



www.cultureonthemap.ca

Public Launch | Tuesday, 1 May 2012 | The Mississauga Cultural Resource Mapping Project

PRESENTER: JOHN ARIYO, PROJECT MANAGER

What is Cultural Resource Mapping?

“Cultural Resource Mapping is a systematic approach to identifying, recording and classifying a community’s cultural resources in order to describe and visualize them”.

-Municipal Cultural Planning Incorporated (MCPI), March 2010

“...the most fundamental goal of cultural mapping is to help communities recognize, celebrate, and support cultural diversity for economic, social and regional development”.

- UNESCO. Keynote speech, Clark, Sutherland & Young 1995



What is on the map?

Core Data

- **Arts & Culture Businesses**
(Creative Cultural Industries)
- **Public Art**
- **Community Cultural Organizations**
- **Cultural Spaces, Venues & Facilities**
- **Heritage Properties**
- **Festival & Events**
- **Local Artists**

Related Data

- **Places of Religious Assembly**

Context Data

- **City Landmarks**
- **City Boundary**
- **Municipal Wards**
- **Parks**
- **Community Centres**
- **Schools**
- **Language**
- **etc**



Project Team

- > Culture Division
- > Information Technology
- > Geomatics
- > Economic Development
- > Policy Planning
- > Recreation & Parks
- > Library
- > Communications
- > Legal Services
- > Clerk's Office
- > Materiel Management

Project Consultant

ThinkWrap Solutions Inc, a Mississauga-based company

Key Project Partners:

- > Mississauga Arts Council
- > Heritage Mississauga
- > Visual Arts Mississauga
- > Art Gallery of Mississauga
- > University of Toronto Mississauga (ICCIT)

Key Stakeholders Engaged:

50 community/cultural organizations, event groups, ratepayer associations, businesses, education and other levels of government



Thanks to all our Stakeholders

1. **Africana Village**
2. **Art Gallery of Mississauga**
3. **Blackwood Gallery**
4. **Carassauga Festival of Culture**
5. **Catholic Cross Cultures**
6. **Chamber Music Society**
7. **Churchill Meadow Ratepayers Association**
8. **Citizens for the Advancement of Community Development**
9. **Clarkson BIA**
10. **Community Foundation of Mississauga**
11. **Community Information Partners of Peel**
12. **Cross Currents Indo-Canadian International Arts Organization**
13. **Department of Canadian Heritage**
14. **Friends of the Museums of Mississauga**
15. **Greater Toronto Airports Authority**
16. **Heritage Advisory Committee**
17. **Heritage Mississauga**
18. **Lakeview Ratepayers Association**
19. **Living Arts Centre**
20. **Local City Fun**
21. **Meadowvale Theatre Advisory Board**
22. **Mississauga Arts Council**
23. **Mississauga Board of Trade**
24. **Mississauga Children's Choir**
25. **Mississauga Festival Choir**
26. **Mississauga Life magazine**
27. **MIRANET**
28. **Mississauga Theatre Alliance**
29. **Mississauga Toronto West Tourism**
30. **Mississauga Waterfront Festival**
31. **Mosaic Festival**
32. **Museums of Mississauga Advisory Committee**
33. **MuslimFest**
34. **Ontario Ministry of Tourism, Culture and Sport**
35. **Orchestras Mississauga**
36. **Peel District School Board**
37. **Peel Dufferin Catholic District School Board**
38. **Port Credit Association TOPCA**
39. **Port Credit BIA**
40. **Region of Peel**
41. **Rotary Ribfest**
42. **Sampradaya Dance Creation**
43. **Sawitri Theatre Group**
44. **SCREEN of Peel**
45. **Sheridan College**
46. **Southside Shuffle and Jazz Festivals**
47. **Square One Older Adult Centre**
48. **Streetsville BIA**
49. **University of Toronto Mississauga (ICIT)**
50. **Visual Arts Mississauga (VAM)**

