



TERMS OF REFERENCE

County of Elgin Cultural Mapping Project
Community & Cultural Services and Economic Development Department
November 26, 2009

"Our plan will build on the core strength of rural and small town Ontario people. Capitalizing on this talent, knowledge, skill and entrepreneurial spirit will lead to vibrant local economies. Rural Ontario will enjoy more prosperity and a better quality of life when local economies achieve their full potential."

Taken from *Strong Rural Communities* 2004

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"The restoration of our communities and preservation of our history is a key component to building a strong sustainable future"

*Minister MacKay,
Government of Canada,
through the Economic
Action Plan 2009*

INTRODUCTION

The County of Elgin has a rich rural history and heritage and is home to a wide variety of cultural assets not limited to: facilities, organizations, businesses, events, artistic endeavors, heritage buildings and sites. These resources are a vital part of civic pride and identity and need to be celebrated and preserved. Establishment of a vision for staff to engage in the Cultural Mapping process will be used as a means to observe and build upon the county's extensive cultural diversity. The County's cultural development is one part of a plan to develop an Official Plan of the county as a whole. Council is committed to comprehensive approaches to Municipal Cultural Planning.

Cultural Mapping is a process of collecting, recording, analyzing and synthesizing information in order to describe the cultural resources, networks, links and patterns of usage of a given community or group (Cultural Mapping Toolkit: A Partnership between 2010 Legacies Now and Creative City Network of Canada). These resources and assets define a local culture. A cultural mapping project increases knowledge of what is happening in the community and serves to inspire and gain appreciation of Elgin's community rural identity and develop economic capital.

A Digital cultural map is widely used as a means of distributing information about different cultural areas and offers the opportunity to involve a society in the process of popularization and exploration of cultural issues. It involves the entire community and attracts a wider audience and makes use of a possibility to safeguard the Intangible Cultural Heritage, and builds relationships at the local, regional, national and global level.

The Cultural Mapping Project will strengthen culture's role in building vibrant, livable communities across Elgin County by increasing local capacity for Municipal Cultural Planning (MCP), developing future community economies, increasing health and wellbeing of citizens, and revitalizing and redeveloping rural centres.

"As the traveler who has once been from home is wiser than he who has never left his own doorstep, so a knowledge of one other culture should sharpen our ability to scrutinize more steadily, to appreciate more lovingly, our own."

Margaret Mead

CONTEXT

The County has initiated an Economic Development Plan (2007-2011) as well as a Marketing and Branding Strategy (2008-2011) as the next step to unite the cultural community and provide a policy framework for future decision making and leadership. A Cultural Mapping Project (CMP) - community arts and cultural map - has been integrated into this vision. Endorsed in principle by Council, it lays out a blueprint for cultural development for Elgin County and its community partners for the future. The deliverables of this plan will aim to support a vibrant, flourishing arts sector that will contribute social and economic benefits to Elgin County. The Cultural Mapping Project will provide a framework for showing and analyzing context in terms of what is happening around a particular time and place.

“The County has a broad range of cultural, heritage and natural assets that include historic towns and villages, attractions, museums and galleries, beaches, recreational boating and marinas along the south shore, festivals, artisans, nature activities, agritourism, and wineries. This aspect of the County is unique among Ontario communities and should be a key consideration in the development of the County’s marketing efforts. One method of doing this would be to promote the arts and heritage of Elgin County by providing a centralized website presence on the County’s economic development website that profiles local entrepreneurs, artists and artisans” (Marketing and Branding Strategy 2008-2011, S.3.7).

The Cultural Mapping Project has been initiated due to the manifestation of County-wide interests in cultural assets. As per 6.1.12 of the 2007 Economic Development Plan,

“...there is a broad range of Arts + Culture Events and Facilities. The County exhibits a broad range of cultural, heritage and natural assets....Provincial tourism figures (2205) have growth in this sector improving over the next 3-5 years, averaging 1.7% per year to 2010. Total expenditures in Ontario in 2005 rose by 5.1% to \$17.5 Billion and are expected to grow at an average of 3.3% a year to 2010. Much of this growth is attributed to an increase in overnight visitors, day-trippers and weekend trip goers from Ontario.”

S.6.1.14 states that there is a consensus across the lower tier communities and the community at large as to the need for more formal structure and consistent marketing efforts. Also, offering a local communication tool providing opportunity for addressing matters of local economic development, promotion of the agricultural economy, and providing a strong stand-alone presence within the Elgin community web portal (S.6.2.7, S.6.3.5, and S.6.3.8).

“Placing culture at the heart of development policy constitutes an essential investment in the world’s future and a pre-condition to successful globalization processes that take into account the principles of cultural diversity.”

UNESCO

GOALS AND OBJECTIVES

The PRIMARY OBJECTIVE is to develop a cultural map as a vehicle of cultural information. The process of ultimately achieving this goal includes firstly creating an inventory of assets, drawing attention to the existence and importance of cultural resources in Elgin County. By bringing traditional methods of humanistic inquiry together with analytic tools such as Geographic Information Systems (GIS), Digital Cultural Mapping serves as an investigative tool of a wide-range of cultural, historical, and social dynamics.

