

01. Enhance Existing Support Programs



The value of cultural benefits and services far outweighs the cost per capita.

This goal involves strategies for enhancing public and private investment in cultural facilities and programs.

02.



Optimize Existing Cultural Facilities

Continued investment in cultural infrastructure is as important as maintaining roads and utilities.

Strategies in this goal are about planning for appropriate and timely facility enhancements.

03.



Find More & Different Kinds of Affordable Cultural Spaces

Cultural vibrancy depends heavily on the success and visible presence of working artists and the availability of spaces for both production and consumption of the arts.

Strategies under this goal are about how the community can access a variety of affordable cultural spaces.

04.

Integrate Heritage as Part of Cultural Vitality

Opportunities exist to engage the public in Kelowna's human and natural history and to bring to the forefront stories about our past. The strategies are designed to support the implementation of the Heritage Strategy and promote heritage resources for residents and visitors.

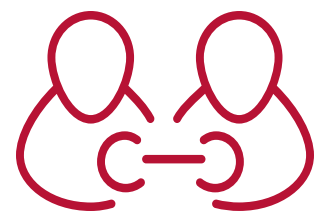
05.

Enhance Cultural Vitality at the Street Level

Great cities have great public spaces which are hubs for the community's cultural life including activities, public art, festivals and events.

Strategies for this goal will help create cultural excitement and activity throughout Kelowna.

06.



Build Personal Connections to Cultural Vitality

Building audiences, volunteerism and philanthropy is an ongoing and challenging task for any cultural facility or organization offering programs and services to the public.

This goal is devoted to expanding grassroots cultural engagement and awareness.

07.

Measure Cultural Vitality & Understand the Outcomes



Data, both qualitative and quantitative, helps to create understanding about how arts, culture and heritage contributes to our quality of life.

This goal has strategies relating to improving data collection and usage.

08.



Capitalize on Culture for Tourism & the Economy

Our city is building a creative economy that provides competitive advantages, is sustainable, generates employment and contributes to a high level of prosperity and quality of life.

Strategies under this goal are about how culture in Kelowna can be connected and integrated with other sectors such as tourism and technology.

09.



Convene & Connect the Cultural Community

Strong networks, collaboration and communication improve the overall community and build capacity and resilience.

Strategies in this goal will reflect various ideas to bring the community together for dialogue, exchange and action.

10.

Integrate Culture into Plans and Processes and Use Innovative Funding Approaches

Government does not create culture. However, the City of Kelowna recognizes that municipal policies, processes, organization structure and funding mechanisms should integrate, reflect and support the benefits and needs of cultural development. Strategies will reflect how the City can integrate support for cultural vitality throughout its operations.