

HeritageBC



Heritage Conservation and Tourism

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Introduction

HOW ARE HERITAGE CONSERVATION AND TOURISM CONNECTED?

Cultural Tourism

“An immersion in the natural history, human heritage, arts, philosophy, and institutions of another region or country.”

The World Tourism Organization

Why conserve historic places?



Resists Cultural
Homogenization



Climate
Responsive
Buildings



Local Traditions
& Values



Inclusion and
Intergenerational Equity



Tourism and Jobs



Spatial Attractiveness
and Property Values



Conservation and
Waste Reduction

What are historic places?



A building



A structure



A group of
buildings



An historic district



A cultural
landscape



A designated
archaeological site

Community Heritage vs “Gated” Heritage

COMMUNITY

“Living” places in a community

Services located in historic places

Interactions with locals

Places and events integrated into daily life of the community

GATED

Specific interpreted or experiential focus

Fee for service

Curated heritage resources and narratives

Tangible and Intangible culture/heritage

TANGIBLE - PHYSICAL

Buildings

Monuments

Archaeological sites

Art works

Crafts

Artifacts

INTANGIBLE - INTELLECTUAL

Language

Oral Traditions and Expressions

Skills

Artistic Expressions

Social Habits, Rituals, Events

Authenticity

In Heritage Conservation: The preservation, restoration, or rehabilitation of those characteristics that most truthfully reflect and embody the heritage values of a community.

In Tourism: This is a tourism product, service, and/or experience that offers a visitor a cultural experience that is true to the local way of life. It also presents tourism experiences in a manner that is appropriate, respectful and true to local Indigenous cultures.

Indigenous Cultural Heritage and Tourism

“...a cultural experience that must be tied directly to an Indigenous person or group of Indigenous people.”

What are heritage values?

The aesthetic, historic, scientific, cultural, social or spiritual importance or significance [of a place] for past, present or future generations.

Foundation #3 – Create a Cranbrook ‘Vibe – Downtown Cranbrook

- Pedestrian friendly streetscapes with wide sidewalks, ornamental pavers and lighting and spaces for people to meet and interact – benches, plazas, outdoor cafés and patios
- A ‘cultural walk’ connecting various performance venues and galleries with current empty lots zoned for temporary use (with a permit) that allow artists to occupy for short periods to create and display their works
- City review of acquisition of unused/underutilized properties in strategic locations to create a series of ‘pocket parks’
- Alley murals program and extensive public art that includes Ktunaxa artistic expressions
- Conversion of a portion of street parking for ‘pop up’ uses
- Incentives to improve business facades such as those at the end of Baker Street to reconnect and celebrate heritage downtown
- Winter ‘tree lighting’ of large evergreen at the end of Baker Street along the highway frontage; lights strung across 10th Avenue and Baker Street
- Wayfinding and interpretive signage throughout downtown in English and Ktunaxa language

Cranbrook Heritage Planning - Designations

Colonel Baker House and Lot

Cranbrook City Hall

Cranbrook Fire Hall No. 1

Studio Building (former Masonic
Lodge)

McWhirter Residence

Proctor Residence

Walker Residence

Castle House (Parkin Manor)

Manual Training School
(Library Annex)

Elko Station

CPR Freight Shed

Cranbrook Heritage Planning – Heritage Register

CPR Freight Shed – 75 Van Horne Street South

St. Aiden Orthodox Church – 201 – 7th Ave South

Manual Training School – 202, Kootenay Street North

Cranbrook City Hall – 40 – 10th Avenue South

Fire Hall #1 – 37 – 11th Avenue South

Masonic Temple – 11 – 11th Avenue South

Old General Cemetery – 601 Borden Road

Cranbrook Heritage Planning

What are the goals of our heritage planning program?

Do recognized and protected places reflect current heritage values?

