



# NORTH SHORE CULTURE MAP

Official Launch Spring 2020

## Background Information

Funded by the  
Government  
of Canada

Financé par le  
gouvernement  
du Canada

Canada



335 Lonsdale Avenue  
North Vancouver, BC

p. 604-988-6844

[culturemap@northvanarts.ca](mailto:culturemap@northvanarts.ca)

[northshoreculturemap.net](http://northshoreculturemap.net)  
[northvanarts.ca](http://northvanarts.ca)

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## Background

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**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?

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*"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?

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The North Shore Culture Map is 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 uses 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 has been created in a GIS format, currently described as a public facing web-mapping solution. The website allows 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 features images, video links, audio, and stories or descriptions about each asset.

## Who benefits?

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

## Scope

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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.

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# Project Team

## North Van Arts Staff

Taking the lead in the project, North Van Arts staff oversee project development, fundraising, budget, and reporting; liaise with the Advisory Committee; work closely with 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.



# Advisory Committee as of May 2019

ARTS ORGANIZATIONS	CONTACT	ROLE/TITLE
Kay Meek Centre	Rob Gloor	Executive Director
North Vancouver Community Arts Council	Nancy Cottingham Powell Michelle Richard	Executive Director Project Lead
Polygon Gallery	Reid Shier Jessica Bouchard	Director, Associate Director
Presentation House Theatre	Kim Selody	Executive Director
West Vancouver Community Arts Council	Jennifer Lord	Executive Director
West Vancouver Art Museum	Darrin Morrison	Administrator / Curator
Seymour Art Gallery	Vanessa Black	Curator
COMMUNITY DEVELOPMENT (YOUTH AND FAMILIES) / MULTICULTURAL		
City of North Vancouver	Lea Herman	Coordinator, Community Services
District of North Vancouver	Annie Mauboules	Social Planner Sustainable Community Development
North Shore Multicultural Society		
NS Immigrant Inclusion Partnership	Olivia Bornik	Manager
CULTURAL SERVICES		
District of West Vancouver	Doti Niedermeyer Glenn Madsen	Senior Manager, Cultural Dev't Cultural Services Supervisor
North Vancouver Recreation & Culture Commission	John Rice Karen Pighin	Cultural Services Officer Community Arts & Culture Animator
EDUCATION		
School District #44	Yolande Martinello	Artists for Kids Trust
School District #45	Lynne Tomlinson	Director of Instruction
Capilano University – Blue Shore Financial Performing Arts Centre	Sandra McRae	General Manager
Capilano University – School of Motion Pictures	Michael Thoma	Chair
FIRST NATIONS		
Squamish Nation	Rebecca Duncan	Language Teacher/Translation Specialist
Tsleil-Waututh Nation	Michelle George	Referrals Analyst, Treaty, Lands & Resources
HERITAGE		
District of North Vancouver		Community Planner
North Vancouver Museum & Archives	Shirley Sutherland	Assistant Director
LIBRARIES		
City of North Vancouver	Deb Hutchison Koep Mikale Fenton	Chief Librarian Community, Program & Service Dev't
DNV Library Services	David Milner	Librarian
West Vancouver Memorial Library	Pat Cumming Taren Urquhart	Customer & Community Experience Arts & Special Events Coordinator
TOURISM / ECONOMIC DEVELOPMENT		
Ambleside-Dunderave BIA	Stephanie Jones	Executive Director
Capilano Suspension Bridge	Jared Martin	Multimedia Marketing Coordinator
District of West Vancouver	Stephen Mikicich	Manager, Economic Development
Grouse Mountain	Julia Grant	Manager, Communications
Lower Lonsdale BIA	Greg Holmes	Executive Director
NV Chamber of Commerce	Patrick Stafford-Smith Lorelei Phillips	CEO & CDO Marketing & Communications Manager
Vancouver's North Shore Tourism	Jennifer Belak	Executive Director
WV Chamber of Commerce	Debbie Janson	Manager

