



We see a community which...

- Appreciates and celebrates human diversity and is open and welcoming to newcomers from all over the world
- Values and supports the role and work of artists and non-profit organizations
- Is recognized as a tourist destination with a rich variety of festivals, events and high quality arts, culture and heritage experiences
- Is open to new experiences and artforms
- Has distinct neighbourhoods which understand their history and promote their uniqueness
- Attracts and retains the best and the brightest people in its workforce
- Showcases its history, through its people, buildings, landscapes, sites and stories
- Embraces public art as a way to add character and identity to urban places and spaces
- Gets actively involved in being creative
- Encourages and nurtures discovery and new experiences for children and youth
- Is stimulated and excited about the possibilities and potential for positive change
- Tackles challenges with creativity and an open spirit
- Is a leader in building sustainability and quality of life
- Has a clear vision of culture as an important part of becoming the best mid-sized city in North America

2012-2017 Cultural Plan Vision





Goals 1-6 Cultural Vitality

Improving, animating, inventing – through investment, resource, capacity, collaboration, activity and participation

Goal 7 Cultural Benefits and Impact

Measuring, documenting, communication – how increased cultural vitality can/will contribute to the economy and community quality of life

Goals 8-10 Cultural Ecosystem

Communicating, planning, funding, convening – processes and models to improve integration of culture into internal (City of Kelowna) and external (community-at-large) networks

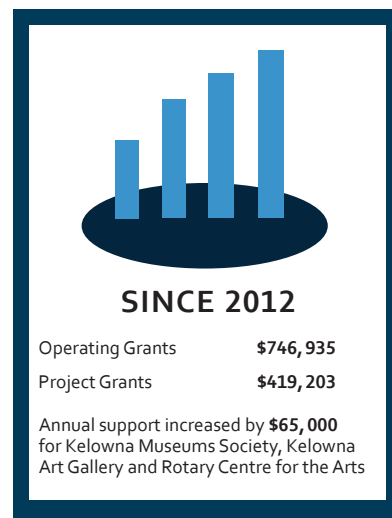
GOAL 1: Enhance Existing Support Programs

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.

From 2012 - 2017 our community accomplished:

Increased Financial Support

- 113 General Operating Grants awarded totaling \$764,935
- 85 Project Grants awarded totaling \$419,203 assisting in the creation of 39 new events, programs and original works
- City of Kelowna Operating Support increased by 47%
- Since 2013, 65 Heritage Grants awarded totaling \$257,988
- Since 2014, 20 Organization Development grants totaling \$57,898 to Cultural organizations
- 1.42M annual operating support to Kelowna Museums Society, Kelowna Art Gallery and Rotary Centre for the Arts, up \$65K since 2012
- \$140K annual funding to professional arts groups



Supporting Canada's 150th



Grants and initiatives to support Canada's 150th birthday

- 8 sesquicentennial grants
- \$60,000 awarded
- 48,500 participants
- 1,682 volunteer hours
- 19 partners

9.92%

INCREASED PER CAPITA INVESTMENT SINCE 2015

Per Capita Investments

Increased per capita investment year over year

- 2015: \$21.46
- 2016: \$21.93
- 2017: \$20.57
- 2018: \$23.59



GOAL 2: 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.

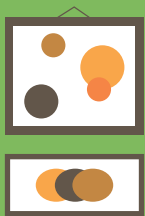
From 2012 - 2017 our community accomplished:

Community Investment in Customer Experience

- Over \$670,000 spent on technical upgrades to the Kelowna Community Theatre since 2011 on:
 - sound systems
 - project systems
 - scissor lift
 - lighting systems
 - audio visual project
- Upgrades to permanent galleries at Okanagan Heritage Museum
- New racking system to optimize storage at Kelowna Art Gallery
- Carpets replaced and exterior lighting upgraded at the Rotary Centre for the Arts

Investment in Building Infrastructures

- Planter beds installed at the Okanagan Heritage Museum
- Commencement of the Laurel Square enhancement through a partnership with Kelowna Museums Society and the City of Kelowna. The space will be filled with design elements from Kelowna's orchard and railway heritage, and will include interpretive play elements and displays of historic equipment



UPGRADED

carpet & exterior lighting at Rotary Centre for the Arts



SPENT

on technical upgrades to Kelowna Community Theatre



OPTIMIZED

storage at the Kelowna Art Gallery



UPGRADED

permanent galleries at the Okanagan Heritage Museum



PARTNERSHIP

The City of Kelowna and Kelowna Museums Society is proud to present the Laurel Square opening in 2019

GOAL 3: 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.

