



# CENTRAL OKANAGAN MUSIC STRATEGY

CITY OF KELOWNA PRESENTATION

2021

# BACKGROUND

- Response to the 2020-2025 Cultural Plan
- Preliminary work began late 2019
- Led by Creative Okanagan
- Group of like-minded community members dedicated to advance the music industry
  - Leadership Ensemble
  - Advisory Group
  - Community volunteers







## LINK TO 2020-2025 CULTURAL PLAN

**Strategy 6.1** to expand live music venues and local live music opportunities

**Strategy 10.4** to facilitate networking between cultural stakeholders across the Okanagan region

2020-2025

**Cultural Plan**

Kelowna, British Columbia





# PURPOSE

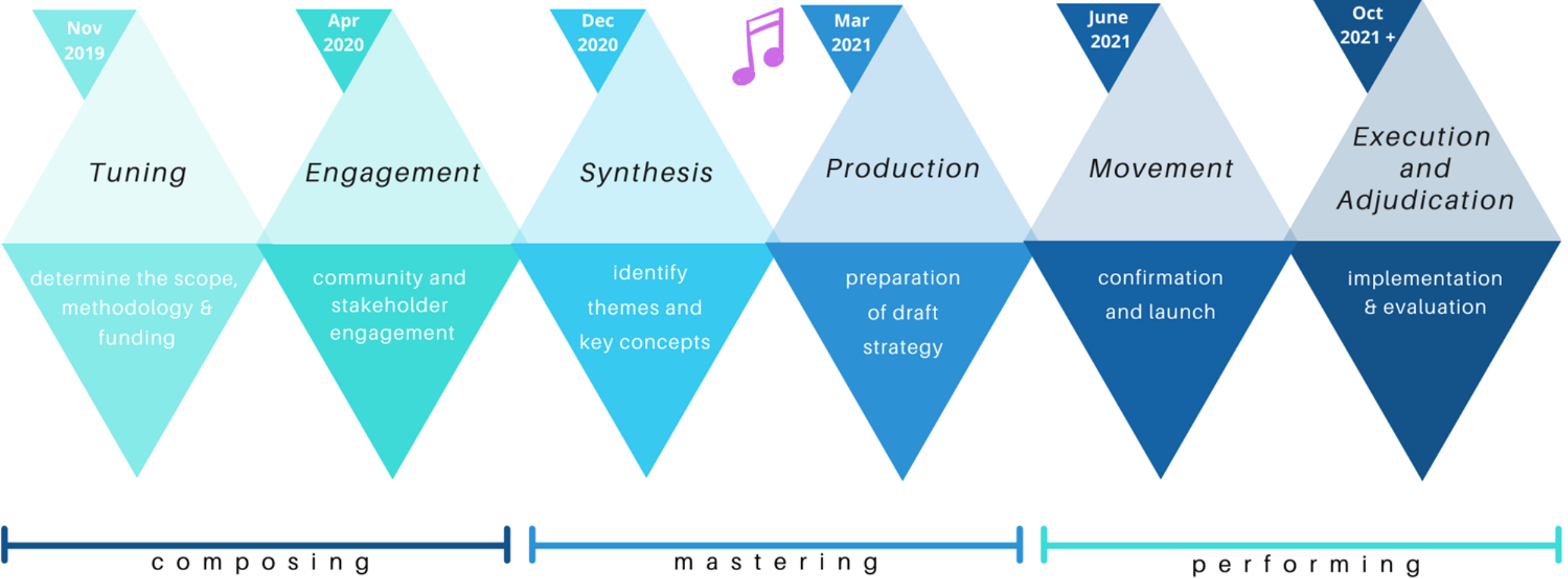


## TO ADVANCE THE SUSTAINABILITY OF THE MUSIC INDUSTRY IN THE CENTRAL OKANAGAN BY:

- Connecting people with similar interests, towards collective action;
- Developing community support toward music;
- Increasing support to live music;
- Creating an understanding of the current music landscape; and
- Setting priorities for the future development of music in the Central Okanagan.

