



MAPLE RIDGE
PARKS, RECREATION
& CULTURE



WALKING TOGETHER

MAPLE RIDGE CULTURE PLAN





“Learning to
WALK TOGETHER
as one is how we have
balance in life.”

Katzie Nation Elder, Margaret Pierre

INDIGENOUS ACKNOWLEDGEMENT

The City of Maple Ridge recognizes the Kwantlen and Katzie Nations, on whose lands we live, work and play.

Throughout the cultural planning process, we have taken direction from the United Nations Declaration on the Rights of Indigenous Peoples, the Truth and Reconciliation (TRC) Findings and Calls to Actions and the National Narrative on Reconciliation Report from Reconciliation Canada. These reports and ongoing engagement with the Kwantlen and Katzie Nations have informed the planning approach, perspective and outcomes of Maple Ridge’s Cultural Plan Update.

Through our shared commitment to land and place, the City of Maple Ridge seeks to honour the legacy of the region’s Indigenous Peoples and find new ways of walking together to create opportunities for shared truths and to continue on the path towards reconciliation.



VISION: WALKING TOGETHER: GROWING COMMUNITY CONNECTIONS THROUGH CULTURE.



graphic by AnnaleeKornelsen.com



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1

The 2016-2017 cultural planning process sought to involve and empower the community in shaping the future of Maple Ridge and provides a roadmap to the community's cultural development over the next ten years.

2

The "Walking Together" Cultural Plan Update is the result of eight months of community-based research, extensive public engagement and thorough assessment of community input, earlier studies and plans.

The project team reached nearly 5000 sources of input through 12 external engagement events and an online survey, capturing a broad range of perspectives from the local and surrounding community. The Cultural Plan Task Group helped guide the process and development of this plan.

See page 16 for more information.

3

The plan is rooted in Maple Ridge's local context and reflects the values of the community:

- Rural and agricultural heritage
- Small town atmosphere
- Outdoor culture

To achieve the "Walking Together" vision of growing community connections through culture, local context remained at the heart of the planning process.

See page 9 for more information.

4

Celebrating, honouring and championing the cultural heritage of the Kwantlen and Katzie First Nations is a key priority.

The cultural planning process reflects the City's commitment to honour the legacy of the region's Indigenous Peoples and find new ways of 'Walking Together' to create opportunities for shared truths and reconciliation.

See page 38 for more information.

5

The plan aligns with the values identified by the community throughout the research and community engagement phase.

We heard from the community that the plan should:

- Celebrate the natural environment
- Create more free public events
- Provide new cultural spaces
- Deliver creative education and youth-focused programming
- Support the cultural heritage of Indigenous Peoples
- Celebrate local cultural heritage

See page 23 for more information.

KEY TAKEAWAYS

6

The GUIDING PRINCIPLES of this plan reflect the community's desire to work together to enhance the enjoyment of life in Maple Ridge for all people. The community wants a cultural plan that:

- Is sustainable and ensures a high quality of life;
- Values nature and enhances our arts and cultural experiences;
- Promotes and encourages creativity and innovation;
- Embraces social inclusion, accessibility and diversity
- Reflects the local, authentic identity;
- Engages and connects people through arts and culture.

See page 26 for more information.

7

The plan's 6 STRATEGIC PRIORITIES and supporting goals, objectives and actions are designed to help Maple Ridge achieve its cultural goals by focusing on:

- Connection, Capacity and Collaboration;
- Awareness and Visibility;
- Cultural Tourism and Creative Entrepreneurship;
- Youth and Family Arts;
- Indigenous cultural heritage and arts; and
- Multiculturalism and social inclusion.

See pages 27-41 for more information.

8

An IMPLEMENTATION FRAMEWORK supported by City staff and community partners from a cross-section of industries will provide a roadmap for the phased-in implementation of the cultural plan. All activities will be supported by a COMMUNICATIONS STRATEGY AND ONGOING ENGAGEMENT to ensure the success of this cultural plan.

See pages 42-44 for more information.

9

INVESTMENT in Maple Ridge's cultural capital and knowledge-sharing assets will help BUILD CAPACITY in existing and developing arts and culture providers.

Cultural investment mechanisms may include resources, development and training opportunities, funding opportunities, volunteering, public involvement and fundraising. A strong local cultural scene is an important factor to attract residents and investors including talented individuals and leading-edge businesses but also associated with citizens' social engagement, including connections to volunteering, donating, helping neighbours, and better health.

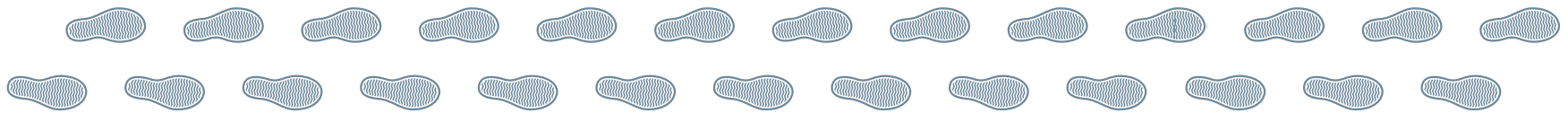
10

This is a plan for Maple Ridge; it needs to be championed, celebrated and shared by the community, City staff and Council.



ABOUT THIS PLAN

Walking Together is the **community's** plan for **arts, culture** and **heritage**.



Walking Together outlines the strategic directions for advancing and investing in Maple Ridge's cultural development—including arts services; festivals and events; programs; and facilities.

It provides decision-makers, community partners and the public with a tool for setting priorities and assigning roles in a fiscally prudent manner.

Maple Ridge is a rapidly evolving ‘edge city’ with growing ethnic and cultural diversity and a strong community aspiration to preserve, celebrate and leverage its rural and agricultural heritage and many arts and heritage assets.

Surrounded by natural beauty and incredible mountain vistas, the municipality is known for its small town atmosphere that celebrates outdoor culture, arts and heritage. The City’s 80,000+ residents are actively engaged in developing the community, neighbourhoods and programs that benefit all and are committed to walking together in the creation of a vibrant community for residents today and the generations to come.

The City of Maple Ridge set out to create a plan that would strengthen, harmonize and raise the profile of the City’s cultural endeavours to create unique community identity, with opportunities for placemaking, and the celebration of the community’s diverse heritage and culture. The Walking Together Cultural Plan Update is a living document that serves as a roadmap for the development of arts, culture and heritage over the next 10 years.

The Official Community Plan (OCP) recognizes the value of cultural planning and development, stating that “culture, art and heritage are contributors to social well-being, social development and

community wellness.” The creation of the Cultural Plan builds off and furthers the City’s commitment to culture, arts and heritage and is consistent with the OCP, Tourism Plan and Asset-Based Community Development Policy, which recognizes that “strong relationships are at the core of a healthy community.” Cultural development acts as a connector, providing opportunities for engagement and participation by all citizens which creates a diversity of perspectives.

Through widespread engagement, the cultural planning process sought to involve and empower the community in shaping the future of Maple Ridge to:

- improve access to and use of arts and culture facilities;
- support arts and culture organizations to meet the needs of a changing community;
- enhance service delivery through public and private partnership; and
- establish processes to guide arts and culture service delivery.

“Arts and culture” is used throughout the plan and is inclusive of heritage, unless specific references to cultural and natural heritage are presented.

Adapted from the City of Maple Ridge’s Cultural Plan Update 2017-2027 RFP Terms of Reference, 2016

1. INTRODUCTION

WHAT IS CULTURE?

CULTURE IS WHO WE ARE AND HOW WE LIVE.

Culture is more than art. Culture embraces what defines us as a community and that begins with our unique sense of place and identity.

Culture includes resources and assets like libraries, museums, natural and cultural heritage sites, activities, literary arts, the performing arts, film, craft and visual arts.

“Culture is **vital** to a healthy community.”
Maple Ridge Official Community Plan





CULTURE MAKES VIBRANT COMMUNITIES.

Vibrant communities understand the importance of cultural participation and the presence of artists and cultural organizations to:

- improve residents' sense of belonging and attachment,
- build community identity and pride,
- build interpersonal ties and promote volunteering,
- reduce delinquency
- relieve stress,
- build social networks,
- increase tolerance of others,
- improve resiliency and skills-building in high risk youth,
- foster “a creative milieu that spurs economic growth in creative industries”², and to
- increase the attractiveness of the area to tourists, businesses, new residents and investors.

² Developing and Revitalizing Rural Communities through Arts and Culture
(Creative City Network of Canada, 2009)



Fig. 1 Adapted from MDB Insight and the Statistics Canada Cultural Resources Framework for Cultural Statistics.

WHAT IS A CULTURAL RESOURCE?

A cultural resource is anything that contributes to the culture of a particular place or people, both tangible and intangible. These resources are the activities, institutions and people that express our shared beliefs, customs and values. Cultural resources in Maple Ridge include:

- facilities (theatres, galleries, libraries, museums),
- heritage,
- indigenous Peoples culture,
- attractive streets, parks and built environment,
- intangible culture, such as local traditions,
- arts and crafts,
- festivals and events,
- retailing, leisure, recreation facilities,
- creative industries (film, culinary, photography, design, etc.) and
- natural landscape.

Culture embraces what defines us as a community and begins with our unique sense of place and identity.





“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 of Canada, Cultural Planning Toolkit



WHAT IS CULTURAL PLANNING?

Cultural planning involves examining existing cultural resources and assets, engaging with the public to determine what is valued and creating a vision to support and celebrate those resources and assets.