# Financials

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

**Confirmed cash contributions** = total \$452,000;

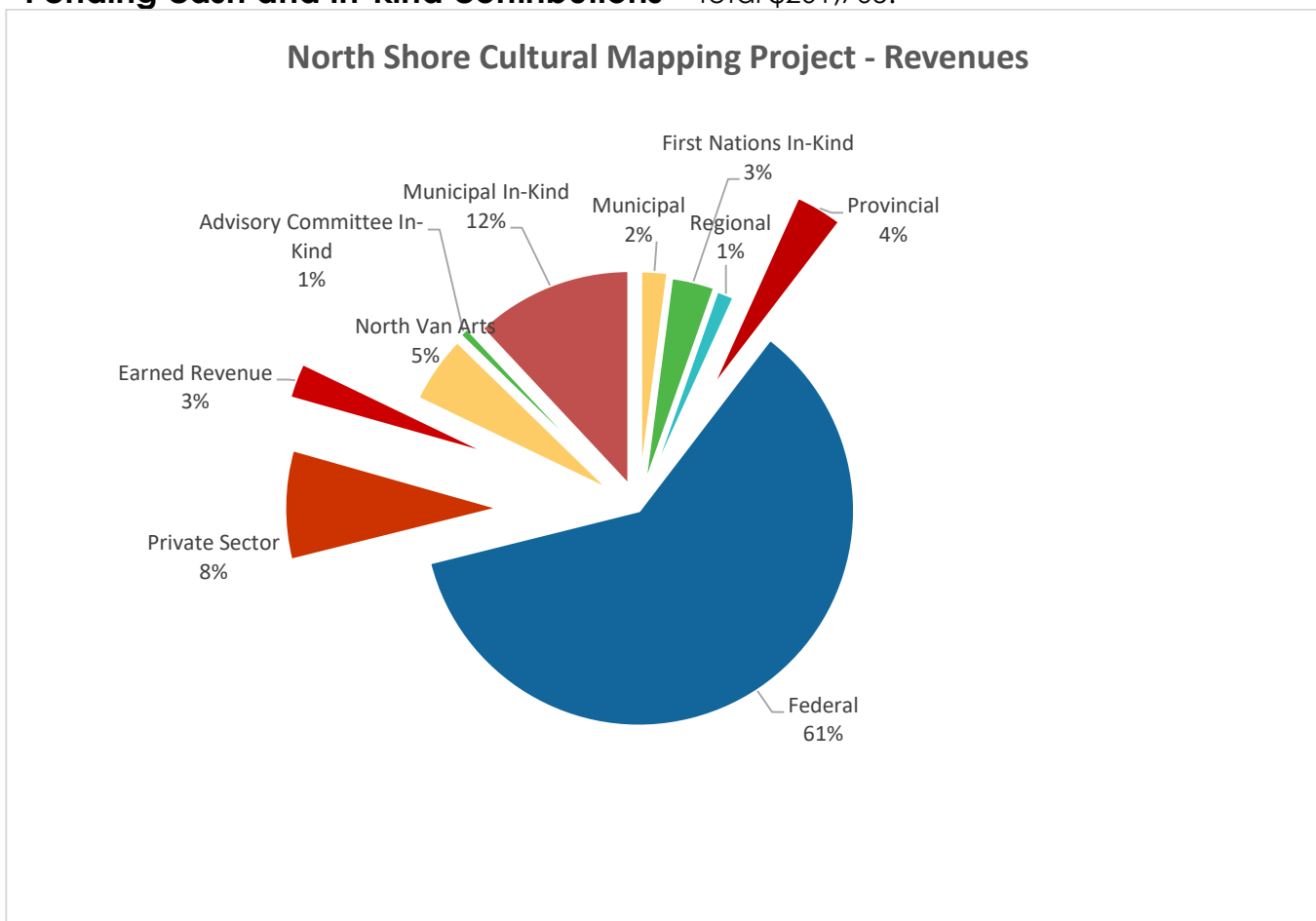
- Canadian Heritage, Canada Cultural Investment Fund, Strategic Initiatives Component \$421,000
- Metro Vancouver, Cultural Grants \$10,000
- Canada Summer Jobs Program \$6000
- District of North Vancouver \$5,000
- City of North Vancouver \$5,000
- District of West Vancouver \$5,000

**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.



# Definitions of Asset Categories

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The following are 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. 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



