



2020-2025
Cultural Plan

“Host Your Own”
Engagement
Conversation
Toolkit

kelowna.ca/culture
#kelownaculture



Purpose

The Conversation Toolkit will help you to engage your group in the update of the 2020-2025 Cultural Plan. When complete, the Cultural Plan will act as a guiding document for the City of Kelowna, city-funded cultural facilities and organizations, and many other key cultural development stakeholders.

How will input from my community conversation be used?

From January to March 2019, groups throughout Kelowna will host their own conversation about cultural goals and strategies for our city. A summary of the findings from Host Your Own Engagement Events will be posted at kelowna.ca/culture under Cultural Plan before the summer of 2019.

Who leads a community conversation?

For an effective engagement session, three major roles need to be filled:

Convener's role

The convener brings together a group of people to share their values, experiences and ideas. The convener organizes the meeting, finds the meeting space, invites and welcomes attendees, summarizes the results and sends the report to the City of Kelowna Cultural Services. A conversation may have more than one convener if several partners host an engagement event.

Tip: The convener and facilitator can be the same person.

Facilitator's role

The facilitator helps make sure all voices are heard. The facilitator makes sure everyone has a chance to speak and that no one person takes over the discussion. The facilitator should keep track of time and move the dialogue along.

Participants' role

When participating in the conversation participants are there to share their knowledge, experience, and opinions on issues relating to arts, culture and heritage in Kelowna. Participants should be willing to follow group rules set by the facilitator and by the group and be willing to listen to the opinions of others.

What is in this toolkit?

1. Instructions and discussion guide for conveners and facilitators
2. Sample invitation (Attachment 1)
3. Sign-in sheet/photo waiver (Attachment 2)
4. Community fact sheet (Attachment 3)
5. Cultural Plan Goals (Attachment 4)
6. Brainstorming summary template (Attachment 5)
7. Photographer release and agreement (Attachment 6)
8. Sliding scale poster (Attachment 7)





What you need to hold a community conversation:

- Location (community meeting room, church fellowship hall, etc.)
- Facilitator (the convener may serve as the facilitator)
- Camera (photos required for report submission)
- Note taker (important to find a volunteer before the meeting; preferably not a participant)
- Snacks and drinks for attendees (optional)
- Name tags
- Sticky notes
- Pens/pencils for sign-in and sticky note activity
- Large paper on which to write the group rules and paper for taking notes
- Tape (to post the ground rules and goals in a visible location)
- Printed sign-in/photo release waiver sheet (template in toolkit)
- Printed copies of the summary template (template in toolkit)

The City of Kelowna will provide

- A poster of the Cultural Plan Goals to display
- A sliding-scale poster for rating the Cultural Plan Goals
- Dot stickers
- Printed copies of the Goal Sheet

Sample Agenda

10 min	Welcoming and Sign-in
5 min	Address the Group
2 min	Icebreaker
5 min	Discuss ground rules
10 min	Dot activity
15 min (each)	Breakout sessions
5 min	Sticky note activity
5 min	Closing remarks

Tip: Set expectations for time and stick to them so you do not run over

Detailed Agenda:

I. Before starting

Convener or Facilitator:

- Ask people to sign in and sign photo waiver
- Hand out copies of the Cultural Plan Goals (included in this toolkit) for people to review before the conversation starts, and
- Invite participants to enjoy the snacks (if applicable)

II. Overview of our community conversation

Convener

Thank you for coming! I've invited you to be a part of this discussion today because _____ (say a little bit about your reasons for organizing this conversation).

This discussion is one of the many discussions taking place for the 2020-2025 Cultural Plan Update. The City of Kelowna is gathering ideas from people throughout Kelowna. By contributing, I hope we get a Cultural Plan that responds to the current challenges and sets a strong direction for the next five years.

Engagement events like the one we are holding today are an important part of the engagement effort and are happening throughout the community.

III. Ice Breaker

Facilitator

Warm up your audience and get the creativity flowing with an icebreaker. There are lots of fun examples online or use one of your past favourites.

Icebreaker idea: Have each person introduce themselves to the group by giving their name and describe their relationship to arts, culture and heritage using three words starting with the first letter of their name.

IV. Ground Rules for Discussion

Facilitator

When we discuss topics like arts, culture and heritage, we can become very passionate. **Today/tonight** we want to have an open, respectful and productive conversation. So we need to agree on how we are going to interact. Here are some suggested ground rules:

1. Everyone has wisdom
2. We need everyone's wisdom for the wisest result
3. There are no wrong answers
4. The whole is greater than the sum of its parts
5. Everyone will hear others and be heard

What do you think? Is there anything you would like to add or subtract? Does anyone have any questions before we get started?

Tip: Display the rules where everyone can see them.



suggested script

Photo app



suggested script





V. Group Conversations

Facilitator:

Invite the members of the group to come to the sliding scale poster of Cultural Goals (provided) and place a dot on the scale about their thoughts on the importance of EACH of the ten goals. Depending on the size of the group, the facilitator may need to call people up in smaller groups of two to three.

