



Shops and Cafes

C 3

COMMUNICATION

CW (WORKING SESSION)

February 11, 2014

ITEM - 2

How Cultural Planning Makes a Difference

Workshop for the City of Vaughan

By Gail Lord, Co-President, Lord Cultural Resources

February 11, 2014

About Lord Cultural Resources

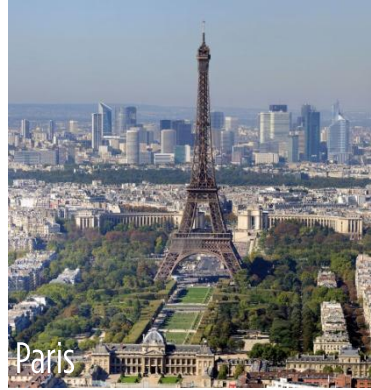




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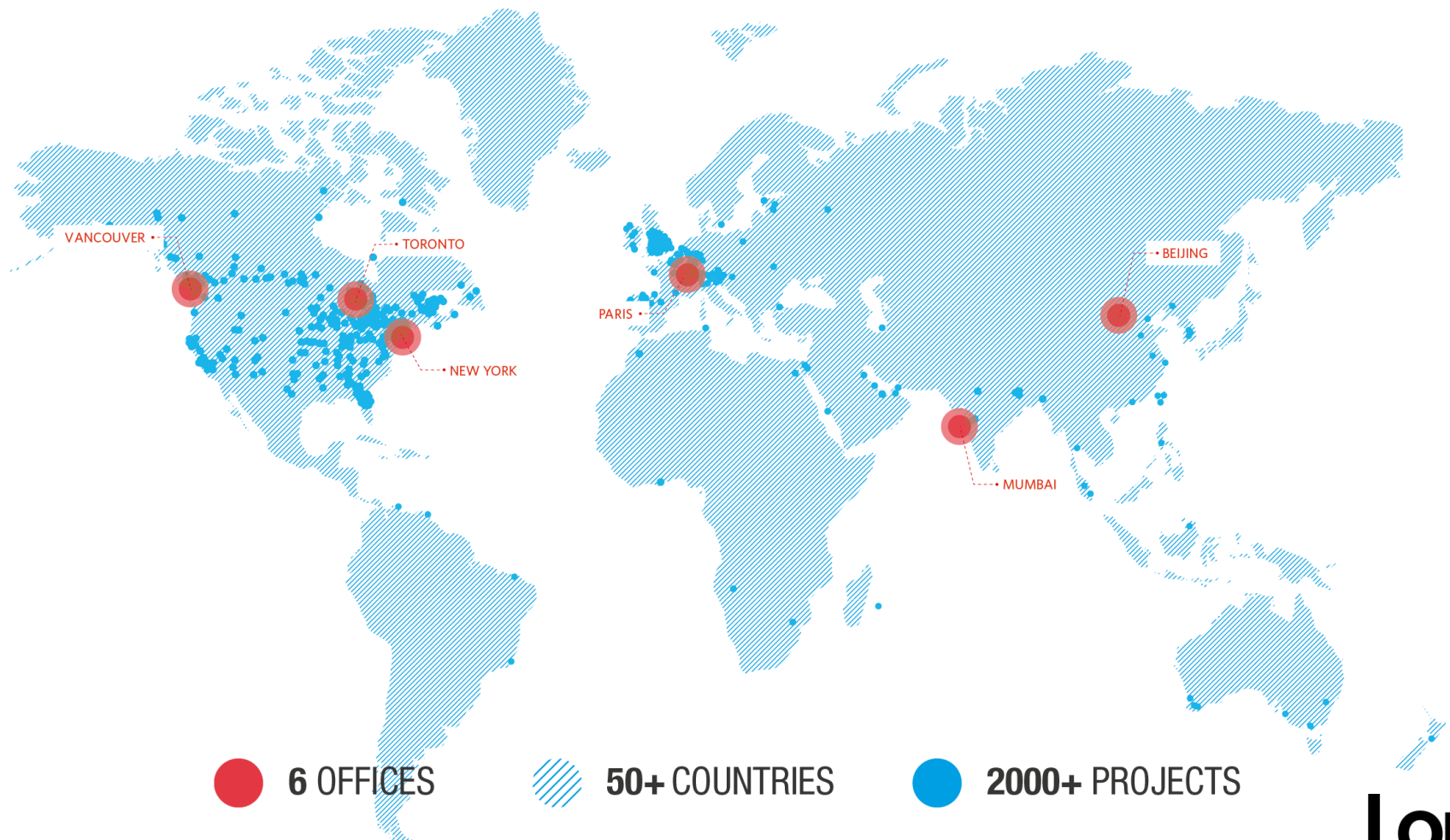
Lord Cultural Resources

Creating Cultural Capital

Founded in 1981 in response to an emerging need for specialized planning services in the museum, cultural and heritage sectors:

