



Mapping and Monitoring the City of Brampton's Creative Economy

*Presentation to the
Brampton Creative Economy Summit
Thursday, February 2
Rose Theatre Brampton*

Presentation Overview



- ❑ Structure of the Creative Economy
- ❑ Municipal Cultural Planning / Mapping
- ❑ Creative Economy First Phase Analysis
 - Key Findings
 - Recommendations
- ❑ Research Briefs - Series



Creative Economy & Municipal Cultural Mapping

- *Mapping the intersection of culture, economy and place* (Martin Prosperity Group: placingcreativity.org)
- *Places where you can think, plan and act with imagination* (AuthentiCity)
- Economic Impact: Creative Economy includes a variety of industries as well as arts and culture

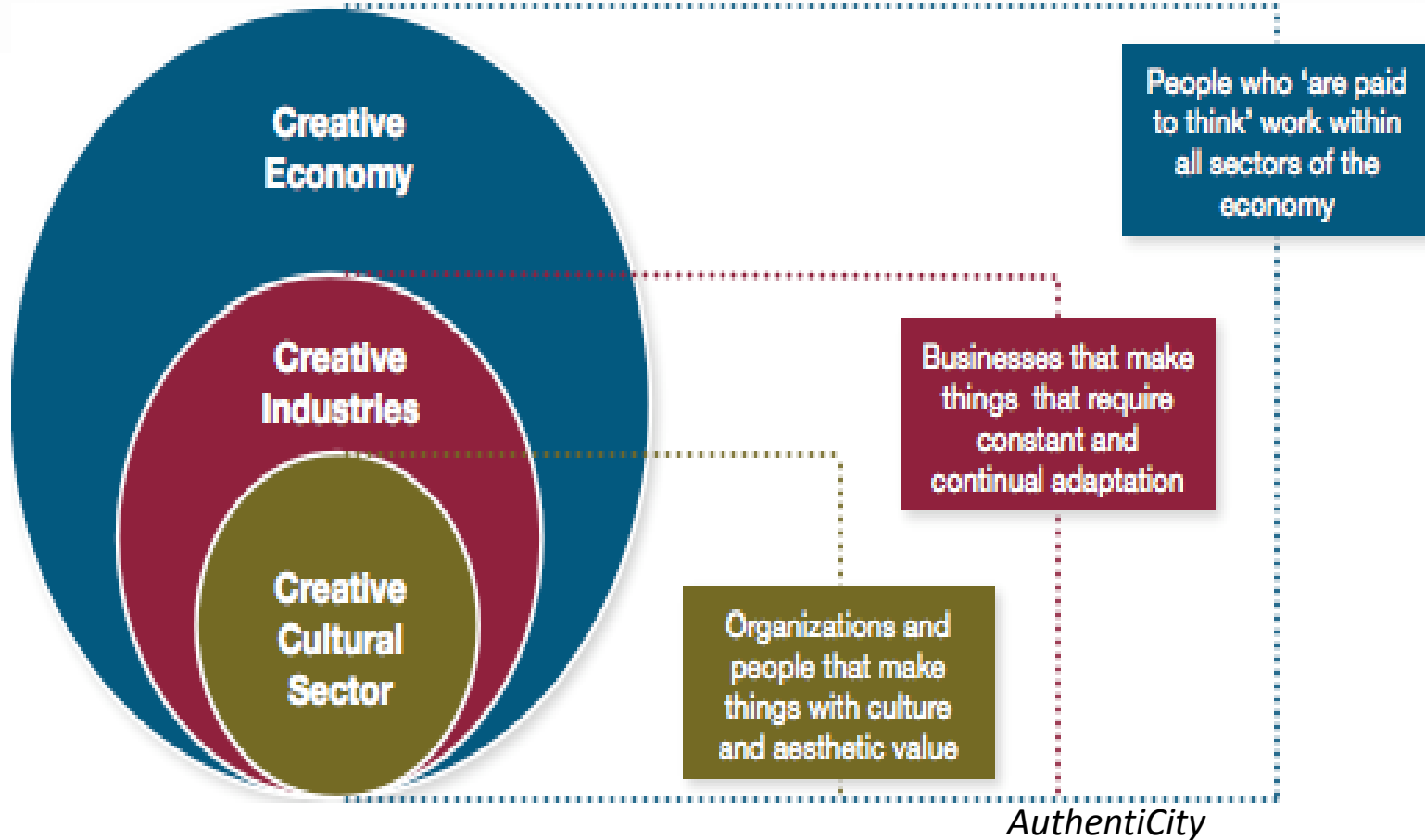
Creative Economy & Municipal Cultural Mapping



