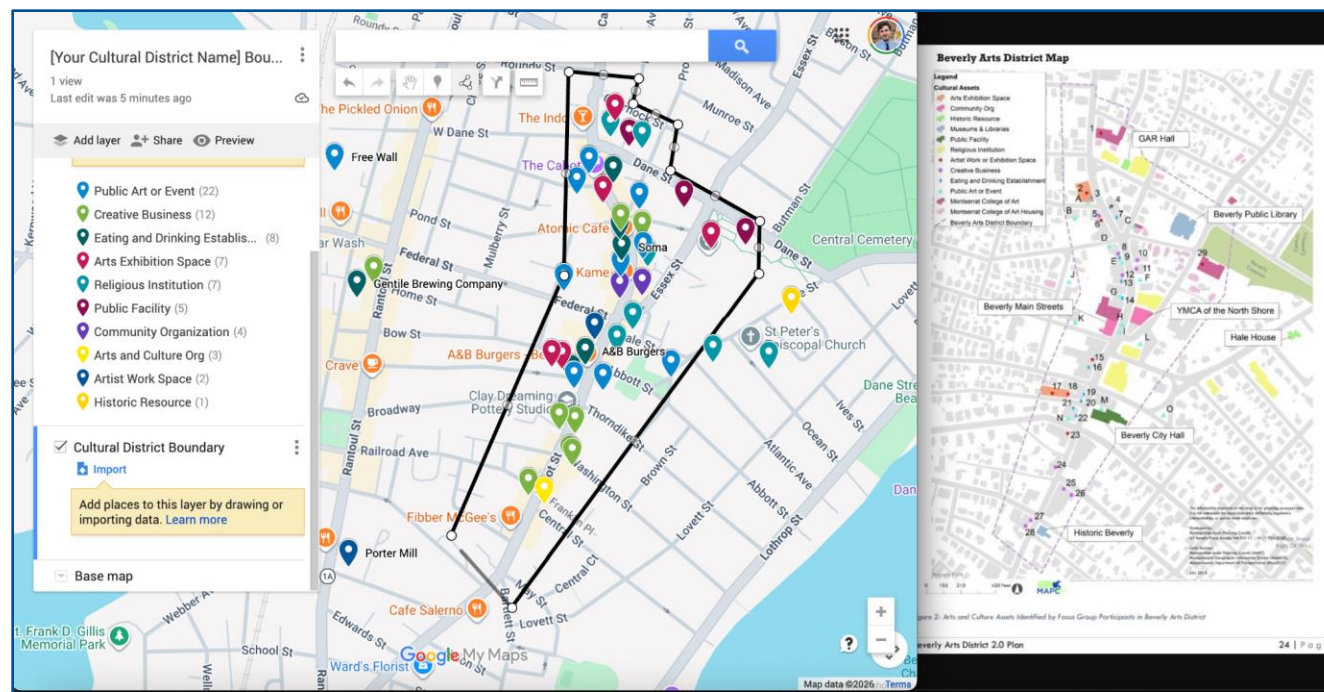


Setting Boundaries

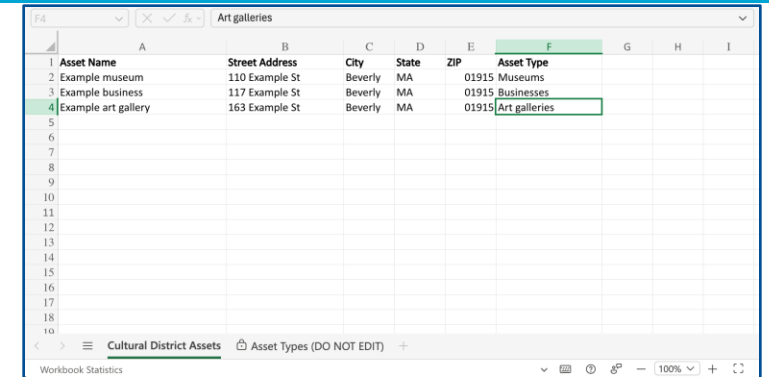
How (and Why) to Create GIS Data for your Cultural District

