



INFORMATION ONLY COUNCIL REPORT

To: Mayor and Council

Date: February 28, 2023

From: Paul Gipps, CAO

Subject: **City of West Kelowna Cultural Plan Update**

Report Prepared by: Kevin Bouchier, Recreation and Culture Supervisor

EXECUTIVE SUMMARY

The purpose of this report is to provide an introduction and update to Council on the status of the City of West Kelowna's Cultural Plan. The report includes:

- Background of the City's Cultural Plan.
- Summary of Cultural initiatives/projects completed to date.
- Next Steps for Council's consideration.

BACKGROUND

In 2012, the City hired a consultant to complete a public engagement process to create a Cultural Development Plan (CDP). The CDP was part of Council's 2011 Strategic Priorities and was later adopted in July, 2013. The purpose of the plan was to establish a criteria and guidance to assist the City in developing Cultural initiatives. With limited resources available to implement some of the CDP recommendations, Staff worked with Council to help identify recommendations that could be implemented using existing City of West Kelowna (CWK) resources. Other items would be postponed and brought forward, for Council's future consideration, during annual budget deliberations.

The CDP emphasized the changing role of Municipalities in cultural development from a focus on direct service delivery to one of engaging and enabling community cultural groups. Under the CDP, the City's role is defined as helping to build capacity by working with cultural stakeholders in the community to create new opportunities. The plan was established as a starting point for the Municipality to support the development of culture in the community.

The CDP produced four (4) goals and sixteen (16) recommendations to help guide the City of West Kelowna's cultural plan into the future.

Culture Development Plan Goals

1. Define the Municipal Role and Build Partnerships.
2. Connect Culture and Economic Development.
3. Increase Awareness and Expand Community Engagement.
4. Support a Strong and Sustainable Cultural Sector and Address Cultural Facility Needs.

GOAL 1: Define the Municipal Role and Build Partnerships

Through the development of the CDP, the following recommendations were made in relation to the above goal.

Recommendation 1:

Endorse a Mandate and Role for the CWK with Respect to Cultural Development

In 2013, when the CDP was approved, the following mandate was adopted:

The CWK will provide leadership and support in collaboration with community partners to advance cultural development for economic and broader community benefit.

City Recommended Responsibilities:

- ✓ *Creating Policies to Support Cultural Development*
- ✓ *Integrating Municipal Policies with CDP Priorities (where appropriate)*
- ✓ *Investing in Human and Financial Resources*
- ✓ *Enhanced Public Communication*
- ✓ *Facilitation of Activities that Support Capacity Building*
- ✓ *Supporting, Enhancing, and Implementing Programs, Projects, Festivals, & Celebrations.*

Recommendation 2:

Consider the CWK Human Resources Required for Implementation of the CDP and Support Ongoing Cultural Development

To keep up with the demands associated with the West Kelowna Cultural Plan, additional staffing requirements may be needed in the future. At this time, staff has created a workplan that includes recommendations that can be implemented using existing City of West Kelowna (CWK) resources.

This recommendation will be reviewed on an annual basis and brought forward for Council's consideration, when needed or requested in the future.

Recommendation 3:

Host a Cultural Summit

A Cultural Summit is an event where cultural groups, businesses, and community members come together to build relationships, discuss issues, share ideas, and collaborate on projects related to cultural development.

This recommendation will be reviewed on an annual basis and brought forward for Council's consideration, when needed or requested in the future.

Recommendation 4:

Establish a Cultural Roundtable

A Cultural Round table is a cross sectoral leadership group aimed at building partnerships and aligning resources, as well as a way to connect the City with the community, including businesses and cultural groups.

In 2022, the City hosted a series of informal roundtable meetings to provide our cultural community with an opportunity to network, share ideas, and suggestions on how to enhance culture in the greater Westside region.

Some of the key stakeholders that have participated in the roundtable meetings include, but are not limited to the following:

- *Sncewips Heritage Museum*
- *Westbank Museum*
- *Okanagan Regional Library*
- *SWAC Arts Council*
- *Local artists*
- *Peachland Arts Council*
- *Local Winery Representatives*
- *Central Okanagan Arts Council*
- *City of Kelowna Culture Manager*

Recommendation 5:

Implement a Public Art Policy

This recommendation is one that staff anticipate bringing forward for Council and public feedback, in the near future.

Recommendation 6:

Implement a Sidewalk Café and Vending Policy

This policy would include patio cafes and sidewalk displays for the purpose of encouraging people to gather and meet in a public space.

This recommendation will be reviewed on an annual basis and brought forward for Council's consideration, when needed or requested in the future.

