This Capstone Project involved identifying trends, patterns, themes and insights that will support the development of the 2020-2025 Cultural Plan. While conventional techniques involving manual labour have also been used to analyze the data in other aspects of the plans development, these results were generated through machine learning techniques with an unbiased lens.

Online & paper surveys

Open house events

Stakeholder interviews

Focus groups & host your own events

Online discussion forums

Youth & young professionals forums

1,300 approx. comments related to cultural infrastructure needs

417 survey respondents

1,152 comments collected via two surveys

respondents aged **25** yrs or younger prioritize convening and connecting the cultural community & integrating culture into plans and processes and using innovating funding approaches

respondents aged **55+** prioritize enhancing existing support programs, optimizing existing cultural facilities and enhancing cultural vitality at the street level

What parts of arts, culture and heritage in Kelowna are *being done well?*

▶ diversity
▶ parks
▶ theatres
▶ heritage
▶ arts
▶ music
▶ festivals
▶ museums

How does the community define *Culture?*

▶ arts
▶ identity
▶ history
▶ society
▶ ethnicity
▶ traditions
▶ music
▶ theatre
▶ beliefs

What parts of arts, culture and heritage in Kelowna do you think *could be improved?*

▶ new theatres, venues & spaces
▶ more events
▶ more promotion for events
▶ more concessions

MOST IMPORTANT NEEDS OF THE COMMUNITY

more affordable spaces

financial help

more support to local groups

2020-2025
Cultural Plan *Capstone Project*

Facility/cultural infrastructure needs of non-profit organizations (according to respondents):

- ▶ Improving existing facilities to better suit the community
- ▶ A small theatre
- ▶ Lower rent
- ▶ Increased availability and accessibility of spaces
- ▶ Coordination for more shared/collaborative spaces
- ▶ More performance and practice spaces
- ▶ More financial incentives and grants for space

SATISFACTION RATES

On a -1 to +1 scale, sentiment analysis showed that cultural organization's satisfaction with facilities ranges from -0.7988 +0.988

Satisfaction
Positive
0.75
0.60
0.45
0.30
0.15
0
-0.15
-0.30
-0.45
-0.60
Negative
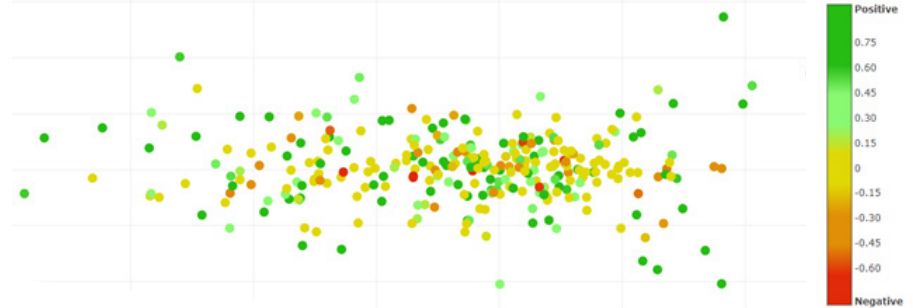
Cultural organizations' satisfaction with facilities gradually decreases as they move further away from the downtown core

82% think that optimizing existing cultural facilities is important

86% think that integrating culture into plans & processes & using innovative funding approaches is important

83% think that convening & connecting the cultural community is important

People are generally happier when they travel
14KM or less to a cultural venue

Looking forward

What did respondents hope to see in the community in the future?

- ▶ Investment in facilities
- ▶ Local business involvement
- ▶ Improved parking availability
- ▶ Public availability of cultural data
- ▶ More spaces for cultural activities
- ▶ Support to local Indigenous groups
- ▶ Increased presence on social media

- ▶ Increased funding to grant programs
- ▶ Support for cultural diversity initiatives
- ▶ Extension of cultural activities outside of the downtown area
- ▶ Programs/subsidies to improve affordability of cultural events
- ▶ Support for those participating in outdoor/street art performances
- ▶ Planning of Kelowna's culture according to the community's needs
- ▶ Promotions to encourage participating in different cultural activities

kelowna.ca/culture