North Shore Cultural Mapping Project

Spearheaded by the North Vancouver Community Arts Council

- 3 phases, multi-year
- Broad-based partnerships
- Regional North Shore scope
- Strategic use of technologies
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).
Making North Shore Culture More Visible

✓ Culture information hub
✓ Economic development
  ➢ Builds audiences
  ➢ Drives tourism, extend stays
✓ Identifies cultural ‘gaps’
✓ Promotes diversity and inclusiveness
✓ Supports partnerships
Who will Benefit?

- Residents
- Tourists/Visitors
- Arts Organizations
- Artistic Community
- First Nations
- Municipal Planners
- Developers
- Businesses
Collaboration/Relationships Key to Success

- NVCAC lead organization
- Pooling resources
- Achieve a common objective
- Avoid duplication
- Cross-sector partnerships
Timeline

2016
PHASE 1
Research & Development
Building Relationships

2017 | 2018 | 2019
PHASE 2
Funding
Production
Marketing

2020 |
PHASE 3
Launch Spring 2020
Maintenance
Phase 1 Research

- Toolkits
- Best Practices
- Mapping Platforms
- Advisory Committee
- Data Collection
- Category Development
Phase 1 Category Refinement

North Shore Cultural Mapping
Phase 2 Initial Funding

- Metro Vancouver Cultural Grant, $10,000
- Three North Shore municipalities, $5,000 each
- In-kind support
Phase 2 Federal Funding

- Canada Culture Investment Fund (CCIF) Strategic Initiatives Component
- Capacity building
- Awarded $421,000 for 3 fiscal periods
- Partnerships key to success

...arts and heritage organizations partner together to develop and share resources to improve their business practices.

...creates an environment in which Canadians value and invest in arts and heritage organizations.
Who will do the work?

- NVCAC staff
- Advisory Committee
- Project Team
- Municipalities, First Nations, NVRC
- Students
Final Tool

ESRI Technology
- GIS application
- Open source
- Web-based
- Interactive
- Responsive design
- Story map

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North Vancouver Public Art Map

Multi-media content

Interactive functions

Integrate GIS data from existing maps
Story Map Sample

One World, Many Voices: Endangered Languages and Cultural Heritage

The 2013 Smithsonian Folklife Festival highlights a selection of the world’s endangered languages. Some are spoken in Language Hotspots, shaded areas on map with high levels of diversity and endangerment.

Tabs define categories
Embedded Audio/video

“Giving New Life to an Ancient Language”

Siletz Tribe Language Project, Confederated Tribes of Siletz Indians, Oregon

“Windmoore, Alfred “Bud”” Late EL of the Confederated Tribes of Siletz Indians in Oregon, dons the traditional Feather Dance “Hoa Dick,” with his six year-old granddaughter Holly Chabuya, Lame-Shunga and other members of the Siletz tribe. A fiddle leader, basketmaker, language educator, and cultural expert, Bud Lane is one of few fluent speakers of Siletz Dene. He and others have been working tirelessly to preserve the Siletz language and cultural traditions.

Photo: Ernest Withers, courtesy National Museum of the American Indian, Smithsonian Institution

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Story Map Sample

Clusters nest map content allowing for more data points