

Cultural Mapping Presentation

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Development Services Committee
May 26th, 2009

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; fostering innovation and creativity; pursuing success through convergence; and aligning community interests.

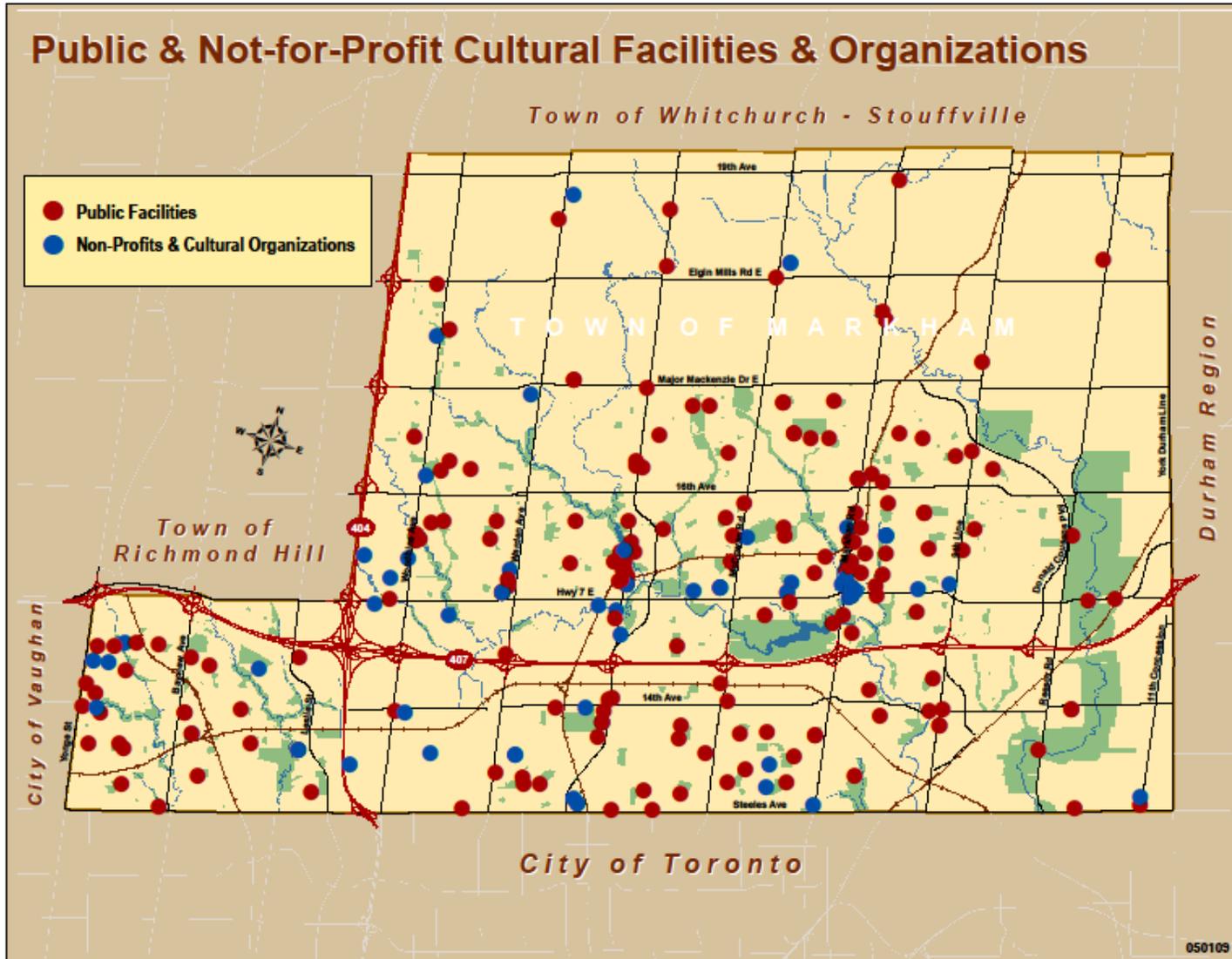
Why a Mapping Project?

