

## **Summary for Facebook - Community Conversation on Business**

### **1. What are Summerland's cultural strengths concerning business?**

- Business is part of the fabric of the community; it is one of the components of our local culture, like the arts, agriculture, etc.
- The arts bring beauty and grace to the community. It attracts people who appreciate the arts who may become entrepreneurs
- Quality of life has an impact on business. Beautiful landscape, small town culture. Bringing the arts and culture more forward in the community could enhance these.
- A permanent home for the arts would be good for business.
- Summerland is a dog-friendly community that attracts dog owner customers.
- Business owners and the municipality must keep the town tidy and well-maintained.
- Summerland is in danger of losing its stone walls.
- Summerland businesses are creating a Destination in and of themselves such as second hand stores and tourist draws like KVR, Summerland Sweets, Bottleneck Drive
- Professional businesses, ie lawyers, realtors, doctors, are well supported by the local population.
- Summerland has been staunchly independent.
- Tudor theme before, opportunity to create a different theme, emphasis such as our heritage, artists, agriculture and wineries.
- Summerland supports festivals that bring people to the community.
- Great arts community – lots of potential. 2 Artisan Groups – Visual artisans and Food Artisans

### **2. Where do we want to go with culture in Summerland?**

- Need to find a way to fund the arts.
- Preserve the Presbyterian Lakeside church
- Prioritize the top (3?) things. Create an action plan with measurable actions.
- Permanent home for the Arts Council?
- Make use of the current vacant facilities like the library for facilities that are overflowing. Eg the museum
- School of the Arts – like the Kootenay School of the Arts
- The Artisans of the Okanagan could expand and be more visible.
- Bring art to life everywhere throughout our community. Share other tourist venues –pop up art venues, feature artists, wine bar, chefs and art at wineries
- Help artists promote themselves.
- More continuity in town regarding architectural design. Back alley as retail.
- Need something along the highway to draw people and make them stop.
- Design more winter activities.
- Find a way to bring people to Summerland. Local artisans are very good.
- Wine bar to encourage night-life on main street

### **3. How could Summerland achieve the goals and ideas identified in Q #2?**

- There has to be a funding system.
  - Set up an arts fund, with new tax going specifically into that fund.
  - Percent of development fees to go directly to arts & culture
  - “donation” to the arts parking meters in downtown – instead of set fees make them donation based.
  - Events to contribute part of profits to the community
- Paid position – a champion, contract paid position. Help artists promote their festivals and activities.
- Best practices from other communities to create a theme
- “Feast of fields” (farm to table) dinner or festival on main street
- Beautify the downtown eg. Lahaina Hawaii – wine barrels for garbage containers
- Cross sell businesses between downtown and rural locations, ie, Bring the KVR, Ornamental Gardens, Summerland Sweets, Bottleneck drive as a discovery from the Downtown and visa versa.
- Improve signage to make attractions more visible
- GIS database – include page where people can input comments & other digital platforms
- Inexpensive options to beautify the highway - Offer powerful tax incentive for a big business such as a hotel to build on the highway