



A Cultural Framework for the City of Pembroke and the County of Renfrew

February 2012



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1 Introduction

In 2011, the City of Pembroke, partnered with the Ottawa Valley Tourist Association (OVTA) and the County of Renfrew to undertake a cultural mapping project for Pembroke and the Ottawa Valley, and to establish an overarching Cultural Policy for the entire region. Support for the project was received from the *Creative Communities Prosperity Fund* (CCPF) of the Ontario Ministry of Tourism and Culture. The Ottawa Valley cultural mapping project was intended to provide the partners and the broader community with an understanding of the rich diversity of cultural resources in the region and serve as a tool to support economic and broader community development objectives.

Specific objectives of this project include:

- Compiling a cultural asset inventory in the Ottawa Valley, to include tangible, intangible, built and natural assets, including a high level gap analysis;
- Inputting this data to the County of Renfrew GIS system and working with the County and the OVTA to produce an interactive on-line map of the cultural assets;
- Engaging with community through a community survey and through meetings with three regional Cultural Steering Committees to help identify cultural resources and advise on cultural development needs and opportunities;
- Drawing on community input, preparing a preliminary Cultural Policy for Pembroke, the County of Renfrew and the 17 lower tier municipalities

The Cultural Policy set out in this document does not represent a comprehensive and detailed action plan for individual municipalities. Instead, it is intended to provide a general framework and guide for individual municipalities to “personalize” in response to local needs and opportunities and then apply in their own communities.



2 Policy Definitions and Assumptions

2.1 Culture-Led Economic Development

The undertaking of cultural mapping in the Ottawa Valley comes at an opportune time. Many communities in Ontario – many in rural Ontario – are undergoing a profound shift in their economic base. It is a shift away from manufacturing, agriculture, and other ‘traditional’ industries as the foundation of many local economies, and toward a creative economy driven by ideas, innovation, knowledge, collaboration and creativity. Communities that can identify and support elements of their creative economies – starting with cultural resources – will be well-positioned to capitalize on the opportunities that this shift produces.

Successful municipalities will be those that offer an appealing and attractive community that are diverse and welcoming, have interesting histories and natural and cultural heritage assets. They have a range of cultural and recreational opportunities, attractive public spaces, and understand that linking these elements serves as a magnet to attract new investment, people and talent. Culture contributes to the overall attractiveness and vitality of a community, which in turn increases its competitiveness.

Economic opportunities also relate to the growing number of small and medium-sized creative businesses responding to new consumer demands for original and local place-based products and services in the fields of graphic design, food, wine, hospitality, information technology - to name a few. There is also growing evidence of the significant role played by artists in culture-led economic development. Smaller communities and rural areas can be ‘havens’ for artists because of factors such as cost of living, slower pace of life, appealing natural environment and existing arts and cultural activities and networks. Developing a comprehensive understanding of the unique local resources that can support a creative economy is a critical early step in this process.

Finally, cultural tourism is an increasingly important part of economic development strategies in many municipalities, and for several reasons. Cultural tourism is one of the fastest growing segments of the global tourism market. Research confirms that cultural tourists also stay longer and spend more in communities than other tourism groups and markets.

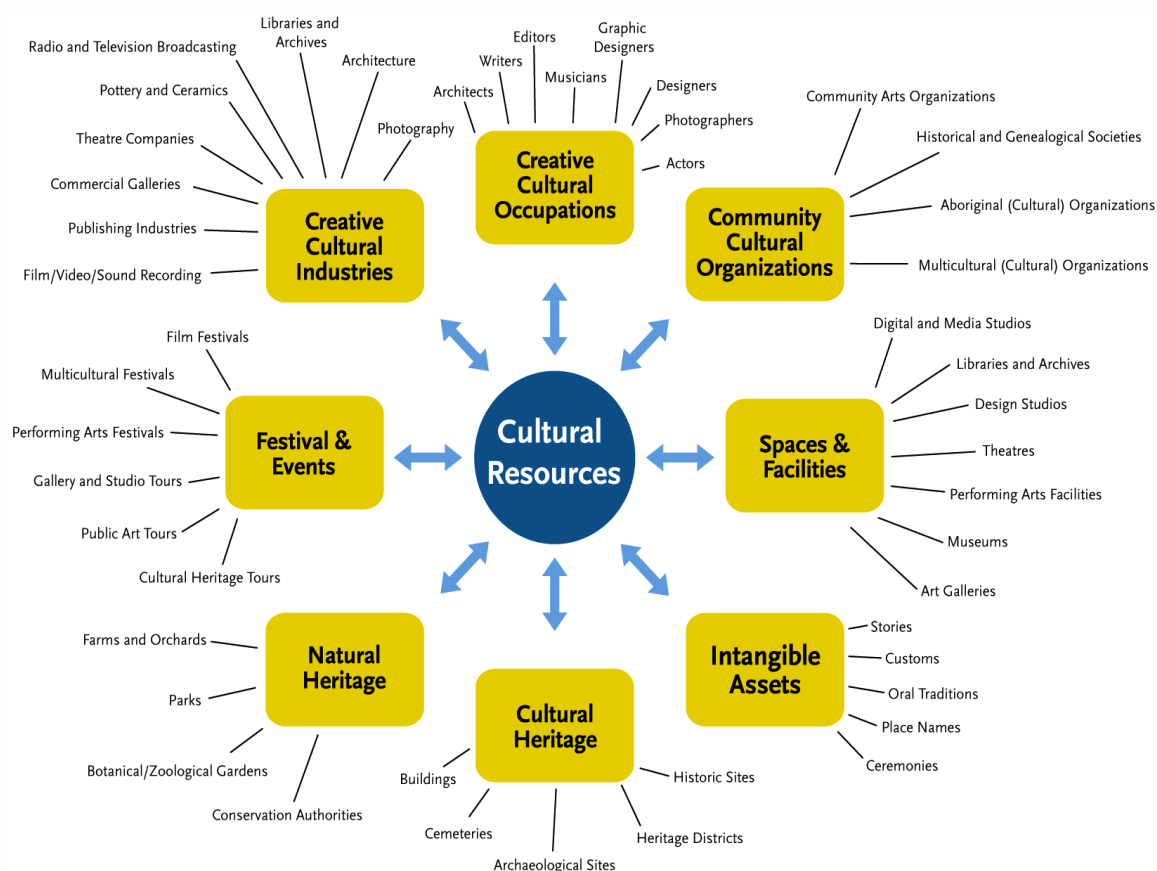


2.2 Cultural Resources and Cultural Mapping

Cultural Resources

The first question asked when communities undertake cultural mapping is “how are you defining cultural resources?” No two communities are exactly alike so definitions do vary but over the past several years, the Government of Ontario and individual municipalities have moved to develop more consistent definitions of cultural resources. *Cultural Resource Mapping: A Guide for Municipalities*¹ was released in 2011 to support municipalities undertaking cultural mapping. Part of the Guide outlines what is referred to the Cultural Resource Framework (CRF) illustrated in Figure 1. This is a consistent set of categories of cultural resources that served as the basis of the Ottawa Valley Cultural Mapping Project.

