



Mapping Project

Arts & Cultural Locations [and Beyond]

Vision

Deliver a simple yet visually pleasing web based map showing significant Arts & Cultural locations for the City of Dover.

1. Creates a list and location based inventory that is usable for citizens and marketing. Initial list is internally compiled, but with an opportunity for input (additions/subtractions) from the public.
2. Application could go beyond Arts & Culture, bringing in historic landmarks, Parks, City Services and events.
3. Delivers on community ask for better communication and information distribution.



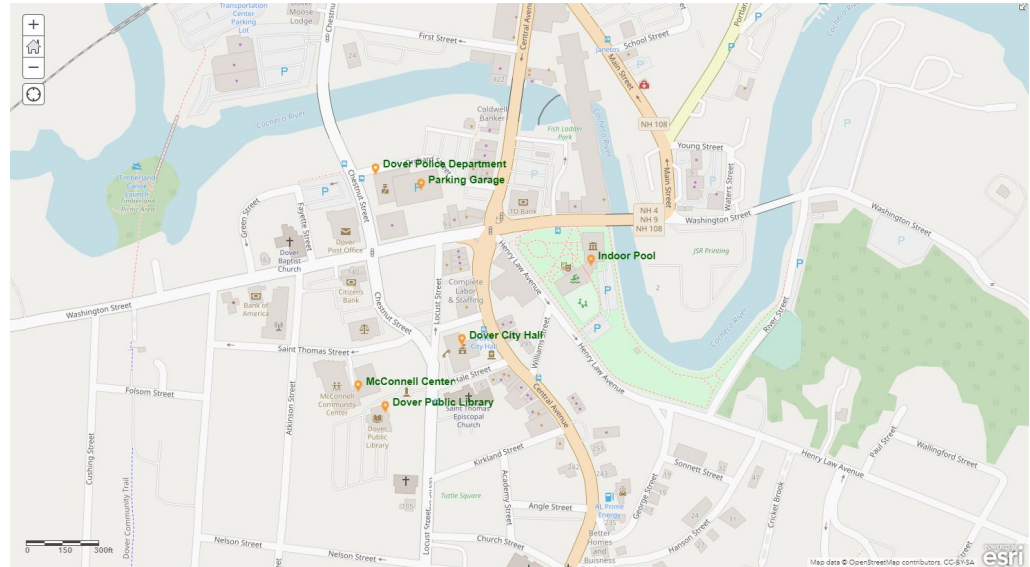
City of Manchester Master Plan

Existing Technology

Vision is achievable using ArcGIS Mapping Software. City already has this software, and currently using it for other Maps:

- Parking
- Health Inspections
- Municipal Facilities

<https://dovernh.maps.arcgis.com/home/index.html>



Examples of other ArcGIS Maps

While we believe this Map should be simple, there is room for improvements in presentation and interactions.

Some great examples of this include:

- **Indigenous NH Map** (Legend)
- **UNH Sea Grant food Map** (Visuals and interaction)

Navigating the Story

To help better observe the rich history and culture of New Hampshire Indigenous life, click the links below:



