

6/8

DISCUSSION PAPER
NOVEMBER 2019

ARTS & CULTURE



Discussion Paper 6/8
Arts & Culture
November 2019

Project Lunenburg
Town of Lunenburg Comprehensive Plan

All rights reserved, 2019.

This report was prepared by Janis A. Barlow & Associates
in association with Upland Planning + Design

UPLAND

**LUNENBURG
FOUNDATION
FOR THE ARTS**

Table of Contents



Introduction	01
Cultural Asset Mapping	02
Defining Arts & Culture	03
Cultural Planning	04
Arts & Cultural Assets	06
Cultural Facilities and Spaces	07
Performance Venues	08
Lunenburg Opera House	08
Art Galleries	09
Outdoor Spaces	10
Cultural Industries	12
Fisheries Museum of the Atlantic	12
Bluenose II	13
Knaut-Rhuland House Museum	14
Lunenburg Academy	14
Cultural Events and Festivals	16
Cultural Heritage	18
Culture and Community	20
Arts Learning	21
Societies and Foundations	22
Economic Relevance	24
Cultural Economic Impact	25
The Not-for-Profit Sector & Tourism	26
Cuisine & Craft Beverages	26
Cultural Workers	27
Diversity and Identity	30
Demographic Origins	31
Education Levels	32
Arts Affordability	32
Traditional Industries and Identity	33
References	37
Appendix	38

Introduction

Arts and culture are a significant economic industry as well as a source of recreational experiences and entertainment that contribute to a community's quality of life. They provide opportunities to bring people together, and support social and individual well-being by promoting self-expression, offering educational experiences and building civic engagement.

In Lunenburg, a UNESCO-designated World Heritage Site, built and natural heritage has made the town attractive, drawing people from all over the world to settle there and appealing to an annual stream of tourists. The town has a proud history and has undergone many transformations, through timber harvesting, farming, commercial fishing and shipbuilding. Today Lunenburg is being redefined through the arts, tourism, aerospace, and information technology.

This discussion paper is the sixth in a series of eight which provide context for the Town of Lunenburg and lay the foundation for the Town's Comprehensive Community Plan.



Figure 1: Old Time Bluegrass Fusion at the Lunenburg Opera House.



Cultural Asset Mapping

A database of cultural resources, or “assets,” is presented in this discussion paper, to better understand the nature of the cultural sector in Lunenburg. Assets include physical or financial resources, people, skills, possessions or other qualities. Cultural mapping is a commonly used systematic approach within cultural planning to identify, record and classify a community’s cultural resources in order to describe and visualize them. The core result is a database, which provides information that assists in better understanding the nature of culture in a community, and which offers a planning resource for the future.

Lunenburg has 153 distinct cultural assets. The Lunenburg cultural resource database is organized within the following six categories:

- ▶ Community Cultural Organizations
- ▶ Cultural Industries
- ▶ Cultural Facilities and Spaces
- ▶ Cultural Heritage
- ▶ Cultural Events and Festivals
- ▶ Marine Industries

Each cultural asset is assigned to one map (with few exceptions), so individual inventories may seem incomplete where assets are relevant to more than one category (e.g. art galleries are displayed in the Cultural Industries map and not the Cultural Facilities and Spaces map).

Within each map, assets may fall within more than one grouping in the legend (e.g. Lunenburg DocFest appears as both “Film” and “Education” on the Cultural Events and Festivals map).

Where assets do not have an assigned location within Lunenburg (such as the Pride Festival), points have been placed over the Town Hall property on Cumberland Street to ensure they are represented on the maps.



Defining Arts & Culture

The arts are more easily defined than the term culture. The term *arts* can refer to: architecture, sculpture & painting, film and media arts, music, theatre, dance and literary arts, and there are variations of terms used that can expand this list, such as craft, artisan, or maker. The term *culture* can mean different things according to context and user intent, so four interpretations are considered here:

The Cultural Economic Sector – This refers to the arts and heritage *sectors* of a community. Businesses, artists, festivals, events, museums, galleries, living history sites and a wide array of not-for-profit organizations all create jobs, stimulate revenue generation and cultivate imports and exports. The sector includes paid and unpaid cultural workers and is usually referred to as the *cultural sector* or *creative industries*. Examples in Lunenburg range from the art galleries on Lincoln Street to the Lunenburg Academy of Music Performance and the Folk Harbour Festival.

Physical Cultural Heritage – Cultural heritage encompasses built heritage buildings, archaeological sites, culturally significant landscapes, (both natural and designed, including parks and trails), as well as collections and archives. Passive in nature, cultural heritage is usually preserved through government mandate, such as individual or district designations, or archaeological plans. In the case of Lunenburg, a designation from a higher body (UNESCO) commemorates and helps to protect local heritage. This can include landscapes that are significant culturally, environmentally, economically and socially. In Lunenburg, the Harbour and Old Town are examples of cultural heritage.

Cultural Diversity – The cultural roots of a community's people affect a community's sense of itself and its relationship to a surrounding region. With this identification comes a collection of traditions and customs, languages, beliefs, and values. The diversity of a community's ethnocultural expressions, and other forms of diverse representation, inform its ability to be welcoming and inclusive of all voices in decision-making.

Community Identity – A strong sense of self-identity in a community is often associated with deeper civic engagement, a broader sense of belonging within a population, and social inclusion. This is the hardest to define, but those communities that have it—know it.



Cultural Planning

This profile and discussion of arts and culture in Lunenburg is a research-based preface to the development of the Lunenburg Cultural Action Plan and the Project Lunenburg Comprehensive Community Plan. A Steering Committee of arts and cultural leaders in Lunenburg are guiding the process to set goals and objectives for arts and culture in Lunenburg, with the aim of protecting the community's cultural sustainability and vibrancy. At the same time, the Town is carrying out Project Lunenburg, which has similar objectives. Therefore, the two initiatives have aligned to produce this discussion paper.

A community-based Cultural Action Plan can establish understanding of the opportunities that come from leveraging a community's cultural assets. The Creative City Network of Canada describes cultural planning as "a process of inclusive community consultation and decision making that helps local government identify cultural resources and think strategically about how these resources can help a community to achieve its civic goals."

The Province of Nova Scotia produced a Cultural Action Plan in 2017, to guide the provincial government's decision-making process, by providing actions, strategic priorities and more. This plan is influencing partners and cultural organizations across the province, and encouraging consideration for local cultural planning. Lunenburg has embraced the opportunity to develop its own cultural action plan to support the breadth of its rich, vibrant cultural life.

The complete Lunenburg Cultural Action Plan will be created by Janis A. Barlow & Associates on behalf of the Lunenburg Foundation for the Arts. The Cultural Action Plan is funded through the Lunenburg Foundation for the Arts, with support from the Nova Scotia Government Department of Communities, Culture & Heritage, and the Town of Lunenburg.



ARTS & CULTURAL ASSETS

Arts & cultural assets include a variety of facilities, organizations, festivals and events. What are the local assets in Lunenburg?



Cultural Facilities and Spaces

The cultural appeal of Lunenburg is the result of an authentic experience that can be found in the town, where history and identity are preserved, honoured and celebrated in architecture, arts and music performances, churches, schools, families, galleries, museums, festivals, farmers markets and events both large and small, formal and informal. This is culture, and it is alive and well in Lunenburg.

Cultural vibrancy attracts creative workers. The UNESCO designation of Lunenburg caught the attention of artists during the mid-90s, and the town became an attractive place for artists looking for good quality and low-cost studios; gradually a community of artists developed. A combination of for-profit enterprises such as HB Studios and many of the Lincoln Street art galleries are complemented by a breadth of not-for-profit arts organizations and festivals.

The cultural vitality of a community is dependent on its facilities and locations for arts activity and heritage experiences. The facility needs of artists and arts organizations are not often understood, as each art form has distinct requirements.



Performance Venues

Lunenburg has only one venue that is purpose-built as a facility to house the arts. As a result, concerts and theatre performances take place in a variety of venues around town, primarily in the following:

- ▶ Central United Church and Hall
- ▶ Fisheries Museum of the Atlantic Theatre
- ▶ Lunenburg Academy of Music Performance
- ▶ Lunenburg Heritage Bandstand
- ▶ Lunenburg Community Centre
- ▶ Lunenburg Opera House
- ▶ Lunenburg School of the Arts
- ▶ St. John's Anglican Church and Hall
- ▶ Zion Lutheran Church

Up until a couple of years ago the community was served by the Pearl Theatre, which was operated by HB Studios founder Jeremy Wellard in honour of his mother. The theatre sat 250 people and was within HB Studios' building, but was made available for use by local arts and community organizations. The company changed leadership in 2015 and shortly after this change the theatre was absorbed for company use only.

Local theatre and dance activity, which require a degree of specialized equipment and physical adjacencies, are not served by the current facilities in town.

Lunenburg Opera House

The only public, purpose-built arts venue in Lunenburg is the Lunenburg Opera House, built in 1908 for the Independent Order of Odd Fellows (IOOF) as a meeting space and concert hall. The opera house has a seating capacity of 300, however the stage is small and the front-of-house and back stage spaces are minimal. The facility is regularly used for concerts and films, despite incomplete renovations in the basement, upper floor, and attic. Originally used for vaudeville and later film, the building is now owned by the Lunenburg Folk Harbour Society who use it for their own concerts and rent it out to other arts organizations and community groups.



Art Galleries

Most art galleries in Lunenburg are privately owned and operated, although one is run by an incorporated not-for-profit society and at least three are managed by artist co-operatives. There are no public or civic art galleries or operations in the town. This is not surprising for a small town such as Lunenburg: what is staggering is the number of privately-owned art galleries in a town this size. Even for a tourist town this is a remarkable number. For years, Niagara-on-the-Lake, a well-known historic tourism town in Ontario, with a 2016 population of 17,511, had three privately owned art galleries operating within its borders. By comparison, Lunenburg's number of art galleries is enormous.

