

Columbia Valley Cultural Scan and Community Consultation



Final Report February 2009

Brightwell Consulting

Gerri Brightwell, Principal

p. 250.342.0309 f. 250.342.0317 e. gbrightwell@telus.net

Report Commissioned by:

Columbia Valley Arts Council

PO Box 2345, Invermere, BC

250.342.4423

www.columbiavalleyarts.com

Table of Contents

Executive Summary	ii
Introduction	1
Methods	2
Arts & Culture in the Columbia Valley	3
Economic Impact Analysis	8
Snapshot: Quick Guide to Community Survey Results	9
Community Consultation: Common Themes	17
Ideas & Opportunities	28
Recommendations & Next Steps	29
Appendix 1: Columbia Valley Cultural Scan – Feb. 24/09 Community Forum Notes	
Appendix 2: Columbia Valley Location Map	
Appendix 3: Official Community Plans, Goals Related to Arts/Culture	
Appendix 4: Community Survey Questions	
Appendix 5: Examples of Residential Tax Rates for Amenities in the Columbia Valley	

This study, “**Columbia Valley Cultural Scan and Community Consultation**” was commissioned by the Columbia Valley Arts Council as an information gathering tool to be used in future cultural development and planning.

A community cultural scan is a comprehensive identification and analysis of a community’s cultural resources and needs gathered through a broadly based consultative/collaborative process¹. Results from a cultural scan can be used for community arts and cultural planning by local governments, community groups and the private sector.

Funding for this project was generously provided by 2010 Legacies Now: Arts Now, a program of the Government of BC designed to create sustainable legacies that will benefit British Columbians as a result of hosting the 2010 Olympic Games; and by Fairmont Hot Springs Resort, the District of Invermere, and the Regional District of East Kootenay.

Objectives of the project, set by a project steering committee, are:

- To understand and articulate the economic impact of arts and culture on the Columbia Valley region.
- To understand the community’s definition and perception of arts and culture, and to identify elements of arts and cultural events that excite the community and encourage participation.
- To identify ways of communicating about the unique arts and cultural experience in the Columbia Valley to both local residents and visitors.
- To assess the community need for and interest in a multi-use performing arts centre, specifically:
 - The extent that a multi-use performing arts centre may increase community participation in the arts.
 - Opportunities, ideas and potential uses for a multi-use venue that serves the needs of the community.
 - Benefits and concerns related to the venue location.
- To identify:
 - opportunities, ideas and needs for arts and cultural programming for all age groups and interests within the entire Columbia Valley region.
 - gaps, barriers and threats to arts and culture in the community.
- To identify ways for community organizations, private business and individuals linked to arts and culture to collaborate and improve communication.
- To be inclusive of the various participants in and audiences for arts and culture within the Columbia Valley region by demographic and regional representation.

¹ Cultural Planning Toolkit. 2010 Legacies Now and Creative City Network of Canada.

- To learn from the success of other events, programs and venues both within the Columbia Valley region and from other communities.

Data for the project was gathered through an extensive community consultation process that included a community survey (567 participants); one-on-one interviews (43 interviewees) and a series of focus groups (8 focus groups with 102 attendees). Economic data was also collected from private, public and non-profit participants in the arts and cultural sector. Focus of the study was the full-time residents of the Columbia Valley region, located in the East Kootenay region of BC, and defined by communities spanning the Columbia River from its source in Canal Flats north to Spillimacheen.

An **economic impact analysis** of arts and culture in the Columbia Valley revealed total annual direct spending of \$1.34 million within the sector. Multiplying this annual investment for indirect impacts specific to the arts, culture and entertainment sector² represents a total impact of **\$2.79 million annually** to the local economy. Employment created by the sector creates 79 full-time equivalent jobs in the region.

Common themes identified by the community consultation are as follows:

1. The arts and cultural scene in the Columbia Valley would benefit from more partnerships between community organizations. The Columbia Valley Arts Council has an important role to play in bringing arts and cultural community groups together under one banner.
2. There are a growing number of people in the community that are creating, learning and performing arts. Supporting this “grassroots” involvement in arts and culture contributes to our sense of community and builds support for the arts.
3. The Columbia Valley’s arts and cultural sector would benefit from a more regional approach, in terms of both community involvement and cultural tourism marketing.
4. There is potential to increase overall community engagement in arts and culture by cultivating appreciation and awareness of the cultural scene in the Columbia Valley.
5. The Columbia Valley’s business community, including resorts and private sector arts/cultural businesses, are interested in creating more active partnerships and connections to the local cultural sector with an emphasis on demonstrated reciprocal benefits.
6. There is a need for more arts and cultural programming and outreach targeted at youth, children and families in the Columbia Valley.
7. There is demonstrated community support for a centrally-located, multi-use performing arts venue and associated programming that emphasizes theatre, performing arts and live music. Creating a visible and busy community gathering place, incorporating complimentary shared facility uses, and planning for operational sustainability through private/public partnerships are important aspects of the community’s vision for this facility.
8. Local governments need clarity around what their role should be in supporting arts and culture, and lack information about the value and benefits of the sector to their communities.

² BC Statistics Provincial Economic Multipliers. March 2007.

9. A lack of cooperative communication and promotional efforts for arts and cultural events and activities around the Columbia Valley is a barrier to community and visitor participation.

The themes were summarized into recommendations grouped into five **strategic directions**:

- 1. Build bridges and facilitate connections in the community that promote and support further development of the arts and cultural sector.**
- 2. Encourage the role of arts and culture in fostering community spirit and well-being.**
- 3. Support development of performing arts through investment in and planning for performing arts venues.**
- 4. Look to the next generation for fresh inspiration, participation and audiences for arts and culture.**
- 5. Focus on the bigger picture of arts and culture in the Columbia Valley in marketing and communications.**

A community's arts and cultural assets are central to its quality of life, local economy and overall identity. A community cultural scan is a comprehensive identification and analysis of a community's cultural resources and needs gathered through a broadly based consultative/collaborative process³. Results from a cultural scan can be used for community arts and cultural planning by local governments, community groups and the private sector. This study, "**Columbia Valley Cultural Scan and Community Consultation**" was commissioned by the Columbia Valley Arts Council as an information gathering tool to be used in future cultural development and planning.

Funding for this project was generously provided by 2010 Legacies Now: Arts Now, a program of the Government of BC designed to create sustainable legacies that will benefit British Columbians as a result of hosting the 2010 Olympic Games; and by Fairmont Hot Springs Resort, the District of Invermere, and the Regional District of East Kootenay.

The research was guided by a community steering committee made up of representatives from the local community and the Columbia Valley Arts Council. The project consultant gratefully acknowledges the time and input provided by the steering committee members:

NAME	ORGANIZATION
Chris Evans	President, Columbia Valley Arts Council
Jami Scheffer	Coordinator, Columbia Valley Arts Council
Richard Haworth	VP Development, Fairmont Hot Springs Resort
Gabriele Bridgwater	Local Artist, Designer, Instructor and Community Arts Volunteer
Gerry Taft	District of Invermere Mayor and Entrepreneur (Gerry's Gelati)
Doris Penner	Entrepreneur (Quiniscoe Homes), Arts Sponsor, and Valley Voices Choir member
Nick Berzins	Board member of Summit Youth Centre, Executive Director of Columbia River Greenways, and Consultant, Thunderwater Engineering and Construction

The steering committee developed objectives for the project. These objectives are:

- To understand and articulate the economic impact of arts and culture on the Columbia Valley region.
- To understand the community's definition and perception of arts and culture, and to identify elements of arts and cultural events that excite the community and encourage participation.
- To identify ways of communicating about the unique arts and cultural experience in the Columbia Valley to both local residents and visitors.
- To assess the community need for and interest in a multi-use performing arts centre, specifically:
 - The extent that a multi-use performing arts centre may increase community participation in the arts.

³ Cultural Planning Toolkit. 2010 Legacies Now and Creative City Network of Canada.

- Opportunities, ideas and potential uses for a multi-use venue that serves the needs of the community.
- Benefits and concerns related to the venue location.
- To identify:
 - opportunities, ideas and needs for arts and cultural programming for all age groups and interests within the entire Columbia Valley region.
 - gaps, barriers and threats to arts and culture in the community.
- To identify ways for community organizations, private business and individuals linked to arts and culture to collaborate and improve communication.
- To be inclusive of the various participants in and audiences for arts and culture within the Columbia Valley region by demographic and regional representation.
- To learn from the success of other events, programs and venues both within the Columbia Valley region and from other communities.

Methods

One of the main objectives of this project was to obtain input from a broad cross-section of representatives of the community, including youth, media, educational institutions, artists, businesses, non-profit groups and the general public. Towards this end, an extensive community consultation program was implemented which included:

a) Community Survey – a survey for all interested community members was created and rolled-out in November 2008. This survey was available to complete on the Internet. The link was posted on the Columbia Valley Arts Council web site, advertised in the local paper, and emailed to membership lists of various community organizations. For those who preferred to fill out the survey using pen and paper, hard copies were made available for pick up at various locations and community events around the region. In total, 567 surveys were completed for this project.

b) One-on-One Interviews – a list of people from the various communities that make up the Columbia Valley were identified and contacted for one-on-one telephone or in-person interviews. Identification of appropriate interviewees was done through consultation with the project steering committee; and by recommendation by many of the interviewees themselves. A standard questionnaire was used to conduct the interviews. In total 43 individuals were interviewed for this project.

c) Focus Groups – 8 focus groups were conducted with the following groups: local visual and performing artists, youth, educators, regional resort operators, the Columbia Valley Arts Council Board of Directors and three different business associations (Fairmont, Radium and Invermere). In total 102 individuals took part in community focus groups.

d) Community Forum – the project was concluded with a community forum in February 2009 to provide the general public the opportunity to give feedback on the initial results and recommendations

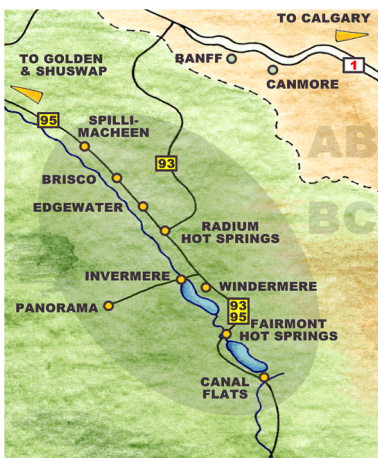
presented in this study. Approximately 30 community members attended this forum. Feedback and discussion questions received during the forum are captured in notes shown in Appendix 1.

Other research for the project included a financial survey of local arts and culture related businesses and community organizations to collect data for the Economic Impact Analysis.

Response rates and participation in the community survey, the one-on-one interviews and the focus groups was very strong and provided a broad scope of input from the community. The focus of the research was on full-time local residents of the Columbia Valley. The population of the valley is also heavily influenced by the part-time seasonal population and the visiting tourist population. These groups were not captured by this study, and further research into their needs or market influence may be a valuable addition to this research in the future.

Arts & Culture in the Columbia Valley

A Portrait of the Columbia Valley



The Columbia Valley is located in the East Kootenay region of BC, spanning communities along the Columbia River from its source in Canal Flats north to Spillimacheen (see wider location map in Appendix 2). Politically it is part of the Regional District of East Kootenay and includes the municipalities of Invermere, Radium Hot Springs and Canal Flats and Regional District Areas F and G. Two First Nations communities, Akisq'nuk First Nation and Shuswap First Nation are also located within the region.