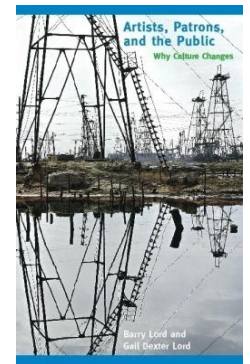
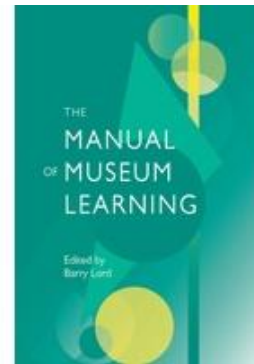
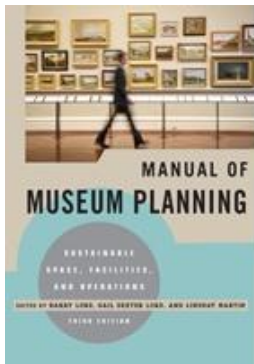
- The world's **largest cultural professional practice**
- **2,000+ assignments** over 30 years
- **50+ countries** on 6 continents
- **6 offices** worldwide
- An international reputation for **sector leadership, innovation and excellence**


As the leader in cultural consulting services, Lord Cultural Resources relies on **a global network of offices** in Toronto, Vancouver, New York, Paris, Mumbai and Beijing.



Lord Cultural Resources Writes the Books

*We share our knowledge in presentations, articles
and publications.*



An aerial photograph of Marina Bay Sands in Singapore. The three towers of the hotel are prominent in the center, connected by a skybridge. In the foreground, the Esplanade - Theatres on the Bay is visible, featuring its distinctive spiky roof. To the left, the Art Science Museum is situated on a small island, resembling a lotus flower. The background shows the city skyline and the sea under a blue sky with scattered clouds.

Marina Bay Sands Art Science Museum Singapore, 2007-09

The image shows the exterior of the Louvre Lens building at dusk. The building is a long, rectangular structure with a facade made of large glass panels. The sky is a deep blue, and the ground in the foreground is wet and reflective. Several people are visible walking on the plaza in front of the building. The overall atmosphere is serene and modern.

Le Louvre Lens France, 2005-2011

City of Chicago
Cultural Plan
Illinois, 2012





Inspire St. Catharines:
Culture Plan 2020
Ontario, 2011-12



Chattanooga Public Library Tennessee, 2013 - Ongoing

Economic Impact Study Toronto Public Library , 2013




Toronto Media Arts Cluster Ontario, 2013 - Ongoing



Museum Of Nature Jerusalem, Israel, 2000





S.A.N. – Science, Art & New Technology Florence, Italy, 2012-Ongoing

What is **culture**?

Culture is the collective identity of Vaughan - its people, places, expressions. It is the shared experiences that bind you as a community – your traditions, memories, values, vision, creations and legacies.

Why is **culture** important?

- *Culture is an expression of who we are as a community.*
- *Culture is one of the four major pillars to create and maintain a healthy, vibrant and sustainable city.*
- *Culture serves to help shape and define our civic identity.*
- *Culture contributes to the economic growth of the City of Vaughan.*

Economic Impact of **Culture** in the Community

- *Cultural vitality contributes to a prosperous future and sustainability for a community.*
- *Contributes to innovation, entrepreneurship and a creative workforce.*

Economic Impact of **Culture** in the Community

- *Attracts and retains investment and businesses with more people spending in the community on direct cultural activity as well as indirect.*
- *Attracts tourism dollars – performing arts, festivals, blockbuster exhibitions*

What is a Cultural Plan?



What is a **Cultural Plan**?

A Cultural Plan is a framework for the integration and planning of culture into decision-making for the future sustainability of the City of Vaughan.


What is a **Cultural Plan**?

The plan will become an essential tool for the City to use to:

- *plan and deliver arts and heritage services and resources*
- *respond to the growing cultural sector*
- *address the diversity of the community*
- *reinforce culture as a cornerstone for place-making and community identity*

Why **now**?

- *A comprehensive planning tool is required to guide and manage culture.*
- *It is part of Vaughan's formative steps in establishing a greater understanding of emerging trends, challenges, issues and approaches related to the establishment and further development of Vaughan's creative, cultural and entertainment assets.*
- *And there is a need to respond to the city's cultural growth, maturation and regional transformation.*

A photograph of a group of people, mostly middle-aged and older, sitting around a table in a meeting room. They are engaged in a discussion, with some looking at a laptop screen. The room is filled with other people in the background, suggesting a large gathering or conference. The lighting is warm and indoor.

