Cultural Planning 101 for Community Arts and Culture Leaders
Defining culture

Culture is an inclusive term, embracing what defines us as a community.

It is about Who We Are, and How We Live.
Defining cultural planning

Cultural planning is defined as strategic and integrated planning by the application of cultural resources in the development of the city and society (Colin Mercer, 1995)
CULTURAL PLANNING IS A TOOL FOR MUNICIPALITIES TO USE TO ACHIEVE ECONOMIC AND SOCIAL GOALS INTEGRATED INTO OTHER PLANNING AREAS

- Economic Development
- Health/Social Programs
- Tourism
- Community Planning

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Step One: cultural assessment (mapping, scanning)

• Cultural assessment is the first step towards a comprehensive cultural plan

• Once a cultural plan is developed it facilitates the long term development of arts and culture in the community
The objectives of the cultural scan and map include:

– Form development of the cultural plan
– Share information and raise awareness of the community’s cultural resources
– Identify strengths, gaps, needs, and opportunities and to address goals and priorities
– Engage the community in cultural policy-making and leadership, and to encourage community partnerships
Cultural Planning phases

Phase 1: Cultural Assessment (Scan & Map)
- Initial Meetings
- Key Documents Review
- Determine Scope
- Define Terms
- Timeline
- Cultural Resources
- Inventory/Database
- Community Engagement
- Community Consultations (on-going)
- Cultural Map
- Cultural Survey

Phase 2: Cultural Plan Development
- Vision Session
- Focus Groups
- Focussed Forums (by topic, e.g. facilities)
- Workshops
- Priority Setting
- Communications

Phase 3: Finalizing the Cultural Plan
- Draft Plan
- Make Public Feedback
- Refinement
- Finalize & Adopt
- Implement
- Monitor/Evaluate (On-Going)

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Cultural Mapping: What is it?

• An effective tool for development and planning
• Different types and purposes of cultural mapping
• Can take many forms (report, graphic map, GIS, web-based map, text-based)
• Qualitative and quantitative
Cultural Mapping: what is it?

The process of identification and charting of cultural resources in the local area, with a view to modifying negative elements and enhancing positive elements in order to improve quality of life through economic, social and community development (Grogen and Mercer, 1995)
Cultural Mapping: what is it?

Cultural inventory: a list or database of information about cultural resources and assets

Cultural resources and assets:
the various elements that contribute to culture (human, natural, social, economic or bricks and mortar)

Source: Creative City Network of Canada
Cultural Resources

Cultural Resources – Place + Culture + Economy

Source: Canadian Framework of Cultural Statistics- Statistics Canada
Source: Canadian Framework of Cultural Statistics - Statistics Canada
Cultural Mapping: timing?

• Building on good work to-date
• More developed and defined identity among residents, the more likely it will attract tourists, new residents and creative economy
What are the economic advantages?

- Livability resources: transportation, quality of culture, creative wealth, tolerance, accessibility to decision making, diversity, education, real estate etc.

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How does it impact tourism?

Transforming tourism destinations to cultural and creative tourism destinations via “cultural anchors”

- A sustainable approach
- High quality, highly distinctive, highly creative
- More choice and participation, range of experiences
- Public programming more important (conferences, courses, studio work etc.)
- Increased market segmentation

Source: Lord Cultural Resources
How to go about cultural mapping and planning?

- Integrated into local strategic planning—3 main phases
- Begin with cultural assessment/mapping
- Cultural development (13-20 months)
- Cultural tourism strategic plan
- Combines consultation AND expert help
What is the Arts Council’s Arts Community Leader’s role?

• Who leads? (facilitator, initiator, convenor, coordinator)
• Local government is closest to our everyday lives
• Combines consultation AND expert help
• EDC, Tourism Group, PRC, planners
Who gets involved?

- Stakeholder identification
- Municipal departments
- Community organizations: heritage, seniors, Aboriginal, social, youth, tourism and planning committees, arts, sport, leaders, media, retailers, restaurants, leisure-related businesses etc.
My approach?

- Work with cultural roots and identity first
- Share knowledge and awareness of arts and culture
- Creative-based consultation and meaningful engagement
- Integrated as part of marketing and communications

Aim: build pride of place to provide foundation for culture-led community and economic development planning