As a region it is known for its outdoor recreational opportunities offered through local ski and golf resorts, and its proximity to Kootenay National Park, Bugaboo Provincial Park and other natural areas. Lake Windermere, Columbia Lake and two developed hot springs in Radium Hot Springs and Fairmont Hot Springs are also within the region. In addition to the tourism sector that stems from these assets, other major local industries include forestry, construction/trades and mining.

Influences on the Arts and Cultural Scene

- *Environment*
The Columbia Valley is located in a beautiful natural setting framed by the Purcell and Rocky Mountains, and as a result the valley communities are very much involved in and influenced by mountain culture. Connection to the natural environment both inspires and attracts artists of all mediums and genres.

- *Geography*
Each community that makes up the Columbia Valley as a region has its own distinct identity, and as a result planning and communication often does not occur at a regional level. A positive aspect of this chain of distinct communities is that unique cultural events take place within each community, and contribute to the distinct character of the region in general. The largest community in the region, Invermere, often serves as the hub for many arts and cultural events and venues. The distance from one end of the valley to the other, approximately 100 km, can also be a barrier to individuals who hesitate to travel between communities to attend events.
- *Seasonal and Changing Populations*
A large influence on the cultural scene is the varying seasonal population in the Columbia Valley. The area is a popular cottage and second-home destination, and the seasonal population of part-time residents swells during summer months, influencing both the audience for cultural events as well as bringing its share of artists, performers and community volunteers. In addition, as the baby-boom age group retires, many of these seasonal residents are becoming full-time residents by retiring in the area.
- *First Nations*
The Columbia Valley is home to the Akisq'nuk First Nation and Shuswap First Nation. Connecting the broader local community with First Nations through arts and culture is recognized as an opportunity that has not been well established to date in the region.
- *Tourism*
Visitors to the Columbia Valley represent a major market for arts and cultural events. Area resorts are often seeking new and unique activities for their guests, and the market for cultural tourism in general is growing. Private arts and cultural businesses, such as galleries, depend on the visitor market as a necessary contributor to their annual sales. The area is featured prominently in many tourism web sites and publications, including Discover British Columbia (www.hellobc.com), Kootenay Rockies Tourism (www.kootenayrockies.com), or Crown of the Continent (www.crownofthecontinent.net). Growth in the tourism market is also expected to continue with the addition of direct flights to the Cranbrook International Airport from both Salt Lake City and Atlanta.

Community Organizations

The Columbia Valley Arts Council (CV Arts Council) is the area's lead community organization focused on arts and culture, whose mandate is to **"Foster the growth, awareness and appreciation of the arts in the Columbia Valley."** It is a member-driven, non-profit organization lead by a volunteer board of directors. Funding for the CV Arts Council is provided by donations, fundraising events and grants from organizations including the BC Gaming Commission, the District of Invermere, HRSDC Canada, the Regional District of East Kootenay, the Province of BC, the Columbia Kootenay Cultural Alliance, Columbia Basin Trust, the Columbia Valley Community Foundation and the Windermere District Lion's Club. Key programs of the current CV Arts Council include:

- Pynelogs Cultural Centre: The CV Arts Council operates the Pynelogs Cultural Centre, a historic building that houses a seasonal gallery with scheduled exhibits, workshop and office space, a commercial kitchen and seasonal café, and a venue for meeting, presentations, and small-scale

performances. The CV Arts Council raised over \$500,000 in 2005 for a major renovation to the Centre, which is owned by the District of Invermere.

- Concert Series: The CV Arts Council coordinates an annual concert series with mainly touring performers, using the Pynelogs venue as well as the Christ Church Trinity. The CV Arts Council raised money to purchase a Steinway grand piano to support these performances.
- Cinefest: Hosts an annual selection from the Toronto International Film Fest, shown monthly at the Pynelogs Cultural Centre.
- Tour of the Arts: In 2008, the CV Arts Council coordinated a weekend driving tour event where local artists opened their homes and studios for a valley-wide exhibition. The event was very successful and will be repeated in 2009.
- Workshops: A summer workshop series at Pynelogs is coordinated on an annual basis.
- Festivals: The Mountain Mosaic Festival during Canada Day weekend and the Pynestock music festival are two examples of festivals specifically coordinated by the Columbia Valley Arts Council.
- Provision of Grants and Scholarship: As a member organization of the Columbia-Kootenay Cultural Alliance and recipient of funds from the Columbia Basin Trust, the Columbia Valley Arts Council disperses some funds to local artists and organizations on behalf of these organizations. In addition, the CV Arts Council sponsors an annual scholarship to a local high school student.
- Community Outreach: Examples of community events include the annual "Arts from the Heart" exhibit featuring public school artwork.

Several other community organizations are strong drivers and supporters of arts and culture in the Columbia Valley. Organizations such as the Valley Voices Community Choir, the Windermere Valley Historical Society, the Purcell Mountain Painters, or the Columbia Valley Music Society in Edgewater are key to supporting the grassroots participation and cultivation of community arts in the region. In addition, many groups are involved with organizing events or festivals that have arts and cultural components, such as the Wings over the Rockies Bird Festival, which corresponds with a nature-themed gallery exhibit and silent auction at Pynelogs Cultural Centre. Other organizations, such as the Summit Youth Centre or community senior's centres, represent communities of common interest that will often organize their own cultural events specific to that age group.

A common thread shared by all of the community organizations linked to arts and culture in the Columbia Valley is volunteerism. Volunteers are a critical component in all aspects of cultural development in the community, providing leadership and energy. During the community consultation, the volunteers behind the Columbia Valley Arts Council and other organizations were widely praised for providing their time, skills and dedication to arts and culture in the Columbia Valley.

Local and Regional Government

Local governments representing the three municipalities in the region as well as the Regional District of East Kootenay support arts and culture in several ways:

- Project grants: special request funding to support specific projects
- Operational grants: ongoing annual funding to support operations of facilities such as Pynelogs or libraries
- In-kind support: road closures, bleachers, power sources and other support to festivals and special events
- Venues and infrastructure: maintenance of existing community venues, and planning, funding and construction of future venues (e.g. Pot Hole Park).

Each municipality has an Official Community Plan (OCP); and the OCPs for both Radium Hot Springs and District of Invermere contain some broad provisions in support of arts and cultural activities. Relevant sections from these official community plans are shown in Appendix 3. In addition, the Resort Master Plan for Fairmont Hot Springs Resort contains plans to integrate arts and culture into the resort design with artists-in-residence, art galleries and public art. OCPs also exist for Canal Flats, Fairmont Hot Springs and Windermere however do not contain specific wording related to arts and culture.

Education

The Rocky Mountain School District is also an important player in the region's cultural scene. Through both core and extra-curricular activities, local teachers connect area school children to arts and culture.

The College of the Rockies, Invermere Campus offers workshops and courses, coordinates events and conferences, and represents a potential partner for the development of arts and cultural educational opportunities in the region.

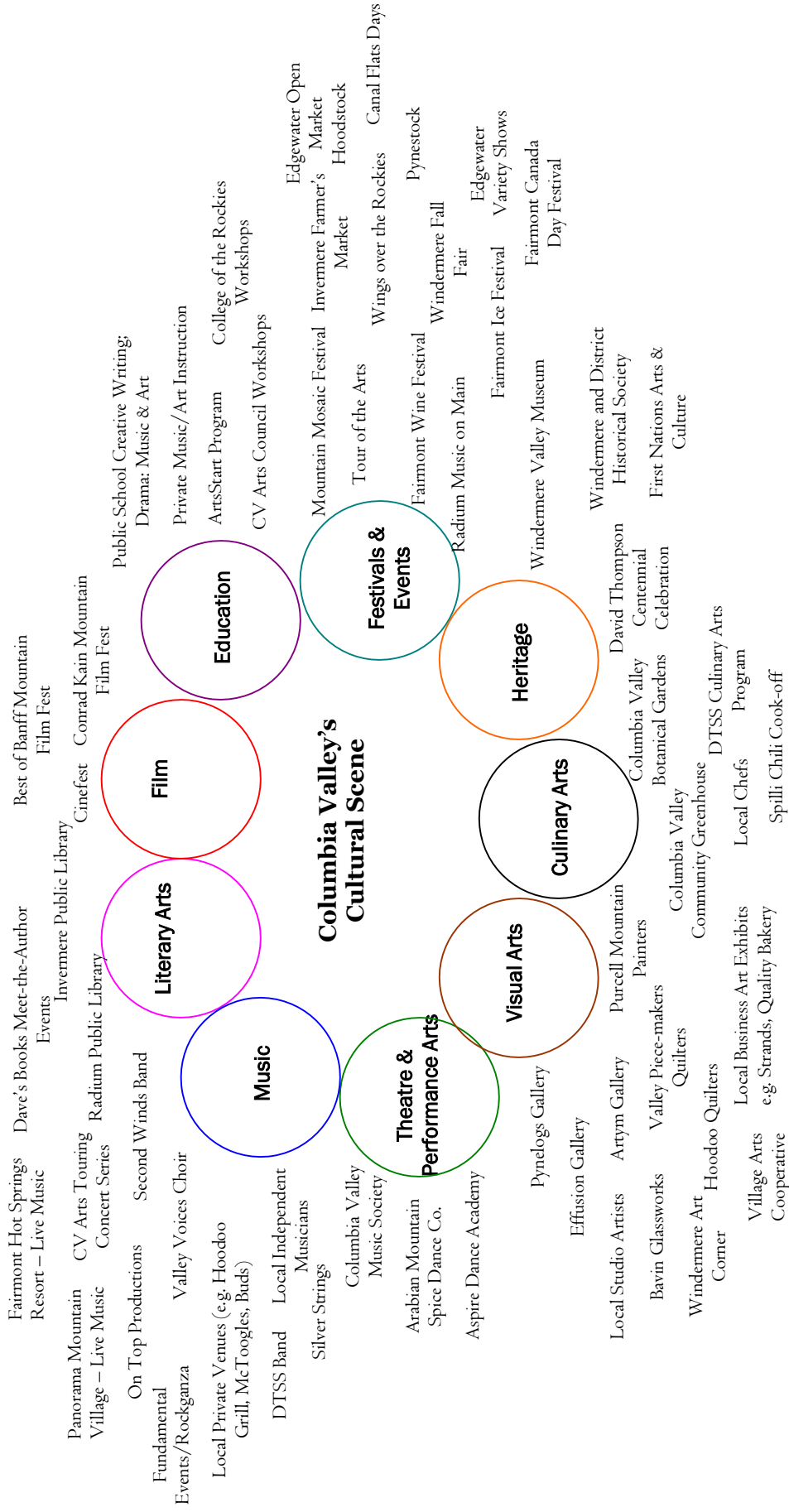
Opportunities for private education are limited, but available in the valley. Private dance, music and art instruction are all available for all age groups.

Private Sector: the Business of Arts and Culture

The Columbia Valley's arts and cultural scene contains numerous successful businesses that are in the arts and culture sector, including galleries, restaurants/bars that feature live music and performances, production companies that specialize in musical events, and private music or arts educators. These galleries and venues contribute greatly to the diversity and breadth of arts events and exhibits available in the area. In addition, many local visual artists have created businesses around their art, whether they sell direct from a home studio and/or on a commission basis through private galleries. Chambers of Commerce in the area is also involved in supporting or organizing events that contribute to the region's cultural scene.