Mandate

The Cultural Mapping Project will provide advice, input and assistance to Community and Cultural Services and Economic Development Departments for the development of a cultural inventory and a cultural map of Elgin County including assets from the county and any asset that has primary influence about the County.

The primary roles of the Cultural Mapping Project shall be:

1. provide a specialized resource for Community and Cultural Services and the Economic Development Departments and;
2. represent a broad-based rural community profile, reflecting the diversity of residents and cultural activities in the cultural mapping of Elgin County;
3. search out, assess, and recommend the inclusion of any real property, including built features, natural areas, artifacts, oral history and other, which is of cultural merit as established by Council and the County of Elgin;
4. advise and assist the citizens of the County of Elgin in the conservation of its cultural heritage resources and increase public awareness and participation in the cultural mapping of Elgin County.

“Often when we talk of sustainable agriculture, it is sustainable in terms of products and economics, not in terms of people. We would like to see attention given to the sustainability of the people in the agricultural community”

Donna Lunn

Farm Stress: Its Economic Dimension, Its Human Consequences, Standing Senate Committee on Agriculture and Forestry, June 1993.

To achieve these goals, the Cultural Mapping Project will include the following duties:

- Participate in setting priorities and implementation strategies for the project;
- Provide input and advice for the effective collection of cultural data and mapping of this data;
- Act as liaisons for the cultural mapping project to the general public;
- Provide contacts to cultural organizations and individuals in the community;
- Establish and maintain dialogue with the different cultural organizations and individuals in the community;
- Assist in identifying gaps or overlaps in developing a cultural inventory and map.

The County of Elgin shall provide staff support to the Cultural Mapping Project through the Departments of Community and Cultural Services and Economic Development as needed to see that the Project follows the terms of reference and is finalized within reasonable limitations of the Project demands, and;

1. To work with the Cultural Mapping Project to confirm a final date (minimizing conflict with other local or regional meetings).
2. To secure financial and in-kind contributions to offset the direct local costs of Project costs.
3. To co-ordinate the Cultural Mapping Project with the Departments of Community and Cultural Services and Economic Development to confirm the final Project design and agenda.
4. To identify examples of good practice in municipal cultural planning from the surrounding area.
5. To identify local or regional speakers to participate in the Project.
6. (To the extent possible) to seek local media coverage.
7. To plan and coordinate registration (processing registrations, receiving payment, issuing receipts).
8. To serve as champions for the Project in order to build interest and attendance.
9. To develop targeted invitation lists of local and regional decision-makers.
10. To manage on-site logistics, including technical and educational support needs.
11. To participate in the evaluation of the Project

“Elgin County is welcoming, progressive and naturally breathtaking. A powerful entrepreneurial spirit drives our innovative businesses to excel and compete nationally and globally. Our residents share a passion for active lifestyles and are proud of their friendly, vibrant communities.”

***County of Elgin
Branding Statement***

In keeping with the goals and focus of the project, the Community and Cultural Services and Economic Development Departments will involve individuals from across the catchment area and from as diverse a range of stakeholder interests as possible. Among these interests:

- *County Warden, County Council and Local Municipal Council, MP, MPP*
- *Municipal staff* - cultural staff and (potentially) representatives of other departments linked to municipal cultural development (e.g., planning, economic development, parks and recreation, community services).
- *Local cultural community* – decision-makers from across the local cultural sector (e.g., - arts, heritage, libraries, cultural industries).
- *Business community* – e.g., local Chamber of Commerce, BIA, Economic Development Agency.
- *Education sector* – staff or faculty of local universities or community colleges with relevant teaching and research interests.

Amendment of Terms of Reference

These terms of reference shall be reviewed as necessary and may be amended at any time by the Department of Community and Cultural Services and Economic Development Departments with the endorsement of the County of Elgin, provided that the amendments are limited to implementation process or clarification of intent. These terms of reference should be read in conjunction with the statement of goals and objectives for the County of Elgin Economic Development Plan.

“A Vision sets a horizon, that is, a direction towards which all stakeholders within an initiative or project can work together collaboratively in order to achieve its goal. It provides a common perspective and driving force in moving the initiative forward.”

*Municipality of Bayham
Culture Plan*

METHODOLOGY

The work plan will be developed in conjunction within the first phases of the Mapping Project, but can be generally categorized as such:

Stage I – Planning

Determine Objectives – with the community
Obtaining buy-in from colleagues and community leaders
Setting a budget – revenues can be cash or in kind
Identifying and assembling mapping resources – these can be human, financial or technical

Stage II – Project Design

Designing the Inventory
Drafting survey questionnaires and interview questions
Setting interim and final deadlines

Stage III – Synthesis

Roughing out the map (text-based, web-based or graphic)
Analyzing the results
Interpreting the results
Checking with the community, speaking to different audiences

Stage IV – Implementation

Public Announcement
Broad-based research and surveys
Assembling the inventory and taking stock

Stage V – Finalizing the Map

Previewing the map
Presenting the results to the target audience

“No culture can live, if it
attempts to be exclusive.”