Cultural planning is a tool used by municipalities to achieve both economic and social goals, by linking together other planning areas, such as Tourism, Community Planning, Health/Social Programs and Economic Development.

While cultural development is a relatively new area of focus in British Columbia, local governments understand the economic and livability benefits that cultural planning provides; particularly, in growing communities like Maple Ridge.

Cultural amenities are an expected piece of 'livability' resources, no longer a 'nice to have'.

Trends show that many municipalities are incorporating arts and cultural strategies into core business areas to solve problems and leverage economic and social development.



PLANNING CONTEXT & APPROACH:

The development of the Cultural Plan Update builds upon the City's commitment to arts, culture and heritage initiatives and is consistent with the Official Community Plan, Corporate Strategic Plan and Parks and Recreation Master Plan.

The first Cultural Plan was completed in 1996 and laid the foundation for cultural development in Maple Ridge while guiding the creation of many cultural facilities and community organizations. Over the past 20 years, there has been significant investment in the development of Maple Ridge's cultural sector, including the Cultural Mapping project, an expanded Artist in Residence program and an approved Public Art Policy. The development of the 2017 Cultural Plan Update furthers the City's investment in cultural development.

THE CULTURAL PLAN PROCESS CONSISTED OF THREE PHASES:

Phase 1 - State of Culture: *How are we doing?* was designed to assess the current state of cultural development in Maple Ridge. This involved broad-based community engagement that sought input from residents and visitors, focus groups with arts and culture stakeholders and an online survey.

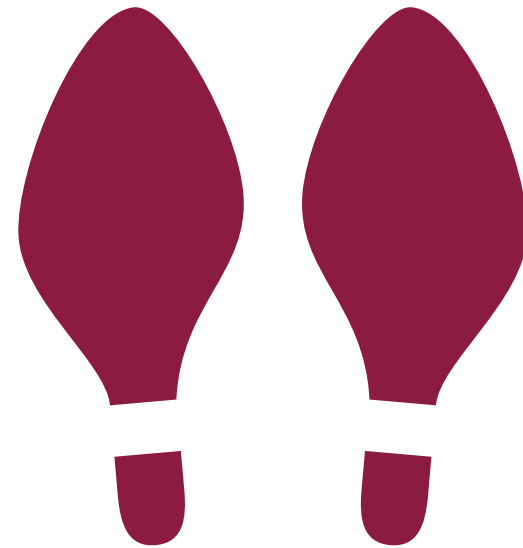
Phase 2 - Future Ready: *Where do we need to go?* included a review and analysis of the data.

Phase 3 - Finalization: *Did we get it right?* consisted of public review and Council endorsement.

KEY PLAN LINKAGES

The Cultural Plan Update aligns with the City of Maple Ridge's Strategic Plan and other major planning initiatives such as the Official Community Plan (OCP), Neighbourhood Plans, Sustainability Action Strategy, Youth Strategy, Tourism Strategy and Transportation Plan.

The 5 Strategic Priorities outlined in this Update serve to prepare the community for its next phase in cultural development and define the City's role therein.



PHASE 1:

STATE OF CULTURE | JANUARY - MAY 2017

The purpose of Phase 1 was to gather community perspectives in assessing the current and future demands of Maple Ridge's cultural development. Ensuring community input was a primary objective of the consultation and engagement framework, and attention was paid to engage new immigrants and marginalized communities within the City.

As an 'edge city', there are increasing demands on existing cultural resources and pressures for growth. To assess these trends, emerging technological and political factors, community needs and uncertainty, a Context Map and a SWOT exercise (Appendix B) were completed during the initial stages of engagement with City Staff, the Cultural Plan Task Force and Community Forum attendees (February 21, 2017).

Information was gathered from multiple stakeholders through targeted community outreach and open dialogue. Residents, community groups, and municipal representatives provided considerable insights on the concerns, goals and opportunities related to arts, culture and heritage which shaped the outcomes of the Cultural Plan.

THE ENGAGEMENT PHASE REACHED NEARLY 5,000 SOURCES OF INPUT.

- Development of the planning process and messaging
- Communications planning
- Research and data collection
- Task Group Meetings
- Community Forum
- Internal consultation with City Staff to identify needs, gaps, strengths and weaknesses
- Focus Groups and Culture Sector Workshops
- Creative engagement activities (Culture Walk, public displays at the civic facilities, events and businesses)
- Online survey

PHASE 2: FUTURE READY | MAY - JUNE 2017

Phase 2 included focus groups with Indigenous community representatives and multicultural associations along with the review and analysis of the data collected throughout the planning process. This review included a detailed SROI (Social Return on Investment) and SWOT (Strength, Weaknesses, Opportunities, Threats) analysis. The key findings were shared with the community at the Cultural Champions Summit and with the Cultural Plan Task Group, Council and Staff teams.

- SROI & SWOT analysis and results (see Appendix B)
- Focus Groups
- Creative engagement activities (Youth Week, Library Pop-Ups)
- Task Group meetings
- Reporting of key findings to the community and City



PHASE 3: FINALIZATION | SEPTEMBER 2017

Phase 3 produced a draft plan, with the Task Group, City Staff and Council reviewing and refining.

- Draft Plan: review and refinement of draft Plan through Task Group, City Staff and Council
- Finalize Plan
- Present to Council (January 2018)

2. SUMMARY OF FINDINGS: WHAT WE HEARD

STATE OF CULTURE

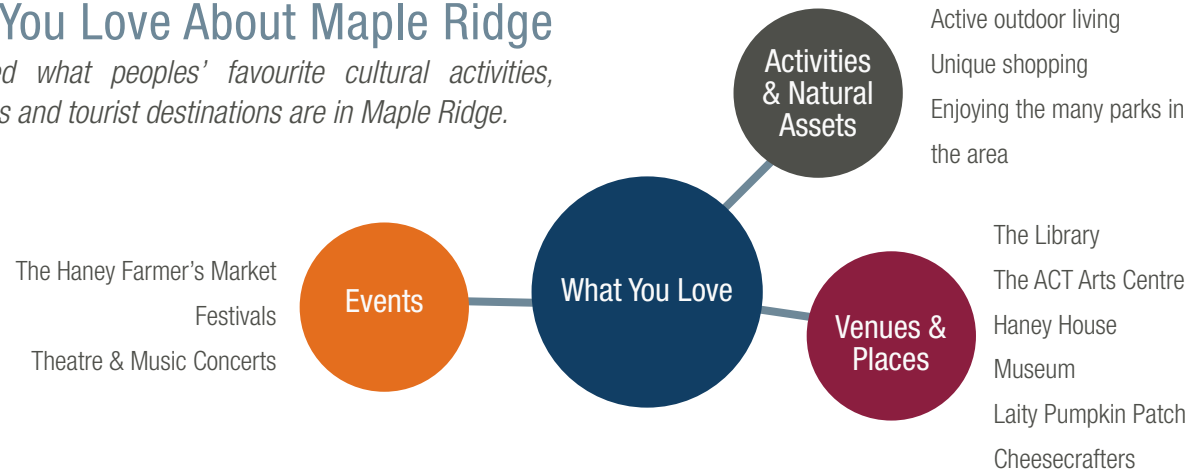
The first Cultural Plan, completed in 1997, was foundational to the creation of many of Maple Ridge's arts, cultural and tourism amenities that are enjoyed today.

To guide Maple Ridge over the next ten years, the 2017 Cultural Plan Update process held 12 external engagement events and distributed an online survey, reaching nearly 5,000 sources of input over a period of four months. A detailed survey report can be found in Appendix 3.

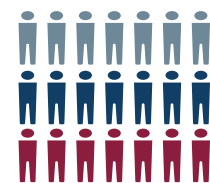
THIS IS WHAT WE HEARD

What You Love About Maple Ridge

We asked what peoples' favourite cultural activities, attractions and tourist destinations are in Maple Ridge.



WHO WE HEARD FROM: SURVEY DEMOGRAPHICS



559 people responded to the Cultural Plan Survey.



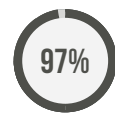
LOCATION
84% of the survey respondents live in Maple Ridge.



AGE
38% are between 50 and 64 years of age.



GENDER
74% of the survey respondents are female.



NEW RESIDENTS
97% of new residents to Maple Ridge came from within Canada.

HOW ARE WE DOING?

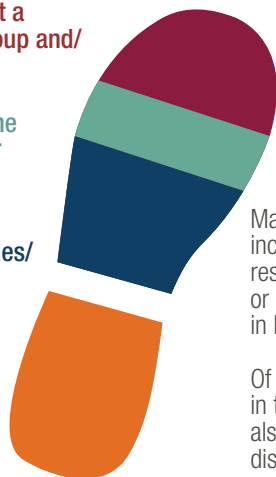
CULTURAL SECTOR: Survey Respondents

18% Represent a community group and/or nonprofit

14% Work in the Cultural Sector

20% Donate to cultural activities/programs

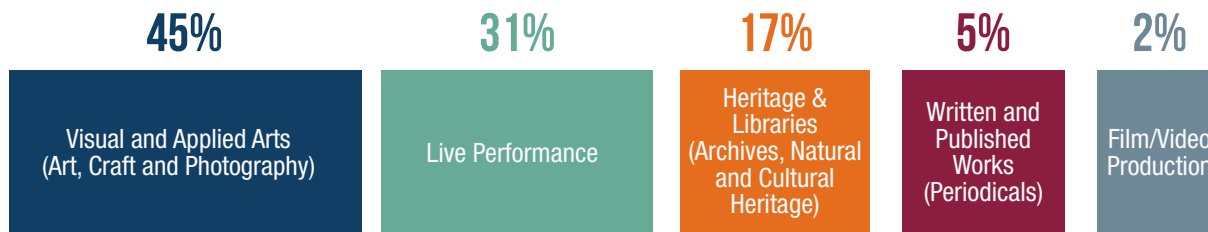
29% Volunteer



Maple Ridge's cultural sector is becoming increasingly diverse. 73% of the survey respondents indicated that they attend and/or participate in cultural events & programs in Maple Ridge.

