

Report to Council



Date: September 16, 2019
To: Council
From: City Manager
Subject: 2020-2025 Cultural Plan
Department: Cultural Services

Recommendation:

THAT Council receives, for information, the report from the Cultural Services Manager dated September 16, 2019, regarding the 2020-2025 Cultural Plan;

AND THAT Council endorses the 2020-2025 Cultural Plan, as attached to the report;

FURTHER THAT Council directs staff to report back with periodic progress updates on the plan's implementation within the community.

Purpose:

To present Council with the 2020-2025 Cultural Plan for endorsement.

Background:

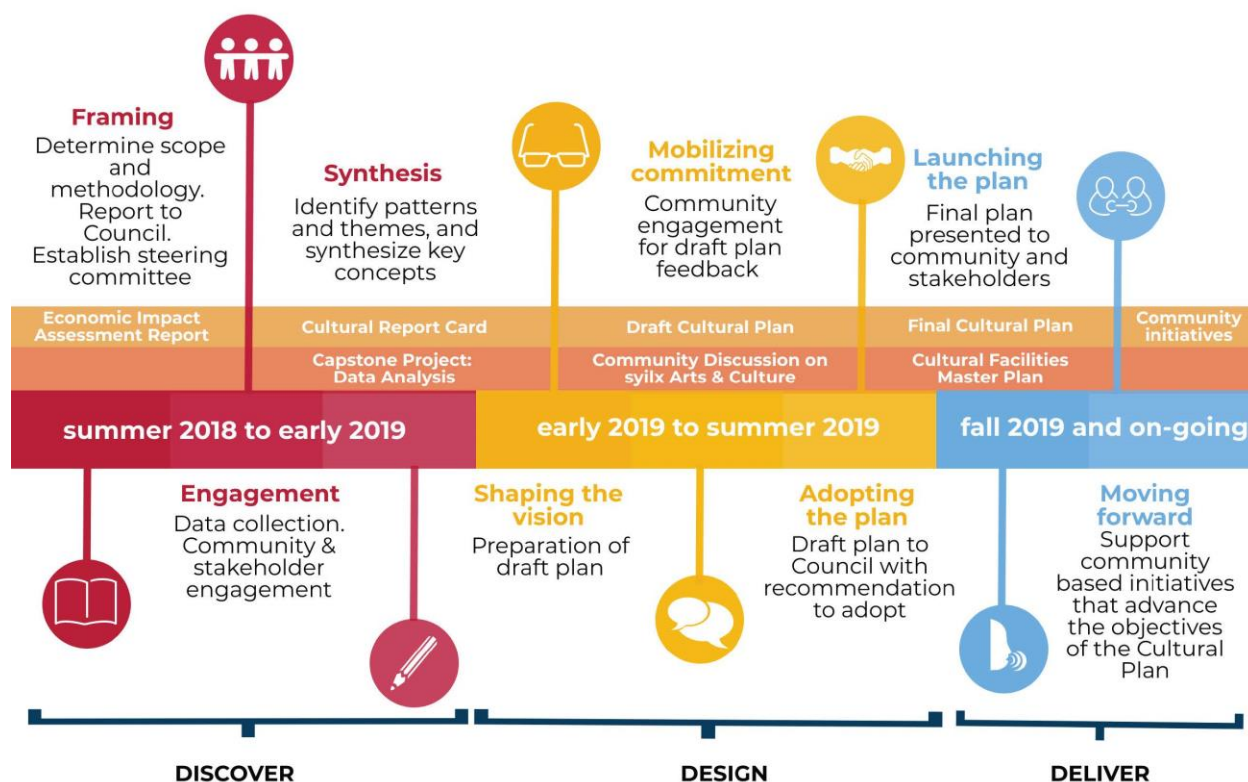
The City's first Cultural Plan was launched in 2012. Since then, significant progress has been made in implementing various goals and strategies from the 2012-2017 plan. Many already-existing cultural organizations have thrived, while new organizations and venues have emerged. Cultural spaces are heavily used, many at or near capacity. The Cultural District has been positively impacted by major initiatives such as the Bernard Avenue revitalization, the Civic Precinct Block Plan, relocation of the RCMP detachment, completion of new parkades, and the opening of the Kelowna Innovation Centre.

Finding affordable spaces for living, working and creating is a challenge for many artists. In addition, key buildings in the City's inventory of cultural infrastructure such as the Kelowna Community Theatre and the Okanagan Heritage Museum, continue to age with mounting structural deficits, while new buildings go up around them. This updated Cultural Plan is intended to respond to these changes and challenges and set a direction for the future.

The process to update the Cultural Plan for 2020-2025 began in July 2018. While this 15-month project was led by the Cultural Services Department, the final plan reflects the work of many arts, culture and heritage organizations, collectives, artists, key stakeholders, Council, city staff and members of the

public. Surveys, online discussion forums, host your own engagement events, interviews, workshops, and open houses were part of the plan development process to encourage community involvement.

The Cultural Services Department has reported to Council periodically throughout this process to solicit feedback from Council. On August 12, 2019, the plan's goals and strategies were endorsed in principle.