Recommendation 7:

Consider Investment in Existing and Future CWK Infrastructure to Enhance Aesthetic Appeal

Since 2013, the City has implemented and will continue to find ways to invest in enhancing aesthetic appeal of existing and future CWK infrastructure. Some completed projects include:

- *Annette Beaudreau Amphitheatre.*
- *Brown Road upgrade and beautification.*
- *Boucherie Road upgrade and inclusion in the Westside Wine Trail.*
- *Banner program for Boucherie Rd, Gellatly Rd, Brown Rd, Mt. Boucherie Community Centre, etc.*
- *Roundabout beautification: wine barrel, forestry logs, landscaping, light displays, etc.*
- *City holiday lighting improvements at various locations in the community.*
- *Community Gardens (Shannon Woods, Centre Park, Rosewood Park, JBMAC Education Garden).*
- *Gellatly waterfront, walkway, beach, CNR Wharf and street upgrades*
- *Recreation space improvements at CWK parks*
- *Hiking Trails Improvements: Mt Boucherie, Goats Peak, Glen Canyon, etc.*
- *Westbank Museum*
- *Westbank Lions Community Centre*
- *Lakeview Heights Community Hall*
- *Johnson Bentley Memorial Aquatic Centre (JBMAC)*

In addition, the new City Hall/Library project may provide artistic and cultural enhancement opportunities for Council's consideration in the future.

The CDP recommends that the City continue to consider investigating enhancement opportunities for all existing and future buildings. Future discussion on these items will be brought forward for Council's consideration.

GOAL 2: Connect Culture and Economic Development

Recommendation 8:

Convene Local or Regional Creative Minds Events

This recommendation is to support entrepreneurship and growth by creating small gatherings or events where businesses and others have the opportunity to network, share ideas, or even present information on their individual business plans that might assist others or the greater community on economic development.

This recommendation will be reviewed on an annual basis and brought forward for Council's consideration, when needed or requested in the future.

Recommendation 9:

Strengthen Festival and Events

This recommendation is ongoing and the City will continue to work in partnership with community groups to enhance existing and host new festival and events.

Below is a list of festivals and events that the City has taken the lead or has played a supporting role to help strengthen:

- *Westside Daze*
- *Canada Day Celebrations*
- *Music in the Park*
- *Light Up*
- *Twinkle Tour*
- *Multiculturalism Day*
- *Art Exhibition Events*
- *Hometown Hockey*
- *Hockeyville*
- *Easter Eggstravaganza*
- *Halloween Howl*
- *Family Day*
- *Westbank Museum Haunted House*
- *Grant in Aid opportunities for culture programs, events, sport, and recreation.*
- *Grant in Kind opportunities for culture programs, events, sport, and recreation.*

This recommendation is one that staff anticipates continuing to work on into the future to find ways to enhance and offer more to the community.

Recommendation 10:

Launch a Discover Culture in Your Own Town Program

This recommendation is a way to bring awareness to West Kelowna’s culture, not only for tourists, but also local residents as well. Some initiatives can include development of brochures, marketing materials, promotional items, or even wayfinding signage to help support West Kelowna’s cultural items.

This recommendation is ongoing and staff will continue to enhance these items as the City progresses into the future.

Some examples of projects completed to date include, but are not limited to the following:

- *Website, brochure, and social media marketing.*
- *Visit Westside Program, Brochures, and Website*
 - *Farm Loop Brochures*
 - *Westside Wine Trail: “Sip with your Sweetheart” “Sip into the Season” and “Sip with your Senses” brochures.*
 - *Creation of a studio tour brochure including WFN studios and public art pieces.*
 - *Community Calendar (recommendation #11)*

GOAL 3: Increase Awareness and Community Engagement

Recommendation 11:

Build on Existing Initiatives to Strengthen Cultural Marketing

Similar to recommendation #10, this is another way to bring awareness to community cultural events through marketing and promotional tools. One suggestion in the CDP was for the City to

create a calendar of programs and events to help support greater awareness of activities happening in the region.

This recommendation is ongoing and staff will continue to enhance these items as the City progresses into the future.

Recommendation 12:

Enhance Cultural Signage for Local and Regional Trails

The inclusion of signage has been recommended in terms of identifying trails, parks, or other City assets in a manner that may further support West Kelowna's culture. This could include, but not be limited to way-finding, interpretive, heritage, or other historical landmarks that may have cultural significance for the greater Westside area.

GOAL 4: Support a Strong and Sustainable Cultural Sector and Address Cultural Space and Facility Needs

Recommendation 13:

Establish Regular Cultural Networking Sessions

Similar to the roundtable, this recommendation is a means for the cultural community to network and collaborate on a regular basis. These meetings might be with specific stakeholders or group for the purpose of sustaining conversations and exchanging information related to cultural initiatives.

Recommendation 14:

Launch a Local or Regional Murmur Project

The murmur project is a way to document stories or memories of specific geographical locations in the West Kelowna area that may be considered one of cultural significance. The program typically will include a sign displaying a telephone number that (when called) will activate a recording to tell a story related to these cultural significant locations.

This recommendation will be reviewed on an annual basis and brought forward for Council's consideration, when needed or requested in the future.