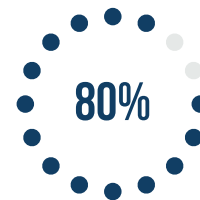
Of the 14% of survey respondents who work in the Cultural Sector, many indicated they also have secondary involvement in other disciplines including sound recording (6%) and audio-visual and interactive media (8%).

CULTURAL SECTOR BREAKDOWN: Where Survey Respondents Work

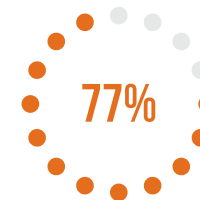


CULTURAL EVENTS & TOURISM ACTIVITIES ATTENDED IN 2017

Survey respondents participate in a variety of activities that enhance the culture of Maple Ridge.



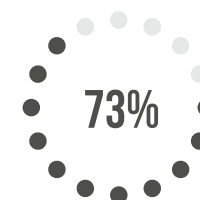
Downtown Shopping



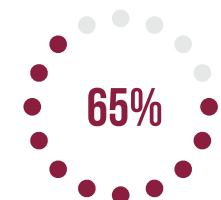
The ACT Arts Centre



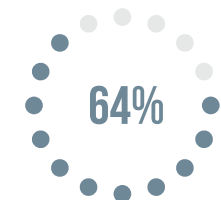
Local Parks & Trails



Haney Farmers Market



Public Library



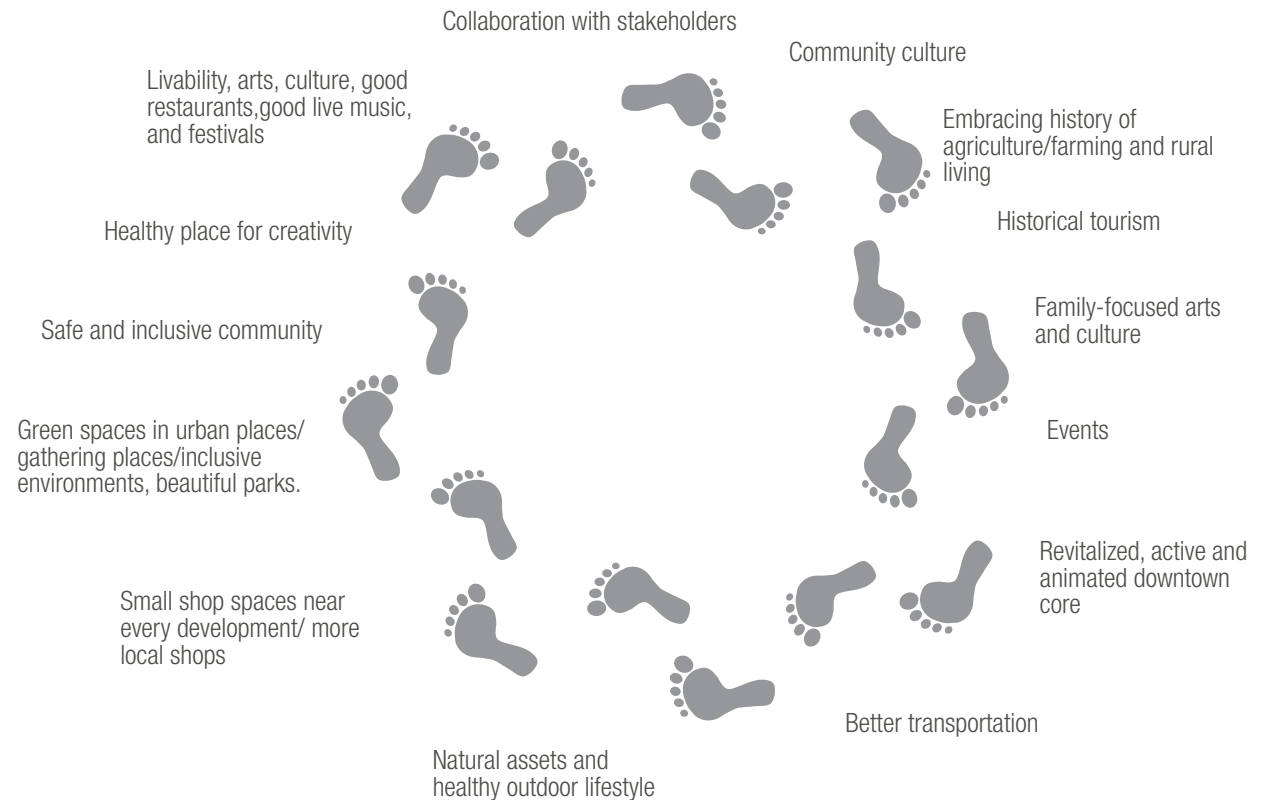
Golden Ears Park

FUTURE READY

We asked our respondents for their view on the social and community benefits of culture, creative activity and tourism in Maple Ridge, and heard that arts and culture attracts creative talent, nurtures creative industries, enhances the quality of life and creates a healthy and livable city. It also develops well-rounded capacities in our young people and provides diverse educational opportunities for everyone.

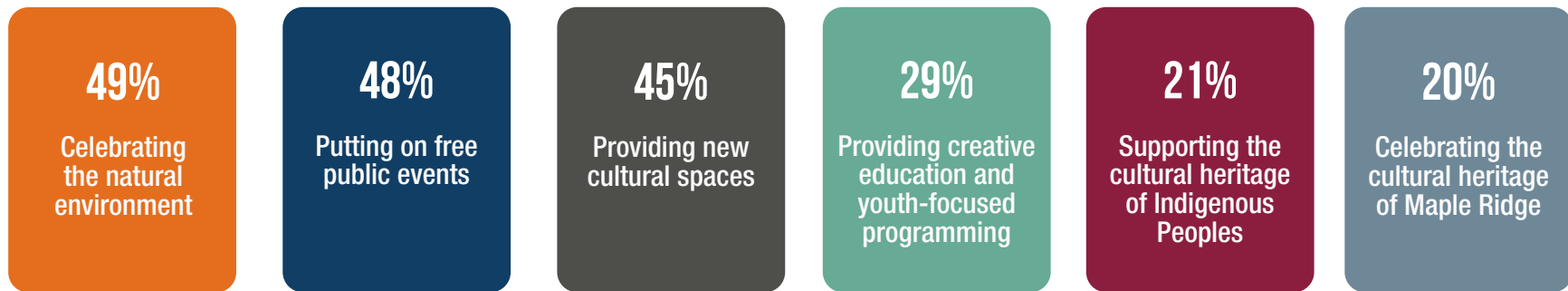
Throughout the cultural planning process, we asked residents: **“What you would like Maple Ridge to be known for?”**

HERE’S WHAT WE HEARD:



WHERE DO WE NEED TO GO?

Survey respondents' key priorities for culture in Maple Ridge:



Respondents from the Cultural Plan Survey emphasized the natural environment, free public events and a desire for new cultural spaces.

For the Detailed Survey Report see Appendix D.



3. VISION, GUIDING PRINCIPLES AND VALUES

VISION

The Vision, Guiding Principles and Values for cultural development in Maple Ridge reflect the community's voices, and mark the characteristics of the community's dedication to working together to enhance enjoyment for all.

As a rapidly expanding community, success will be advanced by **enhancing the City's cultural life by fostering community connections.**

WALKING TOGETHER:

Growing community connections through culture.



GUIDING PRINCIPLES



1 Maple Ridge's cultural development is sustainable and ensures a high quality of life for residents.

2 Nature is deeply valued and enhances our experience of arts and culture.

3 Creativity and innovation is promoted and encouraged in our cultural development.

4 Social inclusion, accessibility and diversity are foremost in our decision-making.

5 There is a local and authentic identity reflected in what we do.

6 People feel engaged and connected through arts and culture.

4. STRATEGIC PRIORITIES

WALKING TOGETHER

- 1 CONNECTION, CAPACITY & COLLABORATION
- 2 AWARENESS & VISIBILITY
- 3 CULTURAL TOURISM & CREATIVE ENTREPRENEURSHIP
- 4 YOUTH & FAMILY ARTS
- 5 INDIGENOUS CULTURAL HERITAGE & ARTS
- 6 MULTICULTURALISM & SOCIAL INCLUSION



1 STRATEGIC PRIORITY

CONNECTION, CAPACITY AND COLLABORATION

GOAL: COMMUNITY CONNECTIONS ARE STRENGTHENED THROUGH CAPACITY-BUILDING AND COLLABORATION.

Objective 1.1. Enhanced capacity-building is fostered in the community through the role of the City—its strategic direction, departments, bylaws, policies and programs.

