



Draft Cultural Plan

Welcome to the Cultural Plan Task Force Open House

June 6, 2016

15 volunteers appointed by Council, May 2015

Denese Espeut-Post	Chair
Barbara Thorburn	Vice-Chair*
Dan Dinsmore	Vice Chair
Margaret Holler	Secretary
Linda Beaven	John Bubb
Jane Curtin	Jean Evanishen
Susan Gibbs	Dianne Hildebrand
Sophia Jackson	Ellie van Nie
Betty Ann Xenis	
Councillor Doug Holmes	
Councillor Janet Peake	

*Barbara has resigned and the role has been filled by Dan

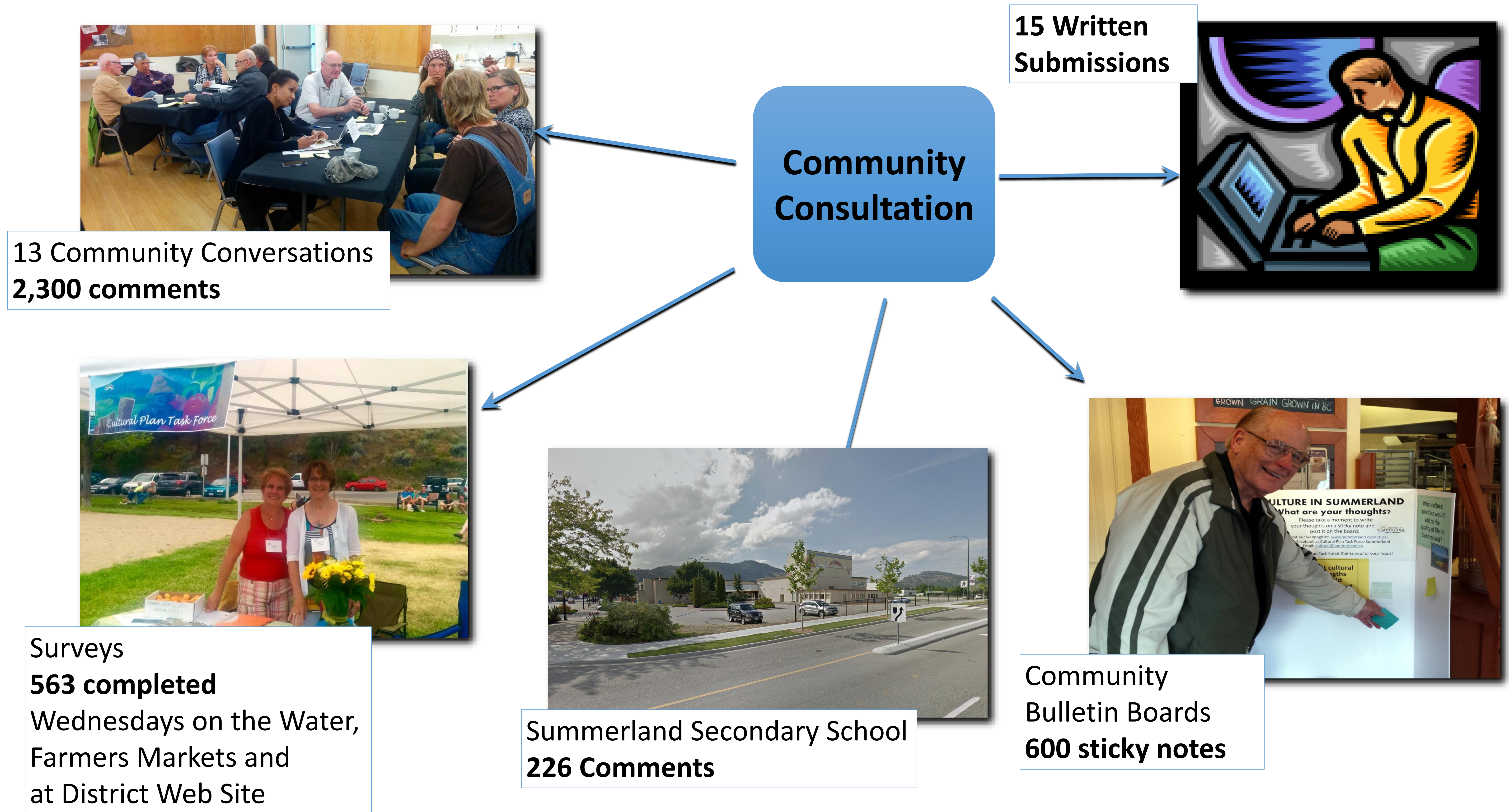
Objective

Develop a plan that:

- ❖ Understands the values and perspectives of the whole community
- ❖ Addresses cultural trends and issues, including funding challenges
- ❖ Promotes collaborations, partnerships, and local action
- ❖ Creates a shared sense of direction and envisions a preferred future



Community input was key – consultation from July to December 2015



History and Heritage

"A rich and diverse local history that forms a critical part of the town's identity... strong appreciation for the community's past and they want to safeguard it."



