



Cultural Facilities Master Plan

Project background, scope and update



43

one-on-one interviews with non-profit arts & culture groups

One of the critical pieces to the success of the Plan are insights from existing organization representatives, representing various roles in the creative sector.

One-on-one interviews were held with 43 non-profit arts and culture groups to garner firsthand perspectives on current facility use and conditions, satisfaction levels, threats, space sharing and future plans.

Cultural Services
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What is the Cultural Facilities Master Plan (CFMP)?

The intention of the CFMP is to build on prior efforts to strengthen commitment to cultural facility development.

The purpose of the CFMP is to:

- Explore how facilities are used throughout the City in support of cultural programming.
- Identify opportunities and challenges related to municipally owned cultural facilities.
- Highlight next steps needed to enhance Kelowna's cultural space to meet future needs.

The CFMP focuses on areas where municipal investment is likely or highly likely and where it is determined that the City of Kelowna would have the largest impact on the creative sector overall.

Why is the Cultural Facilities Master Plan needed?

Functional cultural facilities are integral to the success of a vibrant creative sector in Kelowna. They provide services and programs that benefit residents and families, are venues for community-building and contribute in a significant way to the social and economic priorities of the city.

Cultural Facilities Master Plan Timeline

The current project timeline is as follows for 2021:

Jan-Apr 2021	Spring 2021	July 2021
<ul style="list-style-type: none"> • Project update • Draft plan workshop with City Council • Plan refinement 	Community Presentations with: <ul style="list-style-type: none"> • Cultural Plan Advisory Group • Arts & Culture Roundtable • Public/Cultural Stakeholders 	<ul style="list-style-type: none"> • Plan completion • Council presentation • Public release

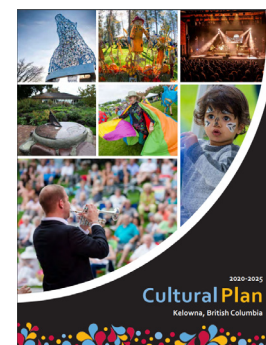
What has been done so far in relation to the CFMP?

In October 2018, The Cultural Services department, in coordination with Parks and Building Planning, engaged a consulting firm to develop the Plan.

The consultant was able to effectively complete the gathering of raw data with regards to cultural facilities from community stakeholders.

Following on the gathering of data with community stakeholders with regards to cultural facilities, all information from the CFMP project was integrated into the development of the 2020-2025 Cultural Plan.

Findings from the CFMP project are reflected in a number of goals in the Cultural Plan, including:



Goal 3: Optimize existing space

Goal 4: Commit to developing new facilities

What is the scope of the Plan?

>>> What will it do?

The scope of the Cultural Facilities Master Plan from the outset of the project has been:

- **Facility Usage Assessment**
While interviews focused on the cultural facility that the organization primarily occupies, the information will be utilized to understand the needs of the sector overall with a primary focus on municipally-owned facilities. The intent was to assess facility usage according to the following criteria:
 - Facility size, characteristics and use
 - Maximum capacity vs typical operating capacity
 - Overall facility condition, deficits and demands for enhancement/expansion.
- **Creative Sector's Spatial Needs**
Using the data gathered from internal documents and community interviews, the report will provide a description of:
 - The spatial needs of Kelowna's creative sector, identifying what is being done to meet their current and future spatial needs.
 - The potential for optimizing and sharing space between facilities, or identifying other creative strategies for providing space for the cultural community.
 - Strategies to assist the City's prioritization and decision-making process in addressing each facility and inventory.
- **Trends & Best Practices**
Based on a best practice review of other municipality's cultural facilities, the CFMP will identify common trends and best practices, including:
 - Role of municipalities in providing Cultural Facilities
 - What are other comparable municipalities doing and why?
 - What recommendations are particular to the City of Kelowna?

>>> What will it not do?

While the CFMP covers a lot of ground, this plan is not intended to address:

- **Individual artists**
rather, the Plan is focused on the needs of primarily local non-profit arts and culture *organizations*.
- **For-profit facilities or sectors**
The plan does not include a review of for-profit facilities or include specific facility needs of the for-profit creative sector.
- **Public art or heritage assets**
Including analysis of the City of Kelowna's Public Art collection, future public art commissions, or municipally-owned heritage assets.
- **Prioritization of facilities**
The plan does not go above and beyond the context and priorities of larger City of Kelowna infrastructure needs as outlined in area plans such as the Civic Precinct Plan.



Informed



Association of CFMP with other cultural and area plans

With a number of guiding plans and documents designed to support the strategic growth of the Cultural District and creative sector, understanding the purpose of each plan or project and how they relate to each other is key.

The Civic Precinct Plan

The Civic Precinct Plan is the overarching planning document that guides the long-term redevelopment of key sites in the Civic Precinct area including the Kelowna Community Theatre, City Hall parking lot and Memorial Arena. The Civic Precinct Plan was endorsed by Council in 2016 following extensive community engagement.

2020-2025 Cultural Plan

The Cultural Plan sets priorities for the enhancement of cultural vitality and community spaces over the next five years. The plan is designed to set a course for the creative sector to provide accessible, diverse & inclusive experiences, use resources effectively, leverage opportunities, and be innovative and forward thinking. The plan also highlights the value of partnerships and cooperation to advance the plan as a collective community.

Data from the Cultural Facilities Master Plan development was used in the development of the Cultural Plan.

Creative Hub Feasibility Study

The development at 350 Doyle Avenue, as part of the direction of the Civic Precinct Plan, includes 6,000 sq ft of community amenity space. In preparation for this space, we are currently undertaking a Feasibility Study to explore the viability of establishing a creative hub in this space.

Like the CFMP, the Creative Hub Feasibility Study aims to support the need for more cultural spaces.

Learn more about the Cultural Facilities Master Plan at
kelowna.ca/culture