Background Information

Preliminary Launch: Spring 2019

Squamish Nation
Sḵwx̱wú7mesh Úxwumixw

Tsleil-Waututh Nation
PEOPLE OF THE INLET
Contents

Background .............................................................................................................................................. 1
Why Cultural Mapping? .............................................................................................................................. 1
What will be the outcome? ............................................................................................................................ 2
Who will benefit? ........................................................................................................................................ 2
Scope ......................................................................................................................................................... 2
Project Team ............................................................................................................................................. 3
Advisory Committee ................................................................................................................................. 4
Financials .................................................................................................................................................. 5
Working Definitions of Asset Categories ................................................................................................... 6
You Are Here Calendar – Cultural Mapping Fundraiser .......................................................................... 9
For more Information ................................................................................................................................. 10
Background

North Van Arts (aka The North Vancouver Community Arts Council) 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 49 years, North Van Arts 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 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

- Provides a cultural information hub that is used widely across sectors
- Supports economic development by building audiences, driving tourism, and extending stays
- Identifies cultural ‘gaps’, thereby encouraging new start-ups
- Promotes diversity and inclusiveness
- Supports partnerships and collaboration across the cultural sector and between the cultural and other sectors
What will be the outcome?

The North Shore Culture Map will be a free, dynamic, online map for residents, tourists, local organizations, planners, events, 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 in a GIS format, currently described as a public facing web-mapping solution. The website will be designed and developed to feature the North Shore Culture Map with a responsive design to allow users to access the resource on any device (computer, laptop, tablet, phone) that will not require downloading a separate app. The North Shore Culture Map will feature images, video, audio, and stories about each asset.

Who will benefit?

Residents
Tourists + Visitors
Cultural Organizations
Artistic Community
First Nations
Municipal Planners + Event Planners
Developers
Businesses

Scope

The project 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. Future projects may link the North Shore Culture Map with similar resources in the Sea to Sky Corridor and the Sunshine Coast.
Project Team

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

**Advisory Committee**
Since January 2016, North Van Arts 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 current Advisory Committee members is included in this document. New members are added on an ongoing basis.

**Project Team**
To see the project to fruition, contractors have been and will be hired for project management, marketing, promotions, communications, GIS expertise, data collection, and website design & development. GIS specialists with the Environmental Systems Research Institute (Esri), will assist in developing a product that best suits data collected and showcases the North Shore’s cultural story. A web mapping solution will be designed and developed as the framework for the GIS application, with the website URL (name TBD) shared and promoted widely across sectors.
<table>
<thead>
<tr>
<th>ARTS ORGANIZATIONS</th>
<th>CONTACT</th>
<th>ROLE/TITLE</th>
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<tbody>
<tr>
<td>Kay Meek Centre</td>
<td>Rob Gloor</td>
<td>Executive Director</td>
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<tr>
<td>North Vancouver Community Arts Council</td>
<td>Nancy Cottingham Powell, Michelle Richard</td>
<td>Executive Director, Project Lead</td>
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<td>Polygon Gallery</td>
<td>Reid Shier, Jessica Bouchard</td>
<td>Director, Associate Director</td>
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<td>Presentation House Theatre</td>
<td>Kim Selody</td>
<td>Executive Director</td>
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<td>West Vancouver Community Arts Council</td>
<td>Jennifer Lord</td>
<td>Executive Director</td>
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<td>West Vancouver Art Museum</td>
<td>Darrin Morrison</td>
<td>Administrator / Curator</td>
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<td><strong>COMMUNITY DEVELOPMENT (YOUTH AND FAMILIES) / MULTICULTURAL</strong></td>
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<tr>
<td>City of North Vancouver</td>
<td>Juliana Buitenhuis</td>
<td>Coordinator, Community Services</td>
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<td>District of North Vancouver</td>
<td>Annie Mauboules</td>
<td>Social Planner Sustainable Community Development</td>
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<td>North Shore Multicultural Society</td>
<td>Chitha Manoranjan</td>
<td>Diversity Coordinator</td>
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<td>NS Immigrant Inclusion Partnership</td>
<td>Vacant</td>
<td>Partner Liaison &amp; Coordinator</td>
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<td><strong>CULTURAL SERVICES</strong></td>
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<tr>
<td>District of West Vancouver</td>
<td>Doli Niedermeyer, Glenn Madsen</td>
<td>Senior Manager, Cultural Dev’t, Cultural Services Supervisor</td>
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<tr>
<td>North Vancouver Recreation &amp; Culture Commission</td>
<td>John Rice, Karen Pigin</td>
<td>Cultural Services Officer, Community Arts &amp; Culture Animator</td>
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<td><strong>EDUCATION</strong></td>
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<tr>
<td>School District #44</td>
<td>Yolande Martinello</td>
<td>Artists for Kids Trust</td>
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<td>School District #45</td>
<td>Lynne Tomlinson</td>
<td>Director of Instruction</td>
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<td>Capilano University – Blue Shore Financial Performing Arts Centre</td>
<td>Sandra McRae</td>
<td>General Manager</td>
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<td>Capilano University – School of Motion Pictures</td>
<td>Michael Thoma</td>
<td>Chair</td>
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<td><strong>FIRST NATIONS</strong></td>
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<tr>
<td>Squamish Nation</td>
<td>Rebecca Duncan</td>
<td>Language Teacher/Translation Specialist</td>
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<td>Tsleil-Waututh Nation</td>
<td>Michelle George</td>
<td>Referrals Analyst, Treaty, Lands &amp; Resources</td>
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<td><strong>HERITAGE</strong></td>
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<tr>
<td>District of North Vancouver</td>
<td>Angele Clark</td>
<td>Community Planner</td>
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<td>North Vancouver Museum &amp; Archives</td>
<td>Shirley Sutherland</td>
<td>Assistant Director</td>
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<td><strong>LIBRARIES</strong></td>
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<td>City of North Vancouver</td>
<td>Deb Hutchison Koep, Mikale Fenton</td>
<td>Chief Librarian, Community, Program &amp; Service Dev’t</td>
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<td>DNV Library Services</td>
<td>David Milner</td>
<td>Librarian</td>
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<td>West Vancouver Memorial Library</td>
<td>Pat Cumming, Taren Urquhart</td>
<td>Customer &amp; Community Experience, Arts &amp; Special Events Coordinator</td>
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<td><strong>TOURISM / ECONOMIC DEVELOPMENT</strong></td>
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<td>Ambleside-Dunderave BIA</td>
<td>Stephanie Jones</td>
<td>Executive Director</td>
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<td>District of West Vancouver</td>
<td>Stephen Mikicich</td>
<td>Manager, Economic Development</td>
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<td>Grouse Mountain</td>
<td>Julia Grant</td>
<td>Manager, Communications</td>
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<tr>
<td>Lower Lonsdale BIA</td>
<td>Greg Holmes</td>
<td>Executive Director</td>
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<td>NV Chamber of Commerce</td>
<td>Patrick Stafford-Smith, Lorelei Phillips</td>
<td>CEO &amp; CDO, Marketing &amp; Communications Manager</td>
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<tr>
<td>Vancouver’s North Shore Tourism</td>
<td>Jennifer Belak</td>
<td>Executive Director</td>
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<td>WV Chamber of Commerce</td>
<td>Debbie Janson</td>
<td>Manager</td>
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Financials