Group ordering idea: *Without speaking to each other, give the group one minute to order themselves from tallest to shortest. Then let the tallest or shortest person rate the goals first. You may also order by birth month or starting letter of their last name.*

suggested script

I'd like to invite you all now to refer to the Cultural Plan's goal sheet. Using your ten dots, we will each come up to the sliding scale poster and rate each of the goals based on how important they are to you. Everyone must rate each goal.

Once the activity is completed, post the top rated goals (two to four)

As we've determined by the dot activity, the top ____ (**two to four**) most important goals are _____

In smaller groups (or as a collective group, depending on the size of your event) take some time to discuss each of the goals in depth. Filling out the brainstorming summary template and answer the questions.

suggested script

In groups/as a group, we're going to discuss each of our top goals by answering a couple of questions. Starting with _____ (**choose which of the three goals to discuss first**).

We are going to answer the following questions:

- In what ways are we doing this well in Kelowna?
- What strategies could be used to further this goal in Kelowna? Consider strategies for the City, organizations, businesses, and individuals.

Photo opp



We'll have about 15 minutes per goal, and I'll let you know when time is almost up so you can wrap up. Once you have finished your discussion on this goal, we will have one member from each group deliver a summary of the discussion to everyone. Keep all of your notes as we'll be collecting them at the end of the session.

Continue this discussion, answer and report back period until all your top goals have been addressed. Watch your time during the discussion and stick to your agenda.



VI. Additional Strategies

Facilitator:

We understand that not everyone was given the opportunity to speak on every strategy that they believe would be effective. Using the sticky notes, take about five minutes to individually write down any general strategies that you didn't get the opportunity to discuss with the group.

Collect the sticky notes and add them to your final report.

VII. Next steps?

Convener or Facilitator:

That is all for today, but the conversation doesn't have to end here! We've had a great discussion and we have a lot of energy in this room. If you are interested in continuing the discussion, please take part in the online forum at getinvolved.kelowna.ca/cultural-plan under brainstormers.

There is also a survey available regarding the Cultural Plan Goals and Strategies. I encourage each of you to fill out this survey with your personal opinions at getinvolved.kelowna.ca/cultural-plan under survey.

VIII. Wrap Up

Convener:

Thank you everyone for coming and participating in this community conversation! Your input will be submitted to the City of Kelowna Cultural Services.

To follow the progress of this initiative and give additional input through upcoming online platforms go to kelowna.ca/culture under Cultural Plan.

Finalizing the Engagement Event

To be submitted as a "Final Report" by March 31, 2019.

- A sign-in sheet of everyone in attendance including their postal code and photo release (see Attachment 2);
- Whether you targeted a specific group of people or it was open to the general public;
- The date, time, and location of the engagement event;
- A brief understanding of how the event was conducted (you are not required to follow this format, host a conversation that works for your group);
- A written report of the findings. (You may submit your findings through different outputs and mediums as long as the recommendations and findings are clear to understand for someone who was not there);
- One to three photographs of the event in progress that can be used in conjunction with the Cultural Plan work; and
- Any additional thoughts or feedback you have on the event and how it went.



Additional Information

Host Your Own Engagement Grants Expression of Interest

DEADLINE: January 10th, 2019 4:00pm PST

Expression of Interest forms are available here at kelowna.ca/culture under Cultural Plan, Host Your Own Engagement

Support

City of Kelowna Cultural Services staff are here to support you.

Visit kelowna.ca/culture or contact us for more information:

Christine McWillis
Cultural Services Manager
250-470-0640
cmcwillis@kelowna.ca

Nicole Cantley
Community Development Coordinator
250-469-8650
ncantley@kelowna.ca

Attachment #1 – Sample Invitation Letter/Email

Dear friend,

The City of Kelowna is in the process of updating the Cultural Plan. The last plan was set for 2012-2017, and a lot has changed in Kelowna's cultural landscape since then.

It's time to talk with each other to help identify the important goals, brainstorm effective strategies, and generate ideas for meeting the cultural needs of our community looking forward to 2025.

Please join me as I host a conversation about how we can best achieve the goals of the Cultural Plan. Your ideas will be shared with the City of Kelowna's Cultural Services branch.

This conversation is for (insert the type of group you are inviting).

If you can't make it, please consider taking a few minutes to share your thoughts through the survey at getinvolved.kelowna.ca/cultural-plan.

I hope you can come.

Date:

Time: *(the conversation should run for about two hours – depending on your format).*

Location:

Please RSVP by (date) to (contact info):

To learn more about the Cultural Plan update, go to kelowna.ca/culture and click on Cultural Plan.



Attachment #3 – Community Fact Sheet

Background

The City of Kelowna has begun its community engagement process to update the 2012-2017 Cultural Plan. Since the plan was launched, many cultural organizations have grown, new ones have emerged, and the Cultural District continues to grow as a hub for cultural activity. In addition, the completion of the Bernard Avenue revitalization, the relocation of the Kelowna Police Services building, new parkades and the creation of the Okanagan Centre for Innovation have had an impact on the landscape of the Cultural District.