Recommendation 15:

Undertake a Comprehensive Inventory of Cultural Spaces and Facilities in West Kelowna

This recommendation is to address some of the facility gaps related to existing cultural spaces and facilities in the community. This could be accomplished by upgrading, expanding, or creating new cultural spaces.

One of the first steps towards addressing facility gaps is to complete a systematic audit of existing spaces and facilities in the community. This not only includes CWK owned spaces, but also churches, schools, commercial spaces, and others.

Recommendation 16:

Investigate Cultural Space Opportunities for Inclusion in Potential Future Municipal Buildings

As the City grows and brings on new infrastructure whether that be a building, park, or other, staff will investigate and bring forward cultural space opportunities and ideas that could be considered for the project. This could include but not be limited to temporary or permanent displays, places to gather, classrooms, program spaces, or maybe even new facility infrastructure.

Current City owned facilities commonly used to host cultural events and programs in the community include, but are not limited to:

- *Annette Beaudreau Amphitheatre*
- *Memorial Park*
- *Westbank Lions Hall*
- *Lakeview Community Hall*
- *Westbank Museum*
- *Senior Centre (Westside Senior Citizens Service Association)*
- *Westside Youth Centre (BGC Okanagan)*
- *School District 23 Facilities through the Joint Use Agreement*
- *Kinsmen Sports Field*
- *Johnson Bentley Memorial Aquatic Centre*

Staff also seek opportunities to host cultural programs and events through partnership agreements with community organizations such as:

- *Celebration Society (Westside Daze, Canada Day Celebration)*
- *Creative Okanagan (Music in the Park)*
- *Westbank Museum (Westbank Museum and Arts and Crafts Society)*
- *Westbank Lions Club*
- *Active Living Enterprises (Johnson Bentley Memorial Aquatic Centre)*
- *School District 23 (Joint Use Agreement)*
- *Westbank First Nation (Communities in Bloom)*
- *Boys and Girls Club of the Okanagan (Child and Youth Programs)*

NEXT STEPS

Working within the resources of the Recreation and Culture Department, staff has created the following workplan and proposed list of priorities to help West Kelowna's Cultural Plan moving forward.

West Kelowna Cultural Plan Focus and Priorities		
Item	Notes	Priority
Recommendation 4 Cultural Round Table	- Continue to meet with cultural community through regular cultural round table meetings.	1
Recommendation 5 Policy Implementation	- Recommendation #5 is to implement a Public Art Policy. Staff will consider drafting up a policy for Council's consideration, as well as bring forward other policies related to cultural initiatives.	1
Recommendation 7 CWK Cultural Infrastructure Enhancement	- City will continue to investigate options to enhance aesthetic appeal associated with existing and future CWK infrastructure.	1
Recommendation 9 Festival, Event, and Program Enhancement	- City will continue to investigate options to enhance existing and increase the amount of festival and events offered to our community. - Staff will also investigate ways to enhance and increase cultural programs being offered by the City.	1
Recommendation 10 & 11 Marketing / Promotion / Support	- City will continue to investigate options to improve cultural marketing and promotional tools.	1
Recommendation 2 Future Staffing Levels	- Future item for consideration.	2
Recommendation 12 Cultural Signage	- Investigate cultural signage opportunities within City owned buildings, parks, or other spaces.	2
Recommendation 16 Cultural Spaces for Future Infrastructure	- Investigate cultural space opportunities within City owned buildings, parks, or other spaces.	2
Recommendation 3 Cultural Summit	- Future item for consideration	3
Recommendation 8 Local Creative Minds Event	- Future item for consideration - Staff feels that there may be some synergies with the roundtable and the creative minds event. As a result, staff is proposing to focus on the networking of the roundtable and postpone (for future consideration) the creative minds event.	3
Recommendation 14 Murmur Program	- Future item for consideration	3
Recommendation 15 Inventory of Cultural Spaces	- Staff is proposing to complete a cultural space inventory and bring forward recommendation on how to upgrade, expand, or create new cultural spaces.	3

FINANCIAL IMPLICATIONS

All Cultural initiatives will be completed through the City of West Kelowna Council approved annual operating budget. Special projects or any increases to the budget will be reviewed and brought forward during annual budget deliberations, for Council's consideration.

COUNCIL REPORT / RESOLUTION HISTORY

Date	Report Topic / Resolution	Resolution No.
July 23, 2013	Cultural Development Plan – Final Draft for Adoption THAT Council adopt the District of West Kelowna Cultural Development Plan; and THAT implementation of the Cultural Development Plan is postponed until the 2015 Financial Plan consideration process.	C282/13

REVIEWED BY

Erin Goodwin, Facilities and Recreation Manager

Corinne Boback, Legislative Services Manager / Corporate Officer

APPROVED FOR THE AGENDA BY

Paul Gipps, CAO

Powerpoint: Yes No

Attachments:

2013 Cultural Development Plan