The Arts

"The arts are how we express our culture and communicate our ideas and beliefs. Summerlanders value their community's rich tradition of creativity."

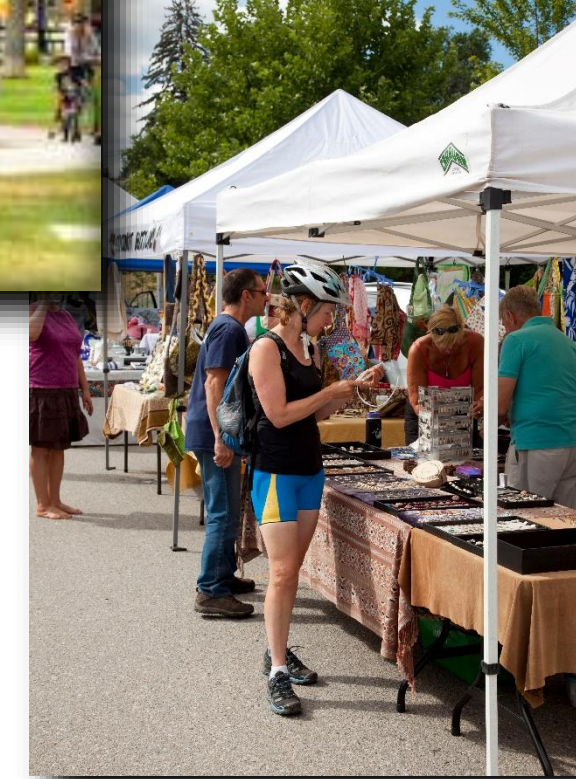
Summerland Cultural Values

The Foundation of the Plan



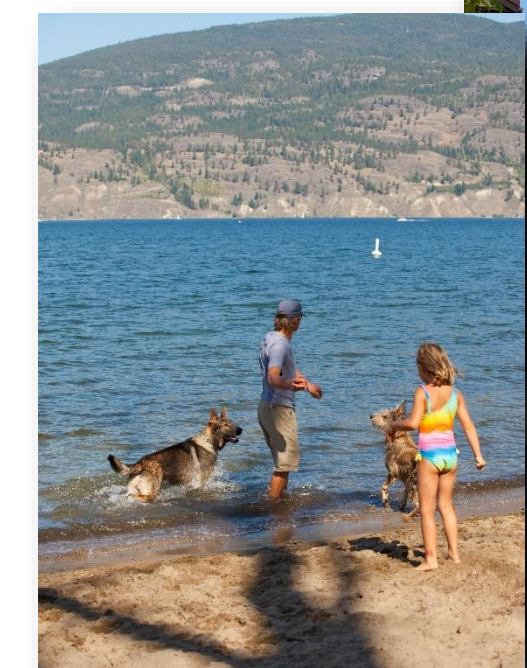
Quality of Life

"Summerland is valued as a great place to live . . . a welcoming and safe community where residents have a strong sense of belonging."



Community Character

"A charming, intimate and aesthetically pleasing town. . . "off the highway," its agricultural residential mix, and its beautiful natural environment."