A simple tutorial with Google MyMaps

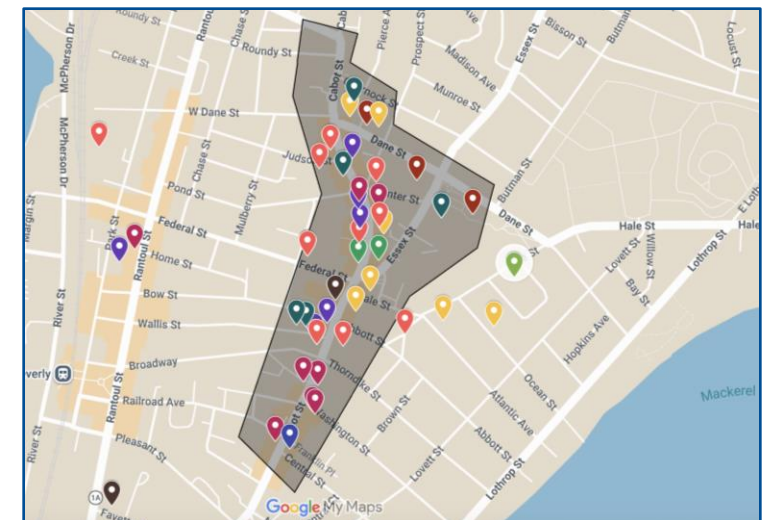
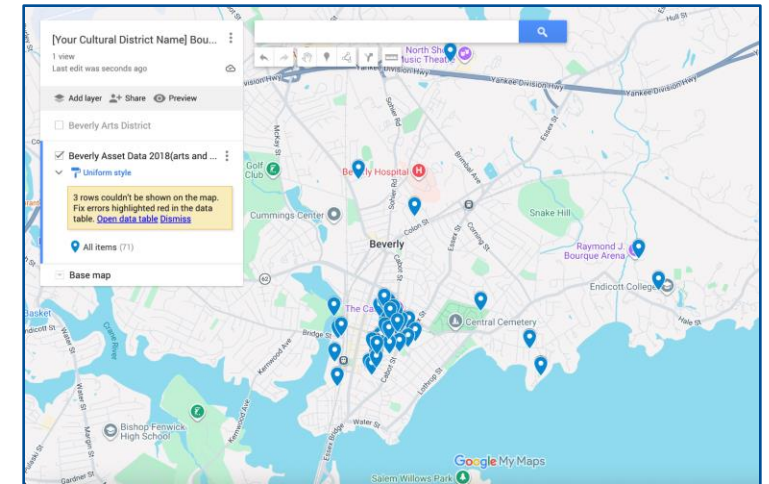


Agenda

- Introduction
- Why GIS data matters
- Tutorial
- Q & A + Office Hours



Asset Name	Street Address	City	State	ZIP	Asset Type
Example museum	110 Example St	Beverly	MA	01915	Museums
Example business	117 Example St	Beverly	MA	01915	Businesses
Example art gallery	163 Example St	Beverly	MA	01915	Art galleries



Introduction 🙌



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📌 **MAPC (“m-a-p-c” not “map-c”):**

The Metropolitan Area Planning Council. We are the regional planning agency for greater Boston. We work with cities and towns to create a more sustainable, equitable, collaborative, and climate-resilient region. And we sometimes work with others (like MCC) to support statewide initiatives.

🎨 **MAPC Arts and Culture:**

MAPC’s planning team that provides technical assistance in areas like cultural planning, creative placemaking, creative community development, arts and culture data collection, and cultural policy. (Shoutout to Annis Sengupta and Luli Alvarez from the MAPC A&C Team!)

💻 **MAPC Digital Services (my team):**

MAPC’s team of software devs and data engineers. We build and support digital tools to empower access to civic data and information.



GIS Data and Why it Matters

Making the invisible visible

GIS data: any structured, machine-readable information that is referenced to specific geographic locations on Earth. It links spatial coordinates (“where”) to attributes (“what”), allowing computers to store, visualize, and analyze features on digital maps.

It’s used by planners and other decision makers to inform infrastructure projects, real estate development, grant proposals, resource allocation, program administration, policy design, and more.



Screenshot from MAPC’s Local Access Score tool.

GIS Data and Why it Matters (cont.)

Making the invisible visible

GIS data is the lens through which planners, policymakers, and state and local leaders see the world.

When arts and culture data doesn't exist in geospatial formats, arts and culture remains invisible to those with power.



Screenshot from MAPC's Local Access Score tool.

