Cultural Mapping Presentation

John Ryerson
Christina Kakaflikas

Development Services Committee
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Presentation Outline

- Markham's Cultural Strategy
- Markham Economic Strategy as it relates to Culture
- Why a Mapping Project?
- Mapping as a Tool
- Knowing our Community- Maps of Cultural Assets and Facilities
- Online Searchable Database of Cultural Assets and Industry
- Mapping Creative Industries
- Next Steps

Markham's Cultural Strategy

- 2008:
  - Economic Strategy
  - Establishment of a Culture Department

- Ongoing:
  - Development of Cultural policy and plan for Markham
  - Applying a cultural lens to BMFT and Leisure Master Plan and ongoing community development
  - Commercialization of Cultural Assets

Markham Economic Strategy

- Markham 2020: Markham's 10 year Economic Strategy envisions as one of its core mandates to develop a "Creative City" where innovation, technology, cultural diversity & the arts fuel successful enterprises & a high quality of life

- 2020 objective: High Technology employers in Markham to regard Markham as a "City of Innovation and Creativity"

- All of the activities outlined in the strategy are guided by four principles: increasing collaboration; <u>fostering innovation and creativity;</u> pursuing success through convergence; and aligning community interests.
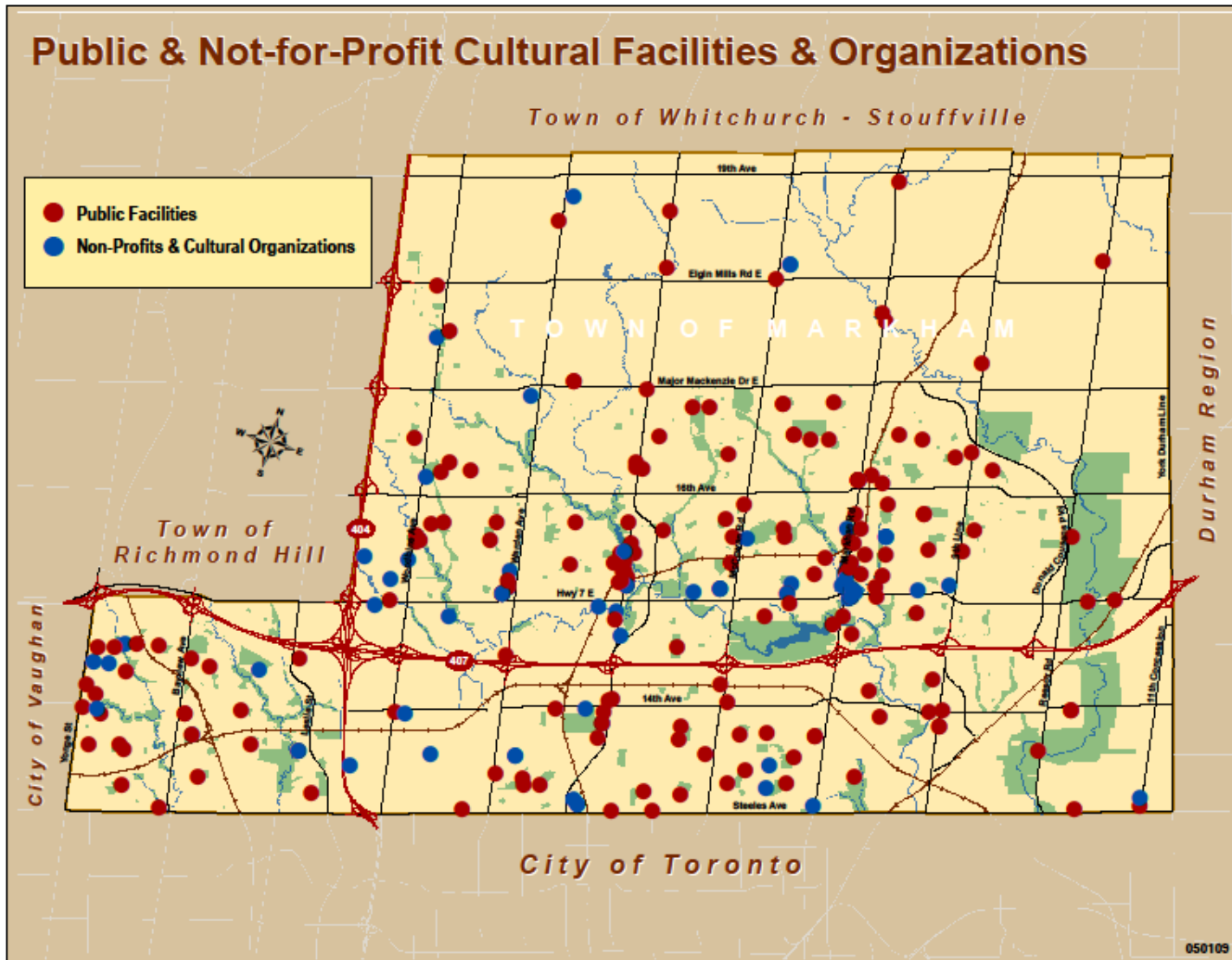
Why a Mapping Project?