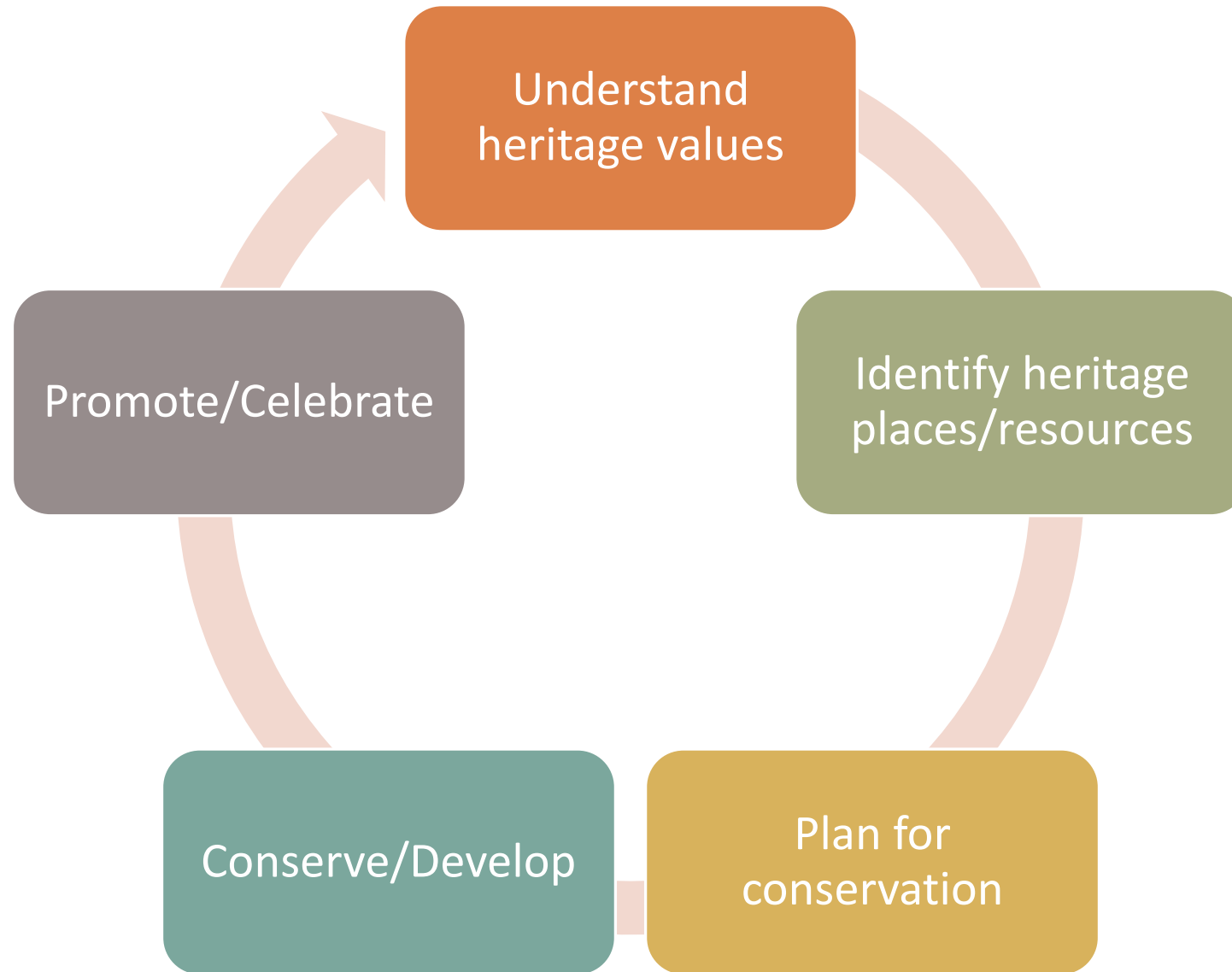
Are all people, places, and times reflected in our heritage program?

How is heritage conservation encouraged and incentivized?

Community Identity

Why are your community's story and history important?

Why should people care about your community?



Next Steps - Heritage BC Webinars

Tourism

- Breaking Barriers: Why People with Interest Do Not Visit – And What to Do About It
- Heritage and Cultural Tourism 101
- Heritage and the Virtual World: Strategies to Engage Audiences
- Heritage Tourism 2.0

Next Steps – Heritage Workshop



Next Steps - First Peoples' Cultural Council

The FPCC Heritage Stewardship Program (HSP) provides heritage funding to First Nations organizations in B.C. to address climate change, safeguard cultural sites, digitize cultural resources and record oral histories.

This program offers four funding streams combining existing and new grants, including Sense of Place, Climate Change, Oral Histories and Protocols, and Digitization and Archiving into four priority areas. Applicants can apply for up to three streams of heritage funding in one application, with a maximum of \$25,000 for each stream.

Questions?
