

COMMUNITY CULTURAL DEVELOPMENT

An informal presentation where we can:

- *SHARE* OUR STORIES
- *EXPLORE* NEW IDEAS
- *PREPARE* TO TAKE THE NEXT STEP

THE CULTURAL PLANNING EXPERIENCE

Three steps:

1. *Cultural Mapping*
2. *Creating A Vision*
3. *Cultivating Buy-In*



Cultural Mapping: A SWOT inventory



CREATING A VISION

Mission Statement

Strategic Directions

Key Priorities Identified



A MISSION STATEMENT KEEPS AGENDA ON TRACK

“To enrich community life by encouraging and supporting the development of arts, culture & tourism; inspiring a vibrant future while respecting the past”

City of Port Moody’s Cultural Mission



Key Lessons

- ✓ Check for common understanding of the value of arts and cultural celebrations.
- ✓ Connect with key city staff to build positive relationships
- ✓ Identify benefits for council
- ✓ Be encouraged by small victories
- ✓ Stay positive and focused on short term goals and long term goals
- ✓ Be aware of your agency

BUY IN IS A BALANCING ACT!

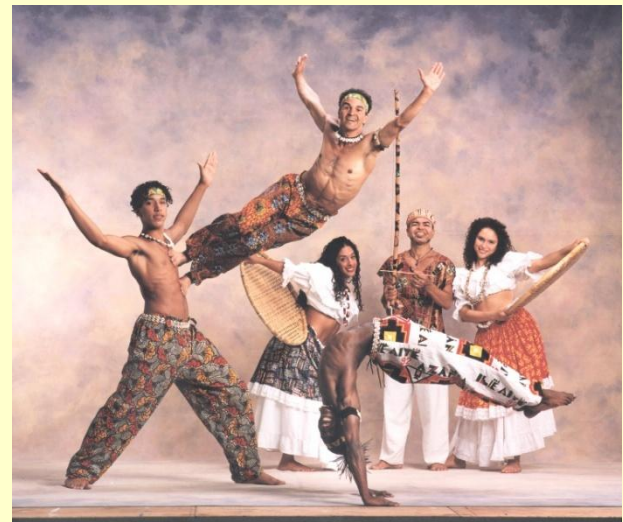




ROLLING IT OUT

LET'S EXPLORE *HOW* COMMUNITY CULTURAL DEVELOPMENT

- Helps to define your community's personality
- Enhances your resident's & visitor's experience
- Requires creative partnerships



Helps to define our community's personality?

Before getting into details we can play with higher level ideals.

Arts and Cultural events:

- are meant to be shared, enjoyed and experienced by all people
- play a significant role in collectively defining our communities.
- include festivals, visual art, heritage, literacy, film & theatre.

Art needs an audience!



DEFINING YOUR COMMUNITY'S PERSONALITY

EXERCISE: ASK YOURSELF AND THEN ASK
YOUR TABLE

1. WHEN PEOPLE THINK OF MY COMMUNITY
WHAT COMES TO MIND?
2. WHAT DO I WANT PEOPLE TO THINK ABOUT
WHEN THEY THINK ABOUT MY COMMUNITY?
3. ROUNDTABLE FEEDBACK – WHAT DO OTHERS
THINK? WHY?

Helps to enhance our resident's experience?

**MOST PEOPLE LOVE TO CONNECT WITH ONE ANOTHER
& WE NEED TO FIND OPPORTUNITIES FOR THAT TO
HAPPEN.**

arts crosses boundaries (physical, gender, nationality, experience)

volunteerism is on the rise

aging demographics need less physically demanding but still
intellectually stimulating activities.



young people need an
alternative outlet for arts pursuits



Helps to enhance our visitor's experience?

Cultural tourism:

- is the fastest growing sector in the tourism industry.
- needs a good selection of products to give tourists a reason to visit and spend money.
- includes festivals, facilities (museums, galleries) restaurants.

The good news is excellent cultural tourism product is usually also enjoyed by residents.

What does that mean for your community?



ENHANCING THE EXPERIENCE

EXERCISE: SHARE YOUR EXPERIENCES WITH YOUR TABLE (15 MINUTES)

1. HOW DOES MY COMMUNITY CELEBRATE IT'S UNIQUENESS? FESTIVALS? THEMED EVENTS?
2. HAS MY COMMUNITY USED ARTS AND CULTURAL EXPERIENCES IN A UNIQUE WAY FOR RESIDENTS – SOCIAL PLANNING, ISSUE IDENTIFICATION?
3. HAVE YOU VISITED A COMMUNITY AS A CULTURAL TOURIST? WHEN/WHY?

Requires Creative Partnerships



Good community development requires partnerships.

Requires Creative Partnerships?

A VIBRANT ARTS & CULTURE SECTOR = KEY ROLE FOR:

- non-profit organizations
- private businesses
- facility managers
- individual artists, plus
- City liaison

The most successful communities doing community cultural development well across the country are those that combine great partnerships with in-house responsibilities. It's all about connecting!

PARTNERSHIPS AND CONNECTING

EXERCISE: SHARE YOUR EXPERIENCES WITH YOUR
TABLE (15 MINUTES)

1. IMAGINE YOU HAVE JUST MOVED INTO YOUR CITY IF YOU PHONED CITY HALL TO FIND OUT WHAT'S ON WHERE WOULD THE RECEPTIONIST DIRECT YOU?
2. WHO ARE THE KEY ARTS AND CULTURAL PLAYERS IN MY CITY (EMPLOYEES AND/OR COMMUNITY PARTNERS)?
3. HOW OFTEN DOES MY COUNCIL CONNECT WITH THOSE PEOPLE IDENTIFIED IN #2? ARE THE CIRCUMSTANCES USUALLY GOOD NEWS OR BAD NEWS OR A BALANCE?

CULTURAL GOALS

Three Questions

- 1. Cultural Priorities & Why*
- 2. Resources & From Where*
- 3. Stakeholders & Who/What They Bring*

LESSONS LEARNED

- ✓ *K.I.S.S.*
- ✓ *Know your message and stay on it*
- ✓ *Under promise/over deliver*
- ✓ *Check for common understanding of the value of arts*
- ✓ *Connect with key city staff to build positive relationships*
- ✓ *Identify benefits for council*
- ✓ *Be encouraged by small victories*
- ✓ *Stay positive and focused on short term goals and long term goals*