Galleries that are not incorporated as not-for-profits pay commercial tax rates for their spaces, which can be costly for an independent artist in a town where the tourism season is short. This limited window of opportunity can be onerous even for established artists. Lunenburg's high number of artists and art galleries is the result of the historic low cost of property, its tourism activity and small-town heritage appeal. Some of these galleries are run by independent self-employed artists – they are not incorporated commercial businesses. As rents and property taxes rise, this segment of Lunenburg's tourism environment is particularly vulnerable.



The Lunenburg Art Gallery Society recently moved its gallery operation to Lincoln Street where it serves a membership of 165 members, including professional and recreational artists. As a result, it is often confused as a "Town gallery," which it is not. Peer Gallery, Quartet Gallery and The Swan on Lincoln are artist co-operatives of professional artists, and there are other galleries in town which include the work of more than one artist. This study did not reveal any commercial artist agents operating in Lunenburg.

Figure 2: Local artwork at an Old Town Lunenburg gallery.

Outdoor Spaces

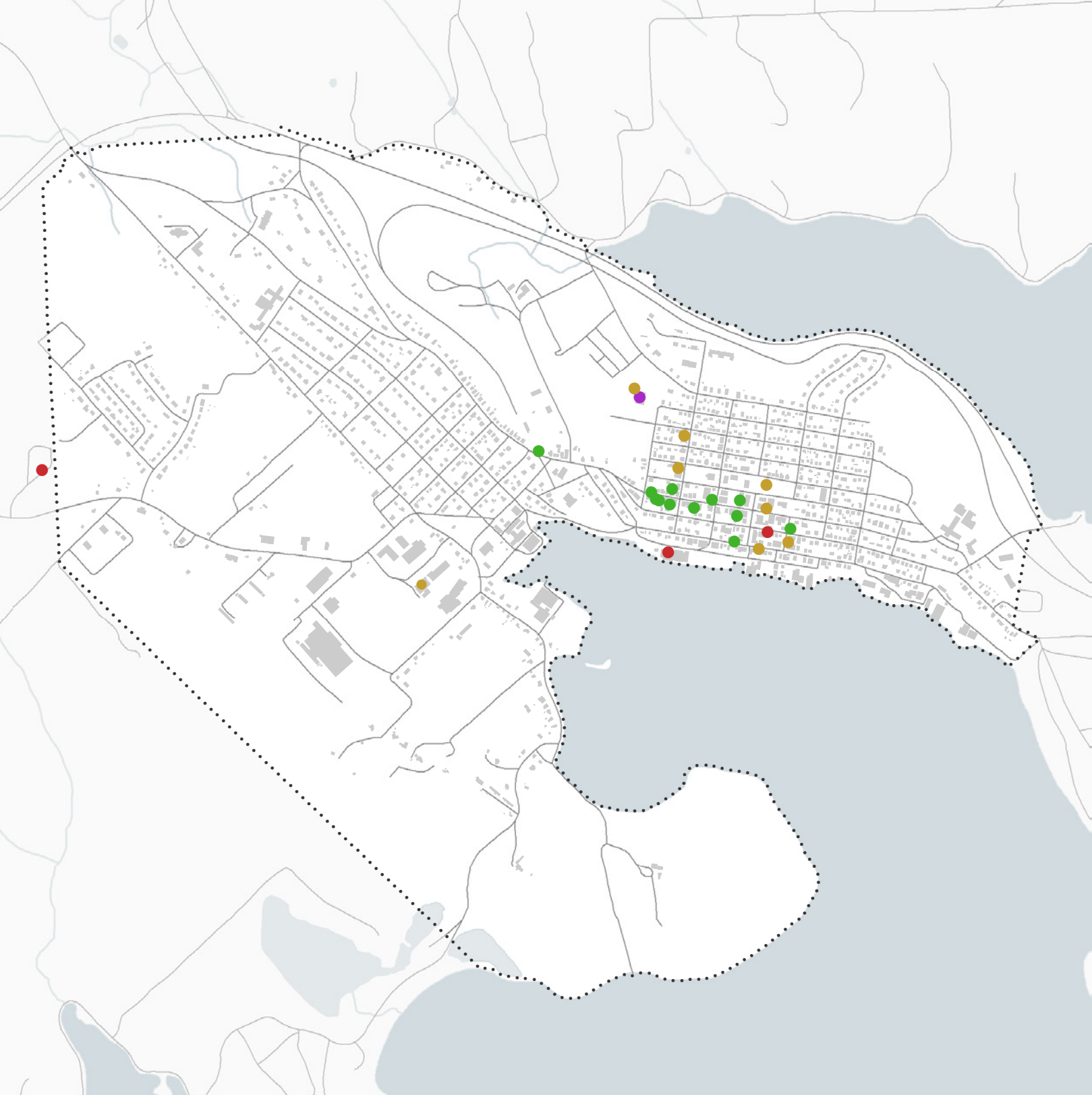
Culturally significant outdoor space has not been included within the following mapping process, but it is an integral part of the cultural vibrancy of a community. Cultural landscapes include parks, trails, heritage trees, distinctive views and natural and man-made environments that are important to life in a community.

Lunenburg would not be the town it is if it were not for the harbour and the wharves that allow residents and visitors to access the ocean. This proximity to the ocean and the associated activities are central to community identity. The wharves managed by the Fisheries Museum, are used for events and festivals, as well as a place to embark and disembark from boats.

Blockhouse Hill is owned and operated by the Town of Lunenburg. It is the only place in town that can accommodate an audience of 1,000. It is used each year by the Folk Harbour Festival as a “mainstage” for popular acts. Adjacent to this site is a campground and tourism centre operated by the Lunenburg Board of Trade.



Figure 3: Folk Harbour Festival performance at the Bandstand.



Cultural Facilities & Spaces

Cultural facilities and spaces consist of buildings and sites that host cultural activity. These can include spaces in the public, private and non-profit sectors and may offer cultural programming as a primary or secondary use. Eleven of these spaces are shown on the map, with two just outside the Town boundary. Additional facilities and spaces are displayed on the other maps, such as art galleries, which are included within cultural industry.

- Library (1) ●
- Museum (3) ●
- Performance Venue (8) ●
- Art Gallery (13) ●



Cultural Industries

Lunenburg has approximately 50 cultural industries, both for-profit and not-for-profit. They have seven book and publishing related businesses, three media operations (not the least of which is HB Studios, one of the Town's largest employers), four music organizations, and two theatre companies. The visual arts sector represents the bulk of this category with eight artisan/craft operations and 21 visual arts businesses or organizations. Some of the key cultural industries from the not-for-profit sector are detailed here.

Fisheries Museum of the Atlantic

The Fisheries Museum of the Atlantic (FMA) is operated by the volunteer Board of Directors of the Lunenburg Marine Museum Society. The Nova Scotia Museums (NSM) also fall under the provincial government's Department of Communities, Culture, and Heritage, which is responsible for the maintenance of the building and artifacts of the Museum.

The Fisheries Museum is based in a historic fish plant on the Lunenburg harbourfront and their property includes public wharves and a parking lot. The Museum building houses a seasonal restaurant and maintains a fleet of vessels that are open to visitors as part of Museum admission. The Museum has the third highest visitation of any museum in the province (90,547 visitors in 2018), and is responsible for approximately 35,000 artefacts, including 28 vessels. This represents the largest Nova Scotia museum collection outside of Halifax.

The Museum's 100-seat theatre and wharves are used by community festivals and organizations to host performances and events. The Museum engages with upwards of 60 different community partners each year, representing many segments of the community, including but not limited to culture, education, health, tourism, corporate and social service agencies. It has ongoing relationships with Transport Canada, the Department of Fisheries and Oceans & Aquaculture, tour boat operators and many more ocean-related government and private enterprises.

Bluenose II

The Lunenburg Marine Museum Society is also responsible for one of Lunenburg's major claims to fame, Bluenose II. The original Bluenose was built in Lunenburg in 1921, and became a celebrated racing ship and fishing vessel in its time. The schooner symbolizes the high-quality of the local ship-building industry, and reflects the community's sea-based culture. Bluenose became a fixture in every Canadian home in 1937 when an image of the schooner was added to the Canadian dime. Bluenose II was built in 1963 to replicate the original, and a 2010 reconstruction continues to operate from Lunenburg Harbour as a museum, sailing school and as an ambassador of Tall Ships at special events.



Figure 4: The Bluenose II under sail.



Knaut-Rhuland House Museum

The Knaut-Rhuland House Museum was built in 1793 (an excellent example of early British classicism) and is designated as a National Historic Site. The house is open from early June to the end of September and is set up as a museum for visitors to witness elements of early residential life in Lunenburg. Run by the Lunenburg Heritage Society, the Knaut-Rhuland House Museum had 4,870 visitors in 2018, who came from every Canadian province, 44 US states, and 35 other countries.



Figure 5: The Knaut-Rhuland House Museum.

