



Arts & Culture

Arts and culture in CED can access a community's historical cultural richness or can tap into the community's existing capacity in photography, design or music in order to bring about increased economic opportunities. Market research and marketing skills are an essential part of delivering art and culture to the marketplace, but learning also plays a lead role. Online learning opportunities overcome the challenges posed by geographic marginalization.

Arts & Culture CED vehicles include:

- a living history museum on the East Coast
- a cultural awareness centre that integrates CED micro-enterprises
- a craft & design school, tucked into the Selkirk Mountains in British Columbia
- an e-learning program for artists on British Columbia's Sunshine Coast
- a summer music festival in Dartmouth, Nova Scotia
- a radio station serving Montréal's diverse university community
- a weaving cooperative that produces traditional Aboriginal tapestries in Saskatchewan and markets them to an international market

Cultures supported include:

- Coast Salish (Native)
- Gaelic (East Coast)
- indigenous African communities (East Coast)
- francophone communities (Alberta)

Organizational development encompasses start-ups, early-stage and mature CED organizations.

CED arts-based programming has strong linkages with tourism. A francophone association operates a traditional bread factory tour. An arts group designed a website to facilitate virtual tourism. And a Gaelic historical society attracts families to their museum in the summer months.

CEDTAP Contributions Range from:

\$3,000 - \$20,000

CEDTAP offers a variety of technical services to organizations at different phases of development. The types of technical service accessed in this cluster include needs assessments, business plans and a review of systems and technologies for added efficiencies.



"CEDTAP support has inspired and enhanced our CED efforts in the Preston Area – the largest indigenous African Canadian community in Atlantic Canada. This effort is expected to result in a specific economic activity and when we tell our story, we will certainly remember CEDTAP."

*Tony, Atuanya, Executive Director,
Watershed Association Development Enterprises, 2003*

Case Studies:

Association Canadienne Francaise de l'Alberta, St. Albert, Alberta

The Association represents three francophone communities north of Edmonton with a combined population of 50,000, of which 6,000 identify themselves as francophone. Established in 1999, the Association undertakes a "win-win" approach to project implementation: everyone in the community needs to benefit. Through its board of directors, the Association has various sub-working committees on issues such as tourism and community health. Revenue is generated primarily from its cultural community centre, where space is rented out to businesses and for cultural events. Committed to gender equity, the association is staffed by three committed, dynamic women.

Watershed Association Development Enterprises, Dartmouth, Nova Scotia

Watershed Association Development Enterprises (WADE) is a non-profit organization working in business development and community development. The organization promotes the cultural heritage and identity of Nova Scotia's indigenous community of 18,000 African-Canadians.

The idea to implement a three-day Preston Area Summer Music Festival emerged from a community asset-mapping project in 2001. One of the key recommendations was to tap into the community of over 152 African-Canadian musicians living in the area. The Summer Music Festival would rely heavily upon volunteer commitment and activity to raise funds, coordinate and staff the event.

Other Community Partners:

2001-2003:

CKUT Radio McGill, Québec
Coast Cultural Alliance, British Columbia
Kootenay School of the Arts Cooperative, British Columbia
The Simon Charlie Society, British Columbia
Stardale Women's Group Inc. Foundation, Prairies
Nova Scotia Highland Village Society, Atlantic Region

©Nova Scotia Highland Village Society

The CEDTAP Contribution:

The Association's past project experience with historical mural paintings and tableaus (which the Governor General visited), farm stays, language training, and traditional bread-making all underscored the need to reassess the association's organizational structure.

CEDTAP supported a needs-assessment to examine the reorganization as a tourist society and community economic development corporation to promote francophone culture and identity in Alberta.

CEDTAP provided support for a business plan, establishment of a management committee (that has since been incorporated as a not-for-profit) and a study tour to another successful summer festival.

Early estimates suggest the summer festival will be held in 2004. Expected attendance is 10,000 individuals from both the African-Canadian and mainstream communities.

