

CM171404

## Article Title

Investing in Arts and Culture in North Vancouver

## Teaser

The Government of Canada provides funding in support of the North Vancouver Community Arts Council's North Shore Cultural Mapping Project

## Tweet

.@CdnHeritage is proud to support the @NVArtsCouncil #creativecanada

## Minister Name(s)

Hon. Mélanie Joly

## Departments/Organizations

Canadian Heritage

## Geographic Region

Canada

## Article Body

VANCOUVER, November 17, 2017

The Government of Canada supports Canada's creative industries by providing funding to creators and cultural entrepreneurs throughout the country. Canada's arts and culture sector is a \$54.6-billion industry. It provides jobs for more than 630,000 people, supports middle-class families and builds strong communities.

Jonathan Wilkinson, Member of Parliament (North Vancouver), on behalf of the Honourable Mélanie Joly, Minister of Canadian Heritage, today announced \$421,000 in funding for the North Shore Cultural Mapping Project, an initiative led by the North Vancouver Community Arts Council.

The North Shore Cultural Mapping Project will be a dynamic online tool that will identify cultural assets such as cultural spaces and organizations, festivals and events, cultural and natural heritage, and public institutions. This collaborative project brings together three municipalities within the North Shore, the North Vancouver Recreation & Culture Commission, the Squamish Nation and the Tsleil-Waututh Nation. The online cultural map will serve as a digital cultural hub and will increase the visibility of North Shore arts and heritage organizations, raise awareness of the wonderful cultural character of Vancouver's North Shore, and provide a valuable resource for the region's residents and visitors.

The Government of Canada has provided this funding through the Strategic Initiatives component of the Canada Cultural Investment Fund. The Strategic Initiatives component provides funding for projects supported by multiple partners and benefitting many organizations. These initiatives help arts and heritage organizations diversify their revenue streams and strengthen their management and business practices.

## Quotes

“National cultural institutions and creative industries are essential in helping promote Canadian culture, building a national identity, fostering pride and a shared sense of values. With digital technologies rapidly transforming Canada’s cultural landscape, we have the opportunity for a new approach and a bold vision for Canada’s creative sector, with initiatives such as the North Shore Cultural Mapping Project in Vancouver.”

—Mélanie Joly, Minister of Canadian Heritage

“I am very pleased that the Government of Canada is making an investment in the North Shore Cultural Map project here in North Vancouver. This fantastic project will generate significant benefits in our community: promoting inclusion and diversity, showcasing our creators and creative industries, and supporting economic growth and tourism.”

—Jonathan Wilkinson, Member of Parliament (North Vancouver)

“The NVCAC is very excited to be working with a wide cross-section of our community on this important project, and we thank the Department of Canadian Heritage for their vital support that will help provide the tools to realize our goals. The North Shore Cultural Mapping project will bring together governments, First Nations, and the private and non-profit cultural sectors to partner in the creation of a free, online, geographic information system driven, interactive mapping tool, filled with rich visuals, audio, video, and stories. It will become a hub tool that highlights our rich cultural diversity and makes North Shore culture more visible.”

—Nancy Cottingham Powell, Executive Director, North Vancouver Community Arts Council

## Quick Facts

The North Vancouver Community Arts Council’s mandate is to allow emerging and professional artists in all media to bridge cultures and to build strong communities through the arts.

The Council, founded in 1969, has a membership of over 500 individuals, groups, and businesses covering the City of North Vancouver and the Districts of North Vancouver and West Vancouver.

Since 2010, 80 partnership-based projects have been funded for a total investment of more than \$20 million through the Strategic Initiatives component of the Canada Cultural Investment Fund.

## Associated Links

Canada Cultural Investment Fund – Strategic Initiatives	<a href="https://www.canada.ca/en/canadian-heritage/services/funding/cultural-investment-fund/strategic-initiatives.html">https://www.canada.ca/en/canadian-heritage/services/funding/cultural-investment-fund/strategic-initiatives.html</a>
North Vancouver Community Arts Council – Cultural Mapping	<a href="https://nvartscouncil.ca/cultural-map/">https://nvartscouncil.ca/cultural-map/</a>

## Contacts

For more information (media only), please contact:

Simon Ross  
Press Secretary  
Office of the Minister of Canadian Heritage  
819-997-7788

Media Relations  
Canadian Heritage  
819-994-9101  
1-866-569-6155  
[pch.media-media.pch@canada.ca](mailto:pch.media-media.pch@canada.ca)