
CITY OF KELOWNA

MEMORANDUM

Date: September 25, 2002
File No.: 1853-20
To: City Manager
From: Acting Cultural Services Manager
Cultural District Project Manager
Subject: Cultural District Implementation Update and Financial Report

RECOMMENDATION:

THAT Council accept the Cultural District Financial Plan for 2003-2004 as attached to the report dated September 25th, 2002 from the Cultural Services Manager and the Cultural District Project Manager;

AND THAT Council approve \$25,000 for 2003 and 2004 from the Festivals Fund for the Sunshine Theatre Comedy Festival;

AND THAT Council approve \$25,000 for 2003 and 2004 from the Festivals Fund for the Okanagan Symphony New Music Festival;

AND THAT the Cultural District Implementation Task Force be authorized to approve grants up to \$10,000 from the Festivals Fund with grants over \$10,000 continuing to be recommended to Council;

AND THAT Council authorize staff to apply to the Central Okanagan Foundation and the Vancouver Foundation for funds to support the Canadian Heritage Capacity Building Grant;

AND FURTHER THAT Council direct staff to prepare a draft application to Canadian Heritage for the Cultural Capitals of Canada Grant to meet the February 1st, 2003 submission date.

BACKGROUND:

At a regular meeting on July 29th, 2002, City Council established the Cultural District Implementation Task Force, the Cultural District Network and related working groups. Council also directed the Cultural District Implementation Task Force to prepare a financial plan and to provide regular progress reports on the Cultural District initiative.

DISCUSSION:

Update

On September 18th, 2002 the first Cultural District Network meeting was held at The Laurel Packinghouse with approximately 60 individuals in attendance representing a variety of organizations within the Cultural District as well as the general public. A presentation was given outlining the role of the Cultural District Implementation Task Force, the working groups and budgets. The audience was encouraged to join any of the working groups and to forward any new ideas to the Task Force. We plan on meeting with the Network once every 3 to 4 months. The next Cultural District Network meeting is scheduled for December 18th, 2002.

Over the past few months, the Cultural District Staff team has also met on three occasions to discuss the progress of implementing the Cultural District plan.

In late August and early September initial meetings were held with working groups comprised of members that had previously been on the Arts and Cultural Advisory Committee and the Cultural District Steering Committee. Staff sought input on the goals and budgets of each working group with the intention of gathering more information and new members at the Cultural District Network meeting held on September 18th, 2002. The Working Groups progress includes but is not limited to:

1. Marketing

Implementing and wrapping up Year 1 plan and securing media contracts for Year 2. Media buys include: BC tourism Vacation Planner, Tourism Kelowna Vacation Guide, City Map Guide and Event Magazine. Other progress includes; continued distribution of Self-Guided Walking Tour Map, development of a toll-free hotline, discussions on branding and partnership opportunities with Downtown Kelowna Association, Tourism Kelowna and Thompson Okanagan Tourist Association. Begun development of arts and cultural website to be on-line by October 30th – www.ArtsInKelowna.com

2. Festivals

Policy review and decision to fund the Comedy Festival, New Music Festival and Communities In Bloom “Days of Wine and Roses” as well as explored opportunity for addition of cultural component to the Memorial Cup bid for 2004.

3. Product Development and Events

Increased communication between the stakeholders. Begun coordination of programming and events in the Cultural District; Arts Common. Art Gallery Nights coordinated by stakeholders throughout summer that will be continuing throughout the year.

4. Funding

Established a two-year funding strategy.

5. Long Range Planning and Related Projects

Ongoing discussion and investigation of design charette. Attended way-finding workshops with consultants and planning department staff in regards to Cultural District signage.

On August 13th, 2002 the Cultural District Project Manager gave a presentation on the mandate of the Cultural District to the Downtown Kelowna Association Board of Directors.

On September 20th, 2002 the Cultural District Project Manager attended a Tri-Level Arts Meeting hosted by the Office of Cultural Affairs of the City of Vancouver. In attendance were

members of the Federal Government-Canadian Heritage Department, the Provincial Government, BC Arts Council, City of Vancouver-Cultural Affairs staff, the Vancouver Foundation, Koerner Foundation and Canada Council. Kelowna is the only city outside of Vancouver and Victoria that has a Cultural Services department and, as a guest at the table, were warmly received with great interest in what Kelowna was doing in the area of Arts and Cultural development.

Finances

The attached chart outlines the Financial Plan for 2003-2004 and is consistent with our initial presentation to Council on July 29th, 2002.

The Cultural District Tourism Marketing fund remains intact and is combined with some existing budget for marketing.

The Festivals Fund also remains intact and will continue to support and nurture current and new festivals.

The attached chart also shows the leveraged funds anticipated from other sources.

Grants

Canadian Heritage Cultural Capitals of Canada Award

The objective of Cultural Capitals of Canada is to celebrate and promote the arts and culture in Canadian municipalities, through recognition of excellence and support for special activities that highlight the arts and culture and integrate arts and culture into overall sustainable community planning.

The Cultural Capitals of Canada designation: **(a)** recognizes the past achievements of municipalities who have an ongoing commitment to arts and culture, and **(b)** provides matching funds for activities that celebrate arts and culture and build a legacy through the integration of arts and culture into all aspects of community planning. The program has a budget of \$5 million dollars for all of Canada for 2003 and 2004. It provides awards with matching contributions towards the completion of specific activities and will include national recognition of the work Kelowna has done in the field of arts and culture.

In the category applicable for the City of Kelowna, we are eligible for an award of \$500,000.

Staff are currently developing an overall program and application valued at \$1,000,000; \$500,000 from the Cultural Capitals of Canada Award and \$500,000 of matching funds from the City.

Staff is in the process of identifying funds from existing budgets in the range of \$300,000 to \$400,000 to be included in our grant application. To this end, staff will be bringing forward a supplemental request for Council's consideration through the budgeting process in the range of \$100,000 to \$200,000 to be allocated from 2003 to 2005.

Canadian Heritage Capacity Building Grant

Capacity Building funds are intended to lead arts and cultural organizations toward realizing their full potential by increasing their capacity through improving how they plan, organize, finance and govern themselves. Projects may include, but are not restricted to, engaging

consultant expertise, purchasing equipment, improving management tools and materials, and conducting feasibility and/or market studies.

Funding support from Canadian Heritage for this program is limited to 50% of project costs. Staff has been consulting with Canadian Heritage regarding an application on behalf of five partnering organizations; the Rotary Centre for the Arts; the Kelowna Art Gallery; the Kelowna Museum; Sunshine Theatre Company and the Okanagan Symphony. Each of these five professional organizations within the Cultural District will have their individual needs addressed in areas such as visioning, business modeling, strategic planning and board governance.

Partnering funds will be required from the City of Kelowna and hence, we have added this into our financial plan. Upon Council's approval, staff will apply to the Vancouver Foundation and the Central Okanagan Foundation for funds to support these individual organizations in this application.

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

/Attachment