

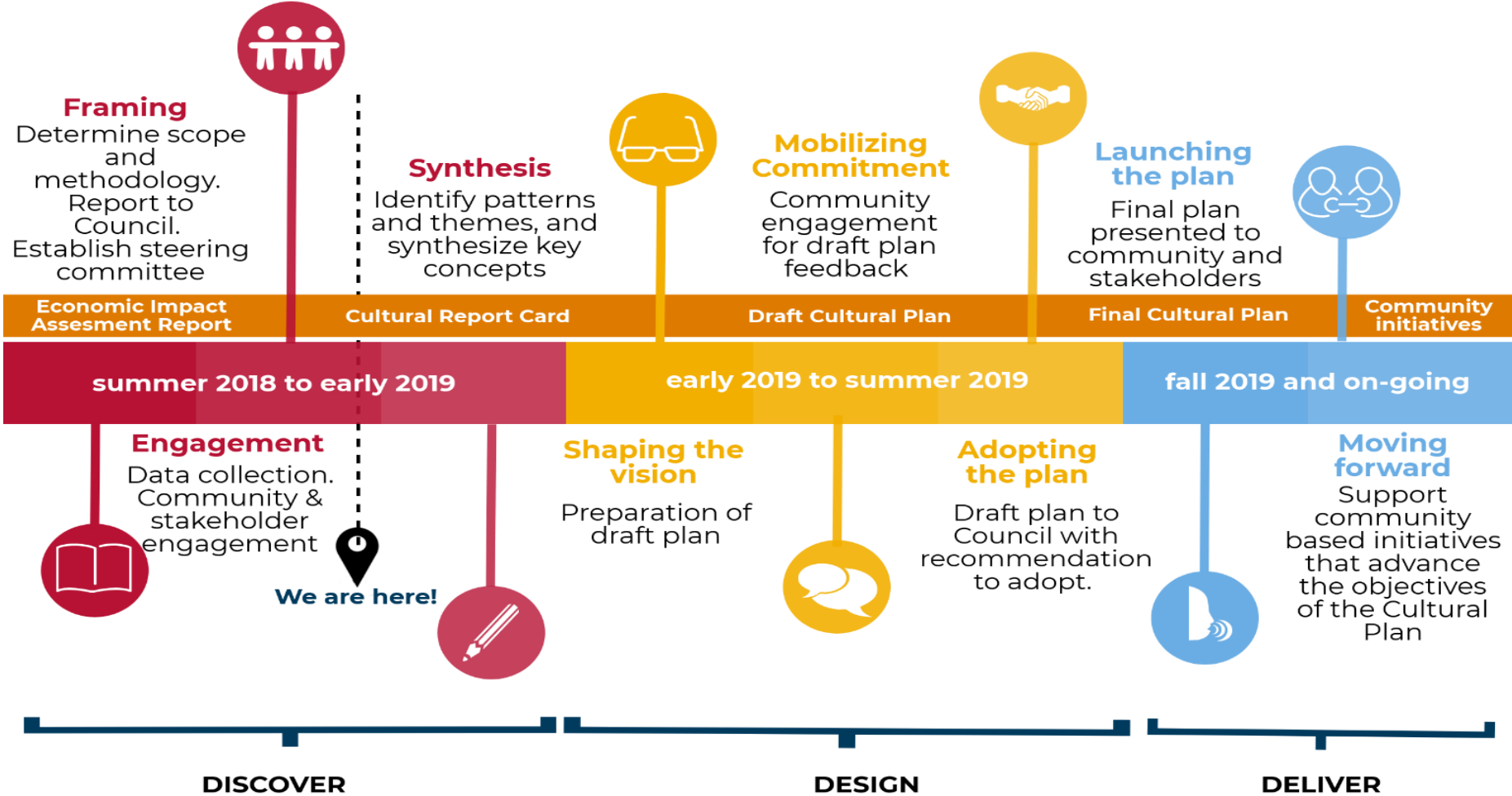


Update of the 2020-2025 Cultural Plan Process

March 25, 2019



Cultural Plan Update - Timeline



+ 2,400

Get Involved
pageviews



+ 1,800

kelowna.ca/culture
pageviews

13

Host Your Own
Engagement Events
lead by the community



19

Cultural Plan
Advisory Group
Members

10 external 9 internal

In addition, work is
being completed on the
Cultural Facilities Master
Plan, Economic Impact
Assessment and the
2011-2017 Cultural Plan
Report Card