FIGURE 1: CULTURAL RESOURCE FRAMEWORK



¹ <http://www.ontariomcp.ca>



A major source for the CRF is Statistics Canada's *Canadian Framework for Cultural Statistics*² that outlines how the Federal government defines the cultural sector in Canada. Other categories making up the CRF include categories of natural and cultural heritage resources set out in the Ontario Heritage Act and Ontario Planning Act. The idea is not to invent new categories, but to combine already accepted categories of cultural assets within a larger framework.

Cultural Mapping

Cultural mapping is defined by the *Cultural Resource Mapping: A Guide for Municipalities* as:

A systematic approach to identifying, recording, and classifying a community's cultural resources. It involves a process of collecting, analysing and synthesizing information in order to describe and visualize the cultural resources in terms of issues such as links to other civic resources and planning issues in specific communities.

There are two kinds of cultural resources that are the focus of cultural mapping. Together tangible and intangible cultural assets fuel cultural vitality and contribute to defining the unique cultural identity and sense of place of a community:

- **Tangible Cultural Assets** – identifying and recording physical (or tangible) cultural resources (sometimes making use of Geographic Information System (GIS) tools and platforms);
- **Intangible Cultural Assets** – exploring and recording intangible cultural assets - the stories and traditions that contribute to defining a community's unique identity and sense of place.

Communities undertake cultural mapping for a variety of reasons. Better information on local and regional cultural resources support the following activities.

- **Better Planning and Decision-Making** – Stronger information on cultural resources helps municipalities make more informed decisions across a wide range of planning and economic development issues.
- **Stronger Promotion and Marketing** – Creating consolidated databases of cultural resources helps raise awareness and increase participation in cultural activities among both residents and tourists..
- **Stronger Networks and Collaboration** – Arts, heritage and cultural groups in most communities remain fragmented and hampered by weak communication between organizations. Cultural mapping supports stronger partnerships and resource sharing resulting in a more sustainable cultural community.

² <http://www.statcan.gc.ca/pub/81-595-m/81-595-m2004021-eng.pdf>



3 Cultural Policy

3.1 Vision

The City of Pembroke and the County of Renfrew support the following vision of culture and its importance in their communities.

- We see creativity and culture as major economic drivers tied to future economic growth and prosperity.
- We see culture as essential to building sustainable communities and integral to economic, social, environmental and cultural well-being.
- We see the Ottawa Valley as a major tourism destination built on the quality of its natural, built and cultural environment, and the vitality of arts, heritage and cultural activities.
- We see the development of cultural resources and activities as essential to making our communities vibrant social and economic hubs.
- We see cultural resources as powerful tools for strengthening our sense of shared identity while respecting cultural diversity and the uniqueness of our individual communities.
- We see a unique region that supports and values a diverse range of individuals and cultural organizations committed to collaboration and shared purposes.

3.2 Guiding Principles

The following principles will guide efforts and commitments in pursuit of this vision.

- *Partnerships and Collaboration* – Success in growing and developing our culture depends on partnerships and collaboration among municipalities across Renfrew County and between these municipalities and local businesses, community and cultural groups.
- *Diversity and Access* – Cultural programs and activities should recognize and serve the diverse needs of our communities on the basis of age, income, language, ethno-cultural background, and education.
- *Accountability and Fiscal Responsibility* – We will ensure the most efficient and effective use of all resources.

3.3 Strategies and Actions

3.3.1 Strengthen Networking and Coordination

Community consultations stressed the importance of strengthening networks and collaboration among cultural groups and activities both within individual municipalities and across the county.



Action 1: Form a County-Wide Cultural Roundtable

Cultural Roundtables are cross-sectoral leadership groups that promote partnership and collaboration in support of cultural development. The composition of Roundtables usually includes individuals representing: Council and municipal staff; cultural groups (not-for-profit and for-profit), business interests (e.g., Chambers of Commerce, tourism agencies); service organizations (e.g., Rotary, Kiwanis), among others. Terms of Reference for successful Cultural Roundtables in other communities exist that can be looked to for guidance.

Action 2: Hold an Annual Cultural Summit

The Summit would be an opportunity for people from the City and across the county to come together to review actions implemented over the past year and to identify new opportunities. It can also be an opportunity to celebrate and profile local artists and cultural products and services.

3.3.2 Expand Cultural Marketing and Promotion

Action 3: Leverage Interactive Cultural Map

Promote and raise awareness of the interactive cultural map to support greater participation in cultural activities by both residents and tourists. Core partners and individual municipalities should promote the map by creating a link to it from their websites.

Action 4: Continue to Contribute to Cultural Mapping

Cultural mapping is an ongoing process and interactive information systems are available to enable municipalities to contribute additional information on cultural assets in their communities.

3.3.3 Conserve Natural and Cultural Heritage

Action 5: Strive to Conserve Significant Cultural Properties

The Ontario Heritage Act makes a number of provisions to support municipalities in preserving properties of cultural heritage value or interest. One is through establishing *Municipal Heritage Committees* comprised of citizens with heritage interests or expertise. One of the responsibilities of these Municipal Heritage Committees is to maintain Registers of significant local cultural buildings or properties. Properties placed on the Register are not subject to designation but can be a valuable resource for promotion and education related to community heritage..

Action 6: Support and Encourage Heritage Conservation

One of the Ottawa Valley's defining characteristics is the strength of its natural and cultural heritage resources. The cultural mapping process revealed a wide range of heritage groups and organizations committed to the conservation of both natural and cultural heritage. These groups should be supported in working together to both preserve and help interpret and communicate the stories connected with these assets.



