



# CAMP FAQ

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## Frequently Asked Questions about The Cultural Asset Mapping Project

### Q: What is Cultural Asset Mapping?

A: Cultural Asset Mapping is a collaborative process to identify and collect information about a community's cultural resources (places, facilities, events, organizations etc.). This particular kind of mapping has emerged as an important planning and economic development tool to help cities better understand the value and impact of their cultural assets, and to help integrate them in a city's plans for economic and community development. Cultural Asset Mapping is often a tailor-made process that fits each city's unique needs, but commonly includes a mapping exercise that asks community members and stakeholders to define, identify, and map their own cultural assets.

### Q: What is CAMP?

A: The City of Austin's Economic Development Department Cultural Arts Division is implementing CAMP, The Cultural Asset Mapping Project in the summer and fall of 2016. CAMP will include a series of collaborative mapping exercises in each council district, an online survey and interactive map, and a series of focus groups and conversations to create a comprehensive, community-developed listing and map of Austin's cultural assets.

### Q: What is a cultural asset?

A: A cultural asset is something that has value because of its contribution to a community's creativity, knowledge, traditions, culture, meaning, and vitality. They can be the places you visit to express your cultural identity, and/or the resources one uses to pursue a creative practice. They can be tangible assets such as cultural facilities, specific buildings, or physical works of art. They can even be intangible and temporal things such as annual events, shared cultural stories, or cultural landmarks and icons that no longer exist.

### Q: How is the project funded?

A: The project is funded by two national grants – The National Endowment for the Arts (NEA) is supporting the development and production of the final maps, focus groups, a status report, and a short list of cultural economic development strategies per council district. ArtPlace America is funding the initial district maps and the 10 district-wide community meetings as part of the "Drawing Lines" project.



**Cultural Arts**  
CITY OF AUSTIN  
ECONOMIC  
DEVELOPMENT



National  
Endowment  
for the Arts



CAMP is a project of the Cultural Arts Division within the City of Austin's Economic Development Department. This project was made possible with funding from the National Endowment for the Arts and ArtPlace America.

**Q: Will the community be able to provide input on the maps?**

A: Yes! We want to hear directly from YOU about where your culture and creativity lives. CAMP offers a number of ways to get involved and share you input on what you consider to be Austin's cultural assets.

- Attend a district meeting to take part in our mapping exercise and discussion
- Submit new points online through our survey on the CAMP site
- Request a DIY CAMP Kit to conduct a community mapping session on your own (A limited number of CAMP Kits are available. contact [camp@austintexas.gov](mailto:camp@austintexas.gov) to reserve yours)
- Attend a CAMP conversation to discuss and review the maps created

Dates, times, and locations for district meetings and CAMP conversations will be posted on CAMP's website at [www.austintexas.gov/culturemapping](http://www.austintexas.gov/culturemapping). For the latest news on CAMP events, visit our website or [www.austincreates.gov](http://www.austincreates.gov) to sign up for the CAMP email list.

**Q: Will the City be going to each Council District to conduct meetings?**

A: Yes. The City will hold one public meeting in each of the 10 Council Districts. We look forward to your participation. Please visit [www.austintexas.gov/culturemapping](http://www.austintexas.gov/culturemapping) to view the District-wide meeting dates. If you are unable to attend your District-wide community meeting and would like to host a small "mapping" gathering with friends and/or colleagues please contact [camp@austintexas.gov](mailto:camp@austintexas.gov) for your "CAMP Mapping Kit" that includes materials, host, and participant instructions. (If you are interested, reserve yours now! We will have a limited number of CAMP Mapping Kits.)

**Q: Who is implementing CAMP?**

A: CAMP is a project of the Cultural Arts Division of the City of Austin's Economic Development Department. The Economic Development Department develops and leads the innovative programs that increase the prosperity of Austin's citizens, our businesses, and our diverse neighborhoods through its five divisions: Cultural Arts, Global Business, Music & Entertainment, Redevelopment, and Small Business. The Cultural Arts Division executes programs and initiatives that strengthen all art forms & cultures, and facilitates the integration of arts in economic development, tourism, community development, and commercial and neighborhood revitalization strategies.

**Q: What will be the final result of this project?**

A: CAMP will produce a series of cultural asset maps for each Council District, a cultural economic status report, and a short list of cultural economic development strategies (3-5) keyed to each district. These maps and strategies created through CAMP will also assist the integration of creative sector development into other City planning and economic development initiatives such as creative space and cultural district development. The complete listing of cultural assets collected through CAMP will also be made publicly available on the City of Austin's Open Data Portal for public use ([www.data.austintexas.gov](http://www.data.austintexas.gov)).

**Q: Why is the City's Economic Development Department conducting CAMP?**

A: Creativity and culture are integral to Austin's vitality, economy, and quality of life. In order to better plan for Austin's culture and creativity, it is important to first understand where cultural and creative resources exist throughout the city and where there are gaps. The maps created through CAMP are a first step in taking stock of Austin's cultural assets in an effort to ensure the arts and creative sector continue to be a significant player in Austin's ongoing development. The information collected through CAMP will help the city better understand where important cultural and creative resources exist throughout the city, where there are gaps, and where to focus possible future efforts on cultural district planning, creative facilities development, and future cultural and economic development strategies that support Austin's culture and creativity.

CAMP is happening within the larger context of the new 10-1 Council Districts, Imagine Austin and Creative Economy Priority Program implementation, CodeNext- the Land Development Code Revision, Capital Improvement Project Strategic Planning, Music and Creative Ecosystem Omnibus initiatives, and implementation of other cultural economic strategies by the City of Austin, the Austin creative sector, and the larger Austin community.

**Q: How did the City gather the initial information for the maps?**

A: We would like to thank the people and organizations that provided us with our initial data for our maps. The information in the databases we have collected to date is helping to provide baseline information to begin work on CAMP, but we need your help to identify what is missing, incorrect, or what could be identified as a new cultural asset. The list below includes our sources for our initial dataset before collecting community responses:

- The Social Impact of the Arts (SIAP) at the University of Pennsylvania (Mark Stern and Susan Seifert). This was our largest dataset that included nonprofit arts organizations and creative businesses. The dataset for nonprofits came from the IRS Master File of Exempt Organizations 2014, and the dataset for the for-profit businesses came from a proprietary business database called referenceUSA (refUSA), July 2014. In 2017 we hope to work with SIAP to test their Arts and Social Wellbeing Indicators here in Austin.
- Americans for the Arts Creative Industries Reports
- Now Playing Austin and the Austin Creative Alliance
- EAST and WEST Austin Studio Tours
- The Cultural Arts Division Cultural Funding Program

**Q: Can you give us some examples of other cultural asset mapping projects or best practices?**

A: Here are some of staffs' favorites:

- CultureBlocks / Philadelphia - [www.cultureblocks.com](http://www.cultureblocks.com)
- Cultural Economy Planning Map, New Orleans - [www.nola.gov/cultural-economy](http://www.nola.gov/cultural-economy)
- The Detroit Cultural Mapping Project - [kresge.org/library/creative-vitality-detroit-detroit-cultural-mapping-project](http://kresge.org/library/creative-vitality-detroit-detroit-cultural-mapping-project)
- Cultural Asset Mapping in Regional Australia - [camra.culturemap.org.au](http://camra.culturemap.org.au)

For more information about CAMP, visit our website at [www.austintexas.gov/culturemapping](http://www.austintexas.gov/culturemapping) or contact us at [camp@austintexas.gov](mailto:camp@austintexas.gov)