- 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

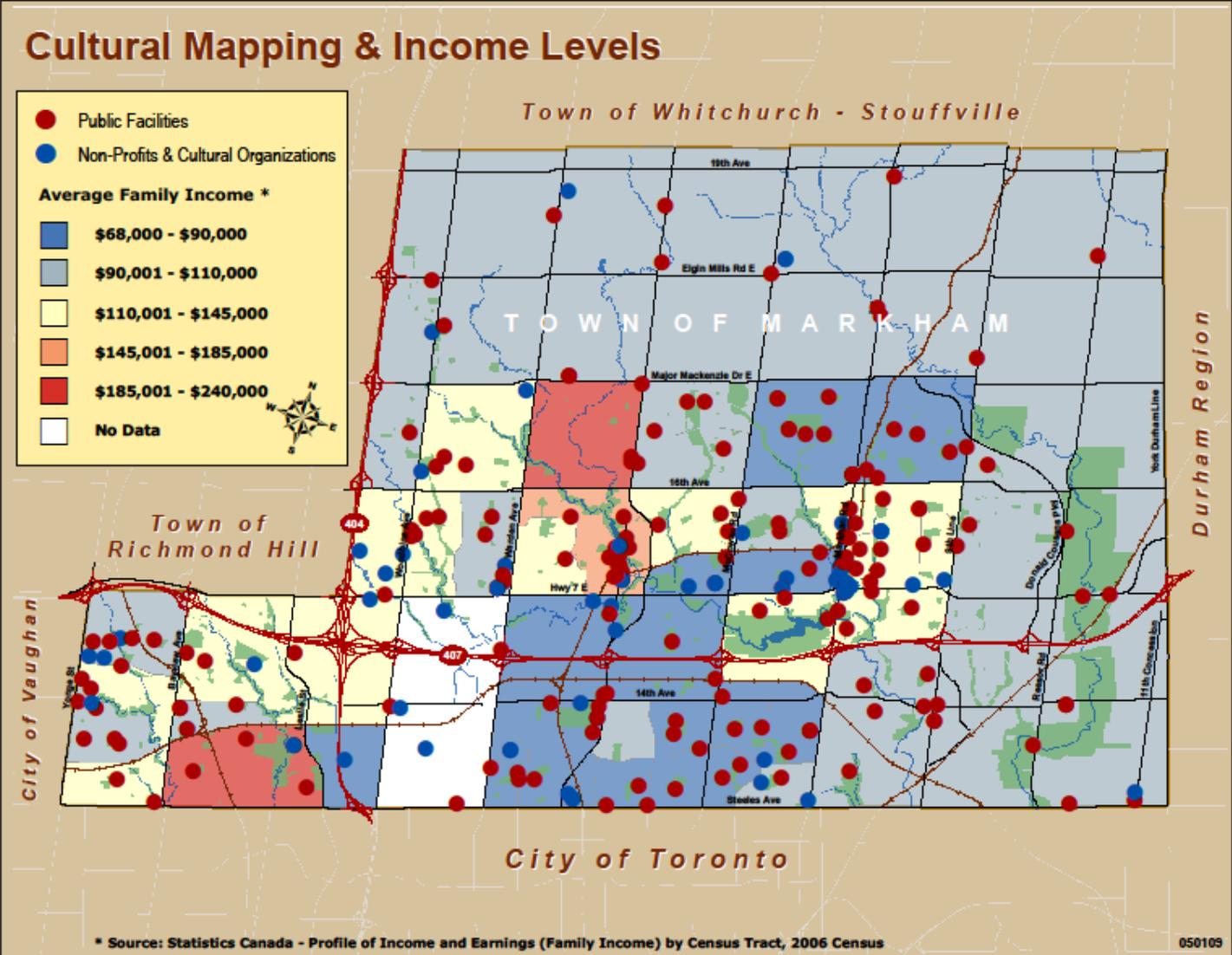
Mapping as a Tool

- 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

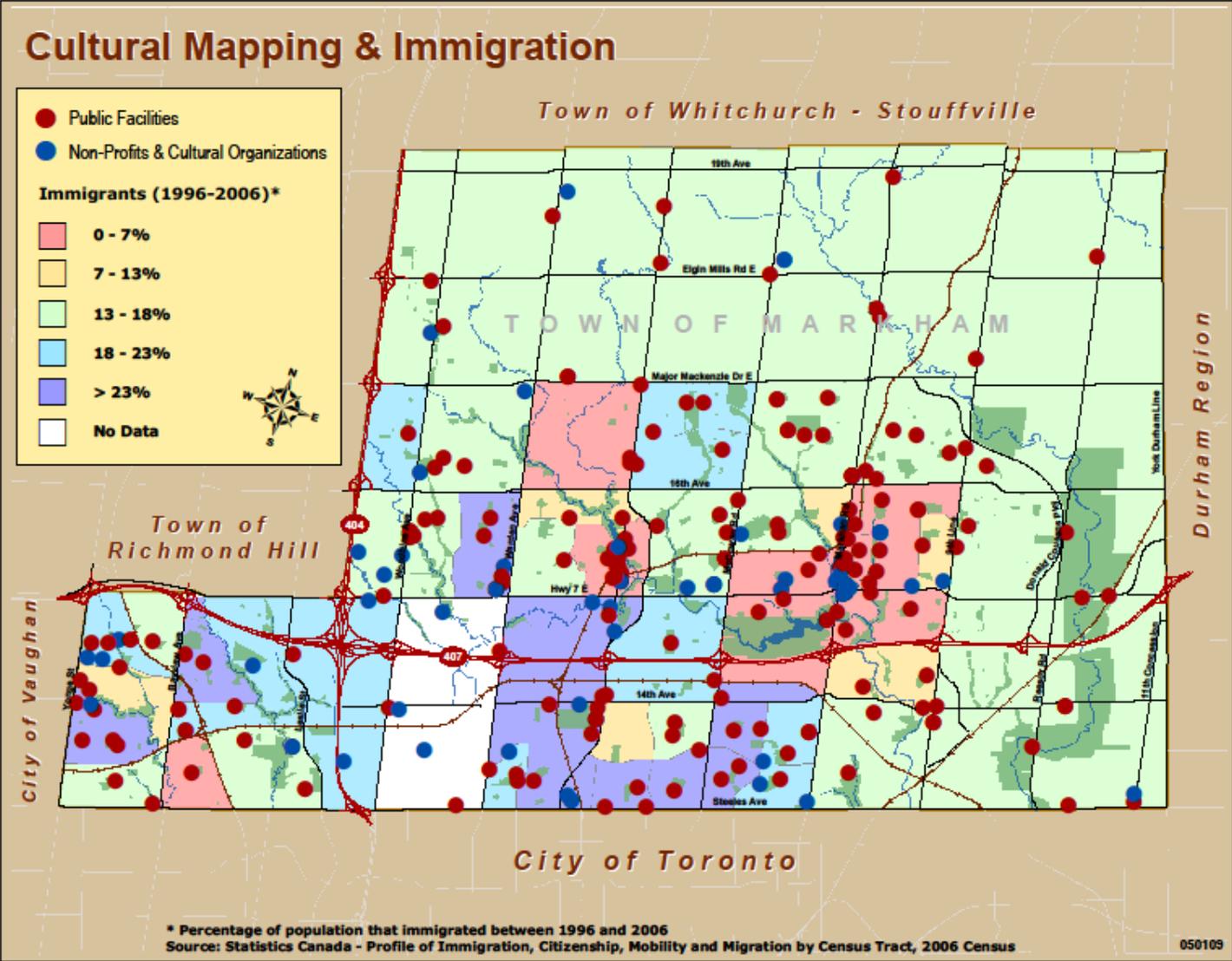
Knowing our Community



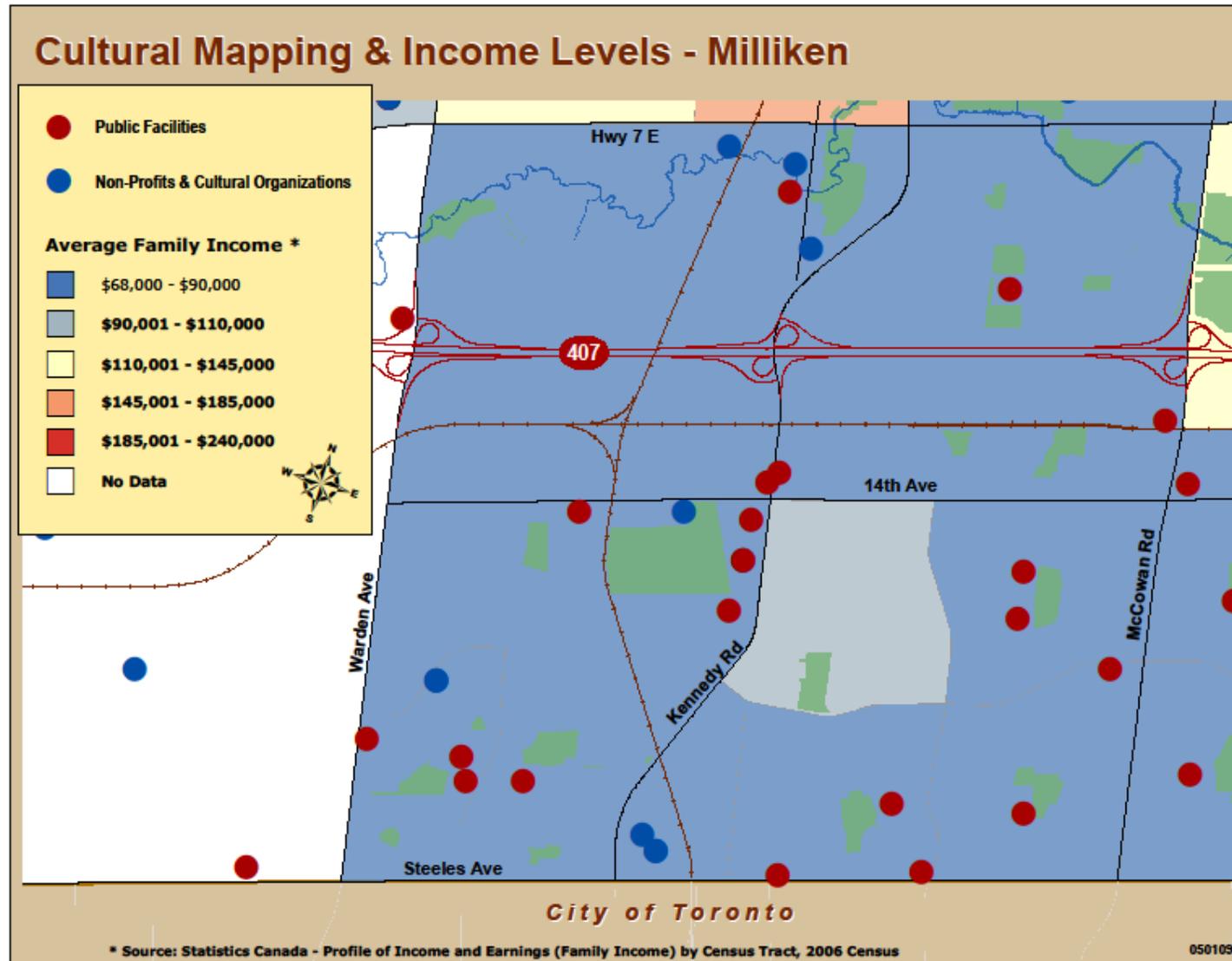
Knowing our Community Cont'd



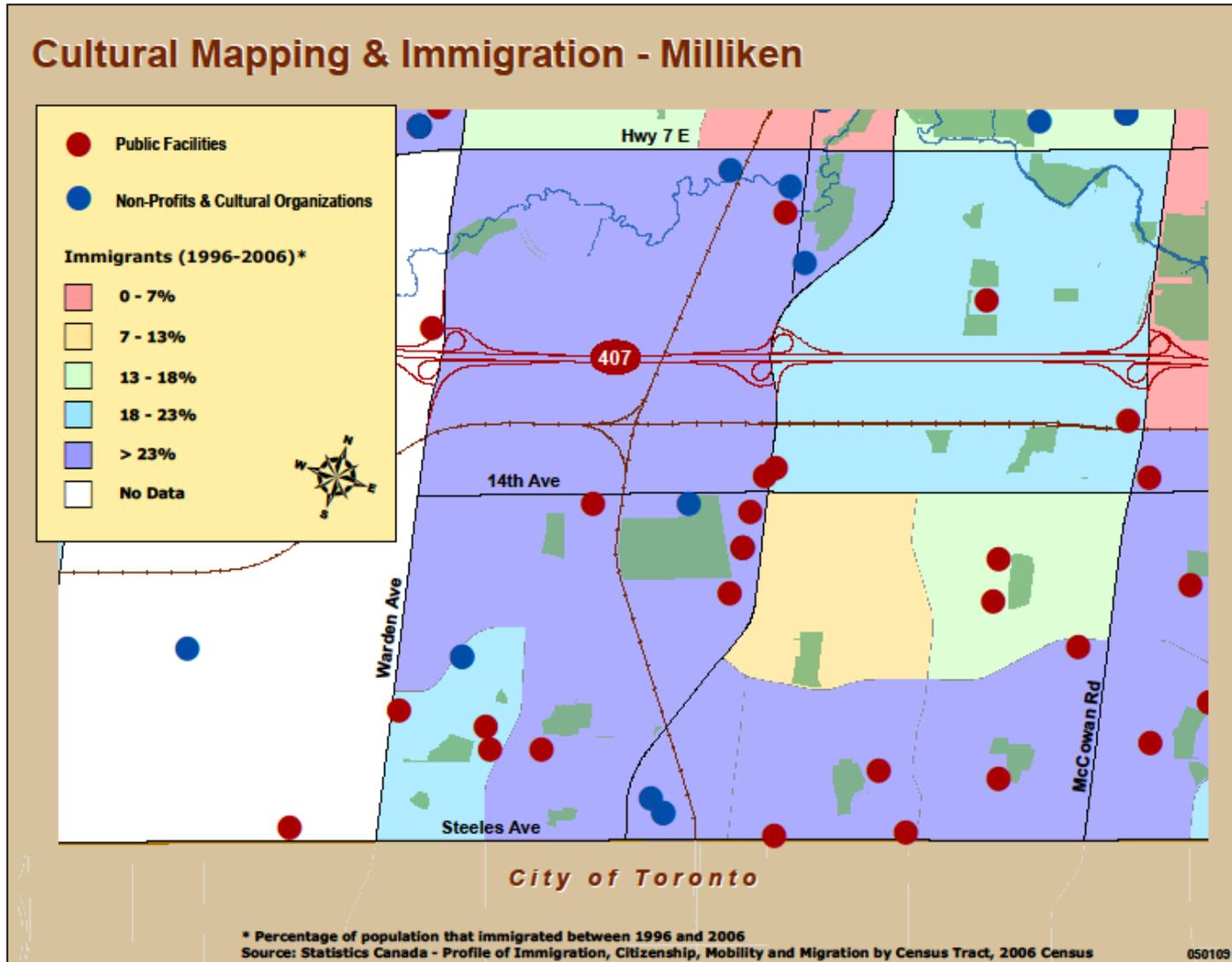
Knowing our Community Cont'd



Neighbourhood-Specific Sample Map of Milliken



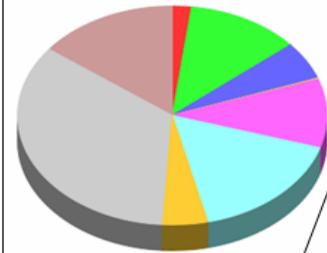
Neighbourhood-Specific Sample Map of Milliken



Reports by NAICS Codes

Dec 3rd, 2008

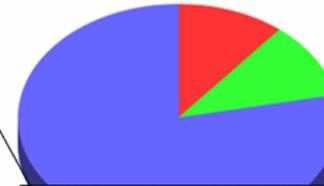
Organizations by NAICS



