

CENTRAL OKANAGAN MUSIC STRATEGY

INDUSTRY PROFILE AND PUBLIC ENGAGEMENT SUMMARY

The Central Okanagan Music Strategy (COMS) is led by a group of community members, with the generous support of Creative Okanagan, the City of Kelowna, FACTOR, and Creative BC, whose goal is to advance the sustainability of the music industry in the Central Okanagan. Initiated in the Fall of 2019, the COMS is scheduled for completion in December of 2021. This document highlights key findings from research and engagement conducted by Nordicity between June through October 2020.