# Central Okanagan Music Strategy

## Development Process



# FUNDING

THANK YOU TO OUR PROJECT SUPPORTERS!

# FACTOR

THE FOUNDATION ASSISTING CANADIAN TALENT ON RECORDINGS  
WITH SUPPORT FROM CANADA'S PRIVATE RADIO BROADCASTERS

creativeBC



BRITISH  
COLUMBIA



# INDUSTRY PROFILE AND PUBLIC ENGAGEMENT SUMMARY

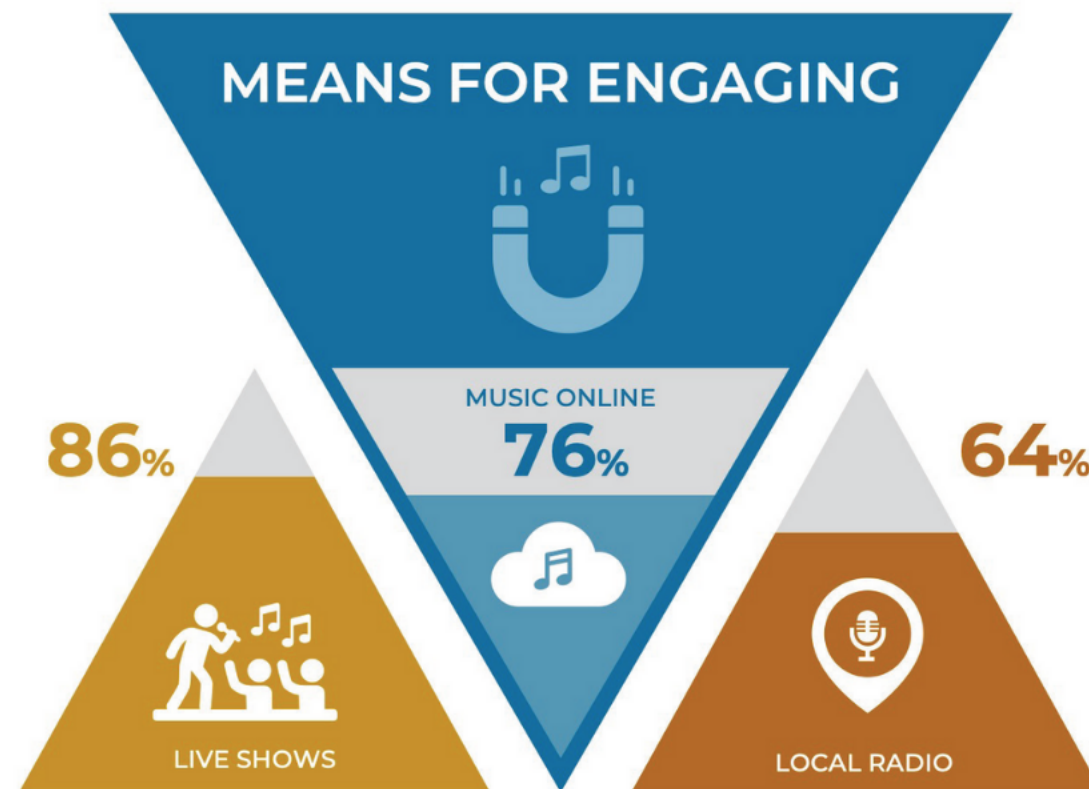
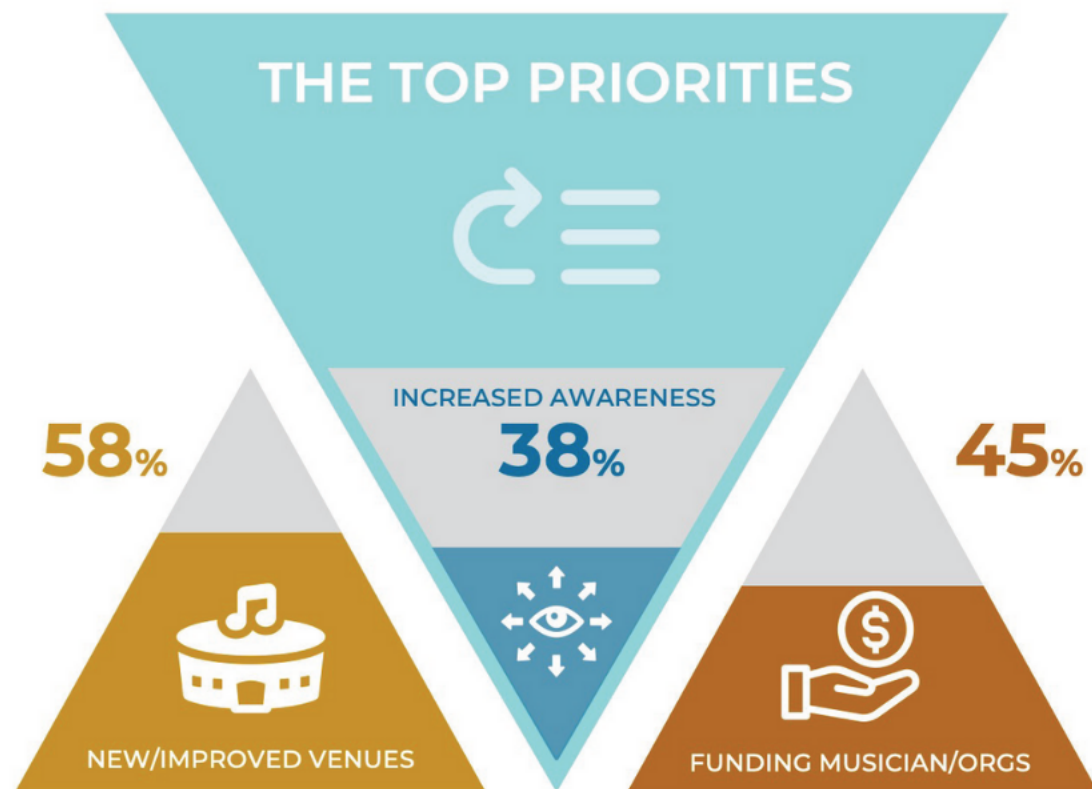