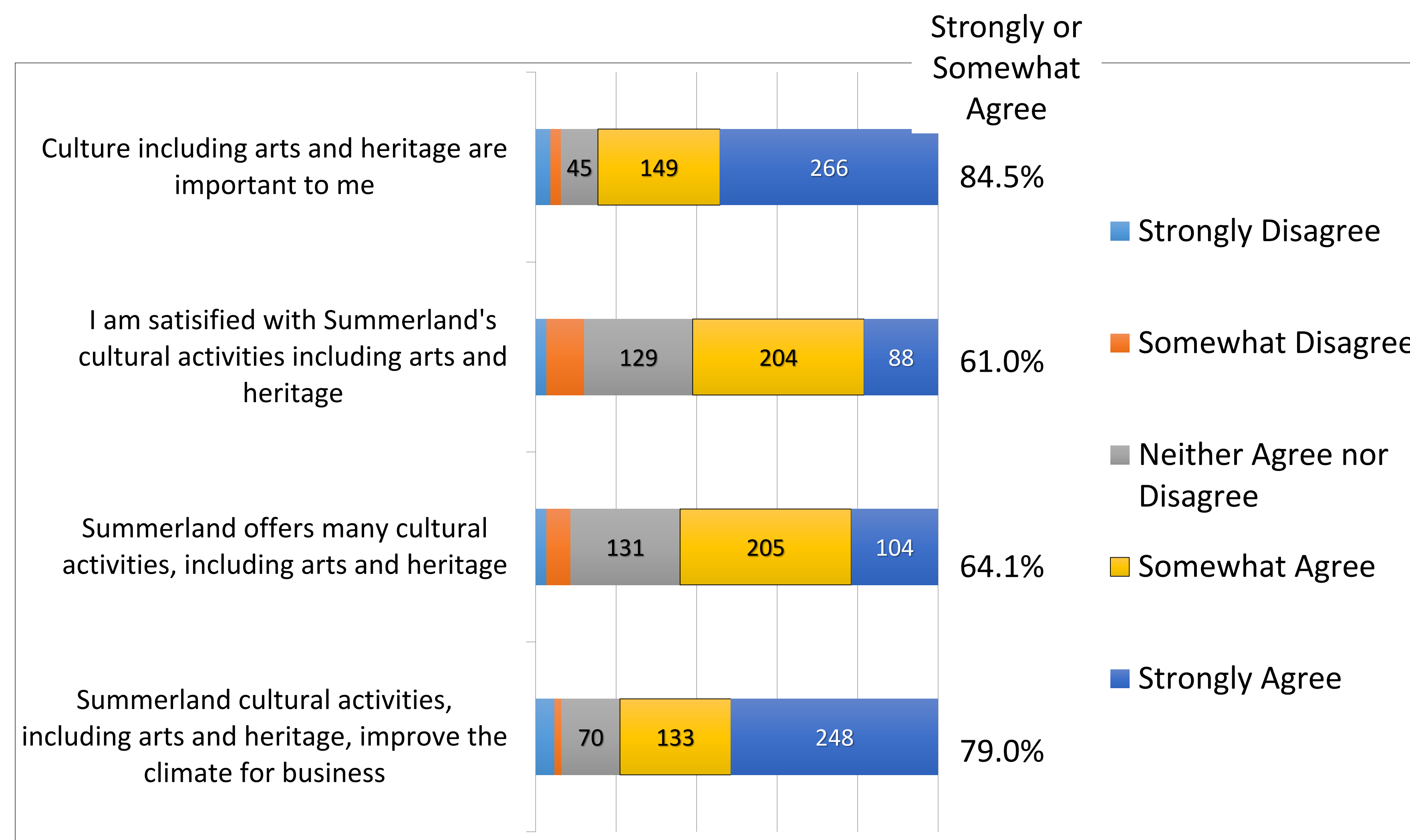
Agriculture

"For many residents and visitors, Summerland is a farming town. People enjoy being surrounded by orchards and vineyards."