Mapping Columbia Valley's Cultural Scene

The following graphic represents a "map" of the cultural scene within the Columbia Valley.



The arts and cultural sector in the Columbia Valley is comprised of private galleries, venues for music, and self-employed visual and performing artists. It is impacted by the activities of community and public organizations that sponsor events, festivals, exhibitions and educational programs/workshops. All of these businesses and activities represent a significant impact to the local economy.

A survey of both private and non-profit sector arts and cultural businesses and organizations revealed total annual direct spending of \$1.34 million within the sector. Multiplying this annual investment for indirect impacts specific to the arts, culture and entertainment sector⁴ represents a total impact of **\$2.79 million annually** to the local economy.

By way of comparison to other communities in the south-eastern region of British Columbia, recent economic analyses of the following communities show the following data⁵:

	Direct Annual Spending	Total Economic Impact
City of Kimberley	\$1.17M	\$2.44M
City of Cranbrook	\$1.77M	\$3.2M
City of Castlegar	\$1.15M	\$2.89M

The arts and cultural sector in the Columbia Valley is also a significant source of employment income to the region. An estimated 101 people are employed, representing 79 full-time equivalent jobs created from the organizations, businesses and self-employed artists that make up the arts and cultural sector in the region. This represents approximately \$2.5 million⁶ in annual employment income within the region.

Cultural tourism is a growing sub-sector of the tourism industry, and also represents an economic contributor to the Columbia Valley's economy. General attendance and specifically, visitor attendance to most of the cultural attractions in the Columbia Valley has not been tracked, so an accurate analysis of the economic value of cultural tourism is not possible.

However some examples of recent cultural events with estimated visitor attendance illustrate the potential economic impact of cultural tourism to the valley:

- The 2008 Tour of the Arts attracted approximately 475 attendees, who took part in a driving tour of studio artists around the Columbia Valley region. This event took place during the August long weekend, and observations estimate that visitors to the region made up 30% of the attendees. Those 140 tourists associated with the Tour of the Arts event represent over \$40,000⁷ of average tourism spending in the community.

⁴ BC Statistics Provincial Economic Multipliers. March 2007.

⁵ Community Cultural Scan Final Reports: Kimberley (Brightwell Consulting, April 2008); Cranbrook (Janzen & Associates, Feb 2008); Castlegar (Janzen & Associates, Jan 2006).

⁶ Based on annual average income of \$31,850 from East Kootenay 2001 Census Profile, BC Stats

⁷ Based on overnight average tourism spending in BC; Statistics Canada Canadian Travel Survey, 2004.

- Independent studies of the Invermere Farmer’s Market, held annually from June through August, show that it attracts between 3000 – 4000 people each weekend, and represents approximately \$600,000 of annual economic benefits to the region.
- The Canada Day Mountain Mosaic Festival attracted between 2500 – 3000 people in 2008. Assuming 40% non-resident attendance, the tourists attending this festival represent \$280,000 of average tourism spending in the community.
- The Wings Over the Rockies Bird Festival attracts approximately 350 people in May of each year. An estimated 60% of those participants are visitors to the valley who travel here specifically to attend the seven-day festival. Those visitors represent between \$200,000 - \$300,000 annually in tourism spending in the Columbia Valley.

Snapshot: Quick Community Survey Results

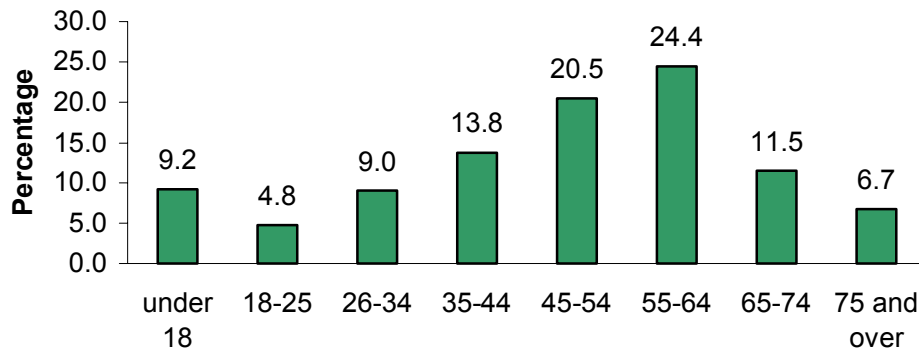
The results of the community survey were used to inform the community consultation “themes” shown in the “themes” section of this report. References to the community survey are drawn upon in each theme description. In addition to supporting the themes and recommendations compiled in this report, the bare facts generated by the community survey on its own represent useful information related to arts and culture in the Columbia Valley region, and the purpose of this section of the report is to provide those facts “at a glance”. The original questions listed in the community survey are shown in Appendix 4.

Survey Participation

The overall response rate and participation in the Cultural Scan community survey was extremely successful with 567 people completing the survey. Approximately half of surveys were completed via the Internet, and half via hard copies made available in the various communities and at community events during the duration of the research phase of the project.

Participation in the survey had strong representation over all age groups, as shown in the graph below. A look at the distribution of age groups in the 2006 Census of the Regional District of East Kootenay shows that the proportion of survey participants within each age group mirrors the distribution of the actual population, with a bit of an exception in the 45-64 age group, where participation rates were slightly higher (by roughly 10%) than the representative population in that age group. It is difficult to compare the extent of participation under 18, as census data captures all children aged 0 to 18.

Age Groups



Representative participation by each community that makes up the Columbia Valley was also strong when compared to the proportion of the total valley population represented by each community. Strongly representative participation came from Windermere, Fairmont Hot Springs, and Radium Hot Springs and satisfactory participation from Invermere, Toby Benches and Panorama. Slightly lower participation rates occurred from Canal Flats, Edgewater, Brisco and Spillimacheen, and low participation from the Akisq'nuk and Shuswap First Nations.

Participants by Community

	Frequency	Percent	Population ⁸
Invermere	263	46.9	3002
Windermere	83	14.8	1296
Fairmont Hot Springs	48	8.6	565
Radium Hot Springs	44	7.8	735
Edgewater/Brisco/Spillimacheen	33	5.9	1263 ⁹
Other	21	3.7	
Canal Flats/Columbia Lake	21	3.7	700
Not From Columbia Valley	21	3.7	
Toby Benches	19	3.4	542 ¹⁰
Panorama	6	1.1	
Akisq'nuk/Columbia First Nation	2	0.4	322

Participants in the survey were largely full-time local residents. During summer months and ski season, the population of the valley is heavily influenced by the part-time seasonal population and the visiting tourist population. These groups were not captured by this study, and further research into their needs or market influence may be a valuable addition to this research in the future.

⁸ Population source: Statistics Canada 2006 Census

⁹ Population figure includes all rural residents in Area G, including Wilmer

¹⁰ Population figure includes Panorama

Residency		
	Frequency	Percent
Full-time Resident	500	89.6
Part-time Resident, from out of province	37	6.6
Part-time Resident, from elsewhere in B.C.	6	1.1
Visitor - 1-4 times a year	6	1.1
Visitor - 5-10 times a year	5	0.9
Visitor - more than 10 times a year	3	0.5
First-time visitor	1	0.2

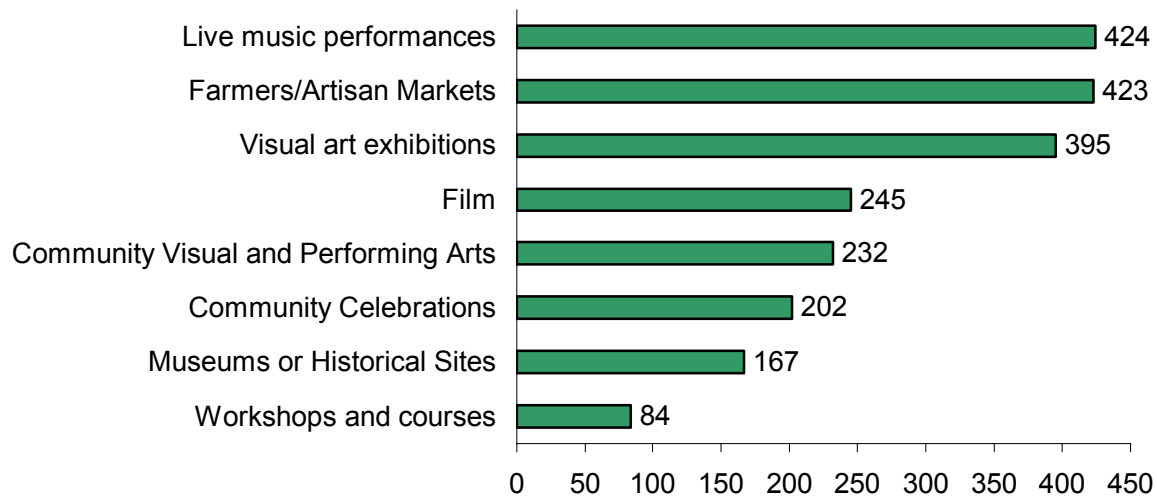
Attendance and Participation in Cultural Events and Activities

Survey respondents were asked where they attend and participate in arts and cultural activities; results show that the top five (out of 14 provided) responses are Columbia Valley, Calgary, Banff, Cranbrook and Vancouver. One interesting result to note is that the community of Golden ended up near the bottom of the list (11th), despite its close geographical location and vibrant arts and cultural scene. This may represent an opportunity to partner with Kicking Horse Culture (the Golden and District Arts Council) to share, promote or even offer transport to events taking place in Golden.

Location of Attended Events	
	Frequency
Columbia Valley	458
Calgary	302
Banff	195
Cranbrook	190
Vancouver	75
Other BC	68
USA	63
Other Canada	48
Canmore	43
Nelson	39
Golden	35
Other Alberta	32
Edmonton	31
Kelowna	20

In response to a question asking survey respondents about which events they attended or participated in within the Columbia Valley within the past year, the most popular events are live music performances, farmers/artisan markets and visual arts exhibitions. Popular responses provided in the "other" category included Aspire Dance Academy, Tour of the Arts, and public school related concerts and performances.

Cultural Events Attended

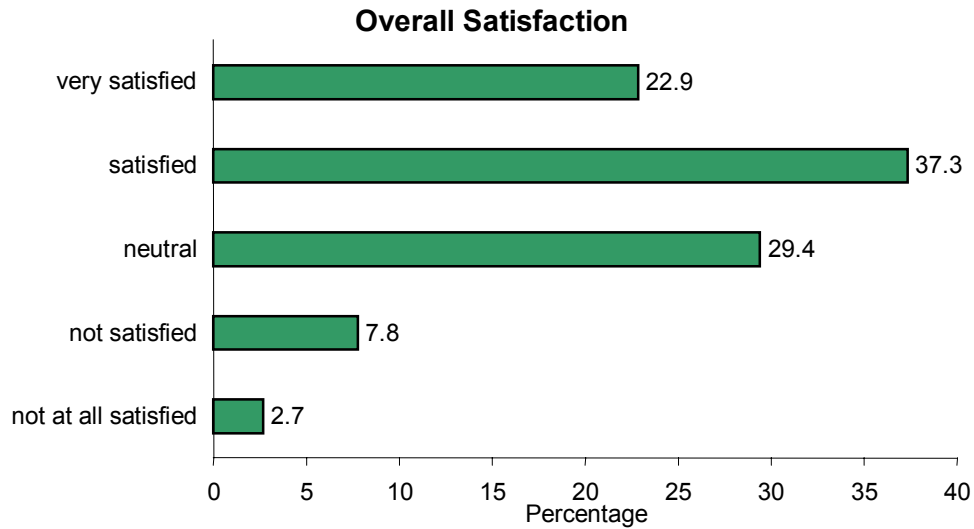


The extent of respondent participation was also researched by asking how often respondents participated in arts and cultural scene in an average year. Results show that the highest number of respondents (35%) participated between 3-5 times per year, followed by 28% participating between 6-10 times per year. Looking at extent of participation and age group, results also show that older age groups participate more often in events than younger age groups.

Participation		
	Frequency	Percent
Never	12	2.2
1-2 times per year	85	15.5
3-5 times per year	197	35.8
6-10 times per year	154	28.0
more than 10 times per year	102	18.5

Satisfaction

Survey participants were asked to rate their overall satisfaction with cultural events and activities in the Columbia Valley on a scale of 1 to 5, with 5 being most satisfied. Average satisfaction by all survey respondents is 3.70. Overall satisfaction by each category is shown in the chart below.



Further analysis of satisfaction showed some interesting trends. First, satisfaction varies greatly by age group. As shown in the table below, overall satisfaction is lower for younger age groups than older age groups.

Satisfaction by Age Group

Age Group	Mean
under 18	3.07
18-25	3.52
26-34	3.22
35-44	3.63
45-54	3.73
55-64	3.87
65-74	4.07
75 and over	4.17

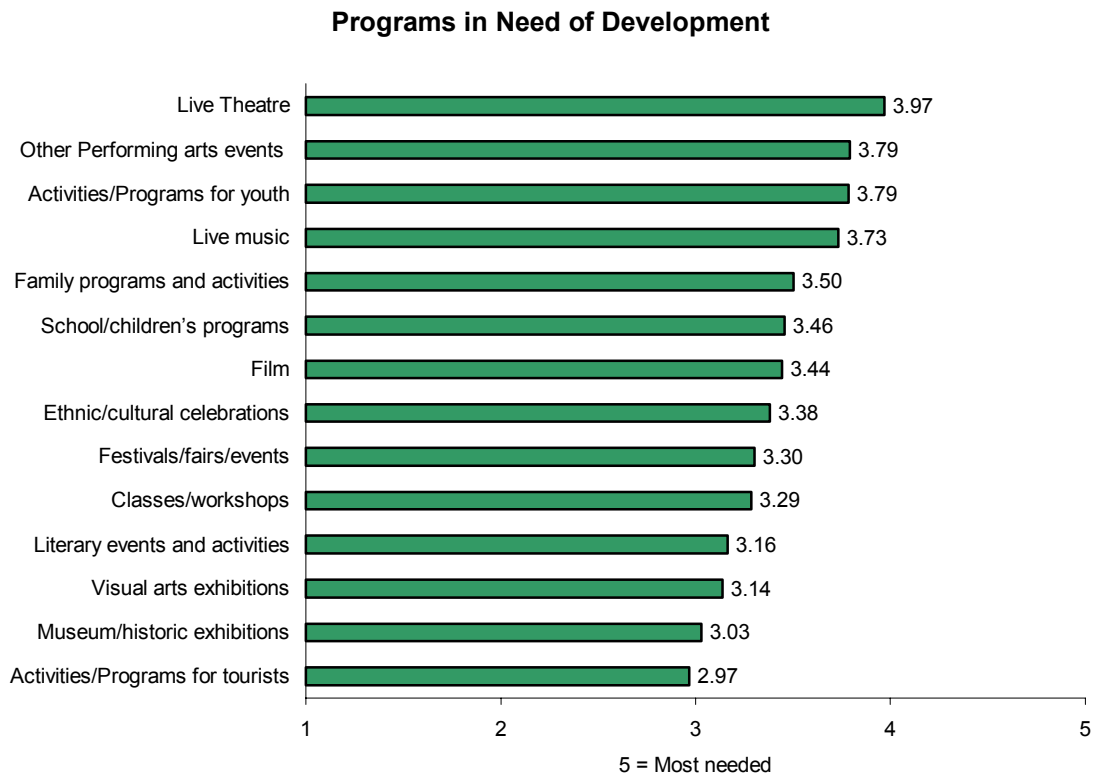
It is also interesting to note that satisfaction and frequency of participation in events are strongly related: people who participate the most often in events or activities are also the most satisfied. In other words, the older audience that participates the most in existing events is being served well by the events and activities that are on offer in the region.

One final note on satisfaction: of those that responded as **not** satisfied, the most important driver of their dissatisfaction is a perceived lack of live music offered in the region.

Feedback on Arts and Cultural Programs/Needs

Survey participants were asked to rate those arts and cultural activities they felt are most in need of further development in the Columbia Valley. Top responses were live theatre; other performing arts; youth programs; and live music. In the "other" category, comments included farmer's markets, aboriginal heritage, links to natural history, and general introductory/awareness of arts events. It is notable that of the fourteen categories offered, categories related to youth, families and children all

ranked prominently, placing 3rd, 5th and 6th respectively. The complete results from the ratings of needed programs are shown in the graphs below (scale is from 1 to 5, where 5 is “most in need of development”).



Barriers

Survey respondents were asked to select from a list of perceived barriers to participation in arts and cultural events or activities. The three most significant barriers identified in the survey are timing/schedule conflicts; lack of information; and inadequate/inaccessible facilities. Total response values are shown in the table below.

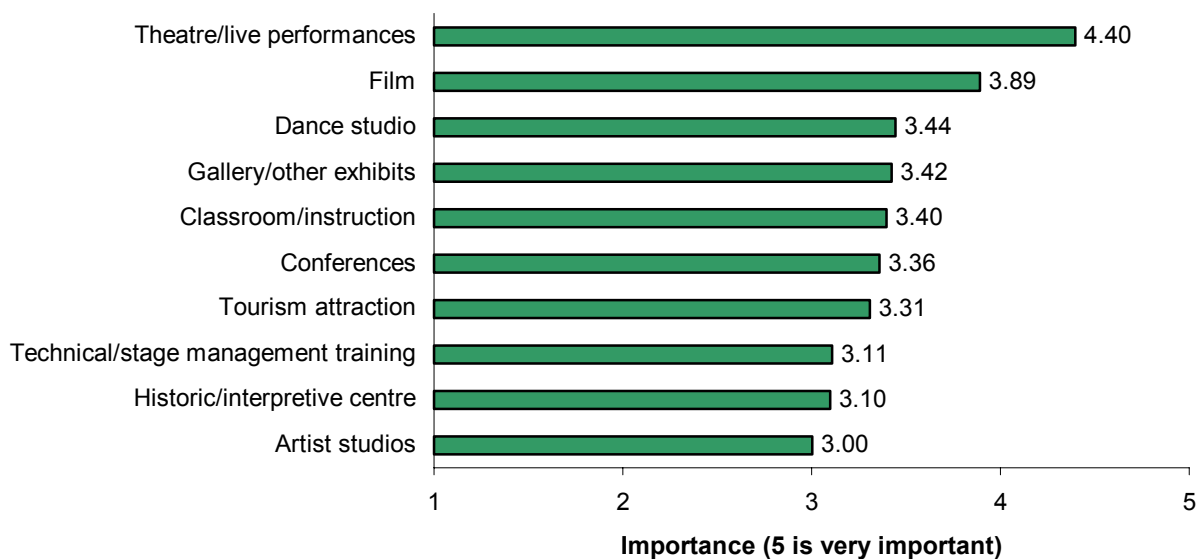
Barriers to Participation	
	Frequency
Timing/schedule conflicts with other community events	227
Lack of information or awareness about events	227
Facilities inadequate or inaccessible	213
Programs filled to capacity/Sold-out	88
Too expensive	82

Popular and recurring comments (i.e. same comment received at least ten times) in the “other” category included travel time and distance to events, lack of interest in events offered, content/schedule/price not a good fit with families/youth and lack of time due to personal or work commitments.

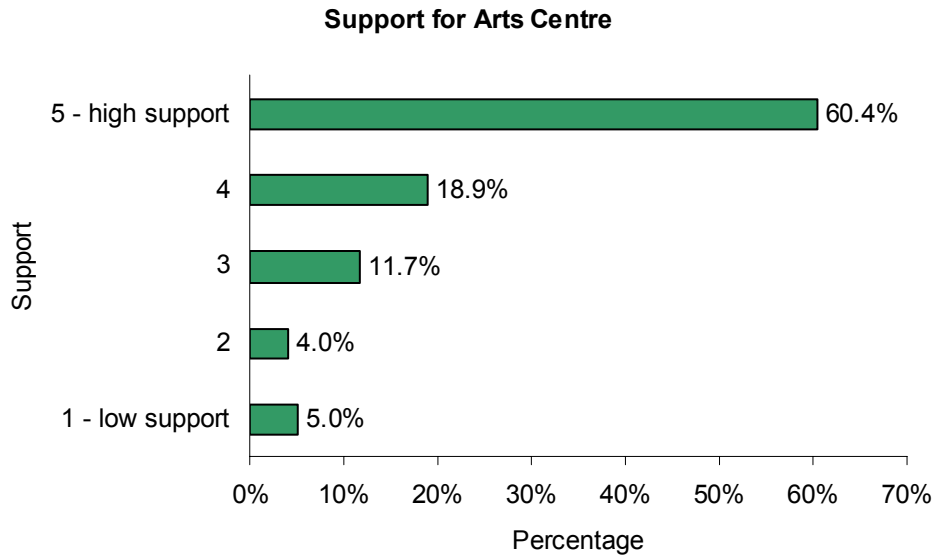
Performing Arts Centre

The final section of the community survey focused on receiving feedback about a proposed performing arts centre for the region. Input on the needs that should be met by a performing arts centre resulted in the following rankings shown in the graph below (on a scale of 1 to 5, 1 being least important and 5 being most important). In addition to the ranked needs, popular “other” comments made regarding the potential performance centre focused on multi-use aspects of the centre: more than 10 comments were made about making the centre a community “hub” for community arts and cultural groups, students, and organizations; more than 10 comments were made about making the centre a multi-use facility with a recreational component; and more than 10 comments focused on linking the performing arts centre with a new library in Invermere.

