Putting Cultural Assets on the Map: A Case Study of Ontario

Presentation by M. Sharon Jeannotte
Creative City Summit
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Outline of presentation

- Definition of cultural mapping
- Types of cultural resources
- Cultural mapping in Ontario – “whys” and “hows”
- Overview of selected mapping initiatives
- Examples of digital cultural maps
- Issues and success factors
Definition of cultural mapping

“A process of collecting, recording, analyzing and synthesizing information in order to describe the cultural resources, networks, links and patterns of usage of a given community or group.”

Sue Stewart, *Cultural Mapping Toolkit*, 2007
Types of cultural resources

Tangible cultural resources
- Cultural industries
- Cultural occupations
- Community cultural organizations
- Cultural facilities and spaces
- Cultural and natural heritage
- Cultural events and festivals

Intangible cultural resources
- Values, stories, customs, traditions
Ontario’s Municipal Cultural Planning Inc.

- A non-profit coalition of organizations and agencies
- 2010 – Published Cultural Resources Mapping: A Guide for Municipalities
- Emphasis on tangible cultural resources
Ontario’s Creative Communities Prosperity Fund – 2009–2013

Purpose:
“to help municipalities and Aboriginal communities develop cultural resources as a key part of their community and economic development strategies, and integrate cultural planning with economic development, environmental responsibility, social equity and land use planning processes”

Government of Ontario, Creative Communities Prosperity Fund website
## Size of communities undertaking cultural mapping (N=64)

<table>
<thead>
<tr>
<th>Small (pop. 20,000 or less)</th>
<th>Medium (pop. 20,000–100,000)</th>
<th>Large (pop. 100,000 or more)</th>
</tr>
</thead>
<tbody>
<tr>
<td>26</td>
<td>15</td>
<td>23</td>
</tr>
</tbody>
</table>
## Stated purpose of cultural mapping by size of community (N=64)

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Small (N=26)</th>
<th>Medium (N=15)</th>
<th>Large (N=23)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Integrated or cultural planning</td>
<td>21</td>
<td>15</td>
<td>20</td>
</tr>
<tr>
<td>Economic development, urban/rural development</td>
<td>20</td>
<td>14</td>
<td>18</td>
</tr>
<tr>
<td>Tourism, branding, marketing</td>
<td>21</td>
<td>12</td>
<td>16</td>
</tr>
<tr>
<td>Identity, heritage, sustainability</td>
<td>19</td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td>Access, awareness, promotion of equity or diversity</td>
<td>15</td>
<td>7</td>
<td>14</td>
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</table>
# Development of online digital maps by size of community (N=64)

<table>
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<tr>
<th>Size of community</th>
<th>Yes</th>
<th>Planned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small (N=26)</td>
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<td>4</td>
</tr>
<tr>
<td>Medium (N=15)</td>
<td>9</td>
<td>3</td>
</tr>
<tr>
<td>Large (N=23)</td>
<td>12</td>
<td>5</td>
</tr>
</tbody>
</table>
Examples of digital cultural maps


- Large community – County of Essex and City of Windsor (pop. 388,782) – http://www.culture.windsor-essex.info/
Digital cultural maps – Issues

- Tangible cultural assets easier to map than intangible cultural assets
- Smaller communities lack resources to produce and maintain effective digital cultural maps
- Some digital cultural maps are not user-friendly and lack descriptive information
- Many digital cultural maps not tied to their stated strategic purpose
Digital maps – success factors

- Clear linkage to plans and strategic purposes
- Choosing the right technological platform
- Close attention to residents’ priorities
- Balance between tangible and intangible assets
- Leadership and commitment
Thank you!

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