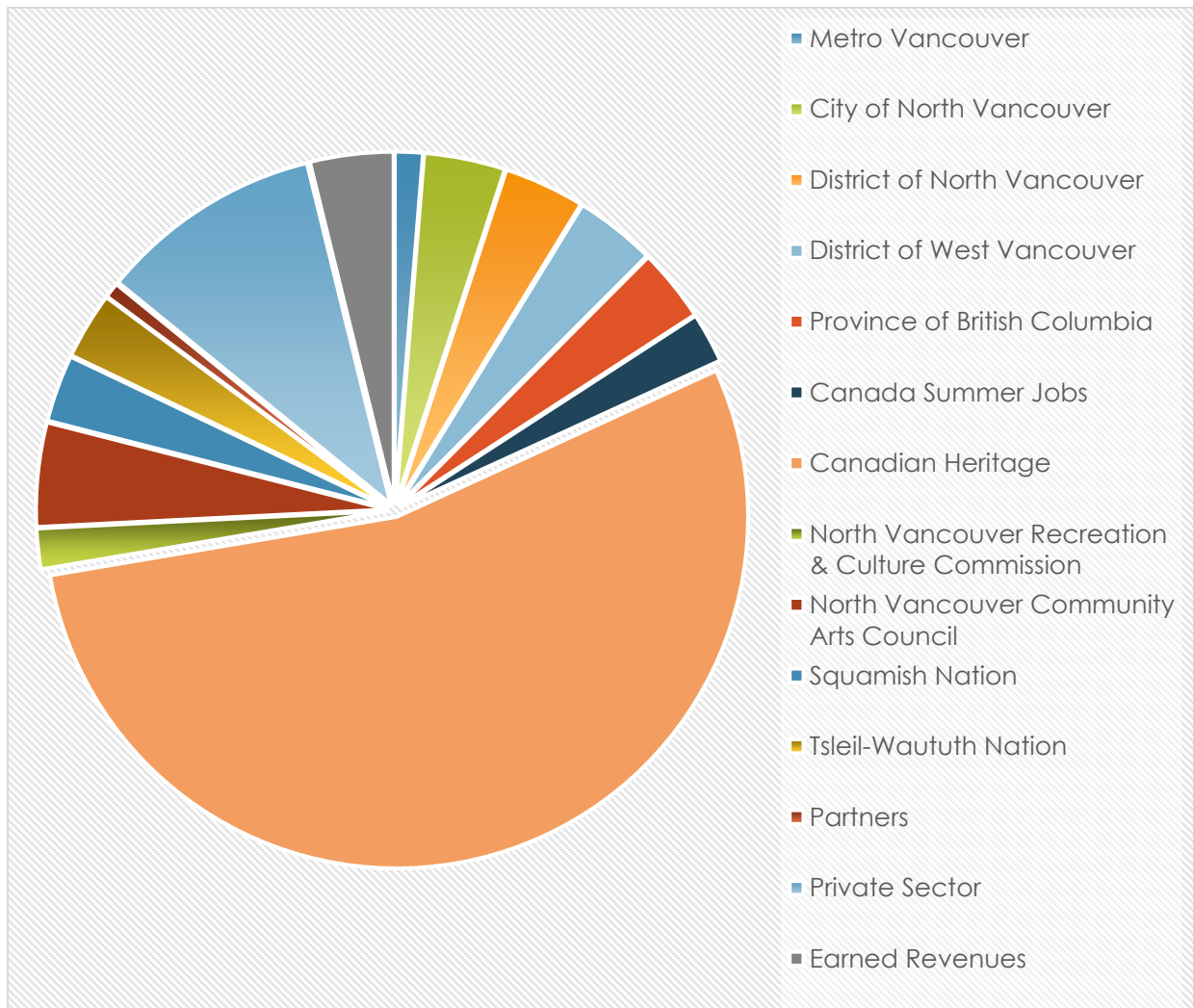
- Canadian Heritage, Canada Cultural Investment Fund, Strategic Initiatives Component \$421,000
- Metro Vancouver, Cultural Grants \$10,000
- District of North Vancouver \$5,000
- City of North Vancouver \$5,000
- District of West Vancouver \$5,000

Confirmed in-kind contributions = total \$153,000 value;

City of North Vancouver, District of North Vancouver, District of West Vancouver, North Vancouver Recreation & Culture Commission, Squamish Nation, Advisory Committee partners.

Earned revenues = total \$29,000 (projected)

Pending cash and in-kind contributions = total \$149,000.



Working Definitions of Asset Categories

The following are the working definitions developed to inventory cultural assets based on best practices in the field and in consultation with the Advisory Committee. Each category is further defined using keywords. These categories may evolve as we move through the project. Assets may appear in multiple categories.