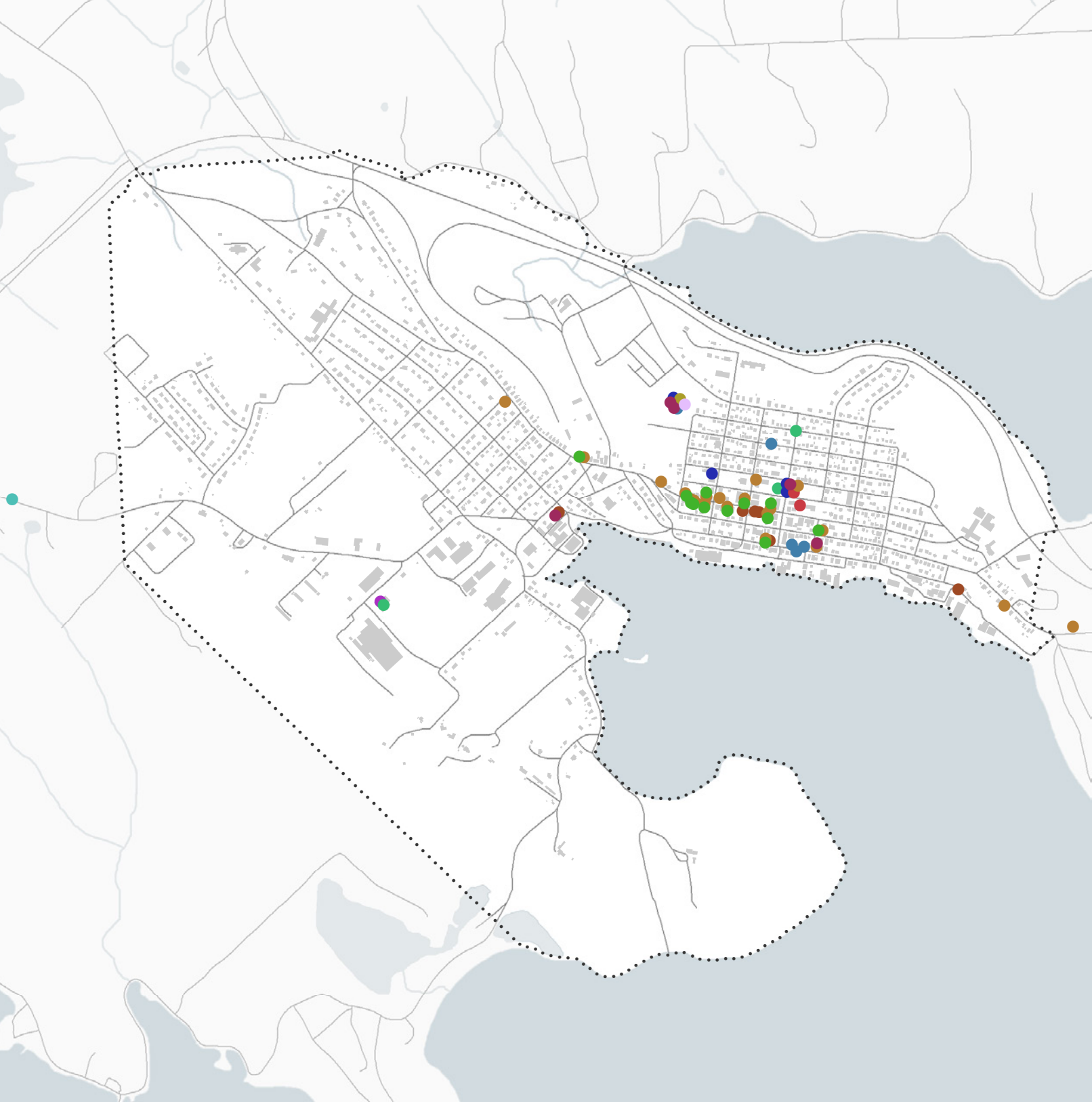
Lunenburg Academy

One of the most recent heritage building transformations is the Lunenburg Academy. The national historic site was home to the local school until 2012, when it was returned to the Town as a vacant building in much need of repair, and without a plan for future use. Situated on the top of a hill at the end of Kaulbach Street, the building operated continuously as a public school for the children of Lunenburg from 1895 until its closing. Under the leadership of Town Council, and with the support of the Lunenburg Academy Foundation, a plan was developed to restore and re-purpose the building into a cultural hub. In 2015 the building re-opened with its first tenants. As of fall 2019, the building is fully occupied.

The result of this diverse mix of cultural tenants is a form of ad-hoc cultural community centre or cultural hub. The Library is open seven days a week and provides a diverse range of resources for all ages as well as activities such as movie nights, the Lit Festival and more. Other major tenants include the Lunenburg Academy of Music Performance and the Lunenburg Eurocentres Language School.



Figure 6: The Lunenburg Academy.



Cultural Industries

Cultural industries consist of businesses and non-profit groups involved in the creation, production, manufacturing and distribution of cultural goods or services. This includes everything from theatre costume making to creative software design. There are 44 cultural industry points on this map (many assets fall within more than one grouping in the legend), with two just outside the town boundary. The majority of Lunenburg's cultural industry is visual arts based, with 28 related assets. One of these, HB Studios, is among the Town's largest employers.

Literary (7)	●	Art Gallery (13)	●
Media (3)	●	Artisan / Craft (7)	●
Music (4)	●	Design (1)	●
Theatre (2)	●	Education (5)	●
Tours (1)	●	Gaming (1)	●
Visual Arts (21)	●	Heritage (1)	●



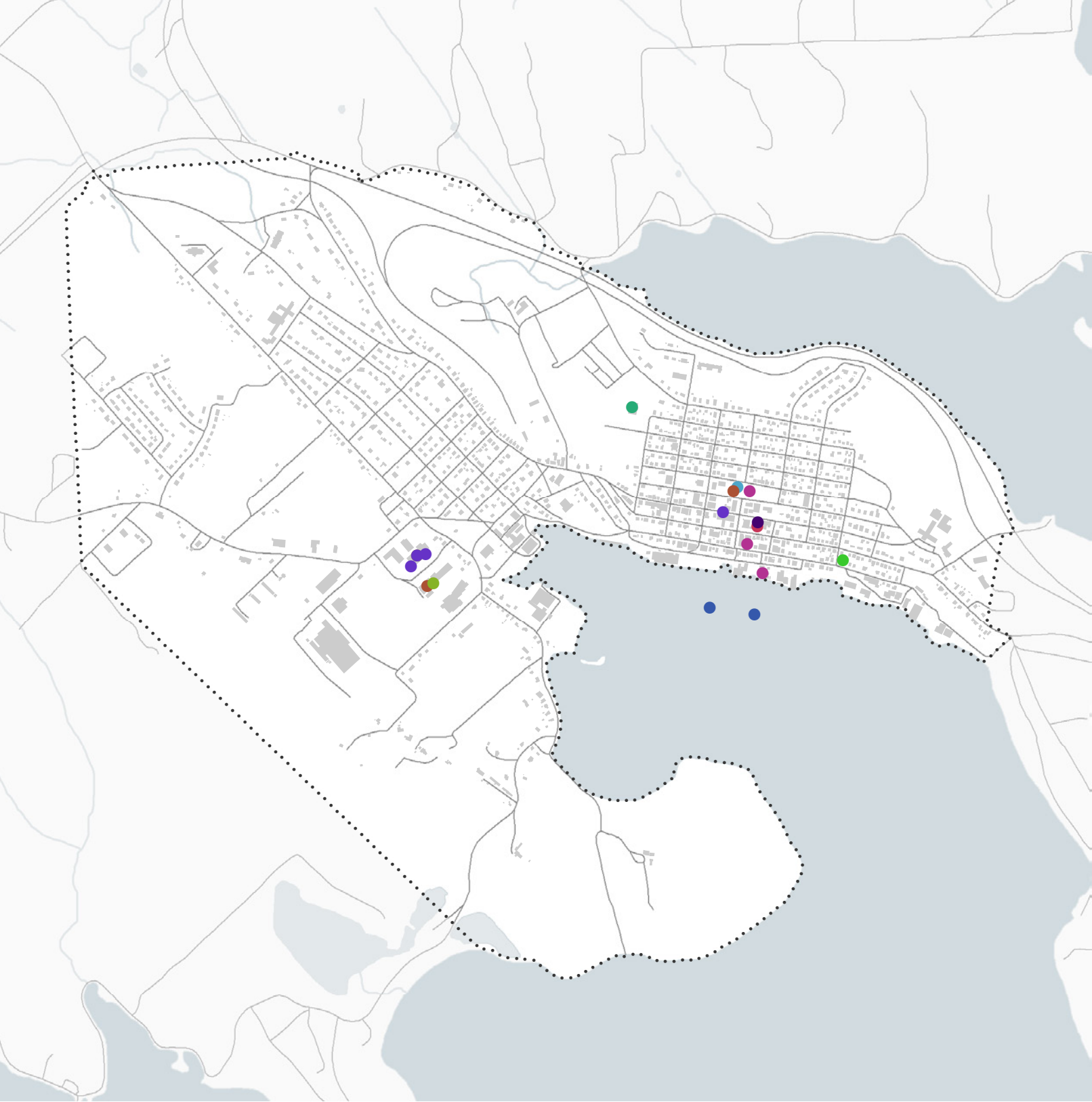
Cultural Events and Festivals

Festivals are by far the most outwardly popular form of cultural experience, often offering free entrance, attracting high numbers of residents, and embracing indoor and outdoor venues alike. Festivals are often popular with local businesses who benefit from crowds.

The Folk Harbour Festival is the first festival that comes to most people's minds, featuring more than 100 artists each year and attracting 3,500 people over a four-day weekend each August.

The Lunenburg Doc Fest is a relatively new festival in Lunenburg, offering an industry-driven documentary film showcase that includes workshops and lectures catering to film professionals. In just a few short years it has garnered success and industry attention.

Two other festivals that provide distinctive showcases for professional artists are the long successful Nova Scotia Folk Art Festival (featuring some of the province's best-known folk artists and attracting 1,200 visitors for a 4-hour event); and the Lunenburg Lit Festival, initiated by the Lunenburg Public Library (bringing authors from across the country).



