

# Report to Council



**Date:** July 29, 2019  
**File:** 0710-20  
**To:** Council  
**From:** City Manager  
**Subject:** Creative Sector Economic Impact Assessment

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## **Recommendation:**

THAT Council receives for information the report from the Cultural Services Department dated July 29, 2019 regarding the results of the Creative Sector Economic Impact Assessment.

## **Purpose:**

To provide Council with the results of the Creative Sector Economic Impact Assessment.

## **Background:**

In early 2019, The City of Kelowna along with Vann Struth Consulting Group Inc. undertook the research and development of an economic impact assessment of the creative sector of Kelowna. The conduct of this assessment was conveniently timed as a component of the update to the Cultural Plan. The findings of the report will be used to inform the final 2020-2025 Cultural Plan update.

The objectives of this report were to:

- assess the economic impact of the creative sector on Kelowna's economy
- measure and promote the economic vitality of culture in Kelowna; and
- develop an easy-to-use framework for updating economic data and performance statistics related to the cultural sector in the region and tracking economic impact over time.

The report builds on a previous report titled, "The Creative Sector in Kelowna, British Columbia, an economic impact assessment" authored by Bernard Momer in partnership with The University of British Columbia (March 2010).

Some notable highlights of this report include:

- Kelowna's creative sector more than doubled in size from 2009 to 2018
- 1.5 million people per year, or just over 4,000 people per day on average, attend some type of cultural facility or event

- 3,168 full time employees work in the creative sector, up from 1,279 in 2009
- 60% of those working in the creative sector are self employed
- In 2018 alone, 380,000 volunteer hours were contributed to arts, culture and heritage organizations
- There are 626 creative sector establishments in 2018, up from 342 in 2009
- The creative sector saw an income growth of 43% from 2009-2018

This report allows for an objective evaluation of the creative sector overall. Findings revealed trends and information that can be used to promote the sector and emphasize its importance in our community. Information contained in the report can help to build investment in the arts by supporting the development of mutually beneficial relationships with our community's business sector. Collecting this information is not only helpful for demonstrating impact, but to ensure that the creative sector is performing at its best and identify areas for improvement.

The full report including an Executive Summary is provided as an Appendix to this report. Jamie Vann Struth of Vann Struth Consulting will provide a presentation of the key findings and can respond to any questions regarding the report.

**Internal Circulation:**

Divisional Director, Active Living & Culture  
 Communications Coordinator  
 Cultural Plan Internal Advisory Group Members

**Considerations not applicable to this report:**

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

**Submitted by:**

Christine McWillis, Cultural Services Manager

**Approved for inclusion:**

J. Gabriel, Division Director, Active Living & Culture