3.3.4 Integrate Culture into Municipal Plans and Policies

Action 7: Endorse the Inclusion of this Cultural Policy as part of the Official Plan

Increasingly across Ontario municipalities are establishing strong policy statements as one element of Official Plans to signal the importance of cultural assets to economic development and community well-being.

Action 8: Consider the Inclusion of Culture in Other Plans and Policies

Culture is an increasingly important economic driver and many municipalities are making it a key component of local economic development strategies. Cultural resources and activities are also key elements of downtown renewal strategies. Consideration should be given to how culture can support municipalities to achieve a wide range of goals and priorities.

3.3.5 Work Collaboratively to Grow Cultural Tourism

Action 9: Support Cultural Tourism Collaboration

As part of the Cultural Policy, support should be give for collaborative efforts and partnerships that further the development of the Ottawa Valley region as a tourism destination that, because of its cultural assets, is unique in Canada.



Appendices: Cultural Mapping Project Findings

Appendix A: Cultural Resources

The Cultural Mapping Project marks the beginning, not the end of, cultural mapping in the City of Pembroke and Renfrew County. The project has established a solid baseline of information on cultural resources drawn from a variety of sources. However, culture is continuously evolving and new cultural resources will inevitably be identified and added to the database. Indeed, a key to successful mapping is to put in place the mechanisms needed for both government and the community to be continuously adding to the initial baseline data.

The following numbers of cultural resources were identified across the major categories of resources.

Category	
Creative Cultural Industries	287
Cultural Facilities and Spaces	173
Festivals and Events	111
Cultural Heritage	192
Natural Heritage	71
Community Cultural Organizations	39
Total	873

In order to gain a better understanding of the variety of assets found throughout the Ottawa Valley each of the cultural asset categories are examined in greater detail below.