SUPPORTING ACTIONS:

1. Continue to fund and support grant programs and operating agreements, and provide program funding to local arts, culture and heritage organizations that meet grant program criteria.
2. Review the City's grant programs every five years; and explore the possibility of offering microloans for temporary art intervention projects that respond to a community need.
3. Continue to foster a cultural development lens across City departments. Make sure 'culture, including heritage is at the table' in City planning.
4. The City acts as a community connector by bringing people together to listen and identify opportunities for collaboration and solution-finding. It works to address areas where 'red tape' is preventing cultural advancement.
5. Where possible, social innovation (e.g. tool libraries and cultural hubs) and social procurement (also known as social purchasing) is encouraged to effect solutions for cultural development.
6. Align and update OCP policies and Corporate Strategic Plan to integrate and include cultural planning goals identified herein. Ensure cultural planning directions are reflected in City policies and plans.

7. Continue to encourage using cross-departmental teams in cultural development.
 8. Regularly review partnership agreements to ensure compliance and relevancy with Indigenous and youth focused/initiatives.
 9. Explore the potential for a cultural scorecard process as a measurement for cultural development.
 10. Make heritage and historical information available to new residents, addressing the diversity of cultures that make up Maple Ridge's history.
 11. Develop a Cultural Spaces and Facilities Framework to serve as a guide for phased investment and planning, extending beyond City-owned facilities and spaces, that includes but is not limited to:
 - Examine current real estate inventory for arts, culture and heritage uses;
 - Identify and collate the mapping and listing of all City-owned spaces, City-leased spaces, and emerging spaces with potential for re-purposing such as industrial zones, and/or renovated spaces as well as purpose-built venues;
 - Maintain active dialogue with cultural community to stay current on space needs (including performing arts and museum discussions);
- Seize opportunities to work with other levels of government towards securing funding for identified new or renovated cultural spaces and facilities, and related planning (e.g. feasibility studies/needs assessments; and capital infrastructure).
 - Facilitate agreements and address insurance issues with local realtors and developers to utilize existing venues, unrented or vacated spaces for cultural uses, for a possible tax deduction or other incentive.
 - Look to the City of Vancouver's Cultural Facilities Priorities Plan' Self-Assessment Checklist for user groups of existing or proposed cultural facilities and spaces.
 - Look at regulatory measures which may be preventing the use and development of artist and creative production spaces (including co-op models) and develop guidelines to allow more flexibility, as appropriate.
1. Determine City-identified spaces for temporary cultural activity (e.g. lobbies) and provide community spaces for artists (temporary or permanent), to introduce artists in residence program in higher traffic areas.
 2. Support community-led efforts to share space and services; and explore the opportunity to create a centralized arts and culture 'hub'.

Objective 1.2. Invest in capacity-building and foster collaborations through knowledge-sharing, gatherings, and skills development opportunities for volunteers and administrators.

SUPPORTING ACTIONS:

1. Convene Cultural Leadership Roundtable meetings that encourage a healthy creative ecosystem and provide opportunities for collaboration, information-sharing, event coordination/scheduling, and connection points (exchange, learning and sharing).
2. Through Arts and Cultural Service organizations, hold an annual Cultural Forum focused on skills development in the areas of, but not limited to:
 - Board governance and development
 - Succession planning
 - Arts and cultural administration
 - Volunteer management
 - Communications and marketing
 - City processes and roles

3. Post volunteer needs through the Cultural Portal and share via Cultural Roundtable and social media.
4. Link strategic planning and community initiatives to the Cultural Plan directions.
5. Through community partners, identify ways to engage newcomers.
6. Foster heritage conservation of City-owned properties.

Objective 1.3. Work with neighbourhoods to encourage a distributed model of arts, culture and heritage activity and connection points.

SUPPORTING ACTIONS:

1. Through collaboration and consultation, use neighbourhoods as creative nodes or cultural junctions.
2. Support community arts and culture based initiatives that promote inclusivity and build neighbourhood or community connections, including events.
3. Expand ‘neighbourhood champions circles’ or teams and existing networks as contact points to foster social leadership.

2 STRATEGIC PRIORITY

AWARENESS AND VISIBILITY

GOAL: ARTS AND CULTURE ARE VALUED, CELEBRATED AND INTEGRATED INTO COMMUNITY LIFE.

Objective 2.1. Develop and implement a comprehensive arts and culture communications strategy to build audiences and awareness.



SUPPORTING ACTIONS:

1. Create a centralized portal to feature and promote arts, culture and events; programs; shared resources; etc.
2. As part of the communications strategy, continue to build a 'culture for culture' within City Hall, by identifying internal communication and engagement actions.
3. As part of the communications strategy to support the implementation of the plan, create an awareness campaign surrounding the value, benefits and impact of arts and culture.
4. Explore the possibility of centralized communication support/resource for Maple Ridge's arts, culture and heritage scene.
5. Use local transportation networks as channels to communicate awareness of events and programs (e.g. buses, bus shelter ads, West Coast Express etc.)

Objective 2.2. Celebrate a sense of place and share Maple Ridge's story.

SUPPORTING ACTIONS:

1. Encourage arts and heritage-based creative solutions for empty storefronts and animating spaces.
2. Use local transportation networks and public spaces as channels to communicate heritage facts and interesting local histories.
3. Where possible, identify opportunities for interpreting heritage and animating neighbourhoods in Maple Ridge through artist and community-led place-making activities.
4. Explore expanding the Public Art Program to include ways to animate the interpretation and awareness of public art, places and intangible cultural assets through tours, workshops, story-telling and other engagement pieces
5. Reflect and incorporate authentic community cultural identity into Maple Ridge branding.
6. Continue to fund and support the Public Art Program and Artist-in-Residence Program.
7. Implement recommendations of the Developer Public Art Program to encourage beautification and an enhanced sense of place in urbanization.
8. Improve wayfinding in Maple Ridge and enhance 'sense of place' at neighbourhood levels through place naming and public works. Integrate with Indigenous cultural heritage initiatives.
9. Ensure signage bylaws relate to form and character guidelines for the enhancement of place; explore signage needs for events and festivals.
10. Design a sustainable mapping process to capture emerging cultural and historical stories and places.



3 STRATEGIC PRIORITY

CULTURAL TOURISM AND CREATIVE ENTREPRENEURSHIP

GOAL: MAPLE RIDGE IS RECOGNIZED AS AN ALL-SEASON CULTURAL TOURISM DESTINATION AND HOME TO THRIVING CREATIVE ENTREPRENEURS.

Objective 3.1 Continue to enhance understanding amongst stakeholders and decision-makers, the value of arts, culture, heritage and creative community as part of Maple Ridge's tourism attraction mix (e.g. festivals, events, agri-tours, cultural tours, open studios etc.) and destination branding.

SUPPORTING ACTIONS:

1. Enhance the strategic positioning of Festivals and Events to align with any tourism strategy development planning.
2. Consider conducting an economic impact study of the local cultural sector.
3. Ensure tourism and economic development representation on the Cultural Leadership Roundtable, and cultural

representation in the Economic Development and Culture Advisory Group and other economic development bodies, as appropriate.

4. Work towards enhancing cultural tourism marketing of a broader range of cultural attractions.
5. Prepare update reports to Council and the community on arts and culture economic activity, growth of cultural economy and resulting benefits to the community.

Objective 3.2. Leverage local cultural resources and assets to distinguish Maple Ridge as a cultural destination.

SUPPORTING ACTIONS:

1. Link to Strategic Priority 2 awareness and visibility initiatives, including a cultural portal where residents and visitors can learn comprehensive information about arts and cultural

resources, events, festivals, venues, concerts, etc.

2. Identify ‘pairings’ of cultural tourism and niche culinary and agri-tourism initiatives (e.g. Haney Farmers’ Market; cheesemakers; wineries).
3. Encourage participation in the BC Économusée Program (<http://bc.economusee.com>).
4. Ensure consistent annual baseline data collection amongst local cultural resources and assets and encourage tourism leads to share relevant visitor profile data to encourage audience development.
5. Ensure destination branding reflects local community cultural identity inputs, diversity, and local cultural resources and assets.

Objective 3.3. Further integrate creative economy strategies into economic development planning.

SUPPORTING ACTIONS:

1. With identified partners (e.g. Downtown Maple Ridge Business Improvement Association) promote Arts and Business partnerships and generate spin-off cultural economic activity to raise the profile of culture as an economic generator.
2. Encourage involvement of cultural and creative businesses and arts groups in downtown business networking activities to stimulate collaboration and partnerships.

3. Continue to encourage film industry activity in the City to attract spending, create employment and raise the profile of Maple Ridge.

Objective 3.4 Work with creative entrepreneurs on skills development.

SUPPORTING ACTIONS:

1. Offer small business training and link to Etsy Markets and other creative entrepreneurs’ initiatives, such as the creation of cooperatives.
2. Through the Business Hub, develop a toolkit for managing their business, and encourage buy local campaigns, and the use of local creations in City ceremonies and gifts.
3. Share new models in social enterprise and earned revenue streams with arts and culture organizations.
4. Through the Business Hub, help to reduce red tape and provide further support in collaboration with the creative entrepreneur community.



