Is your community ready?

- ❏ Do you know what you want to achieve by doing cultural planning now? Can you articulate it in a concise and persuasive manner?
- ❏ Do you have the appropriate political support?
- ❏ Will planning participants reflect the community's diversity?
- ❏ Are funds available and allocated to pay the cost of planning? What are the sources?
- ❏ Will funds also be available and committed to implement planning recommendations? What will be the sources?
- ❏ Is there support for the planning process from the community's cultural leaders?

- ❏ Is there a capable, willing agency, division or department with enough staff time and management capacity to act as administrative and fiscal agent for the planning process?
- ❏ Do you have access to local research and planning expertise?
- ❏ Have there been positive community experiences with planning?

For more information on Municipal Cultural Planning, visit www.saskculture.sk.ca or call Dennis Garreck, Community Outreach and Development Manager, SaskCulture at (306) 780-9265.

Cultural Engagement in Municipalities

SaskCulture has a new funding program designed to support municipalities undertaking cultural engagement and planning initiatives.

The Municipal Cultural Planning and Engagement Grant provides matching funding to support cultural planning projects that explore the creative and cultural potential of a community. Project ideas include:

- • Inventories of cultural assets,
- • Facilitated community consultations on culture,
- • Cultural mapping, and more.

For more information, contact SaskCulture at 780-9284, email: saskculture.info@saskculture.sk.ca

Cultural Activity

Storytelling
Choral Archaeology Diversity
Playwrighting Craftmaking Band
First Nations culture Anti-racism Awareness Thea
Elocution Built heritage Filmmaking Festivals Méti

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Art Galleries Choral
Built heritage
Craftmaking **Band**
Drama Visual Art
Filmmaking
Heritage Conservation
Genealogy **Dancing**
Sound recording
Book Publishing
Native Grasslands
Theatre Folklore
Multiculturalism
Storytelling **Museum**
First Nations heritage
Writing Diversity
French heritage
Archaeology Music
Festivals **Languages**
Songwriting **Métis**
Elocution Ethno-cu
Playwrighting
Arts Debating
Orchestra Folk
Dancing Art Galle
Museums **Music**
Languages Archaeology
Storytelling
Festivals **Book**
Métis heritage
Folklore **Theatre**
Multiculturalism

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Municipal Cultural Planning

A municipality is responsible for planning ways to ensure quality of life for its residents. While roads, education, and even sewers, are part of these plans, many municipalities are finding that an increased focus on municipal cultural planning can have a huge impact – and give them an extra advantage in future growth and stronger communities.

What is it?

Municipal cultural planning is a process of inclusive community consultation and decision-making that helps local government identify cultural resources and think strategically about how these resources can help a community to achieve its civic goals. *(Creative City Network)*

"Cultural planning is a way of looking at all aspects of a community's cultural life as community assets. Understanding culture and cultural activity as resources for human and community development, rather than merely as cultural "products" to be subsidized because they are good for us, unlocks possibilities of inestimable value." – *Creative City Network*

Based on municipal planning principles already in practice, municipal cultural planning involves creating an inventory of tangible and intangible cultural amenities and using these assets as part of the municipality's overall strategic direction. Basically, it involves applying a "cultural lens" to all planning and decision-making. Stories about a municipality's development, cultural attractions, eye-catching landmarks, folklore or interesting residents are a few authentic cultural ideas a community could use to provide a context that can be used to inform sustainable, integrated and strategic planning for that community.

Cultural planning has a lot in common with other planning disciplines and, as such, is a process that should give rise to vision and leadership in all areas of community growth. It has been shown that cultural planning offers an opportunity for influencing more open and creative practices of planning and policy across a wide range of civic issues.

"Dr. Greg Baeker's work constantly challenges us to remember the first jurisdiction in cultural policy is the local - despite the fact it is the one most ignored, it is the most central to cultural practices, audience development and cultural diversity." – review on *Euclid Canada*.