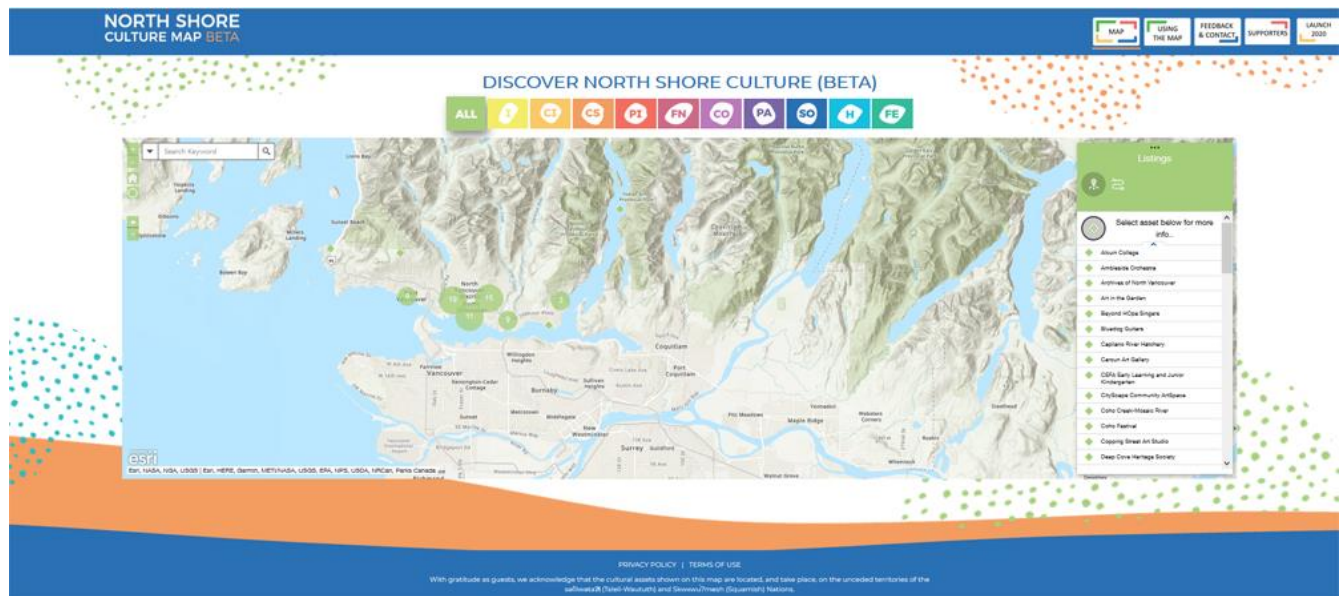
# Beta Test Period

To build a tool that is effective and useful for our target audience, a beta test version was launched in limited release on April 30, 2019.

at  
[northshoreculturemap.ca](http://northshoreculturemap.ca)

**Testing Period: May 1 – September 1, 2019**

During this testing phase, we are asking the public to test the map in its current state and provide feedback about the functionality. Links to the feedback form can be found on the map site.



## Notes for the Beta Testing Period:

Only a sample of assets are included in this version. Assets will be added to the map on an ongoing basis.

The 'look' (colour, style, icons, etc) and name of the map is temporary, as a brand will be developed for the official launch in 2020.

Two different coloured maps are used in this version, seeking feedback on the preferred colour/style. Asset listings and images are provided to us by the asset, through an online form, linked in the Feedback & Contact area of the map site .

Information collected during this testing phase will be used to complete development for the final tool to be launched in spring 2020.

# 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. The calendar includes a map to situate the scenes, providing a visual element to tell the story of North Shore Culture.



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 (sale proceeds go to the artist).

Calendars are \$20 each (plus tax) and are available at various locations across the North Shore.



## For more information

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**Sheryl McGraw**

Project Manager

[sherylm@northvanarts.ca](mailto:sherylm@northvanarts.ca)

**Lori Baxter**

Project Manager

[lorib@northvanarts.ca](mailto:lorib@northvanarts.ca)

**Johnny Trinh**

Community Engagement Manager

[johnny@northvanarts.ca](mailto:johnny@northvanarts.ca)

**Nancy Cottingham Powell**

Executive Director

[nancy@northvanarts.ca](mailto:nancy@northvanarts.ca)

**Michelle Richard**

Communications & Grants Manager

[michelle@northvanarts.ca](mailto:michelle@northvanarts.ca)

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## Contact

**North Van Arts (North Vancouver Community Arts Council)**

335 Lonsdale Avenue

North Vancouver, BC V7G 1T9

T: 604-988-6844

[northvanarts.ca](http://northvanarts.ca)

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