Cultural Events & Festivals

Festivals and events in the community may include performing arts events, tours of culturally significant places, seasonal celebrations, and many others. Lunenburg hosts 16 events and festivals, some of which occur annually, while others (such as the farmers' market and bandstand concerts) are weekly.

- Agriculture (1) ●
- Literary (1) ●
- Artisan / Craft (4) ●
- Maritime (2) ●
- Ethnocultural (1) ●
- Music (3) ●
- Film (1) ●
- Seasonal (2) ●
- Food and Drink (1) ●
- Visual Arts (1) ●
- Education (1) ●



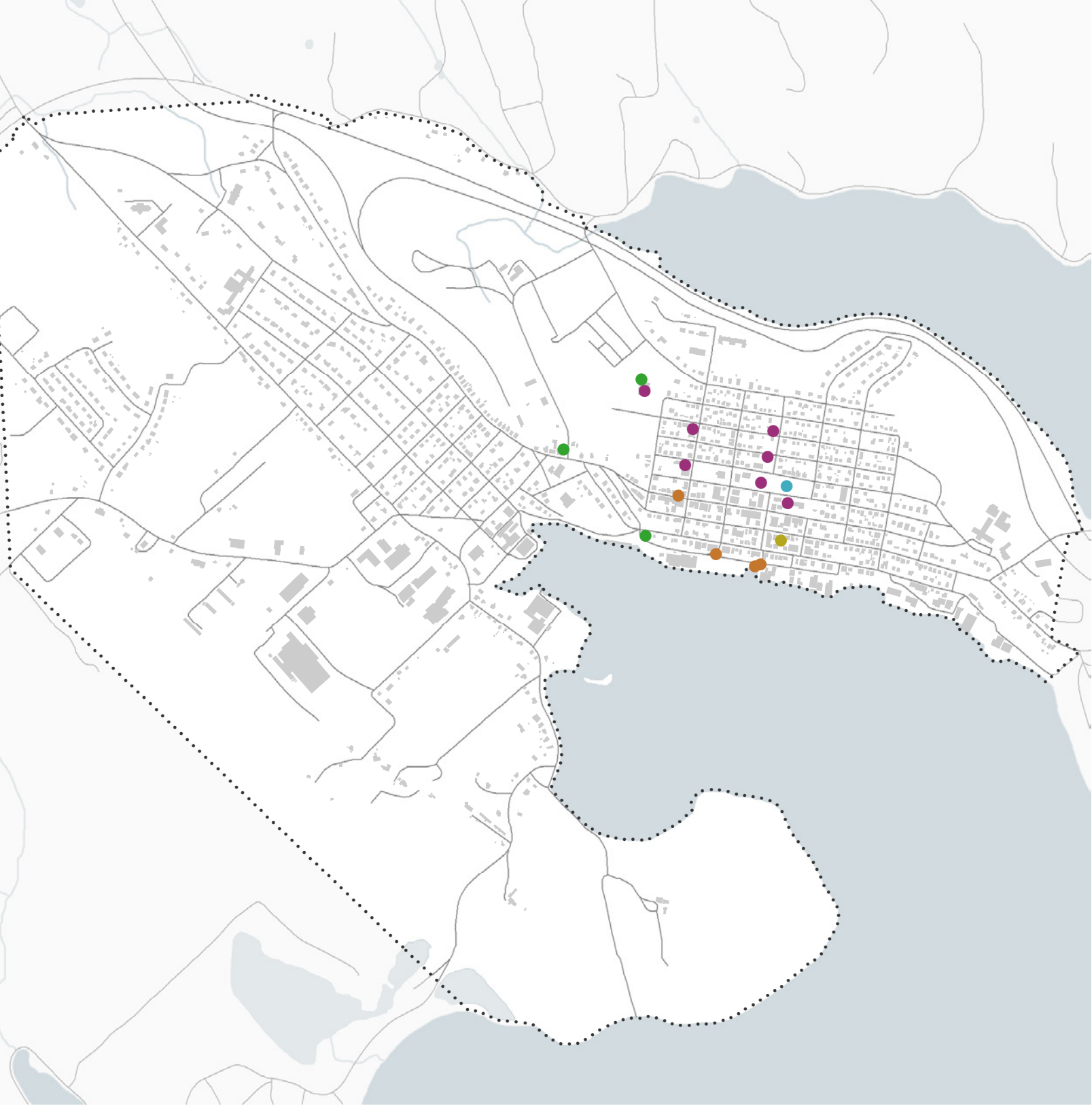
Cultural Heritage

The evolution of Lunenburg has included the gradual move from an economy based on agriculture to one based on fishing and shipbuilding and increasingly tourism. The history of marine industry has resulted in diverse built heritage, showcased in the commercial buildings built to serve warehouses, boat building workshops, and shops, as well as residential and institutional buildings, all of which demonstrate the wealth Lunenburg's traditional industries created.

Despite changes, the physical form of the settlement has remained intact and the culture of heritage preservation and restoration has ensured that the community is a living heritage site rather than a collection of museums. To commemorate this heritage, the Federal Government designated Old Town Lunenburg as a National Heritage District in 1992, and the community gained UNESCO designation in 1995. The multiple heritage designations of the District and individual properties encourage the continuation of this authentic heritage character.

In Lunenburg there is a high degree of awareness of the nature of heritage buildings, the importance of preservation and restoration, and the intangible value these buildings offer a community despite what is often perceived as costly maintenance, repairs and restoration.

Artists are renowned throughout the world as creative users of found space, particularly adaptive-heritage re-use, and Lunenburg is a good example of this trend. Old fishing warehouses have been transformed into weaving studios and museums, churches are regularly used for concerts and plays, and heritage homes have been turned into art galleries. More recently, the Lunenburg School of the Arts undertook a major renovation to transform an unused heritage building into what is now an active cultural hub.



Cultural Heritage

This map illustrates the management and exhibition of objects, buildings and sites of historical, cultural and educational value. These can include everything from pioneer villages to public art and archive collections. There are 17 heritage assets on this map, which does not display Lunenburg's 60+ heritage designated properties.

- Building (7) ●
- Collection (3) ●
- Landscape (1) ●
- Public Art (4) ●

Culture and Community

Community cultural organizations represent an often under-recognized but integral part of any community. They include arts learning experiences, significant volunteer contributions and resource-building organizations, as well as ethnocultural organizations.



Figure 5: The audience at the Lunenburg Opera Theresa Malenfant concert.



Arts Learning

Lunenburg is home to some remarkable arts education organizations and festivals, operated through not-for-profit organizations. They attract local residents as well as young professionals and recreationalists from across the country and the world. The Boxwood Music Festival is seasonal in nature, with an international reach; local children are served by the Lunenburg and District Music Festival, and several arts festivals and organizations include education-related activities as part of their annual work.

There are two significant arts education operations in Lunenburg, both of which have opened within the past 7 years; the Lunenburg Academy of Music Performance (LAMP), and the Lunenburg School of the Arts.

LAMP is a unique educational institution for emerging professional musicians, who attend week or two-week long intensive programs led by internationally-renowned experts. On average, 25 concerts are presented each year in a small 120-seat performance space on the third floor of the Academy, and upwards of 50 outreach programs take place in local schools and other community-based locations.

A relatively recent addition to the cultural landscape in Lunenburg is the Lunenburg School of the Arts. This not for profit organization offers workshops led by professional art educators and working artists. Its small and intimate class sizes have made it a popular destination for amateur and emerging professional artists in a wide variety of visual art mediums. The School has a relatively high profile in the community as it has a small venue used by multiple organizations for lectures, small performances and meetings.

The Nova Scotia College of Arts and Design (NSCAD) and the Town of Lunenburg have partnered on an artist's residency. Each year 1 or 2 applicant graduates take up a residency in Lunenburg for a full year. The Town provides a former fire hall to accommodate artist studios and the artists are provided with a below-market-cost apartment to share. The program has established a post-secondary presence in the town. It also attracts young people to the town; some past NSCAD residents have made Lunenburg their home, thus expanding the younger population base.



