

DRAFT 2020-2025 Cultural Plan *at a glance*

VISION
GUIDING PRINCIPLES

We see a community which...

- embraces and celebrates human diversity and is open and welcoming to all
- fosters innovation, attracts and retains people in its workforce
- tackles challenges critically and creatively with an open spirit
- invests in infrastructure, artists and non-profit organizations as a way to build character and identity in public spaces
- is recognized as a four-season destination with a rich variety of high-quality arts, culture and heritage experiences
- showcases its histories through its people, activities, buildings, landscapes, sites and stories
- proactively welcomes and encourages the discovery of new experiences and art forms
- has meaningful and ongoing consultation with our First Nation hosts & provides new opportunities for Indigenous voice and expression
- has distinct urban centres that understand their histories and promote their uniqueness while encouraging flow between each one
- is a leader in building collaborations and increasing quality of life for future generations



Accessibility, diversity and inclusion



Accountability and fiscal responsibility



Innovation



Partnerships and cooperation

KEY THEMES AND GOALS

STRATEGIC INVESTMENTS <i>fostering deliberate investments of time, money and people into demonstrated outcomes</i>	Goal 1: Increase contribution of resources Develop a variety of approaches that provide additional support to spaces, capacity, vitality and connections	Goal 2: Understand our impact Leverage the value that culture contributes to the community
SPACES <i>utilizing new and traditional approaches for enhancing availability, affordability and accessibility of space for culture</i>	Goal 3: Optimize existing spaces Improve the utilization of existing space and allow for alternative solutions to meet community needs	Goal 4: Establish commitment to new facilities Actively plan and seek opportunities for the advancement of new cultural facilities
VITALITY <i>animating the community with a blend of programs, services and events that promote artistic excellence and share Kelowna's history</i>	Goal 5: Learn from our past Engage the public in the protection and preservation of Kelowna's human and natural history and bring to the forefront stories about our past	Goal 6: Boost vitality at the street level Create excitement and activity throughout Kelowna
CAPACITY <i>building on the abilities of the creative sector to be resilient to changing demands & new opportunities</i>	Goal 7: Support a viable creative sector Enhance administrative, financial, management and governance systems that create a strong foundation for the future	
CONNECTIONS <i>promoting ongoing interactions between people, sectors and disciplines</i>	Goal 8: Share our story Celebrate local activities, initiatives and successes with the broader community	Goal 9: Broaden the reach Incorporate culture within other sectors as an integral piece of community growth
		Goal 10: Convene and connect Bring the creative sector together for dialogue, exchange and action

DRAFT STRATEGIES

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