

Summary from Strategic Cultural Plan Community Consultation

On September 22nd, the first Community Consultation was held for the City of Kelowna's Strategic Cultural Plan at the Kelowna Art Gallery from 4:30 – 6:30pm. Approximately 50 people attended part, or all of, the 2-hour workshop. The Community Consultation focused on feedback, ideas on and input to the 6 goals of the Cultural Plan: 1) Accessibility; 2) Diversity & Inclusion; 3) Partnerships & Collaboration; 4) Accountability & Fiscal Responsibility; 5) Innovation, and; 6) Building & Optimizing. The draft Cultural Strategic Plan will be crafted using the information gathered from this consultation, as well as other sources including a community survey.

The community survey will be on-line until late October, and can be accessed at:
www.surveymonkey.com/s/culturalplansurvey

The following is a summary of the community consultation.

GOAL 1: ACCESSIBILITY

Provide access to cultural opportunities throughout Kelowna for all members of the community during all phases of life.

What aspects of culture are important to Kelowna today? Do all members of the community have access to them? If not, who is being excluded and why?

- Ethnic groups with limited English
- Low income
- First Nations
- Young adults need to feel they can express 'their' take on cultural expression in a way that they want – time of day, volume, nature of...

What can be done to encourage more people to access cultural opportunities in Kelowna?

- Ethnic festivals of food, music and dance
- Encourage people to feel comfortable around public art
- Transit, transit, transit!
- Foster desire
- Not judgmental on cultural expression
- Affordability
- Visible accessibility
- Connections with people
- Safe
- Not centralized
- Free days at museum, art galleries
- Events after hockey
- Holding events outside in the summer, especially theatre

How can the City support and encourage accessibility to culture?

- Cultural services on face book
- Spaces for open programming with limited rules
- Getting the word out
- Encourage childrens' programming & funding

Reporting back highlights:

1. Spaces for open programming with limited rules
2. Flexibility of delivery such as theater in the park
3. Student cultural pass (discounts)
4. Improved transportation
5. Improved communication – the Cultural Plan face book page is a good thing

GOAL 2: DIVERSITY & INCLUSION

Embrace diversity of age, cultural backgrounds, incomes, language and education as all are valuable sources of ideas, perspectives and talents that enrich our community.

Are there segments of the community who are not participating or represented in cultural activities?

- Seniors, there are a lot of them that have skills/talents and are not represented proportionally to their numbers in the community
- University Students
- Marginalized and disadvantaged populations (i.e. homeless, low income)
- Local musicians not visible except during summer Parks Alive series
- Different types of art groups are not mixing and mingling – they tend to stick to their own genre
- Youth (approx. 12-17)
- Performing artists and small venues

What specific steps are essential to ensure cultural diversity and inclusion?

- Wider and more universal promotion
- Great contact with UBC, utilize the web-site to promote upcoming events
- Make information available in strategic community locations, i.e. weekly quick sheets at malls
- Have some sort of funding/fundraisers in place that will support/help keep the cost affordable
- Target specific, intentional communication and activities to groups which are excluded
- Student passes (reduced prices), financial assistance
- Education and awareness about financial assistance
- Getting community organizations and/or the general public to support/fund finance access
- Exposure to what is offered, like a mini expo of all the different groups so the public can come to an event and take in multiple forms/expressions of the arts at one time (a sampler of what is available)

What can the City do?

- Provide year round opportunities, programs like Parks Alive throughout the year
- Open-air community programs open to the public
- Reach out to community organizations and collaborate/partner with them
- Better utilization of transit system (promotion, access) and development of bike routes
- Great connection to downtown businesses

Looking at the six draft goals, are there additional goals that need to be included? If so, what and why.

- A goal around education and awareness about where things are and what is going on, i.e. maps

General feedback on the goal statement:

- Like the philosophical principle of the statement
- Have a hard time with the word embrace, what does that mean
- Like the all inclusiveness of the statement
- It is a little vague, but over all good
- Like the recognition that it takes diversity to create the whole
- Agree with the goal, important to reach out to youth/young people
- Good goal, but the statement may be a little too long
- It is a little broad

GOAL 3: PARTNERSHIPS & COLLABORATION

Build partnerships and work collaboratively with community groups and the private, public and voluntary sectors to address shared opportunities and challenges.

Provide some examples of successful partnerships and collaborations. How do you think they can be applied to the arts, culture and heritage activities?

- Cardington Apartments – public art with supportive housing project on St. Paul Street – this was a collaboration between the John Howard Society, Public Art Committee, architect and BC Housing
- Springvalley Middle School Mural Project – public art combined with graffiti prevention
- Leon Avenue Communities in Bloom banners – public art combined with enhancement for inner-city neighbourhood

How can the City better support partnerships and collaborations?

1. Difficult to get collaborations as it isn't the default position, there is a tendency to go to public funds, and it is a long road to change behaviours and to educate – need to be rewarded
2. City can provide the 6 'F words:'
 - **Framework** for conditions under which partnerships can flourish
 - **Forum** for exchange of ideas ('idea market') – a network which connects communications, information, resources and the business sector
 - **Facilitation** – reduce red-tape and facilitate or be a resource for ways to get through it
 - **Funding** – provide grants which prefer collaborations
 - **Focus** – a strategic plan can't do everything – if collaboration is important then make it a focus of the plan
 - **Friends** – Chamber of Commerce and Downtown Kelowna Association are business networks that collaborate on initiatives with common goals, but the arts are left out of this loop because they aren't organized – arts and business need to mix more.

Looking at the six draft goals, are there additional goals that need to be included? If so, what and why?