FIGURE 1: CREATIVE CULTURAL INDUSTRIES BY SUBCATEGORY

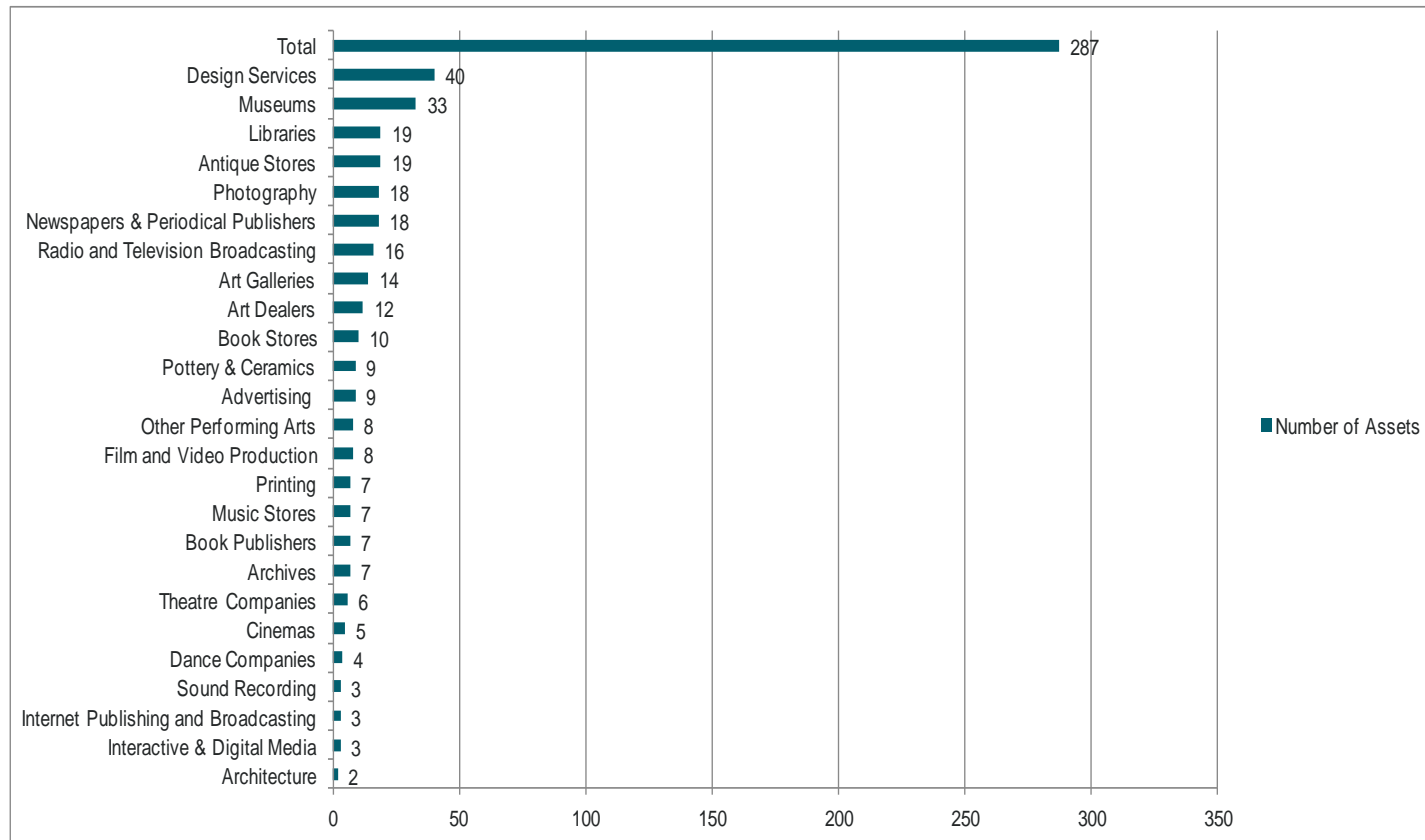


FIGURE 2: CULTURAL FACILITIES AND SPACES BY SUBCATEGORY

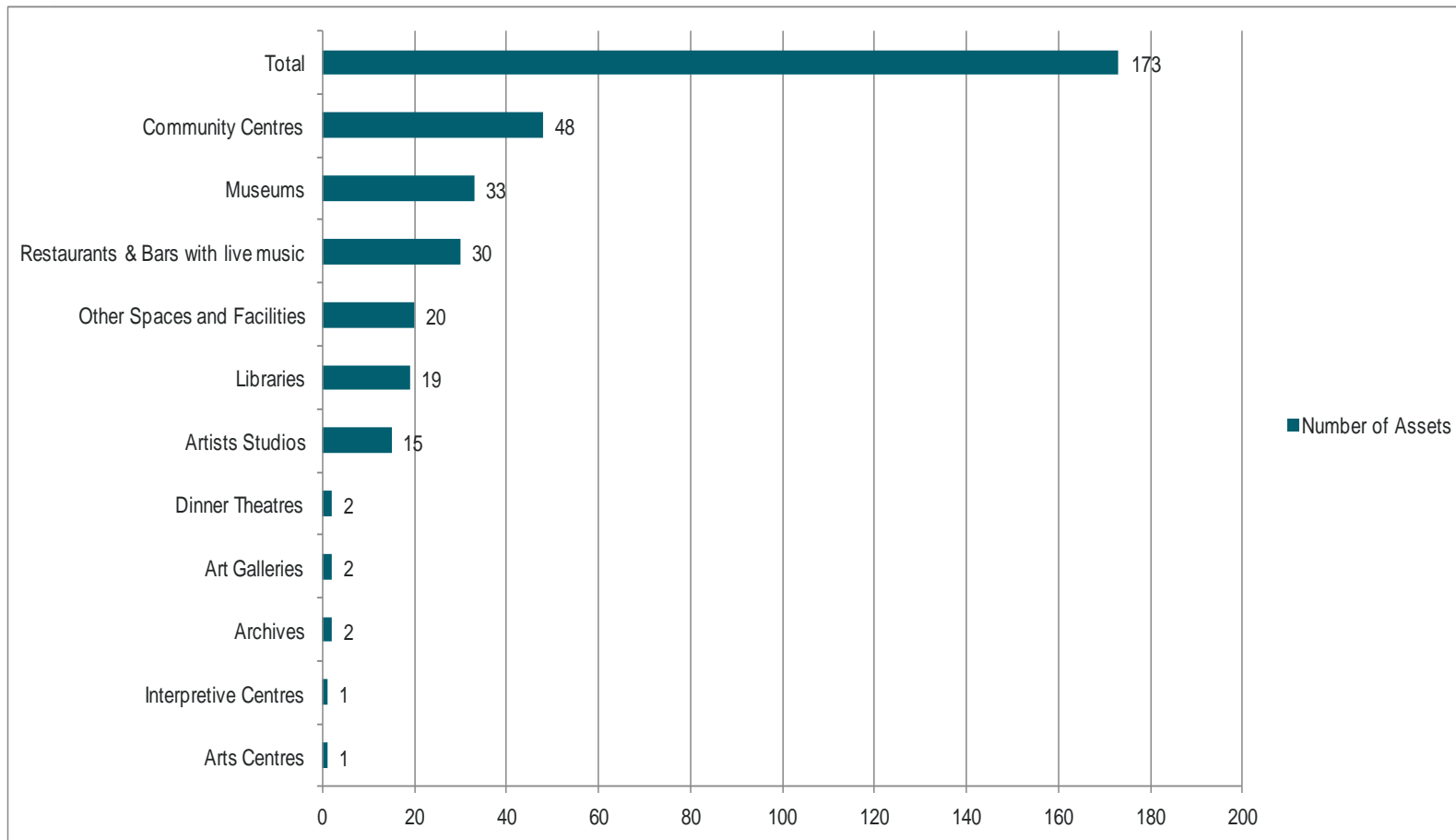


FIGURE 3: FESTIVALS AND EVENTS BY SUBCATEGORY

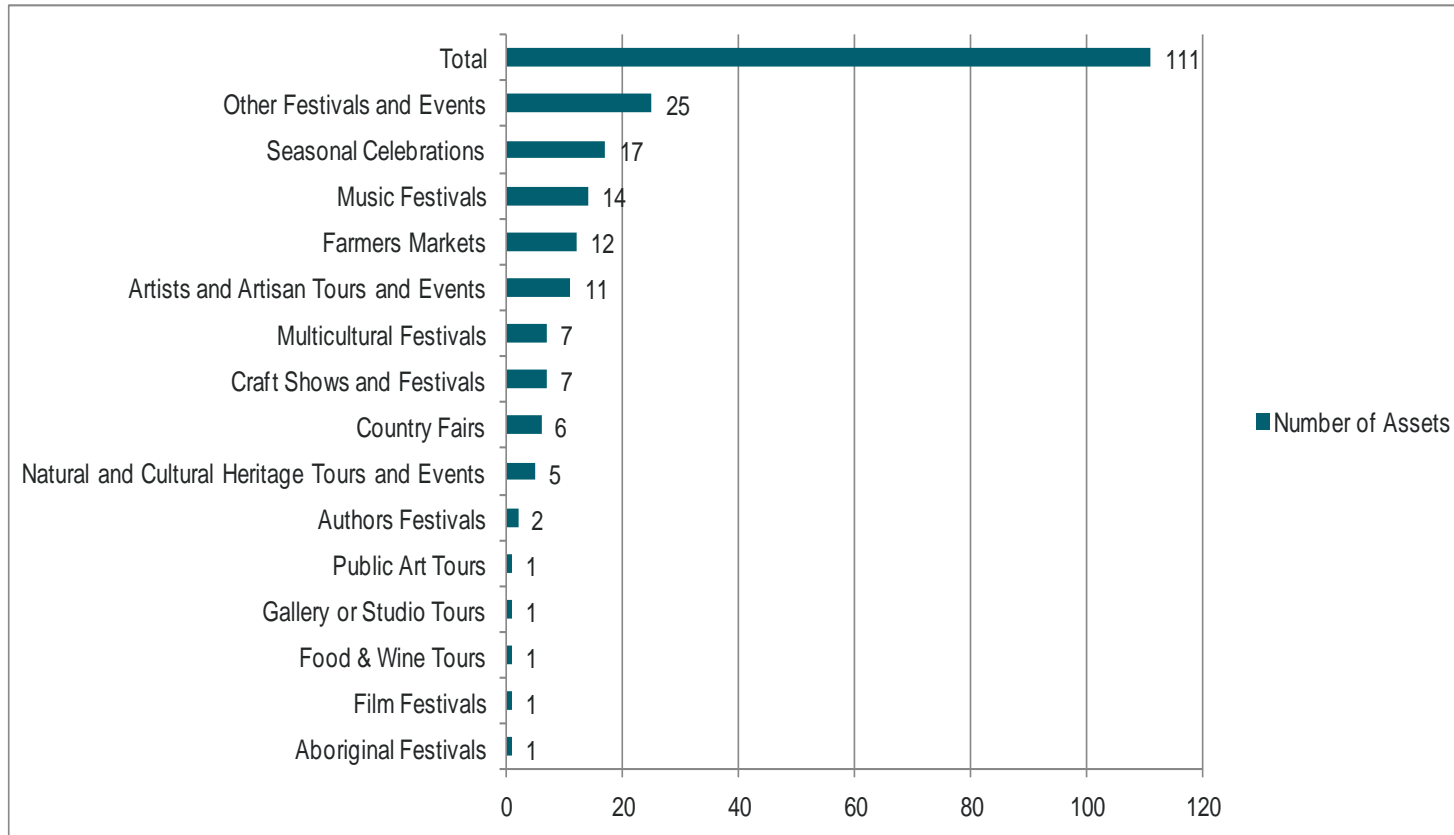