GIS Data: opportunity

Making the invisible visible

If cultural district data exists in standard GIS formats, it can be used alongside a whole ecosystem of existing maps and data to answer critical questions. For example:

- What zoning districts exist within my cultural district? How does that compare to the existing businesses and land uses?
- How many properties are in my district? How many street lights?
- What DCR properties are in or near MCC cultural districts? How many MA Historical Commission historic assets are located within cultural districts?
- Which cultural districts are accessible by public transit? Which overlap with Environmental Justice (EJ) areas or Transformative Development Initiative (TDI) districts?
- How much affordable housing is located within cultural districts or walking distance from a cultural district? What is the population living within MCC cultural districts? What are the demographics?



The screenshot shows the MassGIS Data Hub website. At the top, there's a header with the logo 'GIS.data.mass.gov' and the tagline 'A sub-hub of the Massachusetts Data Hub'. Navigation links include 'MassMapper', 'APPLICATIONS', 'BASEMAPS', 'DATA & SERVICES', and 'SUBMIT DATA'. The main heading is 'Welcome to the MassGIS Data Hub' with the subtitle 'Discover geospatial data for the Commonwealth'. Below this is a search bar with the placeholder text 'Find data, apps and more with keywords like "parcels" or "imagery"...'. A 'POPULAR' section lists four items: 'Look up a property on a map', 'Access the latest demographic data', 'See aerial imagery/photography', and 'Submit my city/town parcel data'. A 'View all data categories' button is present. The 'Featured Resources' section includes three items: 'MassGIS Imagery Time Series' (with a description about Orthoimagery), 'Interactive Property Map' (describing land property boundaries), and 'Massachusetts Municipal GIS Gallery' (describing a search tool for city/town GIS maps). The 'Data and services' section has four icons representing different data types: 'Parcels' (tax assessor standardized dataset), 'Land Cover (2016)' (aerial imagery from 2016), 'Request Statewide' (submit a request for statewide data), and 'Learn about MassGIS data' (source and types, obtaining and citing data). A 'View all data categories' button is at the bottom.

GIS Data and Why it Matters (cont. x2)

Making the invisible visible

👂 What we heard:

Cultural districts want their work to be seen by state and local leaders and want clear, understandable boundaries for themselves to support advocacy and decision making.

State agencies want to understand exactly where cultural districts are so that they can map and analyze cultural district information alongside other data; and ultimately so that they can identify overlapping work and opportunities to align resources.



Screenshot from MAPC's Local Access Score tool.

Creating asset + boundary data for your MCC cultural district (a simple tutorial)

- This year, the MCC application process requires the submission of a District Map in the form of GIS data, including a boundary and cultural assets.
- In case you don't have that data already, we're going to show you how to create it using Google MyMaps.

District Map

This section helps define the proposed district in a clear, mappable way and show its boundaries and cultural assets.

Please provide a map that clearly shows the proposed district boundaries. Applicants may submit a GIS map with assets, a boundary map with an accompanying asset list or spreadsheet, or a Google My Maps map with an accompanying asset list or spreadsheet.

Cultural district assets should include:

- Cultural facilities, organizations, venues, amenities, and historic structures and recreational areas in the district.
- Creative businesses, stores, studios, and participating entrepreneurs and artists who want to be included in the map.

Maps may also include, if applicable:

- Zoning and land use policy overlays created to support the district.

* What type of Map are you providing?

GIS map of bo ▾

* Map URL

Tutorial

[Step 1. Inventory Cultural Assets in a template spreadsheet](#)

[Step 2. Upload your assets to the Google MyMap](#)

[Step 3. Draw a Shape to represent your Cultural District](#)

[Step 4. Export the Boundary Shape as a KML](#)

[Step 5. Upload the KML file to the MCC Cultural District Application](#)

[Step 6. Share your MyMap URL \[optional\]](#)

Q&A / “Office Hours” (your turn!)

Thank you! 🙌



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Feel free to reach out (call / email / text) if you have further questions or need support!

Resources (from today):

[Tutorial Documentation](#)

[Tutorial Videos](#)

[How to create a Google Account](#)

[Google MyMaps](#)

[MCC Cultural Asset Template](#)

Other Free/Simple mapping tools

[Geojson.io](#)

[MapHub](#)

[Scribble Maps](#)

[Mapotic](#)

[EasyMapMaker](#)

Further resources

[MACRIS Map](#)

[MassGIS Data Hub](#)

Free/open source tool for advanced GIS

[QGIS](#)