Purple Pins - archaeological sites*



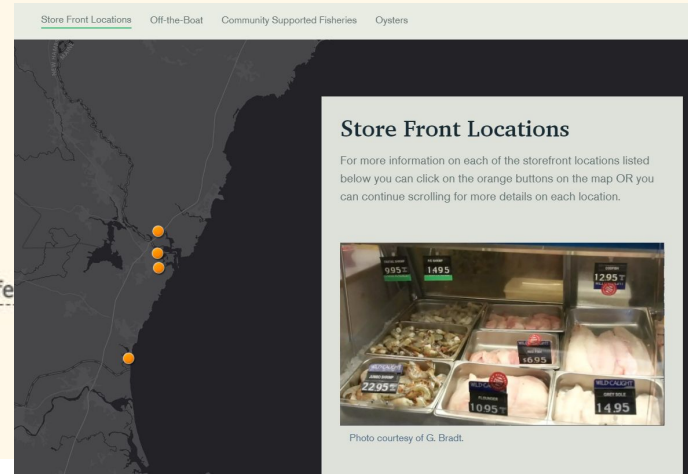
Green Pins - state historical markers



Blue Pins - culturally significant physical fe

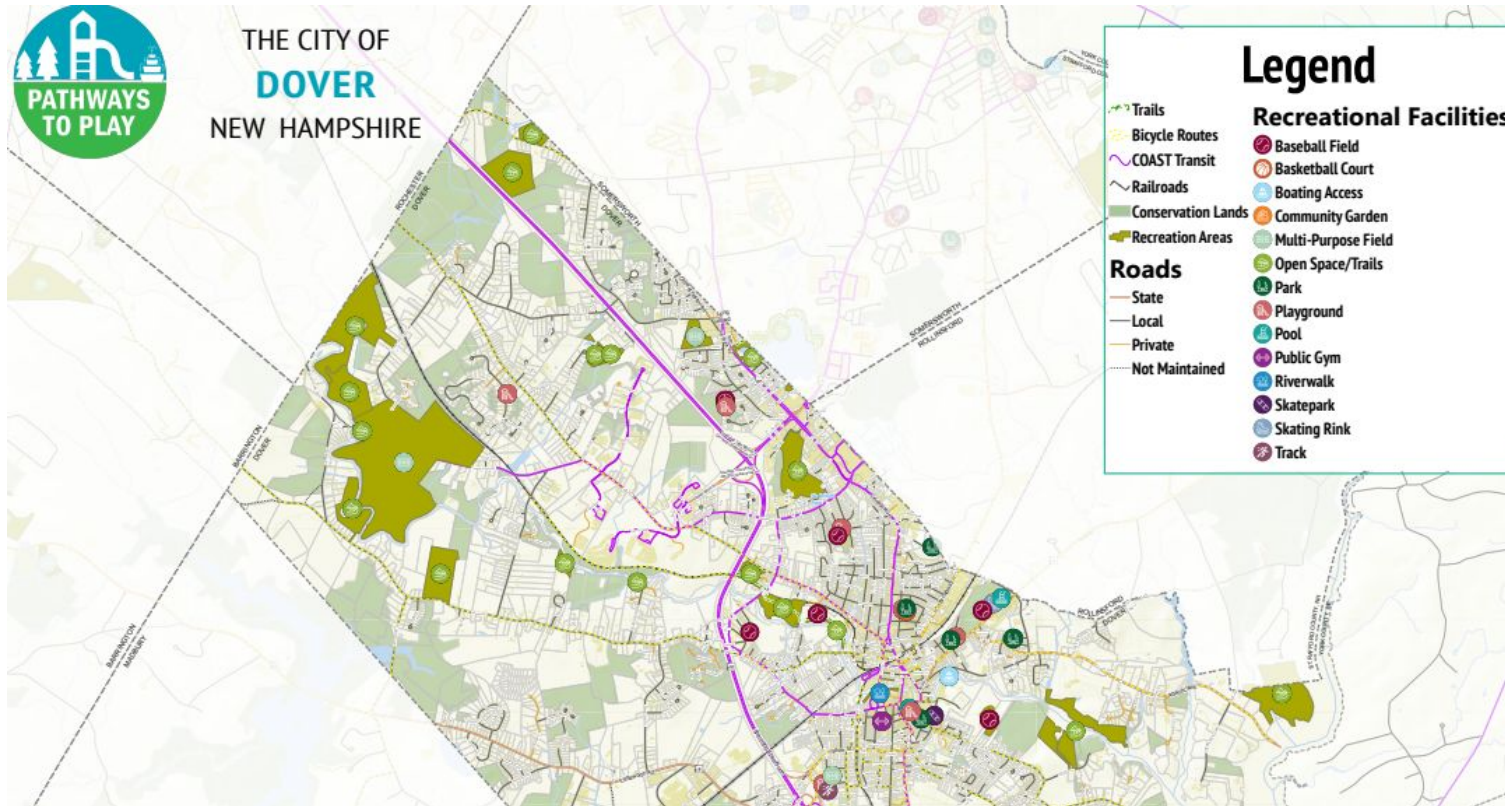


Yellow Pins - places you can visit





THE CITY OF
DOVER
NEW HAMPSHIRE



Using ArcGIS Strafford Regional Planning map of Dover

http://straftord.org/cmsAdmin/uploads/recreation/20200107_PathwaysToPlay_PosterMap_Dover.pdf

Arts & Cultural Assets Organization

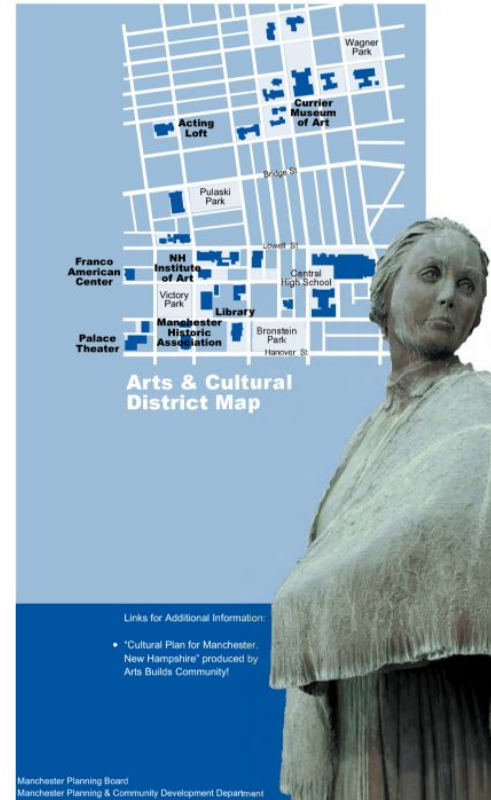
Icons may be used as a way to provide simple reference of the assets and to help navigate it.

	Museums/Collections		Public Art Installations/Memorials
	Performing Arts		Business Art Installations
	Visual Arts		Literary Arts
	Film, Radio, and TV		Community Arts
	Art & Music Schools		Design

Marketing

Communications rollout would include a Press Release, Visual materials for print and digital use, and QR Code signage.

- Key Locations on map to display
- Print for easy reference



Other Applications and Purpose

The Mapping Project addresses and solves for many concerns and opportunities in the City:

1. The most overarching piece of feedback from any survey on the City has been lack of knowledge - “Where can I find this?” “Do we offer this?” “I never knew we had that!” Bringing these locations and services together on a map makes it easier to find and share with the public.
2. Compiles the information digitally, continuing to push us further in addressing shifts in technology.
3. Multiple layers or Tabs can be used to separate or clarify information based on what the target is looking for, making this applicable to multiple uses.
4. Layers onto existing Wayfinding Project as the digital component.
5. Clear opportunities for Parks & Recreation and the Heritage Commission.

Next Steps

1. City Sign-off on Project priority to keep us moving forward.
2. Work with Planning Department on timeline and implementation based on current ownership of Mapping & Software.
3. Confirm Template capturing locations and data will be workable for input.
4. Will need to determine who owns this: set-up, maintenance, etc.
 - a. Potential partnerships: Wayfinding Project
 - b. Strafford County Planning GIS coordinator <http://strafford.org/mapgis/mapgis.php>
 - c. Community trails and conservation groups
5. Communicate out to arts and other organizations we wish to include for confirmation of information and they would like to be included.
6. Work with other City Departments for future applications.
7. Once complete, publicize and market to the public. Target: Summer 2021

Questions?



Resources



- First Impressions Survey
- UNH Cooperative Extension Maps
- City of Dover Maps
- City of Dover Master Plan (Recreation, Arts & Culture Chapter)
- City of Manchester Master Plan (Arts & Culture)