People want to Participate
in Charting the Cultural
Direction of their City



Challenges faced by fast growing cities: knowledge economy and competitive workforce

Industrial Economy

- Physical strength
- Follow orders
- Organized
- Some problem solving
- Memorization
- Basic communication
- Aggregate

Knowledge Economy

- Intellectual strength
- Lead
- Individualistic
- All problem solving
- Improvisation
- Great communication
- **CREATE!**



The Eventful City

A City with Events

- Sectoral
- Tactical
- A container of events
- Competition
- Pandering to audiences
- Market led
- Spectacle
- City marketing

The Eventful City

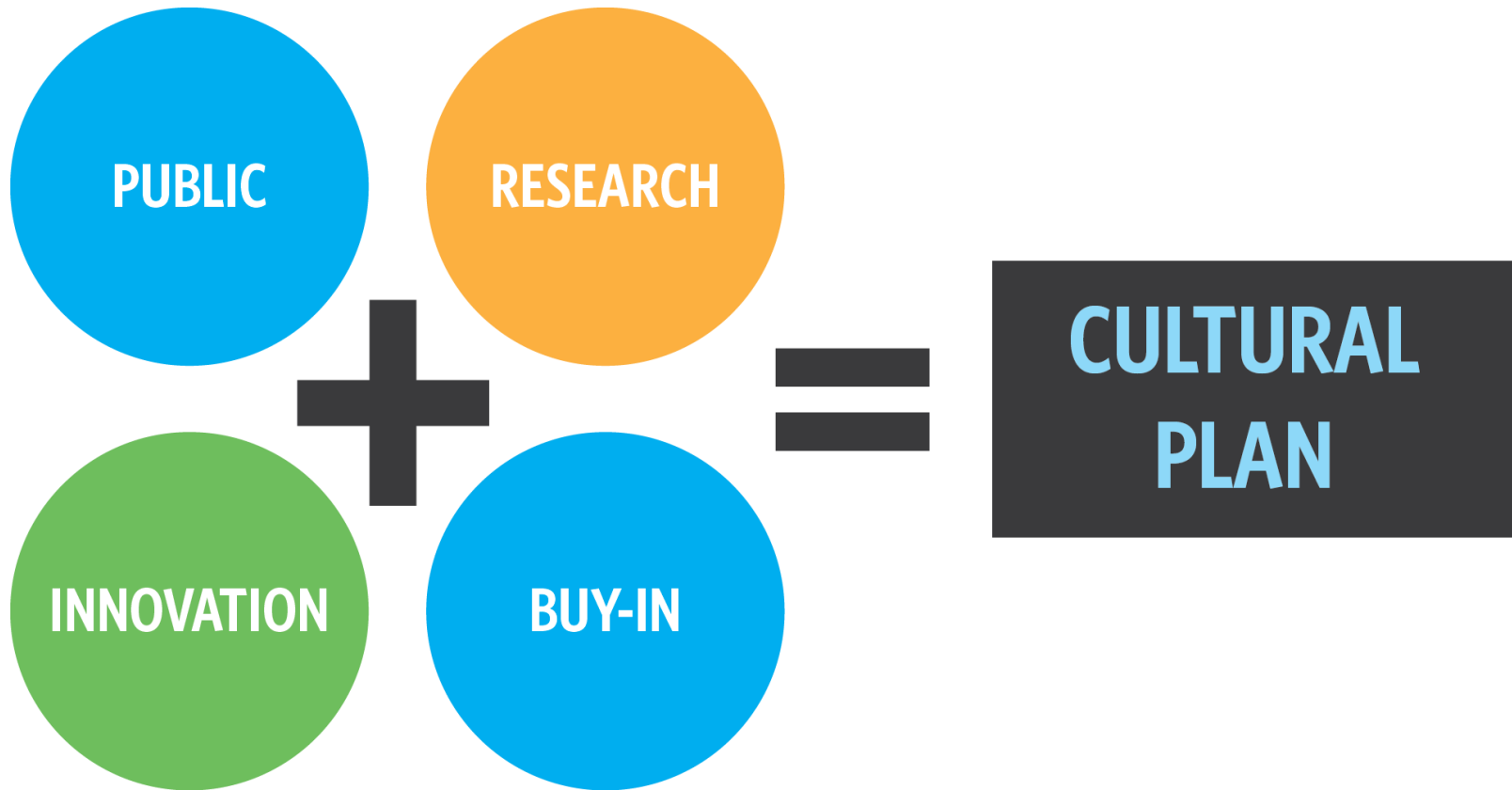
- Holistic
- Strategic
- A generator of events
- Cooperation
- Provoking publics
- Market leader
- Involvement
- **City making**



Involve Children & Families



How to Conduct a Cultural Plan





Planning Culturally

Incorporating culture in planning City-wide.

Four pillars to planning:

- Social: public services, education;
- Economic: industry, knowledge, leadership;
- Environmental: liveability;
- Culture: identity, amenities, aesthetics, heritage.





Cultural Planning Projects in Ontario



City of Toronto, Planning Space for Culture



City of Lethbridge, Culture Master Plan



City of St. Catharines, Cultural Arts Master Plan



City of St. Albert, Cultural Master Plan



Town of St. Marys, Municipal Cultural Plan



City of Kingston, Cultural Tourism and Cultural Heritage Strategies



City of Thunder Bay, Cultural Policy and Implementation Plan



Niagara Region, Economic Impact Assessment of Cultural Sector and Creative Economy



Port Hope, Cultural Arts Master Plan

THANK YOU.

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www.culturalchange.com/blog