An update to the Cultural Plan is intended to respond to the changes and challenges facing the community's cultural needs and set a direction for the next five years. The 2020 to 2025 Cultural Plan is anticipated to be launched in the autumn of 2019.

We are currently in the second phase of our community engagement. During this phase, we are receiving feedback on the Cultural Plan's goals, and strategies to achieve them. Along with the Host Your Own Engagement events, we have an online survey and idea board, we will host Youth and Young Professionals Forums, and we will be having facilitated stakeholder workshops.

Cultural Plan Goals

We are not expecting the primary goal areas in the 2012-2017 plan to significantly change as we find that they are foundational statements, but we will be working with the community and stakeholders to see how we can continue to thrive and evolve.

The strategies to achieve these goals will be refined to reflect current and future states, and some goal areas will be a higher priority. Again, it will be the community and stakeholders that set out the plan's priorities.

Importance of Culture

Culture improves residents' quality of life by adding vibrancy to the community through events, programs and activities.

It creates a space where people want to live with fun celebrations, activities, places and spaces. Kelowna features more than 200 outdoor events annually, many from the creative sector. For example, throughout the summer, Parks Alive! (a Festivals Kelowna program) provides free outdoor musical entertainment throughout the city. Acts range from folk to jazz to rock – providing something for everyone.

Cultural and other creative jobs/industries have a significant impact on the local economy. As part of the Cultural Plan Update we are creating an Economic Impact Assessment Report. The last Economic Impact Assessment (March 2010) indicated that the sector represented 1,199 direct jobs, and generated \$37.8 million in wages annual. The total economic impact was \$143.8 million.





Cultural Plan Goals

Goals 1 to 6: Cultural Vitality

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.

Goal 7: Cultural Benefits & Impact

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.

Goals 8 - 10: Cultural Ecosystem

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.

Attachment #5 – Brainstorming summary template

Goal # _____

In what ways are we doing this well in Kelowna?	
What strategies could be used to further this goal in Kelowna by:	
<i>The City of Kelowna</i>	<i>Arts, Culture and Heritage organizations</i>
<i>Businesses</i>	<i>Individuals</i>
<i>Any additional points:</i>	



Attachment #6 – Photographer release and agreement



I hereby give my permission for the City of Kelowna to use my photographs or videos indefinitely use as it wishes without restrictions. I am aware the images may be used for City of Kelowna or Regional Services purposes on the website, in brochures and other publications, to promote awareness of City or Regional programs and services.

Dated this ____ day of _____, 20____.

Name	Signature

AGREEMENT

All photographs and/or video (products) taken and delivered to the City of Kelowna pursuant to this Agreement are the property, including copyrights, of the City of Kelowna to indefinitely use as it wishes without restrictions. The photographer/ videographer (contractor) relinquishes any rights to examine or approve the use of any product(s) in conjunction therewith or the use to which it may be applied.

The contractor will not violate anyone else's copyright interests and will acquire all rights and licenses required in the production of the product(s), including but not limited to music, images, software etc. The contractor agrees to indemnify and hold harmless the City of Kelowna against any claims or losses resulting from or caused by violation of the terms of the preceding sentence.

Any personal information provided on this form is collected, used and disclosed in accordance with the Freedom of Information and Protection of Privacy Act (FOIPPA).

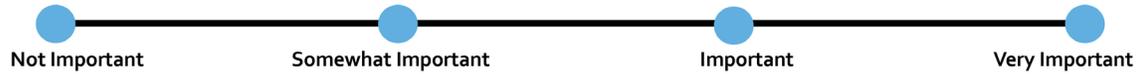
Questions about the collection of this information are to be directed to the Communications Manager, City of Kelowna, 1435 Water Street, Kelowna, BC, V1Y 1J4, 250-469-8663.

Attachment #7 - Sliding scale poster

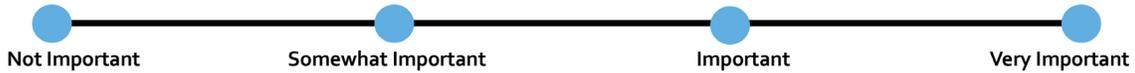
Rate the Cultural Plan's Goals

Goals 1 to 6: Cultural Vitality

1. Enhance Existing Support Systems



2. Optimize Existing Cultural Facilities



3. Find More and Different Kinds of Affordable Cultural Spaces



4. Integrate Heritage as Part of Cultural Vitality



5. Enhance Cultural Vitality at the Street Level



6. Build Personal Connections to Cultural Vitality



Goal 7: Cultural Benefits & Impact

7. Measure Cultural Vitality and Understand the Outcomes



Goals 8 - 10: Cultural Ecosystem

8. Capitalize on Culture for Tourism and the Economy



9. Convene and Connect the Cultural Community



10. Integrate Culture into Plans and Processes and Use Innovative Funding Approaches