Expected Map Users

CULTURE STAKEHOLDERS + GENERAL PUBLIC

- Culture practitioners
- Arts and culture business owners
- Local artists
- Cultural events planners
- Culture organizations
- Community groups
- Educational establishments
- Visitors, tourists and newcomers
- Residents

STAFF

Culture Division

(planning tool, sectoral understanding, policies, gaps analysis)

Other City divisions



Map Demo (live)

Mississauga Culture on the Map has three main interfaces:

1. **Landing Page (Public)**
2. **Map View Page (Public)**
3. **Content Management System (Internal)**



Administrator's Page – Content Management System (Internal)




MISSISSAUGA CULTURE ON THE MAP




[Logout](#) | [Go To Map](#)




Users
Data Import
KML Files
Promotional Content
Reports
System Console

Email: [Find Pending Contributors/Registrations](#)

Email	First Name	Last Name	Type	Status	Action
mapc...			ADMIN	Active	Inactivate
ariyo			CONTRIBUTOR	Active	Inactivate
cultu			CONTRIBUTOR	Active	Inactivate
info@		as	CONTRIBUTOR	Active	Inactivate
john.			CONTRIBUTOR	Active	Inactivate
john.			CONTRIBUTOR	Active	Inactivate
mich:		ng	CONTRIBUTOR	Active	Inactivate
mich:		ey	CONTRIBUTOR	Active	Inactivate
mich:		ey	CONTRIBUTOR	Active	Inactivate
mich:		ey	CONTRIBUTOR	Active	Inactivate
richa		e	CONTRIBUTOR	Active	Inactivate
rkmp			CONTRIBUTOR	Active	Inactivate
tunn...	Michael	Tunney	CONTRIBUTOR	Active	Inactivate

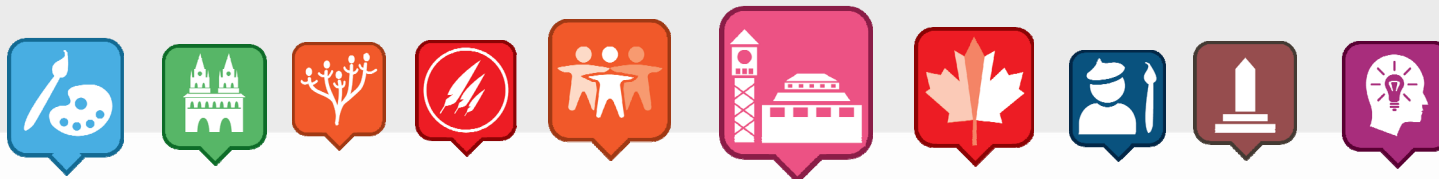




10 things that make Mississauga Culture on the map unique

1. Conducted Community engagement with over 50 major culture stakeholders, organizations, cultural data providers, local artists and other individuals
2. Passed a Data Agreement By-law for Cultural Resource Map to accept and utilize third-party cultural data
3. Provides detail information about each cultural resource such as address, general information, photos, icon, website link, social media links and contact information as applicable.
4. Keyword and advanced search capabilities, which allow users to conduct various user-defined searches
5. Built on Google map, accessible to millions of users without the need to download any plug-in. Also ensures easy accessibility through mobile applications such as tablets and smart phones
6. Integrates with MiWay (Mississauga Transit) and Google directions, which allows every cultural resource to be accessed by the City transit or through Google maps.
7. Embedded with useful City Planning data such as municipal wards, languages and major city landmarks
8. Allows Mississauga-based culture stakeholders to submit their information through the portal
9. Built with MapCMS - a content management interface - that allows dedicated staff at Culture Division to manage contents and data contributors.
10. Embedded with original cultural resource icons, developed by students from UTM (ICCIT) and OCADU.



