

Focus Group Program - August 10 - 12, 2010

Kelowna is poised to establish itself as a leading city for art, culture, education, entertainment, and creative industries. The vision and strategy that will be articulated in the Strategic Cultural Plan will provide momentum for the city to move forward over the next ten years by harnessing this creativity for the benefit of all.

Focus Group

Thank you for attending this session and agreeing to provide your input into the development of Kelowna's Strategic Cultural Plan. By the end of the session, you should leave with a better understanding of the cultural plan's purpose and objectives. Along with your fellow attendees, you will help the focus group facilitator (Kari Huhtala) learn more about Kelowna's perspectives on:

- Meaning of culture
- Thoughts on Kelowna's cultural scene
- Contributions of culture to Kelowna
- Ways to enhance the community's cultural assets & legacies
- Necessary resources
- Next steps

The Rules:

- Discuss ideas, not people. There are no bad ideas.
- Bring a sense of community & cooperation
 - Allow everyone a chance to be heard
 - One speaker at a time
- Bring creative energy and...HAVE FUN!

Questions to Consider:

1. What does the term 'culture' mean to you? What do you consider Kelowna's cultural assets?
2. What are the strengths and weaknesses of Kelowna's cultural scene?
3. What does the City of Kelowna need to do to support and enhance its cultural resources?
4. How does Kelowna benefit from the presence of culture?
5. What is your vision of Kelowna as a center for innovation, creativity and artistic achievement?
6. Who/what agency should be the 'voice' of culture in Kelowna? Who would be the best champion?
7. Top 3 cultural priorities for the city to work on in the next 5 years

Importance of Culture in a City

"Culture is a roomy idea, one that can be stretched to accommodate everything human beings create. If you want to know what culture is, just take a look around. Culture is the sum-total of human ingenuity: language, signs and symbols, systems of belief, customs, clothes, cuisine, tools, toys and trinkets, the built environment and everything we use to fill it up, and the cherry on the sundae, art...Art is emblematic of culture, its purest expression."
(Arlene Goldbard, Author).

City of Kelowna Cultural Services Is...

- A branch within the Recreation & Cultural Services Department
- A total of 6 FTEs (2 in office and 4 at Kelowna Community Theatre)
- 7 years into its mandate (established in 2003)

City of Kelowna Funding Support For Arts, Culture & Heritage

Cultural Facilities (Kelowna Community Theatre, Kelowna Art Gallery, Rotary Centre for the Arts, Kelowna Museums including the Laurel Packinghouse)	\$1.6 million
Professional Arts Grants (4 organizations)	\$340,000
Arts, Culture & Heritage Operating & Project Grants (27 organizations)	\$150,000
Heritage Building Grants	\$ 30,000
Public Art Program	\$100,000

TOTAL: \$2.22 million

(Approx \$18.65 per capita, ranking Kelowna higher than many other urban communities in British Columbia including North and West Vancouver, Maple Ridge, New Westminster, Port Moody, Port Coquitlam and Surrey)

(amounts are annual as of 2010)

The City Also Provides:

- **Marketing & Promotion** (quarterly Activity Guide, tourism publications, kiosks, brochures)
- **Programming** (walking tours, workshops and presentations)
- **Research** (Economic Impact Assessment, Cultural Indicators, Vital Signs)
- **Planning** (Cultural Policy, Heritage Strategy, Cultural Plan, infrastructure and land use planning)
- **Liaison** (organizations / other funders / institutions / senior levels of government)



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