- Accommodation and Food Services 17 Organizations 1.99%
- Arts, Entertainment, and Recreation 101 Organizations 11.84%
- Educational Services 48 Organizations 5.63%
- Health Care and Social Assistance 1 Organizations 0.12%
- Information 87 Organizations 10.20%
- Manufacturing 141 Organizations 16.53%
- Other Services (except Public Administration) 40 Organizations 4.69%
- Professional, Scientific, and Technical Services 293 Organizations 34.35%
- Retail Trade 125 Organizations 14.65%

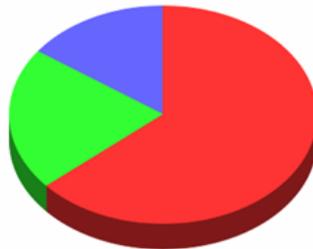
NAICS Report Category: Arts, Entertainment, and Recreation

- Amusement, Gambling, and Recreation Industries 11 Organizations 10.89%
- Museums, Historical Sites, and Similar Institutions 11 Organizations 10.89%
- Performing Arts, Spectator Sports, and Related Industries 79 Organizations 78.22%



NAICS Report Category: Sporting Goods, Hobby, and Musical Instrument Stores

- Hobby, Toy, and Game Stores 21 Organizations 63.64%
- Musical Instrument and Supplies Stores 7 Organizations 21.21%
- Sewing, Needlework, and Piece Goods Stores 5 Organizations 15.15%



NAICS Report Category: Professional, Scientific, and Technical Services

- Advertising and Related Services 93 Organizations 31.74%