- Mapping allows us to:
  - Understand who lives and works in our community
  - Develop new service delivery models and where to deliver
  - Empower the community to participate and increase capacity or partnering
  - Understand and build on our assets for - Quality of life factors
  - Understand our cultural industry composition
  - Facilitate synergy with cultural industry groupings
  - Build on our understanding and outreach to companies in the Information, Entertainment and Cultural Industries
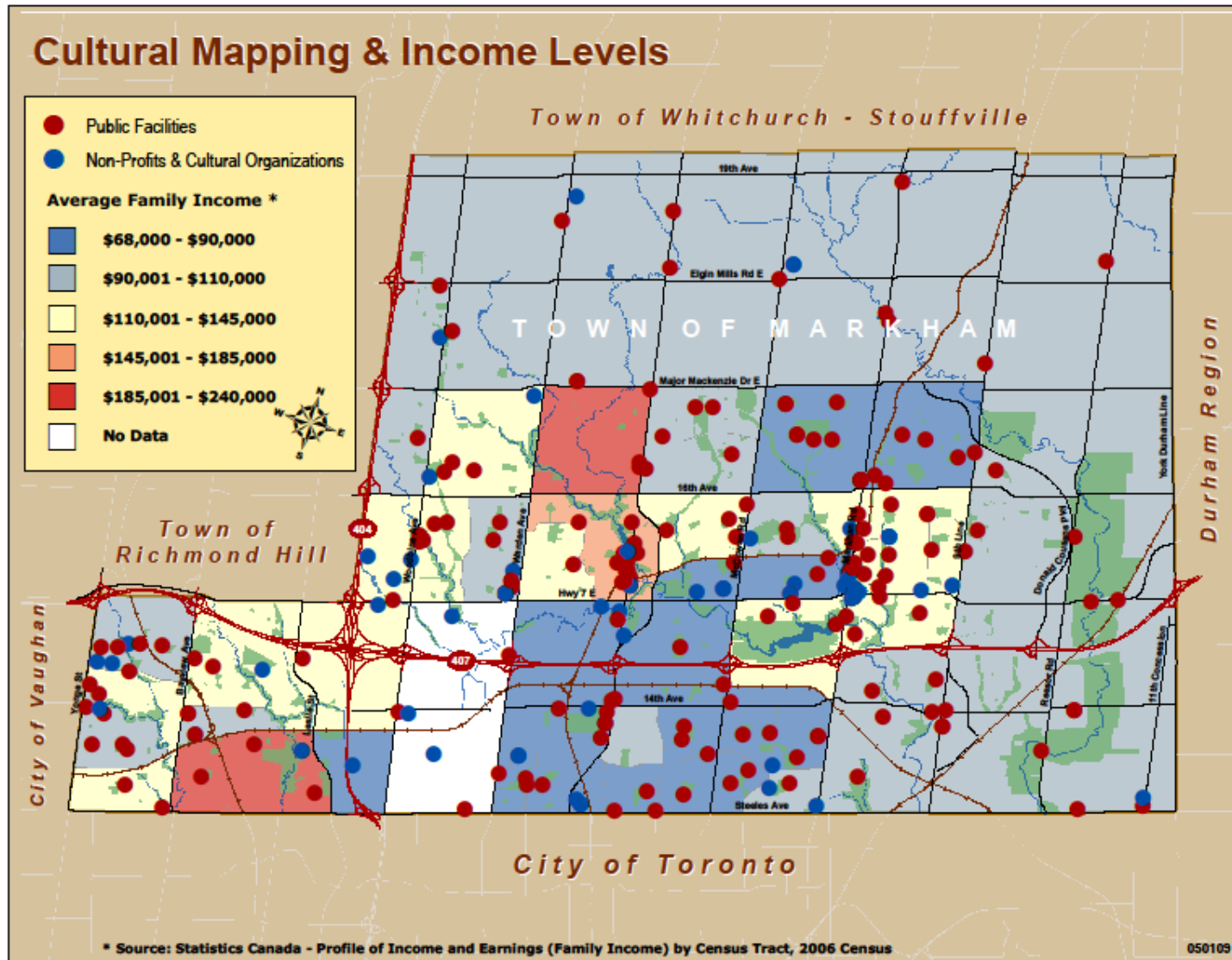
Mapping as a Tool

- Understand our community assets from urban design and streetscapes to parks, and heritage which helps us strengthen our brand
- Strategically invest in culture and education to strengthen our community's creative capacity
- People choose where to live and companies follow – strengthen planning through the lens of culture
- Use mapping to slice and dice – employment , talent, demographics, skills, services and finding synergies
- Use York University's Knowledge Mobilization Program
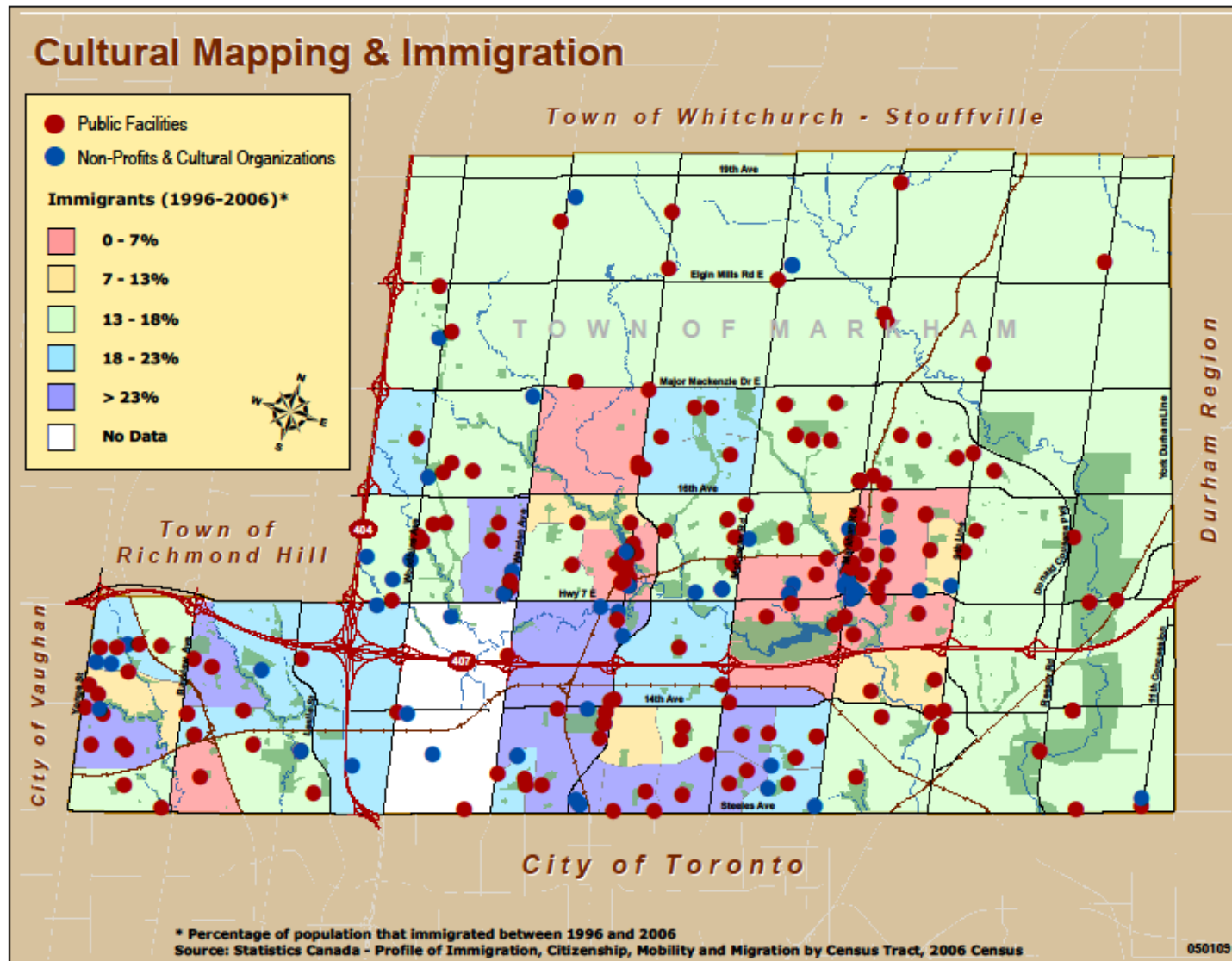- Budget one tenth of other cities
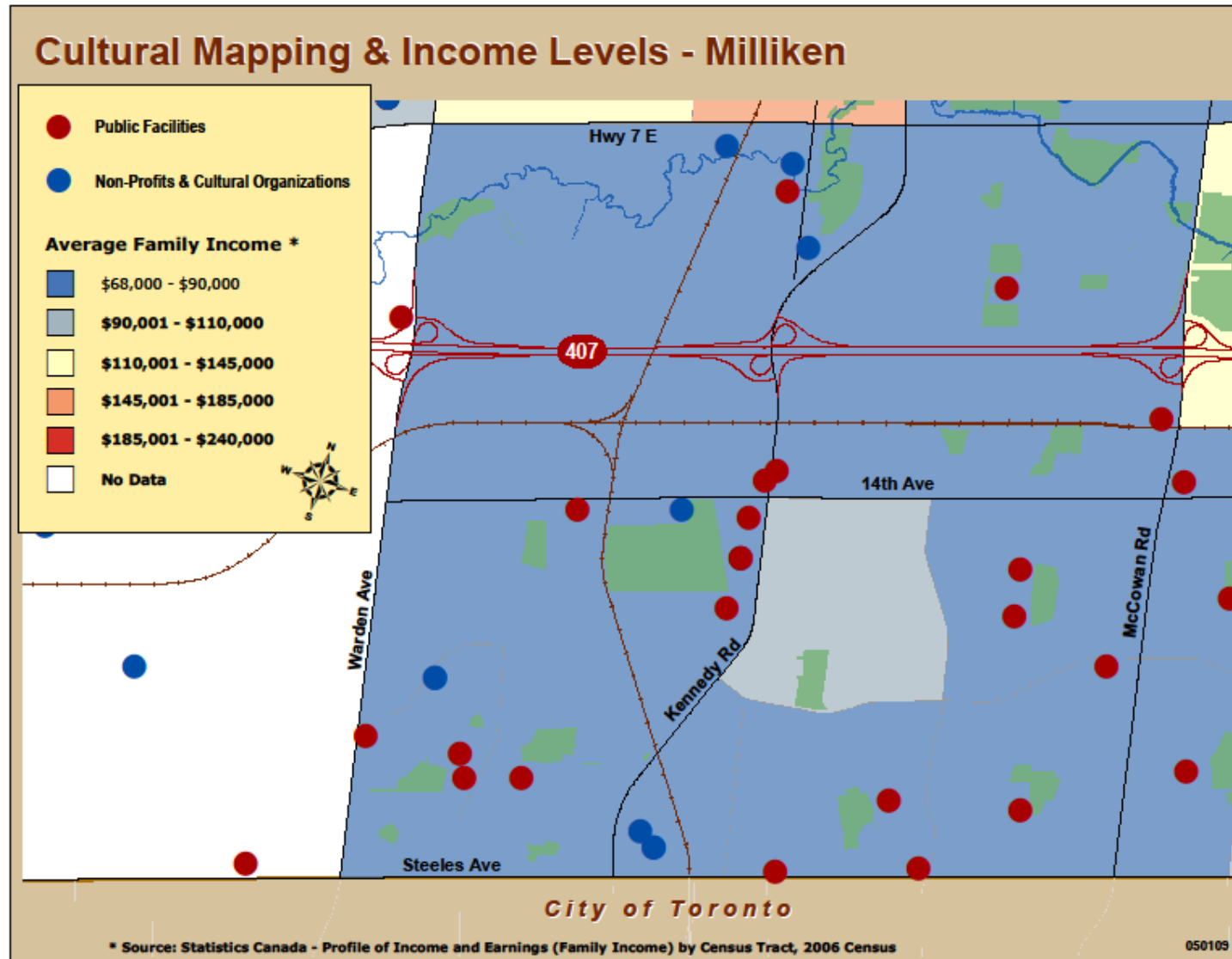
Knowing our Community

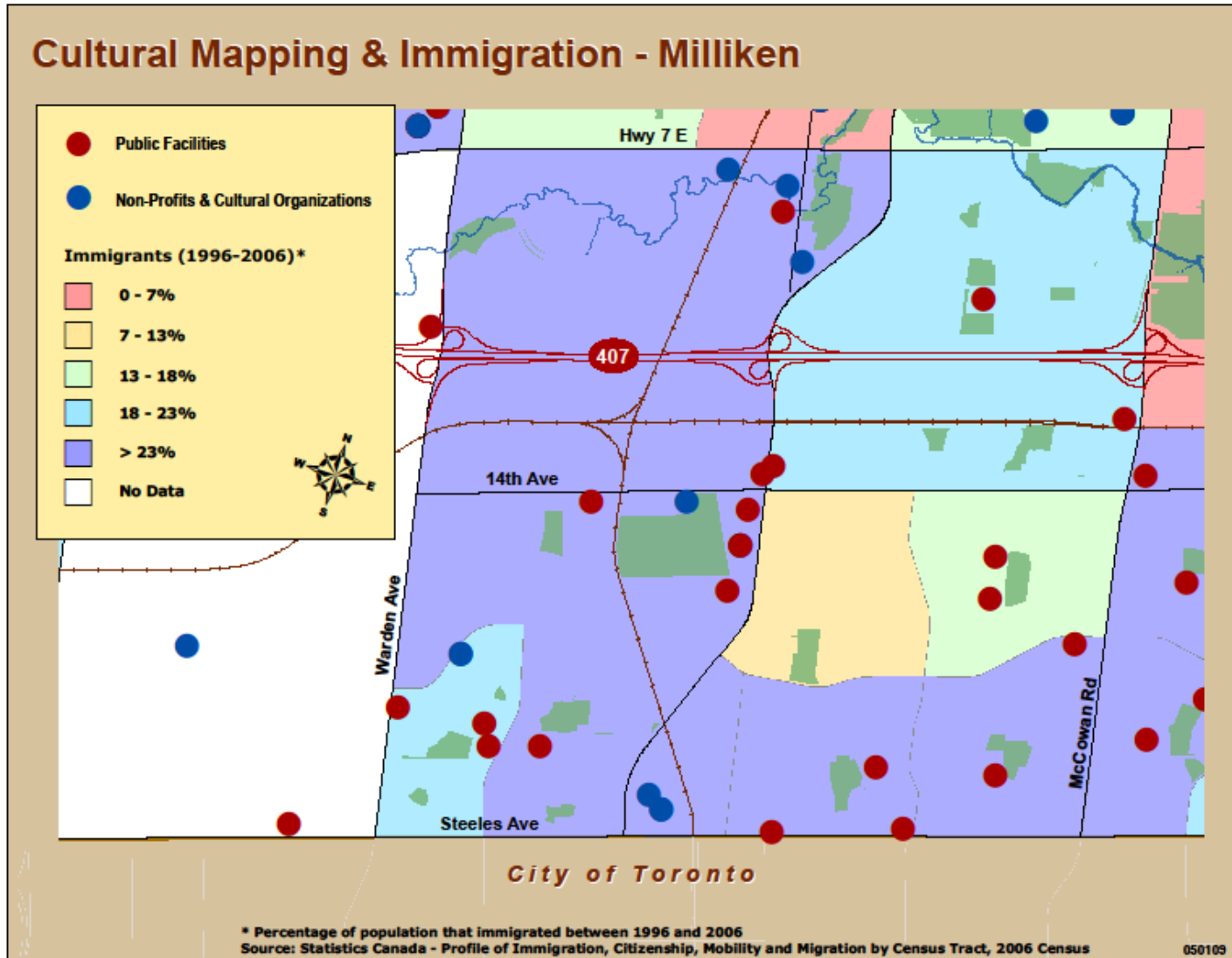Public & Not-for-Profit Cultural Facilities & Organizations