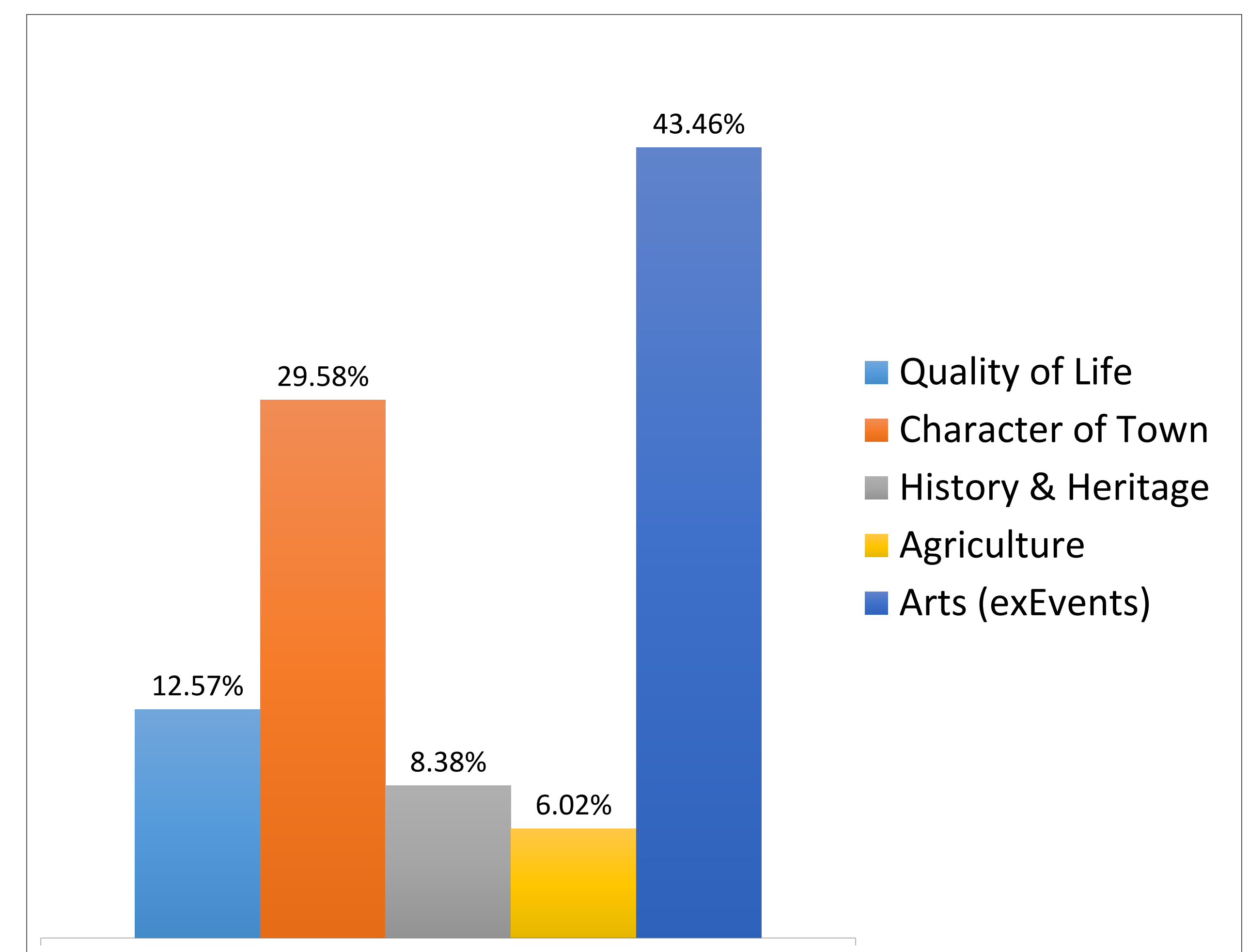
This is what the community told us!

Most respondents agree to the importance and benefits of Culture but there is room to build on what we have



Source: Cultural Plan Task Force Survey
N= 463 to 491

Summerland Cultural Plan – Core Values



Source: List of comments regarding What's Working from:

- Sticky Notes,
- Summerland Secondary School and
- Conversation Sessions

N = 382 comments

Five (5) Cultural Plan Strategic Directions



Connect the Community with Better Accessibility, Inclusiveness & Coordination

Connect the community with better coordination, inclusiveness and accessibility



Support existing cultural programs and events through better communications, grant writing and funding

Build on Community Strengths and Assets

Recognize Culture as a Core Service

Establish culture as a separate department with its own personnel and funding



Good Will Shakespeare Festival

Reflect Summerland's Cultural Values In Municipal Decisions and Projects

All Council projects must ensure cultural aspects and implications are addressed

Enhance Public Spaces and Cultural Places

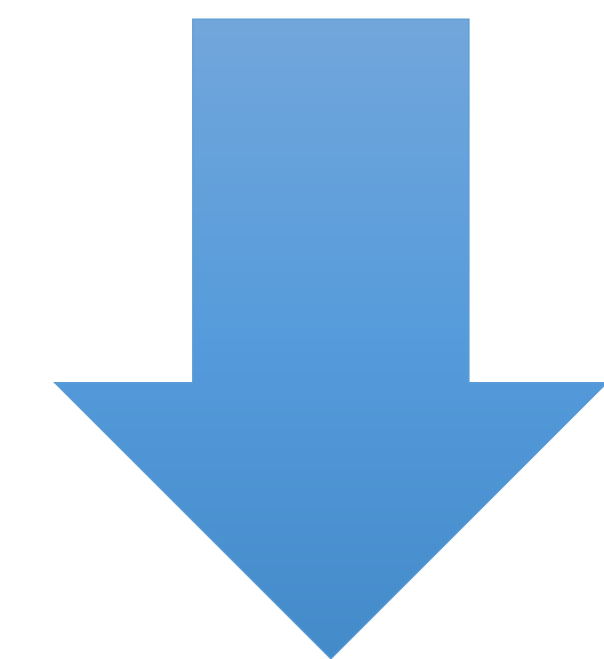


Update and maintain current public spaces and establish a permanent Arts and Culture Building