Work on the Cultural Plan involved the development of five supplementary reports including a:

- Cultural Report Card (review of the 2012-2017 Cultural Plan)
- Weaving Our Collective Threads – Offering a Pathway for syilx Creativity within the City of Kelowna
- Kelowna Creative Sector Economic Impact Assessment report
- Capstone Data Analysis Summary Report
- Cultural Facilities Master Plan – to be released later this year

These additional reports provided staff with perspectives, ideas and recommendations that were used to help develop the final 2020-2025 Cultural Plan. The reports are available on kelowna.ca/culture and the Cultural Facilities Master Plan will be added once it has been completed.

Following a 15-month process outlined above, the 2020-2025 Cultural Plan is ready to enter the “Deliver” phase. The deliver phase involves launching the plan to the community and moving forward with community initiatives that will support the goals and strategies of the plan.

Discussion:

Key components of the 2020-2025 Cultural Plan are provided in the *Cultural Plan at a glance*, for Council review.

The pieces of the 2020-2025 Cultural Plan build on one another and each piece answers a critical question:



Vision – if we are successful in the implementation of the plan what would we hope to see?

Guiding Principles – to reach the vision what principles are integral to each key theme, goal, strategy, and community initiative?

Key Themes & Goals – what are the key areas that we need to focus on to achieve the vision?

Strategies – what will we specifically focus our efforts and investments on over the next six years?

Community Initiatives – what can governments, organizations, businesses, capacity builders, funders, artists, and residents do to help advance the strategies? Examples of community initiatives are identified to spark ideas about what else can be done to support the plan and vision.

This plan sets priorities for the enhancement of cultural vitality and community spaces and aligns with the *Imagine Kelowna* goal of an engaging arts and culture scene. This plan strives for a balance between being too vague in its priorities, therefore accomplishing little, and being too prescriptive, which would limit the ability to take advantage of new opportunities that may arise.

Deliver – Launching the Plan and Moving Forward

To kick off Culture Days and launch the 2020-2025 Cultural Plan, Cultural Services staff will be hosting a Culture Days Kick Off Party at the Rotary Centre for the Arts on September 27, 2019 at 5:30pm. Those attending the event will learn about the direction of the Cultural Plan and how they can support it. Also, at the Launch Event, a promotional video about the Cultural Plan will be released working as a call-to-action for our entire community to get involved in the plan's implementation.

Closing the loop on the "Host Your Own Engagement" grants (a component of the "Discover" phase of the plan), Cultural Services will be offering a "Share the Plan" event grant program where individuals, groups and organizations can apply to receive a small grant to share the Cultural Plan with likeminded individuals. Community feedback from the Host Your Own Engagement grants showed that these events were a vital engagement tool and highly successful in garnering public input during plan development. In hopes of continuing that momentum and connection to the plan, the Share the Plan event grant program will be used as a follow up and close the loop on the engagement that has already been conducted.

In addition, throughout October and November, Cultural Services staff will be attending board and/or staff meetings of a variety of cultural organizations to deliver a workshop about the plan. These workshops will allow the organizations to learn more about the plan and dial down to certain goals and strategies that they have a key role in advancing.

As well, the plan will be made available online, shared through social media and provided directly to arts and culture stakeholders using the City's Arts and Culture e-newsletter. Once the plan is released, an online discussion forum will open on the City's Get Involved platform where the community can discuss their ideas for advancing the plan's goals and strategies.

Budget parameters for implementation of City initiatives will be incorporated into existing budgets with special projects being brought forward to Council during the annual budgeting process. However, the City of Kelowna is only one partner involved in the implementation of this plan, other levels of government, organizations, businesses, artists and the public will all play a role in supporting the plans realization.

Conclusion:

The 2020-2025 Cultural Plan is a comprehensive document that examines the creative sector and presents a strategic direction for cultural development in Kelowna in the years to come.

Most importantly, this plan sets a course for the entire creative sector to provide accessible, diverse and inclusive experiences, that uses resources effectively, leverages opportunities, is innovative and forward thinking, and highlights the value of partnerships and cooperation. The next phase of cultural development in Kelowna will bring new programs, relationships, commitments and support. We all have a role to play in making this plan a success.

Internal Circulation:

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

Considerations applicable to this report:

Existing Policy

Cultural Policy #274
Cultural Plan

The City will develop and regularly update a Cultural Plan to guide civic cultural initiatives.

The process for the Cultural Plan will include:

- *Information gathering from, and consultations with, local stakeholders and the community-at-large. This may take the form of surveys, workshops, and/or Open Houses;*
- *Review of best practices and comparable plans from other jurisdictions;*

- *Preparation and submission of a document which will establish an overall vision, goals, specific strategies and an implementation plan.*

The Cultural Plan will require on-going implementation, monitoring and review.

Considerations not applicable to this report:

Financial/Budgetary Considerations:

Legal/Statutory Authority

Legal/Statutory Procedural Requirements

External Agency/Public Comments

Communications Comments

Submitted by:

C. McWillis, Cultural Services Manager

Approved for inclusion:

J. Gabriel, Divisional Director, Active Living & Culture

Attachments: 2020-2025 Cultural Plan at a glance
2020-2025 Cultural Plan
2020-2025 Cultural Plan – September 16 Power Point

cc: