
CITY OF KELOWNA

MEMORANDUM

Date: July 10th, 2002
File No.: 1853-20

To: City Manager

From: Acting Cultural Services Manager
Cultural District Project Manager

Subject: Cultural District Implementation Task Force

RECOMMENDATION:

THAT the City of Kelowna establish a Cultural District Implementation Task Force;

AND THAT, the Cultural District Implementation Task Force be comprised of the following individuals;

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| • Wayne Wilson | - Kelowna Museums Association |
| • Tim Watson | - Okanagan Symphony |
| • Bob Metcalfe | - Sunshine Theatre |
| • Dave Dakers | - Skyreach Place |
| • Linda Buker | - Okanagan Regional Library |
| • Randy Leslie | - Rotary Centre for the Arts |
| • Rob Grifone | - Tourism Kelowna |
| • Dona Moore | - Kelowna Art Gallery |
| • Clint McKenzie | - Downtown Kelowna Association |
| • Gavin Parry | - The Grand Okanagan Lakefront Resort |
| • Lorna Gunn | - Cultural District Project Manager |

AND THAT the City of Kelowna establish a hiatus for the Arts & Cultural Advisory Committee;

AND THAT the Festivals Fund, the Cultural District Marketing Fund and the Arts Development Reserve Fund be directed to the work of the Cultural District Implementation Task Force;

AND THAT Council direct the Cultural District Implementation Task Force to prepare a financial plan from October 2002 to June 2004 to be presented to Council by September 30th, 2002;

AND THAT the City of Kelowna establish a membership based Cultural District Network comprised of Cultural District property owners, cultural facilities and business owner/operators and related interested parties;

AND FURTHER THAT the Cultural District Implementation Task Force submit a final report to Council in June 2004.

BACKGROUND:

At a regular meeting on October 16th, 2000, City Council passed the following resolution ***R849/00/10/16*** *"THAT Council endorse the Kelowna Cultural District Implementation Strategy and Marketing Plan as a guiding framework for the evolution of the City's Cultural District."*

Since that time a Cultural District Steering Committee was formed and some progress has been made to begin implementing the recommendations within the Plan. As the work on the Cultural District initiative continues to evolve, it has been recently recognized that, in order to make significant progress, additional resources are required. The City recently appointed a Cultural District Project Manager and created a new City staff project team. The recommendations included in this report do bring more resources and focus to the Cultural District initiative.

DISCUSSION:

The City of Kelowna recognizes that the development of the Cultural District is the most important initiative for the growth of Arts and Culture within our City. Since the establishment of the Cultural District Steering Committee, it has become evident there is some duplication of effort between the Cultural District Steering Committee and the Arts & Cultural Advisory Committee.

In order for the City to provide the leadership and resources to implement the Cultural District Plan, it is recommended that a hiatus be established regarding the work of the Arts and Cultural Advisory Committee and that the financial resources be re-directed to implementing the Cultural District Plan. These recommendations have been reviewed with the current ACAC, and those committee members do support this direction.

The following five work groups will support a new Cultural District Implementation Task Force with a clear mandate: **1.** Governance and Funding, **2.** Marketing, **3.** Cultural District Festivals and Events, **4.** Capital Projects & Long Range Planning and **5.** Cultural District Cooperative Programming.

Once in place, it is anticipated that the Cultural District Implementation Task Force will provide regular reports to Council.

J.W. Reid Oddleifson
Acting Cultural Services Manager

Lorna Gunn
Cultural District Project Manager

cc: Director of Parks and Leisure Services
Director of Planning and Development Services
Special Projects Planning Manager
Financial Planning Manager