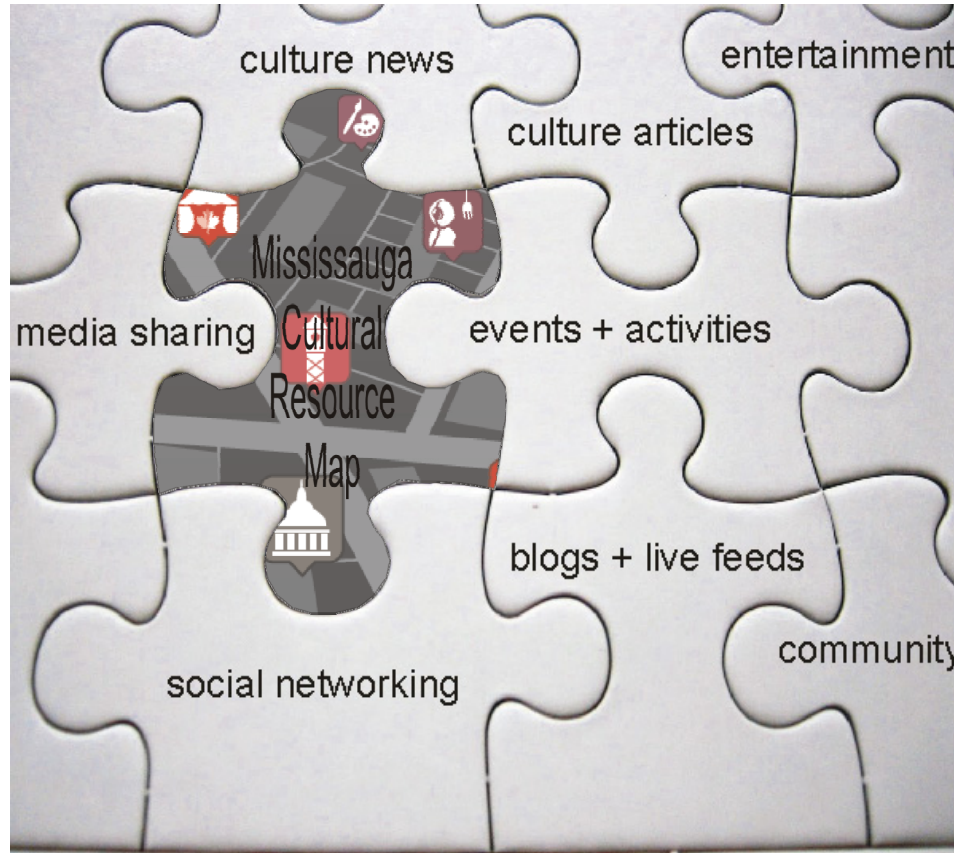
Three Things to Note:

1. Cultural Resource Map is primarily a resource-based tool designed to map and display cultural resources and assets (though it contains information on activities like festivals and events).
2. Cultural Resource Map is designed to evolve and grow. As culture stakeholders continue to populate the map with their information, the map will continue to grow.
3. Moving forward, Culture Division will continue to improve the portal with various new features, functionality, new layers and other necessary upgrades to improve user experience.



Coming in the future...

Culture Division Interactive Culture Website



How we'll promote the Map

We have a Communication Plan that guides the way we'll promote Mississauga Culture on the Map. Our goal is to ensure that all our stakeholders, partners, community groups and other potential users are aware of this innovative tool. Some of the ways we'll promote the tool include:

1. **Our Partners and Stakeholders:** A link from their respective websites to www.cultureonthemap.ca. We can also supply web banners of any certain dimensions wherever appropriate
2. **City Website:** www.mississauga.ca, Culture Division webpage and other relevant webpages at the City
3. **Selected Print Media and Publications**
4. **Social Media**
5. **Other Media** (Celebration Square screens, MiWay – Mississauga Transit, etc)
6. **Education** (connecting with students to spread the word)
7. **Postcards** (community centres, libraries, etc)
8. **Media Advisory**

> Questions

> Thank You / Next Steps

At the Glass Pavilion Booths

- City staff from Culture, Geomatics and Information Technology
- ThinkWrap Solutions Inc. (Project Consultant)
- Google Canada
- University of Toronto Mississauga (UTM – ICCIT)

For any project enquiry, please contact:

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