## THE PROCESS

- Developed from public engagement conducted over the summer and fall of 2020
- Online survey
- Focus groups
- Personal interviews

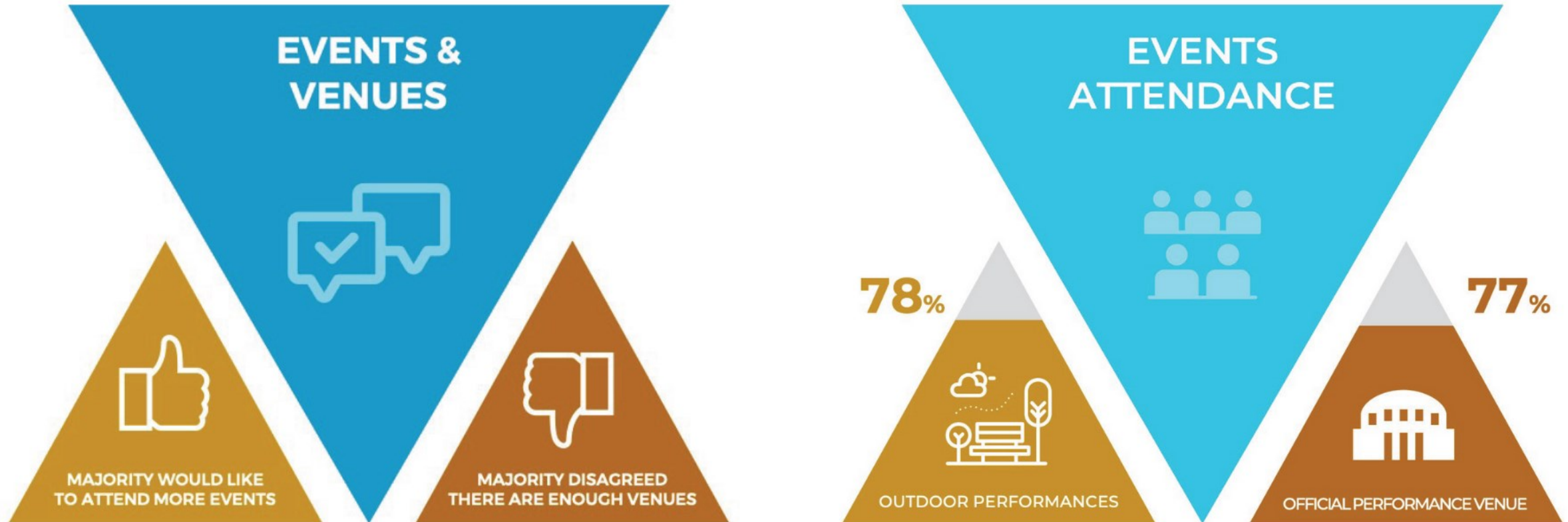


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## MOST COMMON WAYS TO FIND OUT ABOUT MUSIC EVENTS



81%



SOCIAL MEDIA

72%



WORD OF MOUTH

## KEY BARRIERS TO ACCESSING MUSIC EVENTS



36%



LACK OF AWARENESS

32%



PARKING

# PRELIMINARY DIRECTIONS



**Space for Music**



**Audience  
Development &  
Retention**



**Diverse Artistic  
& Industry  
Growth**



**Partnership &  
Collaboration**



# Space for Music

Need spaces that are: purpose-built, affordable, accessible for a wide range of activities.



## This could include:

- **Support existing venues** (e.g. funding, marketing support)
- Use **existing indoor and outdoor spaces** for multiple purposes (e.g. small shows, jam sessions or collaborative spaces)
- Engage with investors and government to develop **new spaces** (e.g. 300-500 person standing venue)
- **Attract touring artists** to help drive demand and support for live music venues.



# Diverse Artistic & Industry Growth

Sustainable industry growth requires a vibrant ecosystem of musicians & industry professionals.



## This could include:

- Ensuring industry development is **accessible, equitable and diverse**.
- Building industry capacity to **thrive in a shifting music industry** (e.g. digital transformation).
- Building artists capacity to increase their **discoverability** and **business skills**.
- **Encouraging youth engagement** through a variety of music education opportunities.

# Audience Development & Retention

Ensure audiences are aware of and value music and feel safe enjoying it .



## This could include:

- Improving **community awareness** of music offerings
- Ensuring events are **safe and accessible**.
- Working with a wide range of media to **support a diverse range of local musicians** and venues.
- Enabling collaboration to develop **diverse and interesting ways to engage with music** to attract diverse new (and returning) audiences.
- Developing **music education** programming for growing the industry.
- Sharing the value/importance of music and opportunities to engage with it from a **young age**.



# Partnerships and Collaboration

Talented and passionate stakeholders with a growing appetite to collaborate.



## This could include:

- A '**music industry task force**' to bring together artists, businesses, and public sector stakeholders.
- **Formalized music related partnerships** (e.g. Wineries, music scoring in a growing tech sector).
- **Partnerships & alignment outside the Central Okanagan** (e.g. 'twinning' with another community or aligning with provincial or national music initiatives).




# **Central Okanagan Music Summit**

## **PURPOSE:**

- Share information and consult community
- Validate and explore themes & strategies
- Motivate and inspire the community
- Provide networking opportunities
- Build awareness

## **WHEN**

- April/May
  - Virtual events
  - Invitations will be sent
- 





# **NEXT STEPS**

**CENTRAL OKANAGAN MUSIC SUMMIT**

**STRATEGY DEVELOPMENT**

**PUBLIC ENGAGEMENT**

**STRATEGY LAUNCH & IMPLEMENTATION**



THANK  
YOU