Why do cultural planning?

Planning around a municipality's cultural amenities and authentic heritage opens the door to attracting new employers and residents, increasing tourism and trade, as well as building social capital and overall community well-being.

"With effective cultural planning, municipal councils gain a clearer sense of a community's aspirations and values. This in turn informs policy-making and planning decisions for the whole community." – *Creative City Network*

Cultural Planning provides a fresh perspective to:
• combat the "geography of nowhere" outlook by providing an emphasis on identity, place-making, and community pride;
• increase new business opportunities;
• support community empowerment through community involvement and ownership of local community initiatives;

• support the development of partnerships;
• commit to policy making based on solid research foundation;
• improve and develop more programs and services in response to identified community needs;
• integrate culture into the larger community more effectively, increasing awareness of the potential of arts and cultural activity to contribute to community and economic development;
• improve access to culture and development of larger audiences;
• improve and support continued use of community facilities;
• sustain or increase levels of public and private investment (funding) for culture and other activities.

What are the key steps in Municipal Cultural Planning?

Step 1:
Preparation

Three necessary ingredients are required before a municipality should commit to cultural planning. First, leaders need to be identified. Leaders should come from the community and be able to take action to establish a common vision that meets the needs of that particular community. Leaders should also have a strong passion and belief in the benefits cultural planning could have for a municipality. Some key partners will need convincing.

Second, consultation should be done to determine just what community hopes to achieve by the process – the scope and the

scale. Key questions to community members should ask respondents to take into account the needs of the community beyond just cultural development.

Thirdly, through this process, it may be possible to identify other community champions or key players, as well as options for funding that will be required to support planning efforts. It will be important to look for ways to develop partnerships with other departments and other community organizations. Integrating this planning into other areas of the municipality will help build linkages, greater understanding and possibly increased investment.

Step 2:
Information Gathering and Research

It is important to start with a strong knowledge base about the community – from its main strategic priorities to its particular cultural resources. This research can include what exists, but also may include what the community feels is needed.

When it comes to identifying the key cultural aspects, a system of cultural mapping has become a popular tool for creating an inventory of a wide range of cultural assets, from cultural facilities, landmarks and folklore to potential cultural projects.

Cultural mapping is an identification of a community's cultural resources and an analysis of needs gathered through a broadly-based consultative/collaborative process. Cultural mapping involves the identification and recording of an area's indigenous cultural resources for the purposes of social, economic and cultural development. *(Council for Aboriginal Reconciliation, 1994)*

Some communities are using the Geographic Information System (GIS) to plot the results of cultural mapping and to establish a informative database that can chart the course of its planning and help demonstrate the possibilities.

Step 3:
Analyze Efforts and Draft the Plan

After collecting lots of information and input, the next stage is to begin to draft a cultural plan that meets the needs identified by the community. Once drafted, this plan can be shared with elected officials, partners, opinion leaders and other key stakeholders. It may even be a good idea to hold more public consultation on key recommendations and what they will mean to the community.

Cultural mapping is an identification of a community's cultural resources and an analysis of needs gathered through a broadly-based consultative/collaborative process.

Step 4:
Finalize Plan and Build Momentum

After all consultation feedback has been analyzed and changes made where appropriate, the Cultural Plan can be finalized. After all the hard work, a launch of the recommendations may be in order, involving media and public participation. It is important to promote the benefits, the timelines for implementation and key roles. Other more focused presentations may need to be held to share detail with key stakeholders.

Step 5:
Ongoing Updates and Monitoring

Ensure that monitoring mechanisms are in place to keep the strategy on course. Key indicators should be identified so that measurable change can be seen. Monitoring of progress can also be used to help keep the community informed and interested. Planning can continue as needed as those involved ask "How far have we come? What have we accomplished? And what do we do next?"

For a more details cultural planning process, visit Creative City Network at **www.creativecity.ca**