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## CITY OF KELOWNA

# MEMORANDUM

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**Date:** March 5, 2003  
**File No.:** 1853-20  
**To:** City Manager  
**From:** Cultural District Project Manager  
**Subject:** Cultural Capitals of Canada Award Application

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### **RECOMMENDATION:**

THAT Council approve the Cultural Capitals of Canada Award application to be submitted to the Federal Department of Canadian Heritage as attached to the report dated March 5, 2003 from the Cultural District Project Manager.

### **BACKGROUND:**

At a regular meeting on September 30th, 2002, City Council directed staff to prepare an application to Canadian Heritage for the Cultural Capitals of Canada Award to meet the February 1st, 2003 submission date. Council also approved \$200,000 over 2003, 2004 and 2005 as part of the City's component funding for the program.

Staff has also identified \$300,000 in the Cultural District Implementation plan to bring the City's total financial contribution to \$500,000. In the category applicable for the City of Kelowna, we are eligible for an award of \$500,000. Staff have developed an overall program and application valued at \$1,000,000.

### **DISCUSSION:**

Due to timing issues, the deadline for applications was moved to March 15<sup>th</sup>, 2003.

The Cultural District Implementation Task Force and staff have been thinking 'outside the box' and working on building a "signature series"; which is a *seasonal* series of festivals within the Cultural District with a major focus on the May time period. This increase in programming includes celebrations and legacy building, providing the framework of our Cultural Capitals of Canada Award application. The application demonstrates Kelowna's commitment to community building, as it involves organizations from throughout the community as well as various cross-departmental initiatives of the City.

The application is complete and includes a CD-ROM presentation.

## **Update**

At a recent meeting, the Cultural District Task Force endorsed the programming components for the Cultural Capitals of Canada Award. The project includes:

### **ENHANCEMENT OF EXISTING PROGRAMS**

- **Spring and Fall Wine Festivals** – expand events in the Cultural District
- **Parks Alive!** programming in “Arts Common” e.g. lunch series, special events
- **Kelowna Regatta** – support increased cultural activities
- **Kelowna Comedy Festival (Sunshine Theatre)** – support increase in programming
- **Dragonboat Festival** – support increased cultural activities
- **Days of Wine and Roses** – support event
- **Canada Day Celebrations**
- **Snowfest**

### **NEW PROGRAMS**

**Winter Lights Celebrations** – a sculptural Christmas light display that would be entered into the Communities in Bloom competition.

**Christmas Progressive Theatre** - An outdoor family winter theatre event with scenes progressing through venues in the Cultural District.

**First Night** – New Year’s Eve Celebration for families.

**New Music Festival** – Okanagan Symphony festival focusing on creation in the 21<sup>st</sup> Century and includes concerts, workshops, and youth sessions.

**May Signature Festival** - 3 to 5 day Cultural celebration within the Cultural District that features Cultural District partners and headline entertainment.

**Taste of Culture Program** - Two types of full day educational programs that will provide:  
1. A taste of all art forms; visual, performing, literary, heritage and will encompass various venues in the Cultural District. 2. Provide a taste of various cultures; cultural diversity program.

**Guided Walking Tours** - A summer program to increase public’s knowledge and appreciation of Downtown Kelowna’s Cultural District.

**2005 Centennial Celebration** – highlights our 100<sup>th</sup> Birthday through a wide variety of activities in the Cultural District in collaboration with the 2005 Centennial Committee.

**Performance Measurement Project** - Market research to measure public’s awareness and perception of the Cultural District as well as data capturing to monitor programming in the area.

**Design Charette** – A planning workshop to identify the vision, land use etc., for the Cultural District.

**Event Operations & Technical Support** – staff support in implementing the cultural programming initiatives.

**Finances**

The attached application summarizes the financial plan for 2003-2005 and includes;

Plan A - Program with Cultural Capitals Award  
Plan B – Program without Cultural Capitals Award

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Lorna Gunn  
Cultural District Project Manager

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

/Attachment