

CULTURAL REPORT CARD

This report card provides an update on the progress made in the implementation of the City of Kelowna Cultural Plan 2012-2017, and an overview of culture in the City of Kelowna. Unless otherwise noted, information reflects the years 2012 to 2015.

INVESTMENT

HOW NOT TO READ THIS REPORT:

All in one sitting. Our advice: put it up on the wall. Try a few bites of info, then take a break and come back for more. You'll discover new tidbits each time!

\$570,000



has been spent on

TECHNICAL UPGRADES AT

Kelowna Community Theatre

• **SINCE 2012** •



Valued at:
\$432,835

OPERATING GRANTS



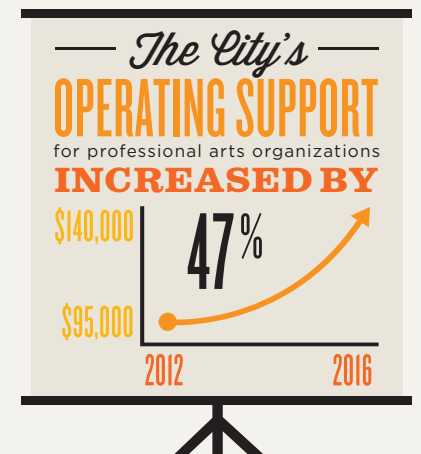
Valued at:
\$256,550

PROJECT GRANTS



THE CITY SINCE 2012

✓ = 10 ✓ = 10



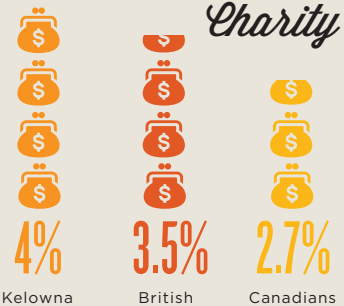
provided by the City, cultural organizations

BRING IN \$ \$ \$ \$ \$
\$7.16 **\$13.62** **IN SUPPORT FROM OTHER sources**
of earnings, and

Since 2012
\$65,000 of additional annual operating support for the
→ **KELOWNA ART GALLERY**
→ **KELOWNA MUSEUMS**
→ **ROTARY CENTRE FOR THE ARTS**

Total annual operating support for these facilities is now **\$1,420,193**

DONATIONS
to a **CULTURAL**
Charity



From 2013 to 2015

THE BUSINESS FOR THE ARTS ARTSVEST PROGRAM

generated a total of

\$699,370

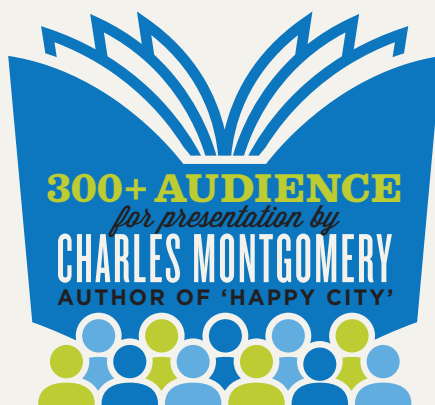
in new public & private sector support for the local cultural sector.

\$1 INVESTED BY THE CITY = \$14 RETURNED TO THE CULTURAL SECTOR
115 new business sponsorships
VALUED AT \$533,718

CULTURAL REPORT CARD

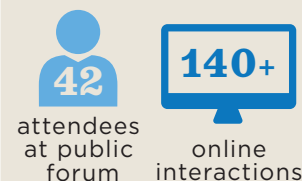
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CONVERSATIONS



PUBLIC ART PROGRAM CONSULTATIONS

2015:



ARTSVEST 2013 & 2014 GAVE
89 organization representatives
SPONSORSHIP TRAINING

Heritage Review Advisory Committee



87% OF KELOWNA RESIDENTS
are satisfied or very satisfied
WITH THE CITY'S
Cultural Facilities & PROGRAMS

2013 Arts & Culture Summit

110

PARTICIPANTS

6

SESSIONS

An **AVERAGE** OF **50**
cultural staff attend
CULTURAL ORGANIZATION
BOARD MEETINGS & AGMs EACH YEAR



