

Why a Cultural Map and Cultural Plan for Vaughan?



Goals

- To map the City of Vaughan’s cultural resources as a foundation for a cultural plan.
- To establish a unified vision and strategy to support cultural development and creative city building in Vaughan.

Did you know that Canada’s creative cultural industries represent:

- \$84.6 billion or 7.4% of GDP
- 1.1 million jobs or 3.9% of labour force

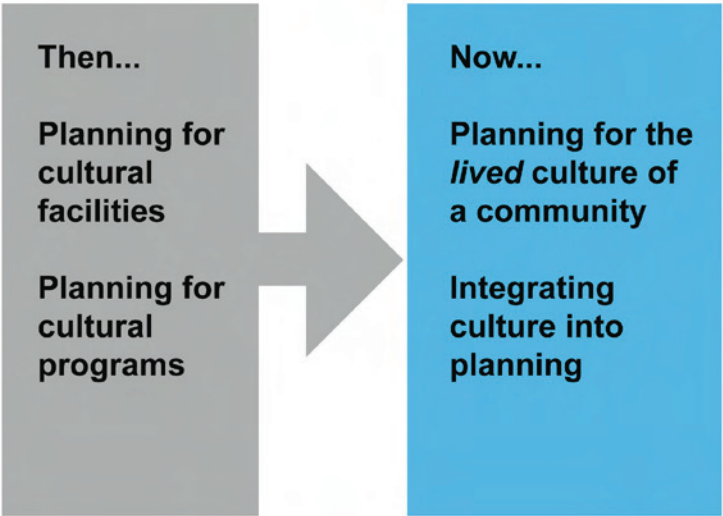
Economically successful and vibrant cities are those that engage the creativity of their residents [and workers] and maintain an authentic and environmentally sustainable setting. It pays for a municipality to make a proactive role in cultural development as a key part of its core business.

Dr. Richard Florida, Martin Prosperity Institute, University of Toronto

What will a Cultural Plan do for Vaughan?

- Integrate culture in City planning
- Grow Vaughan’s creative industries
- Showcase Vaughan’s wealth of cultural assets
- Embrace leading practice in municipal cultural planning
- Profile Vaughan as a destination of scenic beauty and cultural vitality
- Support Vaughan realize its potential as a creative city

Cultural Planning – Then and Now!



Prosperous Creative Economies: promote innovation, stimulate job growth, support new, dynamic content creation, penetrate new markets and encourage cultural tourism.

Vibrant, liveable Communities: develop our unique cultural resources to enhance the health and vitality of our communities and the quality of life of our people.

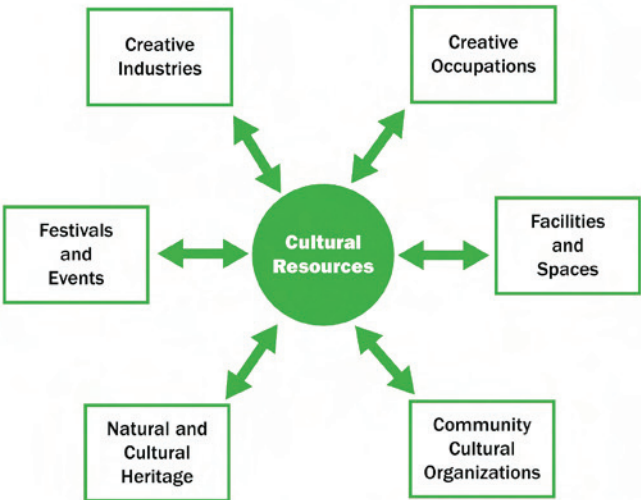
Ontario Ministry of Culture

What makes Vaughan a unique place?
What are the places that define us?
What are the stories that define us?
How can culture help support community engagement and quality of place in our neighbourhoods?

Culture – it is more than you think!



Culture – it's more than you think!



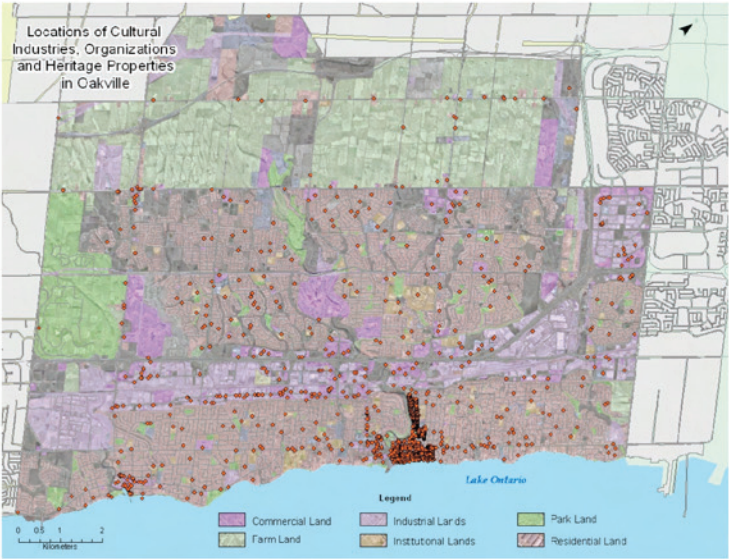
Culture is both a set of objects (art, music, theatre, buildings) and a set of processes. Culture is not just the pictures and books produced by regions or communities or nations; it is also their beliefs, their behaviour and how they develop and express them. It is this latter sense of culture that is most important for creativity and sustainability in the long-term.