FIGURE 4: CULTURAL HERITAGE BY SUBCATEGORY

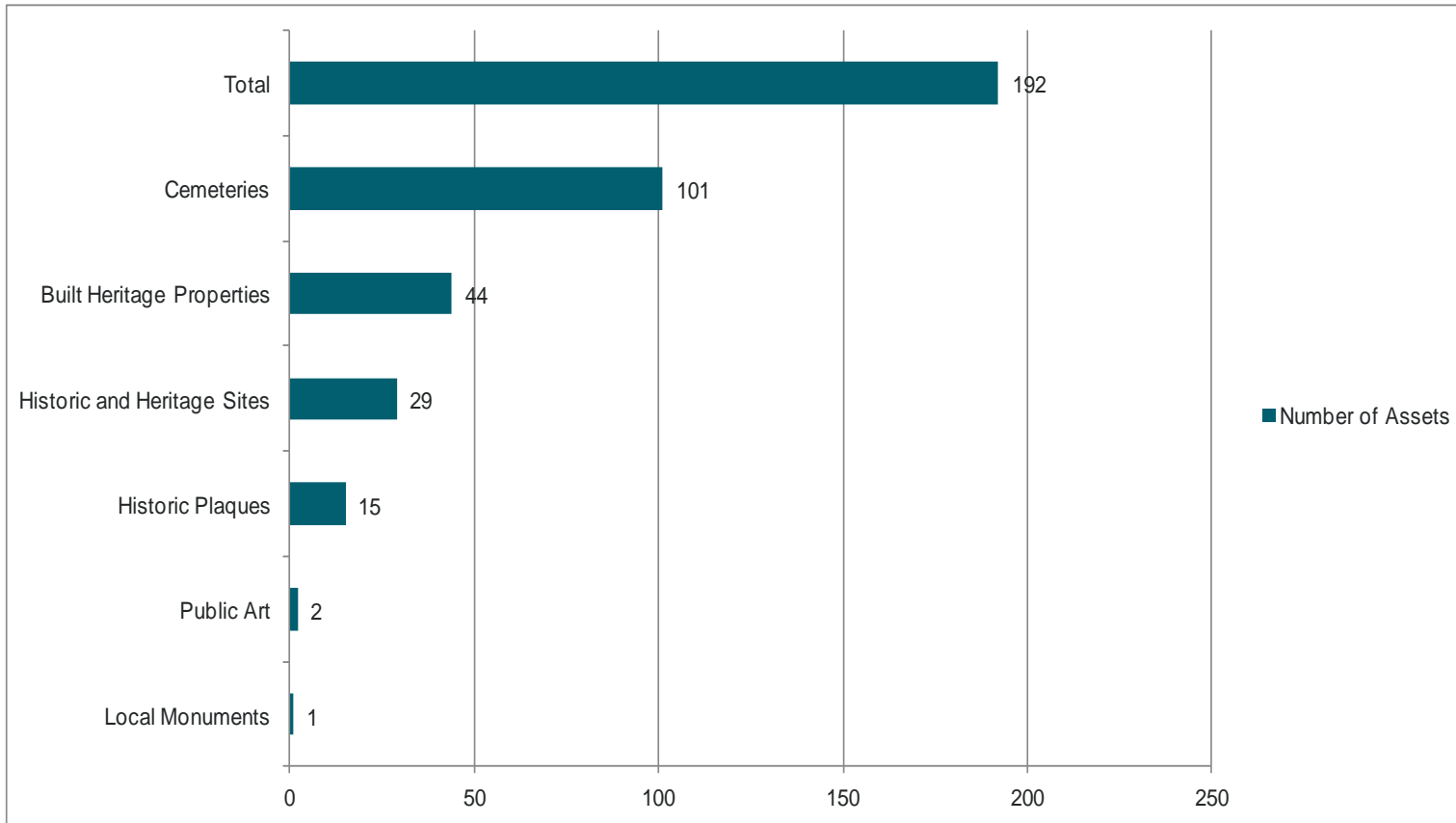


FIGURE 5: NATURAL HERITAGE BY SUBCATEGORY

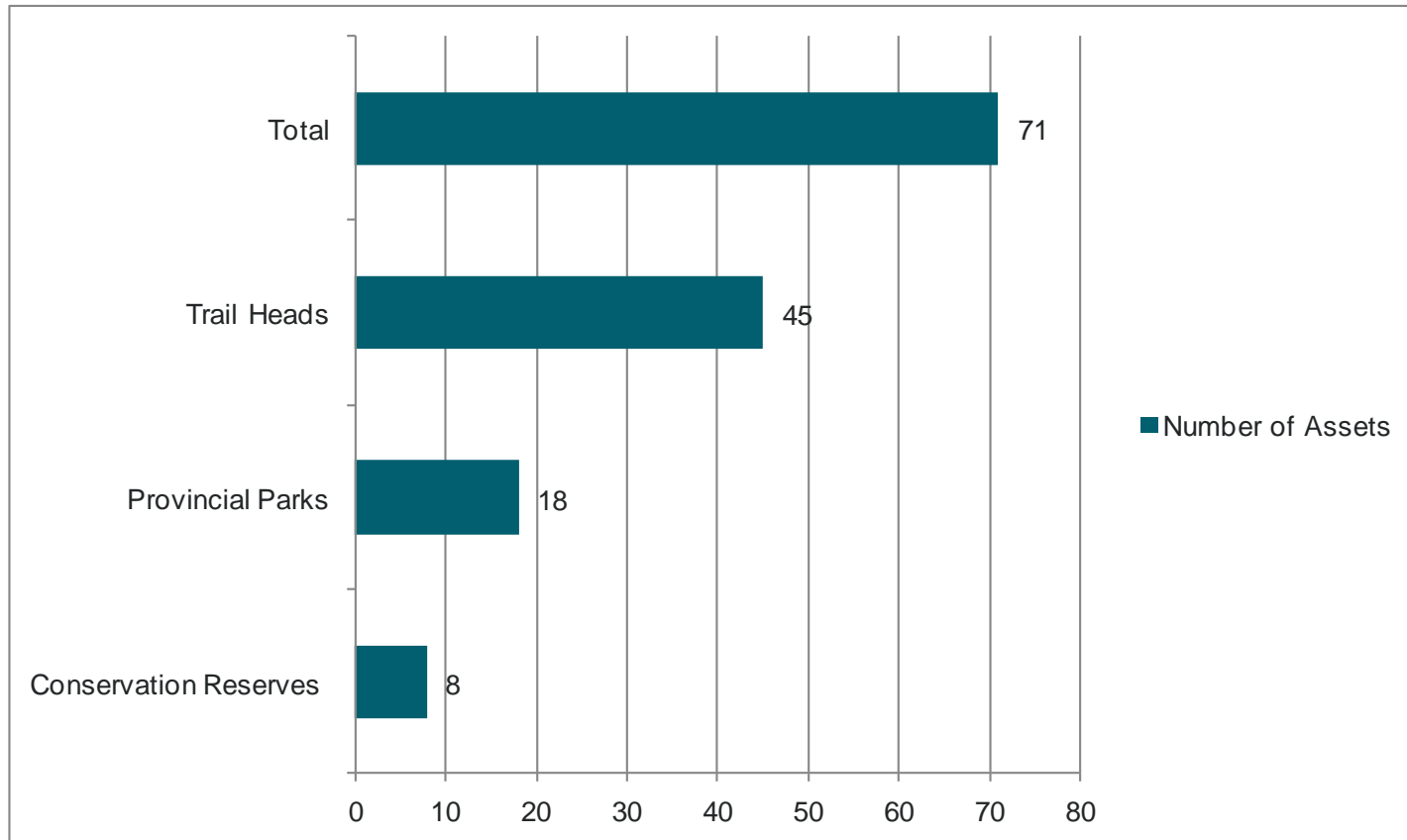
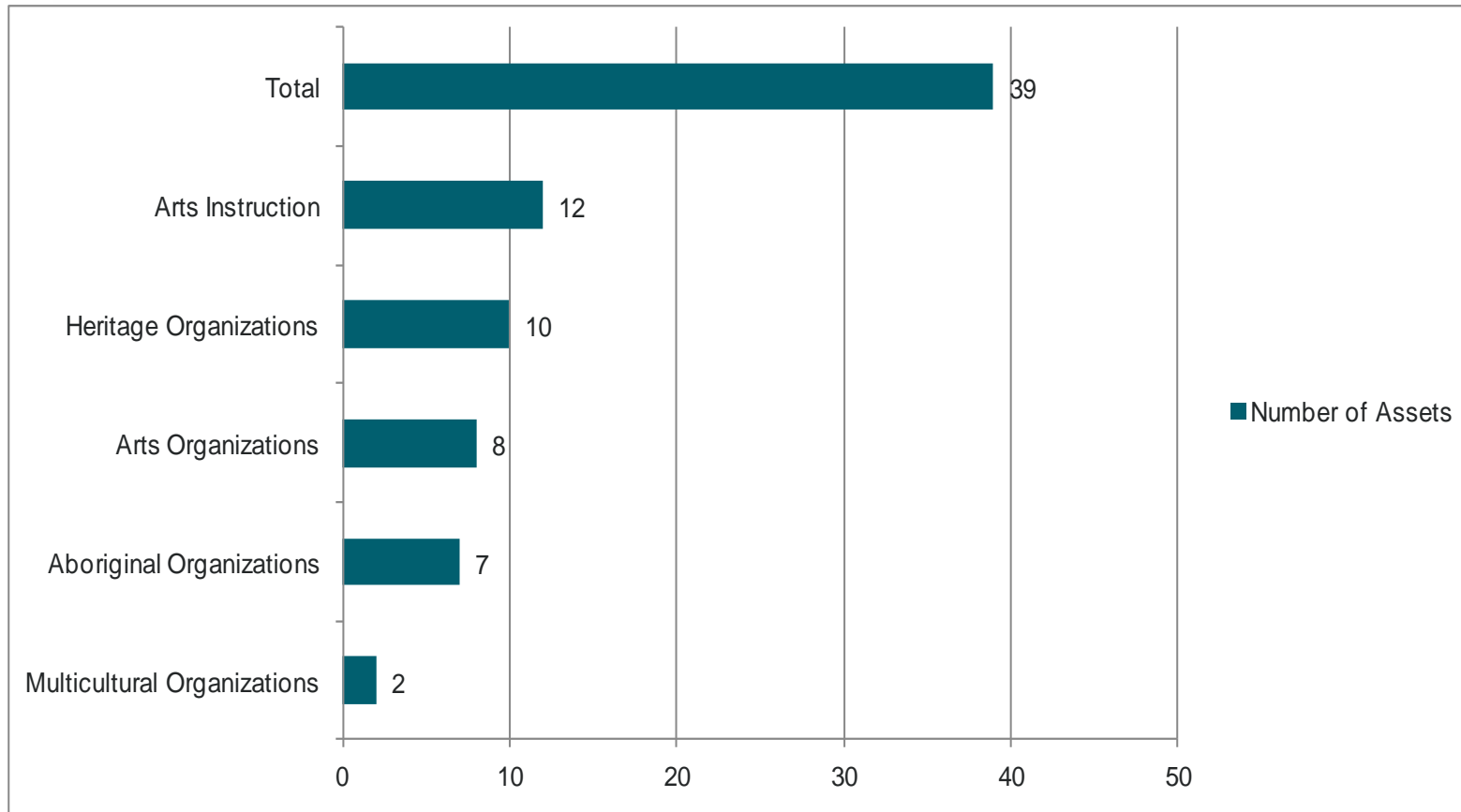


FIGURE 6: COMMUNITY CULTURAL ORGANIZATIONS BY SUBCATEGORY





Appendix B: Community Survey Results

As a key component of the stakeholder consultation and community engagement segment of the cultural mapping process an online survey was developed and made available to citizens throughout the Ottawa Valley.