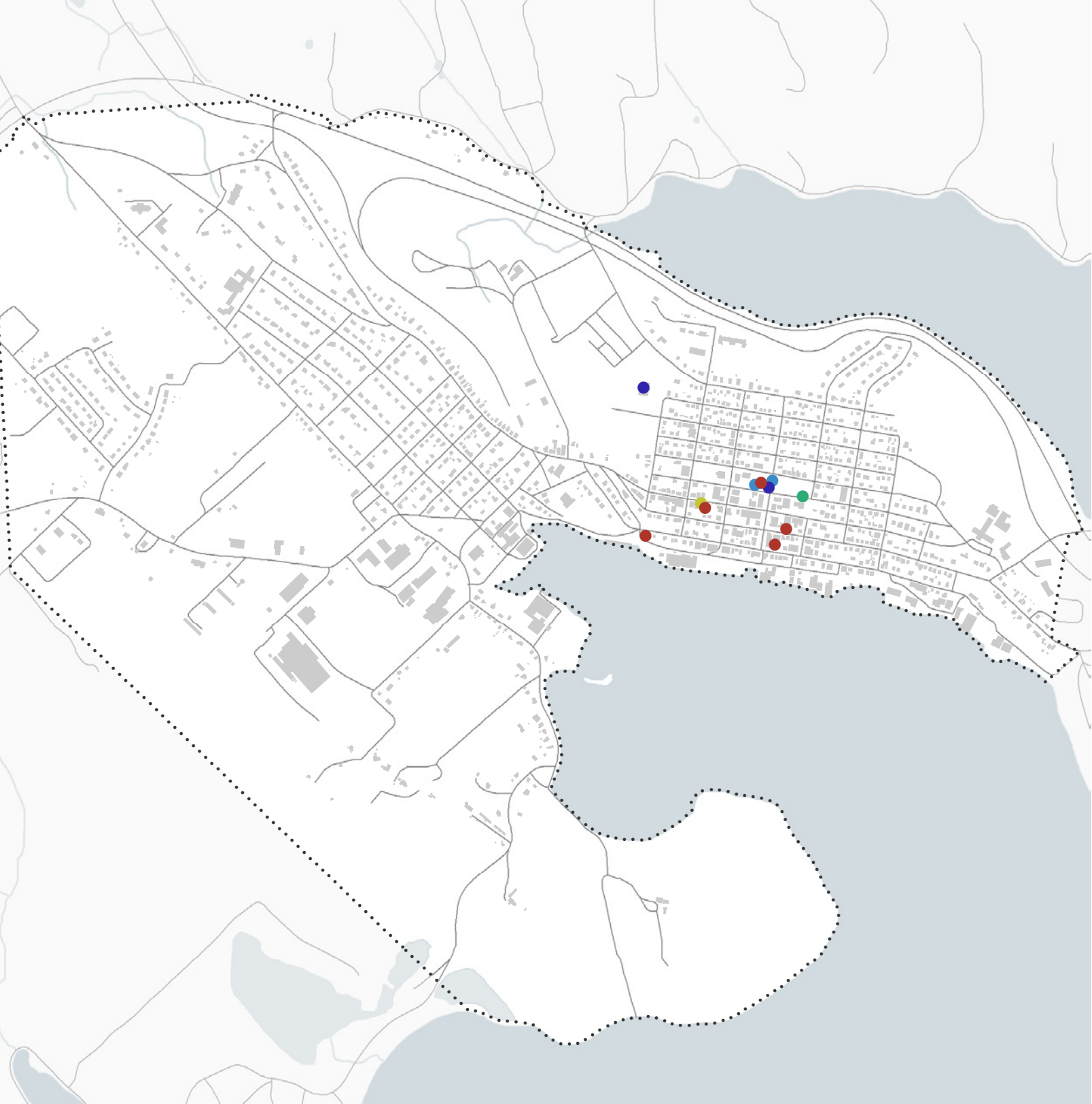
Societies and Foundations

Lunenburg has several dedicated Societies that provide key volunteer-based leadership in culture, including but not limited to the Lunenburg Heritage Society, South Shore Genealogical Society, the Lunenburg Art Gallery Society and the Folk Harbour Society. Most of the arts and heritage organizations evaluated through this study rely heavily – if not solely – on the work of their volunteers. Very few organizations have permanent, full-time staff. Of all the organizations evaluated in this study, only four confirmed they had full-time staff. Nine organizations cited a total of slightly more than 60 full-time equivalent jobs, and many of them contract artists or workshop leaders for specific activities. These were not counted but, in a gig-based sector comprised of temporary or freelance jobs, they are an important part of the cultural economy.

Many not-for-profit organizations and festivals generate sponsorship support from community fundraising and donations from the business sector; while this was not measured, it is highly likely this plays a critical role in the success of these ventures. There are two culture-related foundations that undertake fundraising to support culture. A *foundation* provides funding and support for other charitable organizations through grants, but may engage directly in charitable activities as well.

The Lunenburg Foundation for the Arts is a new addition to the local landscape, having incorporated in 2015 as a charity designed to build support for the arts. They undertake annual fundraising and distribute grants each year to artists and arts organizations based in Lunenburg County.

The Lunenburg Academy Foundation has been in existence since 1981, when it was established as an alumni group. Its primary purpose has been to fund raise for capital needs of the historic building, and it continues to lead a broad community outreach effort. At the same time, it has a role in the care, maintenance and upkeep of this historic site, as well as the building's day-to-day management requirements. The Foundation is also heavily involved in interpretation of the building history, including creation of the Lunenburg Academy Heritage Interpretive Classroom.



Community Cultural Organizations

Community cultural organizations represent arts, heritage and ethno-cultural interests in the community. These are usually non-profits and can include arts and heritage advisory committees, ethno-cultural associations, local arts councils, dance schools and library boards. There are 10 community cultural organizations in Lunenburg, of varying membership bases. One organization for example has 165 members, all artists served by the same gallery.

- Arts Education Organization (1) ●
- Ethnocultural Organization (2) ●
- Foundation (2) ●
- Society (5) ●
- Visual Arts Educational Organization (1) ●

ECONOMIC RELEVANCE

Artists, businesses, not-for-profits, events, and facilities all create jobs, generate revenue, and cultivate products—making up the sector. What does this look like in Lunenburg?



Cultural Economic Impact

In 2017, Statistics Canada estimated that the national direct economic impact of culture products (defined as goods and services relating to the arts, heritage conservation, cultural industries and festivals) was \$53.1 billion in Canada. This equates to 2.7% of overall Gross Domestic Product (GDP), with an employment estimate of 666,500. The cultural sector accounts for 3.5% of the 18.8 million jobs in the country.

In 2016, tourism spending on cultural products generated \$1.7 billion in business for communities across Canada.

Most people are unaware that culture is a bigger business than accommodation and food services (GDP of \$46 billion in 2017) or the value added of agriculture, forestry, fishing, and hunting combined (GDP of \$39 billion).

In Nova Scotia, the direct economic impact of culture products in 2017 was estimated at \$929 million, equalling 2.4% of provincial GDP. Culture employment was estimated as 13,100, or 2.8% of all jobs in the province.

The Fisheries Museum of the Atlantic is a significant employer in the sector, providing 12 year-round full-time jobs and more than 40 full-time equivalent seasonal positions.

In Lunenburg, approximately 4.1% of the total labour force is in arts and culture occupations, higher than the national average of 3.5% and the provincial average of 2.8%.



The Not-for-Profit Sector & Tourism

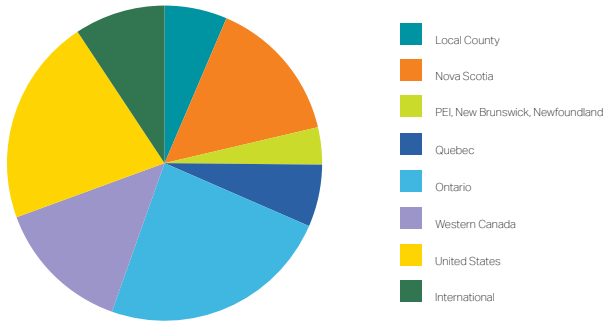


Figure 6: Origin of visitors to the Fisheries Museum of the Atlantic in 2018.

In 2018 the operations of the Fisheries Museum of the Atlantic and Bluenose II generated revenues totalling \$3,712,019. \$2.8m of this was generated by the museum. Of this, roughly \$330,000 was directly related to a special multi-year capital improvement program. The Museum is near the end of a 12-year, \$15million capital upgrade of properties and exhibits, financed primarily by the provincial and federal government.

Visitation numbers are high – the two operations each attract roughly 100,000 people per year and in a year of the Tall Ships, that number can be substantially higher. While the Bluenose is not consistently in harbour (in 2018 it was often away), the Museum is a constant attraction for tourists.

Nine popular festivals and arts organizations reported more than 200 public activities in 2018 (including concerts, workshops and exhibits) and more than \$900,000 in operating revenues.

The total annual audience attendance of seven organizations (excluding the Fisheries Museum and Bluenose II) was 30,994 in 2018. Most are attracting tourism to the town, and anywhere from 10% to 80% of their arts audiences are visitors.

Cuisine & Craft Beverages

If 50% of this annual audience comes from outside of the town and they were to each spend \$85 at local businesses, the direct impact would be over \$2.5 million, not factoring in overnight stays.

The above numbers are suggestive only, however, there are more than seven organizations attracting visitors to the community so the figure may in fact be the tip of the iceberg.



Cultural Workers

There are two different industry code systems used to collect and organize economic data in Canada. There are slight but important distinctions between the two, and both of them are useful to understanding the scope of the arts and cultural sector in Lunenburg.

The National Occupational Classification or NOC (2016) refers to the main activities of an individual's job, regardless of the type of company or larger context they are working in. The North American Industry Classification System or NAICS (2012) refers to the type of company or larger context that an individual works in, regardless of the particular nature of each individual's work.

According to the 2016 census there are 935 people who make up the labour force living in Lunenburg, though this does not consider positions held by individuals who live elsewhere.

In the NOC, there are 40 residents of Lunenburg working in the category of "Technical occupations in art, culture, recreation and sport". This includes musicians, writers, painters, graphic designers, photographers and most other types of positions within a creative economy. The arts and cultural workforce amounts to approximately 4.3% of the total Lunenburg labour force, compared to 3.5% nationally.

For privacy purposes, Statistics Canada suppresses information for detailed subcategories within the NOC system. Therefore, it is not possible to create a complete local data set. The occupational category described above also omits a number of arts and cultural occupations including architects, web developers and all arts and cultural managers. Furthermore, people who work in Lunenburg but live outside the Town are counted within their place of residence, and not in Lunenburg. As a result, the geographic comparison is approximate and local estimates are conservative.

In the NAICS, a combined total of 6.95% of the local workforce is working in "Information and cultural industries" and "Arts, entertainment and recreation" industries. By comparison, 3.67% of the Regional (Queens and Lunenburg counties) and 3.03% of the Provincial workforces are within these industries.

The arts and cultural workforce amounts to approximately 4.3% of the total Lunenburg labour force, compared to 3.5% nationally.



Both datasets indicate that Lunenburg has an above average concentration of individuals within the arts and cultural sector.