Prime Minister's External Advisory Committee On Cities & Communities

We must put culture and place at the centre of building Canadian communities.

External Advisory Committee on Cities And Communities Commission (2006)

Coming to Vaughan Soon! A Map of Our Cultural Resources



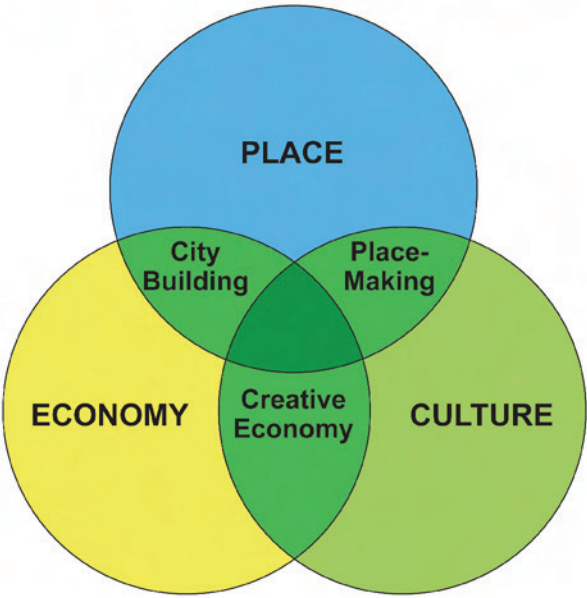
In a dynamic environment of global competition, demographic change, and migration, Canada's culture sector plays a critical role in attracting people, businesses, and investment; stimulating creativity and innovation; and distinguishing Canada as an exciting place where people can celebrate their heritage and achieve personal and professional fulfillment.

Valuing Culture: Measuring and Understanding Canada's Creative Economy. The Conference Board of Canada (2008)

- How can culture help drive economic development?
- How can we support innovation and creativity in Vaughan?
- How could we attract and support the creative industries?
- How do we encourage investment in Vaughan's cultural assets?



Culture and Vaughan Tomorrow



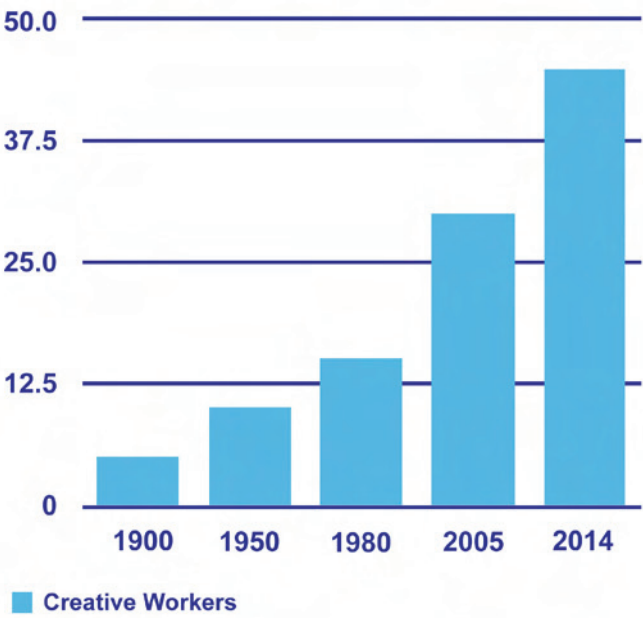
The definition of culture ... employs a wide range of cultural activities and cross-cutting themes, such as social inclusion, economic development, environmental sustainability and place-making and marketing objectives. These suggest potential intervention, or at the very least coordination, with a commensurate range of services, such as transport, local procurement, health, community development, education and social services.

Abigail Gilmore, Local Cultural Strategies: A Strategic Review

The creative economy is based on a new way of thinking and doing. The primary inputs are our individual talent or skill. These inputs may be familiar or novel; what is more important is that our creativity transforms them in novel ways. In some sectors the output value depends on their uniqueness; in others, on how easily it can be copied and sold to large numbers of people.

John Howkins, The Creative City (2001)

A Rising Creative Economy!



Expanding Creative Industries!

- | | |
|-----------------------------------|---|
| Advertising | Live and recorded music |
| Architecture | Performing arts and entertainments |
| Crafts, designer furniture | Television, radio and internet broadcasting |
| Fashion clothing | Visual arts and antiques |
| Film and video production | Writing and publishing |
| Graphic design | |
| Leisure software (computer games) | |

Putting Vaughan on the Map!

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- How can we broaden our talent base?
- How can we foster creativity in our education system?
- How can we honour and celebrate the creativity of our diverse communities?
- Who are the City of Vaughan's cultural partners?