Specifically, eight questions were asked in the survey, including:

1. When you think of the Ottawa Valley, what is the first thing that comes to mind?
2. What are the three most important tangible cultural resources that you think are important to the cultural life of the Ottawa Valley?
3. What are the three most important intangible cultural resources (e.g., stories or traditions or achievements) that are important to the unique identity of the Ottawa Valley?
4. When you are hosting guests who have never visited the area, what aspects of the Valley's culture do you most want them to experience?
5. What are the greatest opportunities to preserve or further enhance existing cultural resources in the Ottawa Valley?
6. What are the biggest challenges in realizing these opportunities?
7. What are the five most important words you would want to see in stating a vision for culture in a cultural policy for the Ottawa Valley?
8. Are there any other comments or suggestions you would like to make?

In total, *54 individuals* completed the online survey lending their opinions, knowledge and thoughts on the cultural components of the area to the development of this report. Below is a brief summary of the key themes that emerged from the survey questions.

Question 1: When you think of the Ottawa Valley, what is the first thing that comes to mind?

Overwhelming, the respondents concluded that the natural beauty of the Ottawa valley was top of mind when thinking about the area. Multiple specific attributes of the area were captured in the survey as points of natural beauty including:

- Ottawa River
- Countless other waterways in the region
- Agricultural land in the area
- Woodland areas and forests

The warmth and friendliness of the people was also touched upon by many of the respondents as a key attribute of the area. The area's rich settler history, and in particular, stories of logging were also highlighted in the survey as important attributes of the region that first come to mind.



Question 2: What are the three most important tangible cultural resources that you think are important to the cultural life of the Ottawa Valley?

The answers to this question were extremely varied and specific highlighting the fact that there are many spectacular assets that the Ottawa Valley to attract people to the region. With that being said, many of the respondents highlighted the importance of the following assets as key attributes to the cultural life of the Ottawa Valley:

- Cultural and heritage facilities (including the museums, performance spaces and parks in the region);
- The many different events and festivals that occur throughout the year (fiddling and step dancing events were highlighted as well as the ploughing match)
- Outdoor recreational opportunities (especially recreational activities related to the region's waterways and eco-tourism opportunities).

Question 3: What are the three most important intangible cultural resources (e.g., stories or traditions or achievements) that are important to the unique identity of the Ottawa Valley?

The heritage and cultural identity of the Ottawa Valley is one of the most distinct, unique and important intangible assets of the area and this feature were highlighted throughout the survey responses. The Ottawa Valley has an extremely unique history compared to most rural areas of Ontario. The immigrants who migrated to the region were from extremely diverse backgrounds including: Irish, Scottish, German, Polish, English, French and Kashub and brought with them their languages and culture. This multicultural blend created a linguistic dialect and jargon found only in the Ottawa Valley.

The music and stories are also unique to the Ottawa Valley and are related to the history of settlement and logging in the region. The traditional music, dating to the days of the lumber boom in the area, is largely played with fiddles because fiddles were the easiest instruments to transport to and from the lumber camps and timber rafts.. These stories, songs and speech have created a cultural legacy found nowhere else in North America and a point of pride for the people of the region.

Question 5: When you are hosting guests who have never visited the area, what aspects of the Valley's culture do you most want them to experience?

Respondents generally agreed that highlighting the natural beauty of the region was the top priority when showing newcomers and visitors the area. Respondents listed a number of ways this could be done including:

- Boating along the waterways;
- Hiking through the parks and on trails;



- Going for Sunday drives;
- Snowmobiling;
- Skiing and snowshoeing in the winter and
- Biking throughout the area.

Many of the respondents also pointed to fiddling events in the area, attending the many farmers' markets in the region, visiting local museums, and discovering historic plaques along the way as key activities they partake in when introducing visitors to the area.

Question 6: What are the greatest opportunities to preserve or further enhance existing cultural resources in the Ottawa Valley?

There were many opportunities pinpointed through the survey process that are important and notable to include in discussions surrounding the Ottawa Valley's cultural resources; these include:

- The opportunity to create an umbrella arts and cultural organization that will have the ability to increase communication and dialogue between multiple organizations currently active in the community, as well as leveraging support from multiple levels of government to further enhance arts and culture;
- The ability to share knowledge with both tourists and residents about the culture and history of the community and utilize this information to increase newcomer settlement and youth retention;
- The opportunity to package cultural and arts assets with the natural environment to benefit tourism (and specifically the eco-tourism and cultural tourism markets) in order to promote economic development; and
- The ability to garner greater support from multiple levels of government to support local arts and culture in the area.

Question 7: What are the biggest challenges in realizing these opportunities?

The challenges in the arts and cultural community in the Ottawa Valley are quite similar to the challenges faced by cultural communities elsewhere. Funding is a constant challenge with many of the survey respondents noting that money is not only needed for cultural program expansion but also to preserve the programming currently available. The aging volunteer base was a serious concern for many of the survey respondents. An aging workforce in terms of people actively engaged in the arts and cultural components of the community is also of concern. Many of the respondents noted that it is of utmost importance to try and engage both the citizens and politicians in an attempt to stay a noticeable apathy about arts and cultural issues in the Ottawa Valley.



Question 8: What are the five most important words you would want to see in stating a vision for culture in a cultural policy for the Ottawa Valley?

There are many words that were highlighted by the stakeholders as important to include in stating a vision for a cultural policy in the Ottawa Valley. The top five highlighted were:

1. Sustainability
2. Vibrant
3. Diversity
4. Natural
5. Preserve

These top five words clearly outline the areas of importance that the stakeholders emphasized. Along with these words, however, many others were identified. These include:

- Celebrate
- Inclusive
- Togetherness
- Multicultural
- Unique
- Enhance

All of these words work to create a comprehensive and thoughtful depiction of what the stakeholders in the community want from a cultural policy.



Appendix C: Steering Committee Meeting Findings

One of the goals of the Cultural Mapping Project was to begin to strengthen cultural networks across the county. To this end, three regional Steering Committees were formed comprised of representatives of various cultural organizations and activities (including individual artists) together with other business and community members.

Three meetings were held over a two-day period October 24-25, 2011 in Pembroke, Killaloe and Renfrew. More than 40 people attended the three meetings signaling a strong interest in the project and in finding ways to strengthen culture and cultural development across the county.

In addition to the networking objectives, each meeting was convened to support the project in two ways:

1. To help identify additional cultural resources in their region that had not yet been captured in a preliminary database;
2. To provide input on strategic needs/challenges and opportunities related to cultural development.