Build local economies through culture

- “The old assumption was that people follow business and investment.
- We now know the reverse is true...
- If we build communities where people want to live and work, business and investment follow people.” (Municipal Cultural Planning Inc.: Why Culture Planning)

DIMENSIONS OF THE CREATIVE ECONOMY



Source: Creative Muskoka. *Water, Rocks and Trees Building upon our rich resources: The Creative Economy in Muskoka* (2011)



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Creative Economy & Municipal Cultural Mapping



- ***Mapping Cultural Assets:***

- 1st step in multi-phase creative economy and cultural planning process: *Mapping using GIS Technology*

- Baseline mapping of cultural resources: Public Portal (things and stories)
- Support HACE Creative Economy: Data analysis cultural industries

Information Categories



□ Categories

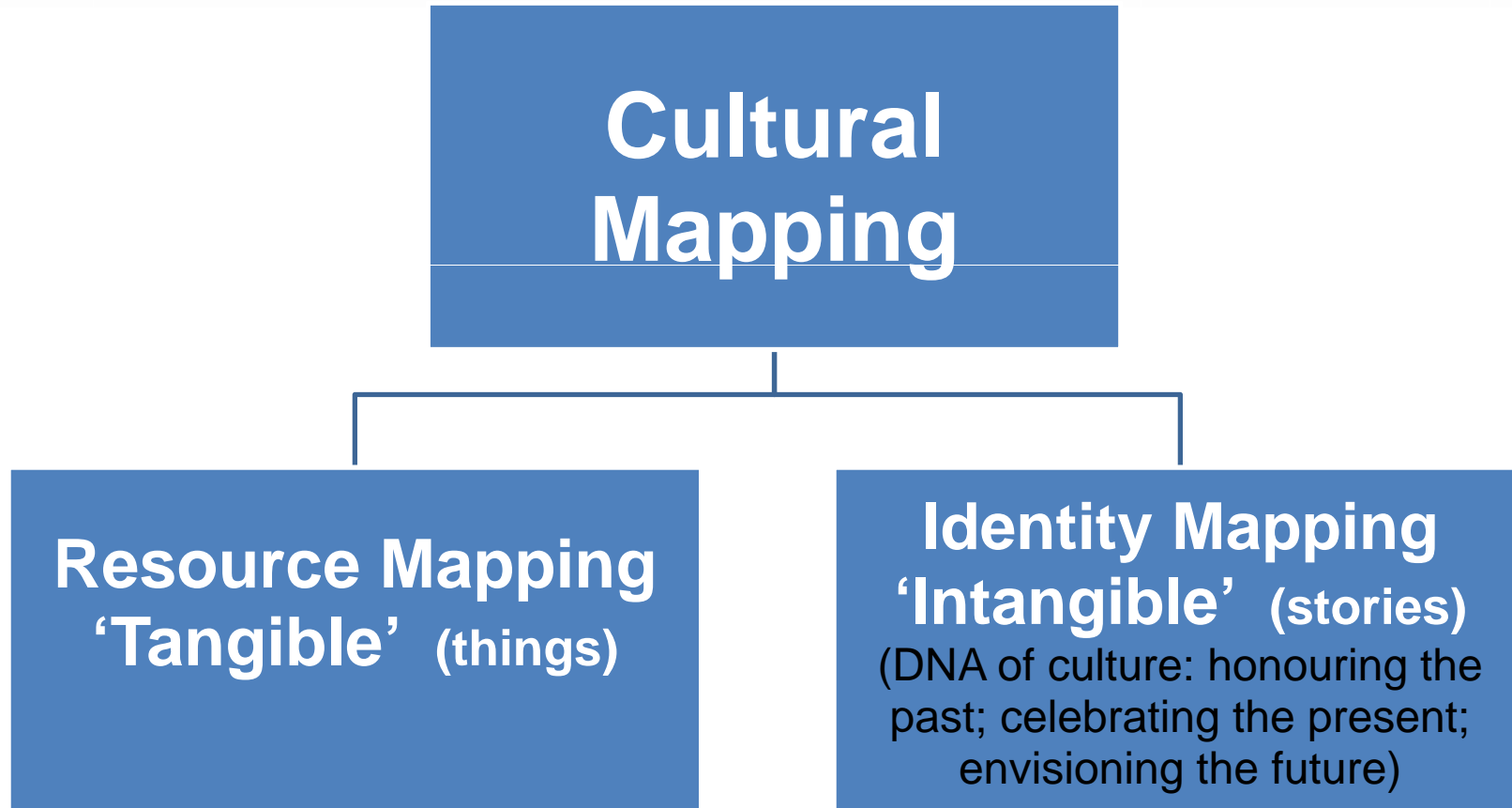
- Cultural Industries
- Arts and culture business
 - Community cultural organizations
 - Cultural spaces and facilities
 - Cultural heritage
 - Festivals and events
 - Individual artists
 - Other related cultural resources