Community Cultural Organizations

Organizations that represent arts, heritage, and ethno-cultural interests in the community. These are usually non-profits.

Keywords: Artisan/Craft, Visual Arts, Dance, Theatre, Music, Aboriginal, Literary, Multicultural

Cultural Spaces & Facilities

A physical space, building or site that hosts cultural activity where people gather to experience arts or heritage-related activities. (can include spaces in the public, private and non-profit sectors, and everything from purpose-built facilities, to facilities that include cultural programming)

Keywords: Cinemas, Art & Design Studios, Art Galleries, Religious Spaces, Performing Arts Centres/Theatres, Cultural Centres, Festival Sites

Cultural/Creative Industries

Businesses that provide the creation, production, manufacturing and/or distribution of goods and services that are cultural in nature. (includes everything from theatre costume making to creative software design)

Keywords: Music, Literary, Dance, Theatre, Visual Arts

Cultural Heritage

The legacy of buildings and/or sites, physical artifacts, activities, and intangible attributes of a group or society, of historical, cultural and educational value that are inherited from past generations, maintained in the present and bestowed for the benefit of future generations.

Keywords: Archives, Walking Tours, Heritage Registers, Public Art, Intangible Assets, Historic Plaques and Monuments, Heritage Districts, Museums, Historic Sites, Built Heritage

Festivals & Events

A period or program of activities, events, and/or entertainment celebrating and/or educating one or many social cultures. (can include performing arts events, tours of culturally significant places, seasonal celebrations)

Keywords: Street Festivals, Art Festivals, Gallery/Studio Tours, Multi/cultural Festivals, Film Festivals

Working Definitions of Asset Categories (*continued*)

First Nations

Places, stories, events, customs and traditions that represent the culture of local Indigenous peoples. Working closely with the Squamish and Tsleil-Waututh Nations, it will be determined which assets to be shared through the cultural map and the most appropriate way to present the information.

Intangibles

Consists of non-physical aspects of a particular culture, including traditions, customs and practices, aesthetic and spiritual beliefs, artistic expression, language and other aspects of human activity. (can include legends, oral history, language preservation)

Natural Heritage

Encompassing the natural environment and areas of environmental and cultural significance, including flora and fauna. Can also include cultural landscapes (natural features that may have cultural attributes), or strictly delineated natural areas of particular value from a cultural point of view. (can include municipal parks, conservation areas, and botanical gardens)

Keywords: Conservation Areas, Significant Parks, Gardens, Trails, Nature Centres

Public Art

Original, one-of-a-kind work that creatively reflects the culture, heritage and/or natural environment of the site or surrounding area. A distinctive cultural asset, public art provides a deep-rooted sense of place and serves as an artistic legacy for future generations.