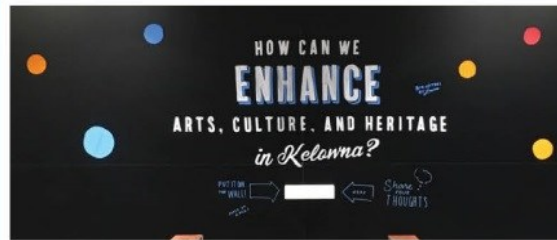


stakeholder workshops,
special events and
activities

12



including Lived Experience Circle of
Homelessness, Kelowna Museum
Society Staff and a question on the
Innovation Centre Chalk Wall



July - September

180

survey one
(Visioning)
responses

September to March

to come

survey two (Goals &
Strategies) responses

185

children participated in the
Cultural Footprint Activity



50

personal
interviews

12

Youth & Young
Professionals
participated in a
closed forum

35

individuals participated
in the UBCO Open House



What is Culture?

“The soul of a city.”

“Our habits, rituals, performances,
and actions that give us meaning.”

“...draws on heritage, backgrounds,
arts and experiences to create a
wider understanding of the world
around.”

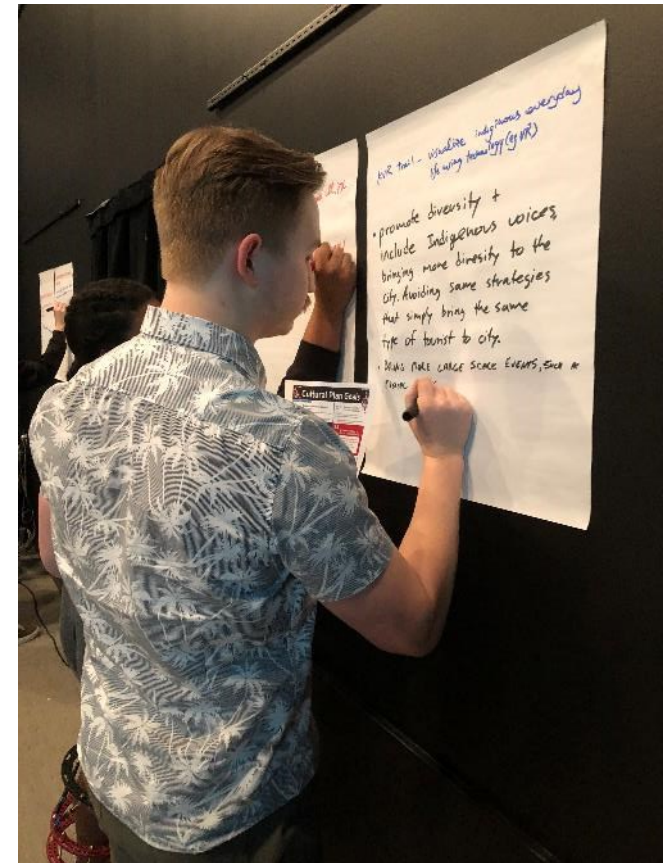


Culture Defined

It may not be possible to arrive at a precise definition of the word 'culture.'

It is a porous and flexible concept which includes heritage, the arts, human diversity and many other attributes and practices.

The use of the word 'culture' within this plan is intended to be broadly inclusive.