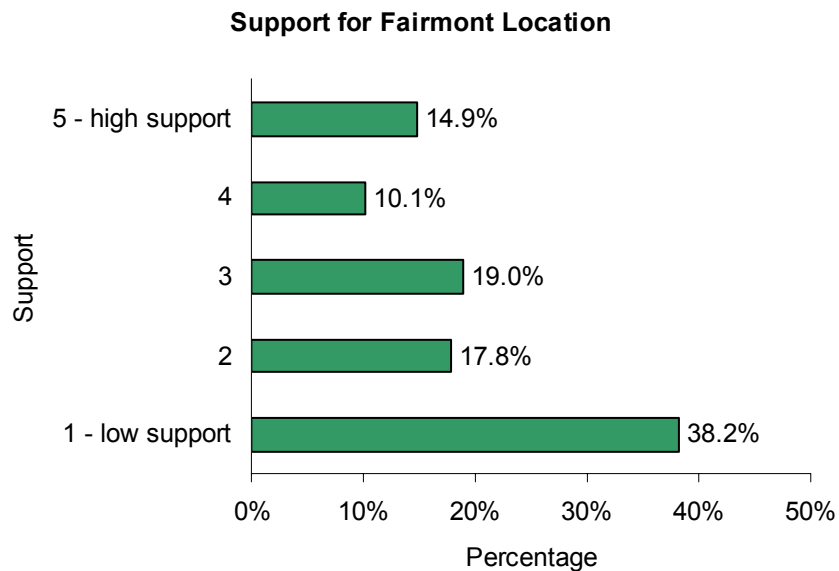
Importance of Performing Arts Centre Uses



Survey respondents also rated the extent of their support for the establishment of a performing arts centre. Support was rated on a scale of 1 to 5, with 5 being high support. On average, respondents are highly supportive of the concept, answering 4.26 out of 5 in favour of establishing a performing arts centre.



Respondents also rated their support for the proposed performing arts centre to be located in Fairmont Hot Springs, again on a scale of 1 to 5. On average, there was support rated at 2.46 out of 5 for the Fairmont Hot Springs location.



It is interesting to note however, that the support for the Fairmont Hot Springs location varies greatly by community. This is shown in the table below, where high support for the Fairmont Hot Springs location is demonstrated by Fairmont Hot Springs and Canal Flats/Columbia Lake residents. Note that data in the "Not from Columbia Valley" category is not representative compared to the extent of part-time residents or visitors that frequent the Columbia Valley, as the focus of this study was local, full-time residents.

Support for Fairmont Hot Springs Location

Part of Valley	Mean
Fairmont Hot Springs	4.28
Canal Flats/Columbia Lake	4.26
Not From Columbia Valley	2.88
Panorama	2.83
Windermere	2.70
Other	2.47
Radium Hot Springs	2.10
Invermere	2.07
Edgewater/Brisco/Spillimacheen	1.88
Toby Benches	1.44

Comments on the location and concept of the performing arts centre in the final open comment section of the survey were prevalent. More than 65 respondents indicated support for an Invermere location, and more than 15 for a central location, such as the crossroads area. Other notable comments around the performing arts centre included more than 15 comments that linked location with youth/student participation; it was noted that a centrally located facility would be more likely useful for after-school or youth activities since transportation would not be a barrier. Other less frequent but repeated comments included support for the old high school location; support for renovating or updating existing venues; the importance of planning for operational sustainability as a prerequisite; and concerns over the influence on property taxes/unwillingness for tax increase.

Community Consultation: Common Themes

1. The arts and cultural scene in the Columbia Valley would benefit from more partnerships between community organizations. The Columbia Valley Arts Council has an important role to play in bringing arts and cultural community groups together under one banner.

There are some excellent examples of partnerships between community arts and cultural organizations that already occur in the Columbia Valley, such as the groups that work together to coordinate the Mountain Mosaic Festival during Canada Day. However, it is also recognized that there is potential for more partnerships that would benefit the arts and cultural scene on the whole.

There is a large and varied number of community organizations linked to the support and development of arts and culture in the Columbia Valley. The list includes but is not limited to the Purcell Mountain Painters, Valley Voices, the Second Winds Band, the Invermere Farmer's Market, the Windermere and District Historical Society, the Columbia Valley Music Society, the Village Arts Cooperative, the Valley Piece-makers and Dutch Creek Quilters.

It was generally acknowledged during the community consultation that the Columbia Valley Arts Council is in the best position to play a leadership role in bringing these groups together under one banner. Input from many community groups indicated an interest in holding a board seat at the CV Arts Council, and exploring partnership frameworks that include shared fundraising opportunities, wider access to grants, shared marketing and promotion efforts, partnered programming and events, and broader access to the Pynelogs venue.

One area where it seems partnerships are particularly lacking is in arts and cultural education and workshops. Partnerships between the Columbia Valley Arts Council and the Invermere campus of the College of the Rockies have been limited. Also, feedback from the artist focus group as well as several interviewees is that professional arts workshops are desired, but at the same time quite costly, and would benefit from partnership with a grant-eligible organization such as the Columbia Valley Arts Council to subsidize expenses.

2. There are a growing number of people in the community that are creating, learning and performing arts. Supporting this “grassroots” involvement in arts and culture contributes to our sense of community and builds support for the arts.

There are numerous excellent examples of people around the Columbia Valley participating in arts and culture. This participation occurs at both an amateur to professional level. Some examples include:

Edgewater Variety Concerts: Organized by local community members, these concerts take place at the Edgewater community hall at least four times per year and feature live classical and bluegrass music, locally-written theatre and poetry. The popular event attracts audiences from around the Columbia Valley.

Aspire Dance Academy: A private dance academy with over 180 school-aged students that practice and perform a variety of forms of dance on a year-round schedule.

Purcell Mountain Painters: A group of amateur and emerging visual artists that paint together on a weekly basis, share exhibit and workshop costs, and generally create an environment of mutual support and creative critique.

Valley Voices: Community choir with over 50 participants with 6 to 7 concerts per year.

Columbia Valley Arts Council, Pynelogs Gallery exhibits: Two annual exhibits for amateur emerging artists are stand out examples for showcasing community art – “Art from the Heart” shows featuring public school children’s art and also a show organized around the works of the Purcell Mountain Painters. In addition to these shows, most gallery exhibitions feature local professional artists.

Participants in the community consultation were enthusiastic about the grassroots development of arts in the community, and are interested in ways to cultivate and support that side of the cultural scene. Ideas gathered during the cultural scan to support community participatory arts include:

- Showcasing through events: Many people fondly referred to now lapsed events such as the open mic night at Gerry’s Gelati or the Emerging Artist series at Pynelogs.

- Creating more opportunities to participate: Opportunities to participate at both an amateur and professional level may be cultivated through creating interest clubs, or through workshops. For example, the artist focus group mentioned the idea of more juried or competitive shows to challenge and engage local professional artists.
- Bridging community arts participation with other recreation: Film and mountain sport; nature and photography or other visual arts; dance and general community events or celebrations are all combinations that bridge different recreational activities.

Showcasing the grassroots side of the Columbia Valley arts and cultural scene also has a link to cultural tourism and overall visitor experience. Increasingly, visitors are interested in making an authentic connection to the places where they travel. Showcasing the ways in which community members participate in and express themselves through art is one way of exposing visitors to the distinct character of the region.

3. The Columbia Valley’s arts and cultural sector would benefit from a more regional approach, in terms of both community involvement and cultural tourism marketing.

In 2008 the Columbia Valley Arts Council hosted the Tour of the Arts, a driving tour where local artists opened their homes and studios around the entire Columbia Valley region for a weekend of art appreciation. It was a very successful event that came up many times during the community consultation as a very positive and collaborative effort. This event is a great example of a regionally-focused initiative with a strong mix of both visitor and local participation.

Feedback from the community consultation indicated a desire to see more regional scope to arts and cultural activities in the Columbia Valley, with efforts to be inclusive of all communities. Ideas to achieve this included having arts and cultural organizations identify and use venues in all the Columbia Valley communities to host occasional events or activities in order to build support for the arts and community participation across the region.

An inclusive, regional focus also would include more opportunities for First Nations involvement in the arts and cultural scene. Comments from the community survey and interviews repeatedly voiced the desire to be exposed to First Nations culture and its connection to local arts. Ideas for connecting to First Nations included promoting and linking to Aboriginal Day (June 21st) activities and demonstrations, more broadly promoting events that are already currently organized within the First Nations community such as aboriginal comedians or films, and involving the First Nations community in plans for the potential performing arts venue.

The idea of a regional focus was also mentioned as part of an overall marketing approach for cultural tourism in the Columbia Valley. The concept of promoting the region as an “arts destination” was a popular idea among local businesses and also during the artist focus group. One idea related to this concept is to have a more comprehensive section on arts and culture in the local “Map Book” publication, and to profile all arts and cultural organizations, businesses and venues under the one section to create an image of a more cohesive, regional scene.

A final note on engaging the entire region in community arts and culture is that transportation between communities was often mentioned in the community survey as a key barrier to participation in events. Working with local governments on increasing regional transportation options for special

events or contracting private transportation services could be a logistical aspect that community groups and businesses need to more frequently incorporate into their event planning.

4. There is potential to increase overall community engagement in arts and culture by cultivating appreciation and awareness of the cultural scene in the Columbia Valley.

A common sentiment among participants in the community consultation was the idea that building community support for arts and culture depends in part on cultivating a better appreciation and awareness of local artists in the Columbia Valley.

A key theme that embodies this idea is the need to establish and highlight the personal connection to the local artists and arts scene among valley residents. The impact of having a personal connection to arts is already demonstrated by the popularity of the "Art from the Heart" exhibit of public school visual arts, or the widespread support of the Valley Voices community choir concerts. As one interviewee put it: "people come out to see their own".

Several people also mentioned that they missed "Emerging Artists" nights at the Pynelogs Cultural Centre that featured local performing artists from several genres, and the youth focus group enthusiastically spoke about the DTSS talent show and the idea of expanding it to be more of a "community spirit" event that encourages people of all ages to show off their talent.

Other comments around increasing community participation were focused on expanding programming to appeal to a wider range of demographics. Results from the community survey indicated higher rates of satisfaction among an older demographic that are already attending a large number of arts events. These results support the idea that outreach and programming targeted at other age groups may open up opportunities for wider community engagement. One suggestion from the community consultation is for local events coordinators and artists to occasionally take risks on exploring more contemporary or challenging themes through arts. Also, it was noted the popularity of fun, family events such as the Mountain Mosaic festival offer learning opportunities to excitement into gallery exhibitions or musical events offered around the valley by private venues, community organizations and the Columbia Valley Arts Council.

Some feedback directed towards the Columbia Valley Arts Council specifically, was that in order to engage a broader cross-section of the community there is a need to address community perceptions that the CV Arts Council and some of its events are mainly focused on a narrow portion of the community. While there was widespread appreciation and praise for the professional and high calibre events hosted by the CV Arts Council, there were also concerns raised over some events being intimidating or exclusive to many people in the community. Input from the community consultation also brought up the CV Arts Council's advocacy role, and the need to seek opportunities to communicate the value and benefits of the arts and cultural sector to the community at large.

Expanding programming, making personal connections, and communicating the benefits of arts to the community are all efforts that may not only increase overall community support, but may also specifically assist the issue of volunteer recruitment. During the community consultation, people gratefully acknowledged the efforts of volunteers behind many of the cultural activities in the valley and also expressed concerns about volunteer burnout and capacity to take on some of the ideas and issues highlighted during the Cultural Scan project.

5. The Columbia Valley's business community, including resorts and private sector arts/cultural businesses, are interested in creating more active partnerships and connections to the local cultural sector with an emphasis on demonstrated reciprocal benefits.

Many participants in the cultural scan felt that the opportunity for area businesses to sponsor cultural events and activities has not been used to its full potential. At the same time, the business community has expressed an interest in being more involved and supportive of arts and cultural events, but feel that demonstrated benefits and mutually beneficial partnerships must be part of the equation.