Municipal Cultural Planning Model



Source: AuthentiCity

Cultural Mapping Model



Why Culture Mapping?



- Important municipal sector trend in city building and economic development
- Help create a sense of place and community
- Engage stakeholders & partners / expand public access
- Support the development of arts and culture plans

Why Culture Mapping?



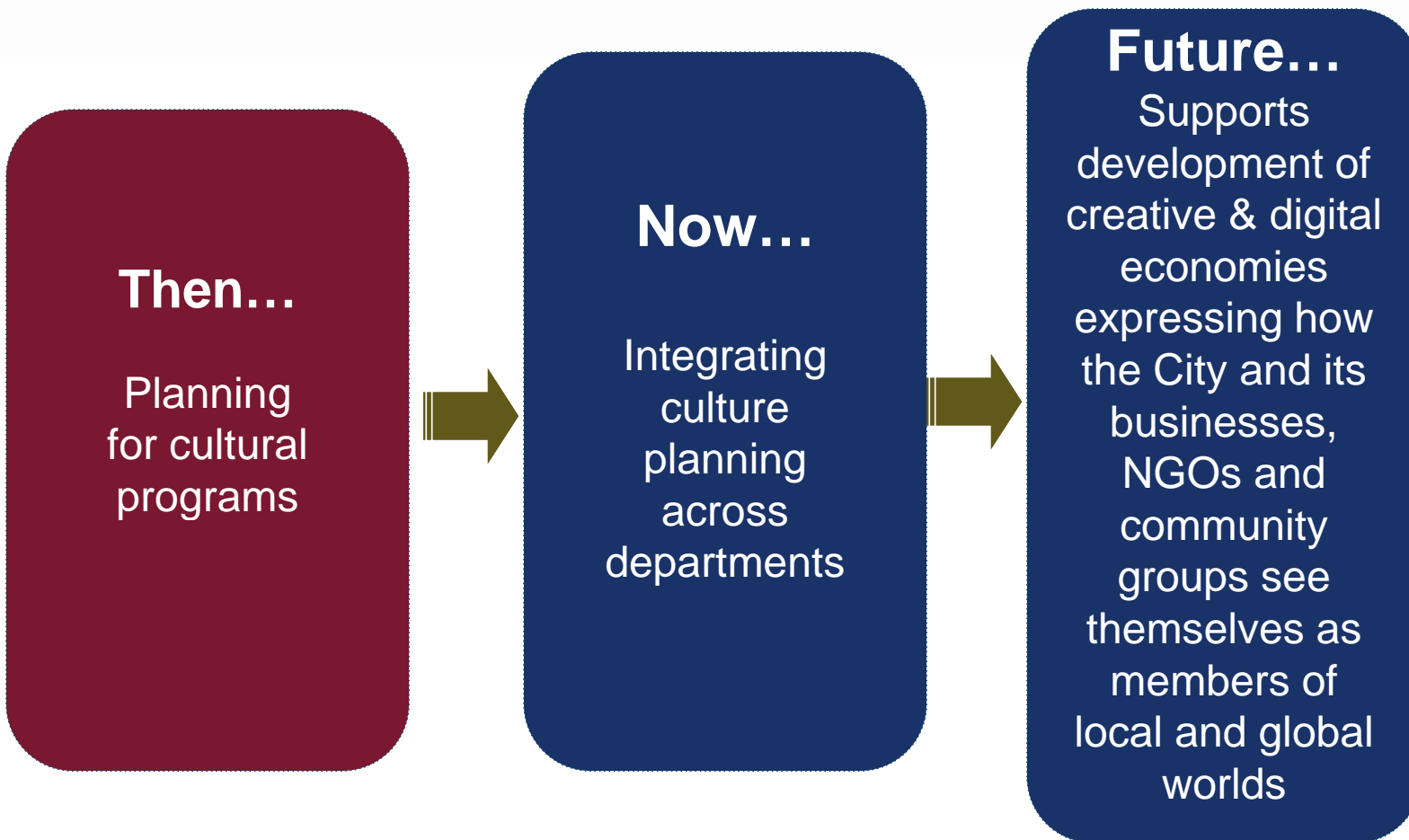
- Powerfully supports business and community planning
- Enhances tourism and economic development
- Helps to shape public policy / planning across City departments

Why Culture Mapping in Brampton?