- There are gaps in facilities and is there opportunity or appetite for expansion of facilities – for example, Community Music School, arts training, office and service hub for creative sector. Facilities could be the 7th 'F word.'

GOAL 4: ACCOUNTABILITY & FISCAL RESPONSIBILITY

Ensure the most efficient and effective use of City resources and strive for continuous innovation in addressing the needs of the community.

From your perspective, are the City's financial resources meeting the community's cultural needs?

- No, mainly a concern about the loss of provincial funding
- Mixed feedback as to whether more money should be spent, or whether money should be spent differently

In terms of municipal funding support for culture, would you maintain the existing level of support or increase it? If you would increase funding, is there a particular area where more support is needed?

- Increase it, it is a good investment in the community
- More on performing arts, visual arts
- Support youth, programs or initiatives to engage youth in any and every type of art

Other than City and other government funding, what sources/means of support will help ensure a vibrant cultural scene?

- the message needs to come from those who lead that we are culturally vibrant
- City as enabler, educator, raising the awareness and profile of culture
- Beware of fundraiser burnout
- Seek support from business community – make the economic case to the business community and not just the government

GOAL 5: INNOVATION

Encourage and foster endeavours that demonstrate an ability to lead or innovate in the development of Kelowna as a hub of arts, culture and creativity.

Do you feel well informed about the extent of arts, culture and creativity in Kelowna and how it benefits our community? If not, what are the best ways to inform and engage the community?

- Change the profile of arts in the community by changing the name of 'Kelowna Community Theatre' to 'The Water Street Centre for the Performing Arts'
- Arts groups need to be educated to work together – events are overlapping, conflicting with each other
- Need an arts advocate in the local media
- Seasonal events guide
- Need a street presence/central location to go to
- Cultural organizations should be working with events such as the Wine Festival
- Work on branding arts, culture and heritage organizations to develop an emotional connection to the community
- Need to move away from the perception that culture is exclusive
- City should stay out of it, but provide a facility for arts coordinator
- Stuart Park is a good example of art that engages the community
- Follow Calgary's model and require public art with infrastructure projects and private development

- Parks Alive! is successful because of its funding
- Collaborate between sports and culture
- Excise tax of \$1 on large events (i.e. Elton John) that would go to local culture
- Free ad space in newspaper for events
- Membership based shared marketing similar to BC Wine and Dine and the Wine Festival

What types of arts, culture and heritage focused spaces, festivals and events would you like to see that the City does not now have?

- Include Seniors in culture – important given the demographic trend of increased numbers of seniors in the community
- Link culture with health advantages – important for senior population
- Seniors in learning more extensive
- More activities in the downtown such as arts and culture, music and outdoor shows
- Product development as part of Tourism Kelowna’s work
- Working with university and college as sources of innovation and inspiration, perhaps a Chair in Cultural Studies at UBC-O
- A culture clearinghouse – where to go if you have the idea for a new event
- A music festival that is better than every other town, with its own unique twist
- Connect business to the arts
- Co-opertition – cooperation with creative competition

Reporting back highlights:

1. Arts and Culture inter-communication – to each other and the public – with a central organization to share publicizing and promotion, based on fees
2. Breaking down the perception of exclusivity by using branding to create an emotional connection
3. Develop opportunities for seniors, emphasizing the link of health and creativity

GOAL 6: BUILDING & OPTIMIZING
 Commit to optimizing existing cultural facilities to consistently maximize value and capacity to the community.

Do you see the existing cultural facilities and the Cultural District as a vital component of the city?

- There are lots of good things including wayfinding signage, Art Walk, new sign by the Parkade, Public Art Program is why I moved here
- Cultural District is part of downtown and should be promoted that way
- Name ‘Cultural District’ is OK – don’t need to change it – leaves room for all kinds of entertainment and also embraces what goes on at Prospera Place, including hockey – ‘Arts District’ or ‘Arts & Entertainment District’ wouldn’t be as good

Are there ways that these facilities could be used more effectively?

- Some of the facilities, especially theatres like Black Box and Mary Irwin, aren’t visible enough and people don’t know where they are
- People are aware of the District and the facilities generally

What would encourage you to spend more time in the Cultural District?

- Parking is an issue – the District is walkable but people use cars to get there
- Promote use of alternate transportation as part of events – reward people who don't use their cars with a discount etc
- Break the mindset about people expecting to park right where the event is
- Use small vehicles for movement within the district – bikes, or carts on a circuit so that people can move around
- Encourage more people to use the Library Parkade
- More connection to the waterfront with moorage for boats so that people can get to the District by boat or small aquabus style vessels
- Use big name shows more often – they will draw newcomers and promote the District
- Other special events that trip up people's expectations about what they might find in the District
- Public open spaces are underutilized and unwelcoming – you would feel funny and exposed if you put out a blanket to sit out on the grass by the Library Parkade, or the Library or KCT – need simple infrastructure like benches so that people will be encouraged to hang out
- Empty spaces could be like galleries with changing exhibitions or programs – change them often to keep people coming back
- People are attracted by the presence of other people – need more activity outside the buildings – private businesses could be doing more – visibility is important
- District needs to have the feeling that it is relaxed and authentic – you can be 'real' there
- More promotion and awareness of public art collection – people see it all the time and take it for granted – do more tours, or a regular 'spotlight' on a piece from the collection in the paper and combine it with an event promotion
- Improve the recreation guide so that it includes things with sightseeing interest to visitors
- Outdoor movies
- Farmers' Market permanent location in the District would attract a lot of people
- Waterfront Park seems too quiet