- Architectural, Engineering, and Related Services 101 Organizations 34.47%
- Other Professional, Scientific, and Technical Services 21 Organizations 7.17%
- Specialized Design Services 78 Organizations 26.62%



Sample Listing for Cultural Facilities

Found in these [YLM.ca](#) Business Directories:

- York Region
- Markham
- Markham Cultural

[Contacts/Info](#) [Map](#)

Markham Theatre

As one of Canada's premiere art facilities, Markham Theatre is committed to the presentation of award-winning professional entertainment, community an

Street Address:
171 Town Centre Boulevard
Markham, ON
L3R 9W3

Mailing Address:
171 Town Centre Boulevard
Markham, ON
L3R 9W3

Telephone:
Voice: (905) 415-7537
Fax: (905) 415-7538
Toll Free: (866) 768-8801

Contact(s): Primary Category Listing:
Promoters (Presenters) of Performing Arts, Sports and Similar E

Year Established:
1982

Employee Range:
50 to 99

Information Last Updated:
10/3/2008 1:57:01 PM

Website:
www.markhamtheatre.ca

Primary Category: Promoters (Presenters) of Performing Arts, Sports and Similar Events with Facilit

Keywords: Promoters Presenters Performing Arts Sports Promoteurs (diffuseurs) d'événements artistiques similaires, avec installations

Secondary Category: Keywords:

