

| STRATEGIC INVESTMENTS | | SPACES | | VITALITY | | CAPACITY | | CONNECTIONS | |
|---|--|---|--|---|--|---|--|-------------------------------------|---|
| Goal 1: Increase contribution of resources | | Goal 3: Optimize existing space | | Goal 5: Learn from our past | | Goal 7: Support a viable creative sector | | Goal 9: Broaden the reach | |
| 1.1 | Increase funding to local organizations with a focus on multi-year and core operating funding | 3.1 | Use existing space in new ways | 5.1 | Spark interest in our history and share the value of preserving our heritage | 7.1 | Foster a diversified funding approach by non-profit cultural organizations | 9.1 | Expand the role of youth in the creative sector |
| 1.2 | Inspire community members to become involved in cultural organizations | 3.2 | Identify, preserve and protect the community's heritage assets including natural landscapes and local archeological sites | 5.2 | Honour the importance and share the history and culture of Indigenous people with a focus on the local syilx/Okanagan People | 7.2 | Create strong governance, management and administrative systems that are appropriate for an organization's stage in its lifecycle | 9.2 | Encourage participation in the arts as a method of provoking thoughtful conversation about local issues |
| 1.3 | Promote fair wages for arts professionals and support strategies aimed at attracting skilled creative workers and enterprises to Kelowna | 3.3 | Animate community spaces with quality and accessible public art | 5.3 | Develop a framework for including the voices of Indigenous artists and cultural leaders in the creative sector | 7.3 | Utilize a common language between trainers, consultants, resource centres and organizations about capacity & elements of organizational health | 9.3 | Integrate cultural programming into community social programs such as the Journey Home Strategy |
| 1.4 | Develop funding that supports greater diversity and mutually respectful relationship building with Indigenous and other equity groups | 3.4 | Upgrade technologies to improve audience experiences | 5.4 | Tell stories about the history of our community and the land we live on | 7.4 | Mobilize the creative sector toward appropriate action on reconciliation | 9.4 | Encourage arts programming in non-arts mandated organizations with a focus on the development of new partnerships |
| 1.5 | Invest in cultural infrastructure | 3.5 | Remove regulatory barriers and streamline processes for accessing space | 5.5 | Strengthen linkages between heritage and cultural tourism | 7.5 | Connect artists and organizations with professional development, mentoring and capacity building training | 9.5 | Ensure the needs of the creative sector are appropriately captured in City plans and policies |
| Goal 2: Understanding our impact | | Goal 4: Establish commitment to new facilities | | Goal 6: Boost vitality at street level | | Goal 8: Share our story | | Goal 10: Convene and connect | |
| 2.1 | Develop a coordinated approach to measuring the impact of the creative sector on the community that includes looking beyond economic multipliers | 4.1 | Understand the current and future needs for new cultural facilities within the community | 6.1 | Develop live music venues and local live music opportunities | 8.1 | Highlight the successes of Kelowna's creative sector | 10.1 | Facilitate dialogue and collective action between people with similar interests |
| 2.2 | Increase community awareness and stakeholder knowledge of the benefits and impact of culture in the community | 4.2 | Establish future direction for the development or redevelopment of cultural facilities | 6.2 | Celebrate growing diversity of the community by sharing cultural traditions | 8.2 | Develop broader and deeper relationships with audiences | 10.2 | Explore opportunities for the broader involvement of local educational institutions in developing and supporting local artists, organizations and initiatives |
| 2.3 | Build on the role of the creative sector in tourism and economic development | 4.3 | Find creative solutions to garner support for cultural facility development including traditional and non-traditional funding models | 6.3 | Reduce barriers to attending public events with special consideration for those events held in public spaces | 8.3 | Make information about cultural events, programs and services easy to find for residents and visitors | 10.3 | Convene regional and national events or conferences to be held in Kelowna |
| 2.4 | Support artists and organizations with the tools and knowledge necessary to measure, track and modify programs to improve community impact | 4.4 | Increase available production space for local artists | 6.4 | Support the celebration of National Indigenous Peoples Day | 8.4 | Promote arts, culture and heritage experiences, as a reason to live in and visit Kelowna | 10.4 | Facilitate networking between cultural stakeholders across the Okanagan region |
| 2.5 | Demonstrate the impact of the creative sector to leverage additional resources & support | 4.5 | Assess and explore the development of shared storage facilities between cultural organizations | 6.5 | Increase the number of new, diverse and innovative artistic experiences offered in Kelowna | 8.5 | Build cultural advocates | 10.5 | Encourage community awareness and collaboration to advance the Cultural Plan strategies |