As the figure below further demonstrates, the relevant NAICS sectors also contributed to the overall share of jobs gained between 2006 and 2016. While the “arts, entertainment and recreation”, and “information and cultural industries” sectors are not the largest employers in terms of absolute numbers, they are the fastest growing sectors in the town. In the green quadrant, these sectors are locally prominent and growing. By comparison, a sector in the red quadrant are important but in decline.

The figure illustrates industry trends, based on:

- ▶ Horizontal Axis: Proportion of total jobs lost or gained among Lunenburg residents between 2006-2016. Left of centre represents decline, right of center represents growth.
- ▶ Vertical Axis: Concentration of jobs in the local area in comparison to the province (excluding HRM). Above centre represents greater concentration than the province, below centre represents lower concentration than the province.
- ▶ Circle Size: Local proportion of jobs in each sector in 2016.

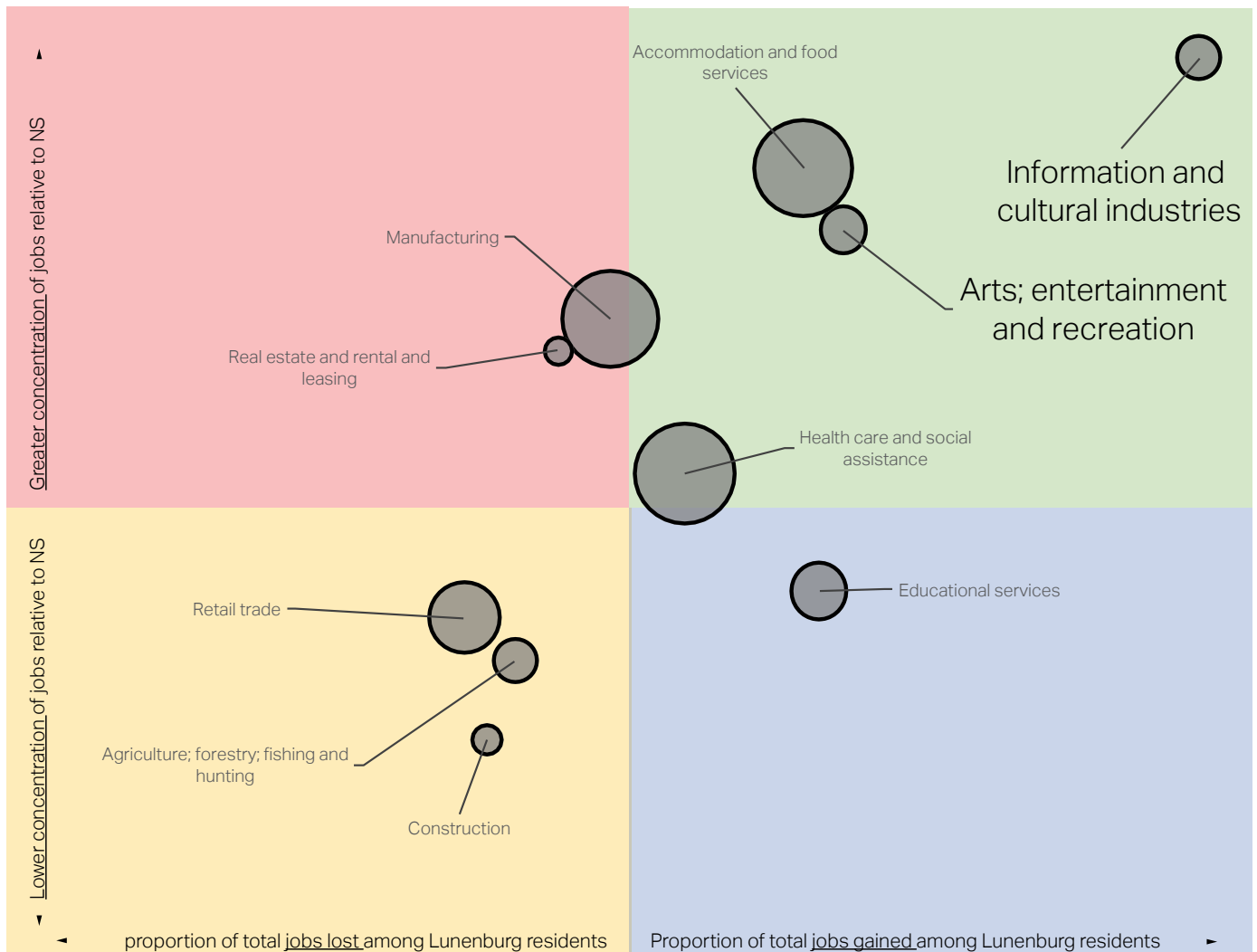


Figure 7: Industry change and concentration (2006-2016)



Figure 8: Public art on the Lunenburg Waterfront ("Nested" by Alexander Graham, 2004).

DIVERSITY & IDENTITY IN LUNENBURG

The cultural roots of a community affect its sense of identity and relationship to the surrounding area. What is the cultural heritage of Lunenburg? Who lives here now?



Demographic Origins

Embracing diversity of race, religion, language, age, sexual orientation, gender – or any other form of diversity – is a reflection of tolerance and community social health and cultural identity.

Lunenburg, or Merle Gueche as it was originally known, was settled by Europeans in 1753. The colonial settlers relied on Indigenous knowledge of the land, and the Mi'kmaq ways of hunting and fishing influenced their practices. Today, most Lunenburg residents are of European descent, but the Acadia First Nation spans across the region. There has been a renewed effort to honour the cultural heritage of First Nations in the region and recognize the cultural genocide resulting from institutions such as residential schools. A new exhibit at the Fisheries Museum commemorates Lunenburg's Mi'kmaq as the community's First Fishers.

Ethnic origins of town residents compared to the County's population is provided in the first chart to the left. The chart below this shows immigrant status of the two areas and indicates that the local immigrant population makes up 10% of the town, compared to 6% of the District.

The final demographic of interest is that of languages. English is the mother tongue of 94.3% of residents, French is the mother tongue of 1.4%, and no one in Lunenburg speaks an Indigenous language. Likely a corollary of the high education levels in Lunenburg, 1.7% of the population speak more than one language, compared to 0.4% of the District's population.

	Town		County	
Total Population (2016)	2,105		46,450	
Ethnic Origin (based on 25% sample)	#	%	#	%
First Nations	70	3.3%	2,210	4.8
Inuit				
Métis	15	0.7	685	1.5
Other North American Origins	885	42	21,900	47.1
European	1,500	71.3	31,545	67.9
▶ British Isles	1,095	52.0	20,750	44.7
▶ French	240	11.4	5,960	12.8
▶ German	610	29.0	14,150	30.5
Carribbean			90	0.2
Latin, Central, South America	20	1	130	0.3
Africa	15	0.7	160	0.3
Asia	60	2.9	755	1.6
Oceania	20	1	85	0.2

	Town		County	
Total Population (2016)	2,105		46,450	
Immigrant Status (based on 25% sample)	#	%	#	%
Total immigrants	215	10	2,560	6
Recent Immigrants (2001-2016)	90	4	380	1
Non-permanent status	10	0.5	90	0.2



Education Levels

	Town		County	
Total Population (2016)	2,105		46,450	
Highest certificate, diploma or degree (based on 25% sample)	#	%	#	%
No certificate, diploma, degree	55	2.6	3,960	8.5
Secondary school diploma or equivalent	190	9.0	5,855	12.6
Post-secondary certificate, diploma, degree	790	37.5	14,905	32.1
▶ Apprenticeship or trades certificate, diploma	90	4.3	3,235	7
▶ College, CEGEP, or equivalent	295	14	6,905	14.9
▶ University certificate or diploma below bachelors	45	2.1	535	1.2
▶ University certificate, diploma, degree bachelors or above	360	17.1	4,230	9.1

There is a correlation between education levels, artists, and their audiences. In Canada, more artists are likely to have a bachelor's degree or higher than other workers (44% vs. 27%). It is a well-documented industry trend that most arts audiences reflect higher levels of education as well as higher incomes.

Education levels in Lunenburg are confirmed as higher than those in the surrounding county. According to Statistics Canada in 2016, there are almost double the number of residents in the town with university degrees than in the surrounding area.

The nature of education levels in the town of Lunenburg is likely the result of its higher number of cultural workers, as well as its appeal to retirees who are culturally

Arts Affordability

While people with the financial means can choose from any number of arts experiences, there are also many free and low priced offerings available to residents. Musique Royale offers \$5 children's concerts, Folk Harbour Society has free concerts every year, the Fisheries Museum hosts an annual Open House Day, the Lunenburg Art Society has created a touring Art Bus, all of the Lunenburg Library's activities are free and LAMP engages 3,500 to 5,000 school children each year with free music programming.



Traditional Industries and Identity

The relationship of land and sea were crucial in forming Lunenburg's piece of unique Maritimes culture. Lunenburg's harbour has been a travel route and a source of food for as long as the first human contact, and colonial settlers relied upon the knowledge of Indigenous residents as well as imported European customs to inform their practices.

Lunenburg's traditional industries of shipbuilding and repair, ocean trades, fishing, and farming hold major significance in the Town, providing not only jobs and trade opportunities but a strong sense of identity in the expertise and skills that evolved from these practices. Beginning with its founding in 1753, Lunenburg had a strong economy of marine and agricultural trades, and in 1862 the boundaries were expanded to include New Town. The Lunenburg Shipyard was established in 1897, operating a facility named the Lunenburg Marine Railway. Adjacent to this shipyard were well-known ship builders Smith and Rhuland, and the Lunenburg Foundry Company.

Although agricultural industry began to lose relevance in the community, the local fisheries continued to grow into the 20th century, and associated businesses popped up along the waterfront. This age of sail was busy for the Lunenburg harbour, home of the Bluenose fishing and racing schooner. Rum runners were also a key component of this period's economy, and ships crowded the water loading up spirits to smuggle into prohibition-era America.

