



2020-2025

Cultural Plan *at a glance*



We see a community which...

VISION
GUIDING PRINCIPLES

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

Accessibility, diversity and inclusion	Accountability and fiscal responsibility	Innovation	Partnerships and cooperation
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KEY THEMES AND GOALS

STRATEGIC INVESTMENTS <i>foster deliberate investments of time, money and people into demonstrated outcomes</i>	Goal 1: Increase contribution of resources Develop a variety of approaches to increase support for the creative sector's spaces, capacity, vitality and connections	Goal 2: Understand our impact Leverage the value that culture contributes to the community
SPACES <i>use new and traditional approaches for enhancing the availability, affordability and accessibility of spaces for culture</i>	Goal 3: Optimize existing spaces Improve the use of existing space and allow for alternative solutions to meet community needs	Goal 4: Commit to developing new facilities Actively plan and seek opportunities for the advancement of new cultural facilities
VITALITY <i>animate 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 stories about our past to the forefront	Goal 6: Boost vitality at the street level Create excitement and activity throughout Kelowna
CAPACITY <i>build on the creative sector's ability to respond to changing demands and 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>promote 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

STRATEGIES

STRATEGIC INVESTMENTS	SPACES	VITALITY	CAPACITY	CONNECTIONS
Goal 1: Increase contribution of resources	Goal 3: Optimize existing spaces	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 Honour the importance and share the history and culture of Indigenous people with a focus on the local syilx/Okanagan People	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 Inform community members about opportunities to become involved with cultural organizations	3.2 Identify, preserve and protect the community's heritage assets including natural landscapes and local archaeological sites	5.2 Spark interest in our history and share the value of preserving our heritage	7.2 Create strong governance, management and administrative systems that are appropriate for an organization's lifecycle stage	9.2 Encourage participation in the arts as a method of provoking thoughtful conversations 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 Establish a framework for including the voice of Indigenous artists and cultural leaders in the creative sector	7.3 Use a common language between trainers, consultants, resource centres and organizations when discussing organizational capacity and health	9.3 Support cultural programming that promotes social inclusion and addresses important social issues
1.4 Develop funding that strengthens relationships and fosters a more inclusive community that is respectful to all cultures	3.4 Upgrade technologies to improve audience experience	5.4 Tell stories about the history of our community and the land we live on	7.4 Mobilize the creative sector to take intentional action on truth and 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 barriers and simplify access to space for cultural activities	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: Understand our impact	Goal 4: Commit to developing new facilities	Goal 6: Boost vitality at street level	Goal 8: Share our story	Goal 10: Convene and connect
2.1 Use a coordinated approach to measure 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 Expand 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 multiculturalism and the growing diversity of our community	8.2 Build 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 the construction of new cultural facilities including traditional and non-traditional funding models	6.3 Amplify participation in public events by reducing barriers to attending	8.3 Make information about cultural events, programs and services easy to find for residents and visitors	10.3 Bring regional, provincial and national conferences or events to 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 and celebrate Indigenous arts and culture	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 and innovative artistic experiences offered in Kelowna	8.5 Foster cultural advocates	10.5 Encourage community awareness and collaboration to advance the Cultural Plan strategies

The strategies as presented are to be driven by cultural organizations, the business sector, government agencies and Kelowna citizens through community initiatives. Sample community initiatives to support the strategies are outlined throughout the plan.