The general business community sees the benefit in showcasing local artists and performers to draw people into downtown areas. One idea that the Invermere Business Committee is interested in is to create an atmosphere around the area downtown in the evenings by featuring live music outdoors, artist demonstrations, and using outdoor venues such as Pothole Park. This idea has already been implemented in downtown Radium through its weekly "Music on Main" program, and was so successful that the Radium Chamber of Commerce is planning to do it twice per week this coming summer. The Invermere Business Committee indicated a willingness to sponsor an event like that in partnership with an organizing body such as the Columbia Valley Arts Council. Along a similar vein, both the business associations in Radium and Fairmont expressed interest in an artisan/farmer's market on a week-night in their communities to avoid competition with Invermere's popular Saturday Farmer's market.

Opportunities also exist by increasing communications and shared events between private arts businesses and community-based arts and cultural programs. This concept would aid in creating a more regional arts and cultural image for the Columbia Valley. Including private galleries in the Tour of the Arts event is one example of extending regional promotional opportunities to include the private arts and cultural business sector. Perceptions are that since many arts activities are supported through access to grants and public funding, the benefit of these activities should contribute to supporting and promoting the entire regional arts scene.

During the artist focus group, local artists expressed a desire for more links to local business and opportunities to exhibit with local private galleries. Examples of linking visual artists to local businesses already exist with ongoing or annual exhibits that take place at venues such as the Quality Bakery in Invermere, Smoking Waters Café in Fairmont, or the annual Strand's Art Show in Invermere.

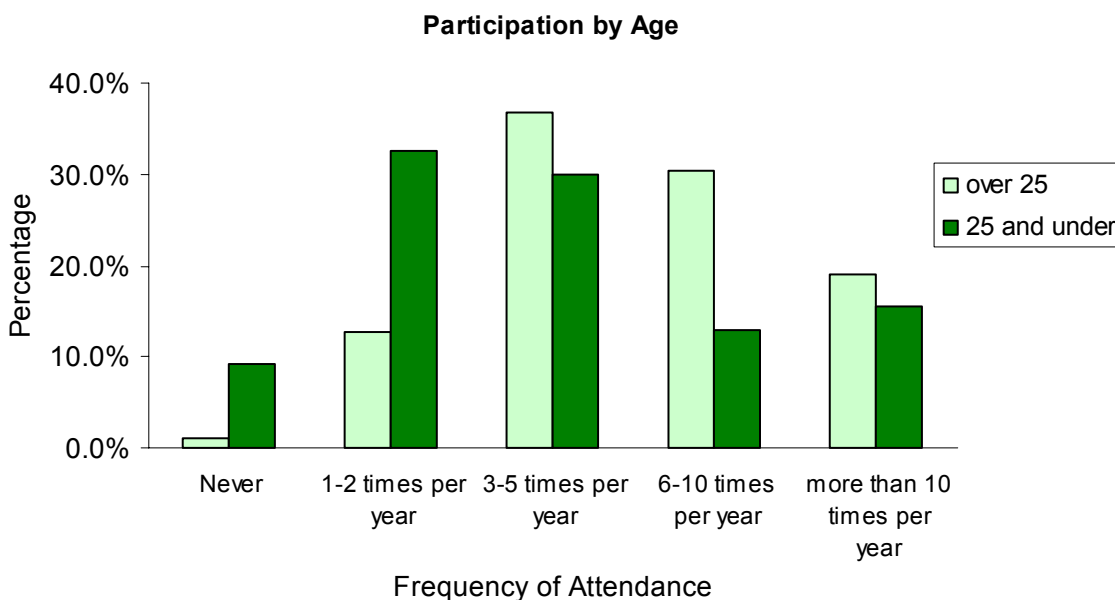
Area resorts are keen to participate and link their guests to area cultural attractions and events. Examples already occur in the valley, such as the bus service provided by Fairmont Hot Springs Resort that brings guests to see the demonstrations and gallery at Bavin Glassworks. Other examples include painting workshops organized by timeshare recreation directors for visitors. Resorts recognize the growing market for cultural tourism and feel it is an area that is underdeveloped in the Columbia Valley. Resorts are interested in partnership with the Columbia Valley Arts Council as well as private or other non-profit arts and cultural organizations around the valley. Increasing communications would be the first step in building these relationships, by encouraging overall communication about community arts and cultural events with resort recreation directors.

Participants in the resort focus group specifically mentioned the trend of aging visitors that take part in shorter golf or ski days and are seeking other activities, with an emphasis on cultural or nature-based attractions. They noted the popularity of events that showcase unique regional assets, such as the Wings over the Rockies Festival, or the Tour of the Arts event, and feel that visitors are interested in making a connection and being exposed to the true character behind the Columbia Valley communities.

Area resorts also see the potential in establishing more partnerships with each other to cost-share on coordinating live music or other entertainment to perform at multiple resort venues in the Columbia Valley. Support for events located at multiple locations around the region instead of always centrally located was high, noting that most visitor accommodation exists outside the central/Invermere area.

6. There is a need for more arts and cultural programming and outreach targeted at youth, children and families in the Columbia Valley.

The community survey revealed that younger age groups (25 and younger) are less satisfied on average with arts and cultural programming offered in the Columbia Valley. It also showed that younger age groups participate less on average in cultural events and activities, as illustrated by the graph below:



In addition to providing information on youth satisfaction and participation, popular programming needs identified by survey respondents were focused on youth, children or family programming (when asked to identify programs in need of development, of the fourteen categories offered, categories related to youth, families and children all ranked prominently, placing 3rd, 5th and 6th respectively). Comments from interviews and focus groups centred around the theme that involving young people is

an important part of overall community participation in the arts, as well as cultivating long-term sustainability for the region's cultural scene.

Feedback from both the community survey and the youth focus group showed that the biggest barrier to taking in more events was information; many youth feel that information about events is not marketed to them, and suggested the high school was a good place to convey information about community cultural events. Cost was another barrier that ranked higher in the community survey for youth on average than overall. Creating lower student rates for activities, providing a first-come, first-serve set number of free tickets to youth, and creating family rates for events are all suggestions from focus groups and surveys to overcome cost barriers associated with younger participants.

Youth in the Columbia Valley are engaged in and interested in arts and culture, and take part through existing community programming such as Aspire Dance Academy, or through classes and clubs at school (see information about local arts education below). In addition to these more structured activities or programs, a prevalent way of youth connecting to arts and culture was through more informal activities specific to their age group. For example, use of technology for sharing artwork, photography, music or film seems popular. Mediums for sharing mentioned included networking sites youtube and facebook, the Columbia Basin Trust's Youth Zine "SCRATCH" and the online visual art selling and sharing network known as deviantART.com. Creating short videos, either as video dairies, or short films and documentaries is also a very popular pastime for youth. Youth also talked about attending concerts or events outside the community, but also mentioned attending jam or open mic nights at Gerry's Gelati, and busking at the local farmer's market.

Some existing cultural events are currently planning new elements to better include youth in the community. For example, the upcoming 2nd annual Conrad Kain Mountain Film Fest (mainly featuring the "best of" Vancouver International Mountain Film Fest and sponsored by the local Conrad Kain Centennial Society) will feature a new element in 2009: a local short mountain film competition, with particular encouragement to youth entries. Another example is the annual privately produced Hoodstock Music Festival; which envisions expanding the event to include more family and festival components with displays and booths featuring local artisans and activities.

The youth focus group and interviewees mentioned some specific ideas for connection with local youth. One is for young visual artists to have more opportunities to exhibit work outside of the annual "Art from the Heart" event featuring school artwork at Pynelogs Cultural Centre. Also live music was a popular topic, with a desire to see more genres of music represented in touring community events outside of the events that take place in bars and clubs in the community. Finally, youth in general are very supportive of the performing arts centre idea and in particular would like more opportunities to participate in community theatre productions.

Education is a major part of linking local youth and children to arts and culture. Existing arts education programs targeted at school-age children and youth in the Columbia Valley are extensive. Reviewing the current offerings with the educator focus group during the community consultation revealed a detailed list of programming that includes the following examples:

- Available curriculum at David Thompson Secondary School: Visual Arts, Drama, Creative Writing, Woodworking/Metal Arts, Textiles, Band, Culinary Arts, Photography/Film
- Special programs for public schools: Arts Start – Artist in Resident Program; Theatre Field Trip

- Extra-curricular clubs: Silver Strings (Grades 5-7), Choir (Eileen Madsen/Windermere Elementary), Drama Club (Laird), DTSS Clubs: Art, Sewing, Stage Band, Drama Production, Newspaper/Yearbook
- Programming offered via non-profit community groups: Children's summer program (Pynelogs), Creative Adventures (age 1-6, Family Resource Centre), Children's Festivals (Wings, Mountain Mosaic), Wild Voices for Kids
- Private programs: Aspire Dance Academy, Kootenay Baton Connection, Private music

However, gaps that were highlighted during the educator focus group that represent opportunities for new educational programs targeted at children include an absence of after-school programs and summer day programs for a wider age-range; pre-school programming for the 3-5 year old age group; and parent skill development programs.

Within the school system, gaps were also identified, particularly at the elementary school level. The perception at the educator focus group was that arts and cultural programs at the secondary school level are more developed. One potential way of augmenting elementary school arts and cultural programs that was commonly mentioned is through links between local artists and the school system, such as those made through the Arts Start program where a collaboration between an area Artist and an elementary class is made through a joint project. Artists interviewed who had participated in this program spoke of the mutual benefits and inspiration to their own art offered by working with children.

Sharing resources between community arts and cultural organizations and the local school system was another idea that was raised to address educational gaps. For example, sharing costs of touring performers by offering a school day performance and a community evening performance is one idea that would be of benefit for the entire community. Another idea was to create an equipment sharing policy where resources at schools could be shared in the community more readily, and vice-versa for arts equipment and instruments that are owned by community organizations.

7. There is demonstrated community support for a centrally-located, multi-use performing arts venue and associated programming that emphasizes theatre, performing arts and live music. Creating a visible and busy community gathering place, incorporating complimentary shared facility uses, and planning for operational sustainability through private/public partnerships are important aspects of the community's vision for this facility.

The community survey shows strong support for the establishment of a performing arts centre in the Columbia Valley region, with an average rating of 4.26 out of 5 in support for the concept. Programming needs evaluated through the community survey also reflect a community desire for performing arts in general, with "live theatre" and "other performing arts events" and "live music" ranking high as needed programs in the region (ranking 1st, 2nd, and 4th respectively). When specifically asked about the potential uses for a performing arts centre, "theatre/live performances" are a clear lead, ranking first in the list of choices and rating 4.4 out of 5 for importance. Other potential uses for a performing arts centre that rank highly in the community survey are "film" and "dance studio".

Support for the performing arts centre proposal is strongly linked to some specific characteristics of the centre and its operations, as indicated by text comments provided through the community survey and input gathered during the interview and focus group sessions. These characteristics are summarized as follows:

- The concept of a multi-use facility is important to people, however most comments about multi-use also stressed the importance of complimentary uses where the design of the centre wouldn't try to be "all things to all people".
- Professional design: theatre acoustic design, stage and seating would have to be professionally planned to create a facility that is equipped to meet the needs of the cultural sector over the long-term.
- Versatility to accommodate small or large performances; and a variety of genres, conferences and film.
- Community gathering place: the desire to see a facility that is a visible hub in the community, and is busy with programming for all ages and through shared complimentary facilities such as municipal offices, library, dance academy, and other private sector spaces such as a café or retail space.
- Operational sustainability supported by new revenue streams, private or public "tenants" and cultural tourism opportunities (see more specific ideas on this topic below).