Action Items to Support Strategic Directions

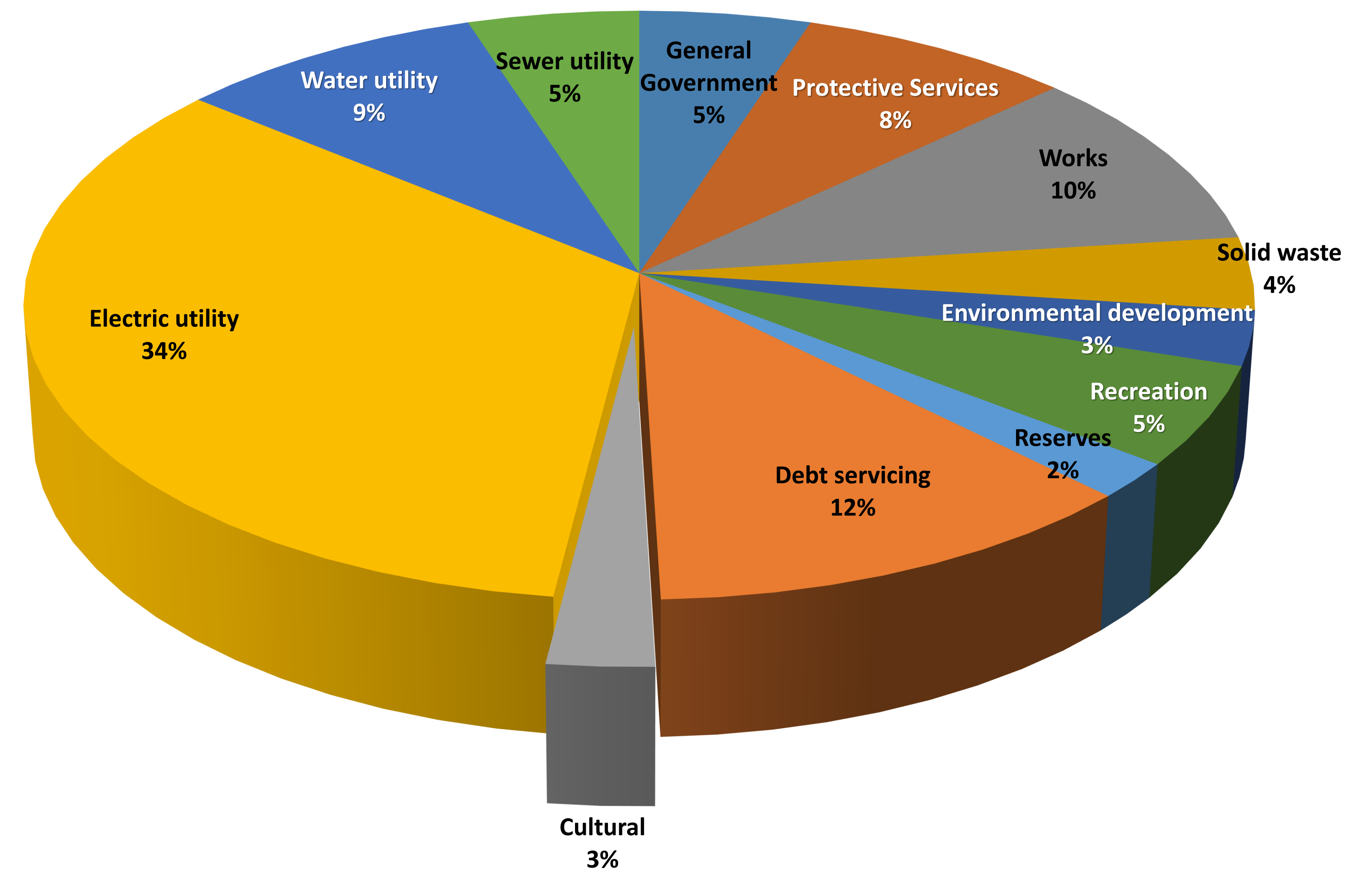
Recognize Culture as a Core Service

- Culture needs to be coordinated along with other core services such as public safety, utilities and recreation
- Culture needs to be adopted as one pillar of community stability
- Culture as a core service should be budgeted and financed along with other core services rather than as a discretionary spending item