Knowing our Community Cont'd

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Knowing our Community Cont'd

Neighbourhood-Specific Sample Map of Milliken

Cultural Mapping & Income Levels - Milliken

Legend:
- Public Facilities (red)
- Non-Profits & Cultural Organizations (blue)

Average Family Income *
- $68,000 - $90,000
- $90,001 - $110,000
- $110,001 - $145,000
- $145,001 - $185,000
- $185,001 - $240,000
- No Data

Map labels: Hwy 7 E, 407, 14th Ave, Steeles Ave, Warden Ave, Kennedy Rd., McCowan Rd, City of Toronto

* Source: Statistics Canada - Profile of Income and Earnings (Family Income) by Census Tract, 2006 Census

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Neighbourhood-Specific Sample Map of Milliken

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New Online Searchable Database of Cultural Assets and Industry

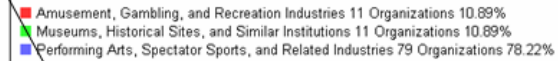The online searchable database will be housed in Economic Development's web page

Reports by NAICS Codes

Sample Listing for Cultural Facilities
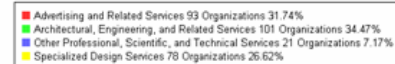
Creative Establishments in Markham

Creative Establishments: Breakdown by Category

- All Creative Industries - 320 Organizations 40.92%
- All Art & Attractions - 173 Organizations 22.12%
- All Facilities - 103 Organizations 13.17%
- All Cultural Heritage - 83 Organizations 10.61%
- All Not-for-Profits - 74 Organizations 9.46%
- All Programs & Events - 23 Organizations 2.94%
- All Natural Heritage - 6 Organizations 0.77%

