# **KEY THEMES AND GOALS**



# Cultural Plan at a glance



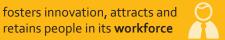
see a community which...

embraces and celebrates human diversity and is **open** and **welcoming** to all

is recognized as a showcases its four-season destination people, activities, buildings, with a rich landscapes, variety of sites and stories high-quality arts, culture

proactively welcomes and encourages the discovery of new experiences and art forms

is a leader in building collaborations and increasing quality of life for future generations



has meaningful and ongoing for Indigenous

expression



invests in to build character and **identity** in public spaces

has distinct urban centres that understand their histories and promote their **uniqueness** while encouraging flow between each one



Accessibility, diversity and inclusion



Accountability and fiscal responsibility



Innovation



Partnerships and cooperation

### STRATEGIC INVESTMENTS

and heritage

experiences

fostering deliberate investments of time, money and people into demonstrated outcomes

# 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**

### 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

### 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

and disciplines

CONNECTIONS

building on the abilities of the creative sector to be resilient to changing demands & new opportunities

promoting ongoing interactions between people, sectors

## Goal 8: Share our story

Celebrate local activities, initiatives and successes with the broader community

### Goal 9: Broaden the reach

Goal 7: Support a viable creative sector Enhance administrative, financial, management and governance systems that create a strong foundation for the future

> 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

### **STRATEGIC INVESTMENTS**

### Goal 1: Increase contribution of resources

- 1.1 Increase funding to local organizations with a focus on multi-year and core operating funding
- Inspire community members to become involved in cultural organizations
- Promote fair wages for arts professionals and support strategies aimed at attracting skilled creative workers and enterprises to Kelowna
- 1.4 Develop funding that supports greater diversity and mutually respectful relationship building with Indigenous and other equity groups 1.5 Invest in cultural infrastructure

# Goal 2: Understanding our

- impact 2.1 Develop a coordinated approach to measuring the impact of the creative sector on the community that includes looking beyond economic multipliers
- 2.2 Increase community awareness and stakeholder knowledge of the benefits and impact of culture in the community
- 2.3 Build on the role of the creative sector in tourism and economic development
- 2.4 Support artists and organizations with the tools and knowledge necessary to measure, track and modify programs to improve community impact
- 2.5 Demonstrate the impact of the creative sector to leverage additional resources & support

### **SPACES**

# Goal 3: Optimize existing

- Use existing space in new
- Identify, preserve and protect the community's heritage assets including natural landscapes and local archeological sites
- Animate community spaces with quality and accessible public art
- Upgrade technologies 3.4 to improve audience experiences
- Remove regulatory barriers 3.5 and streamline processes for accessing space

# commitment to new facilities

- Understand the current and future needs for new cultural facilities within the community
- Establish future direction for the development or redevelopment of cultural facilities
- 4.3 Find creative solutions to garner support for cultural facility development including traditional and non-traditional funding models
- Increase available production space for local
- Assess and explore the development of shared storage facilities between cultural organizations

### **VITALITY**

### Goal 5: Learn from our past

- Spark interest in our history and share the value of preserving our heritage
- Honour the importance and share the history and culture of Indigenous people with a focus on the local syilx/Okanagan
- People Develop a framework for including the voices of Indigenous artists and cultural leaders in the

creative sector

- Tell stories about the history of our community and the land we live on
- 5.5 Strengthen linkages cultural tourism

### Goal 6: Boost vitality at street level

- 6.1 Develop live music venues and local live music opportunities
- Celebrate growing diversity of the community by sharing cultural traditions
- Reduce barriers to 6.3 attending public events with special consideration for those events held in public spaces
- Support the celebration 6.4 of National Indigenous Peoples Day
- Increase the number of new, diverse and innovative artistic experiences offered in Kelowna

### **CAPACITY**

### Goal 7: Support a viable creative sector

- Foster a diversified funding approach by non-profit cultural organizations Create strong governance,
- management and administrative systems that are appropriate for an organization's stage in its lifecycle
- Utilize a common language between trainers, consultants, resource centres and organizations about capacity & elements of organizational health
- Mobilize the creative sector toward appropriate action on reconciliation
- Connect artists and organizations with professional development, mentoring and capacity building training

### Goal 8: Share our story

- Highlight the successes of Kelowna's creative sector
- Develop broader and deeper relationships with audiences
- Make information about cultural events, programs and services easy to find for residents and visitors
- Promote arts, culture and heritage experiences, as a reason to live in and visit Kelowna

### Build cultural advocates

### CONNECTIONS

### Goal 9: Broaden the reach

- Expand the role of youth in the creative sector
- Encourage participation in the arts as a method of provoking thoughtful conversation about local issues
- Integrate cultural 9.3 programming into community social programs such as the Journey Home Strategy
- Encourage arts programming in non-arts mandated organizations with a focus on the development of new partnerships
- Ensure the needs of the creative sector are appropriately captured in City plans and policies

### Goal 10: Convene and connect

- 10.1 | Facilitate dialogue and collective action between people with similar interests
- 10.2 Explore opportunities for the broader involvement of local educational institutions in developing and supporting local artists, organizations and initiatives
- 10.3 Convene regional and national events or conferences to be held in Kelowna
- Facilitate networking between cultural stakeholders across the Okanagan region
- Encourage community awareness and collaboration to advance the Cultural Plan strategies