- Provides a one-stop access to Brampton's cultural information: supporting participation from near & far
- Provides greater understanding of Brampton arts community
- Enhances ability of Brampton community to promote and market cultural resources
- Addresses past consultation input by the sector
 - ✓ Brampton Arts Council, Brampton Library and other business and community partners

Municipal Cultural Planning



Developing Brampton's Arts and Culture Map



- ❑ Citizen Services Portal (CSP) – the external City website – dynamic
 - **Information maintained at source:** organizations within City Departments can vet / process own data for uploading
 - **Public access via**
 - Search capabilities
 - View arts and culture features
 - View nearby amenities (e.g., restaurants, hotels, shopping, etc.)

Sources of Information



- City department databases used to populate the map -- with on-going collaboration
- Internal & external collaboration to:
 - Avoid duplication
 - Minimize risk regarding changes to source data
 - Protect privacy
 - Ensure timely, ongoing updating



*Demonstration of
Brampton's Arts & Culture Map
Rose Theatre Lobby
Laura Cassian, GIS Specialist*

The Creative Economy and The City

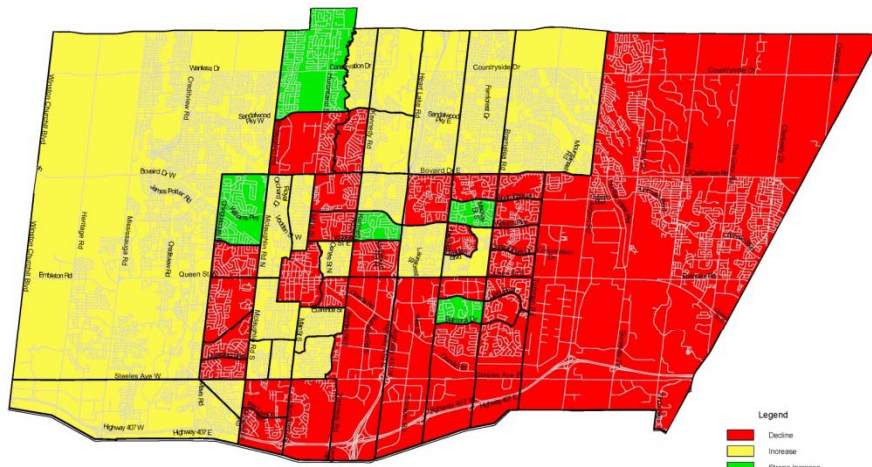


Business Counts

Source: City of Brampton 2011 Employer Survey

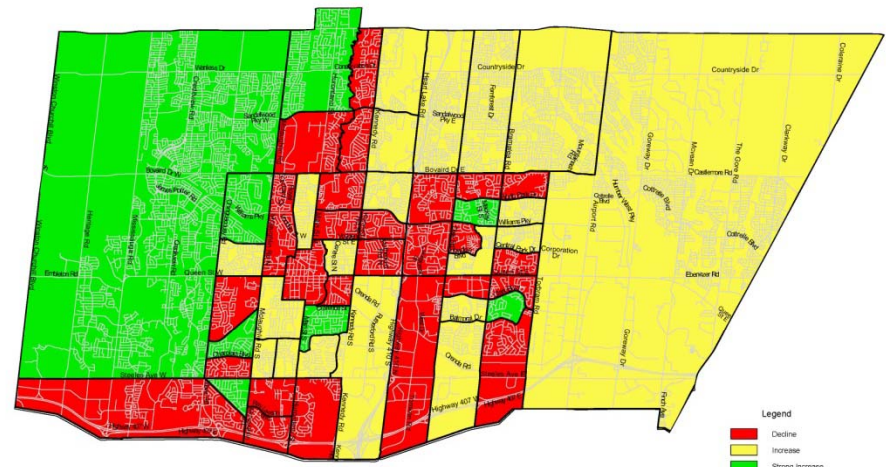


Place of Work



Place of Work - Density Change - National Occupation Codes
Comparison Geography: Canada