4 STRATEGIC PRIORITY

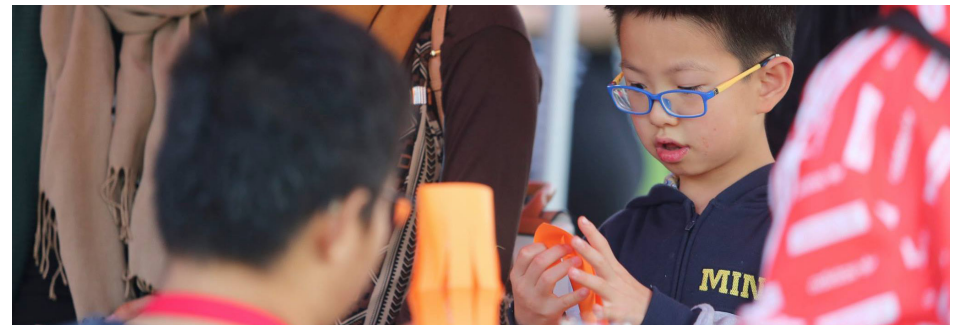
YOUTH AND FAMILY ARTS

GOAL: YOUTH ARE ACTIVE AND INVOLVED IN THE ARTS IN MAPLE RIDGE, AS PARTICIPANTS AND PRODUCERS, AND FAMILY ARTS OPPORTUNITIES ABOUND.

Objective 4.1. To address barriers and develop mechanisms which will allow access for youth and children, and encourage family participation.

SUPPORTING ACTIONS:

1. Establish a local young people's arts and culture advisory group to advise on the implementation and development of this Strategic Priority.
2. Explore the possibilities of establishing a sustained and funded local program for arts engagement for young people across all art forms.
3. Work collaboratively with organizations in the area who provide services and programs to children and young people.
4. Align with and take direction from the Provincial Government's Youth Engagement Toolkit, and explore models of engagement for young people in challenging and complex situations.
5. Work with local School District partners to deliver arts and creative opportunities.
6. Expand arts, culture and heritage organizations to include, youth and family arts policies, programs and directions as part of their operating agreements with the City and through other mechanisms such as strategic plans.
7. Encourage local partners such as the Downtown Maple Ridge Business Improvement Association and others to create a youth-friendly atmosphere through services, events and businesses.
8. Support Youth in navigating policies and liability issues associated with youth-led arts and culture initiatives.



Objective 4.2: To create and develop ways to nurture and celebrate the ambition, enthusiasm and talent of local children and youth in the arts.

SUPPORTING ACTIONS:

1. Establish a cohort of “arts champions”: established artists, industry experts and ‘household names/influencers’ to promote the value of youth arts in the community.
2. With identified partners, explore the possibility of developing a youth employment and/or volunteering initiative to increase opportunities for young people to gain employment experience in the arts and creative industries.
3. Establish and promote a calendar of young people’s and family arts events to celebrate and showcase talent and encourage family and community support and engagement.
4. Explore the possibilities for establishing a City’s arts awards program for young people across all art forms.
5. Establish a Local Children and Young People’s arts conference every two years to share good practice with the arts and other related sectors.
6. Explore the feasibility of creating a mechanism for financial support to ensure that talented young artists can achieve regardless of financial status.
7. Work with potential partners such as key arts and culture organizations; youth and children’s organizations, and the local School District; to develop and implement a Young Arts Ambassador’s scheme to challenge perceptions of the arts and encourage peer engagement.



Objective 4.3. Increase Family Arts opportunities City-wide.

SUPPORTING ACTIONS:

1. Increase family arts and cultural programming at existing cultural venues and under-utilized venues – The ACT Arts Centre, Maple Ridge Museum & Library.
2. Support the development of existing and new family events and programs in arts and culture, and sites and spaces such as:
 - The Haney Farmers’ Market
 - Pop-Up hangouts (beanbag chairs, materials to create art)
 - Museum of Now and a Children’s Museum
 - Family reading/puzzles/games night
 - Movies in the Park
 - Hot Summer Nights
 - Laity Pumpkin Patch
3. Facilitate youth and families in capturing and expressing local storytelling and historical events.

Objective 4.4. Sustain a youth and family arts sector and initiatives by developing capacity in the community.

SUPPORTING ACTIONS:

1. Identify ways of financially supporting youth and family arts programming and development, and involve local cultural leaders and businesses in funding opportunities.
2. Follow best practice and success models for youth and family arts initiatives and link with Youth Strategy implementation.
3. Increase digital literacy among arts and culture groups to explore how technology is being used and could be used to increase young people’s engagement with the arts.
4. Share self evaluation frameworks for those delivering arts programs to youth; and offering family arts programs.
5. Develop an evaluation framework to assess progress and inform future development of this Strategic Direction and ensure that all art forms and heritage are included and represented in the implementation and development of this Strategic Direction.



5 STRATEGIC PRIORITY INDIGENOUS CULTURAL HERITAGE AND ARTS

GOAL: THERE IS INCREASED UNDERSTANDING OF THE RICH CULTURAL HERITAGE OF THE KATZIE AND KWANTLEN PEOPLES, AND OPPORTUNITIES FOR INDIGENOUS CONTEMPORARY ARTS PRACTICE.

Objective 5.1 Ensure that Indigenous voices and stories are reflected in ongoing cultural planning.

SUPPORTING ACTIONS:

1. Support the participation of Kwantlen and Katzie representatives in cultural and heritage development on an annual basis.
2. Working in partnership, establish protocols between local First Nations and the City of Maple Ridge.
3. Ensure indigenous representation in the Cultural Leadership Roundtable forum.
4. Consider appointing an Indigenous Engagement liaison role within the City.
5. Identify ways to welcome urban Indigenous and Metis Peoples to community dialogues.



Objective 5.2. 'Share and teach, and learn to walk together as one'. Build connections between the local Indigenous communities and the broader Maple Ridge community through art.

SUPPORTING ACTIONS:

1. Support efforts to feature Indigenous artists to practice and sell their artwork; and provide arts and craft workshops (link to Creative Entrepreneurship), in partnership with organizations such as the Coast Salish Arts and Cultural Society.
2. Working with the Public Art Steering Committee, identify public art opportunities to illustrate traditional and contemporary connections, where appropriate.
3. Provide opportunities for the public to learn about reconciliation and the shared history of Indigenous Peoples through inclusive dialogue, celebration and performance, as well as creative placemaking installations and permanent displays in City Hall. Ensure grant-receiving organizations have identified ways to integrate Indigenous arts practice or cultural heritage into programming or project-based initiatives.
4. Link traditional ecological knowledge/Natural Heritage Keepers with community groups to foster a deeper understanding of place, the natural environment, flora and fauna.
5. Encourage connections to share knowledge of land and food (possibly tie to multicultural food/fusion festival).

6. Build ways to interact less formally and on a regular bases where possible and appropriate.

Objective 5.3. Support efforts to reconnect and preserve language and place names.

SUPPORTING ACTIONS:

1. Identify opportunities to integrate traditional and contemporary Indigenous culture, identity and language in community programming and planning.
2. Incorporate Indigenous Cultural, Intangible and Natural Heritage into cultural tourism planning and the animation of spaces and places.
3. Acknowledge heritage and significant sites. Reflect traditional place names, symbols and references to the Halkomelem language (and where appropriate, the North and South River Dialects) in signage in parks, trails and waterways.
4. Consider exploring a community mapping exercise or app development to record stories and share them with the broader community.
5. Collaborate with Indigenous artists on wayfinding (Link to Strategic Priority 2).

6 STRATEGIC PRIORITY

MULTICULTURALISM AND SOCIAL INCLUSION

GOAL: EVERYONE FEELS THEY CAN PARTICIPATE IN THE CULTURAL LIFE OF OUR CITY WHERE DIVERSITY IS WELCOMED.

Objective 6.1. Foster an understanding that community identity and wellness are enhanced and strengthened by diversity and inclusive participation.

SUPPORTING ACTIONS:

1. Facilitate continuing engagement and dialogue with the multicultural community; youth, seniors, new residents, immigrants, people with disabilities and the LGBTQ2S and gender diverse community.
2. Link to, and promote other initiatives, plans and programs both within the City and out in the community that share these objectives.
3. Use culture as a tool for community wellness and for opening

up dialogue and opportunities for marginalized communities through inclusivity initiatives (e.g. ticket access; free events and programs) with identified partners.

4. Work in partnership with relevant community organizations to create an accessibility checklist to minimize barriers to audiences and explore the possibility of a community Arts Cultural Accessibility Fund.
5. Encourage access and participation to arts and culture through transportation planning.

Objective 6.2. Promote social change arts practices, and arts-based strategies for addressing matters of civic importance.

SUPPORTING ACTIONS:

1. Promote and/or fund workshops that help with training, advocacy and education in these areas.



2. Identify opportunities to address the community needs of equity, diversity, accessibility and social inclusion.

Objective 6.3 Celebrate Maple Ridge's rich ethnic and cultural diversity, and heritage legacy through culinary-arts and music based festivals and events.

SUPPORTING ACTIONS:

1. Provide funding and support for multicultural events such as Cultural Days and Fusion-like events.
2. Support and host events that use music and food to connect and promote social inclusion and diversity.
3. Encourage newcomers to learn about the cultural diversity of Maple Ridge and the City's unique heritage.

GOING FORWARD

WALKING TOGETHER

The 2017 Cultural Plan presents a ‘big picture’ overview of the Strategic Directions, Goals and Actions for the broader community. It encompasses a broad range of community assets and resources that help ensure its integration beyond simply the cultural community but instead involve business, tourism, parks and recreation, and social aspects of life in Maple Ridge to ensure a healthy creative ecosystem. As such, the identification of Lead Partners and Supporting Partners will form part of the Implementation Framework in recognizing that while the City has an active role in fostering connections, others in the community can play an important role in the Plan’s implementation. Lead Partners should in turn reflect their commitment and alignment to the plan in their own planning documents.

