

Community Task Force on Performing Arts

Recommendations to advance opportunities in the performing arts

December 9, 2024

Overview

- ▶ Community Task Force on the Performing Arts is here to provide recommendations to Council on community opportunities to grow performing arts opportunities in Kelowna, including enhancing the Kelowna Community Theatre (“KCT”)



Task Force Members

- ▶ Tom Dyas (Mayor)
- ▶ Rick Webber (Councillor)
- ▶ Lisanne Ballantyne
- ▶ Lesley Cormack
- ▶ Nikki Csek
- ▶ Laura Doncom
- ▶ Ryan Donn
- ▶ Robert Fine
- ▶ Lauren Macaulay
- ▶ Shane Styles



Overview of Methodology



Orientation and Idea Generation

January



Community & Industry Profile

February, March



Understanding Current Operations

April



Exploring Possibilities

May, July



Survey for Current Local Facility Users

Summer/ Fall 2024

Today



Present Recommendations to Council

November 2024



Functional space analysis, planning and design, and stakeholder integration

Next Steps



Stakeholder Integration, Partnership and philanthropic prospect planning and development

Orientation and Idea Generation

January 24, 2024

► Orientation

- Advanced reading materials provided to begin process and set context

► Idea Generation

- Understanding the questions we are looking to answer on behalf of the community
- Sharing ideas of what is important to understand before recommendations are made
- Exploration of these ideas became the path forward and set the direction for the future months

Community & Industry Profile

February 28, 2024

- ▶ Staff presentation on the current trends in the community and within the performing arts
- ▶ Highlights included:
 - Community demographics
 - Sector challenges
 - Overview of current plans and strategies
 - Key initiatives underway

March 27, 2024

- ▶ Consultant Presentation on previous report completed for City
- ▶ Highlights included:
 - Market demand
 - Facility size and site suitability
 - Feasibility study

Understanding Current Operations

April 24, 2024

- ▶ Staff presentation on current theatre operations
- ▶ Highlights included:
 - Review of current organization chart
 - Use of volunteers within theatre operations
 - Event scheduling
 - Procedures for event procurement and bookings
 - Understanding mandate (Community Theatre vs. Performing Arts Centre)
 - Theboxoffice.ca and future ticketing possibilities

Exploring Possibilities

May 22, 2024

- ▶ Presentation provided by Citizens for New Performing Arts Society and their efforts
- ▶ Highlights included:
 - Capacity study and ideal sizing
 - Major donors and jump incentive to starting a new facility project
 - Understanding the role of a new Performing Arts Centre

July 25, 2024

- ▶ Presentations by Arts Common Calgary and Live Nation
- ▶ Highlights included:
 - Overview of New Arts Infrastructure Project in Calgary
 - Philanthropy options
 - Commercial tenants
 - Considerations for campus model
 - Kelowna as a central market
 - Facility capacity options

Survey of Current Users

August & September 2024

- ▶ Opportunity to solicit additional feedback from local Performing Arts Groups
- ▶ Two surveys undertaken
 - Survey 1 sent to Local Event Organizers
 - Survey 2 sent to Task Force Members
- ▶ Highlights included:
 - Understanding of services offered and satisfaction
 - Exploration of current and future needs of a performing arts space
 - Feedback that need to be considered by the Task Force

Recommendations

1. The existing Kelowna Community Theatre Facility should remain in place to serve the community.
2. A new Performing Arts Centre should be constructed at a site to be determined.
3. The existing Kelowna Community Theatre should be renovated to enhance front of house amenities.
4. The Community Task Force should continue to work to advance its remaining objectives in an advisory capacity.

Foundation for Recommendations



- ▶ Recognized need for additional performances spaces.
- ▶ Kelowna Community Theatre can maximize space usage and services to audiences, with some improvements to the front of house.
- ▶ Community will face significant limitations on future growth without additional performance venues.
- ▶ Positive economic, cultural and social impact on our community.

More Work to be Done...

- ▶ Staff will prepare an implementation plan
 - Stakeholder integration, location analysis, functional space analysis, planning and design
 - Report back to Council
- ▶ Task Force will advise Council on implementation plan

A close-up photograph of two guitar heads, likely electric guitars, positioned vertically. The heads are dark with gold-colored tuning pegs. In the background, a hand is visible, illuminated by bright pink and purple stage lights. The overall scene is dimly lit with a strong blue and purple ambient light, suggesting a concert or stage setting.

Final Thoughts from the Task Force