The Vision



embraces and celebrates human diversity and is open and welcoming to all

fosters innovation, attracts and retains people in its workforce



supports and invests in infrastructure, artists and non-profit organizations

is a leader in building collaborations and increasing quality of life for future generations



is recognized as a four-season destination with a rich variety of festivals, events and high-quality arts, culture and heritage experiences



has meaningful and ongoing consultation with our First Nation hosts and provides new opportunities for Indigenous voice and expression

encourages and nurtures discovery and new experiences for its community



is proactive in welcoming new experiences and art forms

invests in culture as a way to add character and identity to creative spaces

showcases its histories through its people, activities, buildings, landscapes, sites and stories



has distinct town centres which understand their histories and promote their uniqueness while encouraging flow between each one



tackles challenges critically and creatively with an open spirit

Guiding Principles



- ▶ Accessibility, diversity and inclusion
- ▶ Accountability and fiscal responsibility
- ▶ Innovation
- ▶ Optimizing Value
- ▶ Partnerships and collaboration
- ▶ Reconciliation





Cultural Plan Goals



Goals 1 to 6: Cultural Vitality

01. Enhance Existing Support Programs



The value of cultural benefits and services far outweighs the cost per capita.
This goal involves strategies for enhancing public and private investment in cultural facilities and programs.

02. Optimize Existing Cultural Facilities



Continued investment in cultural infrastructure is as important as maintaining roads and utilities.
Strategies in this goal are about planning for appropriate and timely facility enhancements.

03. Find More & Different Kinds of Affordable Cultural Spaces



Cultural vibrancy depends heavily on the success and visible presence of working artists and the availability of spaces for both production and consumption of the arts.
Strategies under this goal are about how the community can access a variety of affordable cultural spaces.

04. Integrate Heritage as Part of Cultural Vitality

Opportunities exist to engage the public in Kelowna's human and natural history and to bring to the forefront stories about our past. The strategies are designed to support the implementation of the Heritage Strategy and promote heritage resources for residents and visitors.

05. Enhance Cultural Vitality at the Street Level

Great cities have great public spaces which are hubs for the community's cultural life including activities, public art, festivals and events.

Strategies for this goal will help create cultural excitement and activity throughout Kelowna.

Goal 7: Cultural Benefits & Impact

07. Measure Cultural Vitality & Understand the Outcomes

Data, both qualitative and quantitative, helps to create understanding about how arts, culture and heritage contributes to our quality of life.

This goal has strategies relating to improving data collection and usage.

Goals 8 - 10: Cultural Ecosystem

08. Capitalize on Culture for Tourism & the Economy

Our city is building a creative economy that provides competitive advantages, is sustainable, generates employment and contributes to a high level of prosperity and quality of life.

Strategies under this goal are about how culture in Kelowna can be connected and integrated with other sectors such as tourism and technology.

09. Convene & Connect the Cultural Community

Strong networks, collaboration and communication improve the overall community and build capacity and resilience.

Strategies in this goal will reflect various ideas to bring the community together for dialogue, exchange and action.

10. Integrate Culture into Plans and Processes and Use Innovative Funding Approaches

Government does not create culture. However, the City of Kelowna recognizes that municipal policies, processes, organization structure and funding mechanisms should integrate, reflect and support the benefits and needs of cultural development. Strategies will reflect how the City can integrate support for cultural vitality throughout its operations.

06. Build Personal Connections to Cultural Vitality



Building audiences, volunteerism and philanthropy is an ongoing and challenging task for any cultural facility or organization offering programs and services to the public.

This goal is devoted to expanding grassroots cultural engagement and awareness.



Emerging Themes

- ▶ Cultural facilities and infrastructure
- ▶ Financial support and investment in culture
- ▶ Partnerships and collaborations
- ▶ Truth and reconciliation



Council Check-in Points

Cultural Report Card

April 2019

**Economic Impact Assessment
Report**

April/May 2019

Draft Cultural Plan (workshop)
Summer 2019

Cultural Facilities Masterplan
Summer 2019

Request for Plan Adoption
September 2019





Questions?

For more information, visit kelowna.ca/culture.