Action Items

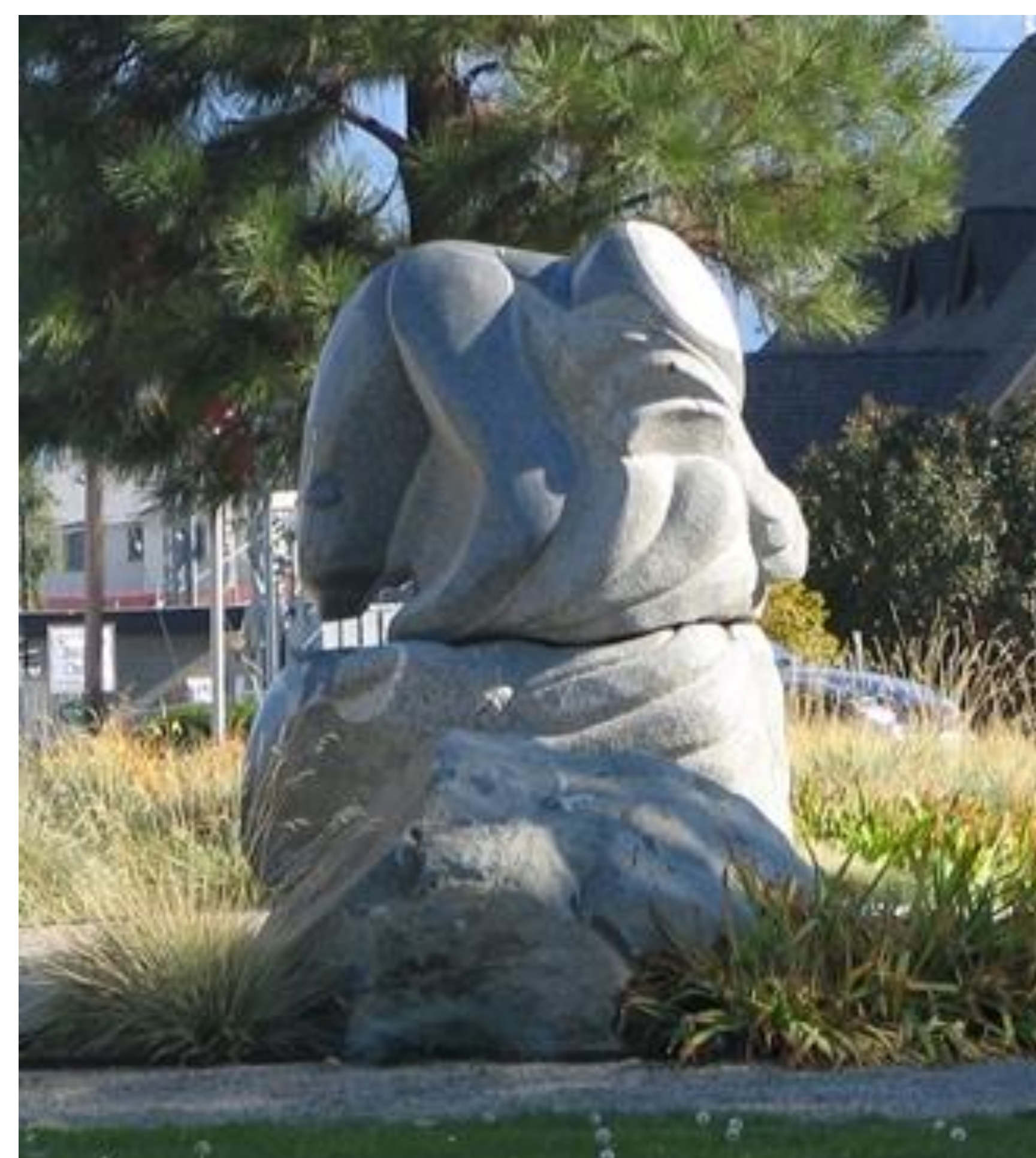
- Develop an administrative framework to establish culture as a core service
- Establish a percentage of the municipal budget for cultural funding that is closer to the national average (of 5%) replacing the grant-in-aid process
- Hire a Community Coordinator
- Establish a community cultural committee
- Include youth on Council committees



Action Items to Support Strategic Directions

Reflect
Summerland's
Cultural Values
In Municipal
Decisions and
Projects

- Cultural aspects and implications of all Council projects should be considered in the same way that financial aspects and implications are considered
- A widened cultural perspective will consider whether a project or decision is in line with the community's values as defined in the cultural plan
- Once culture is considered a more vibrant Summerland will emerge



Action Items

- Establish a municipal Cultural Policy stating that every capital project should have a cultural or artistic component
- Review municipal bylaws to ensure they do not impede cultural development or community beautification
- Incorporate culture in local tourism promotion strategies

Action Items to Support Strategic Directions

Enhance Public Spaces and Cultural Places

- Culture happens on downtown sidewalks, beaches, parks and hiking trails
- Animated and visually appealing public spaces give residents and visitors a sense of place and attachment to the community
- Festivals and other events create ambience and vibrancy while reflecting the community's values
- Culture also happens in purpose-built facilities such as Centre Stage Theatre, museum and library situated protected and extended so as to create a cultural and central hub for the community