In the 1940s, fishing technology evolved and left the days of salt fisheries behind in favour of the modern trawler and frozen or processed fish production. At the same time, ship repairs and outfitting were essential to the war time efforts, and Lunenburg's industry adapted. In the 1960s, the Lunenburg Foundry took over the Marine Railway and it continues to operate the shipyard today.

Community shared in these successes, but it was also forged through loss: life on the ocean comes with a price, and the Fishermen's Tribute on Bluenose Drive has a long list of names, community members who died at sea. Life on oceanside affects the character – of those who work on it and live beside it. Resilience, respect, hard work, faith – are just some of what emerges from this landscape and its people.

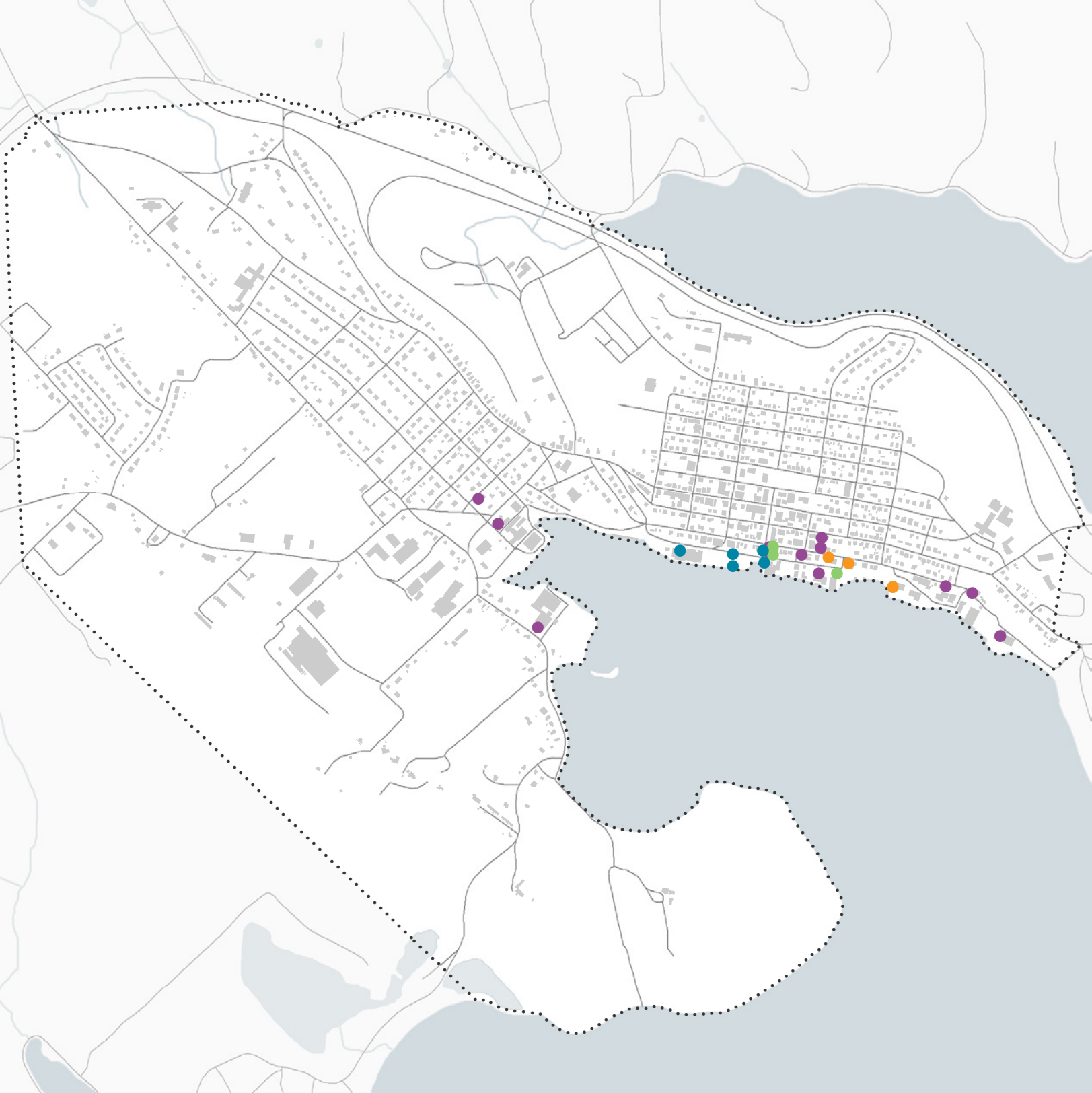


The values found within these industries continue to be reflected in Lunenburg. Today, several marine facilities make up a significant part of Lunenburg's traditional cultural industry. These include companies involved in ship building and repairs; seafood suppliers; and boat tours. The Front Harbour is a mix of public space and working waterfront, and these industries are essential to the local economy and culture. In 2006, significant waterfront property was purchased by Develop Nova Scotia, and the group is currently working on a Waterfront Master Plan in partnership with the Lunenburg Waterfront Association.

The sector of ship building and repairs include boat builders, parts manufacturers, sailmakers, and specialists. Major facilities falling within this category include ABCO, a metal manufacturer producing a range of products including aluminum boats; and the Lunenburg Foundry which assists with a wide range of ship building processes as well as research and development. Smaller companies such as marine electronics technicians and fishing equipment manufacturing demonstrate the diversity of this industry. Some of these companies also offer educational components which teach interested clients about ship building and sailing.

Local fisheries such as the scallop and lobster fisheries are central to modern iterations of the marine industry. Although not directly cultural, seafood suppliers based out of the Lunenburg harbour support these fisheries, distributing frozen fish and seafood to companies throughout Nova Scotia and beyond. Several popular boat tour companies offer experiential tourism including heritage tours, sailing, fishing, whale watching, and diving.

A strong sense of community identity can be found in the traditional industries of Lunenburg and these provide a foundation for a robust economy, as well as contributing to the community's sense of self. Ultimately, a community's sense of shared identity also requires respect for diversity and inclusion, and access to education and creative experiences by residents.



Traditional Marine Industries

Marine industries in Lunenburg are a unique form of cultural industry. Practices like fishing and ship building have sustained the culture and economy of this community since long before European settlement. There are 19 marine-related businesses in Lunenburg, including ship building and repairs (a couple of which offer classes), seafood suppliers, boat tours, and one sea school.

Boat Tours (5) ●

Education (3) ●

Seafood Suppliers (3) ●

Ship Building & Repair (12) ●





References

HB Studios (2019). Retrieved from <http://www.hb-studios.com/hb-studios/>

Lunenburg Foundry (2019). *Our History*. Accessed through: <https://www.lunenburgfoundry.com/company/our-history>

Lunenburg Heritage Society (2014). Retrieved from <http://lunburgheritagesociety.ca/>

Shearer, Wendy. *Current State of Heritage Conservation in Lunenburg WHS: History, Planning Framework, Issues*. (2019).

Statistics Canada (2017). *Estimates of the Direct Economic Impact of Culture in Canada in 2017*. Retrieved from <https://hillstrategies.com/2019/06/19/estimates-of-the-direct-economic-impact-of-culture-in-canada-in-2017/>

Statistics Canada (2016). *Infographic on Tourism Spending on Culture Products for 2010-2016*. Retrieved from <https://www.canada.ca/en/canadian-heritage/corporate/publications/general-publications/culture-satellite-account.html#a1-1>

Statistics Canada (2016). *Town of Lunenburg Community Profile*. Retrieved from <https://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/index.cfm?Lang=E>

Statistics Canada (2017). *Estimates of the Direct Economic Impact of Culture in Canada in 2017 by Hill Strategies Research*. Retrieved from <http://hillstrategies.com/2019/06/19/estimates-of-the-direct-economic-impact-of-culture-in-canada-in-2017/>

Tourism Division (2012). *Economic Impact in 2011/2012 for the Lunenburg Fisheries Museum of the Atlantic*.

Town of Lunenburg (2010). *Heritage Sustainability Strategy* [pdf].

Appendix: Arts and Cultural Assets Inventory

	CATEGORY	Sub Category	Other Sub Category	NAME OF ORGANIZATION	STREET ADDRESS
1	Community Cultural Organization	Arts Educational Organization		Lunenburg and District Music Festival	Cumberland Street
2	Community Cultural Organization	Ethnocultural		Association du Centre Communautaire de la Rive-Sud	n/a
3	Community Cultural Organization	Ethno-cultural		German-Canadian Cultural Association of Lunenburg County	n/a
4	Community Cultural Organization	Foundation		Lunenburg Academy Foundation	97 Kaulbach Street
5	Community Cultural Organization	Foundation		Lunenburg Foundation for the Arts	n/a
6	Community Cultural Organization	Society	Visual Arts	Lunenburg Art Gallery Society	194B Lincoln Street
7	Community Cultural Organization	Society		Lunenburg Folk Harbour Society	125 Montague Street
8	Community Cultural Organization	Society		Lunenburg Heritage Society	125 Pelham Street
9	Community Cultural Organization	Society		Lunenburg Marine Museum Society	67 Bluenose Drive
10	Community Cultural Organization	Society		Lunenburg Pride	n/a
1	Cultural Facilities & Spaces	Library		Lunenburg Library	97 Kaulbach Street