Creative Businesses in Markham

Category Breakdown Report - All Creative Industries

- Designers - 122 Organizations 38.13%
- Advertising & Related Services - 87 Organizations 27.19%
- Photographers - 24 Organizations 7.50%
- Publishers Book/Magazine - 22 Organizations 6.88%
- Architects - 15 Organizations 4.69%
- Data Processing/Hosting/Other - 11 Organizations 3.44%
- Music businesses - 10 Organizations 3.13%
- Film/Video Production - 9 Organizations 2.81%
- Local Newspapers - 6 Organizations 1.88%
- Local Radio & TV - 4 Organizations 1.25%
- Telecommunications - 4 Organizations 1.25%
- Commercial Information Service - 3 Organizations 0.94%
- Agents or Managers - 2 Organizations 0.63%
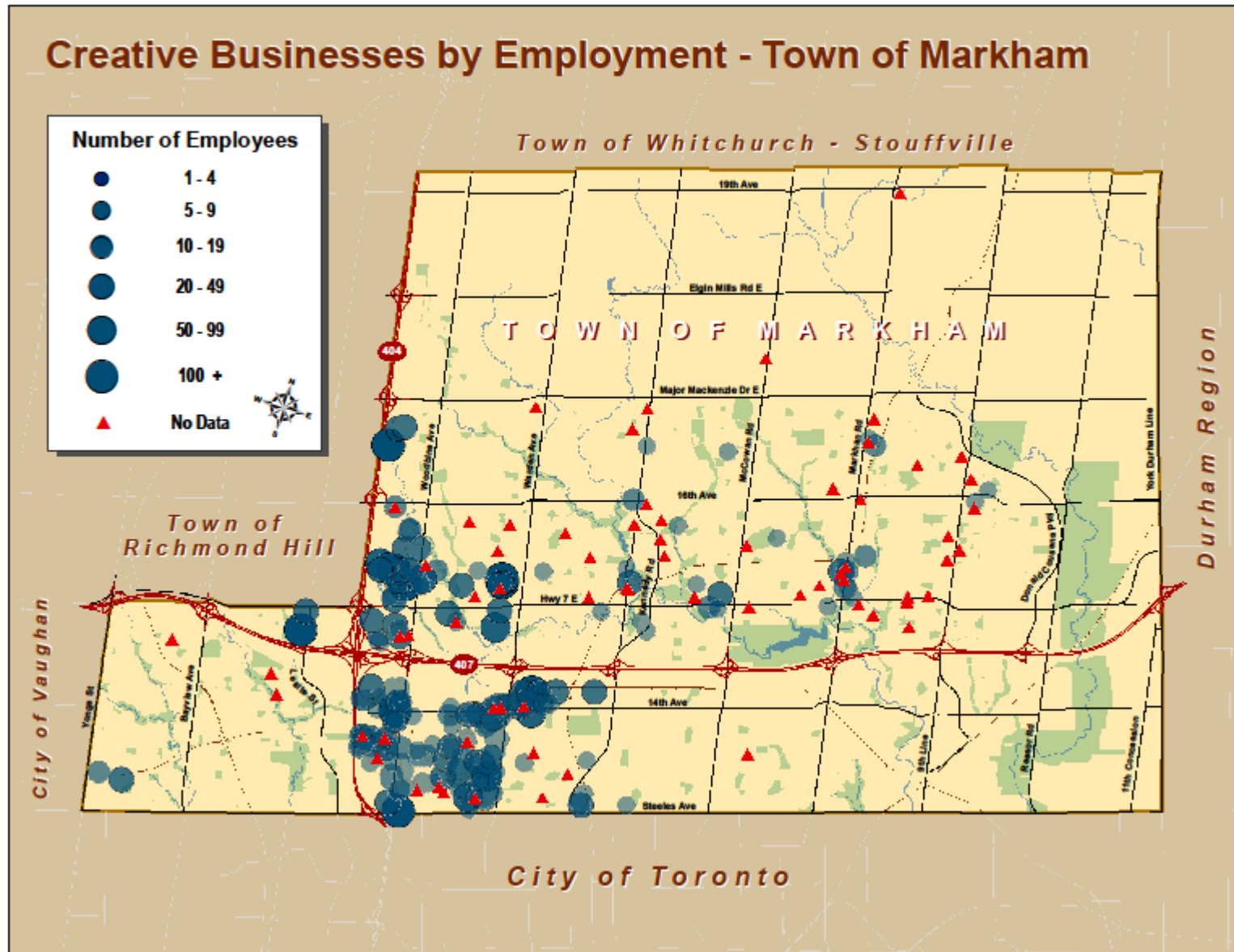- Printing Companies - 1 Organizations 0.31%