Action Items

- Establish an Arts and Culture Centre
- Review cultural facilities (including Centre Stage Theatre and the Rodeo Grounds) for upgrading and multi-use as part of the Asset Management Plan and Recreation Master Plan reviews
- Develop a Downtown Plan for a more people-friendly downtown
- Build a town square
- Provide more benches
- Open public washrooms year-round
- Create a development plan for the waterfront
- Develop a Public Art Policy
- Include a downtown beautification line item in the municipal budget
- Ensure cultural space is included in a future multi-purpose Community Centre

Action Items to Support Strategic Directions

**Build on
Community
Strengths and
Assets**

- Traditional approaches to community development tend to focus on what's wrong rather than what's right – but an asset-based approach recognizes a community's strengths and resources
- Summerland's resources include a rich history, well-established cultural organizations, events, festivals, orchards, wineries, natural environment, attractive downtown and public-spirited residents. We need to take advantage of these resources
- Better connections are needed between various destinations such as the Kettle Valley Railway, wineries, beaches, trails, the Summerland Research Station, rodeo grounds etc.



Action Items

- Recognize volunteers in annual community recognition awards
- Establish a central database of local volunteer opportunities
- Develop a Community Heritage Management Plan
- Initiate a program to promote the restoration and use of historic buildings outlining their economic benefit
- Develop a long-term plan to support the museum
- Develop a long-term plan for the Kettle Valley Railway
- Support and expand existing community events
- Name a new street or public place after George Ryga
- Create a directory of local authors and artists through the cultural mapping process

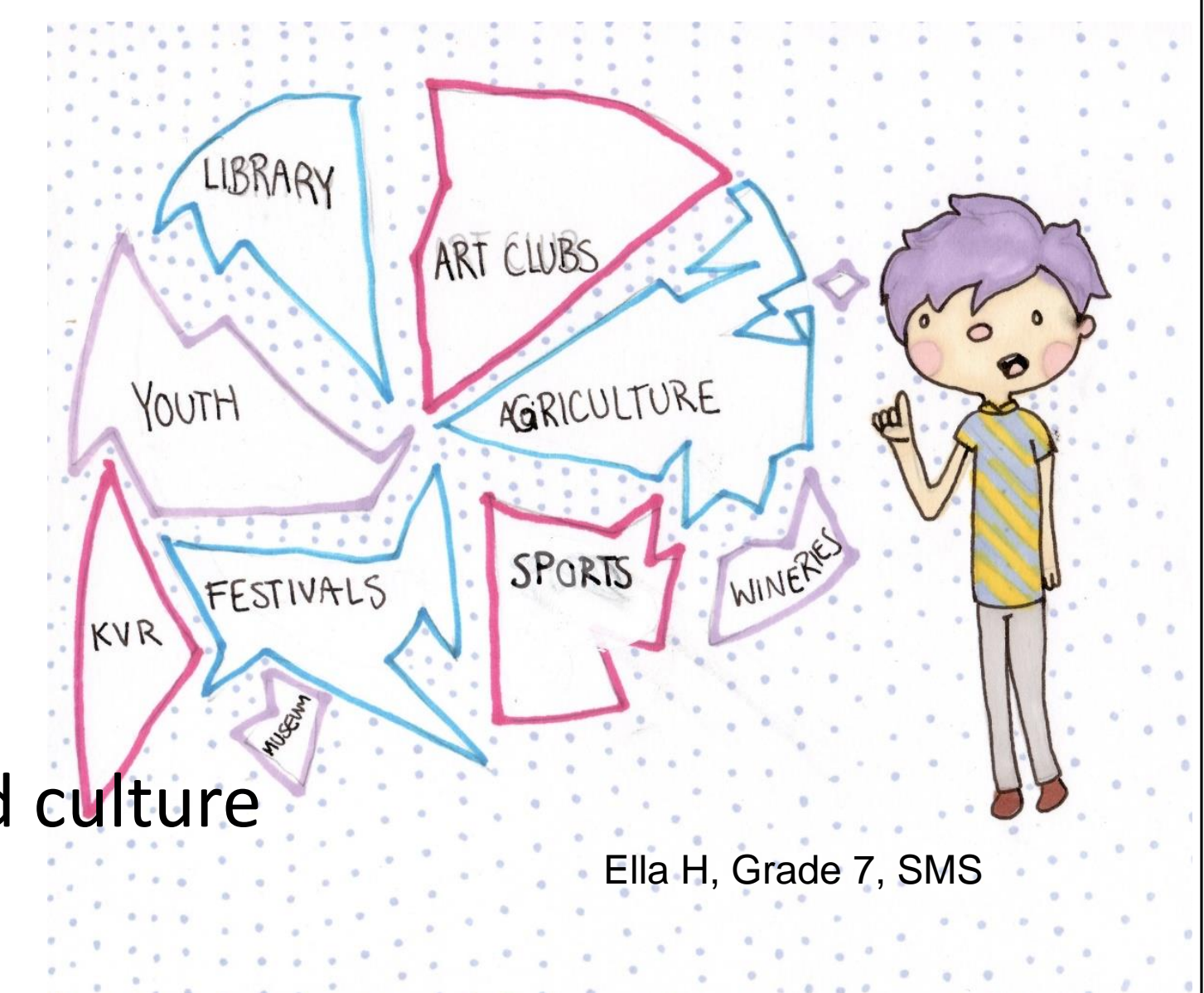
Action Items to Support Strategic Directions

