

Report to Council



Date: April 18, 2016
File: 1200-15
To: City Manager
From: Sandra Kochan, Cultural Services Manager
Subject: 2016 Cultural Report Card

Recommendation:

THAT Council receives for information the report dated April 18, 2016 from the Cultural Services Manager regarding the 2016 Cultural Report Card.

Purpose:

To provide Council with information regarding the 2016 Cultural Report Card.

Background:

The City's first Cultural Plan was presented to Council in fall, 2011. The five-year plan, extending from 2012 to 2017, was developed through extensive community and stakeholder consultation and sets out 10 goal areas grouped into three broad categories:

- Cultural vitality - stimulating and supporting cultural and creative activity
- Cultural benefits and impact - measuring cultural vitality and understanding the outcomes
- Cultural ecosystem - connecting, communicating and integrating culture into other plans and processes.

As part of the benefits and impact goal area, a commitment was made to report out to Council and the community every three to five years through a 'Cultural Report Card.' The Report Card tracks progress toward implementation of the Cultural Plan and provides a snapshot of cultural vitality in the community.

The first Report Card has now been prepared for the period 2012 to 2015. Sources include the 2015 City of Kelowna Citizen Survey, reports and data from cultural organizations, various staff and consultant reports, Environics Analytics - Cultural Facilities Analysis Personification

Overview (November, 2015) and a collection of reports created by [Hill Strategies](#)¹ based on Statistics Canada data.

The report is presented in a colourful multi-panel infographic format. Each panel is dedicated to one of four focus areas:

- Investment - data regarding financial support and economic leverage;
- Conversations - engagement, convenings and consultations;
- Activity - a snapshot of cultural attendance and participation; and
- Visibility - physical features and initiatives which reveal Kelowna's cultural identity.

The infographic format presents information in a graphic rather than text form. The infographic format was selected because data about our creative community calls for a creative design approach.

The easiest way to digest the dense visual information is in small increments, rather than attempting to read all four pages in succession. For this reason, people are encouraged to treat the report card as a poster which can be put up on a wall, for repeated viewing. In this way, readers will discover new and interesting pieces of information that they may have missed on a first glance.

Noteworthy highlights include:

- 1) The Cultural Plan inspired a number of new initiatives which have been successfully established in Kelowna. These include:
 - the national Cultural Access Pass - 278 new Canadian citizens have picked up their passes from the Kelowna Art Gallery. The passes provide complimentary admission for new citizens and their families to more than 1,000 of Canada's cultural treasures for a period of one year after their citizenship ceremony.
 - In fall 2015, the Okanagan Regional Library launched its Inspiration Pass which provides a three-week window of discounts and special offers from 10 local arts, culture and heritage organizations. The pass has been so popular that within days of its launch there was a reserve list of over 130 people awaiting access to the 10 passes available.
 - Culture Days - the Plan recommended Culture Days as a way to showcase local culture and build participation by residents. For the years 2013, 2014 and 2015, Kelowna ranked nationally within the Top 10 mid-sized communities (population 50,000 to 499,999) for the number of registered activities, with over 40 events and 3,000 people participating in 2015. Cultural Services staff continue to promote and encourage Culture Days activities.
 - The Cultural Plan recommended consideration of the artsVest program, a national initiative of Business for the Arts, designed to stimulate private sector partnerships with cultural organizations. Between 2013 and 2015, artsVest delivered training to over 80 individuals representing dozens of cultural organizations. Their new skills helped to generate 115 business sponsorships valued at \$533,718. The program has been renewed for another two years with record enrolment in the 2016/2017 round.

¹ Hill Strategies is a Canadian research company which specializes in applying social sciences research methods to the arts sector.

- 2) The Cultural Plan suggested enhancement of the City's support for arts, culture and heritage. Since the publication of the Plan:
 - Project grants have assisted in the creation of 32 new events, programs and original works;
 - Operating support available for the city's professional arts organizations has increased by 47 per cent;
 - A comprehensive review of grant programs in 2015 led to various changes in 2016 which improved access to operating and organization development funding. More program changes will follow in 2017;
 - Significant investment in audio and lighting systems at the Kelowna Community Theatre with support from the Department of Canadian Heritage's Cultural Spaces program has increased the theatre's technical capabilities and enabled a wider range of entertainment offerings;
 - Annual workshops, biennial summits and other meetings and conferences coordinated by Cultural Services have attracted hundreds of participants and provided valuable skill development and connectivity. The community reaps the benefits from a highly collaborative environment among leading organizations;
 - Cultural Services staff attend over 50 organization Board and Annual General Meetings each year in a liaison and resource capacity.
- 3) Integration of culture into other planning processes and the urban environment was another major objective set out in the Cultural Plan. Some recent examples of culture's enhanced visibility are:
 - Over 360 artistic and cultural elements in the Bernard Avenue revitalization;
 - The Civic Precinct planning process and Concept Plan which identifies key sites for future cultural infrastructure development;
 - Five street pianos and 15 busk stops managed by Festivals Kelowna;
 - Over 250 utility box wraps throughout the City featuring historic/archival imagery;
 - 40 Cultural District banners; and
 - 9 'Future Fossils,' the City's first temporary public art installation curated by the Kelowna Art Gallery.
- 4) The concepts of cultural citizenship and creative fitness were introduced in the Cultural Plan as ways to highlight the importance of building more active connections between culture and the community. Survey data continues to reflect the community's belief that arts and culture are important and there is a high level of satisfaction with current offerings. The Report Card indicates robust levels of attendance and visitation for various events and venues but also points out that only about 20 percent of Kelowna residents over the age of 12 have attended live theatre or visited a museum in the past year. Artist earnings are far below those of other workers. More work is needed to build active participation, increase attendance on a more consistent basis and create an environment in which individual artists can succeed.

The Report Card is a vehicle for starting conversations about the road ahead for culture in Kelowna. For a community our size, the level and quality of activity is considerable, much of it made possible through the City's support. The Civic Precinct Land Use Plan also provides a starting point for considering the future role of infrastructure in cultural development and vibrancy. Much work remains to be done, however; trends and shifts in cultural consumption, changing demographics, affordability, low artists' earnings, and the resiliency and capacity of

not-for-profit organizations are factors which continue to influence and challenge the cultural sector.

The Cultural Report Card will be promoted and circulated through:

- Media releases
- kelowna.ca/culture
- e-bulletins
- Targeted distribution (digital and print)

Internal Circulation:

Director, Active Living & Culture Division
Communications Advisor

Existing Policy:

This report is submitted pursuant to Council Cultural Policy 274.

Considerations not applicable to this report:

Legal/Statutory Authority
Legal/Statutory Procedural Requirements
Financial/Budgetary Considerations
Personnel Implications
External Agency/Public Comments
Communications Comments
Alternate Recommendation

Submitted by:

S. Kochan, Cultural Services Manager

Approved for inclusion: J. Gabriel, Director, Active Living & Culture Division

Attachment: Cultural Report Card

cc: Director, Active Living & Culture
Communications Advisor