From 2012 - 2017 our community accomplished:

Using Cultural Spaces

- 107 exhibits at the Kelowna Art Gallery
- 45 exhibits at the Alternator Centre for Contemporary Art
- Kelowna Community Theatre Main Stage had 705 bookings since 2016
- Kelowna Community Theatre Black Box Theatre had 464 bookings since 2016
- 16 Busk Stops located in four areas of the city through Festivals Kelowna's Buskers Program

Creative Spaces Consultation

- 2016 Creative Spaces Consultation Report lays out the needs and challenges that artists face in finding and using space in Kelowna, an important first step to finding more and different cultural spaces

Promoting Exploration of Cultural Spaces

- Three way-finding apps that help people explore the city's public art collection, the Cultural District and the history of Bernard Street: Pigs on Bernard (QuestUpon app)

2016 *Creative* SPACES CONSULTATION

- 181 responses to Needs & Issues survey
- 8 focus groups
- 62 professionals participated



16
**NEW BUSK STOPS
IN FOUR LOCATIONS**
Downtown
Boyce-Gyro Beach
Rotary Beach
Mission on Pandosy Street



WAYFINDING APPS

to encourage exploration

GOAL 4: 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.

From 2012 - 2017 our community accomplished:

Heritage Protection

- 206 properties on the Heritage Register including 23 which have municipal designation and 1 with provincial designation
- 3 Heritage Review Advisory Committee meetings to determine a property's eligibility to be on the Heritage Register:
 - 5 organizations represented
 - 13 participants

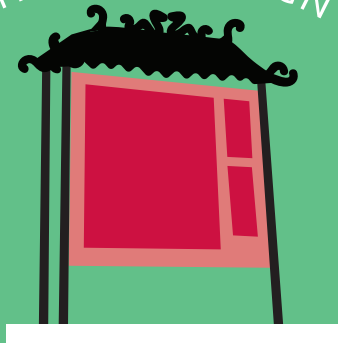
Celebrating Kelowna's Heritage

- Commemorative Chinatown sign in City Park representing Kelowna's Chinese Heritage
- Annual Heritage Week activities to celebrate and educate our community on its unique heritage
- Annual Okanagan Regional Heritage Fair encouraging students to explore Canadian heritage in a dynamic, hands-on learning environment
- Abbott Street signage installed through a Neighbourhood Grant project to demonstrate its significance as a Heritage District



Registered
Heritage
PROPERTIES

CHINATOWN SIGN



GOAL 5: 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.

From 2012 - 2017 our community accomplished:

Engaging the Public in Art

- 70 public art pieces in our community, 5 new since 2012
- 40 cultural district banners along Water St, Cawston Ave, Doyle Ave and Ellis St
- 360 artistic & cultural elements added in Bernard Revitalization
- 250 utility box wraps featuring local/historic images
- A World Café on Public Art Program included 42 attendees and over 140 submissions
- Integrated Public Art with infrastructure through The Valley by Ron Hart and Micahel Fugeta. Topographical map of the Okanagan valley is displayed on the side of the Library Parkade

Creating Excitement for Cultural Life

- 8 street pianos for anyone to play, 3 new since 2015
- Between 60-85 buskers permits issued each year by Festivals Kelowna
- 155 Outdoor Events Permits issued for cultural events since 2015



**UTILITY
BOX WRAPS**
Featuring local/
historic images

360 artistic
— AND CULTURAL —
elements added in

Bernard Ave.

REVITALIZATION

BUSKER PERMITS ISSUED EACH YEAR

- 2012: 66 permits
- 2013: 85 permits
- 2014: 74 permits
- 2015: 80 permits
- 2016: 71 permits
- 2017: 63 permits
- 2018: 62 permits



X 8 *Street Pianos*



GOAL 6: 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.

From 2012 - 2017 our community accomplished:

Building Audiences

- Top 10 ranked municipality for Culture Days for our city size 5 years in a row
- 4 Cultural District Facilities (Rotary Centre for the Arts, Kelowna Museums, Kelowna Community Theatre and Kelowna Art Gallery) attracted over 380,000 visitors in 2017

Welcoming Residents, Newcomers and Visitors

- Cultural District Summer Walking Tours participants:
 - 2016: 173 people
 - 2017: 183 people
 - 2018: 249 people
- 448 new Canadian citizens picked up national access passes from Kelowna Art Gallery

Supporting Volunteers

Annual free Board Governance Workshop provided to local non-profit organizations

- 2013: 16 ppl, 3 orgs
- 2014: 38 ppl, 7 orgs
- 2015: 52 ppl, 10 orgs
- 2017: 51 ppl, 18 orgs
- 2018: 34 ppl, 19 orgs

4 FACILITIES IN THE CULTURAL DISTRICT

attracted

380,000+
visitors

in 2017

**TOP TEN CULTURE
DAYS** for **FIVE YEARS**
IN A ROW for our city size



At least
20%
of Kelowna
residents

over the
age of 12

have attended live theatre or visited
a museum in the past year (2015)

SUMMER



CULTURAL
DISTRICT
WALKING TOURS

PARTICIPATION UP

44%

GOAL 7: Measure Cultural Vitality & Understand the Outcomes

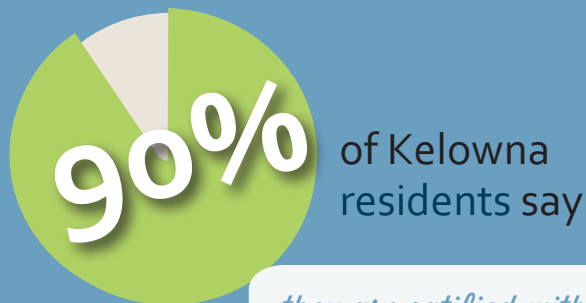
Data, both qualitative and quantitative, helps to create understanding about how arts, culture and heritage contributes to our quality of life. This goal has strategies relating to improving data collection and usage.