Mahatma Ghandi

SCOPE

Cultural and heritage tourists are potentially more sensitive to the distinctive qualities of the towns and villages they are visiting. Significant trends in the County of Elgin include eco-tourism and agri-tourism. Typically, cultural tourists engage in a variety of activities including local ports, specialty farms, historic farm scapes, farmers markets, wineries, historic sites, museums, art galleries, arts performances, cultural events, festivals and fairs, architectural and archeological treasures, distinctive points of interest and experiences that reflect a community's lifestyle and heritage. "It is essential that an economic development strategy build off and capitalize on the unique elements and strengths of a local community in a way that will lead to growth and critical mass of business and investment activity in the future" (EDP, p43).

The need for a Cultural Map for the entire County of Elgin includes an inventory focusing on mapping of current relevant assets within the community that guides the overall framework and potential selection of the County of Elgin's various resources.

Broadly speaking, cultural resources encompass all of those things that together define the unique identity and sense of place of that community. Cultural resources (both tangible and intangible) value culture for its impact AND its intrinsic value and *can* be grouped as:

PAST ASSETS

Museums - showcases local heritage and open to the public

Cairns/Plaques – recognized/significant...federal, local, provincial

Architectural structures – significant architecture features...original in part or whole. Possibly open to the public

Heritage Churches – significant architectural features or event in time, original in part or whole, active/inactive/possibly open to the public

Heritage Cemeteries – pioneer designation/family established, active /inactive

Heritage Community Centres – significant architectural features, original in part or whole, possibly open to the public or could be private

"The best thing a man can do for his culture when he is rich is to endeavor to carry out those schemes which he entertained when he was poor"

Henry David Thoreau

Heritage/Century Farms
Heritage Barns
Heritage Public/Private Buildings
Heritage Homes
Natural Heritage Sites – nature trails, heritage trees, forest & wetlands
Moveable Heritage – Collections of works/media
Intangible assets such as languages, customs and traditions, heroes

LINKING ASSETS

Libraries/Archives – are a base for cultural, historical archives and moveable collections
Historical Organizations/Guilds – showcase our culture , based in the Elgin county rural area, choirs & bands, religious organizations, service clubs, performing arts organizations

PRESENT ASSETS

Natural Features – open to the public
Artisan Galleries and Studios – open to the public
Celebrations, Festivals and Events – open to the public, local annual fairs, seasonal tours, annual events, significant events (one-time/place based)
Public Art – open to the public for viewing, art events, historical or present
Farm Gates/Markets – open to the public
Ports

Some suggestions may include one or more of the following traits:

- engages and supports a local creative culture while preserving and nurturing the unique heritage and environment;
- brings uniqueness and authenticity – a product of a distinctive local history, built heritage and natural landscapes, and a lively and diverse arts and cultural community, and enriches place-based, quality of life;
- includes those more traditionally defined (not-for-profit) activities in the arts, heritage, libraries and heritage resources, including built heritage, historic sites and monuments, archaeology, local histories and traditions;

“Great nations write their autobiographies in three manuscripts – the book of their deeds, the book of their words and the book of their art.”

John Ruskin

- local and external *perceptions* of a place, as expressed in local stories, tourist guides, media coverage, etc;
- arts collectively: art, music, literature, and related cultural intellectual activities;
- people with shared beliefs and practices: a group of people whose shared beliefs and practices identify the particular place, class, or time to which they belong, shared attitudes: a particular set of attitudes that characterizes a group of people.

For the purpose of the Cultural Mapping Project, the rural investigation of cultural assets will be done in the County's constituent municipalities: Municipality of Bayham, Township of Malahide, Town of Aylmer, Municipality of Central Elgin, Township of Southwold, Municipality of Dutton/Dunwich, and Municipality of West Elgin. This identity profile can be used to tell the County of Elgin's story to different types of interest groups in an innovative way. It is essential to understand the factors that influence perceptions of places, paying particular attention to personal and community interpretations of culture. Cultural mapping, therefore, is used in both a literal and metaphorical sense, where it goes beyond strict cartography to include not only land, but also other cultural resources and information recorded by alternative techniques. Cultural mapping themes are diverse and not limited to the list noted above. Having a full range of relevant viewpoints through broad community representation is key in the overall process of implementing a sound cultural map. From this inventory, a map will be created, and both the inventory and map will be made available to the general public. These products will give citizens and visitors a clear and informative guide to culture in Elgin County.

**"One generation plants
the tree another gets the
shade."**

Chinese Proverb

APPENDIX ONE: MAP OF THE COUNTY OF ELGIN



<http://www.progressivebynature.com/ElginCounty/EDT/municipalities.aspx>