Data Source: Statistics Canada Census 2001 and 2006
Compiled by: City of Brampton Economic Development Office



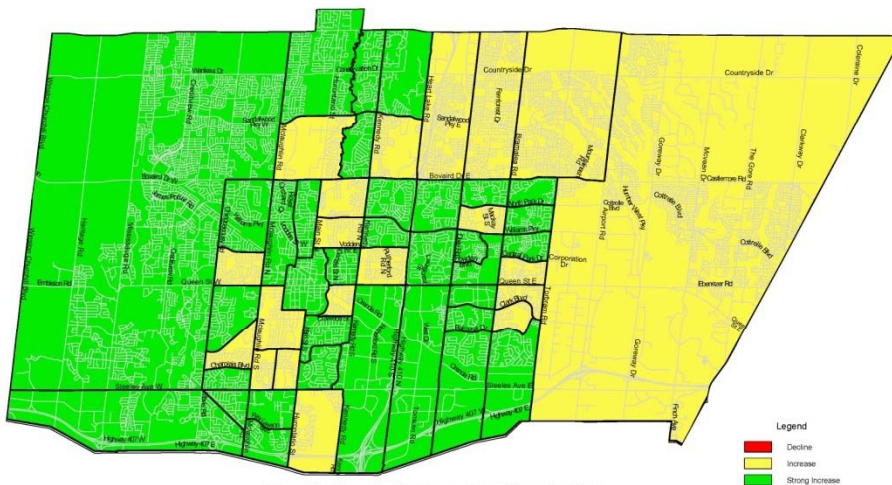
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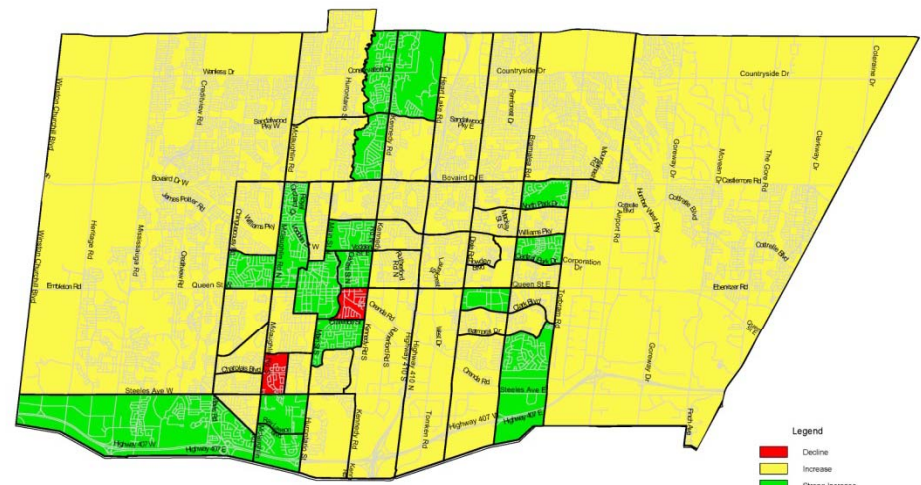
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Place of Residence



Place of Residence - Density Change - National Occupation Codes
Comparison Geography: Canada

Legend
■ Decline
■ Increase
■ Strong Increase



Place of Residence - Density Change - North American Industrial Classification System
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business of the arts

Key Findings



- Brampton has an advantage in number of residents that work in the Creative Economy
- Local Creative Economy growth rates are higher than Canada, Ontario and Peel
- HACE district has some of highest concentrations of Creative Economy
- Strong Creative Economy presence in residential areas help establish Creative Corridor

Recommendations



- Build stronger connections between Creative Class residents and local business opportunities
- Emphasize Brampton's "place" advantages for both residence and work
- Work towards building Creative Class densities across the City with emphasize on the HACE District
- Continue economic monitoring to gauge success of HACE plan

Creative Economy Research Briefs Series



- Series of papers released over the next year
- First one released today
 - An Overview of the Creative Economy in Brampton and the HACE District
- Future papers will look at:
 - Types of companies in the local creative economy
 - Analyzing the HACE District
 - Elements of the emerging Creative Corridor

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Thank You!



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