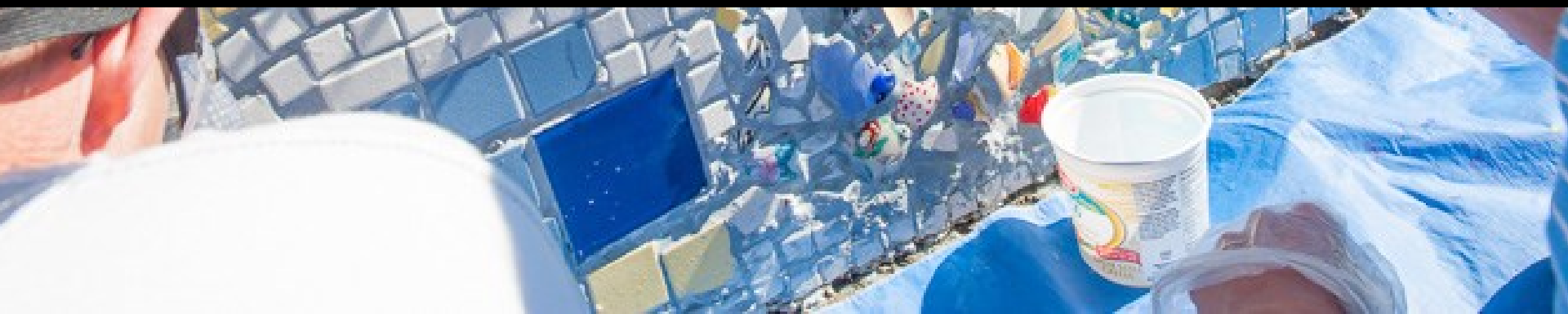




# Creative Hub Feasibility Study

November 8, 2021



# Background

- ▶ 350 Doyle Avenue (the former site of Kelowna's main RCMP detachment)
- ▶ The provision of a 6,000 sq ft shell space for community use (community amenity space or CAS) on the ground floor, interfacing with a civic plaza and a re-developed ArtWalk.

# Purpose

- ▶ Through Phase 1, the Creative Hub Feasibility Study explored and addressed the following:

Feasibility  
elements

Vision

Operating  
model

Design  
concepts

Capital  
program

# Selection Process



# Participating Organizations



**ALTERNATOR**  
centre for contemporary art

# Guiding Principles

The creative hub will be guided by the following **principles**:

Self-determined  
and artist-led

Innovating, inspiring  
and supportive of  
artistic risk

Accessible

Professional

Affordable

Supports diverse  
voices and  
processes

Grounded in collaboration and resource sharing

# Community Impact

The creative hub will result in the following **impacts**:

Increased access to  
affordable spaces for  
emerging artists and  
cultural practitioners

Higher profiles for  
partner organizations

Increased cultural  
community  
connections

A stable foundation  
from which partner  
organizations can  
increase organizational  
and financial capacity

Leverage City support  
into significant  
investment from other  
levels of government

# Using the Space

While there are many details regarding the space layout to be determined in later design phases, the Creative Hub will **provide space for:**

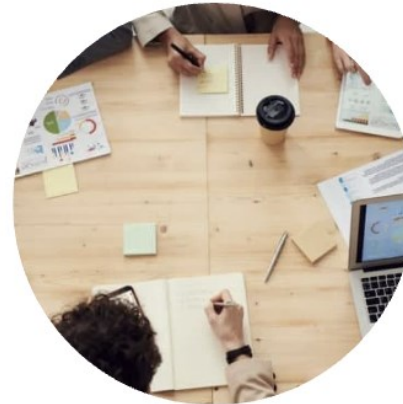
Production



Performance



Administration



Community



# Conclusion

The BCA Report concluded that a Creative Hub is feasible, but outlines the following considerations which must be addressed:

Ongoing  
communication

Detailed design  
development

Operating  
model and fund  
development

Expectations of  
animation

Capacity &  
partner  
development

Agreement  
development

# Next Steps

## **Phase Two: 2022-2023**

- ▶ Phase Two will include:
  - ▶ schematic design and Class C cost estimates;
  - ▶ consultant-led fund development planning;
  - ▶ confirm the operating model and a 3-year business plan for the Creative Hub,
  - ▶ facilitate the development of an agreement between the Creative Hub operator and the City; and
  - ▶ confirmation of the City's capital budget to support this project, and submission of an application to the Department of Canadian Heritage's Canada Cultural Spaces Fund.



*Questions or Feedback?*

For more information, visit [kelowna.ca](http://kelowna.ca).