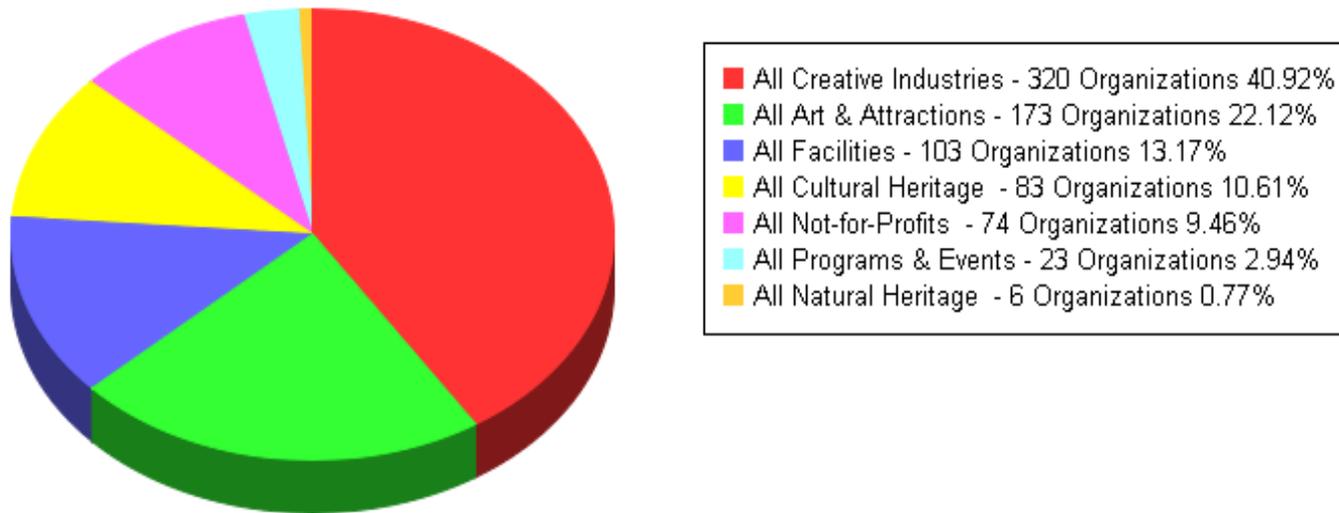
Other Keywords:

This business listing is powered by [YLM.ca](#), your local busin Region

Get directions: [To here](#) - [From here](#)
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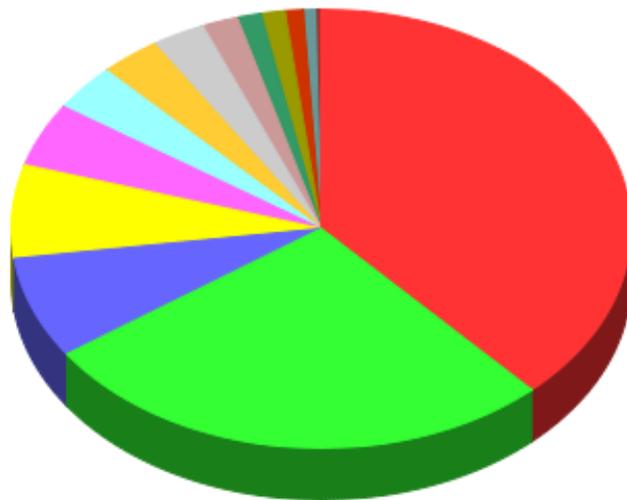
Creative Establishments in Markham