	CATEGORY	Sub Category	Other Sub Category	NAME OF ORGANIZATION	STREET ADDRESS
2	Cultural Facilities & Spaces	Museum		Fisheries Museum of the Atlantic	68 Bluenose Drive
3	Cultural Facilities & Spaces	Museum	Collections	Halifax & Southwestern Railway Museum	11188 Highway 3
4	Cultural Facilities & Spaces	Museum	Collections	Knaut Rhuland House	126 Pelham Street
5	Cultural Facilities & Spaces	Performance Venue		Central United Church Hall	283 Lincoln Street
6	Cultural Facilities & Spaces	Performance Venue		Lunenburg Academy of Music Performance	97 Kaulbach Street
7	Cultural Facilities & Spaces	Performance Venue		Lunenburg Community Centre	15 Green Street
8	Cultural Facilities & Spaces	Performance Venue		Lunenburg Opera House	126 Montague Street
9	Cultural Facilities & Spaces	Performance Venue		Lunenburg School of the Arts	6 Prince Street
10	Cultural Facilities & Spaces	Performance Venue		St. John's Anglican Church	64 Townsend Street
11	Cultural Facilities & Spaces	Performance Venue		Zion Lutheran Church	65 Fox Street
12	Cultural Facilities & Spaces	Site / Structure		Lunenburg Heritage Bandstand	Cumberland and King Streets



	CATEGORY	Sub Category	Other Sub Category	NAME OF ORGANIZATION	STREET ADDRESS
1	Cultural Festivals & Events	Agriculture	Artisan / Craft	Lunenburg Farmers' Market	19 Green Street
2	Cultural Festivals & Events	Artisan / Craft		Lunenburg Craft and Food Festival	19 Green Street
3	Cultural Festivals & Events	Artisan / Craft		Lunenburg Street Festival	Lincoln Street
4	Cultural Festivals & Events	Artisan / Craft		Nova Scotia Folk Art Festival	19 Green Street
5	Cultural Festivals & Events	Ethno-cultural		National Acadian Day/Fete nationale acadienne	n/a
6	Cultural Festivals & Events	Film	Education	Lunenburg DocFest	290 Lincoln Street
7	Cultural Festivals & Events	Food and Drink		Spirited Away Festival	2 Kempt Street
8	Cultural Festivals & Events	Literary		Lunenburg Lit Festival	97 Kaulbach Street
9	Cultural Festivals & Events	Maritime		August International Dory Races in Lunenburg	Harbour
10	Cultural Festivals & Events	Maritime		Heritage Cup Schooner Race	Harbour
11	Cultural Festivals & Events	Music		Heritage Bandstand Summer Concerts	



	CATEGORY	Sub Category	Other Sub Category	NAME OF ORGANIZATION	STREET ADDRESS
12	Cultural Festivals & Events	Music		Lunenburg Folk Harbour Festival	125 Montague Street
13	Cultural Festivals & Events	Seasonal		Lunenburg Christmas Craft Festival	15 Green Street; 21 Green Street, 18 Tannery Road
14	Cultural Festivals & Events	Seasonal		Yuletide in Lunenburg	n/a
15	Cultural Festivals & Events	Visual Arts		Paint Sea on Site	15 Green Street
16	Cultural Festivals & Events			Saturdays on the Lunenburg Waterfront	146 Bluenose Drive
1	Cultural Heritage	Building		Central United Church	136 Cumberland St.
2	Cultural Heritage	Building		Lunenburg Academy	97 Kaulbach Street
3	Cultural Heritage	Building		Lunenburg Town Hall	119 Cumberland Street
4	Cultural Heritage	Building		St. Andrew's Presbyterian Church	122 Fox Street
5	Cultural Heritage	Building		St. John's Anglican Church	64 Townsend Street
6	Cultural Heritage	Building		St. Norbert's Roman Catholic Church	121 York Street
7	Cultural Heritage	Building		Zion Lutheran Church	65 Fox Street
8	Cultural Heritage	Collection		Fisheries Museum of the Atlantic	67 Bluenose Drive
9	Cultural Heritage	Collection		Lunenburg Seaport Museum	15 Lincoln St.
10	Cultural Heritage	Collection		South Shore Genealogical Society	97 Kaulbach Street



	CATEGORY	Sub Category	Other Sub Category	NAME OF ORGANIZATION	STREET ADDRESS
11	Cultural Heritage	Landscape		Old Town Lunenburg	
12	Cultural Heritage	Public Art		Crab	Lincoln Street
13	Cultural Heritage	Public Art		Fishermen's Tribute	Harbour
14	Cultural Heritage	Public Art		Haddock	Lincoln Street
15	Cultural Heritage	Public Art		Lobster	Lincoln Street
16	Cultural Heritage	Public Art		Nested	Harbour
17	Cultural Heritage	Public Art		Rainbow Colours of Lunenburg, Nova Scotia	Duke Street
1	Cultural Industry	Artisan / Craft	Education	LaHave Weaving Studio	35 Falkland Street
2	Cultural Industry	Artisan / Craft		Carmen Jaeger	228 Lincoln Street
3	Cultural Industry	Artisan / Craft		Double Whale Handwoven Designs	19 Duke Street
4	Cultural Industry	Artisan / Craft		Lunenburg Makery	230 Lincoln Street
6	Cultural Industry	Artisan / Craft		The Lunenburg Furniture Company	15 Burma Road
7	Cultural Industry	Artisan / Craft		The Mariner's Daughter Fine Yarns	15 Burma Road
9	Cultural Industry	Design		Heritage Landscape	107a Montague Street
10	Cultural Industry	Literary		Elizabeth's Books	134 Montague Street
11	Cultural Industry	Literary		Lexicon Books	11247 Highway 3
12	Cultural Industry	Literary		Lunenburg Bound	134 Montague Street
13	Cultural Industry	Literary		Lighthouse Publishing	125 Montague Street
15	Cultural Industry	Literary		Nevermore Press	139 Montague Street
17	Cultural Industry	Media	Gaming	HB Studios	37 Hall Street
18	Cultural Industry	Media		Bluenose Opera House - The Radio Show	119 Cumberland Street



	CATEGORY	Sub Category	Other Sub Category	NAME OF ORGANIZATION	STREET ADDRESS
19	Cultural Industry	Media		Otitis Media studio (David Findlay Music/ Braemar Entertainment)	97 Kaulbach Street
20	Cultural Industry	Music	Education	Lunenburg Academy of Music Performance	97 Kaulbach Street
21	Cultural Industry	Music	Education	The Boxwood Music Festival & Workshop	37 Hall Street
22	Cultural Industry	Music		Maritime Concert Opera	n/a
23	Cultural Industry	Music		Musique Royale	Lawrence Street
24	Cultural Industry	Theatre		Hear Here Productions	n/a
25	Cultural Industry	Theatre		South Shore Players	n/a
26	Cultural Industry	Tours	Heritage	Lunenburg Walking Tours	n/a
27	Cultural Industry	Visual Arts		Down Home Living	64 Townsend Street
28	Cultural Industry	Visual Arts	Art Gallery	Cranston Gallery	n/a
29	Cultural Industry	Visual Arts	Art Gallery	Gail Patriarche Gallery	n/a
30	Cultural Industry	Visual Arts	Art Gallery	Laurie Swim Gallery	97 Kaulbach Street
31	Cultural Industry	Visual Arts	Art Gallery	Lunenburg Art Gallery	194 Lincoln Street
32	Cultural Industry	Visual Arts	Art Gallery	Peer Gallery	251 Lincoln Street
33	Cultural Industry	Visual Arts	Art Gallery	Purcell Family Art Gallery	103 Montague Street
34	Cultural Industry	Visual Arts	Art Gallery	Skulduggery	138 Lincoln Street, Lunenburg
36	Cultural Industry	Visual Arts	Art Gallery	The Quartet Gallery	194B Lincoln Street
37	Cultural Industry	Visual Arts	Art Gallery	The Swan on Lincoln	167 Lincoln Street
38	Cultural Industry	Visual Arts	Art Gallery	Nova Terra Cotta Pottery	217 Lincoln Street
39	Cultural Industry	Visual Arts	Art Gallery / Artisan / Craft	Old Town Gallery / Artisan Nova Scotia	141 Pelham Street



	CATEGORY	Sub Category	Other Sub Category	NAME OF ORGANIZATION	STREET ADDRESS
40	Cultural Industry	Visual Arts	Art Gallery / Artisan / Craft	Power House Art & S.A. Ernst Photography	129 Lincoln Street
41	Cultural Industry	Visual Arts	Education	Lunenburg School of the Arts	148 Lincoln Street
43	Cultural Industry	Visual Arts		Jennifer Harrison Painting Studio	166 Lincoln Street
44	Cultural Industry	Visual Arts		Lunenburg's Finest Art	95 Lincoln Street
45	Cultural Industry	Visual Arts		Merrill Heubach	248 Lincoln Street
46	Cultural Industry	Visual Arts		NSCAD / Lunenburg Residency	129 Lincoln Street
47	Cultural Industry	Visual Arts		Susan Hudson, R.C.A.	6 Prince Street
48	Cultural Industry	Visual Arts		Tiny Art for Tiny Spaces	83 Dufferin Street
49	Cultural Industry	Education		Eurocentres Atlantic Canada	95 Lincoln Street
45	Cultural Industry	Visual Arts		Merrill Heubach	359 Blue Rocks Road
46	Cultural Industry	Visual Arts		NSCAD / Lunenburg Residency	40 Duke Street
47	Cultural Industry	Visual Arts		Susan Hudson, R.C.A.	304 Pelham Street
48	Cultural Industry	Visual Arts		Tiny Art for Tiny Spaces	n/a
49	Cultural Industry	Education		Eurocentres Atlantic Canada	97 Kaulbach Street



DISCUSSION PAPER 6 / 8

ARTS & CULTURE

NOVEMBER 2019

UPLAND

LUNENBURG
FOUNDATION
FOR THE ARTS