Category Breakdown Report - Sample- Music businesses

- There are **10** Organizations listed in this Category. (Now displaying records 1 - 10)
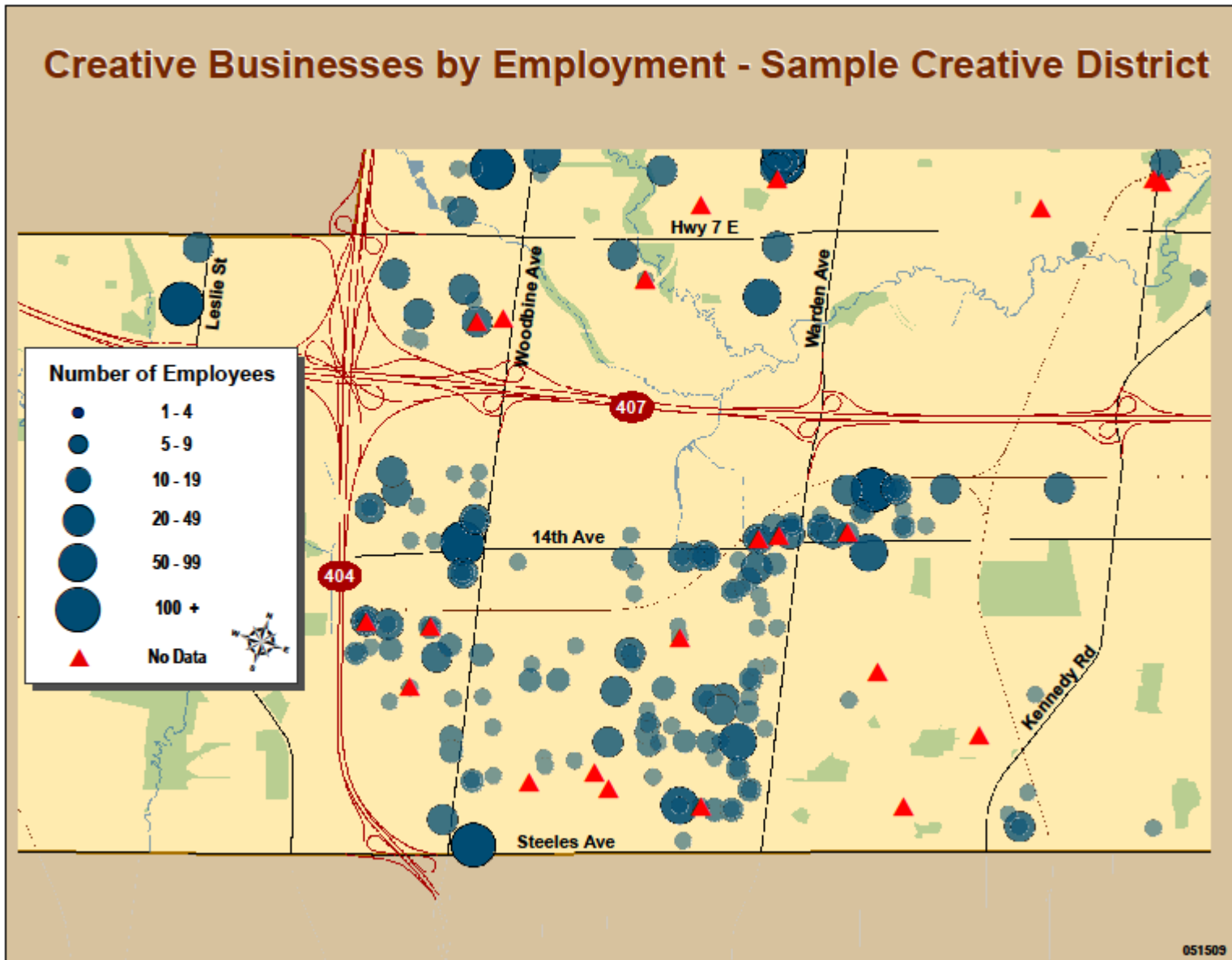 - **Organization Name - Click on the Name for more Information**

- Carlaw Music Co.   View   Edit
- Fan'S Music House   View   Edit
- Harknett Musical Services View   Edit
- Image & Sound   View   Edit
- Long & Mcquade   View   Edit
- Main Stream   View   Edit
- Odeon Music   View   Edit
- Philharmonic Music Ltd.   View   Edit
- Pro-Music   View   Edit
- Suruthilaya   View   Edit

Creative Industry Mapping

Creative Businesses by Employment - Town of Markham

Zooming in on a Creative district

Creative Businesses by Employment - Sample Creative District

Next Steps

- Further refinement of database and maps
- Online cultural database live on web site
- Cultural mapping will inform community engagement efforts including
  - Cultural planning
  - Master planning processes
  - BMFT process
  - Economic development KPIs, cluster development and business outreach