Creative Establishments: Breakdown by Category



Creative Businesses in Markham

Category Breakdown Report - All Creative Industries

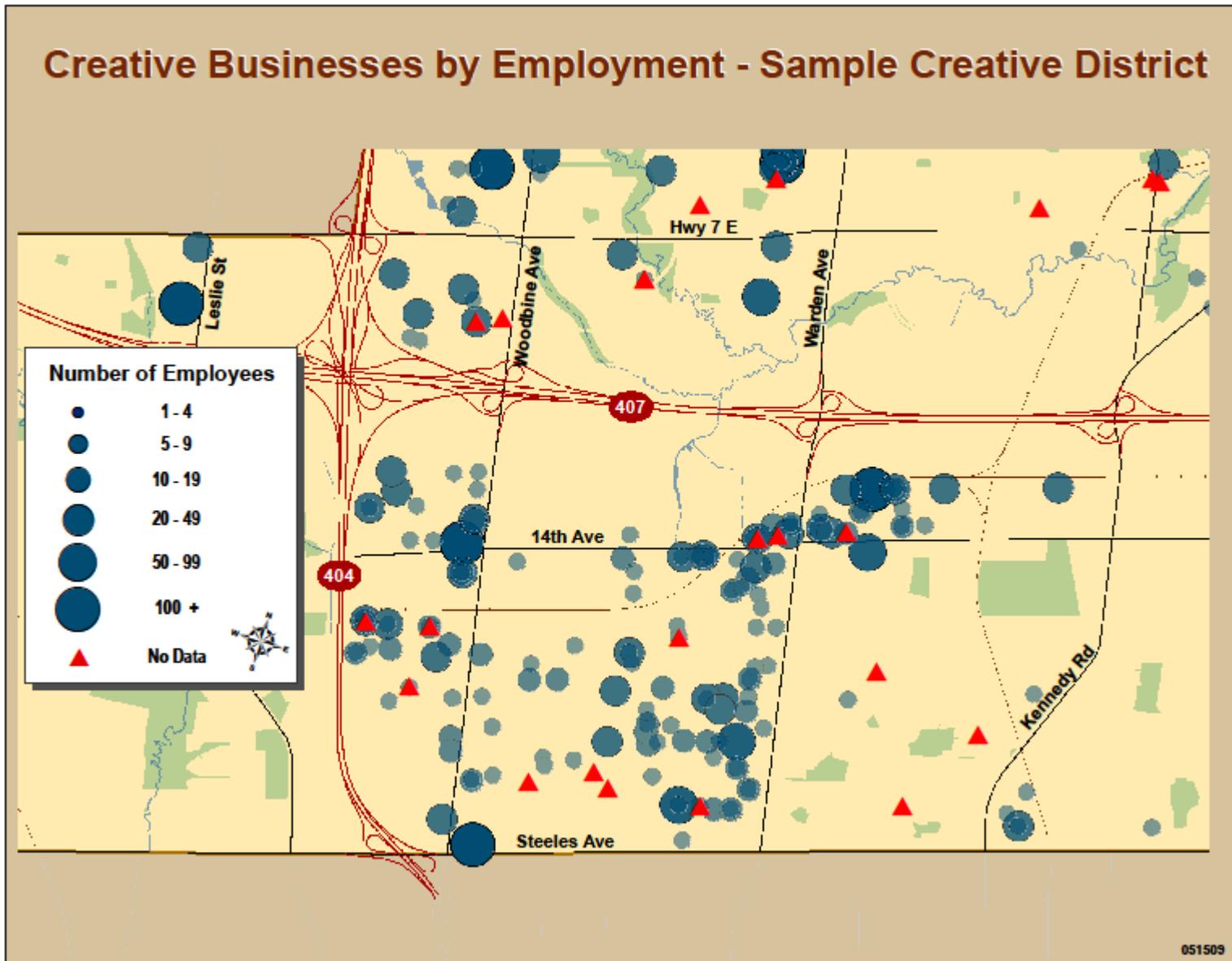


■ Designers - 122 Organizations 38.13%
■ Advertising & Related Services - 87 Organizations 27.19%
■ Photographers - 24 Organizations 7.50%
■ Publishers Book/Magazine - 22 Organizations 6.88%
■ Architects - 15 Organizations 4.69%
■ Data Processing/Hosting/Other - 11 Organizations 3.44%
■ Music businesses - 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](#)

Zooming in on a 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