**Connect the
Community with
Better
Accessibility,
Inclusiveness &
Coordination**

- A well-founded cultural community is inclusive, accessible and affordable
- Municipality should support programs and events that promote access and participation
- Events like Light Up, Wednesdays on the Water and live entertainment at Action Fest are popular
- Summerland needs to be more age-friendly – all ages
- Inclusive of low-income residents, First Nations, ethnic communities and itinerant workers
- Connections between the past and present, urban and rural
- Desire for a railway presence downtown and a central Bottleneck Drive location
- Need for strong coordination between all community groups
- Need for better communication, collaboration and partnerships (Earth week is one example)
- Desire for a downtown location that highlights out of town attractions like the KVR
- Build relationships between public, private and non-profit organizations and sectors for mutual benefit

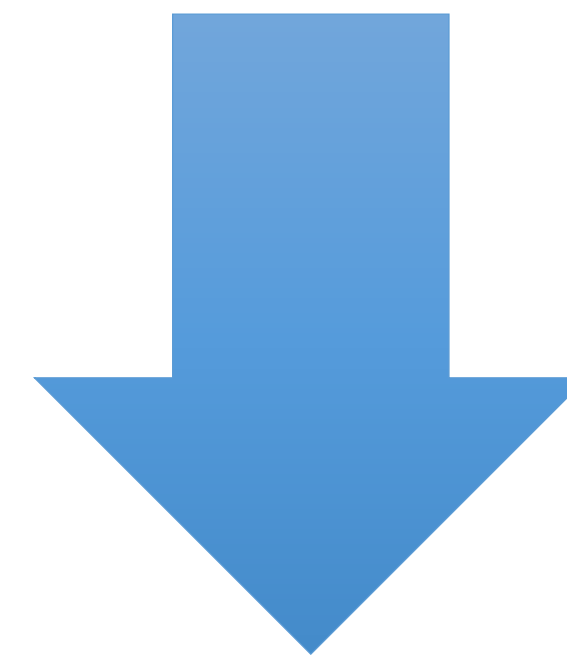
Action Items

- Develop clear, cohesive, creative signage that:
 - improves flow into the downtown
 - improves flow to main attractions
 - identifies fruit varieties being grown in orchards and vineyards
 - reflects Summerland's identity
 - is coordinated with artwork
 - uses QR codes to provide additional information
 - includes maps (kiosks and virtual) highlighting neighbourhoods, landmarks, attractions, food, trails, etc.
- Develop one comprehensive community calendar of events – offline and online ('mySummerland')
- Develop a wide-ranging relationship with our First Nations neighbours to better understand their history and culture
- Recognize Summerland's multicultural diversity in community events
- Make physical connections by:
 - better connecting downtown and the lakeshore
 - developing a connected trail system that includes downtown and completes the pathway around Giant's Head Mountain
 - planning for a BC Transit Summerland loop and reviewing bus schedules to ensure they meet the needs of all age groups
 - improving physical accessibility around downtown, including a sidewalk on the park side of Wharton Street



Ella H, Grade 7, SMS

Key Implementation Strategies



- ❑ Establish a model for arts and culture based on culture being a core service, and funding as a percentage of municipal expenditures.
- ❑ Increase expenditures to national average of 5%.

- ❑ Hire a Cultural Coordinator to aid in communication with arts and culture groups and in grant writing.

- ❑ Establish a Cultural Committee to oversee cultural expenditures made up of representatives of cultural groups and Council.

- ❑ Establish a permanent flexible Arts and Culture Centre to service cultural groups.

- ❑ Connect arts and culture groups with other community groups such as business, agriculture, service groups in collaborative projects.