The meetings were tremendously successful in generating additional information on local and regional cultural resources. There is, after all, no substitute for community knowledge in identifying important cultural resources that may not be captured in more formal databases and data sources.

With regard to the second objective of identifying strategic challenges and opportunities there was a remarkable amount of consensus on issues identified across the three meetings. The following provides a summary of the most frequently identified issues at the meetings.

Challenges

- A general lack of resources
 - This stems to a considerable degree to the larger economic challenges facing the region.
 - A serious implication is the lack of disposable income on the part of residents that would support and encourage participation in cultural events and activities.
 - Low incomes also undermine the ability of residents to purchase the work produced by local artists and artisans.
- Lack of support for preservation and further development of cultural resources
 - While there was discussion about the limited levels of support from municipalities, the financial pressures facing these municipalities was acknowledged as a serious barrier.
 - However, lack of support also extended beyond municipal sources to a wider lack of awareness across the community about the depth and



breadth of cultural resources – and the economic importance of these resources.

- Weak promotion and marketing
 - Participants felt that there was a lack of understanding generally about what culture and cultural resources are – together with an under appreciation of the size and scale of this asset base.
 - Weak promotion and marketing was in part attributable to the lack of a comprehensive central source of information on culture/cultural resources – it was hoped the Cultural Mapping Project would make a significant contribution to addressing this barriers
- Weak and unorganized volunteer base
 - The lack of volunteers available to support many cultural groups and activities was noted, together with the need to develop systems that might help better recruit and manage these volunteers.
 - Financial pressures facing many residents of the county was cited as one reason for the lack of volunteers and volunteer time.

Opportunities

- Economic development – there is a need to place much more emphasis on communicating and profiling the important economic contribution of culture to the region as a way of raising awareness and encouraging greater levels of support and investment. Among the economic impacts and opportunities identified included the following.
 - Cultural tourism opportunities.
 - Culture tied to quality of life as a magnet to attract people and investment.
 - Commercializing and better marketing artistic and cultural products.
- Culture is important to helping to define and communicate identity
 - There is both a need and an opportunity to better express and affirm the strong identity of the Ottawa Valley.
 - One result of this would be to Increase people’s sense of belonging and sense of community.
 - There is a need to communicate this identity to next generation.
- Stronger preservation of culture and heritage resources
 - This requires stronger appreciation of the importance of heritage and culture
- The cultural map can provide a central source of information on culture to support stronger branding, promotion/marketing and awareness across the Ottawa Valley
- There is an opportunity to continue the communications and networking initiated through the Steering Committees, and the project as a whole, to building stronger cultural networks across the entire region.



Appendix D: Community Stories

Part of the Cultural Mapping Project was beginning the process of identifying important stories that speak to the unique cultural identity of the region. The community was asked to indicate important stories through the community survey and through the regional Steering Committee meetings. Once the longer list of stories had been compiled from these two sources, the Steering Committee identified the following stories across a range of themes.

■ The economy

- *Logging and Fur trade:* Understanding the significance and importance of both the logging industry and the fur trade on the settlement of the Ottawa Valley uncovers unique and compelling stories of the first settlers of the region.
- *Atomic Energy of Canada Limited –Chalk River:* With this world class facility attracting the best and the brightest for over fifty years, nuclear research has shaped the intellectual fabric of the area. Chalk River Nuclear Laboratory (CRNL) has been in operation since 1944 and has contributed some of the world's leading research on physics and nuclear energy. CRNL is currently one of four facilities worldwide that produces radioactive medical isotopes used to screen and treat disease.
- *Military:* CFB Petawawa, founded in the early 20th century, has been a staple in the local economy and culture for over a century. With over 6,000 military personnel and dependents living on base and another 4,000 off-base directly and indirectly connected to it, CFB Petawawa is a primary economic driver of the Ottawa Valley.

■ Cultural/Heritage

- *Settler diversity:* The Ottawa Valley was settled by diverse peoples. These settlers brought their unique cultural practices, languages and lore and through the years these have blended together to create a dialect and culture that is exclusively the Ottawa Valley's!

■ Arts

- *Fiddle and Step Dancing:* Stemming from the logging boom, when men could only carry with them so much on the job, fiddling remains an important component of the Ottawa Valley arts scene today. This, in conjunction with the mixed cultural traditions of step dancing, is vital to many of the festivals and events held throughout the Ottawa Valley every year.

■ Innovation/Achievements

- *The First Electric Streetlight:* Pembroke was the first town in Canada in which electric power was generated for commercial use. On October 8,



1884 the very first street lights in Canada cast their glow down Pembroke St. A small building on Pembroke St. east of the Muskrat River provided electricity for street lighting as well as for the factories in the Town.

■ **Natural World**

- *Routes and Rivers:* The Ottawa Valley has a watershed network of rivers, lakes, streams and ponds that have shaped the settlement patterns of the region as well as the economic and cultural fabric of the area. The fur trade and logging were both completely dependent upon the connected waterways of the area as key transportation routes to the St. Lawrence River. Now these water ways are utilized by recreationalists, tourists and residents as a way of reconnecting with nature, catching a bite to eat and cooling off on a hot summer's day. The watershed also hosts several hydroelectric dams that help power the region.

■ **Community/Social**

- *Hockey:* The City of Pembroke is officially known as Hockey Town Canada, while the Town of Renfrew is renowned as the birthplace of the NHL. Hockey and winter in the Ottawa Valley are synonymous, with many families taking part in the truly Canadian experience of waking up before the sun on a Saturday in January rushing to get to hockey practice. Organized leagues are popular (the Pembroke Lumber Kings are one of the oldest junior teams in Canada) as are more informal renditions of the game including shinny on frozen lakes, rivers and ponds and road hockey. The shared love and commitment to the game have become enveloped into what it means to be from the valley.

■ **Legend/Lore**

- *Big Joe Mufferaw:* This larger than life character, made his living chopping down trees throughout the Ottawa Valley. In addition to being the hero of many Paul Buyan-esque stories, Joe is also enlisted as a defender of French Canadian loggers in the area. The Legend of Big Joe Mufferaw was first scripted by Valley resident, Bernie Bedore, and popularized by Canadian country singer, Stompin' Tom Connors in his famous song about Big Joe.

■ **The story of First Nations** – a crucially important story to be told.

Short narratives were drafted on each of these themes. They have been captured in a separate document and will appear as stories accessible through the interactive cultural map.