Walking Together is a ‘living document’ and will be supported by an updated annual implementation schedule and budget outlining:

- Priority Actions into recommended phases;
- Lead and Partner Roles; and the opportunity for further collaboration;
- Expected Outcomes and Benefit with success indicators as a way to monitor progress;

The Implementation Framework will be developed with the Cultural Planning Task Group and will provide a guide for the detailed tactical implementations. It will serve as a roadmap for the City’s decision-making and cultural investment over the next ten years. Integration with City plans, policy-directions and documents, both internal and external, should be a shared and integrated responsibility of City Staff.





GOING FORWARD

COMMUNICATIONS AND ONGOING ENGAGEMENT

Continuing to promote and widely share the elements of Walking Together is essential to achieving the goals and addressing the strategic directions of this plan. The 2017 Culture Plan denotes specific actions to further foster communication and collaboration among arts, culture and heritage groups and with other sectors. Communication and engagement opportunities to share the plan should include but are not limited to:

1. A launch event with community partners to build awareness around the plan and its directions.
2. A communications strategy outlining updates, announcements and articles to local media and the public, including leveraging social media sources among partner groups.
3. Releasing updates through the Cultural Connections Newsletter and other distribution lists.
4. Linking with community events throughout the calendar year to carry out creative engagement activities related to the plan.
5. Hosting Cultural Leadership Roundtable meetings and an Annual Cultural Forum.

ACKNOWLEDGEMENTS

The arts and creativity are vital components of a well-rounded and fulfilling life. Walking Together weaves a path across the community and impacts health, well-being and fulfillment of Maple Ridge's residents and visitors.

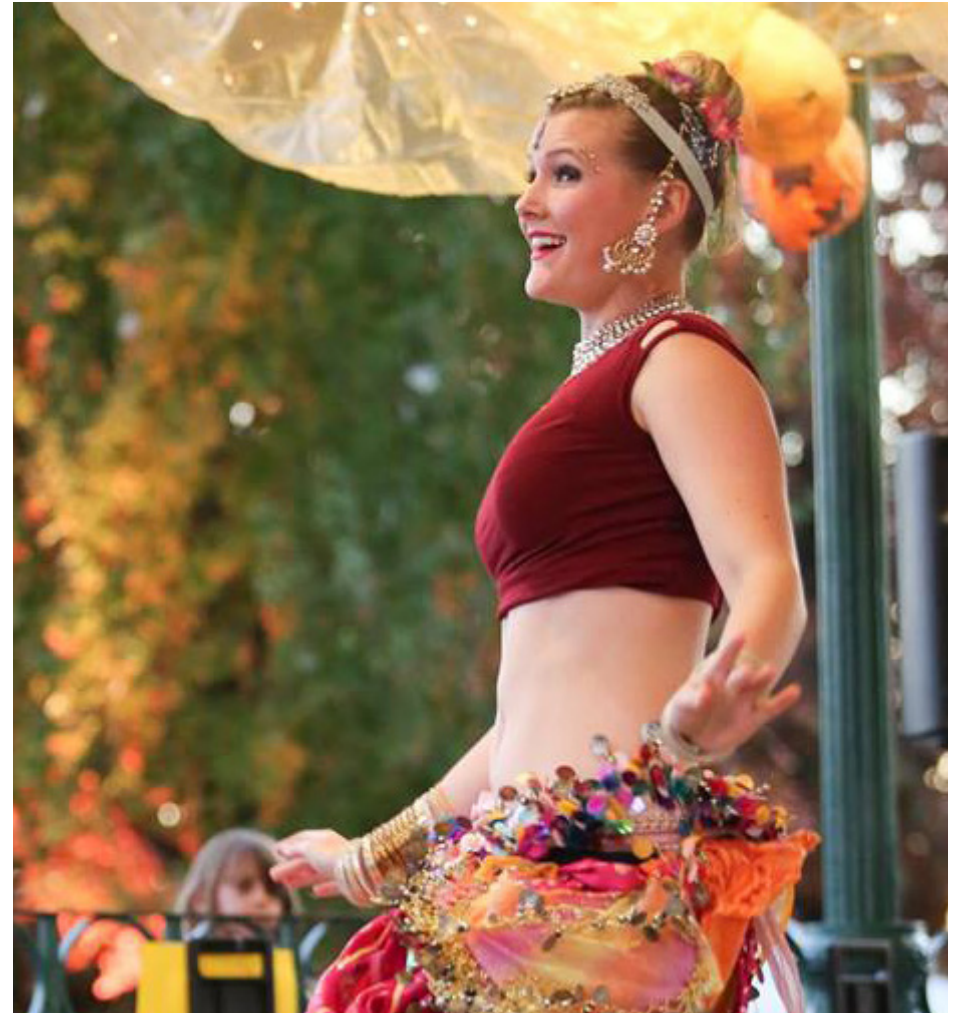
The creation of the plan has been a truly community-wide endeavour with many enthusiastic and knowledgeable participants. A sincere thanks to all community members who attended sessions and contributed to the making of this plan, including the leadership of City Council and Staff, and the Cultural Plan Task Group Members.

THANK YOU TO MAYOR NICOLE READ AND MEMBERS OF CITY COUNCIL: Corisa Bell, Kiersten Duncan, Bob Masse, Gordy Robson, Tyler Shymkiw, and Craig Speirs.

THANK YOU TO THE CITY COUNCIL AND STAFF: David Pollock, Municipal Engineer; Kelly Swift, General Manager: Parks, Recreation & Culture; Lino Siracusa, Manager of Economic Development; Lisa Zosiak, Planner 2; Wendy McCormick, Director of Recreation & Community Services; Yvonne Chui, Recreation Manager Arts & Community Connections.

THANK YOU TO THE CULTURAL PLAN TASK GROUP:

Barbara Duncan, Public Art Steering Committee and The ACT Arts Centre • Bob D'Eith, Maple Ridge Pitt Meadows Arts Council • Brenda Smith, Community Heritage Commission • Donald Luxton, Public Art Steering Committee • Donna Telep, Maple Ridge Downtown Business Improvement Association • Dr. Don Miskiman, Public Art Steering Committee • Eileen Dwillies, Haney Farmers Market Society • Erica Williams, Maple Ridge Historical Society • Ineke Boekhorst, Maple Ridge Business Improvement Association • Jacqueline Montgomery, Maple Ridge Community Foundation • Karen Pighin, The ACT Arts Centre • Ken Clarkson, School District 42 Trusteel • Councillor Kiersten Duncan, City of Maple Ridge • Korleen Carreras, Maple Ridge • Pitt Meadows Arts Council • Leanne Koehn, Public Art Steering Committee / Environmental Committee / Event Planner • Liza Morris, Fraser Valley Regional Library • Meaghan Durupt, Community Member • Reg Parks, Theatre in the Country • Sarah Klodt, Geek Crossing • Sharon Malone, Emerald Pig Theatrical Society • Shawna Kristin, Fraser Valley Regional Library • Susan Chambers, Maple Ridge Pitt Meadows Arts Council • Susan Hayes, Public Art Steering Committee • Val Patenaude, Maple Ridge Historical Society / Maple Ridge Museum and Archives • Wan-Yi Lin, Public Art Steering Committee • Wayne Bissky, Public Art Steering Committee



CONSULTANT TEAM: Patricia Huntsman, Lead Consultant, Patricia Huntsman Culture + Communication; Carly Frey, Managing Director, Nordicity West; Julia Hulbert, Associate, Patricia Huntsman Culture + Communication; and Chad Rickaby, Research Analyst, Nordicity

REFERENCES

THE FOLLOWING SOURCES WERE CONSIDERED AND/OR CITED IN PREPARATION OF THE CULTURAL PLAN:

- City of Maple Ridge Official Community Plan (2013)
- City of Maple Ridge Corporate Strategic Plan (2007)
- City of Maple Ridge Tourism Strategy (2017)
- City of Maple Ridge Cultural Plan (1997)
- City of Maple Ridge Cultural Facilities Rental Grant Program (2016)
- City of Maple Ridge Asset Based Community Development Policy (2014)
- City of Maple Ridge Festival Support Policy (2014)
- City of Maple Ridge Volunteer Policy (2014)
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APPENDICES

CITY OF MAPLE RIDGE | CULTURAL PLAN UPDATE

APPENDIX A

GLOSSARY

OF TERMS

ARTS: Includes all genres within the following disciplines (list is not exhaustive and genres or disciplines may be combined):

- Visual (2 and 3 dimensional/performance/fine or artisanal craft/site-specific or temporary installation)
- Performance (music/dance/theatre/spoken word/improvisation)
- Literary (poetry/prose/storytelling)
- Design (fashion/graphic/industrial/interior)
- Media/New Media (film/video/interactive media)

ARTS POLICY: A consolidated statement of vision, purpose, goals, objectives, scope, and roles with attendant analysis, recommended actions, and implementation strategies for the description and development of arts activity, production, service, and related resources.

ARTS SERVICE(S): Includes organizations that serve artists and arts organizations that produce and/or present art and community arts councils.

COMMUNITY PUBLIC ART: Art produced by artists collaborating with communities, which responds to neighbourhood needs, aspirations, or some other community issues.

CREATIVE COMMUNITY: Communities where local government considers urban investment in culture and creativity significant to prosperity and quality of life. These are municipalities where creative and cultural activity is considered important to the community's quality of place, and to help reclaim and revitalize neighbourhoods. In creative communities, local government enables more innovative thinking and problem solving across all departments and sectors of the economy to shape a community's identity in the face of increasing competition for talent, investment, and recognition. Creative and cultural activity is supported as a powerful vehicle for community development and engagement, providing opportunities for economically disadvantaged neighbourhoods and social groups. These communities represent a new generation and an evolving model for community planning and culture.