Location of the performing arts centre was another aspect of the proposal explored in the community consultation. Survey results indicated that overall support for a Fairmont Hot Springs location received an average rating of 2.46 out of 5 in support of the location (see graph on page 16). When this question was analyzed on a community basis, it did show that the southern communities of Fairmont Hot Springs and Canal Flats had higher support for a Fairmont location than communities located further to the north end of the valley. Many people raised questions about the link between location and the general business model for a performing arts centre. There was a real desire for careful planning that takes into consideration all of the options for different operational models, overhead costs, community user groups and tourism potential when selecting a location.

The concept of supporting the operations of a performing arts facility through municipal or regional district taxes was also explored during the community consultation. In general many people interviewed for the project indicated their willingness to support a facility through taxes but also expressed concern about the real potential of such a proposal passing a community referendum due to current economic conditions and also the perception of taxpayers that they are already funding too many community projects. One suggestion that might represent a more attractive proposal to taxpayers was the idea of a model where tax support is scheduled to decline over time as the performing arts centre becomes more self-sustaining. As an example, residential tax rates for other regional amenities in the Columbia Valley are shown in Appendix 5.

Ideas expressed regarding the concept of revenue generation and operational sustainability included a mix of new programming for new revenue generating opportunities coupled with the concept of building on and supporting assets that already exist in the community. The idea of a summer theatre program, or conference capabilities aimed at a visitor market are examples of new programming that represent revenue sources. The idea of partnering with the local dance academy is more about supporting and growing existing community assets: the local dance academy already home to over 180 students annually and is in dire need of both performance and practice/teaching facilities. The annual dance show is held in Cranbrook due to lack of a Columbia Valley facility and currently sells out

a 600-seat theatre there each year. Specialized programming targeted at both a visitor and local market could grow out of such a partnership, with the potential to host specialized dance workshops or events that are not currently possible in the community. Finally, a public partner to the centre is also viewed as important to operational sustainability, with ideas including provincial social services offices, municipal offices, or a library.

A final theme that was communicated during the community consultation and associated with the performing arts centre proposal is the idea that such a project is a large undertaking and would require a multi-disciplinary task force with strong support from local governments. Concerns were expressed about such a project stretching the volunteer capacity of the Columbia Valley Arts Council and distracting from the focus on their core mandate.

8. Local governments need clarity around what their role should be in supporting arts and culture, and lack information about the value and benefits of the sector to their communities.

Local governments in the Columbia Valley contribute to the arts and cultural scene through funding to community organizations, in-kind support to special events, and planning new/maintaining existing infrastructure such as community halls or outdoor amphitheatres. Comments made by many people that participated in the community consultation indicated a desire to see more visible commitment or leadership by local governments in their support of arts and culture. Specific suggestions included incorporating more specific actions related to arts and culture into community planning, seeking opportunities to establish public art, or creating a position for a regional events coordinator or recreation staff to assist in cultural programming.

Another theme related to local government support that came out of the community consultation is the idea of local governments identifying more ways to enable community groups to move ahead, achieve objectives and build on momentum behind projects and initiatives. Interviews with local government leaders indicate that they are open to exploring their role within the cultural scene in their communities, but are hindered by a lack of information. Empowering local politicians to increase their support to the arts by providing information is a role that local community organizations, and specifically the Columbia Valley Arts Council, can play as advocates for arts and culture in the region. Information such as the economic impact of the arts and cultural sector, the extent of community participation and overall benefits of arts and culture to the community would be valuable to building general understanding of the arts and culture sector by local governments. Creating board seats on the CV Arts Council for one or two designated government representatives may be one option to open lines of communication.

9. A lack of cooperative communication and promotional efforts for arts and cultural events and activities around the Columbia Valley is a barrier to community and visitor participation.

According to the community survey results, "timing and schedule conflicts with other community events" and "lack of information/awareness about events" tied as the top barriers to community participation in arts and culture.

People are seeking a single, common source of community information that promotes all community events on one calendar. This would also address the issue of timing conflicts between events, since community groups and businesses could share information between themselves about upcoming events to avoid conflict. Ideas to achieve this common calendar include designating one group to maintain it, such as the Columbia Valley Chamber of Commerce or Columbia Valley Arts Council, or creating an interactive on-line calendar that can be linked and displayed on a multitude of local websites, where groups are responsible for posting their own events.

Specific to the role of the Columbia Valley Arts Council, a prevalent comment from the community consultation was that the Council should do more to promote all events related to arts and culture, regardless of whether they are CV Arts Council events or events planned by other community organizations or businesses. The general feeling behind these comments is that promotion of all arts and cultural events across organizations and around the region is a key component of the Council's mandate to support arts and culture in the Columbia Valley. Mediums mentioned in the consultation included web site listings, email updates and the CV Arts signboard.

Feedback from the performing and visual artist focus group was along the same theme, and directed at the Columbia Valley Arts Council web site. One idea that came out of the focus group was to have a member-artist directory on the site, and more effort to profile artists as part of a promotional support role from the CV Arts Council. An idea that was suggested that might save on limited staff resources would be to create an interactive directory for local artists where members can have a user name and update their own information, or even post videos or images of their art, onto the website themselves.

Opportunities exist for cultural tourism that would benefit from increased cooperative communication. Business and resort focus groups felt that a more focused information source around arts and cultural events would be a resource for local resorts, visitor centres and tourism operators to link tourists into the cultural opportunities in the Columbia Valley.

Participants in the study identified several opportunities and ideas for further development, many of which were outlined in the “themes” section above. The following list captures some of the other ideas voiced during the cultural scan process.

- Several groups and individuals mentioned opportunity to use the outdoors as a venue in the summer, for movies, summer live theatre, and concerts. Present and future outdoor venues identified included the Radium band shell, the Fairmont Hot Spring Resort and Panorama Resort Ski Hills, public beaches, Invermere’s Pot Hole Park, and the Hoodoo band shell.
- Panorama Resort and Fairmont Hot Springs Resort already coordinate transportation to the Invermere Farmer’s Market and Bavin Glassworks. One idea is to build on this existing transportation to link resort visitors to other arts and cultural events or venues.
- Movie nights on the beach: use the Kinsman beach as an outdoor venue, and erect a large screen to offer fun and inexpensive family entertainment.
- Christmas Market: there are many artists that are not comfortable displaying their art in a “craft fair” environment, however would love an opportunity to connect with buyers during the Christmas season. One idea is to create an upscale artisan market and arts event corresponding with Christmas that is complimentary to and not in competition with local community craft fairs.
- “Graffiti Alley” passageway between Dave’s Book Bar and the Dollar Store in Invermere: Feature youth graffiti artists in the community by allowing them structured and designated space to create their art and also celebrate it as part of community arts.
- Build on growing awareness and interest in local food cultivated by Columbia Valley Botanical Society and the Community Greenhouse project (i.e. Potato Palooza, Harvest Dinners) into an annual festival celebrating food and art.
- “First Thursday”: This idea is to have a monthly gallery open house where public and private galleries take turns hosting an open house featuring food, wine and music with the idea of encouraging locals and visitors to get to know the local galleries and the artists.
- Art Map: Create a map and a common icon/sign to identify local studios and galleries for visitors to the Columbia Valley.
- Train local youth in lighting/sound systems for events as a way of skill development and youth engagement.
- Create cultural celebrations that draw out and showcase cultural communities such as local French-Canadian communities or First Nations.

Recommendations

The following recommendations are a summary of the input and suggestions received during the community consultation as outlined in the "Common Themes" section of the report. There are many organizations - public, private and non-profit - that can play a role in addressing these recommendations. While there is an obvious leadership role for the Columbia Valley Arts Council in many of the following topics, these recommendations are targeted in general at the many participants in the Columbia Valley's arts and cultural sector.

Strategic Direction 1. Build bridges and facilitate connections in the community that promote and support further development of the arts and cultural sector.

- Increase partnerships and communication among community arts and cultural organizations. Opportunities to do this include hosting an "arts summit" annually to share information and explore partnership opportunities; creating representative seats on each other's boards between common partners, and sharing marketing, programming and fundraising resources. There is a key role for the Columbia Valley Arts Council in facilitating and leading these connections.
- Bridge the arts and cultural sector with other diverse interests to build community awareness and participation. Examples include creating arts opportunities linked to types of recreational interests, such as mountain sports, nature appreciation, and community celebrations.
- Explore more partnerships between the arts and cultural sector and local businesses. Opportunities include using visual and performing arts to revitalize downtown areas, increasing co-hosted events and general communications with area resorts, and facilitating links to showcase local artists in private galleries and other businesses.
- Create a regionally focused scene inclusive of all Columbia Valley communities through increased emphasis on events located around the region and also access to public or shared transportation.

Strategic Direction 2. Encourage the role of arts and culture in fostering community spirit and well-being.

- Encourage participation in community arts through support to local workshops and educational opportunities and common interest clubs/groups; create more opportunities for people to learn and participate.
- Showcase community participation in arts and culture by hosting special exhibits, including local artists, performers in community celebrations, hosting amateur nights, and increasing promotion of existing events.
- A key role for the Columbia Valley Arts Council is to advocate for arts in the community by providing information to the public about the role, value and benefits of arts and culture. Engage

local government in projects and organizations that support arts and culture and encourage community planning that incorporates the arts sector.

Strategic Direction 3. Support development of performing arts through investment in and planning for performing arts venues.

- It is recommended that the Columbia Valley Arts Council takes the lead in confirming buy-in and support for the concept of a performing arts centre from municipal and regional governments in the Columbia Valley. Present the concept within the context of the criteria supported by the community, listed on page 23 of this report.
- Create a performing arts centre planning advisory committee that includes municipal and regional governments, and arts and cultural organizations represented from around the Columbia Valley. Role of the committee would be to identify key user groups, spatial requirements, location, recommend a management model and develop an overall concept for a potential performing arts centre prior to initiating capital fundraising.
- Invest in and support other short-term public venue possibilities, including outdoor performance venues for summer programs.

Strategic Direction 4. Look to the next generation for fresh inspiration, participation and audiences for arts and culture.

- Use community resources and partnerships to address gaps in arts and cultural education targeted at youth and children. Gaps include after-school programs, summer day programs, pre-school programs, and parent skill development programs. Encourage collaboration between local artists and public schools, particularly at the elementary level.
- Engage local youth in arts and culture through targeted programming and participation opportunities. Examples include special exhibits for young visual artists, expanding the genres of live music offered in all-ages venues, and communicating and engaging using technologies (e.g. social networking web sites) and genres (e.g. film/video) popular with youth.
- Create partnerships targeted at supporting exposure to arts and culture to youth and children. Partnerships between the CV Arts Council and local youth centre; sharing equipment and touring performances between the school system and arts organizations; and showcasing organizations such as Aspire Dance Academy at community celebrations are all examples of potential partnership opportunities.