From 2012 - 2017 our community accomplished:

Understanding Our Impact

Citizens Surveys showed:

- Percent of residents satisfied with City-operated recreation & cultural facilities and programs
 - 2012: 91%
 - 2015: 90%
 - 2017: 91%
 - 2018: 90%
- Percent of residents say cultural facilities and programs are important
 - 2012: 89%
 - 2015: 90%
 - 2017: 84%
 - 2018: 90%



*they are satisfied with
cultural facilities and
programs*



GOAL 8: 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.

From 2012 - 2017 our community accomplished:

Developing Investment in Arts and Culture

- Over \$390K in Permissive Tax Exemptions in 2018
- 2013-2017 ArtsVest:
- Generated \$1,088,259 in total funds
 - 35 local arts, culture and heritage organizations participated in training
 - 227 business partnerships
 - \$265,652 in matching funds
 - \$822,607 in sponsorships were raised

Contributing to the Economy

- 27 film permits issued 2012-2017
- 7 large cultural organizations employ over 150 workers
- Parks Alive! hires between 140 and 180 different acts each year
- Canada Day hires approximately 42 acts each year for 5 stages of entertainment

Encouraging Cultural Tourism

- Break Out West 2018 over 4 days had 2,204 attendees, saw a \$370K boost to Kelowna's GDP and \$360K in direct visitor spending
- Host the 2015 Creative City Summit which is national in scope and addresses local cultural development practices

HOSTED THE 2015 CREATIVE CITY SUMMIT



- 7 study tours
- 21 sites
- 30 local experts
- 170 delegates



PARKS ALIVE!

hires 140 – 180
different acts hired
each year



CANADA DAY

about 42 acts hired
each year for 5 stages
of entertainment

7 LARGE CULTURAL ORGANIZATIONS
\$ \$ \$ \$ \$ \$ \$ employ over 150 workers



**Film permits issued
between 2012 – 2017**

GOAL 9: 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.

From 2012 - 2017 our community accomplished:

Strong Networks

- Kasugai, Japan Sister-City Relationship since 1981
- Veendam, Holland Sister-City Relationship from mid-1980's to 2015
- 2 annual Arts and Culture Roundtables promoting connectivity of stakeholders in the creative sector
- 4 annual Cultural District Facilities Roundtables promoting strength and unity in the Cultural District

Community Resilience

- Festival Kelowna's Canada Day, Parks Alive! And New York New Year's Eve events convene over 100,000 guests each year

Celebrating Achievements

- Two Civic and Community Awards dedicated to honour in the arts for individuals who make an outstanding contribution in Kelowna through cultural and/or artistic efforts
 - Teen Honour in the Arts
 - Honour in the Arts

2013 Arts & Culture Summit

110

PARTICIPANTS

& 6 SESSIONS

4

cultural district facilities
roundtables



GOAL 10: Integrate Culture into Plans & Processes & 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.

From 2012 - 2017 our community accomplished:

Inclusion in plans

- Imagine Kelowna: Goal: Cultivate an accessible and engaging arts and culture scene
- Official Community Plan 2030:
 - Chapter 9: Arts, Culture and Heritage
 - Chapter 16: Heritage Conservation Area Guidelines

Strategy development

- Climate Action Strategy: Action item: investigate opportunities in the Cultural Plan update to incorporate climate change messaging through artistic work
- 2007-2016 Heritage Strategy sets an action plan to identify, maintain and protect the community's heritage resources

Policy creation

- Sister Cities Policy 355: Approved in 2010 to establish guidelines within which Sister City relationships with other municipalities may be established and maintained
- Cultural Policy 274: Approved in 1990 to guide decision-making throughout all City departments so as to best support the development and enhancement of Arts, Culture and Heritage in Kelowna





Sources:

- 2018 City of Kelowna Citizen Survey
- Facility and organization reports
- Staff and consultant reports
- Environics analytics - Cultural Facilities Analysis Personification Overview (November 2015)
- Hill Strategies: Various reports on StatsCan Data



What's next...

Significant progress has been made in implementing the 2012-2017 Cultural Plan goals and strategies. Many organizations continue to thrive, and new organizations and venues have emerged. An update to the Cultural Plan is intended to respond to changes and challenges and set a direction for the next five years starting in 2020.

**Stay tuned for the launch of the
2020-2025 Cultural Plan in fall of 2019.**



Cultural Services
culture@kelowna.ca
kelowna.ca/culture