CREATIVE ECONOMY: The creative economy is an economy driven by ideas, innovation, knowledge, diversity, collaboration, and creativity. It encompasses the creative industries in which ideas and intellectual property produce value and generate wealth. It represents an aggregation of a complex collection of industrial and creative service sectors including design, media, advertising, film, music, performing

arts, publishing, and interactive software development.

CULTURE: The arts, multiculturalism, and heritage resources and activities as practiced and preserved in a community. These practices reflect the beliefs, experiences, and creative aspirations of people in a specific geographic and/or political area.

CULTURAL DEVELOPMENT: A process that supports and facilitates cultural resource development and includes skilled creators, artists, and craftspeople as transmitters of aesthetic expression, ideas, aspirations, and values in relation to the sociological, economic, environmental, and creative aspects of their communities.

CULTURAL MAPPING: Cultural mapping (or scanning) is a systematic approach to identifying and recording both tangible (physical or quantitative) and intangible (expressive or qualitative) cultural assets and is a defining characteristic of municipal cultural planning. Cultural resource mapping is built on a consistent set of categories that capture baseline data of the tangible cultural assets in a community within a specific set of categories or Cultural Resource Framework. Cultural identity mapping deals with the intangible assets that define a community's identity, memories, visions, and values.

CULTURAL ROUND TABLE: A strategic leadership group with members drawn from the six pillars of the community for the purposes of implementing municipal cultural plans and identifying ongoing cultural planning. Most Cultural Round Tables established for this purpose include members of Council, municipal staff, representatives of the creative and cultural sectors and the business

community, important community agencies such as the United Way and Community Foundations, and educational institutions.

CULTURAL TOURISM: Cultural resources are integrated as part of tourism initiatives to build tourism strength and competitiveness in the market. Cultural resources are developed to meet the needs and interests of travelers whose main motivation for travel are experiences in the performing arts, visual arts and crafts, museums and cultural centres, historic sites and interpretive centres, cultural industries, and cultural events.

CULTURAL VITALITY: The evidence of what makes a community exceptional or remarkable through creating, disseminating, validating, and supporting cultural activities and expression as a dimension of everyday life in communities. Cultural vitality is dependent on the protection and advancement of cultural resources to facilitate and continue cultural engagement.

DIVERSITY AND INCLUSION: Diversity means all the ways we differ as individuals. It includes visible differences such as age, gender, ethnicity, and physical appearance, and underlying differences such as thought styles, religion, nationality, socioeconomic status, belief systems, sexual orientation, and education. It means respecting, valuing, and harnessing the richness of ideas, backgrounds, and perspectives that are unique to each individual (i.e. a new worldwide source of creativity). Inclusion means an environment where everyone contributes his or her skills and talents for the benefit of the community. The aim is to create a community in which individuals are involved, supported, respected, and connected.

FESTIVAL: A special event designed to present and celebrate—through public access, productions, or services, an arts discipline(s). It is often multi-faceted and occurs during a brief period of time, often annually and usually in a reasonably contained area (indoors and/or outdoors).

HERITAGE: Heritage resources include artifacts and architecture, historic and prehistoric resources, and archival and interpretive material and activity. Significant objects and structures are protected by legislation distinguishing between items that are merely old and those deemed valuable according to notable public aesthetic, educational, and social significance.

INTANGIBLE CULTURAL HERITAGE: This cultural resource includes: practices, expressions, knowledge, skills, objects, artifacts and cultural landmarks, spaces and places that a community or individual associates with as part of their culture.

INTERCULTURALISM: Support for cross-cultural dialogue.

MULTICULTURALISM: Respects all cultural and/or racial groups in a society equally, affording all the same rights and opportunities.

PRODUCTION, PERFORMANCE AND EXHIBITION: Production refers to a particular play or dance piece. Performances refers to the number of times a piece is performed in public. Exhibition refers to a particular visual art show.

SOCIAL INCLUSION: Is the act of making all groups of people within a society feel valued and important.

SOCIAL INNOVATION: Is a tool to improve social relations and tackle social problems while meeting social needs.

SOCIAL PROCUREMENT: Often referred to as social purchasing, seeks to further leverage purchasing (for government, private sector, institutions and nonprofits) to achieve broad societal goals, increasing equality and diversity, while contributing to improved community wellbeing through the blending of cultural, social, environmental and economic considerations in the procurement process.

APPENDIX B

CONTEXT MAP

Maple Ridge Cultural Plan CONTEXT MAP

TRENDS

- Influx of young families & immigrants
- Aging population/increase of retirees
- Young people downtown
- Homelessness and loss of empathy
- Artisan movement
- Bedroom community x2
- More digital communication (pros & cons - cell towers)
- Growth of community (population)
- Disconnect on processes & decision making/ Lack of community awareness
- Valuing diversity and gender identity
- More downtown core development
- Creates awareness of interest, variety
- Integration of various community plans
- 75% commuters, Evergreen Line
- Lack of walkability/low levels of active living
- Distrust of media and governments
- Access to nature and pop up parks

TECHNOLOGY FACTORS

- Need for fibre optic expansion
- Proactive networking opportunities
- Acknowledgment of online engagement
- Changing nature of employment/workplace
- Social media
- Become a technology hub
- Ability to work from home

POLITICAL FACTORS

- Increased taxes
- Cultural supportive Council
- Election cycle
- Unpredictable
- Transparent
- Culture-supportive gov'ts
- Lack of political leadership at all levels of government
- Extreme/Populist movements

COMMUNITY NEEDS

- Address homelessness & mental health
- Need to capitalize on tourists (drive-through community)
- Better promotion of benefits of Maple Ridge
- Integration of new residents into community
- Professional local artists acknowledgment & getting paid
- Information delivery: "googleized", "being at home" entertainment capacity"
- Post-secondary opportunities x2
- Conference hotel facilities
- Local source foods/foods culture x2
- Shopping/dining - Different needs for different residents
- Ability to raise awareness and support from community
- Lack of low barrier shelters/treatment centres
- More public gathering spaces
- Need for accessible, quality festivals/ events for families
- Repositioning volunteerism (I'm an asset to my community)

ECONOMIC CLIMATE

- High real estate
- Employment alternatives for community
- Small business tax base
- Growth
- Economic development/local jobs
- Create employment opportunities - reduce commuting away
- Challenged transition from rural to urban
- Poverty
- Affordable housing

TRENDS

- People want services-high expectations & low taxes
- Green areas disappearing - human built encroachments
- Lots of part time jobs and seasonal/sporadic v. full time & development of local jobs
- Lack of amenities/at home entertainment
- Small town mentality still
- Nostalgia / nesting
- Global connectivity
- Housing Costs
- Isolation - lack of community awareness
- Education? More students going to university
- First Nations recognition and reconciliation x4

UNCERTAINTIES

- Municipal election in 1 yr
- Anxiety about of US political direction
- Trade agreements & alliances
- Political unpredictability
- Digital change?
- Transportation - West Coast Express do not service arts community
- Changing environment x2
- Mortgage rates
- Widening gap of Haves vs Have Nots

Prepared by Patricia Huntsman Culture + Communication.

APPENDIX B

SWOT MATRIX

Maple Ridge Cultural Plan SWOT MATRIX

CURRENT / INTERNAL

STRENGTHS

- Phenomenal Natural setting,
- Small businesses
- People love Maple Ridge and it shows
- Dynamic organizations supporting community work
- Affordability
- Cheap parking
- Great Farmers' Market
- City centre
- Strong community engagement
- Social media
- Young vibrant community
- Strong volunteerism
- Growth & development
- Diversity of artists & art groups leader (Lifecycle)
- ACT Arts Centre
- Sporting community
- Garibaldi Fine Arts curriculum strong for high school
- Community organizers
- Collaboration
- Networking
- Well connected & engaged downtown
- Walkable

OPPORTUNITIES

- Celebrating achievements
- Walkable town centre
- Unparalleled opportunities for engagement
- Deep culture of settlement history
- Recognize community builders
- Build cultural enterprise
- Expand city centre
- Natural environment x2
- Agricultural opportunities x2
- Post secondary institution/university
- Trails & dykes
- Kwantlen & Katzie relationships
- Revisiting the alternative community
- Parks are great
- More affordable housing
- Festivals
- Smaller venues (rehearsal & shows)
- Growth & development
- Youth engagement x2
- Community centres
- Create more underground layered parking
- More bicycle traffic
- Better transit at local and regional levels

WEAKNESSES

- Lack of public transportation
- More First Nations relationship building needed
- Still catching up with funding
- Starved culture
- Lack of ability to welcome visitors over long term
- Stuck in old ways
- Homogeneous population
- Not enough jobs/planning department at city
- Community space/lack of facilities
- Catching up to population
- Cost of community space
- No post secondary institution
- Poor communication outside the community
- Current weak infrastructure for population growth
- No hotel, events centre/stadium, meeting & public spaces
- "Vancouver-centric" (edge city)
- Funding support to scale up and build capacity
- Homeless population
- Bedroom community

THREATS

- Rapid growth & development x2
- Election cycle
- Small in GVRD
- Transportation
- Gas tax
- Ad hoc ALR development
- Urban v. rural clash
- Economic vulnerability
- Funding unpredictability
- Shifts in funding priorities
- Protectionism
- Urban sprawl
- Gentrification
- Aging population
- Negative issue based media
- Lack of identity
- Nothing sticks
- Political environment
- Money - arts considered non-essential
- Public indifference
- Lack of accessibility to the arts (program, tickets, cost money)
- Local & regional disconnect
- Local fighting against regional impacts

FUTURE / EXTERNAL

Prepared by Patricia Huntsman Culture + Communication, and Nordicity.