Strategic Direction 5. Focus on the bigger picture of arts and culture in the Columbia Valley in marketing and communications.

- Create a shared, single source of community events information through an interactive calendar that can be used and maintained by multiple organizations, businesses and individuals. One example of a web-based tool to support this is the platform created by bhubble.com.

- Increase promotional efforts by the Columbia Valley Arts Council to include all arts and cultural events across organizations and around the region, and opportunities for local artists to be profiled and promoted on the CV Arts Council web site.
- Consolidate visitor information on regional arts and culture to create a more comprehensive picture of the valley as an overall arts and cultural destination.

Recommended Next Steps

The information and recommendations created by the Cultural Scan project represent the first phase of developing a cultural plan for the Columbia Valley region. Translating these recommendations into concrete objectives and projects with budgets, targets and timelines is a recommended next step that leads from the Cultural Scan process. This planning could take place at the organizational level in the form of a strategic plan for the Columbia Valley Arts Council, or may inform the planning of other arts and cultural community organizations. Planning could also be initiated at the community-wide level in the form of a community cultural plan that assigns accountabilities to many organizations involved in the arts and cultural sector.

Part of planning may be focused on filling information gaps not addressed by the Columbia Valley Community Cultural Scan project, such as understanding the scope of the market for arts and culture represented by the seasonal and tourist population.

Involvement of area municipalities and the Regional District of East Kootenay as partners in any planning, projects and initiatives is important to continued engagement and communication with local government regarding arts and culture in the region.

Creation of a longer-term plan and project list is a valuable tool that lends itself to engaging governments in incorporating arts activities into annual budgets. It also enables communities to proactively target project partners and funders while at the same time be in a position to seize unanticipated funding or partnership opportunities.

One resource for developing a Cultural Plan is the "Cultural Planning Toolkit" developed by the Creative City Network of Canada and 2010 Legacies Now. This resource can be downloaded from the 2010 Legacies Now web site at:

http://www.2010legaciesnow.com/creative_communities/

Appendix 1. Columbia Valley Cultural Scan Community Forum Notes

February 24, 2009

Feedback regarding potential performing arts centre:

- Key to continuing support from community for this concept will be to demonstrate to the community that it is an affordable concept.
- Location decision needs to consider environmental and social impacts; evaluate the true costs and benefits over the long-term. Examples of environmental considerations: carbon footprint; vehicle travel vs. walking or public transport access. Examples of social considerations: access by community.
- Question: are there opportunities to partner a performing arts centre with other future developments in the valley in addition to the proposal by Fairmont Hot Springs Resort? Example is Vista del Lago concept in downtown Invermere.
- Evaluation of the performing arts centre needs to include support for other regional venues. Might consider a "hub and spokes" concept where smaller sub-venues around the valley are all integrated.
- Importance of doing the market research to identify the best opportunities for supporting a centre financially.
- Would be great to model the project after other successful community projects that emphasize sustainability and partnerships. Excellent example is the Community Greenhouse and David Thompson Secondary School partnership.
- The performing arts centre needs to be accessible to young people and close to community schools, and a Fairmont location is not optimal for this aspect of the centre.
- The discussion needs to move away from arts/culture as a "product" and focus on the community, our collective identity, and its role in supporting community arts.

Outreach/Columbia Valley Arts Council:

- Appreciate the idea of locating CV Arts Council events more regionally by hosting some events in different communities aside from Invermere. Example: Cinefest Films in Edgewater have been very popular and appreciated. Can outlying communities share in more CV Arts events?

General comments/ideas:

- Outdoor venue idea: Pothole Park "Theatre in the Round"
- District of Invermere proposed recreation centre: regardless of whether a performing arts centre project goes forward elsewhere, Columbia Valley Arts Council should be involved in planning for this facility and incorporating opportunities for arts and culture, especially for youth.

Appendix 2. Columbia Valley Location Map



Appendix 3. Official Community Plans

A. DISTRICT OF INVERMERE OCP

2.4 Education, Recreation, Arts and Culture

Invermere is the centre for educational, cultural and artistic opportunities for the Upper Columbia Valley. The community is home to David Thompson Senior Secondary School, College of the Rockies, Eddie Mountain Memorial Arena, Pynelogs Cultural Centre, Invermere and District Library, Windermere Valley Museum and Joe Peters Memorial Curling Rink. As well it is host to several valley functions that include Wings over the Rockies Bird Festival, Loop the Lake, Lake Windermere Triathlon, Sea to Summit and Bonspiel on the Lake. From hosting Canada Day Celebrations, to being the home of the Columbia Valley Rockies Ice Hockey Club, to becoming an adventure tourist destination, Invermere has it all.

1. The District will support opportunities for training, education or self-improvement that will enhance the community's creativity and economic stability. The District will support the Rocky Mountain School District, the College of the Rockies and any private or public training institution in any endeavour that will promote the area, encourage continued learning and career advancement, and promote community well being.
2. The District will continue to cooperate with other governments to ensure that the provision of health, welfare, social and educational services are affordable and accessible to all residents. This will include the District's on going support of the Invermere and District Hospital, the Health Council, the Family Resource Centre and the Youth Centre.
3. The District will support and foster ongoing community awareness of cultural and recreational activities and appreciation of culture and recreation as an integral part of life in Invermere. This will involve the continued support of the Windermere Valley Arts and Cultural Society, Pynelogs, the development of future cultural and recreational facilities and the support of local sports and youth groups.

B. RADIUM HOT SPRINGS OCP

Recreation and Culture

Seek the land, space or facilities required to provide opportunities for all residents and visitors to participate in recreational and cultural programs and services offered by the village and other organizations.

The village will pursue opportunities for cooperative construction and operation of recreation and cultural facilities with existing businesses, developers, service clubs, community organization and the Columbia River Greenway Alliance. In particular, the village will work with the School Board to make school facilities a part of the recreational and cultural fabric of the community.

Encourage Saint Joseph's Church to make the facility available to the community for presentations and lectures.

Encourage private sector developments to include additional amenities such as tennis courts, a covered ice rink, lawn bowling greens, children's water park and fitness facilities that are available to the public.

The village will continue to pursue the establishment of a new combined library, museum and cultural facility to support the growing needs of the community.

Establish and facilitate a recreation committee that will assist the village in achieving the community's goals with respect to parks and recreation.

Appendix 4. Community Survey Questions

The following survey is an information gathering tool for the **Columbia Valley Cultural Scan and Community Consultation** project. The main purpose of this project is to collect input from the Columbia Valley community and use it to inform arts and cultural planning.

Everyone is welcome to complete the survey, and we encourage you to complete it, as well as to pass it on to interested friends. **This survey should only take 5 to 10 minutes to complete – thank you for your time!** You may also complete this survey online at **www.columbiavalleyarts.com**. Completed surveys can be dropped at the following locations: Pip’s Country Store (Edgewater); Meet on Higher Ground (Radium); Gerry’s Gelati (Invermere); District of Invermere; Invermere Public Library; Columbia Valley Chamber of Commerce; Smoking Water Coffee Co. (Fairmont).

A community forum with the results of the project and recommended next steps will be held in February 2009 – watch for an announcement with more information. We welcome your participation!

For more information on this project, please contact Gerri Brightwell at 342-0309 or gbrightwell@telus.net.

1. Please tell us your age group:

- | | |
|-----------------------------------|--------------------------------------|
| <input type="checkbox"/> under 18 | <input type="checkbox"/> 45-54 |
| <input type="checkbox"/> 18-25 | <input type="checkbox"/> 55-64 |
| <input type="checkbox"/> 26-34 | <input type="checkbox"/> 65-74 |
| <input type="checkbox"/> 35-44 | <input type="checkbox"/> 75 and over |

2. What part of the Columbia Valley are you from?

- | | |
|---|---|
| <input type="checkbox"/> Edgewater/Brisco/Spillimacheen | <input type="checkbox"/> Windermere |
| <input type="checkbox"/> Radium Hot Springs | <input type="checkbox"/> Akisq’nuk First Nation |
| <input type="checkbox"/> Panorama | <input type="checkbox"/> Fairmont Hot Springs |
| <input type="checkbox"/> Toby Benches | <input type="checkbox"/> Canal Flats/Columbia Lake area |
| <input type="checkbox"/> Invermere | <input type="checkbox"/> Not from the Columbia Valley |
| <input type="checkbox"/> Shuswap First Nation | <input type="checkbox"/> Other _____ |

3. Are you a resident, part-time resident or visitor to the region?

- | | |
|---|---|
| <input type="checkbox"/> Full-time resident | <input type="checkbox"/> Visitor, 5-10 times per year |
| <input type="checkbox"/> Part-time resident, from elsewhere in BC | <input type="checkbox"/> Visitor, 1-4 times per year |
| <input type="checkbox"/> Part-time resident, from out of province | <input type="checkbox"/> First time visitor |
| <input type="checkbox"/> Visitor, more than 10 times per year | |

4. Where do you attend arts and cultural events in an average year? Check **all** that apply.

- | | |
|--|--|
| <input type="checkbox"/> Columbia Valley | <input type="checkbox"/> Canmore |
| <input type="checkbox"/> Cranbrook | <input type="checkbox"/> Calgary |
| <input type="checkbox"/> Golden | <input type="checkbox"/> Edmonton |
| <input type="checkbox"/> Nelson | <input type="checkbox"/> Other Alberta |
| <input type="checkbox"/> Kelowna | <input type="checkbox"/> Other BC |
| <input type="checkbox"/> Vancouver | <input type="checkbox"/> Other Canada |
| <input type="checkbox"/> Banff | <input type="checkbox"/> USA |

5. What arts, culture and heritage activities have you participated in or attended within the **last year within the Columbia Valley**? Check **all** that apply.

- Live music performances; e.g. Pynelogs Cultural Centre; Christ Church Trinity; Angus McToogles; Hoodoo Grill
- Visual art exhibitions; e.g. Bavin Glassworks, Village Arts, Pynelogs Gallery, Windermere Art Corner
- Workshops and courses related to arts and culture; e.g. photography, painting, writing
- Museums or Historical Sites; e.g. Windermere Valley Museum
- Film; e.g. Cinefest, Best of Banff Mountain Film Fest
- Community Visual and Performing Arts; e.g. Valley Voices Choir, Second Winds Band, Purcell Mountain Painters
- Community Celebrations; e.g. Edgewater Variety Show; Mountain Mosaic Arts Festival
- Farmers/Artisan Markets; e.g. Invermere Farmer's Market, Windermere Fall Fair
- Music Festivals; e.g. Pynestock; Panorama Music on the Mountain; Hoodstock
- Other, please describe: _____
- Other, please describe: _____
- Other, please describe: _____

6. How often do you participate in or attend a cultural event (such as a concert, a film, a festival, a workshop, an exhibit)?

- never
- 1-2 times per year
- 3-5 times per year
- 6-10 times per year
- more than 10 times per year

Appendix 5: Examples of Residential Tax Rates for Amenities in the Columbia Valley

Service	Funds Collected (2008)	Residential Tax Rate
Eddie Mountain Arena	\$351,576	\$0.087/\$1,000
Canal Flats Recreation	\$157,819	\$0.59/\$1,000
Edgewater Recreation	\$33,453	\$0.32/\$1,000
Brisco Community Hall	\$12,278	\$0.15/\$1,000