2012 ARTS

Marketing Workshop

11

LOCAL MEDIA DECISION MAKERS

62 ATTENDEES
REPRESENTING 30+ ORGANIZATIONS

PRESENTATIONS
BY CULTURAL ORGANIZATIONS
to council in **2015**

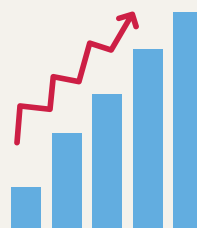
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ACTIVITY

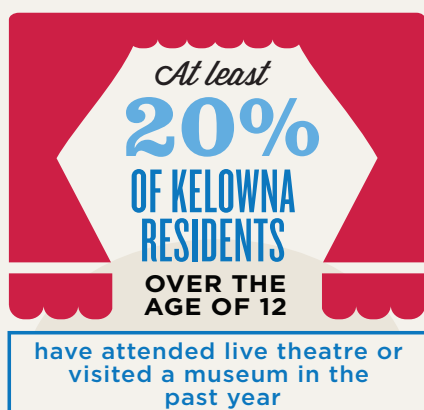


**KELOWNA
COMMUNITY THEATRE
MAIN STAGE IN 2015**



AVERAGE 92,000
annual attendance

at Festivals Kelowna
Canada Day, Parks Alive!
& New Years Eve events

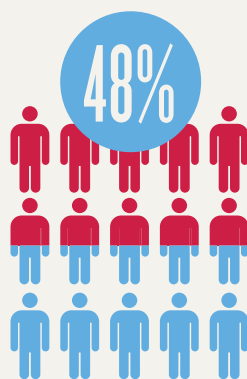


AVERAGE ANNUAL ARTIST
EARNINGS IN KELOWNA ARE

\$17,500

46% LOWER ↓

than other local workers



of the visitors to the
Alternator Centre

**ARE AGED
19 - 34**



**OKANAGAN REGIONAL
LIBRARY INSPIRATION
PASSES**



135 PEOPLE
on the waiting list

**CIVIC CULTURAL
FACILITIES DELIVER
1,700+**
PROGRAMS & ACTIVITIES
→ *each year*

10 VENUES
IN THE CULTURAL DISTRICT
ATTRACT **1 MILLION VISITS**
per year



HAVE PICKED UP A NATIONAL
CULTURAL ACCESS PASS FROM THE

Kelowna Art Gallery

AVERAGE OF
75
**BUSKER
PERMITS**
issued by
**FESTIVALS
KELOWNA**
each year

KELOWNA HAS MADE THE
**CULTURE DAYS
TOP TEN LIST**
3 years in a row

PROJECT GRANTS
have assisted in the creation of
32 NEW Events,
PROGRAMS &
ORIGINAL WORKS

**7 LARGE CULTURAL
ORGANIZATIONS EMPLOY
100+ CULTURAL
WORKERS**

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VISIBILITY

★ 2015 ★
Creative City
SUMMIT



STUDY TOURS



21 SITES



30 LOCAL
Experts



170 DELEGATES
FROM ACROSS CANADA



WAYFINDING APPS

for the Cultural District, Public Art Collection and Bernard Avenue

63 WORKS
IN THE
PUBLIC ART
Collection



40

CULTURAL DISTRICT
banners along
WATER STREET
CAWSTON AVENUE
ELLIS STREET

30,000

COPIES OF THE
2014 Cultural District
Self Guided Walking
tour brochure and
Public Art brochure



5

STREET
PIANOS



INTRODUCED IN 2015

250

UTILITY BOX
WRAPS

featuring
local/historic
images

360

ARTISTIC & CULTURAL
ELEMENTS ADDED IN

BERNARD AVENUE

REVITALIZATION

LIGHTING

graphic wraps

BOLLARDS

BANNERS

SIGNAGE

ENGRAVED PAVERS

Sandblasted concrete

15
Busk
STOPS
IN 3 AREAS



9 FUTURE FOSSILS
through the Temporary
PUBLIC ART PROGRAM
(2015/16)

210

PROPERTIES
— on the —

Heritage
REGISTER

SOURCES:

- 2015 City of Kelowna Citizen Survey
- Facility and organization reports
- Staff and consultant reports
- Environics Analytics – Cultural Facilities Analysis
- Personification Overview November 2015
- Hill Strategies: various reports based on StatsCan data

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