APPENDIX C

SUMMARY OF ENGAGEMENT FINDINGS

EXTERNAL ENGAGEMENT SUMMARY

ENGAGEMENT EVENTS

DATE	EVENT	ATTENDEES
Mar 26-27	Easter Event, Golden Ears Cheese Crafters	250
April 29	National Volunteer Week Event, Valley Fair Mall	200
April 22	Earth Day Event, Memorial Peace Park	500
May 1-June 13	Public Display, Maple Ridge Library	1000
May 6	Haney Farmers Market Opening, Memorial Peace Park	500
May 7	Kasandra Flamenco Performance, ACT Arts Centre	350
May 13	Foundation Recognition, Maple Ridge Community Foundation	400
May 13-14	Art Studio Tour, Various locations	400
May 26	Commuters Event, West Coast Express Station	150
June 4	Culture Walk, Kanaka Creek and Cliff Park	120
June 12	Haney Farmers Market, Memorial Peace Park	400

MY FAVOURITE CULTURAL ACTIVITIES, ATTRACTIONS AND TOURIST DESTINATIONS IN MAPLE RIDGE ARE...

VENUES / LOCATIONS / ORGANIZATIONS

- The Library x 5 (Maple Ridge branch of the Fraser Valley Regional Library)
- The ACT Arts Centre x 5
- Haney House
- The museum
- Laity Pumpkin Patch x 2 (local family farm, long time area residents, operate seasonal activities including a pumpkin patch in the fall)
- Cheesecrafters x 2 (local family owned, cheese makers, feature special events throughout the year)

EVENTS

- The Farmer's Market x 9
- The Caribbean Festival x 4/ Festivals x 2/ Festivals in Memorial Peace Park

- Plays x 2/ Theatre shows x 2
- Music concerts
- Sunday jams at Dartford and Billy (music jams at local pubs – Dartfords Public House, Billy Miner Pub)
- Wednesday jazz night at Chameleon Café
- Chamber music at Mrs Elkelenbooms - 6 concerts a year
- Dramas

ACTIVITIES

- Hiking x 8
- Meditation x 3
- Fishing x 2
- Camping
- Yoga
- Music
- Dance
- Storytelling
- Learning about history
- Going outside and having fun with my friends
- Unique shopping (local vendors)

- Cycling
- Swimming
- Tubing
- Bird watching

PARKS AND REC PROGRAMS

- Canoeing
- Natural Assets
- Golden Ears Provincial Park x 4
- Kanaka Creek Regional Park x 3
- Dykes x 2
- Alouette Lake
- Cliff Park x 2
- Hiking trails
- Natural habitats

I WOULD ALSO LIKE TO SEE MAPLE RIDGE HAVE...IN CULTURE AND TOURISM

VENUES / LOCATIONS / ORGANIZATIONS:

- A small community theatre x 2
- Live theatre, more touring shows from the Playhouse, etc.
- Larger concert and theatre venue
- A museum x 2 (a 'real' museum; a modern museum; a museum downtown; improved youth activities at the MR Museum; a place to study history)
- New infrastructure to replace aging facilities - including cultural spaces and new pool/ Family friendly aquatic centre.

COMMUNITY EVENTS AND ACTIVITIES

- Art displays / more places with art/ public art
- More events / festivals/ bigger festivals/ food and drink festivals/ street festivals)
- Art walk evening in the summer in the downtown
- Live theatre. More touring shows – from Playhouse, etc.

- Ping pong tables

COMMUNITY EVENTS AND ACTIVITIES

- Community engaged arts
- Artists residencies
- Art shows
- Family-friendly values and activities
- More spaces to meet and talk.
- Better shopping
- Needs more culture and community for residents.

I WOULD LIKE MAPLE RIDGE TO BE KNOWN FOR... TOP ANSWERS

- Safe and inclusive community
- Natural assets and healthy outdoor lifestyle
- Small shop spaces near every development/ more shops/ local
- Green spaces in urban places/ gathering places/inclusive environments, beautiful parks.

- Embracing history of agriculture/farming and rural living
- Better transportation, revitalized and active core
- Liveability, arts, culture, good restaurants, good live music, festivals and events

I WOULD LIKE MAPLE RIDGE TO BE KNOWN FOR...

- Community Culture
- Kind, giving people x 2/ Friendly people
- Inclusivity, openness
- Support and inclusion of homeless and low-income people
- Multiculturalism x 2
- Supporting its vulnerable citizens
- Youth focus group
- No poverty/Helping homeless people
- Being an affordable big city surrounded with nature
- Arts and culture/Vibrant arts and culture
- Historical tourism
- Families and Arts & Culture
- Supporting Arts in community through collaboration with stakeholders

- A healthy place for creativity.
- EVENTS!
- Thriving small business / sustainability/self sufficiency
- Internal Engagement Summary

WHAT IS YOUR SECTION/ DEPARTMENT'S ROLE AND HOW TO YOU INDIVIDUALLY INTERACT WITH THE CULTURE TEAM (W/IN PRC)?

- Creating strong connections with development and planning
- Working on alignment
- Volunteering

- creating/branding
- Public Arts projects
- Festivals
- Tourism
- Council committee work
- Facilitating inter-department connections
- Heritage sites
- Oversee Arts Centre Theatre
- Oversee grass roots Arts & Culture development

WHAT ARE THE KEY STRENGTHS OF THE CULTURAL SERVICES DELIVERY?

- Dedicated people
- Good communicators, well invested
- Strong community engagement
- Strong grass roots foundation, passion
- Very knowledgeable, talented, professional

WHAT DO YOU THINK ARE THE OPPORTUNITIES? WHAT WOULD YOU LIKE TO SEE DEVELOPED OVER THE NEXT TEN YEARS?

A community forum - engaging and draws people in to help create the vision of who we are.

WHAT ARE THE KEY GAPS IN THE CITY'S OVERALL CULTURAL SERVICE DELIVERY?

- Engaging new people and new ideas
- Lack of awareness of how to pull in more people (younger generation)
- Need local connective resources such as local radio station, or TV station (no forum)
- High sense of ownership of old ideas
- Generational gap of thinking

- No strong vision of who we are

WHAT PROCESSES, POLICIES, BYLAWS GET IN THE WAY/SEEM OUTDATED WITH THE WORK YOU DO RELATED TO ARTS, CULTURE AND HERITAGE?

- Streamlining processes
- Resources
- Audits
- More resources in Arts & Culture development
- Festivals - streamlined processes
- Bylaws challenged, traffic control, engineering, bureaucracies
- Fear of unknown
- So many rules e.g. sidewalk

- Perception of risk - litigation etc. risk v. benefit
- Limited and different understanding
- Lack of cultural awareness - not seeing benefit
- Red tape - not understanding of benefits
- Elitist, expensive not accessible, negative
- Better awareness of the public

WHEN YOU ARE INTERACTING WITH THE PUBLIC WHAT ARE THE MAIN ISSUES YOU HEAR RELATED TO ARTS AND CULTURE?

- Lack of understanding of cultural value
- Limited understanding of culture and what it is
- What is it? What is the cost?

- Lack of understanding and appreciation of benefits (value of culture)
- Connect it with what we don't have
- Compare to other cities
- Expensive (Rent @ ACT)

WHEN YOU ARE INTERACTING WITH THE PUBLIC WHAT ARE THE MAIN ISSUES YOU HEAR RELATED TO ARTS AND CULTURE?

- Conflicting priorities
- Why are you spending money on this? Conflicting values either/or/and
- Doing stuff for years, not aware that it is cultural
- Neighbourhoods

- Does the community understand culture?
- Elitist, expensive, not accessible - negative
- Better awareness of the public

WHAT GOALS SHOULD WE WORK TOWARDS? WHAT STRATEGIES MIGHT HELP?

- Education
- Identification - what is valued in terms of cultural resources
- Education re: value benefits
- Relate benefits to individual
- Identify - connect with Maple Ridge identity
- Creativity, awareness and understanding
- History of community
- Involve children and youth

- People - figurative representations statues
- Interactive art
- Growing understanding - emerging all departments

WHAT, IF ANYTHING, WOULD YOU LIKE TO SEE CHANGED?

- City to provide expectations---new ideas/evolve
- Bring groups together cohesively
- Improve delivery of events, Nov-Apr limited number of events
- Bring events back downtown, offer incentives
- Cost is a barrier, value artist by paying them/busker program

WHAT ARE YOUR ASPIRATIONS FOR ARTS AND CULTURE IN MAPLE RIDGE?

- Something happening every week, create, listen, variety of mediums
- Funding to focus of art/music to silence the hate
- Artists; big names and small names, small venues, intimate gatherings bring more people

WHAT SHOULD BE THE ROLE OF THE CITY IN CULTURAL DEVELOPMENT?

- Encourage collaboration
- Support financial
- Leadership role
- We own facilities, have budget, long-term planning

- Ability to connect with a variety of groups

DO YOU HAVE ANY BIG IDEAS YOU WOULD LIKE TO SHARE?

- More public space that supports it (indoor and outdoor)
- All times of the day
- Animate downtown space Friday/Saturday/Sunday evenings
- Eliminate red tape. Bring out the red carpet
- Reasons why we can (not reasons why we can't)
- Approach it like you want it to happen