**Total Project Budget** = $753,000 (over 3 years, including cash and in-kind);

- **Confirmed cash contributions** = total $452,000;
  - Canadian Heritage, Canada Cultural Investment Fund, Strategic Initiatives Component $421,000
  - Metro Vancouver, Cultural Grants $10,000
  - Canada Summer Jobs Program $6,000
  - District of North Vancouver $5,000
  - City of North Vancouver $5,000
  - District of West Vancouver $5,000

- **Confirmed in-kind contributions** = total $79,495 value;
  City of North Vancouver, District of North Vancouver, District of West Vancouver, North Vancouver Recreation & Culture Commission, Squamish and Tsleil-Waututh Nations, Advisory Committee partners.

- **Projected Earned revenues** = total $19,800.

- **Pending cash and in-kind contributions** = total $201,705.
Working Definitions of Asset Categories

The following are 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.

Cultural Organizations

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

Sample Keywords: Artisan/Craft, Dance, Film, Design, Digital/Media Arts, Fashion, Historical/Heritage, Indigenous, Music, Literary, Multicultural, Performing Arts, Photography, Textile, Theatre, Visual Arts, Architecture

Cultural Spaces & Facilities

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

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

**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 recording studios, theatre costume making, to creative software design).

**Sample keywords:** Dance, Digital Arts, Film, Literary, Music, Theatre, Visual Arts

**Cultural & Natural 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. It also includes assets in the natural environment that have cultural significance, including flora and fauna, cultural landscapes (natural features that have cultural attributes), or strictly delineated natural areas of particular value from a cultural point of view (municipal parks, conservation areas, and botanical gardens).

**Sample Keywords:** Archives, Built Heritage, Conservation Areas, Gardens, Heritage Registers, Historic Plaques and Monuments, Heritage Districts, Historic Sites, Architecture, Intangible Assets, Museums, Nature Centres, Significant Parks, Trails, Walking Tours

**Festivals & Events**

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

**Sample Keywords:** Gallery/Studio Tours, Multicultural Festivals, Film Festivals, Street Festivals, Workshops

**First Nations**

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

**Sample keywords:** Squamish, Tsleil-Waututh

**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.

**Sample Keywords:** Legends, Oral History, Language Preservation, Placemaking
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.
**Sample Keywords:** Installation, 3D, 2D

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.
**Sample Keywords:** Civic Offices, Community & Recreation Centres, Health Centre/Hospital, Libraries, Senior Centres, Schools

Service Organizations
A service club or service organization is a non-profit organization where members meet regularly to perform charitable work 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.
**Sample Keywords:** Arts Councils, Artist Guilds, Charities, Legion, Volunteer
North Shore Cultural Mapping

Cultural Organizations

Visual art
literary
music
theatre
film
foundation
heritage
community
art
recreation centre
dance
charity
cultural/multicultural
archive
museum
gallery
art & craft
art & design/studios
art & cultural spaces
performing arts & theatre centres

Cultural Spaces and Facilities

Religious spaces
stories
literacy

Intermediates

First Nations

Service Organizations

cultural/multicultural
street festival
exhibition
taali wa'amit
art
tourism
libraries

Public Art

Creative Industries

Public Institutions

Cultural and Natural Heritage

historic sites
museums
heritage districts
heritage registers
historic plaques and monuments

walking tours
nature centres
signposts
significant parks
genero
tails

archives
You Are Here Calendar – Cultural Mapping Fundraiser

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

Images in the calendar depict recognizably ‘North Shore’ scenes or locations, and are created by local artists. Artists donate their images, as the calendar is intended to raise funds for the North Shore Cultural Mapping. Exhibitions of the original artwork take place around the North Shore where the work is for sale (all proceeds go to the artist).

Calendars are $20 each (plus tax) and are available at various locations across the North Shore, such as:

- **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
For more information

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