Public Institutions

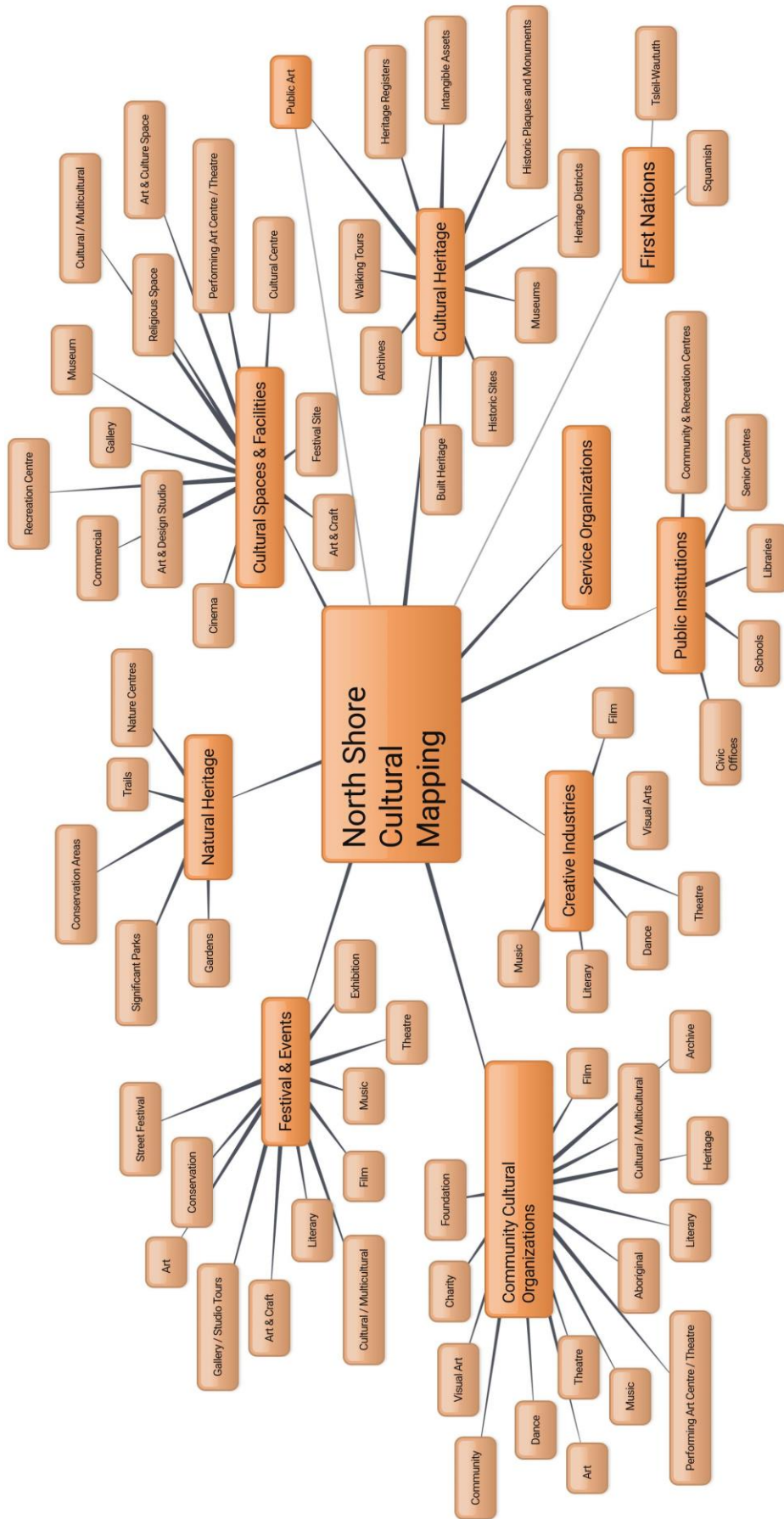
A public institution is a public body that operates accessible facilities and services for the public good, including but not limited to: elementary, secondary, and post-secondary schools or institutions, local authorities at the municipal, provincial, or federal level.

Keywords: Civic Offices, Schools, Libraries, Senior Centres, Community & Recreation Centres

Service Organizations

A service club or service organization is a voluntary non-profit organization where members meet regularly to perform charitable works either by direct hands-on efforts or by raising money for other organizations. A service club is defined by its service mission and membership benefits, such as social occasions, networking, and personal growth opportunities that encourage involvement.

Keywords: legions, arts councils, artist guilds



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You Are Here Calendar – Cultural Mapping Fundraiser

As a promotional and fundraising tool for the North Shore Cultural Mapping project, the NVCAC launched the **You Are Here Calendar** in 2017, and will continue to produce the calendars to the launch of the online tool in 2020.

Images in the calendar depict recognizably 'North Shore' scenes or locations, and are created by local artists. Artists are not paid for their participation, as the calendar is intended to raise funds for the North Shore Cultural Mapping.

Original work included in the calendar is exhibited in the community. The works in the 2018 Calendar will be on display at 2 exhibitions:

[District Library Gallery](#), North Vancouver, Oct 25, 2017 – Jan 2, 2018

[Silk Purse Gallery](#), West Vancouver, Jan 9 – 21, 2018

Calendars are \$20 each and are available at various locations across the North Shore:

[Andrew's on 8th Café](#), 279 East 8th Street, NV

[CityScape Community Art Space](#), 335 Lonsdale Avenue, NV

[Ferry Building Art Gallery](#), 1414 Argyle Avenue, Ambleside, WV

[Mo's General Store](#), 51 Lonsdale Avenue (at Esplanade), NV

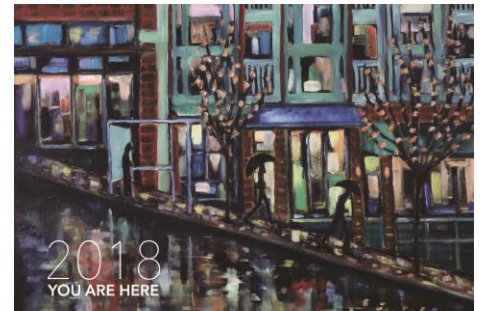
[Seymour Art Gallery](#), 4360 Gallant Avenue, Deep Cove, NV

[Silk Purse Art Gallery](#), 1570 Argyle Avenue, at John Lawson Park, WV

And at special events:

Dec 2, 2017 - The Shipyards Christmas Festival, Pipeshop, North Vancouver

Dec 9, 2017 – Carol Ships Festival, Panorama Park, Deep Cove, North Vancouver



For more information

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